

# New image • Viña Chocalán



VIÑA

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CHOCALAN

# Why we changed?

- 1.- The previous designs of the Selección and the Reserva ranges were very similar to each other. With the new packaging we wanted to differentiate each range from the other.
- 2.- The black background colour of the labels did not allow us to stand out the information of the wines when taking promotional pictures.
- 3.- The word “Chocalan” printed in italics was over written in the previous design. Now we emphasized in the simplicity keeping a label with a new logo that will be easy to remember, pure and well defined.

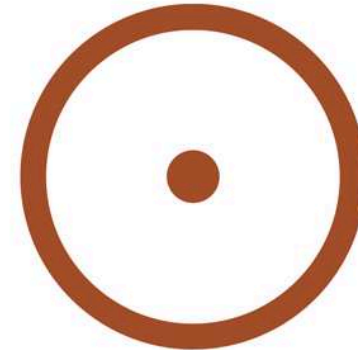
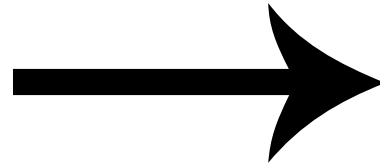
For the first time, after 7 years of being represented in the domestic and international markets, Viña Chocalan has decided to change its packaging design and image.

We have worked with a renowned studio design in order to refresh and give a more attractive image to our brand.

Simplicity, austerity and balance were guideline concepts for the new design.

The result...

# LOGO



VIÑA  
CHOCALAN

VIÑA  
CHOCALAN

Overwrite

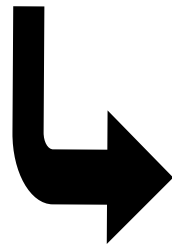
Simple · Elegant

# Selección Line



We used graphics tools and we played with dimensions and colours in order to obtain a fresh and attractive design which cause a visual impact.

# Reserva Line



Using the concept of austerity we have recovered the sense of simplicity and elegance.

# Gran Reserva Line



Gran Reserva wines reflect the aim and passion of the Chocalán project.