SENOR JOHN'S BBQ SAUCE



Señor John's bbq sauce consisted on the redesign of identity, bottle labels, four-bottle p ackage design, and shopping bag design for a busines whose profits are use to fund Feeding the Nation's Homeless non for 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.

Properties list:

range of products extra-use of packaging concept sauces and seasonings 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

Reference:

Credits:

Country: USA

School: University of Texas at El Paso

Designer: L. Mondragón

Other images:





