

# CELLAR INK

*Design Company*



## Branding Design Presentation

# **Vato Blanco**

## **Logo & Implementation**



**LOGO MARK**



**ALTERNATE**



VATO  
BLANCO™

TYPOGRAPHY



**ALTERNATE TYPOGRAPHY**



TM

**NATO**  
**BLANCO**™

**SALSAS ■ SOAPS ■ SMELLS**

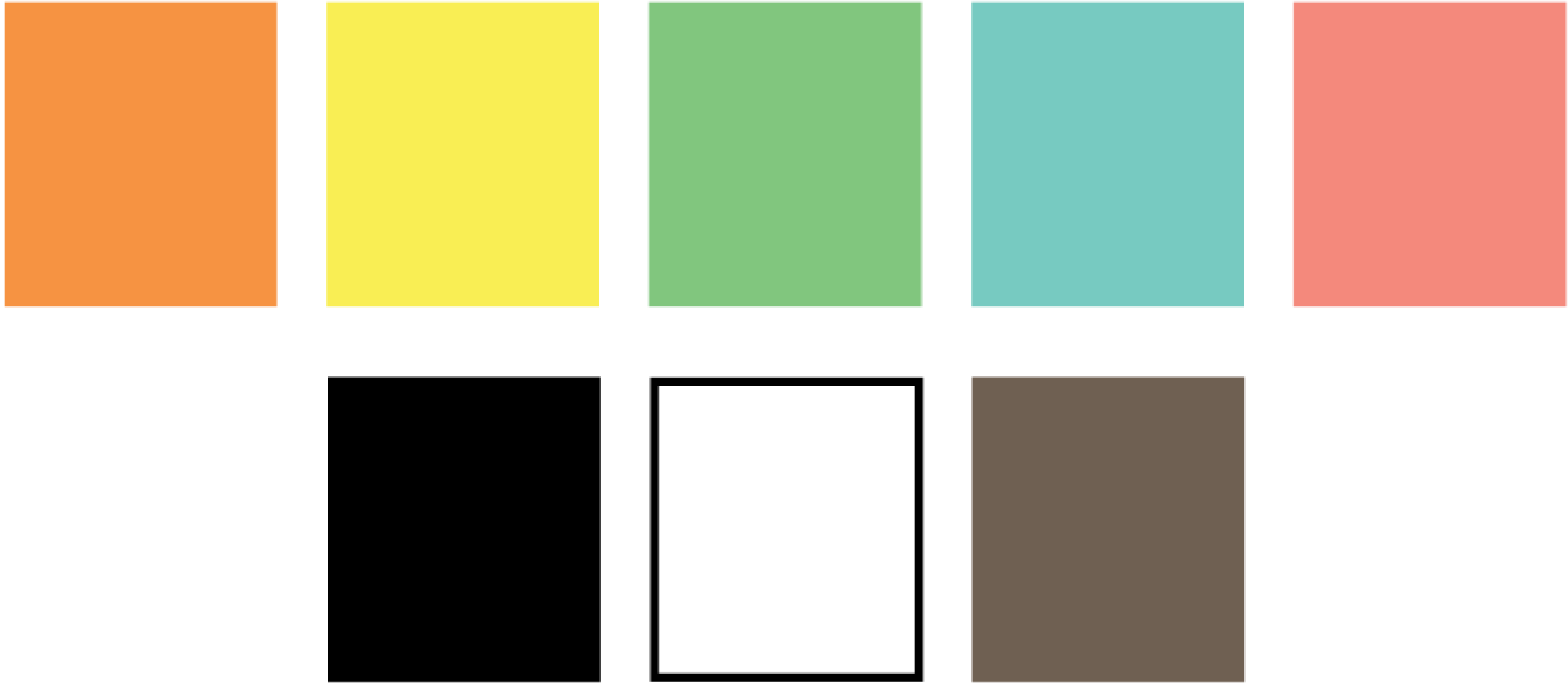
**COMPLETE LOGO**



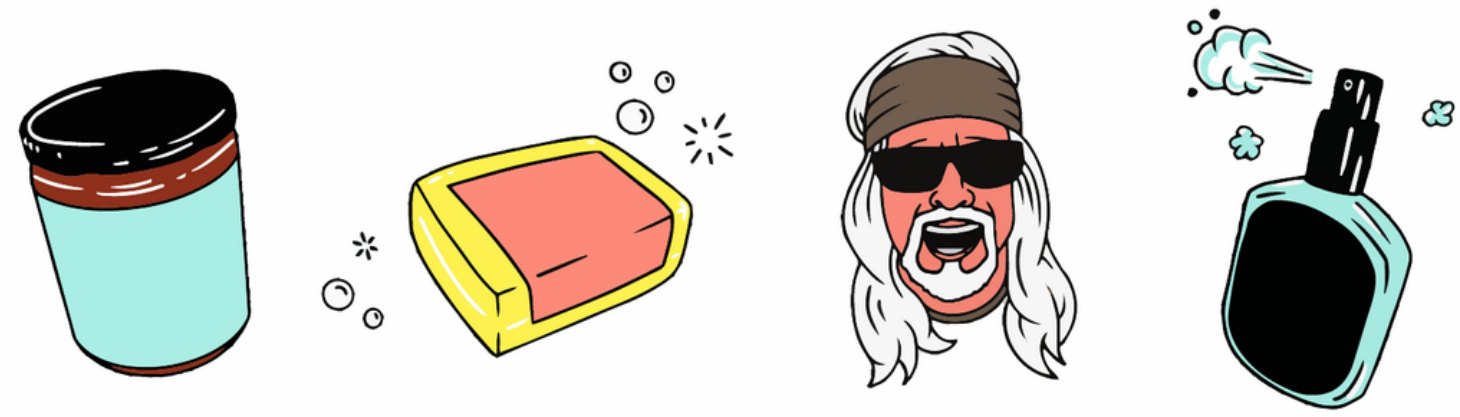
**VATO  
BLANCO**™

**SALSAS ■ SOAPS ■ SMELLS**

**COLOR**



**COLOR PALETTE**



## SUPPORTING ARTWORK



**WALLPAPER**



TM

**VATOBLANCO.COM**

**HOLIDAY**



FRONT



BACK



# BUSINESS CARDS

Nutrition Facts	
Amount/serving	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 100mg	4%
Vitamin D 0mcg	0%
Potassium 84mg	2%
Calories per serving <b>10</b>	

MANUFACTURED FOR VATO BLANCO - ARLINGTON, TX 76011 ©2023 VATO BLANCO, LLC  
