

DESIGN / PRODUCTION  
JIMMIE LEE'S RESTAURANT

"Your fingers  
never tasted  
so good."



Tag line and image

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www.jimmieeels.com

Business card

**Jimmie Lee's**  
SOUTHERN  
Barbeque

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Stationary

Growing up in Roxboro I learned first hand that Barbeque is more than charcoal and lighter fluid. To my family Barbeque is a cuisine, a culture, a party and a lifestyle. These lessons were passed down from my mamma's kitchen, were tested at the table, and ended up in these bottles.

Down in the Carolinas' only thing hotter than the summers is the Barbeque. **Carolina Heat** is a blazin' blend of spices guaranteed to turn up the temperature of any Barbeque and leave ya sweatin' in the shade.

*Jim Tapp*

**JIMMIE LEE'S**  
SOUTHERN  
Barbeque Sauce

**CAROLINA HEAT**

"Your fingers  
never tasted  
so good."

- Jimmie Lee Thayer

NET WT 18oz. 518g

Distributed by:  
Jimmie Lee's Southern Barbeque Inc.  
White Plains, NY 10603  
914.686.5337  
www.jimmieeels.com

**Jimmie Lee's  
Carolina Heat**

Ingredients: cider vinegar, chili sauce (tomato concentrate, water, tomato, onion, corn syrup, vinegar, salt, artificial colors, spices, natural flavors), brown sugar, Worcestershire sauce, molasses, corn syrup, water, salt, caramel color, sugar, spices, anchovies, natural flavor, preservatives, citric acid, potassium sorbate, and preservatives: sodium benzoate, sodium sulfite, sodium metabisulfite.

REFRIGERATE AFTER OPENING

**Nutrition Facts**  
Serving Size 2 Tbsp (34g)  
Serving Per Container 15

Amount Per Serving		% Daily Value
Calories 45 • Calories from Fat 15		
Total Fat	0g	
Saturated Fat	0g	
Trans Fat	0g	
Cholesterol	0mg	
Sodium	250mg	
Total Carbohydrate	10g	
Dietary Fiber	2g	
Sugars	8g	
Protein	1g	
Vitamin A	10%	
Calcium	2%	

Percent Daily values are based on a diet of 2,000 calories per day.

One of four barbeque sauce labels

(In addition not shown, menus, place mats, website)



Display header and shelves



Sampler box stuffer



**12 BAR COMPARISON CHART**

SKU	Net Wt (oz)	Net Wt (g)	Calories	Total Fat (g)	Total Sugar (g)	Total Fiber (g)
260	6	170	205	5.86	7	1
261	6	170	205	5.86	7	1
262	6	170	205	5.86	7	1
263	6	170	205	5.86	7	1
264	6	170	205	5.86	7	1
265	6	170	205	5.86	7	1
266	6	170	205	5.86	7	1
267	6	170	205	5.86	7	1
268	6	170	205	5.86	7	1
269	6	170	205	5.86	7	1
270	6	170	205	5.86	7	1



Click2Mail.com post card to be data merged at USPS

# DESIGN / PRODUCTION • MONTAGE OF PACKAGING PROJECTS

An example of the hundreds of packaging projects created in Illustrator.

Shown are: vendor label, master carton, 5-can shrink wrap, display, product label and on-pack coupon.



— GREEN DASH — TEAR AREA  
 — HORIZONTAL BLUE LINE — SAFETY BETWEEN WARNING STATEMENT AND TEAR AREA

— HIGH BLUE LINE — SAFETY LINE AREA  
 — OUTER BLUE LINE — DIE CUT  
 — DOTTED BLUE LINE BOX — 2W CLEARANCE (FTC REQUIREMENT)

1.25x Label Poly



Create Illustrator art used on UST large banner and other POS



Photograph empty plastic container, create toothpicks and label



Create 3D art in Illustrator, retouch in Photoshop



Create package and plastic blister pack in Photoshop

DESIGN / PRODUCTION / ILLUSTRATION



Manhattanville College Alumni post card (fronts)



Cope can, lid and label design



Medical illustrations

DESIGN / PRODUCTION / RETOUCH



Hudson Harbor Townhomes.  
Cover and inside of 6-page gatefold brochure.



Inspiria promo booklet.  
Cover and back cover.

## DESIGN / PRODUCTION

In addition to designing and creating these large presentation boards, I worked on many of the individual mechs. The presentations purpose was to show the marketing approach to UST's President.



Skoal Edge 5' x 4' Presentation Board (1 of 3 shown)



Red Seal 40" x 30" Marketing Presentation Board



Husky 40" x 30" Marketing Presentation Board

PRODUCTION / RETOUCH / DESIGN



ElixSure  
direct mail  
retouch and  
production

UST sell sheet design and production



This Skoal header card layout was used to create a dozen different shapes and sizes

DESIGN / PRODUCTION (PHOTOSHOP)



UST corporate headquarters 20' montage wall mural



60' National Sales Meeting backdrop - four panels



UST corporate headquarters 18" H x 30' W montage wall mural (partially shown)