

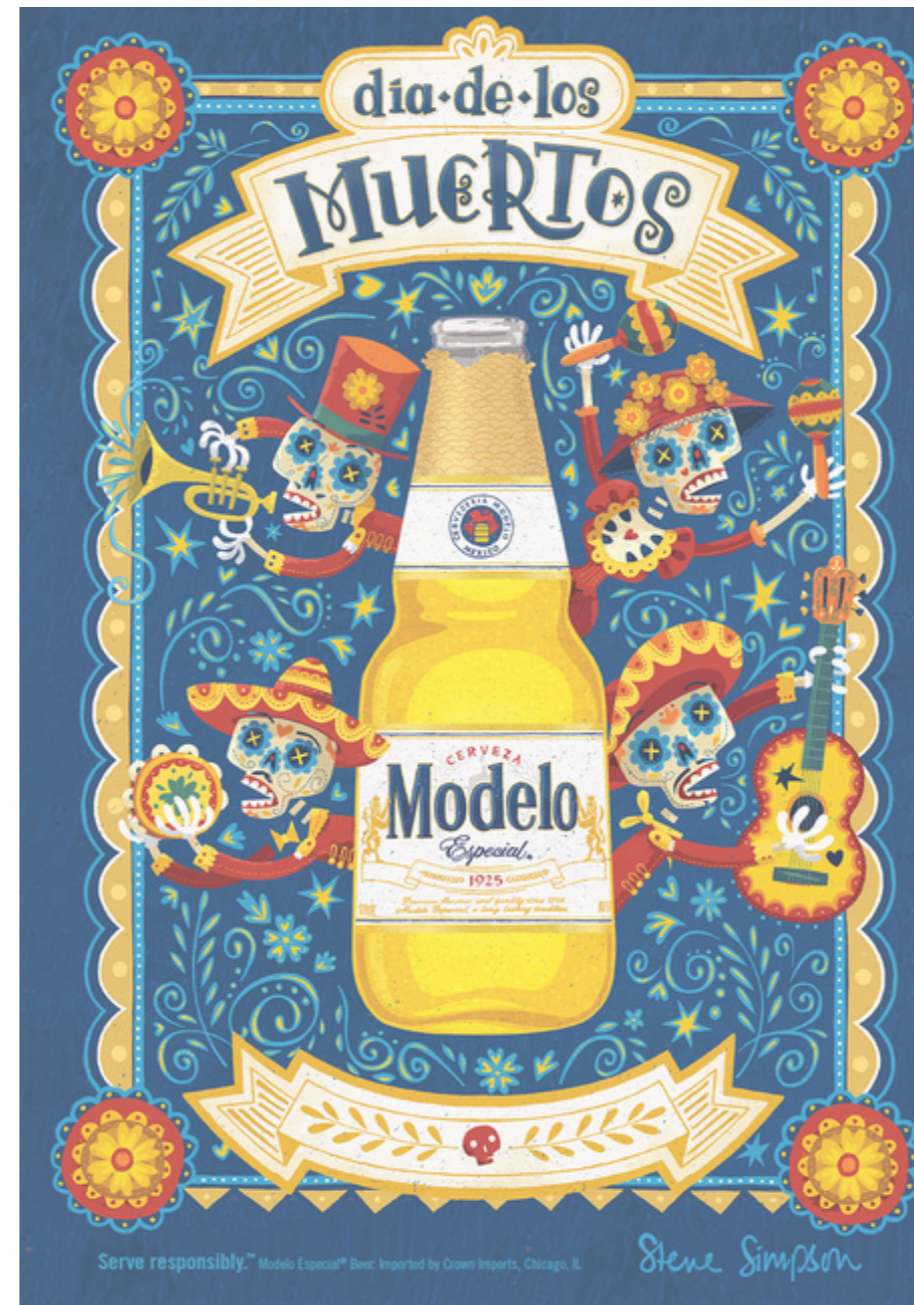
Modelo
Aztec Monolith Project



UFC



Regal Modelo



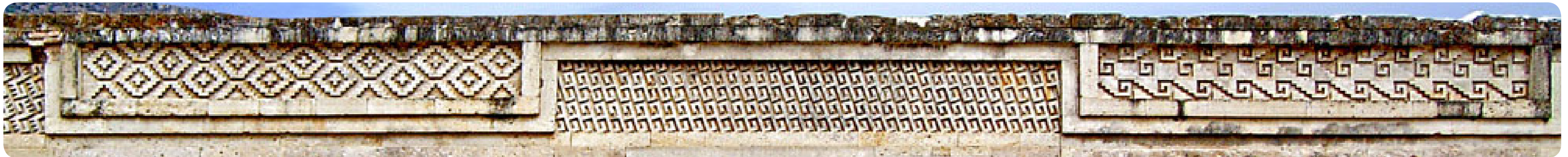
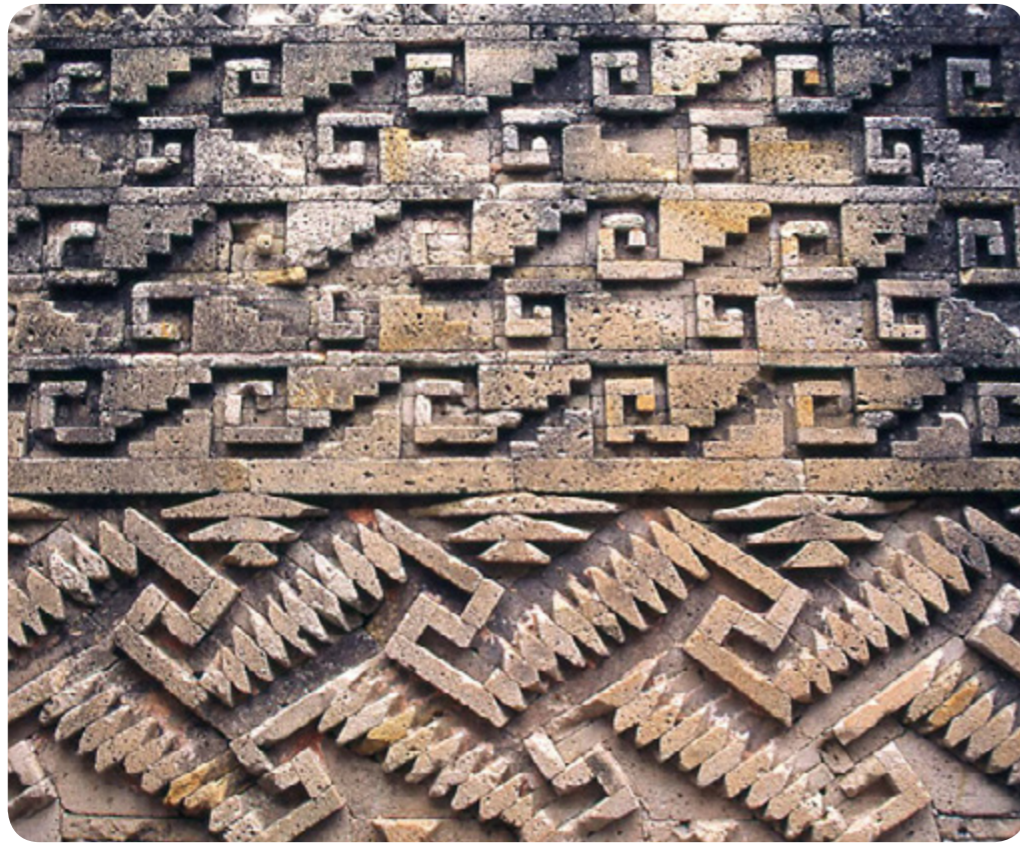
Day of the Dead

Modelo was worried that their art style for UFC, Dia de los Muertos, Holiday, and the Regal Modelo look were too artistically different from each other.

They asked Ogilvy's designers to experiment with a new look that was both *consistent* and *authentically Mexican*.

I decided to pursue a historically Mexican look.

