

huy fong sriracha!

creative director → christine jung

designer → katie zhu

[meeting with christine](#)

[meeting with sophie](#)

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(?)