

A red thread. An intertwining of love.
A kiss. A knot of love.

A red thread. Red like love, heart, passion. Red like blood.
Red like wine.

Two profiles: a young woman and a young man caught in a passionate kiss. A 'knot of love', symbol of forbidden passion, which recalls the story of the young Italian lovers, Romeo and Juliet, actors in a fatal and - at the same time - immortal tragedy of love.

The wine label is 11 cm wide and 10 cm tall. The outlined profiles are placed at the centre of the space and embossed in order to make the wire felt when touching the skin of the label.

Above and below the image are placed the name of the wine and the Farina and Nilpeter logotypes.

The choice is to reduce the maximum label height and place it on the upper part of the bottle to modify the bottle's optical perception, raising its barycenter and slenderizing it upward.

Wine label colours

The white background is printed with CMYK image. That is because we want to show the idea of the knot as real as possible.

The result is a dialogue between two primary colours, red and black, which also means the eternal fight between love and death.

Label's selected paper should be a white felt one, with a super matt surface finishing. The paper will be chosen from the line 'Essential' by UPM RAFLATAC.

Label dimensions and font

