

# TERRAS LUSAS

## THE CONCEPT

Terras Lusa, a tribute to the most emblematic landmarks and symbols of Portuguese' culture. The Portuguese culture, food, Fado music, the famous yellow tram, the unique architecture, and most significant icons of Portugal, illustrated and blended in a joyful and colorful palette.

Some of these landmarks have worldwide recognition, such as the Moliceiro of Aveiro, (the famous decorative Venetian style boats), the beautiful world renowned Portuguese porcelain, the heart of Viana do Castelo, which represents the cult of the Sacred Heart of Jesus at the end of the 18th century, the Barcelos rooster, and its legendary history of a pilgrim on his way to Santiago de Compostela, the Portuguese guitar among others that allow this product to be a bridge between Portugal and the World.

We have a range of three vibrant colour schemes for each wine were created, for the red wine, we used warmer colours, with the illustrations of the iconic Bom Jesus of Braga, the typical Portuguese tiles, the wine barrels, and the famous and iconic 25 de Abril Bridge in Lisbon.

The Rosé with brighter colours, is a light and delicate wine that usually represents good weather, sunny days and outdoor activities and it is the perfect companion to listen to a good fado with a Portuguese guitar, while sipping wine at a Lisbon café watching the tram or in Porto looking at the D. Luís Bridge while watching the famous sunsets.

Closing this range, we have the white wine, with one of the most known Portuguese delicacies, the sardine, as well as the seagulls, their presence on the bottle represents Portugal's beaches, among other elements mentioned in the design.

# TERRAS LUSAS

THE LABEL



This is a label set which you  
can join them together  
making a single piece  
of history, from the Red to  
the White & Rose.

# TERRAS LUSAS

RED . WHITE . ROSE

