



ESDS CAMPAIGN
IDENTITY MANUAL

ICEX

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The claim “Spain, a land of taste” captures the rich culinary legacy of Spain and its renowned elegance, playing on the double meaning of “taste” to highlight both the diverse gastronomic flavours and the sophistication of the country. The claim simultaneously defines Spain as a land of flavours and as a distinguished, exclusive place of good taste. It underscores the promise of exceptional culinary experiences and the refinement of a culture that elevates food to art. This claim invites exploration of a vast palette of Spanish flavours while appreciating the refined tradition behind each dish.

Spain,
a land
of taste

The logo designed for the campaign makes an elegant nod to Spain's culinary and wine-making heritage, cleverly combining the silhouette of a wine glass with that of a fork, symbolising the perfect union between drink and food that characterises Spanish gastronomy.



The use of red and yellow is no coincidence; these vibrant tones are a clear homage to the Spanish flag, facilitating instant recognition of Spain in the international market. This colour palette, besides being deeply symbolic, aims to evoke the passion, warmth, and joy inherent to Spanish culture-elements we wish to resonate in every aspect of our campaign. With this logo, we seek not only to create a memorable image but also to convey a message of quality, tradition, and culinary diversity that Spain offers to the world.



PANTONE 485C
C0 M100 Y100 K5
R194 G40 B33
#C22821

PANTONE 124C
C0 M30 Y100 K10
R234 G170 B0
#EAAA00

PANTONE Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Aa Operetta 32

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 !?1234567890

Aa Fraunces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Aa Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 !?1234567890

The **Operetta** typeface, with its classic and elegant style, is used for headlines and the campaign hashtag, while Fraunces, with a more organic and contemporary air, is employed in the layout of text paragraphs. This offers a balance between cultural heritage and innovation, aligning with the image of superior quality Spanish products in international markets.

The use of **Poppins** is proposed for digital communication to ensure readability thanks to its clean, geometric design. Its versatility allows messages to be clear on any screen, maintaining a modern and professional aesthetic. Ideal for conveying content efficiently and attractively.



The campaign's photographic inspiration draws from the warmth and richness of Spanish cuisine, using warm tones and marked shadows to highlight the textures and volumes of foods, products, and raw materials, evoking the depth of classical still-life paintings.

Wooden backgrounds and settings that evoke artisanal and traditional references enrich each image, creating a tangible connection with the land and tradition. The idea is to present vibrant photos that relate to the environment, taste, and textures; real products embedded in their natural surroundings, avoiding an aseptic catalogue of decontextualised products.

Additionally, elements of the landscape and references to the countryside underscore the geographical diversity of Spain, ensuring that the country's natural and cultural environment is always present, adding a layer of authenticity and depth to the visual narrative of the campaign.



For the correct application of the campaign, two visual versions have been defined for some pieces, differentiated by background colour: white and black/dark. The use of these proposals, generally, will follow the guidelines below:

1. White background pieces:

These versions will be used for events taking place during the years 2025 and 2026. Their use is recommended for activities and presentations that require a fresh, clear, and elegant image, aligned with the visual identity established for these years.

2. Black/dark background pieces:

The version with a black/dark background will be reserved for major events involving the architecture department, conveying a sense of sophistication and exclusivity. Additionally, it will be the standard version for all events from 2027 onwards.



• WHITE BACKGROUND PIECE



• BLACK/DARK BACKGROUND PIECE

**Eat Spain
Drink Spain**

Spain, a land of taste.

A country that delivers excellence and quality, wrapping you in warmth, tradition and unmatched flavours. Dive into a world where every bite speaks of Spain's rich heritage and wealth- a privileged land of taste.

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Plan de Recuperación, Transformación y Resiliencia

FWS Foods and Wines from Spain

Dimensions: A4 (21 x 29.7 cm)

Available formats: Adobe Illustrator, PPT and PDF.

Dimensions: A4 (21 x 29.7 cm)

Available formats: Adobe Illustrator, PPT and PDF.



