

Fit for a King

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Design Bridge designs new Olive Oil brand for Marques de Valdueza, Spain

International brand design consultancy Design Bridge has designed the first in a new range of wine and olive oil products from "Marques de Valdueza", the personal label of Alonso Alvarez de Toledo, the Marquis de Valdueza, one of the oldest aristocratic families in Spain. The family has its roots in Extremadura, West Spain, a region famous for its landscape, its extreme climatic conditions described by the Spanish as 'three months of winter and nine months of hell'.

The family produces renowned wines and olive oil, grown on the family's extensive bodegas in Extremadura and throughout Spain. Previously known only to a select group of consumers, the family wanted to develop a new prestigious label for their range of products – and increase popularity, making them more wider known.

Design Bridge's solution draws upon the family's heritage and uses at its core the original brand mark used to identify the Marquis de Valdueza's cattle. In addition to producing renowned wines and olive oil, the family is also famous for raising cattle, having one of the largest herds of beef cattle in Spain. The label shape reflects this mark consisting of a stylised V for Valdueza topped with a crown. The mark is also reflected in the family crest. Whilst steeped in heritage, Design Bridge has created a label that also reflects a contemporary style – increasing the products' appeal and accessibility.

The Olive Oil is, a premium oil produced from carefully selected olive groves the first product in the range to be launched. The quality of this oil is further emphasised by the use of a small bottle and crafted typography.

Recently presented to H.M. the King of Spain, the oil is at present available in selected Spanish stores and exclusive outlets in the UK.



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