**INVITO**

**SUMMARY**

Vermouth is currently all the rage, and adults (in the 35-45 age group) recognise that drinking vermouth is a social good, as it encourages relationships and gives a glamorous touch. A social lubricant in increasing demand.

Bodegas Salado has a vermouth which does not connect with this consumer. With outdated and depersonalised visual codes, they propose we make it appealing, taking advantage of the fact it is a fashionable, trendy product.

At the same time, there is a generational change at the winery, and they want to pay tribute to its origins, both visually and verbally, with a vintage look and feel which transports us back to another time of consumption, in more bar-like environment, enjoying classic tavern surroundings.

**OBJECTIVES**

* A tribute to grandmother Brígida and her famous Pedro Ximénez vermouth. The magic and charm of Andalusia, bottled as an aperitif.
* Create an imagery which transports the consumer to a specific moment in time and connects them to a vintage aesthetic in order to add layers of symbolism.
* Use of a bottle which clearly highlights the Andalusian origin of this proposal and also serves to provide more information to the consumer.
* A narrative layer which explains, through storytelling, what distinguishes Bodegas Salado in an endless ocean of Vermouths.

**GRAPHIC SOLUTION**

Restyling the vermouth label leads us deeper into the history of the winery, reinterpreting the messages of old designs to synthesise and summarise over 200 years of tradition.

A respectful work based on the classic tavern lettering artists from olden times. Past masters who, through countless years’ experience and knowledge of their craft, were able to reproduce a freehand typographic style in their creations. A meticulous, delicate, subtle work captured in a totally typographic label reflecting this art.

An absence of colour, allowing the metallic silver which creates the impression of an embossed, sculpted label to accentuate this effect.

A clever blend of craftsmanship in the use of different weights in typefaces, ensuring a forceful, clear, and extremely visually striking result.

Hyperbolic messages which transport us back to 18th century advertising verbalisation.

**PRODUCTION**

Utilizamos un papel metálico como base para enriquecerlo con estampaciones que acentúen el carácter histórico del vermut.

Una revisión clásica de todos los soportes y técnicas que sirvan para ser más fieles al momento al que queremos transportar al consumidor.

**SOCIAL MEDIA**

Vermouth is in fashion. A drink which acts as a social lubricant, and which is experiencing a revival. Bodegas Salado focuses on lovers of all things vintage, with a clear inspiration in old machine plates to be found in bygone neighbourhood taverns. A typographic exercise in which each element describes, highlights, and anticipates the consumer experience.

#packaging #indentity #branding #vermut #vermu #wine #seville

**PROJECT DETAILS**

Client: Bodegas Salado

Product: Invito Vermouth

Intervention: Packaging

Studio: TSMGO | The show must go on

Web: [www.tsmgo.es](http://www.tsmgo.es)

Country of origin: España

Contact.

To download high quality images:

Should you require any further information or wish to publish any of these images or texts in any media, we must be notified in advance:

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