 INGREDIENTS: TOMATOES (TOMATOES, TOMATO JUICE, CITRIC ACID, CALCIUM CHLORIDE), GROUND TOMATOES IN PUREE (TOMATOES, TOMATO PUREE, CITRIC ACID), ONIONS, CHIPOTLE PEPPERS IN ADOBO SAUCE (CHIPOTLE PEPPERS, WATER, VINEGAR, TOMATOES, ONIONS, IODIZED SALT, SUGAR, PAPIKA, SOYBEAN OIL, SPICES), JALAPENO PEPPERS, LIME JUICE, GARLIC, SERRANO PEPPERS, CILANTRO, APPLE CIDER VINEGAR, HABANERO PEPPERS, SALT, SPICES, ANCHO PEPPERS.

REFRIGERATE AFTER OPENING






MANUFACTURED IN A FACILITY THAT ALSO PROCESSES EGG, SOY, WHEAT, MILK, AND TREE NUTS



MAS VATO!

- NON GMO
- PRESERVATIVE FREE
- LOW FAT
- LOW SODIUM
- NO SUGAR ADDED





**CINCO**

**FIVE CHILE SALSA MEDIUM**

NET WT 16oz (454g)

SMALL BATCH

GLUTEN FREE

VATO BLANCO WAS BORN OF THE NEED FOR SOMETHING WE COULDN'T FIND; GREAT FOOD WITH UNIQUE FLAVORS MADE NATURALLY.

SO, AFTER TRYING LOTS OF OTHER THINGS, WE DECIDED TO MAKE OUR OWN BRAND OF PREMIUM SALSA.

CREATED FROM A HANDMADE RECIPE IN A TEXAS KITCHEN, OUR CINCO SALSA IS "THE GOOD STUFF, NATURALLY!"