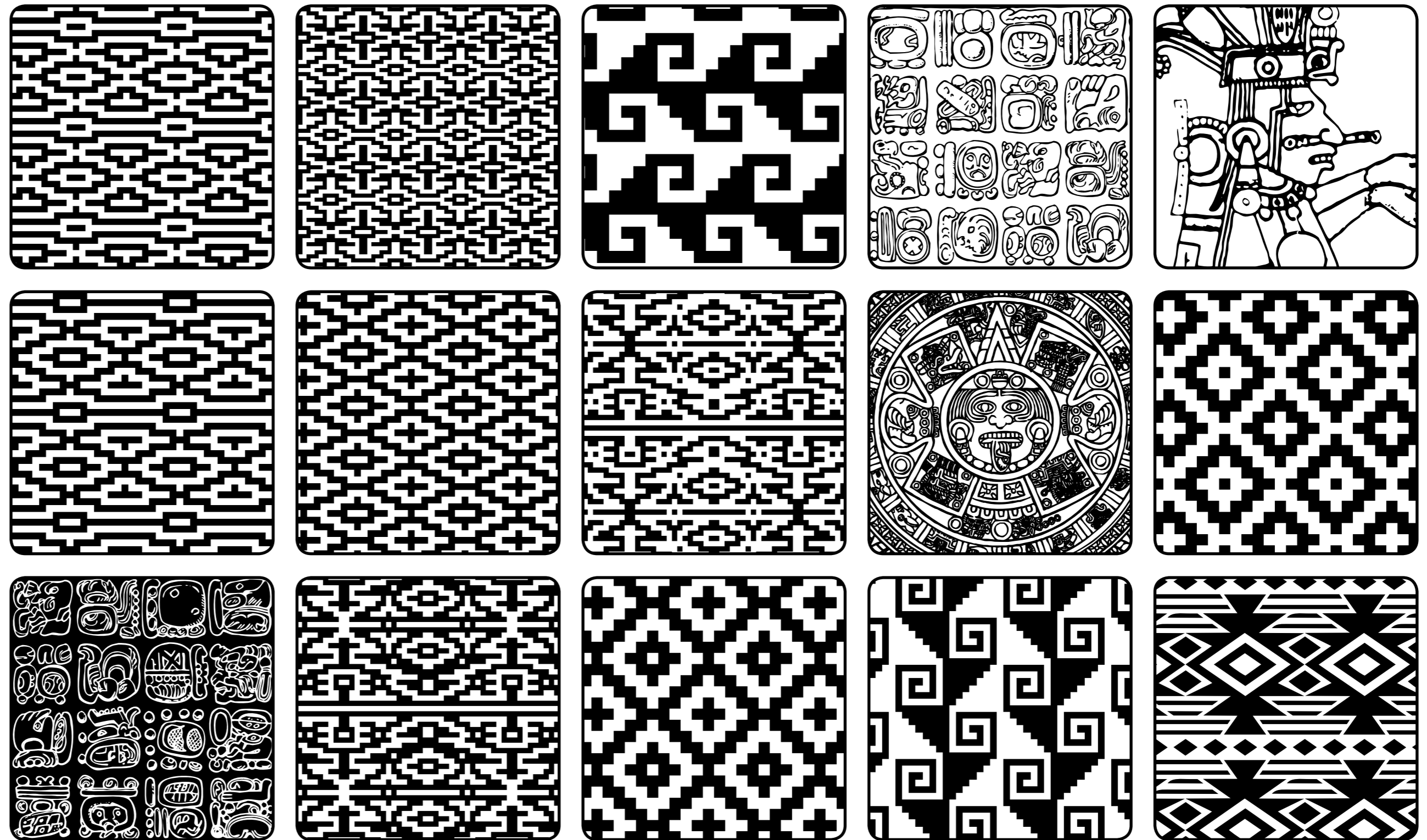
Objective



Inspiration

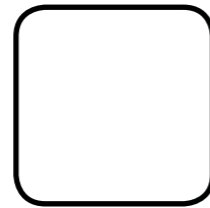
I developed and vectorized a number authentically Mexican patterns, inspired from ancient textiles and pyramid carvings.

