CREATIVE BRIEF

CREATIVE BRIEF

SAUCE BOSS

CONCEPT

A sauce line whose goal is to make the tastiest most flavorful sauces on the market. This brand will sell sauces in all areas and sizes, such as dipping sauces, spaghetti and pesto sauces, and BBQ sauces. Size and category don't matter, what matter is the quality flavor delivery.

TARGET AUDIENCE

The target audience spans over a large group of consumers. The group in which the design is catered for are adults between the ages of 20-45. This group would consist of adults who not only regularly cook for themselves, but would pay extra for higher quality ingredients and design aesthetic.

COLOR THEMES

Color themes will feature bold black and white type paired with accents of colors reflecting flavors of the sauces. These colors should give a messy effect onto the otherwise clean contrast of the black and white color schemes.

TYPOGRAPHY

Typography will be a combination of hannd drawn lettering and a condensed sans-serif typeface. This hand lettering will have rough edges and feature a wider brush, in which will offer nice contrast against the condensed font pairing.

PACKAGING VARIANTS

The variants included in this brand line will scale from large jars to single use packets. The line will have glass spaghetti jars and sauce bottles, as well as dipping cups resaurants would ideally buy in bulk. The range of sizes and materials will create a variety of diverse products that will need consistant design tying the forms together.

TAG LINE IDEAS

Let's get sauced

Sweet & Saucy

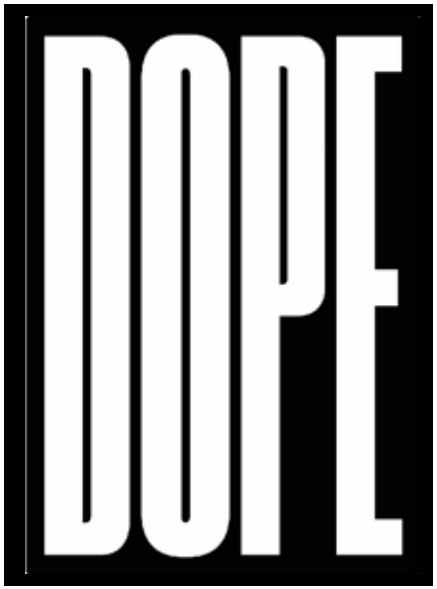
This ain't dipping sauce, this is drenching sauce

Sauce overloaded with flavor

LABEL & BRAND MOOD BOARDS


Piante™
Chilli Sauce


THE INDUSTRY
PARTY


DOPE


KONSPIRATION


HOT SAUCE


Let's Spice it up


SPICY
BBQ
SAUCE
MILD
BBQ
SAUCE
BROKEN
TRAIL
BBQ
SAUCE
BROKEN
TRAIL
BBQ
SAUCE


yep, it's an
Old fashioned
Charlie's
Mango & Orange
QUENCHER


DRAKE'S DENOGGINIZER
DENOGGINIZER
DRAKE'S BREWING
EXPEDITION
RED ALE
DRAKE'S AROMA COMA
AROMA COMA
DRAKE'S
JOLLY
ROGER
IMPERIAL RED ALE
DRAKES HOPOCALYPSE
HOPOCALYPSE
DOUBLE IPA


Lazy
Ghost
Peach
Smoothie
100%
NATURAL


NOT TOO
Sweet.
NOT TOO
SPICY.
80-ACRE
BOULEVARD
BBQ
SAUCE
IT GOES WITH BOULEVARD.
INGREDIENTS


Just the Good Stuff


MR
LEMON
100%
LEMONADE
MR LEMON
LEMONADE


RED-NOSED
REINBEER
Holiday Brew
HELPER


SCOVILLE
TANGY JALAPENO
SMOKEY CHIPOTLE
PEPPERY HABANERO


PINOT
NOIR


NO ADDED MSG
A PERFECT BALANCE OF CHILLI, GARLIC & ZESTY LEMON
PACKED FULL OF FLAVOUR
DELICIOUS SAUCE
IS PERFECT WITH CHICKEN SEAFOOD OR STEAKS
Boojtjie
PERI PERI
SAUCE
Kiep it Braai!
500 g
BEFORE OPENING: STORE AT COOL DRY AMBIENT CONDITIONS. AFTER OPENING: REFRIGERATE AND USE WITHIN THREE WEEKS.


