

BULL CITY PEPPER CO.

CRAIG ASBELL > CD / AD CLAY NEIGHER > CD / CW

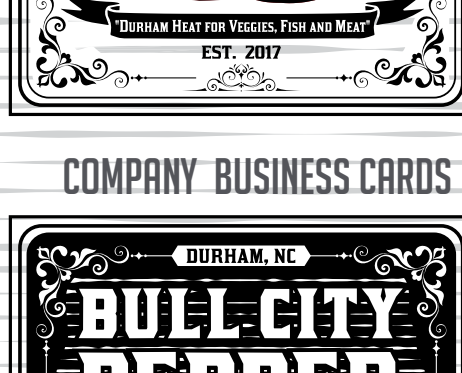
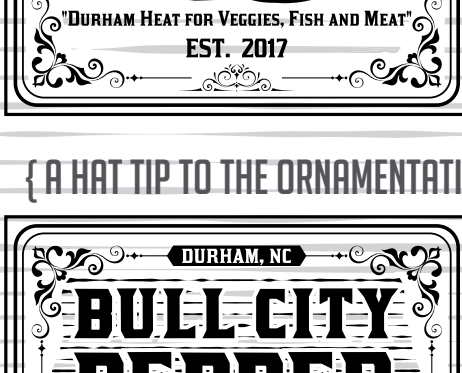
Bull City Pepper Co. is a hot sauce and pepper goods brand native to Durham, North Carolina. Their value proposition was pretty straight forward, "We're from Durham and we can make a better hot sauce with locally grown peppers that tastes way better than the one currently sitting in your fridge." Well, they were right.

In order for this brand to take off in a highly commodified food category, we knew the Durham community would have to claim it as their own. We wanted to pay respect to the heritage, styles, and textures of the tobacco industry that made Durham what it is today, but without requiring a warning from the surgeon general. We wrapped their first sauce in an honest label that doesn't scream "novelty", but rather, politely clears its throat as a customer walks by. In under a year, the brand has gone from hand-selling to friends, to 17 retail locations across the Triangle, and now a flourishing online store.

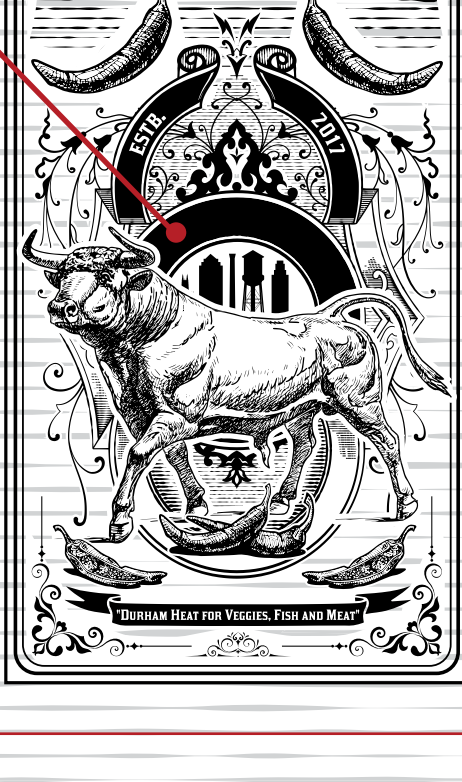
IDEATING & COLLABORATING THROUGH COLLAGES



SMALLER LABELS FOR INVOICES, EMAIL SIGNATURES, AND STAMPS



COMPANY BUSINESS CARDS

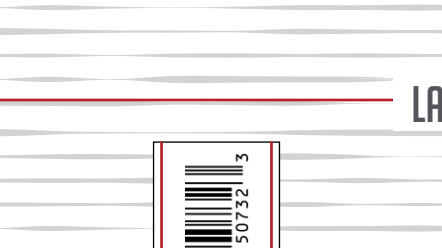


FINAL DESIGN / PRODUCTION LABEL

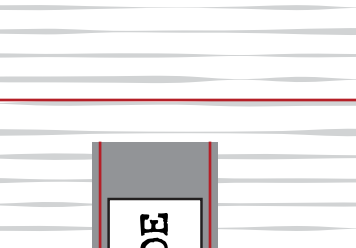


A SLOGAN THAT MAKES NO SENSE AND ALL THE SENSE AT THE SAME TIME. PERFECT.

SOCIAL MEDIA / LABELS / ELEMENTS



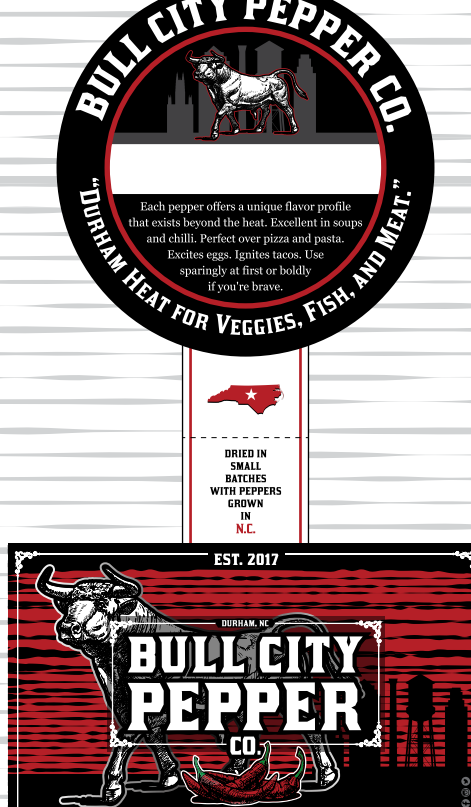
INSTAGRAM / FACEBOOK / LINKEDIN



WE DIDN'T JUST DECONSTRUCT THE HEAT METER, WE GORED IT.