Outside of work, I read conquistador Diaz del Castillo's *True History of the Conquest of New Spain* in order to properly get a feel for what Aztec Mexico was really like.



Modelo Especial

PANTONE WHITE
#FFFFFF
C:0 M:0 Y:0 K:0



or

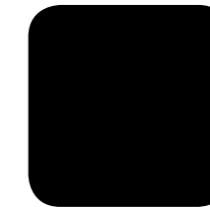
PMS 289
#0C233F
C:98 M:84 Y:45 K:51



Gold Texture
GettyImages - 498149198



Modelo Negra

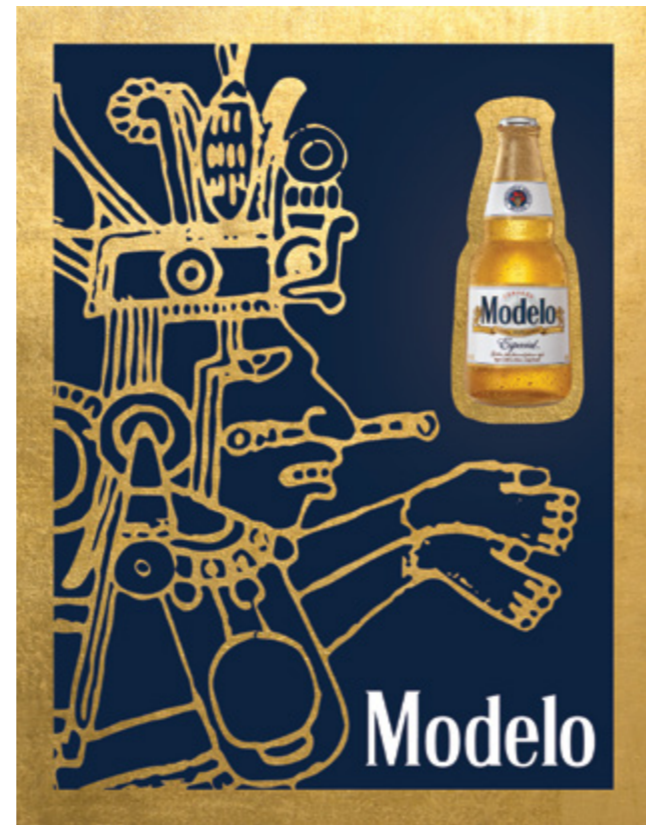
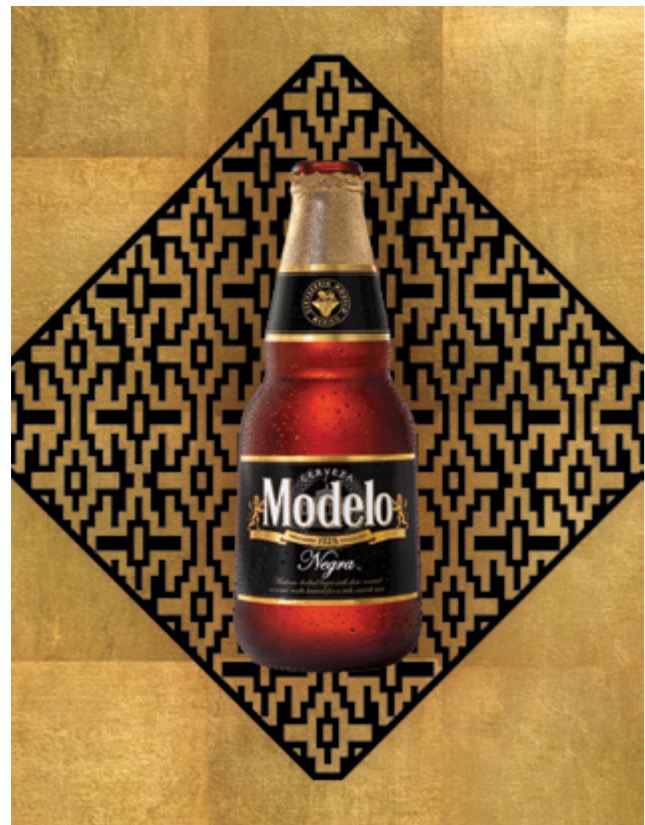