2009
2008
2008


REVISIONIST
SAISON
BEER
TESCO


Chick-fil-A
CHICK-FIL-A
sauce


BIG MAC
SPECIAL SAUCE
#MACITBETTER


HOT
I DO
FIRE
MILD

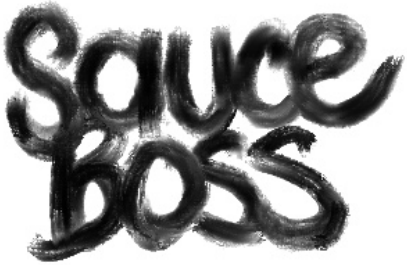

DIABLO
WATCH THIS
DIABLO
NEXT LEVEL
DIABLO
HOT


CHICK-FIL-A
sauce
BARBEQUE
sauce
POLYNESIAN
sauce

LOGO SKETCHES


SAUCE BOSS
glamma
1 SAUCY
2 SAUCY
3 SAUCY
SAUCY BOSSY
SAUCY BOSSY
Old Beach
LET'S GET SAUCED


Sauce

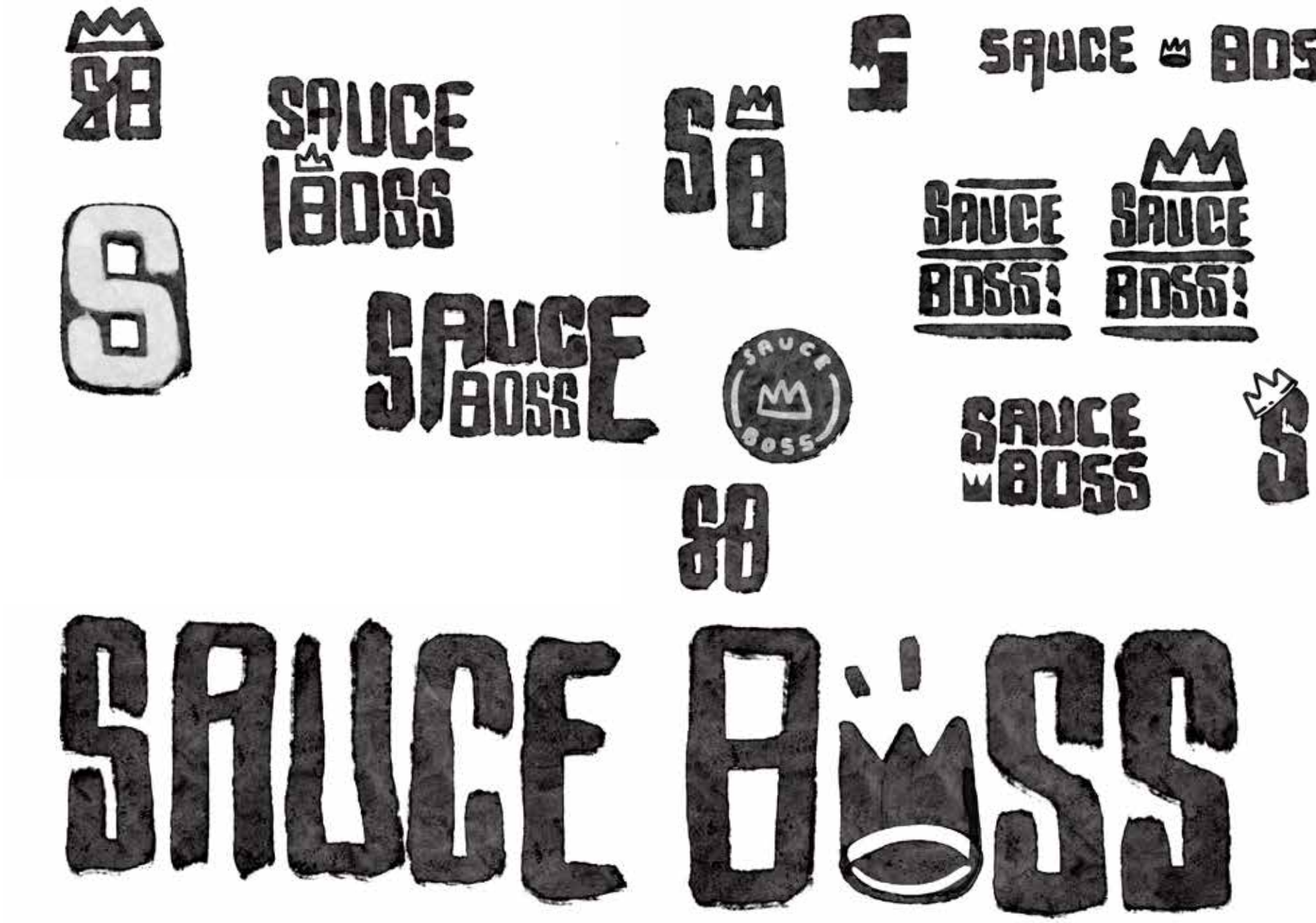

Sauce
Boss


SAUCE
BOSS


SAUCE
BOSS


SAUCE BOSS
Old Bitch
SAUCE BOSS
SAUCE BOSS
medium nozzle
SAUCE BOSS
SAUCE BOSS
eagle hawk


SAUCE BOSS
SAUCE BOSS!
SB
SAUCE BOSS
SAUCE BOSS
SB
SAUCE BOSS!
SAUCE BOSS!


