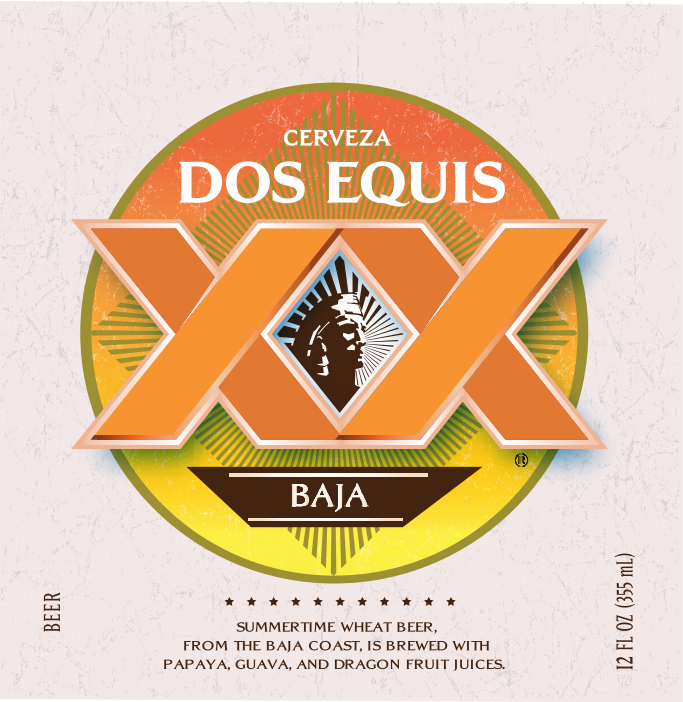


DOS EQUIS

LABEL CONCEPTS



The Baja flavor was to be marketed as a regional beer with ingredients from that region of Mexico. The design was inspired by the beach sunsets of Baja region. I also drew from the colors and shape of the papaya fruit to create flavor cues. I feel like the vibrant colors in this label will draw a consumers eye and stand out from similar products on the shelf.

The Balche flavor was to be marketed as a take on the traditional Mayan drink of the same name. Inspiration for the label design came from tradi-tion mayan art work.