

cabello × mure

01
THE AGENCY

02
AWARDS

03
SERVICES

04
FEATURED PROJECTS

01. THE AGENCY

We are a design agency specialized in Branding and Packaging.

We are determined people who love our work. Our academic training in Fine Arts and passion for our job makes us have a different style. We create, paint, illustrate... each one of our works have a part of us.



Currently **Cabello x Mure** is composed of 8 members, a multidisciplinary team with more than 15 years of experience. Our services offer a wide range of solutions aimed to achieve a comprehensive communication of your brand or bussiness. We work on global projects in which the value of emotions take special prominence. The development and work team in every project we face guarantees the resulting design is always coherent and provides value to the brand.

We are able to assist our clients with brand creation, or simply update a product or package design. In addition to these services, we also provide the necessary materials for promotion in traditional forms as well as new technologies such as web design, blogs, online shops, etc.

cabello x mure
www.cabelloxmure.com

02. AWARDS

We have worked on project of every kind which called for high conceptual and visual impact. We have a lot of experience in different formats, special finishes and high complexity techniques. We have worked for various different sectors which include: olive oil, wine, jam, cheese, salt, spirits and meats. All of which were recognized for our hard work in many international contests.

PENTAWARDS

.2021 Bronze Pentawards. Peñaluna
.2020 Silver Pentawards. Picuelitos
.2019 Bronze Pentawards. Day and Night Edition
.2018 Gold Pentawards. Cuac AOVE
.2018 Silver Pentawards. Casas de Hualdo Limited Edition
.2017 Gold Pentawards. Pimentón de la Vera Las Hermanas
.2017 Silver Pentawards. Cortijo Spiritu_Santo Organic
.2017 Bronze Pentawards. Artistas en el Mediterraneo La Sahita
.2016 Gold Pentawards. Cortijo El Puerto "Farm Collection"
.2013 Gold Pentawards, Luxury Gourmet. Oro "Claramunt Extra Virgin"

GERMAN DESIGN AWARD. FRANKFURT.

.2016 "GDA Winner" Best Packaging Design. Villa de Canena
.2015 Nomination. Nobleza de Sur Centenarium Premium.

DNA PARIS DESIGN AWARDS

.2019 GRAND PRIX, «Cuac AOVE»
.2019 Best Packaing, «Cuac AOVE»

THE DIELINE DESIGN AWARDS

. 2019 Dairy, Spices, & Oils, 1st Place «Cuac AOVE»
.2014 Dairy, Spices, & Oils, 3rd Place "Claramunt EVOO"

WORLD BRAND DESIGN AWARDS

.2018 WBDA Silver. CUAC EVOO

PACKAGING OF THE WORLD

.2018 Top Packaging Projects' 18. CUAC AOVE

IGDEA. INTERNATIONAL GRAPHIC DESING AWARDS

.2017 IGDEA Selection Award. Best Design of a Periodical Publication. Guía Evooleum 2017

IPA AWARDS. INSPIRATIONAL PACKAGING AWARDS

.2018. Gold IPA Award. Food Packaging Innovation. CUAC
.2018 Selection IPA Award. PLV Innovation. Lorusso
.2017. Selection IPA Award. Food Packaging Innovation. Pimentón de la Vera las Hermanas
.2015. Gold IPA Award. Storngeest Branding and Packaging Design. Lorusso Heart Made Food

LOS ANGELES INTERNATIONAL

.2018 Gold Medal Award Olivares De Santa Laura, Reserva Familiar
.2018 Gold Medal Award Sabor D'Oro, Picual
.2018 Silver Medal Award Hoja Del Olivo, Picual
.2018 Silver Medal Award Sentiments Gourmets
.2018 Bronze Medal Award Buensalud AOVE, Coupape
.2018 Bronze Medal Award Ermita Del Ara, Picolimon, Seleccion.2017 Gold Medal Award "Cortijo Spiritu Santo"
.2017 Gold Medal Award "Oleicola Jaén Aove , Coupape"
.2017 Gold Medal Award "Olibaeza"
.2017 Silver Medal Award "Tierras De Canena"

.2017 Bronze Medal Award "Sabor D'Oro by Pedro Yera"
.2016 Gold Medal Award. Hoja de Olivo
.2016 Gold Medal Award. Buensalud
.2016 Silver Medal Award. Picuélite
.2015 Gold Medal Award "Hoja de Olivo Limited Edition"
.2015 Gold Medal Award "Oleicola Jaén Gama Especial"
.2014 Gold Medal Award "Hoja de Olivo"

FAVOURITE DESIGN

.2019 Design of the day. Cuac AOVE
.2018 Design of the day. Olive Trotter.
.2017 Design of the day. Las Hermanas.
.2016 Design of the day. Hechizo Andaluz.
.2013 Design of the day. Claramunt.