SAUCE BOSS
SAUCE BOSS
SAUCE BOSS
SAUCE BOSS!
SAUCE BOSS!
SAUCE BOSS
SAUCE BOSS

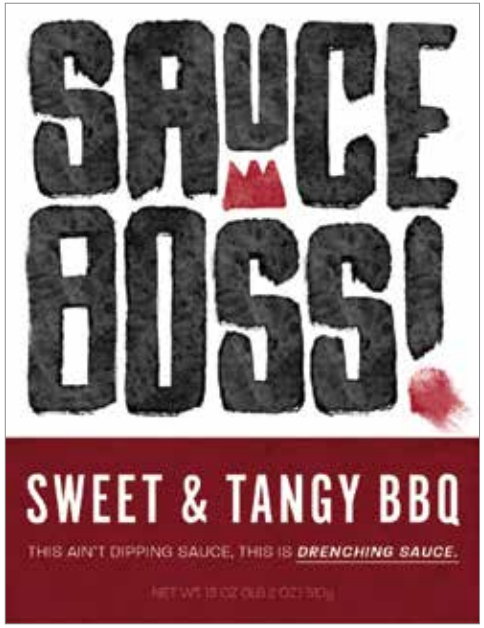
LABEL DRAFTS


SAUCE
BOSS!


SAUCE
BOSS!


SAUCE
BOSS!


SAUCE
BOSS!
SWEET & TANGY BBQ
THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.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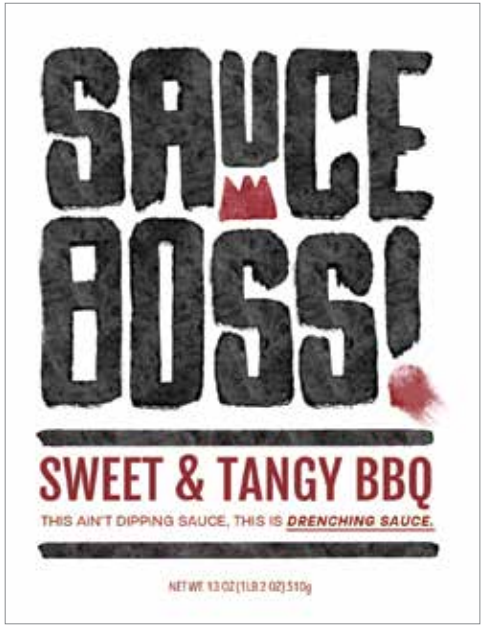
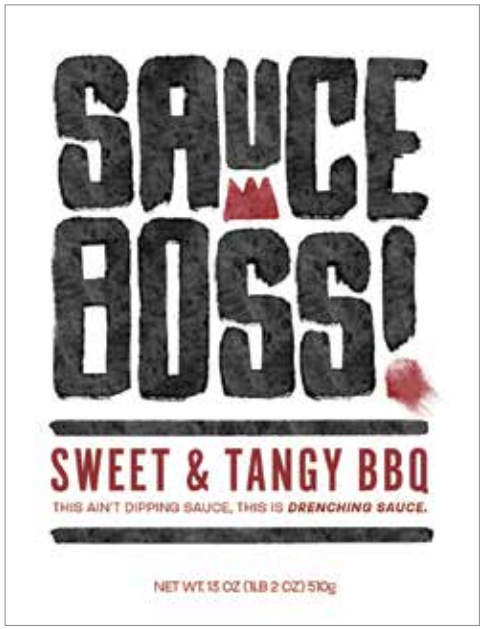

SAUCE
BOSS!
SWEET & TANGY BBQ
THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.
NET WT. 13 OZ (1LB 2 OZ) 510g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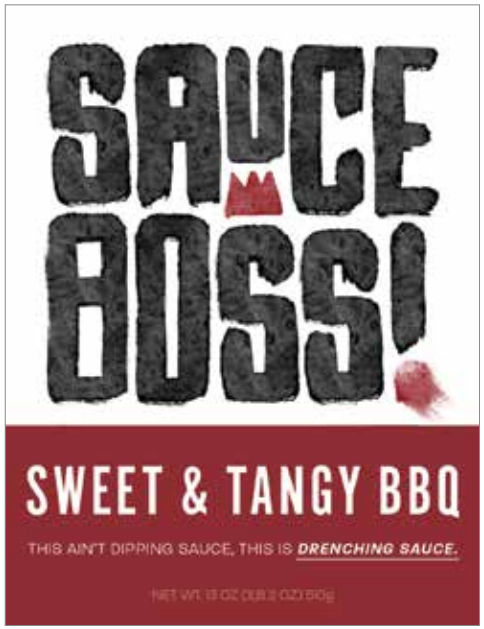
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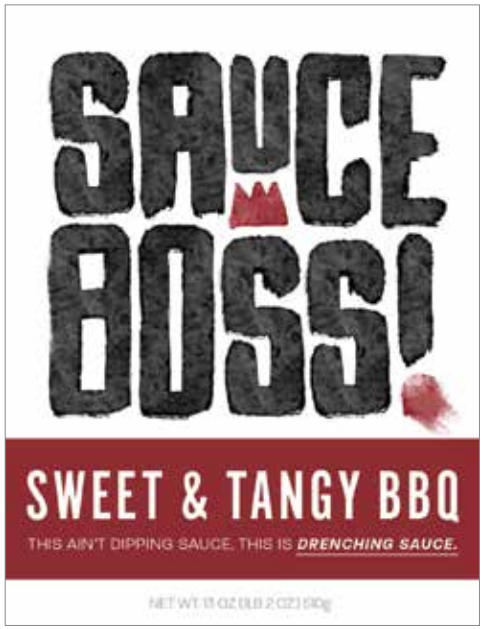
SAUCE
BOSS!
SWEET & TANGY BBQ
THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.


