

YOUR BRAND BLUEPRINT

Golden Hour Candle Co.

B2C Product Brand | Prepared July 8, 2026

Candles that bring your favorite memories back to life.



A warm, organic, story-rich brand system for calming moments, memory-led products, holiday revenue, and community-building content.

Honey Amber	Candle Cream	Terracotta Clay	Wick Brown

Prepared for Danielle Ortiz

OPENING • BRAND AT A GLANCE

“Not to sell wax. To bottle up the moments people thought they lost.”

Brand Promise Busy women get a small ritual of calm and connection through hand-poured candles that smell like favorite memories.	90-Day Focus \$12,000 in holiday-season revenue through product storytelling, market momentum, workshops, and email-driven buying moments.	Primary CTA Buy - with supporting CTAs for custom orders, workshops, and email list signups.
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Offer	How It Shows Up
The Memory Collection	Hand-poured soy candles inspired by childhood memories, family rituals, and sentimental scent stories.
Custom Event Candles	Personalized candles for weddings, showers, celebrations, favors, and intimate gatherings.
Monthly Candle-Pouring Workshops	Community-building events where customers create their own candles and make memories in real time.

SECTION 1 • BRAND IDENTITY

Brand Voice Paragraph

Golden Hour Candle Co. sounds like the friend who pulls you into a story at the farmer’s market and somehow makes you laugh and tear up in the same sentence. The voice is warm, playful, inspirational, and conversational, with natural storytelling, little bursts of excitement, and a strong sense of “this is why I do this.” It should feel human before it feels polished: real market moments, customer reactions, scent memories, family references, happy tears, and a little “y’all” energy are all part of the rhythm. Content should never sound like it is just selling wax; it should sound like it is inviting people to remember, slow down, and reconnect. Keep the language caring and hopeful, with sensory details that make people smell the candle before they buy it.

Brand Summary

Golden Hour Candle Co. creates hand-poured soy candles that turn memory, comfort, and connection into everyday rituals. The brand serves busy women, consumers, and families who want a small moment of calm that feels personal instead of generic. Its signature difference is emotional scent storytelling: candles inspired by childhood memories, family kitchens, holidays, Sunday mornings, and the little moments people thought they had lost. Beyond products, workshops and custom event candles make the brand feel experiential, intimate, and community-centered.

Color Palette

Swatch	Color Name	HEX Code	Use
	Honey Amber	#D88A3D	Primary warmth, buttons, dividers, product highlights, flame accents.
	Candle Cream	#FFF4E6	Soft background, cozy negative space, packaging-inspired panels.
	Terracotta Clay	#B76545	Secondary color for headings, story callouts, market/event content.
	Wick Brown	#5A3E2B	Primary text, grounding accents, premium-but-homey contrast.
	Soft Sage	#9A9F7A	Gentle accent for calm, workshop/community moments, footer details.

Voice Descriptors

Descriptor	What It Means in Practice
Warm	Lead with care, sensory comfort, and the feeling of being welcomed into someone’s kitchen.
Playful	Use light humor, market-day anecdotes, and little bursts of personality without becoming silly.
Inspirational	Connect every product back to calm, memory, healing, family, and emotional presence.
Conversational	Write like Danielle is talking directly to a customer at the table: easy, real, and story-first.

Mission Statement



Drafted for you — edit as needed

Golden Hour Candle Co. creates hand-poured soy candles and scent experiences that help people slow down, feel cared for, and reconnect with the memories and people that matter most.

Vision Statement



Drafted for you — edit as needed

To become the go-to memory-led candle brand for women and families who want their homes, celebrations, and everyday routines to feel warmer, calmer, and more connected.

Tagline Options

Option	Tagline	Use
Recommended	Candles that bring your favorite memories back to life.	Best overall fit: emotional, clear, and tied to the brand’s signature memory positioning.

Option	Tagline	Use
Option 2	Hand-poured candles for moments you never want to lose.	Good for packaging, gifting, and sentimental holiday content.
Option 3	Light a candle. Find your way back.	Short, poetic, and strong for campaigns or limited collections.