Two options are proposed, one with a light background and a collage of images (Option A), and another with a dark photo (Option B).

Dimensions: 81.28 x 203.2 cm

Available formats: Adobe Illustrator and PDF.



• OPTION A



• OPTION B

Dimensions: 372.11 x 237.49 cm

Available formats: Adobe Illustrator and PDF.





• OPTION A



• OPTION B

Two options are proposed, one with a light background and a collage of representative products (**Option A**), and another with a dark photo on a black background (**Option B**).

Dimensions: 61 x 91.44 cm

Available formats: Adobe Illustrator, PPT and PDF.

Dimensions: 600 x 1025 pixels

Available formats: Adobe Illustrator, Adobe XD,
PPT, PDF and HTML.

Save the date
September 14th, 2025
Spain at Food & Hotel
10 Hudson Yards, 10001
New York, United States

SCHEDULE OF EVENTS
13:00 - 16:30
Exclusive trade and media
walk-around tasting
(Seminars to be
announced at a later date)

**Eat Spain
Drink Spain**

Join in to dive into a land of flavors.
Discover Spain's rich culinary tapestry right in the vibrant heart of NYC

"Spain, a land of taste" extends this exclusive invitation to experience the vibrant flavors, rich traditions and culinary innovation that define Spanish cuisine.

From the sun-kissed vineyards to the most distinctive seafoods, every taste tells a story of heritage, passion, and excellence.

Financiado por la Unión Europea
European Union

ICEX

Plan de Recuperación,
Transformación
y Resiliencia

FWS foods and Wines
from Spain

March 14th, 2025
 Mercado Little Spain
 10 Hudson Yards, 10001
 New York, United States

Join in to dive into a land of flavors. Discover Spain's rich culinary tapestry right in the vibrant heart of NYC.

"Spain, a land of taste" extends this exclusive invitation to experience the vibrant flavors, rich traditions and culinary innovation that define Spanish cuisine. From the sun-kissed vineyards to the most distinctive seafoods, every taste tells a story of heritage, passion, and excellence.

Friday 14th

- 12:00 - 16:00 Exclusive trade and media walk-around tasting
- 13:30 - 12:30 Unveiling Spain's Unsung Grapes with Doug Frost, MS/MW
- 12:45 - 13:45 Castilla y León: Exploring Spain's Cultural Heartland with Marnie Old
- 14:45 - 15:45 Cava's Prestige Categories: Reserva, Gran Reserva & Paraje Calificado with Marnie Old
- 15:00 - 18:00 Rioja: The Modern Medley with Ana Fabiano
- 10:00 - 12:00 Media walk-around tasting

Saturday 15th

- 14:30 - 18:30 Unveiling Spain's Unsung Grapes with Doug Frost, MS/MW
- 12:45 - 13:45 Castilla y León: Exploring Spain's Cultural Heartland with Marnie Old
- 14:45 - 15:45 Cava's Prestige Categories: Reserva, Gran Reserva & Paraje Calificado with Marnie Old
- 15:00 - 18:00 Rioja: The Modern Medley with Ana Fabiano

NOTE: RSVP required to attend all seminars. Registration is available here.

RSVP NOW

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 NextGenerationEU

Plan de Recuperación, Transformación y Resiliencia

FWS Foods and Wines from Spain

Dimensions: 600 x 1268 pixels

Available formats: Adobe Illustrator, Adobe XD, PPT, PDF and HTML.

300 x 250 pixels

Available formats: Adobe Illustrator and JPG.



300 x 300 pixels

Available formats: Adobe Illustrator and JPG.



Dimensions: 300 x 600 pixels

Available formats: Adobe Illustrator and JPG.





Dimensions: 2917 x 1042 pixels

Available formats: Adobe Illustrator and JPG.



Dimensions: 960 x 150 pixels

Available formats: Adobe Illustrator and JPG.



Dimensions: 960 x 150 pixels

Available formats: Adobe Illustrator, Adobe Photoshop and gif.



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www.foodswinesfromspain.com