

# Golden Hour Candle Co.

Week of July 13, 2026

*Candles that bring your favorite memories back to life.*

|                        |                         |                            |                       |                      |
|------------------------|-------------------------|----------------------------|-----------------------|----------------------|
| Honey Amber<br>#D88A3D | Candle Cream<br>#FFF4E6 | Terracotta Clay<br>#B76545 | Wick Brown<br>#5A3E2B | Soft Sage<br>#9A9F7A |
|------------------------|-------------------------|----------------------------|-----------------------|----------------------|

**Theme: Make the first burn feel like home**

Strategy focus: Trust + Activate, with Reach and Capture support

Estimated execution time: 7–8 hours of the available 6–10 hours

|                                                                                      |                                                                                                                   |                                                                                                                  |
|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| Primary CTA<br>Shop The Memory Collection and find the candle that smells like home. | Weekly angle<br>Use burn-time education and memory-led storytelling to help holiday shoppers buy with confidence. | Content mix<br>2 short-form videos, 1 carousel/graphic, 1 written story post, 1 email, plus light-touch Stories. |
|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|

# Posting Schedule

| Day       | Platform  | Piece                                       | Time     |
|-----------|-----------|---------------------------------------------|----------|
| Monday    | Instagram | Video/Reel: The First Burn Rule             | 10:00 AM |
| Tuesday   | Facebook  | Written Story Post: Abuela's Kitchen Moment | 7:30 PM  |
| Wednesday | Email     | Weekly Email: Make Your Candle Last Longer  | 9:00 AM  |
| Thursday  | TikTok    | Video: Soy Candles vs. Regular Candles      | 6:30 PM  |
| Friday    | Instagram | Carousel: Tell Me the Memory                | 11:00 AM |

## At-a-Glance Content Notes

- Use real behind-the-scenes candle-pouring clips, market table footage, scent close-ups, customer-safe reaction moments, and warm product details.
- Daily light-touch Stories can be simple: scent polls, pour clips, countdown sticker, restock note, customer repost, or a “which memory should become a candle?” question.
- Do not invent testimonials or results. Where a real customer quote is not approved, describe the kind of moment without naming the person.

# Piece 1: The First Burn Rule

| Detail        | Value                                                                       |
|---------------|-----------------------------------------------------------------------------|
| Stage Tag     | TRUST                                                                       |
| Platform      | Instagram                                                                   |
| Format        | Video-Reel-Short                                                            |
| Media Type    | VIDEO + THUMBNAIL                                                           |
| CTA           | Shop The Memory Collection and find the candle that smells like home.       |
| Primary Asset | Use original product/workshop/market footage or brand-safe product imagery. |

## Copy

Your first burn decides how cozy the rest of this candle gets.

Okay, candle bestie moment: if you light a brand-new candle for ten minutes and blow it out, your candle is going to remember that.

Not in a spooky way lol. In a candle way.

That first burn teaches the wax how far to melt each time. So before you light your Golden Hour candle for the first time, give it enough time for the melted wax to reach close to the edges of the jar. That helps prevent tunneling, gives you a cleaner burn, and helps you enjoy more of the scent you actually came for.

Because nobody wants to buy a candle that smells like Sunday morning cinnamon coffee and then only get a tiny little crater in the middle. Absolutely not. We are getting the whole memory, thank you.

Save this before your next first burn, and send it to the friend who treats candles like a 12-minute snack.

## CTA

**Shop The Memory Collection and find the candle that smells like home.**

## Hashtags

#GoldenHourCandleCo #SoyCandles #CandleCare #CozyHome #HandPouredCandles #ScentMemory #CandleTips  
#SmallBatchCandles

## Media Prompt

### VIDEO PROMPT:

Scene description: Film a warm, vertical Instagram Reel in a cozy candle-making workspace. Start with a close-up of a hand lighting a brand-new soy candle on a natural wood surface with cream linen nearby. Cut to the wax pool slowly widening, then to Danielle trimming a wick, then to a candle label from The Memory Collection, then back to the glowing flame. Use soft amber candlelight, cream negative space, terracotta accents, wood, ceramic texture, and gentle hand movement. Keep the scene intimate, handmade, and calm.

On-screen text/captions:

1. "Your first burn matters."
2. "Let the wax melt close to the edges."
3. "This helps prevent tunneling."
4. "More even burn = more cozy scent."
5. "Save this before you light your next candle."

Motion and pacing: 6–8 gentle cuts, slow push-ins, no chaotic transitions, warm close-ups, calm but friendly energy.

Target duration: 22 seconds.

