



Metáfora Behind those mountains, much of what the world has forgotten still remains intact.

Trás-os-Montes is a historical province of Portugal located in the northeastern corner of the country. Vast plateaus, river valleys, mountains, and castles abound in Trás-os-Montes.

The beliefs, superstitions and customs are respected ancestors. While human civilization has been suffering plagues, world wars and entrepreneurial invasions, this region's olive tree (oliveira transmontana) set its roots, growing in the tip of its branches a stable fruit that concentrates in its essence a history of centuries and past millennia.

Metáfora (Metaphor) is an olive oil with a millenarian blend created from ancestral olive trees that preserves the timeless qualities of an olive oil where a living metaphor.

Concept

The minimal approach of the logo favors the relationship between the purity of the product, its character of selected olive oil, and the craftsmanship and care that one wants to communicate. A charismatic and serified typography was used, historically linked to the written word, identification of the manufacturer, batch and hand-written bottles helps to contextualize a craft scene. The chromatic palette is neutral, with metallic color notes. Priority for the written word: label with text, for those who have time and value reading. Not for hurried people. Low-relief text on the label (which is a metaphor for the cold and manual method of pressing the brand's olive oil).

The text on the label in its entirety: Behind these mountains, we still hide the time the world forgot. We preserve the genetic heritage of the trees and proudly hold, within this bottle, an olive oil originated from past legends and millennia.