LABEL

Nutrition Facts	
Amount/serving	% Daily Value*
Total Fat 0g	0%
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Cholesterol 0mg	0%
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- LOW SODIUM
- NO SUGAR ADDED



GOLDEN CHILE AWARD WINNER



SMALL BATCH

GLUTEN FREE

**FIVE CHILE SALSA MILD**

NET WT 16oz (454g)

VATO BLANCO WAS BORN OF THE NEED FOR SOMETHING WE COULDN'T FIND; GREAT FOOD WITH UNIQUE FLAVORS MADE NATURALLY.

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CREATED FROM A HANDMADE RECIPE IN A TEXAS KITCHEN, OUR CINCO SALSA IS "THE GOOD STUFF, NATURALLY"



LABEL

Nutrition Facts		Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
	Total Fat	0g	0%	Total Carbohydrate	2g 1%
	Saturated Fat	0g	0%	Dietary Fiber	0g
	Trans Fat	0g		Total Sugars	1g
	Cholesterol	0mg	0%	Includes 0g Added Sugars	0%
	Sodium	100mg	4%	Protein	0g
	Vitamin D 0mcg 0% • Calcium 11mg 0% • Iron 0mg 0%			Potassium 84mg 2%	
Calories per serving	10				

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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REFRIGERATE AFTER OPENING






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MAS VATO!

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-  PRESERVATIVE FREE
-  LOW FAT
-  LOW SODIUM
-  NO SUGAR ADDED





**CINCO**

**FIVE CHILE SALSA**

**HOT**

NET WT 16oz (454g)

SMALL BATCH

GLUTEN FREE

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LABEL





**SALES SHEET FRONT**





VATO BLANCO CINCO SALSA IS A PREMIUM, ALL NATURAL, FIVE-CHILE BLEND WITH PERFECTLY LAYERED FLAVORS AND TEXTURES. ITS TANGY AND SLIGHTLY SMOKY TASTE HAS AN EASY BACK-HEAT THAT BUILDS JUST ENOUGH...AND FADES. DELICIOUS ON CHIPS, TACOS, OR YOUR MORNING EGGS - VATO BLANCO CINCO WILL BE YOUR NEW FAVORITE!



GO VATO.



GO TEXAN.



PRODUCT SIZE: 16 OZ.  
 PRODUCT WEIGHT: 1.64 LBS.  
 CASE PACK: 6  
 6 PACK CASE WEIGHT: 9.84 LBS.  
 CASE DIMENSIONS: 10 3/4 x 7 1/8 x 5  
 CASE PACK: 12  
 CASE WEIGHT: 19.68 LBS.  
 CASE DIMENSIONS: 10 3/4 x 14 1/4 x 5



MILD



MEDIUM



HOT



FOR INQUIRIES, PLEASE CONTACT LANCE STEPHENS AT LSTEPHENS@LEDUFFAMERICA.COM OR 469.660.2281

# SALES SHEET BACK



POSTCARD INSERT FRONT



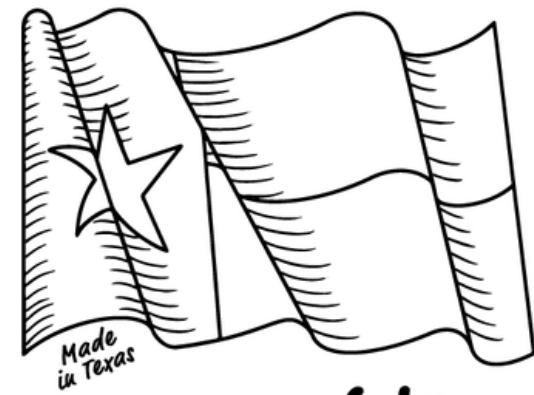


**POSTCARD INSERT BACK**





**NATURALLY**  
THE GOOD STUFF  
SALSAES  
SASOD  
S71  
**NATURALMENTE**



**GO VATO!** **Vato Blanco**<sup>TM</sup>

**SHIPPING TAPE**

W33"

H80"