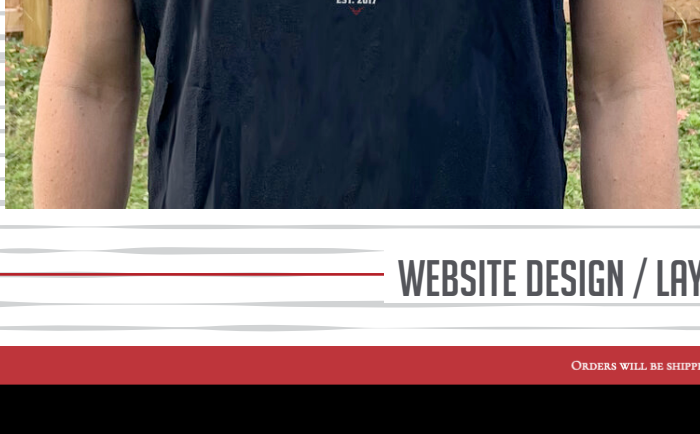
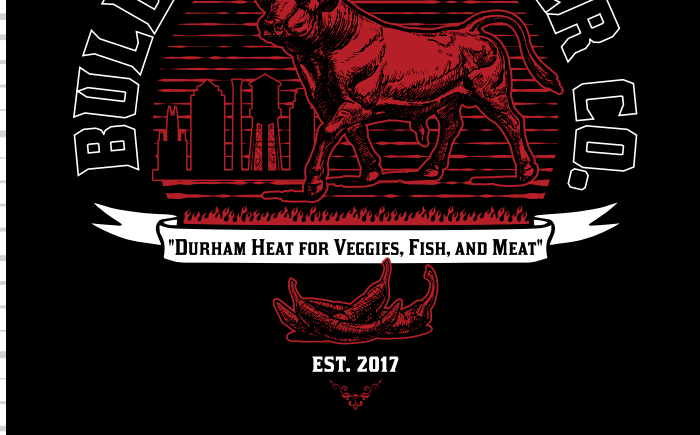
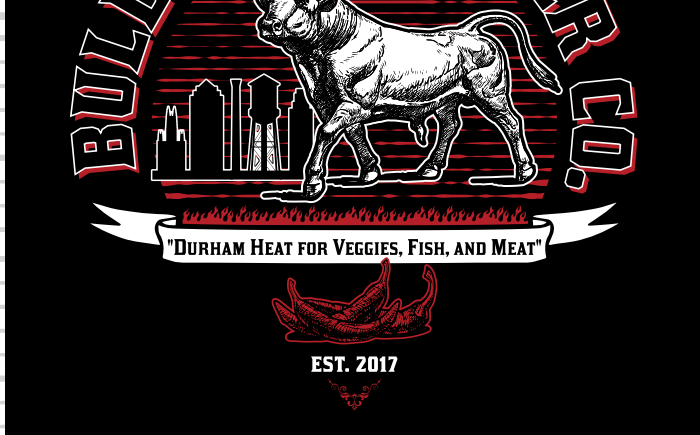
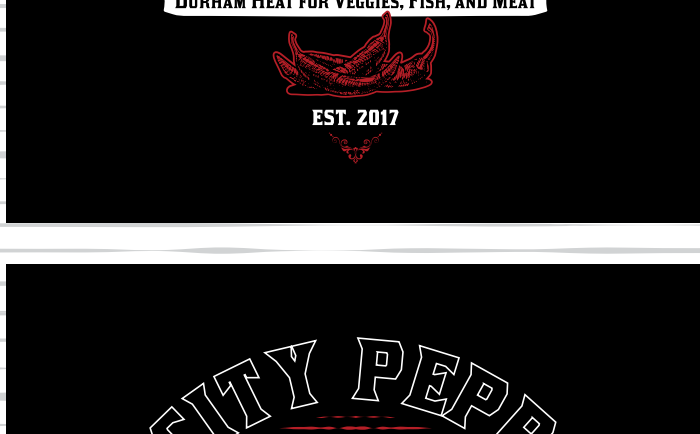
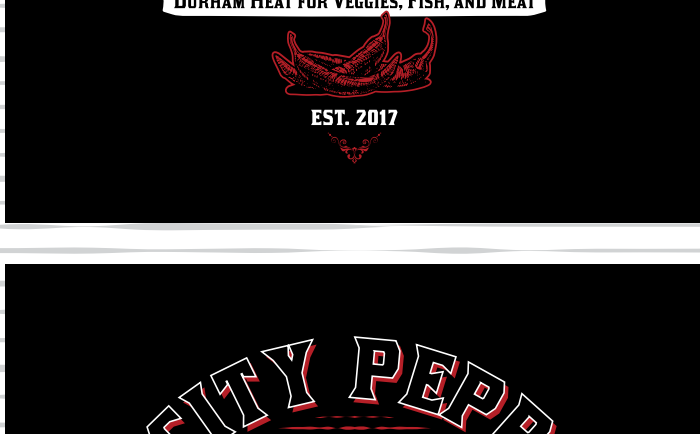
LAYOUT PROOFS FOR WRAP AROUND JAR LABEL



POINT OF PURCHASE SIGN HEADER CONCEPT (LASER ENGRAVING)



T SHIRT / STICKER DESIGN PROOFS WITH FINAL PRODUCTS BELOW



WEBSITE DESIGN / LAYOUT & WEB STORE SETUP

