

Cardal for Quinta da Alorna

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Posted by Derrick Lin on Apr 11, 2012



Designed by [Miguel Freitas Design](#), an Oporto graphic design based studio for Cardal wines - rose, white and red wine - a brand of Quinta da Alorna wines. [Portugal](#).

“ The concept, based on an existing image of a horse, was to create a new graphic approach to the horse which is the central element of the label. The idea of the lines pretends to be a representation of the vineyards.

The color absence on the labels (almost black and white) was created to give a stronger image to the wine's range and make the consumer look instead to the wine color, making the difference of each wine based on its own color.

