

**Campo Viejo**™

Crowd sourcing guidelines

# Mandatory brand design elements

Campo Viejo

Legal restrictions and brand design strategy make certain graphic design elements mandatory.

1. Orange colored cap - mandatory
2. Campo Viejo Reserva Bottle shape – mandatory
3. Label shape/colour/dimensions – mandatory
4. Campo Viejo crest– mandatory
5. Campo Viejo logotype (coordinate, “Campo Viejo”, Rioja, DO qualification) – mandatory
6. Reserva name – mandatory
7. Art Series name – mandatory
8. Secondary label – mandatory

The design must be integrated into the empty area of the front label, [see the template for more guidance](#).

\* Legal mentions and barcode must be on the back.

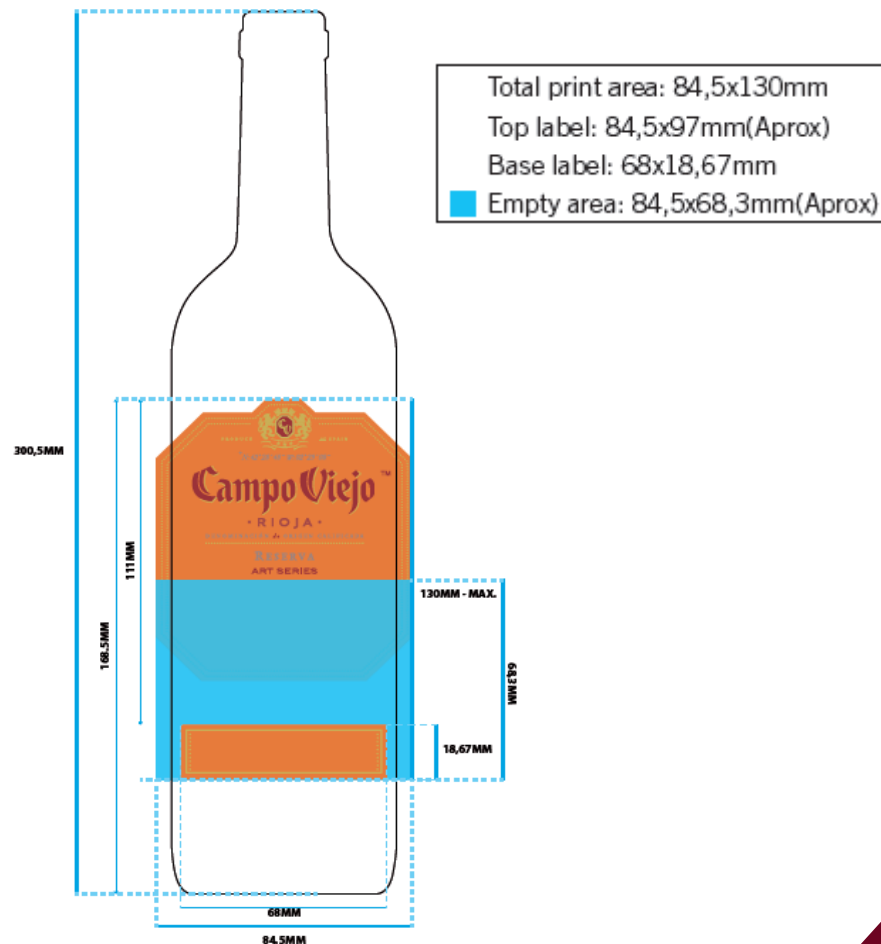


# Artwork and concept area

Campo Viejo™

The area marked in blue may be used for your Campo Viejo concept design. All submissions must respect the dimensions and die cut of [Campo Viejo Reserva front label](#), integrating the artwork on the indicated area and leaving white space for legal texts.

An artwork template will be provided to you.



# Technical constraints

The colour palette of the label can't be changed.

The artwork should respect the label dimensions as well as be limited to the empty area. (Maximum label size: 130x84,5mm)

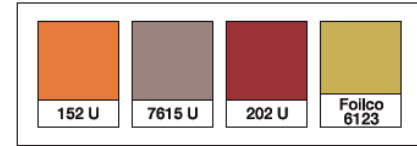
Campo Viejo label is composed by 2 parts: main & secondary label. It's compulsory to maintain both labels although the artwork shouldn't be integrated into the secondary one. However, there can be a quote or the artist's signature on it. It is very important the differentiation of both labels to be visible, if not, we will need to do the corresponding amends.

Both labels should be connected somehow with the artwork, always making clear that they are 2 separate labels (Minimum space between both labels is 6 mm).

The colour palette for the artwork should be aligned to Campo Viejo brand. This means that the artwork might be colourful and vibrant. It should also predominate **warm colours** such as yellow, orange, red and ochre. Be careful with the chosen colours as the artwork must contrast within the label.

Take into account that printing will be **CMYK**

## Colour palette:



# Deliverables

Artists should retain their original files in the highest quality possible. Submissions must be submitted via the "Participate tab" as a JPEG or PNG max size 10MB.

Selected Artists will have to supply their artwork as a vector file in CMYK supplied as an AI file or similar (high-res, layered PSD files, CMYK and 300dpi minimum, may also be accepted).

