



Myth making

Capriolo Olive Oil
Brand creation 2011

'Capriolo', or roe deer, are frequently found to wander through the early morning mist in the Podere Casone estate, home to this extra virgin olive oil.

We leapt on the story as the brand idea believing that this elegant creature was the perfect icon and natural symbol for this delicate oil.

The 'table edition' was inspired by Roman antique pottery, with the label featuring the iconic capriolo in a classical equine pose, enveloped in olive braches.

Naming

Brand Story

Visual Identity Creation

Packaging Range