SAUCE BOSS!
SWEET & TANGY BBQ
THIS AIN'T DIPPING SAUCE,
THIS IS DRENCHING SAUCE.
NOTES: CITRUS, SMOKED MAPLE, & DARK BROWN SUGAR.
** THE FRICKIN' BEST SAUCE YOU'LL TASTE IN YOUR LIFE.
NET WT. 13 OZ (1LB 2 OZ) 510g


SAUCE BOSS!
SWEET & TANGY BBQ
THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.


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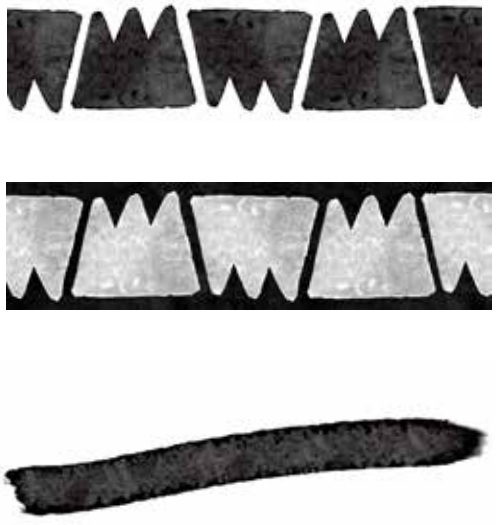

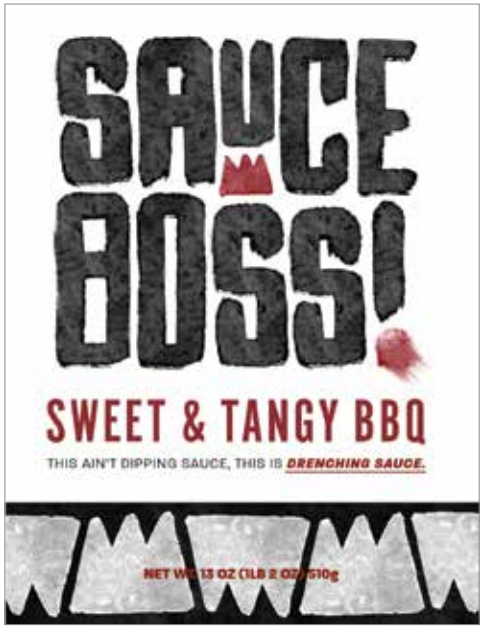
SAUCE BOSS!
SWEET & TANGY BBQ
THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.


BBQ
SAUCE BOSS!
NET WT. 13 OZ (1LB 2 OZ) 510g


INGREDIENTS:
TOMATO PUREE, SUGAR,
VINEGAR, MOLASSES
SALT, BROWN SUGAR,
DRIED GARLIC, ONION
MAPLE SYRUP, SPICE,
MUSTARD FLOUR,
HICKORY SMOKE,
PAPRIKA, AND A
DASH OF OUR
HEART & SOULS,
A SCOOP FULL OF
HARD WORK,
AND A WHOLE
LOTTA GOOD.


