

# WONKY CANDLES

## CASE STUDY



## WONKY CANDLES

Wonky Candles are a small business that are truly inspiring. PJ, their founder, has multiple disabilities including autism, epilepsy, deafness and blindness amongst other things, but does he let that stop him? Absolutely not. PJ is such a resilient and creative individual, he made his first candle on a family holiday in the Peak District 5 years ago and his passion only grew. At first he was making them as gifts for friends and family, he then progressed onto selling them to support NHS workers during the pandemic. Since then, Wonky Candles has upscaled from Mama Wonky's kitchen and they're now in their new unit they like to call 'Wonky World'.

## OBJECTIVES

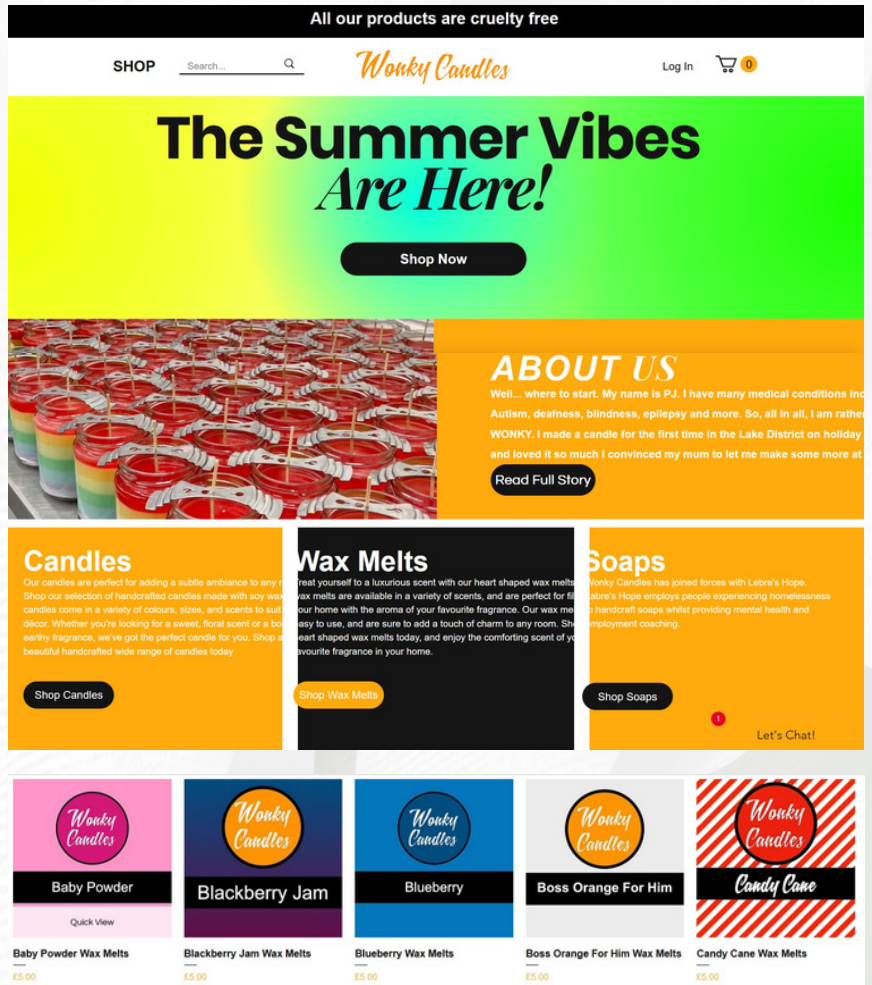
When working on this rebrand for Wonky Candles, there were a few things to bear in mind, for example, the bright personality of the company, desired colours and accessibility.

### Wonky's Objectives:

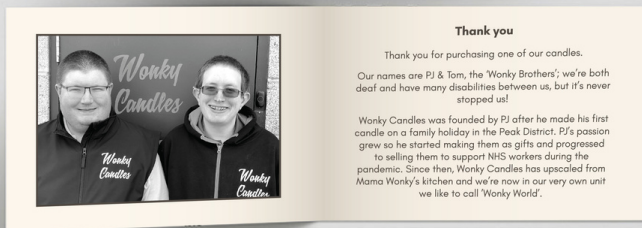
- Create a bright, fun feeling whilst keeping the brand professional.
- Design new templates that Wonky Candles are able to access, amend and print in house.
- Design assets that are accessible for members of staff with dyslexia and partial blindness.
- Incorporate a bright orange shade into the branding as this is PJ's favourite colour and ties in with Wonky's bright personality as a brand.

# BEFORE

Wonky Candles' previous branding was intense and mismatched. As much as it showed off their bright personality, they had no brand guidelines or consistency and the company had developed since this style was put in place at the start of their journey 5 years ago. They are no longer a tiny business operating out of mum's kitchen, they're a brand and it was time to spice it up!