PANTONE BLACK
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C:100 M:100 Y:100 K:100

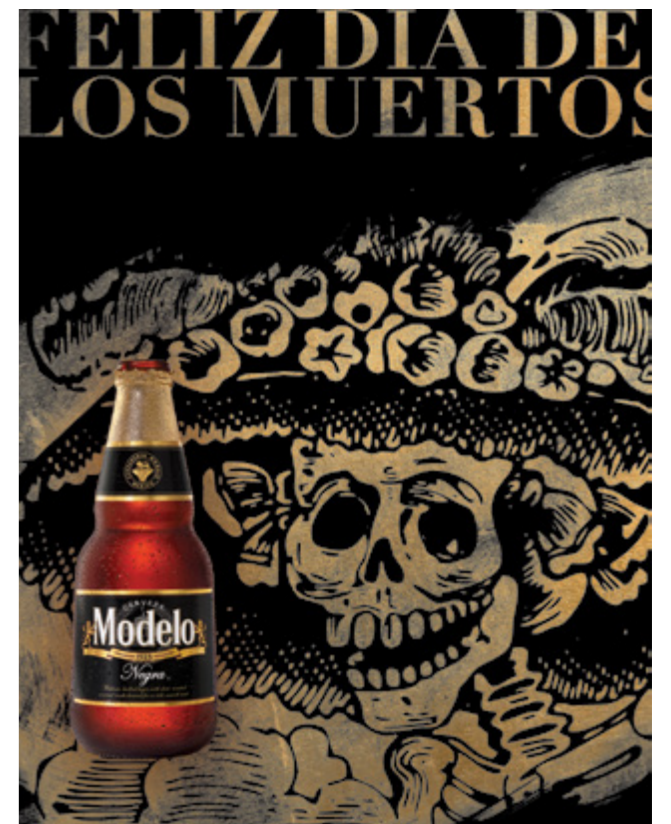


Gold Texture
GettyImages - 498149198

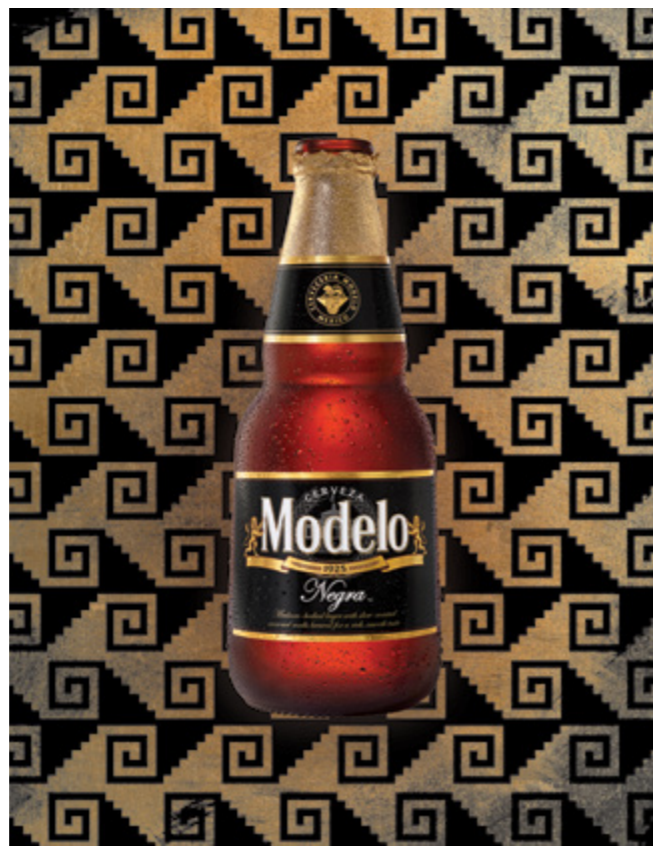




My first experiments tried to find a look for Modelo that matched the feel of its brand: *powerful and authentic.*



Initial Experiments



Somewhere between art and advertising, the monolithic feel of the Modelo bottle, starkly placed over centuries-old patterns, creates a powerful image. Because of the lack of copy or language, it conveys the same emotion in Mexico as it does in the United States.