INGREDIENTS:
TOMATO PUREE, SUGAR,
VINEGAR, MOLASSES
SALT, BROWN SUGAR,
DRIED GARLIC, ONION
MAPLE SYRUP, SPICE,
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HICKORY SMOKE,
PAPRIKA, AND A
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ADD A DASH OF
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HARD WORK
AND A WHOLE
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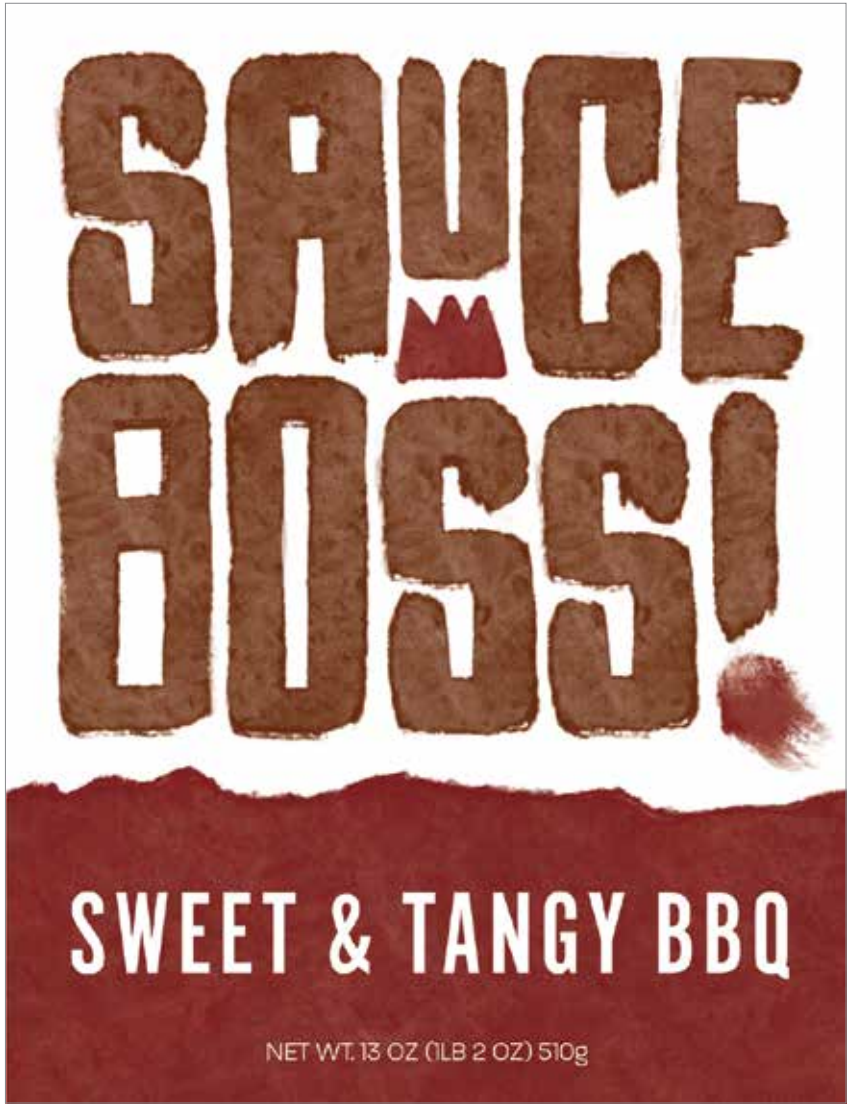
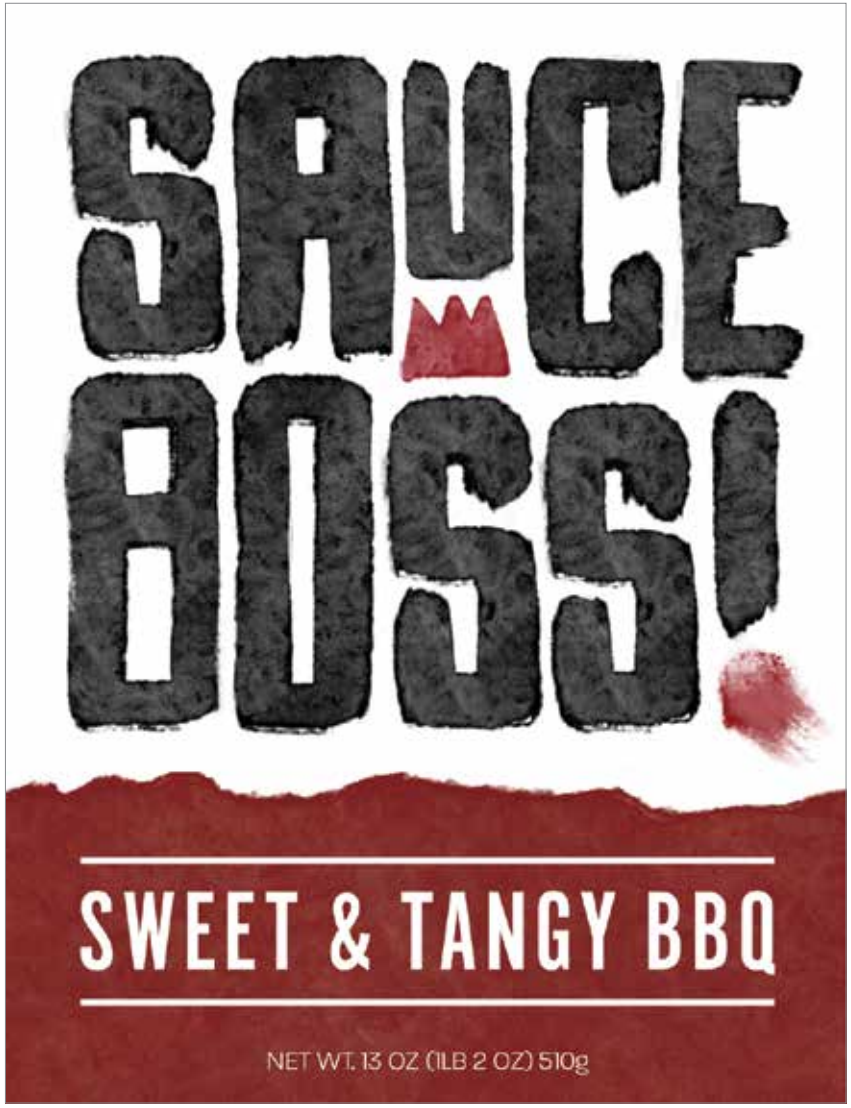

