

## ABSTRACT

This research focuses on the visual iconography used to represent a natural and universal product - Port Wine. Geographical, historical, socio-economic, technological and aesthetic contextualizations are used as the foundation for the worldwide dissemination of this unique Portuguese product. Our purpose was to take a design approach to analysis of the Port consumer, by recognizing the importance and brand recognition of the product in the Portuguese economy and culture.

First, we used an innovative analytical methodology for graphic documents (brands or visual identities and labels), based on stylistic premises such as colour, composition and typography; the results of this analysis were used to create a holistic mapping of the visual and graphic identity of Port wine.

Accordingly, the *Wiese & Krohn* company (1865–2010) was selected because it meets the basic requirements of the objectives of this research: a documentary archive containing administrative correspondence, trademark registrations, labels, models and other graphic materials, in good condition and available, to be catalogued and organized prior to analysis using the methodology that was developed. To corroborate the results, the analysis was extended to brands or companies belonging to the Port wine sector and their visual identity and labels. The aim is therefore to contribute to construction of a deep, unprecedented transformative approach to documentary knowledge sources which are mostly ephemeral, as in the case of these types of graphic media. The broader objective is scientific recognition of the importance of design and designers in the construction of the memory and visual culture of this unique Portuguese and global product.

## KEYWORDS

Design; Labelling; Port Wine; *Wiese & Krohn*; visual identity; graphic typology.