



TWIN FLAME WISDOM

Twin flame wisdom initially started as a podcast. Our goal with said podcast was to allow our audience to follow our growth as friends and young adults mentally, physically, and spiritually. While also pushing/challenging them to grow with us. The definition of a Twin Flame is broad but it fits the connection my friend and I believe we have.

We loved doing the first season of our podcast but realized our audience's connection with us was very limited with just listening in. We wanted to make a product that is not only inclusive to our brand but inclusive to multiple audiences. Which meant the product could be closely related to our podcast, but doesn't rely on our podcast.

The first candle line we created is symbolic to the meaning of our Twin flame connection. Though the candles can be bought individually, we have made them to also be bought in pairs. This is so you can burn both candles with the complimentary smell or dare I say its "twin". For example we will have a meditation segment on our podcast which will allow our audience to burn our peppermint and lavender candles during their meditation practice. These aromas pair together to give a calming effect.

The Candles we chose to make are symbolic to our spiritual practices such as manifestation and meditation. We also wanted our candles to be reusable with the tin containers and natural ingredients.



As of now this is an example of what our final product may be. This brand will grow with us

and our audience.

We may also expand our merchandise into journals, T-shirts, mugs, and possibly stickers.

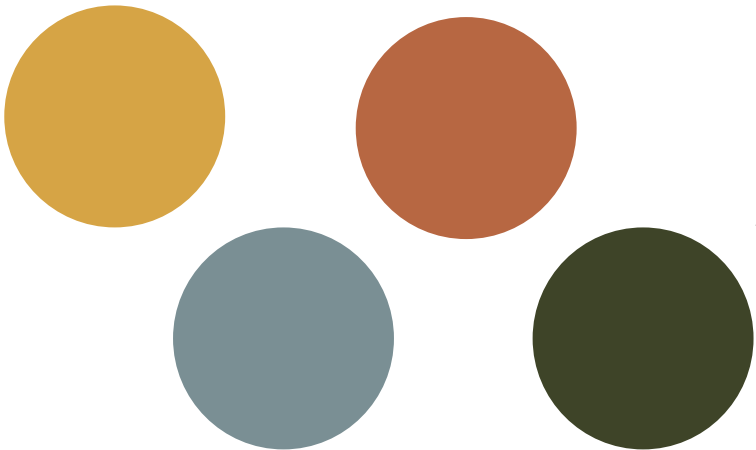
POSSIBLE MERCHANDISE



PRODUCT PHOTOS



DESIGNING COLORS



DESIGNING FONTS

Freestyle Script
Bold

Freestyle Script
Regular

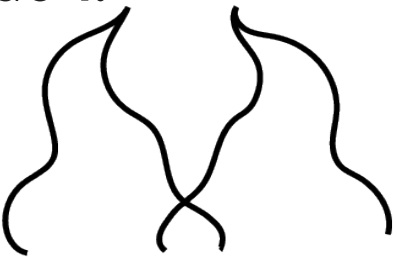
Acme Gothic Condensed
Regular

Acme Gothic Condensed
Bold

LOGO EVOLUTION

Considering the multi-colored background we felt a simple logo would add some contrast to the design. Also as you can see there are identical faces which represent the twin aspect. Furthermore, if you look closely there is the shape of a chalice. Spiritually the chalice represents abundance. This symbolism is held closely to our beliefs that our blessings and gratitude are abundant.

LOGO 1:



Twin Flame Wisdom

LOGO 2:



LOGO 3:

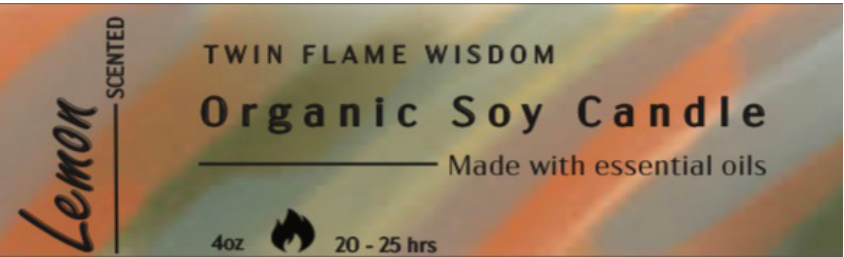


FINAL LOGO:



Front of Lable: Location - wrapped around tin

Includes the scent description such as "Lemon" also the name of our brand "Twin Flame Wisdom". The size of the candle is also listed "4oz" Finally the estimated burn time is listed "20-25hrs".



Warning Lable: Located on the bottom.

"Warning : Failure to follow instructions could result in fire hazard or injury. Do not burn candle on or near flammable surfaces or items. Keep away from children and pets. Container may become hot while burning candle. Never leave unattended. Instructions: for best results keep wick centered and trimmed to ¼". Do not burn candle for more than 4 hours. Keep Candle free from any foreign matter, matches, wick trimmings, etc. Do not place lid on container while burning. Discontinue use when only ¼" of wax remains.



Back Of Lable: Location - wrapped around tin

Each candle has a complimentary description to their scent/suggested use and an accompanying icon. Example: "Manifestation is the practice of thinking positive thoughts with the purpose of making your aspirations a reality. This candle can help you do just that. The scent of eucalyptus is said to stimulate the brain and improve energy! Burn this candle to aid in your practice. Pairs well with our lemon scented candle!" Example: "Meditation is the practice of training one's mind to encourage groundedness, a sense of heightened awareness, focus ... etc. This candle can help you do just that. The scent of peppermint is said to help with mental focus! Burn this candle to eat in your practice. Pairs well with our lavender scented candle!"