SAUCE BOSS!
SWEET & TANGY BBQ
NET WT. 13 OZ (1LB 2 OZ) 510g


Nutrition Facts
Serving Size 1 Tbsp (21g)
Servings Per Container 11
Amount Per Serving
Calories 64
% Daily Value
Total Fat 0g 0%
Sodium 0mg 0%
Total Carbohydrate 17g 6%
Sugars 16g
Protein 0g
* Percent Daily Values are based on a 2,000 calorie diet.
Warning: Do not feed to children under one year of age. Processed in a state approved facility.
Certified GF Gluten-Free
GLASS RECYCLES
REFRIGERATE AFTER OPENING TO MAINTAIN FRESHNESS, &
...IF YOU HAVE ANY LEFT
INGREDIENTS:
TOMATO PUREE, SUGAR, VINEGAR, MOLASSES SALT, BROWN SUGAR, DRIED GARLIC, ONION MAPLE SYRUP, SPICE, MUSTARD FLOUR, HICKORY SMOKE, PAPRIKA, AND A DASH OF OUR HEART & SOULS, A SCOOP FULL OF HARD WORK, AND A WHOLE LOTTA GOOD.
THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.
1234567890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THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.
1234567890

BRAND IDENTITY


SAUCE
BOSS!

ALTERNATE GOTHIC NO1 D REGULAR

Flavor Typeface | Rectangular | Condensed

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PARALUCENT MEDIUM

Body Copy | Wide | Open & Airy

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PARALUCENT HEAVY

Header Typeface | Bold | Call Out

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

INGREDIENTS:

ITALIAN TOMATO PUREE, SUGAR, FILTERED WHITE VINEGAR, DARK MOLASSES, BROWN SUGAR, DRIED GARLIC, MAPLE S YRUP, SALT, ONION POWDER, CITRUS RIND EXTRACT, PAPRIKA, SPICE, HICKORY SMOKE FLAVOR, RAW HONEY, & BLACK PEPPER.

MAIN COLORS

White
#FFFFFF

Warm Deep Brown
#2e1408

ACCENT COLORS

BBQ Red
#822223

Sweet & Sour Orange
#f7834a

Alfredo Cream
#fcd1a3

MOCKUP DRAFTS


SAUCE BOSS
SAUCE BOSS
SAUCE BOSS!
CREAMY GARLIC ALFREDO


SAUCE BOSS
SAUCE BOSS
Nutrition Facts
7 servings per container
Serving size 1 Packet (33.5g)
Amount Per Serving
Calories 130
% Daily Value*
Total Fat 2g 3%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 5mg 2%
Sodium 430mg 19%
Total Carbohydrate 13g 5%
Dietary Fiber 1g 4%
Total Sugars 1g
Includes 0g Added Sugars 0%
Protein 15g 30%
INGREDIENTS:
ADD A DASH OF OUR HEART & SOULS... A SCOOP FULL OF HARD WORK AND A WHOLE LOTTA GOOD
REFRIGERATE AFTER OPENING TO MAINTAIN FRESHNESS.
...IF YOU HAVE ANY LEFT


SAUCE BOSS!
BBQ
SAUCE BOSS!


Nutrition Facts
INGREDIENTS:
SAUCE BOSS!
SWEET & TANGY BBQ


CROWNED #1
IN THE NATION
THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.
SAUCE BOSS!
SWEET & TANGY BBQ
CROWNED #1
IN THE NATION
Nutrition Facts
Serving Size 1 Tbsp (21g)
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Amount Per Serving
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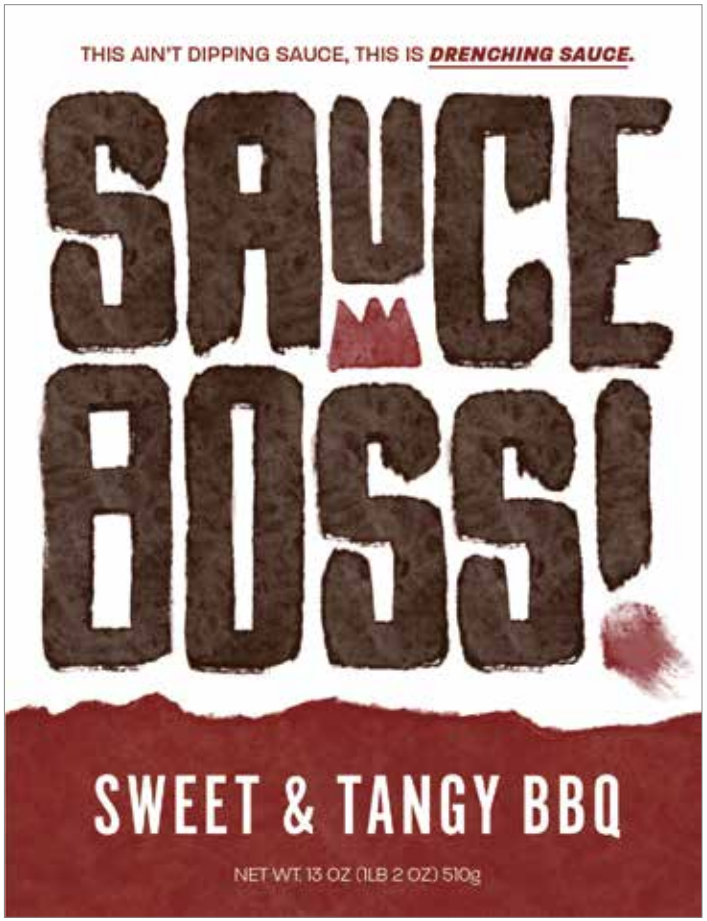
Sodium 0mg 0%
Total Carbohydrate 17g 6%
Sugars 16g
Protein 0g
INGREDIENTS:
ADD A DASH OF OUR HEART & SOULS... A SCOOP FULL OF HARD WORK AND A WHOLE LOTTA GOOD
1234567890


