

SEÑOR JOHN'S BBQ SAUCE



Properties list:

- range of products
- extra-use of packaging
- concept
- saucés and seasonings
- labels and sleeves
- shopping bag
- jar and pot
- box
- bottle
- glass and ceramics
- cardboard and paper
- hand-made
- contemporary
- end-user packaging
- identity by typography
- identity by colour
- packaging as a new medium

Señor John's bbq sauce consisted on the redesign of identity, bottle labels, four-bottle package design, and shopping bag design for a business whose profits are used to fund Feeding the Nation's Homeless non-profit foundation, funded by El Paso, Texas major John Cook.

The inspiration behind each of the designs were cardboard signs used by homeless people in the United States. I used handmade typography and illustrations, trying to mimic the signs to grasp attention. Each flavor label had a different color, all which were bright to contrast the cardboard texture. I also tried to design the shopping bag in a way that it served not only for consumer purposes, but also as an informational point of reference about homeless facts. Instead of just walking around showing a brand, the bag can send a message and provide opportunities for future conversations about homelessness, a big problem in America.

Reference:

Credits:

Country: USA

School: University of Texas at El Paso

Designer: L. Mondragón

Other images:

