

PACKAGING DESIGN - CASE STUDY

Marea

Conservas from a good tide.

A premium tinned-seafood brand — the range, the tin, the label system and the world it sits in, from shelf to gift box.

SCOPE	Naming · identity · structural & label · range
CRAFT	Heritage conservas, modern shelf
SYSTEM	One label, colour-coded by catch

Loli Mari Montalvo

Packaging & identity · lolimari.com



Marea

OVERVIEW

Marea is a maker of conservas — premium tinned seafood in the Galician tradition. I built the brand from the name out: the identity, a structural and label system for the tin, a range colour-coded by catch, and the formats it ships in, from a single tin to a three-tin gift box.

CHALLENGE

Conservas is a crowded, romantic category — every tin leans on nostalgia, old engravings and gold foil until the shelf turns into noise. And a good range grows: new catches arrive every season. The brief I set: a brand that feels heritage but reads modern, and a tin system that can add a product without redesigning anything.

STRATEGIC THINKING

I made the tin one system with a single variable. A Didone wordmark set into the metal, a single tide motif, and a gold thread run across every tin — the constants. The catch changes only the colour and the name. That one decision turns a range into a family: the shelf reads as one brand, and a new product is a new colour, not a new design.

THE RANGE — COLOUR-CODED BY CATCH

The range — colour-coded by catch

THE RANGE

One label, colour-coded by catch

A single tin system. The catch changes the colour and the name — nothing else moves. The gold thread ties the shelf together.



ANATOMY OF THE TIN

Anatomy of the tin

ANATOMY OF THE TIN

Every element earns its place



BACK OF TIN

Sardinillas en aceite

ORIGIN	Rías Baixas, Galicia
CATCH	Line-caught, spring
TIN	18 · 22 pieces
NET	120 g
KEEP	Cool & dry

STRUCTURE & FORMATS

Structure & formats

STRUCTURE & FORMATS

From the tin out to the gift box



STANDARD TIN · 120g



TALL · 200g



WRAP · UNCOATED KRAFT



GIFT BOX · 3-TIN SELECTION

MATERIALS

- Tin**
recyclable steel
- Sleeve**
FSC uncoated
- Ink**
soy-based
- Box**
folding kraft

TYPE & COLOUR

Type & colour

TYPE & COLOUR

Heritage on the shelf, honest on the back

TYPE

Mm

MRD Didone — wordmark & catch names

High-contrast, set letterspaced in the metal

Source Sans — back-of-tin & digital

Origin, preparation, net weight, ecom

THE TIDE MOTIF



A single wave rules every tin, sleeve and box — the constant beneath a range that changes by catch.

PALETTE



Deep Navy

#16303A
brand base



Tide Teal

#1E5A5A
escabeche



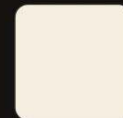
Brass

#C69A4E
the gold thread



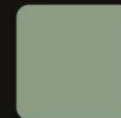
Coral

#E4674B
sardina



Bone

#F4EEEE
paper / back



Sea Foam

#8A9B84
al natural

THE SYSTEM IN THE WORLD

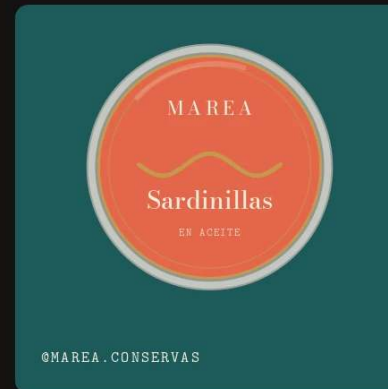
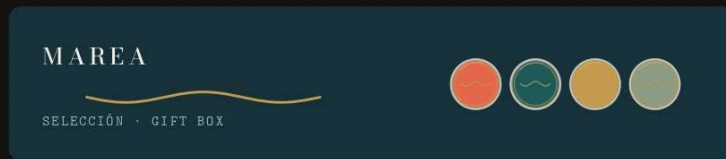
The system in the world

THE SYSTEM IN THE WORLD

Shelf, gift box, feed



RETAIL SHELF - THE RANGE READS AS ONE



@MAREA.CONSERVAS



OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

Six catches, one system — Sardinillas, Mejillones, Pulpo, Ventresca, Berberechos, Anchoas — each unmistakably Marea. It runs from the tin to a paper sleeve to a navy gift box of three, and carries onto the shelf, the feed and an e-commerce page built from the same wordmark, tide motif and single accent.

RESULTS

A range that grows without a redesign. Adding a catch is choosing a colour and a name in the existing label — the tooling, the layout and the brand thread never change. The shelf stays coherent as the line expands, and a small team can extend it without a designer for every SKU.

LESSONS LEARNED

In packaging, the system is the product. The romance of a category is easy to copy; what's hard, and what lasts, is a structure disciplined enough that the tenth tin looks as considered as the first. Design the variable, then hold everything else still.

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