

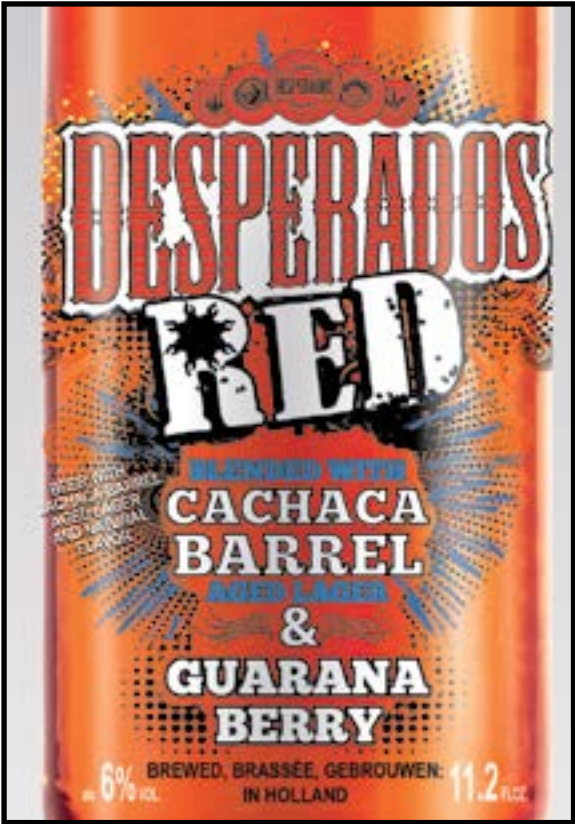
DESPERADOS

LABEL CONCEPTS

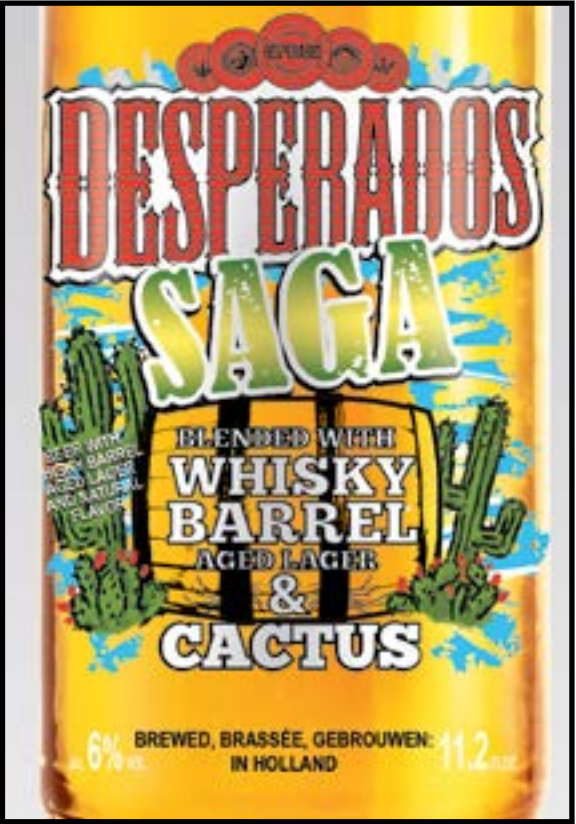


PROJECT SCOPE

Desperados is a brand that Heineken is bring from Europe to the North American Market. My task was to take existing labels designs and re-design them for the new market. Desperados is marketed to millennials who frequent parties and concerts. My direction was to make the designs reminiscent of tattoos and street art to appeal to their target demographic.



Desperados RED was designed to convey high energy and spicy flavor cues with it bursts of warm colors.



▲ Desperados Saga uses a cool color palette to communicate the refreshing cactus flavor. Its rough illustrated style is a nod to street art.



◀ Desperados Verde uses green to communicate is strong mint flavor. The vector art work is a play on the double meaning of mint as a flavor and for is connec-tion with money.