

## Ahh Ghost

### **Emma Ma**

Ahh Ghost is a candle blind box brand that produces collectable candles in the shapes of various cute, little characters. The aesthetic of the brand is evidently and heavily influenced by Pop Mart blind box series with the character, logo, packaging and Instagram AD designs. The purpose of the brand is to draw people's attention to candles and give character to unexpected everyday objects. The brand itself is unique as the products serve more than one purpose, one is working like a regular candle while the other is looking cute as a decoration. As the brand caters to 15-21- year-olds, the aesthetic of the brand is child-like to give that nostalgic playful feeling while also not being too childish as they are candles that should be kept away from children.

By investigating logo design first, this sets the aesthetic and theme of the whole brand. With the typography being wavy and bubbly, it shows that the theme of the brand is fun and cute. The investigation of the characters helped to define and establish the colour scheme and the investigation of the packaging design and Instagram AD helped to sort out how to convey the overall aesthetic to attract potential customers.

A constraint within the brief was having to keep a consistent overall aesthetic. As seen with the final designs, the overall style is consistent and does not deviate at all. Establishing a colour theme in the earlier stages of the practical, aided in keeping within the overall aesthetic. Keeping within the same aesthetic was important as if any of the designs were seen alone, it would be obvious where the design is from.

At the beginning of the practical, I only had a vague idea of what aesthetic I wanted to replicate but after visually investigating and practically responding to designers and design studios like Studio Sch and James Jarvis, it helped me to gradually find and develop my own aesthetic for the Ahh Ghost brand. Designer Karla Heredia creates characters to be a mascot for the brand. By having a mascot this allows the brand to attract the attention of children easier.

My designs are similar in style to Pop Mart designs but it is apparent that my own aesthetic and design choices are seen throughout my logo, characters, packaging and Instagram AD designs. I created my own font in Illustrator by writing the words out on paper and refining them in Adobe Illustrator, designed my own characters that all share the same facial theme but with different quirks and characteristics to differentiate them and drew my own graphics to apply throughout my Instagram ADs and box packaging.

Conclusively, Ahh Ghost has successfully designed and created a fun range of surprise candles in blind box packaging that allows buyers to connect with their inner child while not being too childish.