**Project Overview – El Picante Diablo Salsa Label**

Summit Food Company is company launching its second product line — **El Picante Diablo Salsa**. We need a label that closely emulates the attached **El Picante All-Natural Salsa** label for layout inspiration and follows our existing color and brand guidelines as described.

**Label Dimensions**

**Height and Width**

* 2.75”x 8.5”

**Panel Descriptions**

**Front Panel**

* In lower section change “MEDIUM” to “HOT”.
* In middle section change “ALL NATURAL” to “DIABLO HOT”

**Left Side Panel**

* Update the UPC code to new one 860013959623:

A close-up of a bar code

AI-generated content may be incorrect.

**Label Colors**

* Designer will create a bold, eye-catching label using a heat-inspired color palette.

**Color Palette (HEX Codes)**

Please use or complement the following brand colors for our product label:

* #000000 A black background with a black square

  AI-generated content may be incorrect.
* #FFFFFF A white square with black border

  AI-generated content may be incorrect.
* #C74524 A red square with white dots

  AI-generated content may be incorrect.
* #F08c73 A pink square with a black line

  AI-generated content may be incorrect.
* #F0B739 A yellow square with a black line

  AI-generated content may be incorrect.
* #3B6A1D A green square with white dots

  AI-generated content may be incorrect.
* #8CA85B A green square with a black line

  AI-generated content may be incorrect.