# AFTER



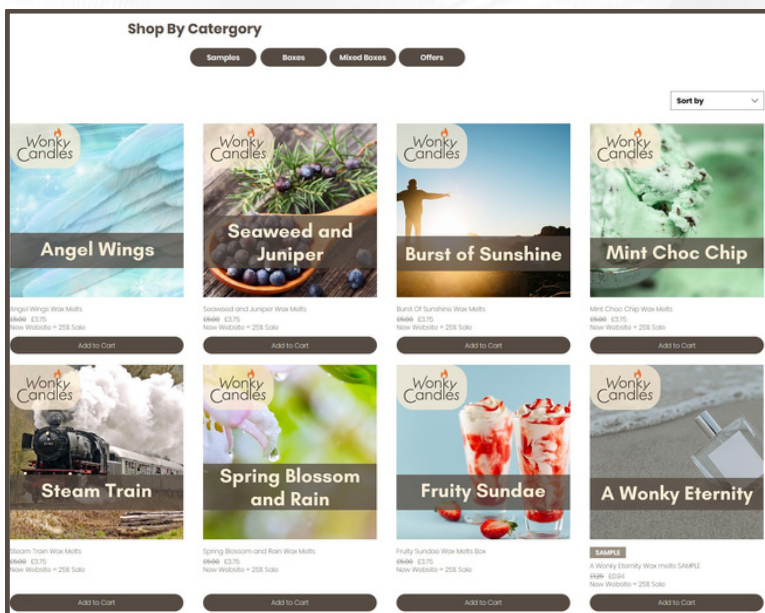
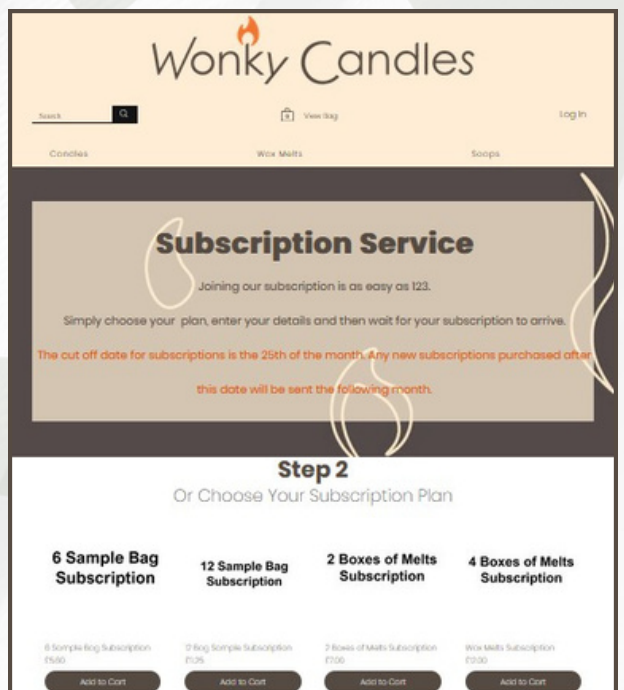
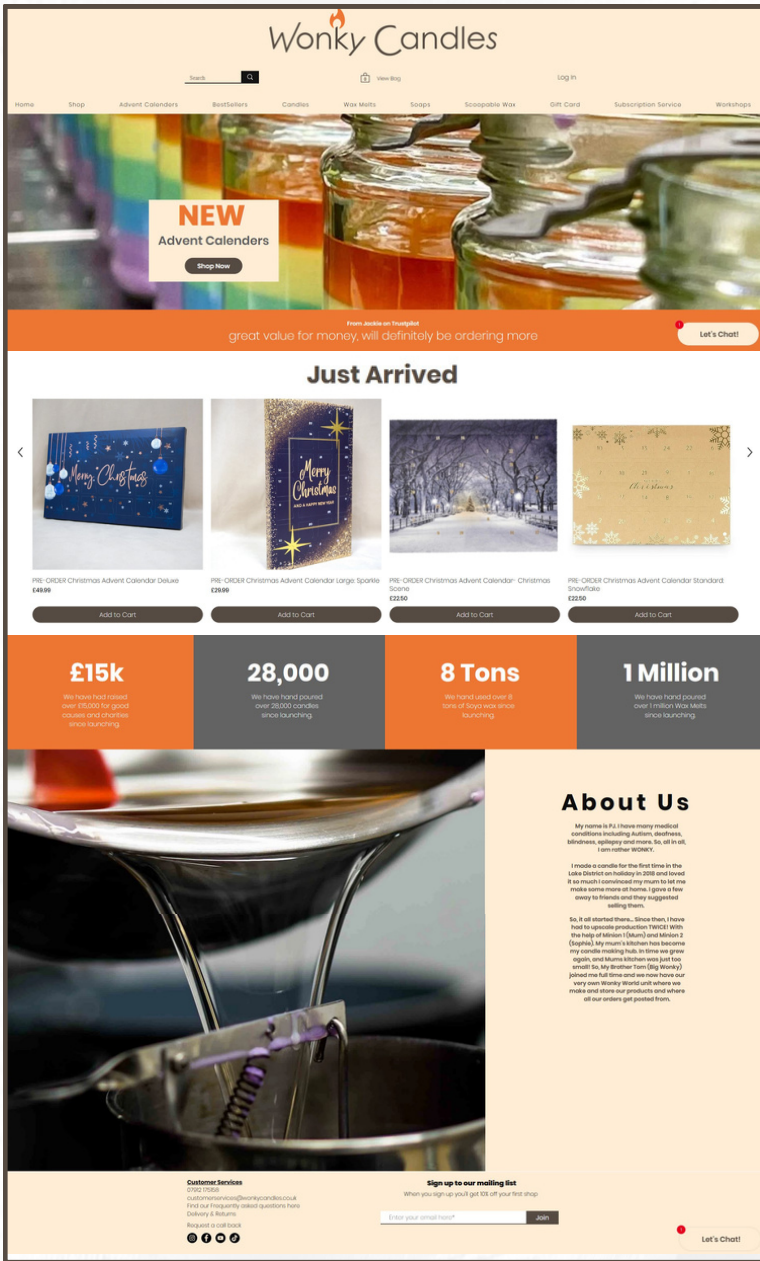
# Wonky Candles