SECTION 2 • AUDIENCE & POSITIONING

Ideal Audience Profile

Golden Hour Candle Co.’s ideal audience is made up of busy women, gift-givers, hosts, brides, friends, daughters, mothers, and family-centered customers who want their homes and celebrations to feel meaningful. They may be overwhelmed by packed schedules, emotional seasons, holidays, or the pressure to create a warm home while juggling real life. They want calm, comfort, and connection, but they do not want products that feel cold, mass-produced, or forgettable. Online, they are most likely scrolling Instagram, TikTok, and Facebook for cozy home ideas, emotional storytelling, gift inspiration, market finds, behind-the-scenes small business content, and local events. They respond to sensory details, real customer stories, meaningful gifts, and proof that a candle can feel personal.

Core Problem You Solve

Overwhelm / Disorganization Your candles give customers a small, simple ritual: light it, breathe, come back to themselves. In a busy season, a familiar scent can make a home feel settled in minutes.	Relationships / Community Your scent stories help people talk about family, childhood, holidays, and the people they miss or love. Workshops and custom candles turn the product into a shared memory, not just a purchase.
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Positioning Statement

	Refined from your questionnaire Golden Hour Candle Co. helps busy women create moments of calm and connection through hand-poured soy candles that smell like their favorite memories.
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SECTION 3 • MARKETING STRATEGY — THE FLAGSHIP FRAMEWORK

Your marketing runs on five stages. Every piece of content you create serves one of these.

Stage	What It Means for You	Your Specific Play
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Stage	What It Means for You	Your Specific Play
REACH	Get seen by the right people.	Use Instagram Reels, TikToks, Facebook posts, and market-day stories to show scent reactions, candle pours, restocks, workshop clips, and emotional customer moments.
CAPTURE	Turn attention into contacts.	Use the email list and landing page. Create a simple lead magnet: “Find Your Memory Scent” quiz or “Holiday Candle Gift Guide” based on scent personality, gifting needs, and your FAQ about custom memory scents.
TRUST	Nurture with consistent value.	Send weekly emails and social posts that teach soy candle care, tell the story behind each scent, answer FAQs, and show behind-the-scenes proof that each candle is hand-poured with intention.
ACTIVATE	Turn contacts into buyers.	Use limited restock windows, holiday bundles, workshop registration pushes, and custom event candle deadlines. Make the CTA easy: shop the scent, order the custom candle, or reserve the workshop seat.
CLOSE	Deliver, delight, and generate referrals.	Include care cards, handwritten thank-you notes, scent-story inserts, and referral prompts. After workshops and custom orders, ask customers to share the memory behind their candle and tag the brand.

SECTION 4 • MINIMUM VIABLE CONTENT ENGINE

Your Weekly Rhythm

You have 6-10 hours per week for marketing, so your content engine should be consistent without becoming a second full-time job. Use only the formats you said you will actually create: short-form video, graphics/carousels, written posts, and email.

Weekly Asset	What to Create	Purpose
2 short-form videos	One scent story or customer reaction; one behind-the-scenes pour, packaging, market setup, or workshop clip.	Reach + Trust
1 carousel/graphic	A practical post: candle care, soy vs. regular candles, scent notes, holiday gift guide, or workshop reminder.	Trust + Capture
1 written story post	A market moment, customer memory, founder note, restock caption, or “why this scent exists” story.	Trust + Activate
1 email	A short note with one story, one featured product/workshop, and one clear CTA.	Capture + Activate
Daily light-touch stories	Only when easy: market countdowns, pour clips, scent polls, sold-out/restock updates, and customer reposts.	Reach + Close

Your First 3 Content Topics

FAQ	Content Topic	Suggested Hook
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FAQ	Content Topic	Suggested Hook
How long do your candles last?	Candle burn time + how to make it last longer.	“Want your candle to last longer? The first burn matters more than you think.”
Can you make a custom scent from MY memory?	Custom memory scent process.	“Tell me the memory. I’ll help turn it into a candle.”
Are soy candles really better than regular ones?	Soy candle education in simple customer language.	“Soy candles vs. regular candles: here’s what I’d tell my best friend.”

