

# Creative Brief

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## Project Title: Huy Fong Sriracha

### 1. Project Overview

The goal of my website is to sell Sriracha, while also giving an in-depth background review of the sauce.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Huy\\_Fong\\_sriracha](https://en.wikipedia.org/wiki/Huy_Fong_sriracha), as well as some photography. There are also lots of photos on Google as well.

### 3. Audience

This is for sriracha lovers and those who are interested in purchasing the sauce and want to know more about it before doing so. Demographic information would probably be adults.

### 4. Message

I'd like to market it as an iconic sauce, while also showing that it has a robust history and process of creation that the audience can appreciate.

### 5. Tone

I'd like for it to be modern, clean, and fun using a more minimal approach.

### 6. Visual Style

I want it to have a modern feel and to have the color palette limited to include a deep red, beige/light gray, and possibly a tertiary color. I want the text to be bold and for the sauce bottle to be pronounced in a way.

**JONES** SHOP MENU OUR BOUTS VISIT PRESS SHOP SAUCES

# SAUCE MADE WITH LOVE IN KANSAS CITY

SINCE 1970... SOMETHING.

IN THE HEAT HOME BBQ SAUCE COMING IN HOT MADE FROM SCRATCH DAILY BRING THE HEAT HOME BBQ SAUCE COMING IN HOT MADE FROM

## SWEET TANGY

### THE MAGIC OF JONES BBQ IN YOUR HOME

The Jones family has made their sauce from scratch daily for over 50 years. For the first time ever, you can bring that flavor to a grill near you.

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LAGUNITAS BREWERY

# MOUTH FEELS

Hear it from our brewmaster, Jeremy Marshall

A well-rounded, highly drinkable IPA packed with "C-citrus" hops and rounded out with some esters. The taste is a clean mix of refreshing citrus, sweet caramel and pleasant bitterness. Lagunitas IPA has a light orange body, a long lasting head, a full bodied aroma, and a nice sharp hop finish. Pairs with mild blue cheese, heavy metal and bluegrass.

**STYLE**

In the world of India Pale Ales, our darling is a bit of a new girl. We've been called easy (by drink), We've been called high (by alcohol). But when it comes down to it, our goal is to create a beer that's easy to drink, and that's why we've created a beer that's easy to drink. We usually love Lagunitas IPA year round as a healthy, well balanced beer that's great for IPA beginners and lifelong IPA lovers.

A well-rounded, highly drinkable IPA with more personality than a nose in a sock. This is our India Pale Ale. We have craft beer made and drinking IPA has both got...