

A'Ani Dixon

### Artist's Statement

Aquarius is a metaphysical shop located in Richmond, VA providing minerals, herbs, and other natural products for the practice of healthy healing and personal care. For Aquarius, I have created packaging that reflects the peaceful environment consumers experience while shopping, punctuated by illustrations that catch their attention. The intent is to both educate about metaphysics and help brand the business.

To accomplish this, I designed illustrations for the boxes of candles and crystals, and the bags for jewelry, along with the logo, business identity package, and a style guide for Aquarius. I utilized the imagery of the tarot cards for the packaging, correlating the meanings of the Major Arcana to the various products. For example, The Empress representation is like that of the pink candle. This allows the customers to engage with the packaging by learning about the different aspects of spirituality. For the Aquarius logo, I utilized the air symbol which represents balance, intellect, and communication. The company's logo appears on the various forms of packaging to create a sense of unity and harmony. Gender neutral colors are utilized throughout the branding to appeal to all, conveying the feelings of peacefulness. For the logo and typeface, I implemented the message of balance and stability by using a placement that is horizontal and centered.