



Mikey's Mix

Authentic Salsa Blends



Behind the Brand

From concept to brand, here was
our process

The Basics

SERVICES

- Offering unique, selective salsa blends inspired by the flavors of Persian and Middle Eastern cuisine
- Our salsa blends are authentic and organic, with variations between our blends from a spicy mix to a chunky salsa

CLIENT PROFILE

- As a specialty salsa, our goal is to make our salsa a conversation piece
- Our target audience would be young to middle-aged adults who like to entertain but also go outside the box, to try something new
- Our audience is looking for new foods, and in a time where we all are at home, what better way to “travel the world” and explore than with a thrilling new salsa that does exactly that



1

The Concept

Behind the salsa: a man with his creativity and passion for cooking





2

The Making of a Brand

Let's start with the first set of sketches that came to fruition later on



Once upon a sketch...

DESIGN CHOICES

- Shied away from modern sans-serif to a **more handwritten logotype** to emphasize uniqueness
- Chose to show **distinguishing symbols of salsa** (like a tomato) as a visual element to help compete with competitors and for recognition as a salsa brand
- **"Mikey" over Mike** to show the fun, quirky side that my Dad embodies, but also that his salsa does as well
- The final sketch: **a hand lettered logotype with a tomato mark**



3

The Logo

Our signature mark that says it all

A logo is worth a thousand words

Completely hand-lettered and drawn for the authenticity behind Mikey's Mix



4

More to the Mix

Design deliverables that built our brand identity



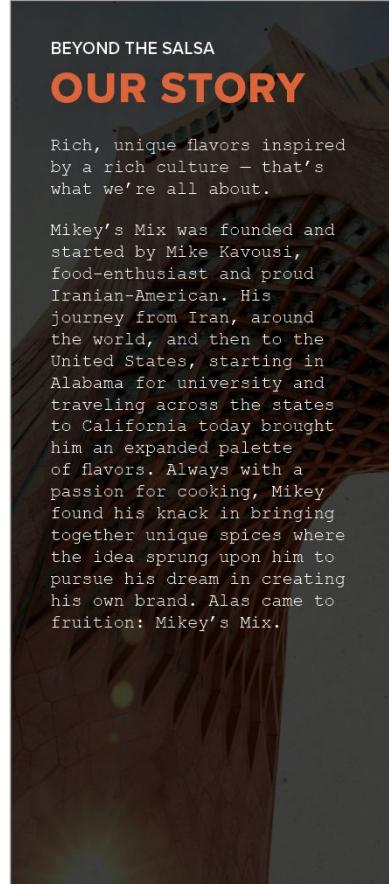
Brochure

- Bright colors
- Paper and grunge textures for authentic feel
- Funky type for tie-in to Mikey

BEYOND THE SALSA
OUR STORY

Rich, unique flavors inspired by a rich culture – that's what we're all about.

Mikey's Mix was founded and started by Mike Kavousi, food-enthusiast and proud Iranian-American. His journey from Iran, around the world, and then to the United States, starting in Alabama for university and traveling across the states to California today brought him an expanded palette of flavors. Always with a passion for cooking, Mikey found his knack in bringing together unique spices where the idea sprung upon him to pursue his dream in creating his own brand. Alas came to fruition: Mikey's Mix.



THE PERFECT **SALSA** TO YOUR CHIPS

 SIGNATURE MILD Our Signature blend of salsa, with only the freshest heirloom tomatoes, jalapeño peppers, garlic chives, cilantro, and so much more, all inspired by the flavors of Shiraz, Iran.	 SHIRAZI SPICE MEDIUM Just like the booming city of Shiraz, this blend bursts with Iranian flavors, with prominent notes of garlic, fresh herbs and spices, and hints of fresh lime.
 PERSIAN POWER HOT With power in its name, this blend features various peppers, each varying in heat but meticulously brought together to bring a punch to each and every bite.	 SALADI SHIRAZI MILD A classic dish known to Shiraz with finely chopped tomatoes and cucumbers, fresh mint, and minced garlic. Tossed together with lime juice, salt and pepper, this blend is a hit!

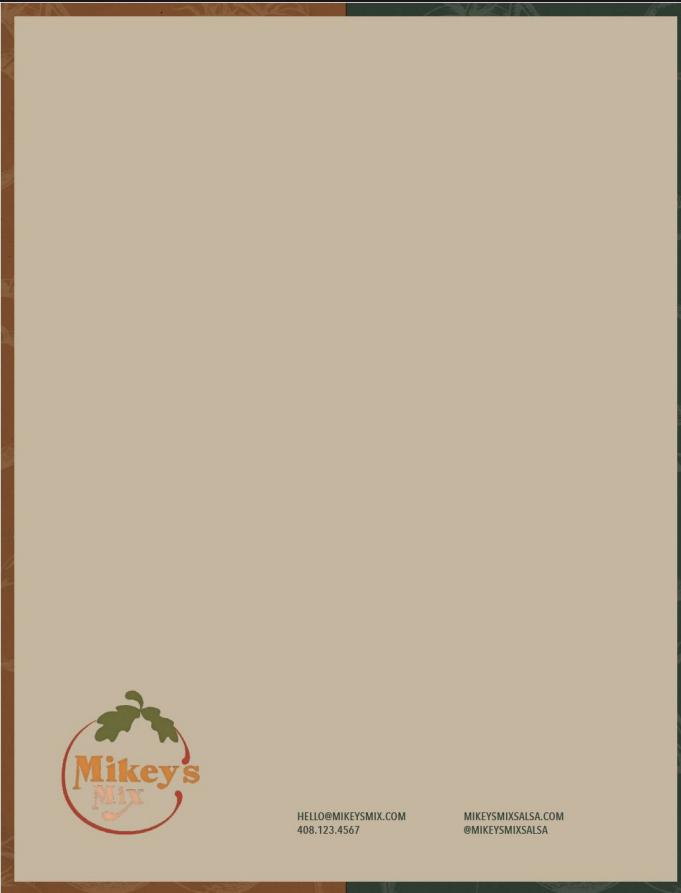
Business Cards

Recipe card or business card? Maybe both?



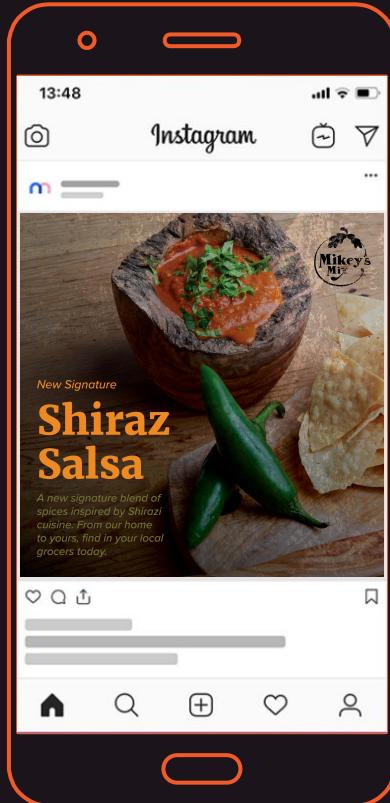
Letterhead

Texture and style all in one, with tomato illustrations and reserved colors.



Social Media

Who doesn't love foody pictures on social media?
That's our tactic to draw you in!





Thanks!

Mix up your life with Mikey's Mix!