Voiceover/talking-head script: "Your first burn decides how cozy the rest of this candle gets. When you light a brand-new candle, let the melted wax reach close to the edges before you blow it out. That helps prevent tunneling, gives you a more even burn, and lets you enjoy more of the scent you fell in love with. Save this before your next first burn."

Mood and brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community

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details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette. Aspect ratio: 9:16 (1080x1920 px), optimized for Instagram Reel.

### THUMBNAIL IMAGE PROMPT:

Create a warm, organic thumbnail with a close-up of a lit soy candle on cream linen and a wood surface, soft amber glow, one clear focal point, terracotta label accent, and generous Candle Cream negative space. On-thumbnail text: "First burn rule."

Mood and brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette. Aspect ratio: 9:16 (1080x1920 px), optimized for Instagram Reel thumbnail.

## Piece 2: The Market Moment That Explains the Whole Brand

| Detail        | Value                                                                       |
|---------------|-----------------------------------------------------------------------------|
| Stage Tag     | REACH                                                                       |
| Platform      | Facebook                                                                    |
| Format        | Written Post                                                                |
| Media Type    | IMAGE                                                                       |
| CTA           | Shop The Memory Collection and find the candle that smells like home.       |
| Primary Asset | Use original product/workshop/market footage or brand-safe product imagery. |

### Copy

She smelled it one time and got quiet.

You know that kind of quiet where you can tell somebody just got pulled somewhere else for a second?

That happened at my market table with Abuela's Kitchen.

She picked it up, smelled the cinnamon and coffee, and her whole face changed. Then came the happy tears. She said it smelled like Sunday mornings at her grandmother's house, and suddenly we were not talking about wax or jars or burn time anymore.

We were talking about kitchens.

Coffee cups.

The people who raised us.

The little rituals we did not know we would miss so much one day.

And honestly? That is the whole reason Golden Hour exists.

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

So if you have ever smelled something and instantly remembered a person, a place, or a season of your life, I hope you know that is not small. That is a whole memory asking to be held for a minute.

And yes, Abuela's Kitchen is being restocked this week because y'all nearly cleaned me out by noon lol.

### CTA

**Shop The Memory Collection and find the candle that smells like home.**

### Hashtags

#GoldenHourCandleCo #HandPouredCandles #ScentMemory #CozyHome #ShopSmall

### Media Prompt

#### IMAGE PROMPT:

Create a warm, organic Facebook feed image for Golden Hour Candle Co. showing a market table with hand-poured soy candles, one candle labeled "Abuela's Kitchen" as the clear focal point, soft amber glow, cinnamon sticks, coffee beans, cream linen, and a natural wood display. The scene should feel like a sentimental customer moment at a local market, story-rich and intimate, with no people's faces visible. Use Honey Amber #D88A3D for flame glow and small highlights, Candle Cream #FFF4E6 for negative space, Terracotta Clay #B76545 for a soft border or label accent, Wick Brown #5A3E2B for grounding details, and Soft Sage #9A9F7A as a subtle table accent. Typography should be warm editorial serif paired with rounded sans-serif. On-image text: "Not to sell wax. To bottle up the moments people thought they lost."

Full brand inheritance: 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. Use earthy tactile 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

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edges, and human, memory-rich atmosphere. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette. Aspect ratio: 4:5 (1080x1350 px), optimized for Facebook feed image.

## Piece 3: Make Your Candle Last Longer

| Detail        | Value                                                                       |
|---------------|-----------------------------------------------------------------------------|
| Stage Tag     | CAPTURE                                                                     |
| Platform      | Email                                                                       |
| Format        | Email                                                                       |
| Media Type    | NONE (email)                                                                |
| CTA           | Shop The Memory Collection and find the candle that smells like home.       |
| Primary Asset | Use original product/workshop/market footage or brand-safe product imagery. |

### Email Details

**Subject Line:** The tiny candle mistake I want you to avoid

**Preview Text:** Your first burn matters more than you think.

### Email Body

Okay, candle confession time.

One of the fastest ways to make a beautiful candle burn unevenly is also one of the easiest mistakes to make: lighting it for just a few minutes the first time.

I know. Sometimes you just want a quick little cozy moment while you fold laundry, answer emails, or pretend the kitchen is not looking directly at you.

But that first burn matters.

When you light a brand-new candle, try to let the melted wax reach close to the edges of the jar before you blow it out. That first full melt pool helps the candle burn more evenly next time, which means less tunneling and more of the scent you actually came for.

And around here, that scent is not just “vanilla” or “coffee” or “cinnamon.”

It is Sunday morning at your grandmother’s house.

