



Labeling and creative packaging are an important part of the branding strategy behind this products' success. Colorful imagery painted in watercolor depicts a Colorado theme. The splendid mountain, river and valley scene includes a fly fisherman, wildlife and other subjects featured on the lids of each candle.

*Moose, elk, hummingbird,  
bear, trout and columbine, Colorado's  
state flower, are fine details that  
make this a quality and  
entertaining souvenir.*

Within days after the products launch retailers from Casper, WY to Pagosa Springs, CO placed orders to carry this product in their stores. Rocky Mountain Candle Co. has been approached by nationwide distributors.

Watercolor was chosen as a medium that naturally lends itself to enhancing home decor. Yellow Baron Graphics non-commercial illustration style combined with the soft tonal variation of the painted landscape compliment the client's outdoor theme.



Label size: 4 x 2.5"

**PRINTING:** Yellow Baron Graphics worked closely with the commercial label printer. Many labels have oversaturated colors. We manually corrected some of the colors to maintain earth tones compatible with the rest of the product. For example, sage green is a critical element in the hills and valley. Had this color been an oversaturated emerald green, the scene depicted would have taken on an undesirable Wizard of Oz appearance. Matte rather than gloss label stock also helped to minimize color saturation.