

ESTUDIO MARISCAL

PRESS KIT

ESPELT

Development of the brand identity,
packaging, corporate pieces and website.

Estudio Mariscal C/ Pellaires 30-38 08019 Barcelona Spain

Telephone +34 - 933 036 940

Fax +34 - 932 662 244

URL www.mariscal.com

e-mail info@mariscal.com

ESTUDIO MARISCAL

We created the brand image of some wines that first seduce from the shelf and then offer innovation and creativity.

Bodegas Espelt is a young wine cellar, based in the Alt Empordà region of Girona, which applies a highly creative attitude and cultural values to its activity which do not always coincide with the traditional ones for the sector.

We developed a brand image for Espelt which managed to communicate to a public looking for the complicity and harmony that can be found in other consumer objects, in addition to quality. Therefore we were transgressors with the traditional graphics of the sector and sought inspiration in the captivating character of the inhabitants of the Empordà region.

Their wines seduce „at first sight” on the shelf.

Their brand initially captures the attention of the purchaser and then offers them innovation and creativity.

ESPELT

Development of the brand identity, packaging, corporate pieces and website.

client Espelt

country Spain

year 2003

tags image and communication, identity, packaging, communication, web and interactive

related projects terra alta, señorío de villafamés label, absolut vodka poster



espelt
Viticultors de l'Empordà









