



FLAVOR DESIGN PRINCIPLES

INTERNATIONAL

INTRODUCTION

Our Brand ID system enables us to talk about TABASCO® Brand in a unified, impactful way.

Each flavor has one primary color which can be limiting when designing collateral for a single product.

To address the need for additional colors, we have created color swatches that work for each flavor. They are visual guides to showcase our portfolio in marketing, advertising and sales outputs.

Bottle grids have been provided for each flavor as an example of how this can come to life through our Brand ID system.



FLAVOR STORYTELLING: DESIGN PRINCIPLES

The majority of bottle overlays in the grid should be the primary flavor color or a CGI bottle.



For flavors in squeeze formats, always use the flavor diamond logo overlay instead of the tagline diamond logo. This is because the squeeze bottle shape is not as ownable to TABASCO® Brand.

For flavors in glass formats, utilize a mix of tagline and flavor diamond logo overlays.



We recommend using at least one x1 CGI bottle overlay per bottle grid to reinforce the visual of the product we're referencing.



We recommend using a flavor stamp on at least one asset in the grid to reinforce key flavor messaging.



When designing assets for TABASCO® Original Red Sauce, you can lean into a wider array of brand visuals and colors as it is our most well-known flavor globally. Therefore, TABASCO® Original Red Sauce is not included in this deck.

TABASCO® SWEET & SPICY PEPPER SAUCE

COLOR SWATCH



BOTTLE GRID



TABASCO® BRAND JALAPEÑO SAUCE

COLOR SWATCH



BOTTLE GRID



TABASCO® BRAND SRIRACHA SAUCE

COLOR SWATCH



BOTTLE GRID



TABASCO® BRAND BUFFALO STYLE SAUCE

COLOR SWATCH



BOTTLE GRID



TABASCO® BRAND GARLIC PEPPER SAUCE

COLOR SWATCH



BOTTLE GRID



TABASCO® BRAND CHIPOTLE PEPPER SAUCE

COLOR SWATCH



BOTTLE GRID



TABASCO® BRAND HABANERO PEPPER SAUCE

COLOR SWATCH



BOTTLE GRID



TABASCO® BRAND SCORPION SAUCE

COLOR SWATCH



BOTTLE GRID