SERIOUSLY
SWEET & SOUR
SAUCE

FINAL LABEL FLATS


THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.
SAUCE BOSS!
SWEET & TANGY BBQ
NET WT. 13 OZ (1LB 2 OZ) 510g


Nutrition Facts
Serving Size 1 Tbsp (21g)
Servings Per Container 11
Amount Per Serving
Calories 64
% Daily Value
Total Fat 0g 0%
Sodium 0mg 0%
Total Carbohydrate 17g 6%
Sugars 16g
Protein 0g
* Percent Daily Values are based on a 2,000 calorie diet.
Warning: Do not feed to children under one year of age. Processed in a state approved facility.
Certified GF Gluten-Free
GLASS RECYCLES
REFRIGERATE AFTER OPENING TO MAINTAIN FRESHNESS. &
...IF YOU HAVE ANY LEFT
INGREDIENTS:
ITALIAN TOMATO PUREE, SUGAR, FILTERED WHITE VINEGAR, DARK MOLASSES, BROWN SUGAR, DRIED GARLIC, MAPLE SYRUP, SALT, ONION POWDER, CITRUS RIND EXTRACT, PAPRIKA, SPICE, HICKORY SMOKE FLAVOR, RAW HONEY, & BLACK PEPPER.
ADD A DASH OF OUR HEART & SOULS... A SCOOP FULL OF HARD WORK AND A WHOLE LOTTA GOOD
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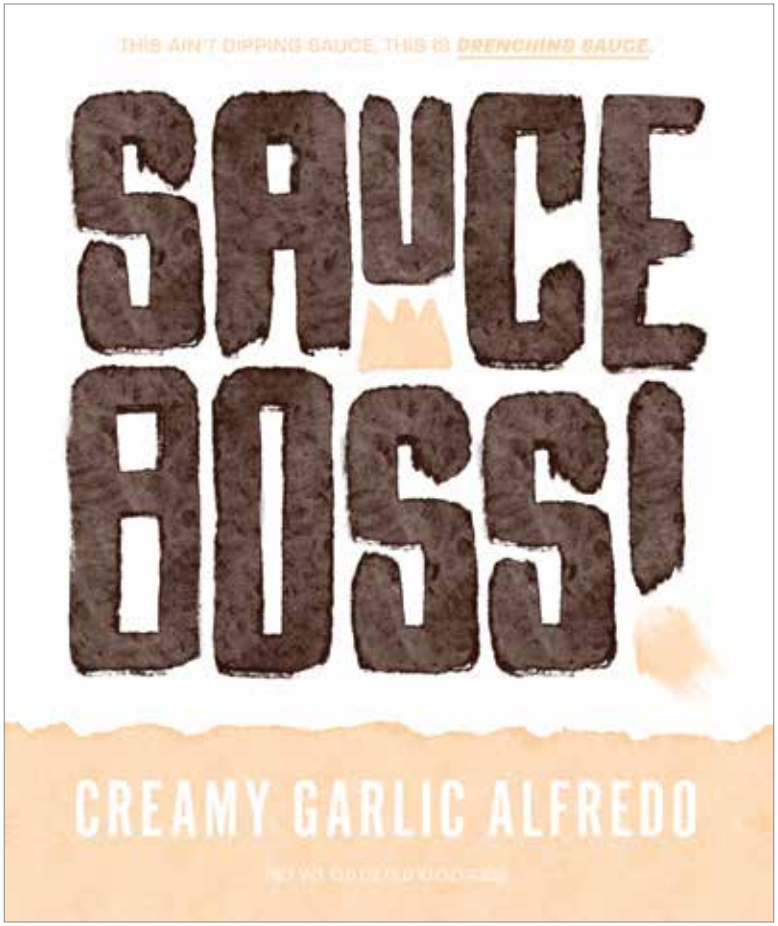
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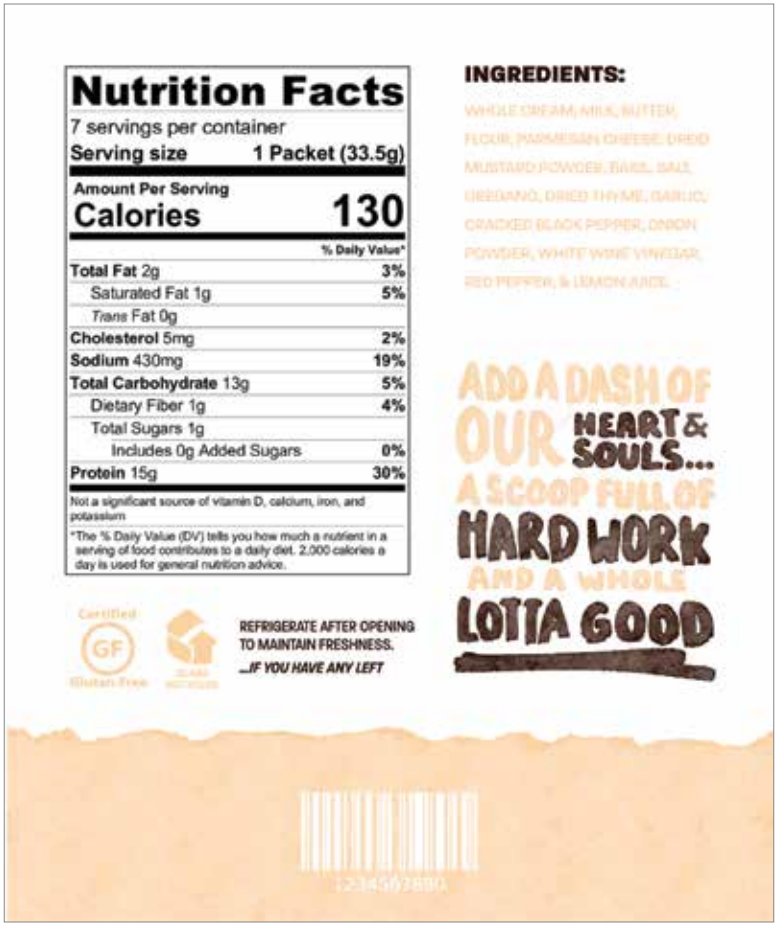
SAUCE BOSS!
CREAMY GARLIC ALFREDO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% Daily Value*
Total Fat 2g 3%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 5mg 2%
Sodium 430mg 19%
Total Carbohydrate 13g 5%
Dietary Fiber 1g 4%
Total Sugars 1g
Includes 0g Added Sugars 0%
Protein 15g 30%
Not a significant source of vitamin D, calcium, iron, and potassium
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
Certified GF Gluten Free
REFRIGERATE AFTER OPENING TO MAINTAIN FRESHNESS.
...IF YOU HAVE ANY LEFT
INGREDIENTS:
WHOLE CREAM, MILK, BUTTER, FLOUR, PARMESAN CHEESE, DRIED MUSTARD POWDER, BASIL, SALT, OREGANO, DRIED THYME, GARLIC, CRACKED BLACK PEPPER, ONION POWDER, WHITE WINE VINEGAR, RED PEPPER, & LEMON JUICE.
ADD A DASH OF OUR HEART & SOULS... A SCOOP FULL OF HARD WORK AND A WHOLE LOTTA GOOD


