

ESTUDIO MARISCAL

PRESS KIT

SEÑORÍO DE VILLAFAMÉS

The design of the brand image of Fernando Diago wine.

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We designed a brand image which consists of a broad paintbrush stroke, to identify wine culture with art.

Fernando Diago, the owner of Bodegas Villafamés, in Castellón, harvests a designer wine for which he wanted a label that transmits the same values as his wine, which he called Fernando Diago. These values are modernity and tradition. He also wanted to identify wine culture with art. Therefore, we designed a label with a broad paintbrush stroke by Javier Mariscal.

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