OLIO OFFICINA. MILAN

.2019 1° classificato. Nobleza del Sur
.2016 1° classificato categoria oli da scaffale e canale Horeca. Casitas de Hualdo

PREMIOS ANUARIA

.2018 Anuaria Gold. Best Online Shop/ Web. Vegajardín
.2018 Selección Anuaria. Best social interest campaign. Cartel 25 N
.2018 Selección Anuaria. Best PLV. Lorusso Heart Made Food
.2018 Selección Anuaria. Best Illustration. "Only for Children" Nobleza del Sur
.2018 Selección Anuaria. Best Illustration "Armonía y Sensación" Casas de Hualdo
.2018 Selección Anuaria. Best Naming for product or service. CUAC EVOO
.2017 Selección Anuaria. Best Periodic Publication Design. Olivatessen nº 2
.2017 Selección Anuaria. Best Periodic Publication Design. Guía Evooleum
.2017 Selección Anuaria. Best Catalogue. Arconvert Inmaculate Collection
.2017 Selección Anuaria. Best Illustration. Pimentón de la Vera Las Hermanas
.2017 Selección Anuaria. Best Online Shop. Lorusso.com
.2016 Selección Anuaria. Best Packaging. Lorusso Heart Made Food
.2016 Selección Anuaria. Best Packaging. "Artistas en Barcelona" Sahita Food
.2016 Selección Anuaria. Best Periodic Publication Design. Olivatessen
.2014 Selección Anuaria. Claramunt Extra Virgin

EVOOLEUM PACKAGING AWARDS

.2017 Best Innovative Packaging Bronze. Olibaeza
.2016 Best Premium Packaging Silver. Puerta de las Villas Periodic Publication. Guía Evooleum

TERRAOLIVO INTERNATIONAL OLIVE OIL COMPETITION. ISRAEL

.2017 Best Packaging Design. García de la Cruz. 1er aceite

.2017 Best Packaging Design. Villa de Canena
.2017 Best Packaging Design. Ermita del Ara
.2017 Best Packaging Design. Cortijo El Puerto Koroneiki
.2017 Best Packaging Design. Cortijo El Puerto Olina
.2017 Best Packaging Design. Cortijo El Puerto Picual
.2017 Best Packaging Design. Oleicola Jaen Aove Picual
.2017 Best Packaging Design. Olibaeza
.2017 Best Packaging Design. Carrasqueño Gran Selección
.2016 Best Packaging Design. Finca La Torre Selección Hojiblanca
.2016 Best Packaging Design. Cortijo Spiritu Santo
.2016 Best Packaging Design. Hechizo Andaluz
.2016 Best Packaging Design. Cortijo El Puerto Cornicabra
.2016 Best Packaging Design. Cortijo El Puerto Hojiblanca
.2016 Best Packaging Design. Oleicola Jaen Aove Picual
.2016 Best Packaging Design. Puerta De Las Villas Picual Temprano
.2016 Best Packaging Design. Carrasqueño Gran Selección
.2015 Best Packaging Design. Hoja del Olivo Limited Edition.
.2015 Best Packaging Design. Cortijo Spiritu Santo.
.2015 Best Packaging Design. Oleicola Jaén gama especial
.2015 Best Packaging Design. Finca la Torre

SALÓN GOURMETS IFEMA MADRID

.2017 Best Presentation Awards. Accesit. Nobleza del Sur Square Edition Premium
.2016 Best Presentation Awards. Accesit. Nobleza del Sur Circle Edition Premium

EXPO 2016 Milan. Monocultivar Olive Oil

.2016 GOLD Best Packaging. Hoja del olivo

"BEST PACKAGING OLIVINUS". ARGENTINA

.2016 Best Bottle Design Award. Aove Sentiments Gourmets Arbequina
.2016 Best Label Design Award. Hoja Del Olivo Extra Virgin Olive Oil
.2016 Best Label Design Award. Casitas De Hualdo
.2015 Best Bottle Design Award. "Sentiments Gourmet"
.2014 Best Label Design Award. "Hoja de Olivo"

SALÓN OLIPREMIUM. MADRID

.2017 Best Design AOVE. 2nd Classified "Oleicola Jaén"
.2017 Best Design AOVE. 3rd Classified "García de la Cruz"
.2016 Best Design AOVE. 2nd Classified. "Nobleza del Sur"
.2015 Best Design AOVE. 1st Classified "Oleicola Jaén"

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03. SERVICES

CORPORATE IDENTITY

"We work on an elegant, solid, and lasting image, which is versatile and functional in either hard copy or in digital format."