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# BRANDING IN ACTION:

These are assets Wonky Candles have pulled together with their new templates and brand guidelines.



## CLIENT FEEDBACK

A Q&A with the Company Directors of Wonky Candles, PJ (Mr Wonky) and Tom (Brother Wonky).



### What were the main challenges?

**PJ:** "That it was still accessible to everybody but it still looked a bit more grown up at the same time, so it was finding the balance of getting those in the right place."

**Tom:** "We were scared of the effect it would have, 'if the logo changes would they not know what Wonky candles is?' but actually what we've achieved is a much better look and certainly, people are impressed with it."

### How do you feel about the new branding?

**PJ:** "The rebrand gave the brand an entire new lease of life. There's a massive change, in that, everyone that sees the new branding says "love the new branding", it's brilliant."

**Tom:** "We love it. We think it looks fantastic, it's really good, it's captured everything that Wonky was and made it even better. It's a lot more professional, it looks neater, it looks smarter. "

### Why did you want to stick with orange?

**Tom:** "It's always been known as the 'wonky colour', that bright orange' and the brightness comes from PJ's eyesight, because of his vision he likes bright and bold things - it made the website come across as very intense - and what we've done is kept the 'wonky theme' if you'd like, but toned it right down so it still looks like Wonky, but it's a much fresher set of colours."

### How well do you think we worked together to make the designs accessible?

**Tom:** "Really well, there were couple of ideas that we came up with that were tweaked to suit PJ and to suit the accessibility; you were really open to doing anything that we needed to do to help PJ and at the same time matching it with the new branding so the whole thing worked really well."

### How did you find the consultation and feedback process?

**PJ:** "Really easy, you didn't take criticism as a negative thing."

### Are your new brand guidelines easy to follow?

**PJ:** "Having the brand guidelines was great. It meant we were able to go, "right, that needs to be that and that needs to be that". It was really quite straight forward."

### Are the new templates easy to use and how are you liking the results?

**PJ:** "When it's done, it looks amazing but doing it is even easier! You don't have to be a computer genius to do it, you literally just have to know how to change a photo on the template and upload it."

## How did you find working with Serrano Media?

**PJ:** "I have to say, from start to finish, the easiest thing I think we've ever done; there was no stress at all. Definitely well worth doing it."

**Tom:** "Really easy, great communication, lots of flexibility around what we wanted as well as what the right thing to do was. You've got plenty of time for us and actually you turned it around really quickly, - I know we put you in a tight spot to get it done - you got it done and it's completely changed how we do things, it's changed all of our packaging for the better."

## Did you have any reservations going into this project?

**Tom:** "We did think the transition would be harder, but we've managed to transition over nicely. We were worried about the cost of it and would it achieve anything, but actually it's achieved a lot. It was a very scary process but you made it very easy and helped us through it. We knew it was the right thing to do once we got going."

## OUR SOLUTIONS

**Colour Palette:** Wonky Candles aren't your average candle company, whilst keeping it professional, we also wanted to keep it fun. Their new colour palette consists of very natural colours you might typically associate with a candle brand, but with a twist of their 'Wonky Orange'. This was a way to keep the brand clean-cut, professional and classy and also add Wonky's bright touch of personality.

**Logo Mark:** The logo mark is a flame that either sits within the logo or on its own. This mark sets Wonky Candles aside from other candle companies as it adds to their quirky feel whereas competitors tend to keep their logos very plain.

**Typography:** The typography is customised, with a single corner of each letter in the logo being rounded to resemble a candle wick.

**Templates:** Custom templates were designed for Wonky Candles to make their packaging process quick and easy. They had templates made for both packaging and website assets, this was the best and most cost effective option, as Wonky Candles are always releasing new scents.

**Packaging & Web Assets:** We renewed the designs for all of the packaging labels as well as templates for the scent options that are displayed on the website to make them more inviting. We added imagery to both, enabling the customers to get a feel for the scents when browsing as well as to make the packing process easier for PJ with his eyesight.

**Photography:** Within Wonky Candles' brand guidelines, there is a photography section to help pick the correct type of imagery for the packaging. This keeps their packaging looking attractive whilst staying in line with the company's personality and other defined brand assets.

Feel like you might need help with your branding? Get in touch!



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