SAUCE
BOSS!
SERIOUSLY
SWEET
& SOUR
SAUCE
THIS AIN'T DIPPING SAUCE.
THIS IS DRENCHING SAUCE
NET WT 1 OZ (28 G)

FINAL PACKAGING


CROWNED #1
IN THE NATION
THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.
SAUCE BOSS!
SWEET & TANGY BBQ
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1234567890


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SAUCE
BOSS!
SWEET & TANGY BBQ

SAUCE BOSS!

THIS AIN'T DIPPING SAUCE, THIS IS ***DRENCHING SAUCE***


SAUCE BOSS
SAUCE BOSS
SAUCE BOSS!
CREAMY GARLIC ALFREDO


SAUCE BOSS
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Dietary Fiber 1g 4%
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Includes 0g Added Sugars 0%
Protein 15g 30%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
INGREDIENTS:
REFRIGERATE AFTER OPENING TO MAINTAIN FRESHNESS.
...IF YOU HAVE ANY LEFT
ADD A DASH OF OUR HEART & SOULS... A SCOOP FULL OF HARD WORK AND A WHOLE LOTTA GOOD


SAUCE BOSS
SAUCE BOSS
SAUCE BOSS!
CREAMY GARLIC ALFREDO
CROWNED #1
IN THE NATION
THIS AIN'T DIPPING SAUCE, THIS IS DRENCHING SAUCE.
SAUCE BOSS!
SWEET & TANGY BBQ
SAUCE BOSS!
SWEET & SOUR SAUCE