It is the kitchen after everybody has eaten and nobody is in a rush.

It is that tiny pause where your home finally feels like it exhaled.

So before you light your next Golden Hour candle, give it a real first burn. Let it settle in. Let the room fill up. Let the memory have a minute.

### CTA

**Shop The Memory Collection and find the candle that smells like home.**

### Media Prompt

No image required. Reuse the Monday Instagram Reel thumbnail as an optional email header image if your email platform uses one.

# Piece 4: Soy Candles vs. Regular Candles, Best-Friend Version

| Detail        | Value                                                                       |
|---------------|-----------------------------------------------------------------------------|
| Stage Tag     | TRUST                                                                       |
| Platform      | TikTok                                                                      |
| Format        | Video-Reel-Short                                                            |
| Media Type    | VIDEO + THUMBNAIL                                                           |
| CTA           | Shop The Memory Collection and find the candle that smells like home.       |
| Primary Asset | Use original product/workshop/market footage or brand-safe product imagery. |

## Copy

Soy candles vs. regular candles — here's what I'd tell my best friend.

Soy wax is plant-based, it usually gives you a slower, cleaner-feeling burn, and it is one of the reasons I love making candles that feel cozy without feeling heavy.

But here is the thing I care about most: the whole experience.

A candle should not feel like something random you grabbed because the label was cute. It should feel like a little ritual you can come back to after a loud day.

Trim the wick.

Light it.

Let the room soften.

Let the scent remind you of something good.

That is why I hand-pour soy candles in small batches and build so many of the scents around memories, family kitchens, holidays, and those tiny moments that make a house feel like home.

## CTA

**Shop The Memory Collection and find the candle that smells like home.**

## Hashtags

#SoyCandles #CandleTok #HandPouredCandles #CozyRituals #GoldenHourCandleCo

## Media Prompt

### VIDEO PROMPT:

Scene description: Create a vertical TikTok in a warm candle-making studio. Show a split-feeling visual without harsh graphics: left side a simple unlabeled generic candle silhouette in soft shadow, right side a Golden Hour soy candle glowing on cream linen with wood, ceramic, and terracotta accents. Cut to hands pouring soy wax, trimming a wick, placing a scent-story card, and setting a candle on a cozy kitchen table.

On-screen text/captions:

1. "Soy candles vs. regular candles"
2. "Here's what I'd tell my best friend"
3. "Plant-based wax"
4. "Slower, cozy burn"
5. "The real magic? The ritual."
6. "Trim. Light. Breathe. Remember."

Motion and pacing: Friendly TikTok pacing with 7–9 cuts, gentle zooms, warm close-ups, no frantic transitions, no neon stickers, no clutter.

Target duration: 28 seconds.

Voiceover/talking-head script: "Soy candles versus regular candles, here's what I'd tell my best friend. Soy wax is plant-based, it usually gives you a slower, cleaner-feeling burn, and it is one of the reasons I love making candles that feel cozy without feeling heavy. But the real magic is the ritual. Trim the wick. Light it. Let the room soften. Let the scent remind you of something good."

Mood and brand inheritance: 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. Use earthy tactile language: soft candlelight, amber glow, cream backgrounds,



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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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette. Aspect ratio: 9:16 (1080x1920 px), optimized for TikTok video.

### THUMBNAIL IMAGE PROMPT:

Create a warm organic TikTok thumbnail showing a hand trimming a candle wick beside a glowing soy candle, cream linen, amber candlelight, terracotta accent border, and soft sage detail. On-thumbnailed text: "Soy candles, bestie version."  
Mood and brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette. Aspect ratio: 9:16 (1080x1920 px), optimized for TikTok video thumbnail.

## Piece 5: Tell Me the Memory

| Detail        | Value                                                                           |
|---------------|---------------------------------------------------------------------------------|
| Stage Tag     | ACTIVATE                                                                        |
| Platform      | Instagram                                                                       |
| Format        | Carousel                                                                        |
| Media Type    | CAROUSEL                                                                        |
| CTA           | Want a candle made from your own memory? Start your custom scent request today. |
| Primary Asset | Use original product/workshop/market footage or brand-safe product imagery.     |

### Copy

Tell me the memory. I'll help turn it into a candle.

Some people come to me with a scent idea.

Other people come with a whole little movie in their heart.

"My grandmother's kitchen."

"The beach house we visited every summer."

"My wedding morning."

"The way our house smelled at Christmas."

"The porch after it rained."

That is what custom memory candles are for.

You do not have to know the exact fragrance notes. You can start with the person, the place, the season, the food, the feeling, or the tiny detail you cannot stop thinking about.