**RETRACTABLE BANNER**



**RETRACTABLE BANNER**





**T-SHIRT**



**FOAM BOARD**





5' X 3' BANNER



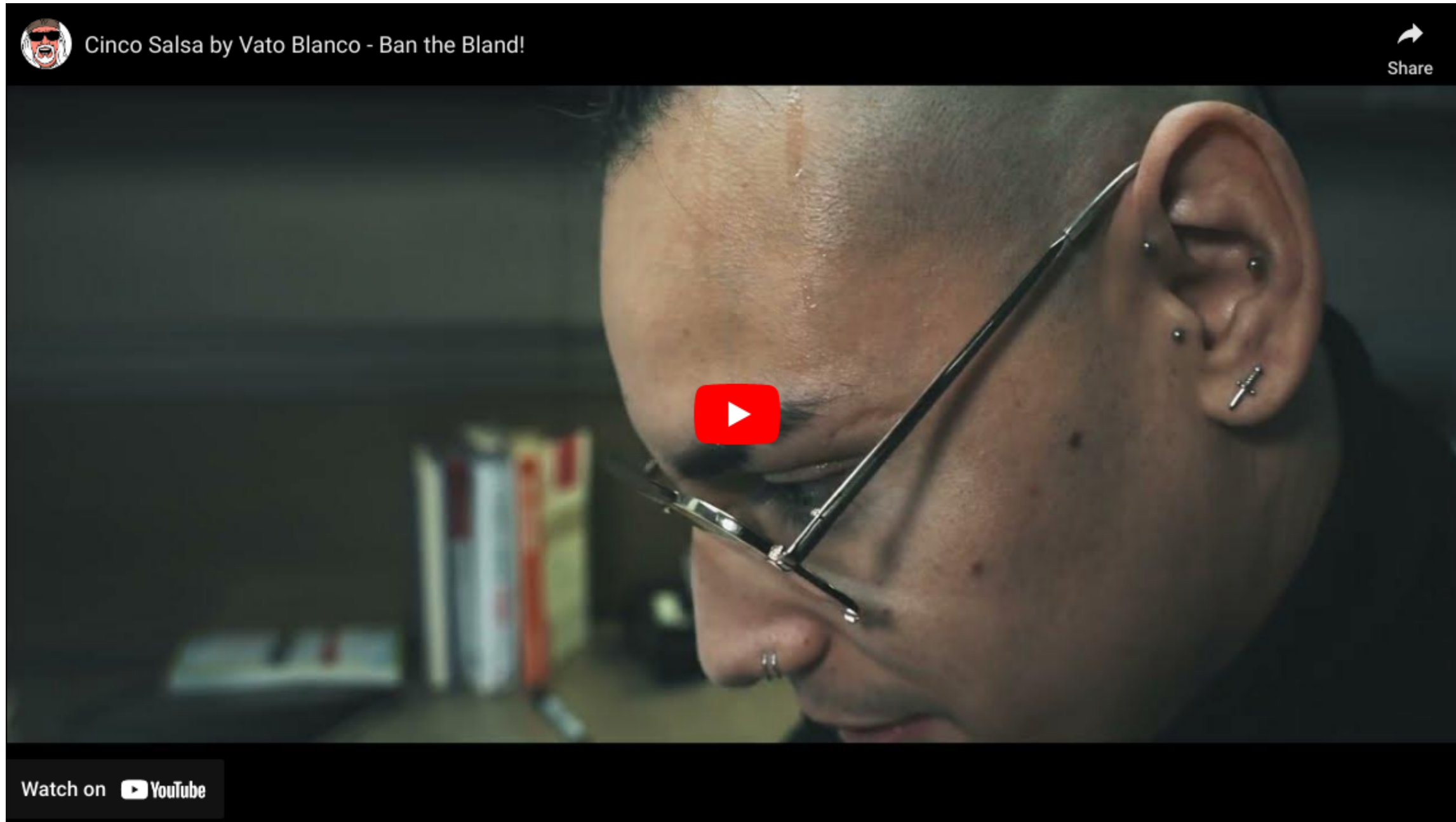
**MASK CONCEPT DESIGN**





**MASK PRODUCTION**





**COMMERCIAL**



**FESTIVAL**





**PRODUCT PHOTOGRAPHY**





## PRODUCT PHOTOGRAPHY





**PRODUCT PHOTOGRAPHY**





SOAP LABEL



SOAP

*Cellar*  
**INK**  
**DESIGN CO**



**THANK YOU**