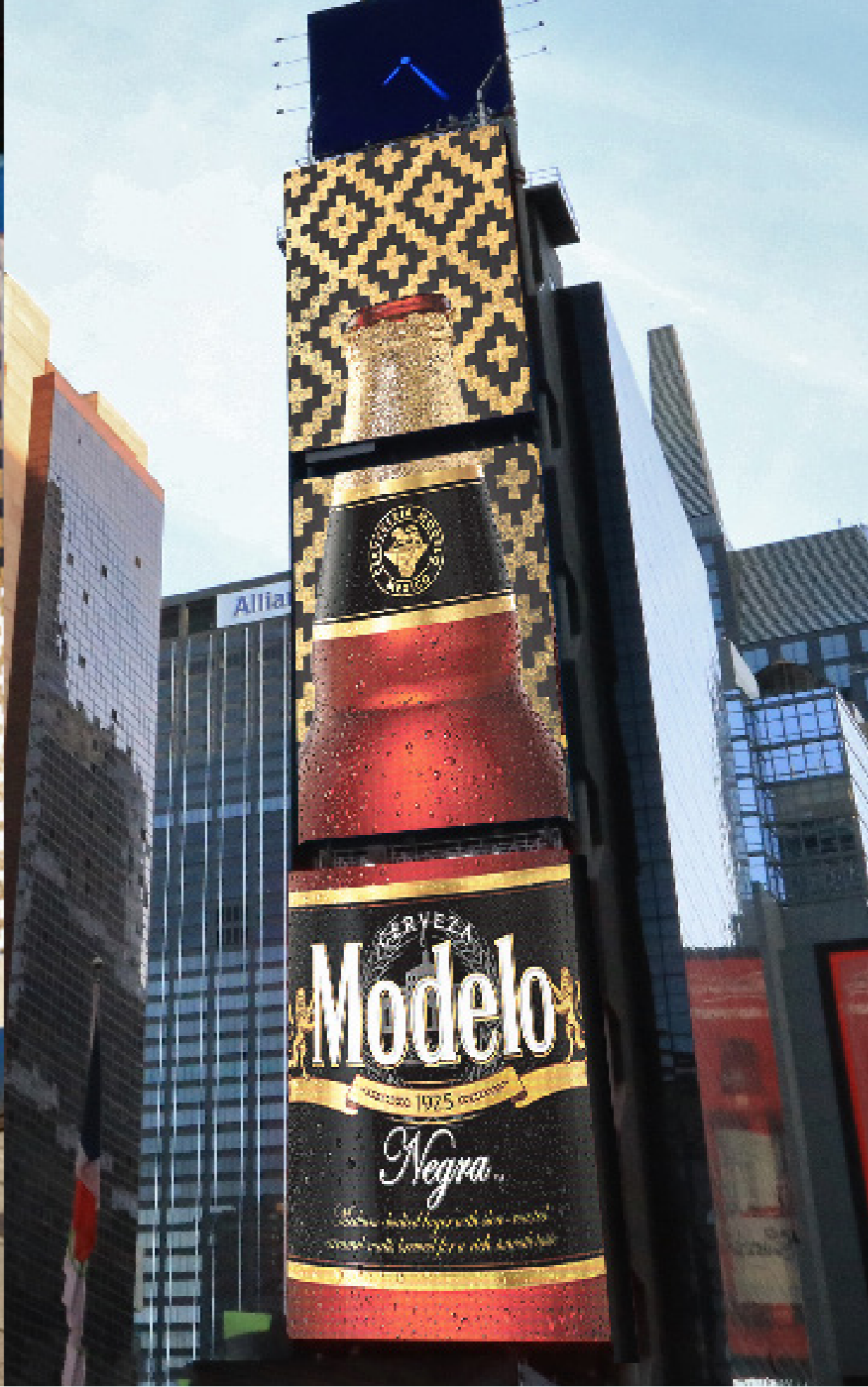
Final Versions



Application



Application



Application



Application



Application



Application