

DOS EQUIS

LABEL CONCEPTS



The Chili flavor was to be marketed as a spicy beer infused with the taste of chili. I took a more illustrative approach to differentiate this design from the others. The red and the chilis deliver flavor cues to the consumer.

The Paqui flavor was to be marketed as a beer infused with agave. The blue-green color was inspired by the agave plant. The crest in the background has strands of wheat which is one the highlighted ingredients. Vibrant colored label is meant to catch the consumer's eye.