I'll help translate that memory into a scent that feels personal, warm, and giftable — whether it is for a wedding, a shower, a celebration, or a just-because moment you want to hold onto.

If your memory had a scent, what would it smell like?

### CTA

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

### Hashtags

#CustomCandles #GoldenHourCandleCo #ScentMemory #WeddingFavors #EventCandles #HandPouredCandles  
#MeaningfulGifts #CozyHome

### Media Prompt

#### CAROUSEL IMAGE PROMPTS:

Cover slide prompt: Create a warm, organic Instagram carousel cover for Golden Hour Candle Co. with a hand holding a blank scent-story card beside a glowing soy candle, cream linen, wood surface, amber light, terracotta border, and small soft sage detail. On-slide text: "Tell me the memory." Full brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette.

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Aspect ratio: 4:5 (1080x1350 px), optimized for Instagram carousel cover; same ratio for all slides.

**Slide 2 prompt:** Create a cozy close-up of cinnamon, coffee beans, and a candle jar on a cream background with warm amber glow. On-slide text: “Start with a person.” Subject: a scent memory inspired by someone loved. Full brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette.

Aspect ratio: 4:5 (1080x1350 px), optimized for Instagram carousel slide.

**Slide 3 prompt:** Create a warm tabletop scene with a candle, old recipe card, and ceramic mug, natural asymmetry and soft shadows. On-slide text: “Start with a place.” Subject: a kitchen, porch, market table, or family home as scent inspiration. Full brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette.

Aspect ratio: 4:5 (1080x1350 px), optimized for Instagram carousel slide.

**Slide 4 prompt:** Create a nostalgic holiday-inspired candle scene with cream background, amber flame, terracotta ribbon, and natural evergreen detail kept subtle. On-slide text: “Start with a season.” Subject: holiday, summer, rainy day, or Sunday morning scent memory. Full brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette.

Aspect ratio: 4:5 (1080x1350 px), optimized for Instagram carousel slide.

**Slide 5 prompt:** Create a close-up of hands writing scent notes on a cream card beside small fragrance ingredients and a candle. On-slide text: “You do not need fragrance notes.” Subject: translating a feeling into a custom candle. Full brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette.

Aspect ratio: 4:5 (1080x1350 px), optimized for Instagram carousel slide.

**Slide 6 prompt:** Create a warm custom event candle display for a wedding or shower, with simple labeled jars, linen, wood, ceramic, and soft candlelight. On-slide text: “Custom candles for memories worth keeping.” Subject: custom candles for weddings, showers, celebrations, and thoughtful gifts. Full brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative

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space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette.

Aspect ratio: 4:5 (1080x1350 px), optimized for Instagram carousel slide.

Slide 7 prompt: Create a warm closing slide with a single candle glowing on cream negative space, terracotta callout shape, soft sage detail, and handwritten-feeling accent. On-slide text: “What would your memory smell like?” Subject: invitation to start a custom scent request. Full brand inheritance: 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. Use earthy tactile 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. Color application: Honey Amber #D88A3D for flame accents, buttons, highlights, glow, and small graphic details; Candle Cream #FFF4E6 for main background and generous negative space; Terracotta Clay #B76545 for section labels, secondary accents, warm borders, and story callouts; Wick Brown #5A3E2B for primary text and grounding lines; Soft Sage #9A9F7A for subtle calm/workshop/community details. Typography: warm editorial serif-style headings paired with clean rounded sans-serif supporting text, cozy, clear, handmade-adjacent, not stiff. Composition: one clear focal point, generous cream negative space, soft rounded framing, natural asymmetry, breathable and emotionally warm. Mood: cared for, hopeful, nostalgic, calm, golden-hour glow, soft shadows, cozy, intimate, story-rich, inviting. Never include neon colors, icy blue tones, harsh corporate stock-photo feel, cluttered layouts, plastic-looking mockups, clip art, watermarks, futuristic styling, or colors outside the palette.

Aspect ratio: 4:5 (1080x1350 px), optimized for Instagram carousel slide.

# Quality Check

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- Voice matches the warm, playful, inspirational, conversational Golden Hour tone.
- Week covers Reach, Capture, Trust, and Activate stages.
- Every piece has a clear CTA tied to buying, custom orders, or The Memory Collection.
- Every non-email piece includes exactly one media prompt section.
- Every video includes a video prompt plus thumbnail prompt.
- Every media prompt includes the Golden Hour brand palette, mood, typography, composition rules, and a platform-specific aspect ratio.
- No fabricated statistics, testimonials, named customers, income claims, guarantees, or unsupported claims are included.