PACKAGING

"We study the design so that it will be functional and remarkable at the point of sale. We design exclusive packages or simply an attractive label according to the needs of the client."

WEB DESIGN & MEDIA CONTENT

"A well organized web with the right content and a simple navigation system containing the essence of the brand are the keys to a good job."

GRAPHIC DESIGN

"We care that your business has visual unity in every product to obtain the results your brand desires."

¿how do we work?

Once the budget is accepted and the 30% of the agreed sum is paid, our team contacts you to begin the project.

1º. Briefing Reception. Meeting with the client and material gathering.

2º Competence and Point of Sale Analysis. Concept and first draft.

3º Proposal Presentation and Digital Mockups.

4º Design Presentation with the stipulated changes.

5º Final Artwork Preparation, Management and Deliver of the results, pieces in their pertinent formats (to the client and the related suppliers), once the client is content. Follow-up and management of the production procedure and recording of the Final Artwork in digital support.

04. FEATURED PROJECTS



CLARAMUNT COLLECTION

The collection for Claramunt is composed of four bottles of extra virgin olive oil. Each bottle contains a different variety that the producer planted to create his own extra virgin olive oils.

Before us, we have an author's product. To reinforce this concept each bottle is presented as a blank canvas on which four illustrations represent each of the varieties of oil. The designs capture the sensations and qualities conveyed both by the fruit and the oil obtained from them:

Arbequina: rounded shapes, movement, freshness, small beauty, color contrast.

Frantoio: warm autumn, tranquility, elegance, warm sunset, temperance, passion in taste.

Koroneiki: austere, dry, islands, sun, luminosity.

Picual: tradition, mists, volume, snow.

AWARDS:

- Selected as one of the last 10 years best packaging design for the expo ALLPACK PARIS organized by Pentawards in 2016
- Gold Pentawards Luxury Gourmet 2013
- The Dieline 2013
- Selección Anuaria 2013



PIMENTÓN DE LA VERA LAS HERMANAS

The paprika from Vera “Las Hermanas” is a condiment for food with Protected Designation of Origin. It comes in three types of flavors: spicy, sweet and bittersweet.

Its packaging shows “THE SISTERS” with the typical dress of the region through modern and fresh illustrations. The metallic-finish of the cans differentiates the company’s three different paprika flavors.

Accompanying the tin formats, there is a new container for consuming paprika made of high quality monodose PVC. These containers showcase a series of original illustrations of new characters baptized with the name “The Paprika Girls”. These new characters represent different types of girls, each with a different lifestyle.

AWARDS:

- Gold Pentawards 2017
- Selección Anuaria Best Illustration Category. The Paprika Girls 2017
- Selection IPA Award. Food Packaging Innovation. Pimentón de la Vera las Hermanas. 2017
- Selección Anuaria Best Illustration Category. Pimentón de la Vera Las Hermanas. 2016





CORTIJO SPIRITU SANTO

The brand "Cortijo Spiritu Santo" owes its name to the farmhouse located in the grove where the product has its origin. This farmhouse dates back to the 17th century, which was a time of apogee in Andalusia due to the export of products to the New World and the era for which the design of the product is inspired.

The conceptual line focuses on the manila shawl, a fabric originating in China, that passed from Manila through the Spanish commercial route to different parts of the globe. The design is very recognizable not only in Spain but also in Latin American culture, since they are also used in Peru, Colombia, etc.

The motif, which represents the origin of the product, is complemented by the choice of a "rustic" bottle that calls back to that period.

AWARDS:

- Silver Pentawards 2017
- Gold Medal Los Angeles International 2017
- Best Packaging Design Terraolivo 2016
- Best Packaging Design Terraolivo 2015





CASITAS DE HUALDO

For the children's range of EVOOs by Casas de Hualdo, illustrations were drawn with the following premises: it had to be attractive to girls and boys, reflect the essence of the brand, and be recognized by a silhouette of a Renaissance arcade that the average customer already knows.

These illustrations show an almost theatrical scene where the protagonists are a princess and a knight, dressed in a very funny way (they could almost be spontaneously homemade costumes). We played with the present and the past, with reality and fantasy, connecting in this way to children and adults as well as with new consumers and those already loyal.

The decoration was made through a sleeve in which we could customize the whole package in the most attractive and pleasant way. The matt varnish gives a warmer and softer appearance to the touch. A 250 ml container was chosen for greater comfort of the child.

