

huy fong sriracha!

creative director → christine jung designer → katie zhu

meeting

general layout

- drawn to the topic because of the recent feud
 - focus on the sauce
 - modern take on the website
- clean, fun, modern style → modern take on a traditional bottle
 - deep reds, green, certain color palette (noted in creative brief)
 - bold text
 - positive viewpoint of the sauce
- main page is selling the bottle
- complimentary information that shows background / how it's made - want to have the sauce bottle smack dab on the home page

pages

- home page
- history + pepper supply
- production
- sources

elements

- navigation bar
- sources(?)