Platform Priority

Rank	Platform	Role
1	Instagram	Primary platform. Best home for Reels, market-day stories, product storytelling, carousels, DMs, and holiday buying.
2	TikTok	Discovery platform. Repurpose Reels, lean into storytime, pour videos, scent reactions, and founder personality.
3	Email List	Conversion platform. Weekly note that turns attention into revenue during the holiday season.
4	Facebook	Community and local event platform. Repurpose posts, promote workshops, markets, and giftable collections.

SECTION 5 • 90-DAY FOCUS

The Goal Revenue: \$12,000 during the holiday season push.	Primary Call-to-Action Buy.
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How Content Feeds It

The fastest path to the \$12,000 goal is to turn seasonal attention into a simple buying journey: discover the scent story, join the list, trust the product, then buy during a clear restock or holiday offer. Short-form videos and story posts create the emotional pull by showing real scent memories and customer reactions. Carousels and emails answer practical objections, such as burn time, soy benefits, and custom scent possibilities. Workshops and custom event candles should be promoted as limited-capacity experiences, while The Memory Collection becomes the repeatable holiday gift engine.

CTA Language to Use

	End posts and emails with this phrase Shop The Memory Collection and find the candle that smells like home.
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For custom orders

Want a candle made from your own memory? Start your custom scent request today.

For workshops

Reserve your seat at the next candle-pouring workshop and come make a memory with us.

SECTION 6 • YOUR MASTER DESIGN PROMPT

Paste this prompt into any AI image tool, add what the image is about, and every visual you create will match your brand.

Create a warm, organic brand visual for Golden Hour Candle Co., a hand-poured soy candle brand centered on calm, connection, scent memory, family stories, cozy rituals, and small-batch craftsmanship.

AESTHETIC DIRECTION:

Warm & Organic. Use earthy, tactile, natural visual language: soft candlelight, amber glow, cream backgrounds, terracotta clay accents, natural linen, wood surfaces, ceramic textures, handwritten-feeling details, cozy kitchen or market-table warmth, gentle imperfect edges, and human, memory-rich atmosphere. The look should feel comforting, sensory, sentimental, approachable, and elevated without looking corporate.

EXACT COLOR APPLICATION:

- Honey Amber #D88A3D: flame accents, buttons, highlight shapes, glow, small graphic details.
- Candle Cream #FFF4E6: main background, negative space, packaging-inspired panels.
- Terracotta Clay #B76545: section labels, secondary accents, warm borders, story callouts.
- Wick Brown #5A3E2B: primary text, grounding lines, premium contrast.
- Soft Sage #9A9F7A: subtle calm accent, workshop/community details, small supportive elements.

TYPOGRAPHY STYLE:

Use warm editorial serif-style headings paired with clean rounded sans-serif supporting text. Text should feel cozy, clear, and handmade-adjacent, not stiff. Use sentence case or soft title case. Avoid aggressive all-caps except for tiny labels.

COMPOSITION RULES:

One clear focal point. Generous cream negative space. Soft rounded framing. Natural asymmetry. Use product close-ups, hands, candle pours, scent ingredients, market-table details, or memory objects as supporting elements. Keep layouts breathable and emotionally warm, with a gentle amber highlight guiding the eye.

MOOD AND LIGHTING:

Cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting.

NEVER INCLUDE:

No neon colors, no icy blue tones, no harsh corporate stock-photo feel, no cluttered layouts, no plastic-looking mockups, no clip art, no watermarks, no futuristic styling, no colors outside the palette.

SUBJECT OF THIS IMAGE: [describe what this specific image should show]

SECTION 7 • HANDOFF BLOCK

NEXT STEP: POWER YOUR CONTENT

This document is your Brand Blueprint. It is the fuel for The Content Pack Generator.

1. Save this ENTIRE document (everything from “YOUR BRAND BLUEPRINT” to here).
2. Open The Content Pack Generator.
3. Upload or paste TWO things: this Blueprint AND your completed questionnaire.
4. Say: “Build my weekly Content Pack.”

Keep both documents somewhere safe. Update your Blueprint whenever your offers, goals, or brand evolve; your content will evolve with it.