Following the project a story appeared with these characters, giving rise to another new illustration for the second manufacture of the product. This second drawing corresponds to a vignette of this story, which will be told in images through the evolution of its packaging.

AWARDS:

- 1st Classified "Le forme dell'olio" · Milán (Italia)
- Best Label Design. Olivinus 2017. Mendoza (Argentina)





QUESOS & BESOS

“Quesos & Besos” is a brand of cheese that came from the idea of creating very special pieces with artisan cheeses made from the milk of goats from southern Spain.

The name of the brand represents all the love that promoters have put into the development of these products. This concept has been transferred to the packaging in which those kisses are combined with the circular shape of the cheese, which we represent as a polka-dot inspired by the flamenco fashion of southern Spain.

AWARDS:

- Absolute Winner. 9º Campeonato de Los Mejores Quesos de España 2018.



SALINAS DON DIEGO, SAL DE MANANTIAL ÍBERO-ROMANAS

Salinas Don Diego produces a wonderful salt in a place with ponds that date back to the Iberian-Roman era. Located in the area of Mancha Real in the province of Jaén, the water comes from an underground spring with very special properties. This is a family business that combines their enthusiasm and effort to generate a product of the highest quality.

With the intention of including all of these special connotations in the brand, the design is inspired by nature itself and specifically in the tonalities and shapes of the eyes of the dragonfly- an insect present in inland water areas. The result is a fresh container with a lot of personality that reflects their commitment to quality and respect for the environment.





CUAC ACEITE DE OLIVA VIRGEN EXTRA

“CUAC” is a brand of organic extra virgin olive oil from the province of Jaén in the south of Spain. The farmlands, located in a natural park, were named “Finca los Patos” (The Duck Estate) by the promoters of the project. It was named this due to the fact that the reservoirs that surround the olive grove are full of ducks. In addition, “CUAC” is a solidary product; each year, part of its benefits go to an international NGO.

Due to all of this, the conceptual line developed into the entire brand’s image is the rubber duck. The product is associated with a sweet moment of childhood, alludes to the name of the location, and conveys a friendly and distinctive message. In the Premium line, we have applied a special gummed treatment on the bottle to remind us even more of that toy and make it more memorable. The collars are in the shape of a beak and tail to reinforce the design, and the clear, minimalist aesthetic is associated with an ecological product.

AWARDS:

- Gold Pentawards 2018
- Gold IPA Awards 2018





LORUSSO HEART MADE FOOD

Lorusso and Saéz S.L is a company that is half Spanish, half Italian, born with a very clear concept when it comes to making its products:

The Socratic concept "kalokagathia" describes something that cannot be truly good unless it is also beautiful, because the beautiful and the good are always inextricably bound.

The company's dedication lead to the production of exquisite quality jams. The design aims to communicate the values of the brand onto the packaging as a high quality product provided in beautiful formats.

AWARDS:

- Gold IPA Awards 2015
- Anuaria Selección 2015



CORTIJO EL PUERTO, ACEITE DE OLIVA VIRGEN EXTRA

Cortijo el Puerto is a very special project that combines research, innovation, quality in its products, and respect for the environment and training.

Their production philosophy focuses on reproducing the natural cycle between flora and fauna so that the land and animals are in harmony in the areas of cultivation.

While the design of the brand focuses on the stars and the importance of these in biodynamic cultivation, the packaging presents different animals that live in the olive grove that this high quality EVOO comes from. The collection is composed of 10 monovarietal wines.

AWARDS:

- Gold Pentawards 2017
- Gran Mencione Leone Doro 2017
- Best Packaging Terraolivo 2017
- Best Packaging Terraolivo 2016



TURNEDO WINE

Turnedo Wine is a great wine. It's a wine to enjoy, to listen to, and to share. It's a wine to make you happy and that allows you to feel. It's a unique wine for unique people. With a production of less than 1 kilogram per vine, each of the grapes from Turnedo Wine has been harvested by hand, destemmed, and fermented with their own yeasts. It's a simple production process with respect to the nature of the best fruit in the cellar. Their aging by barrel in the Allier forest highlights the flavors of the fruit. Its subsequent aging in magnums increases its longevity to make a sincere, fantastic wine from a fleshy Grenache that is eager to grow old.

The song "Turnedo", written by Amaro Ferreiro and interpreted by Ivan Ferreiro, was the source of inspiration for the project and design. The original illustration appears on the sleeve of each bottle, through which you can travel through the history of TURNEDO. One can observe its empty beach, a flying UFO, and contemplate every detail from the lyrics that have captivated hearts and accompanied many people in the moments they needed them most- with a wine of pure feeling.



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the value of emotions...



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