



Branding: Distilled

Cynthia Sterling

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Branding: Distilled is an in-depth exploration of branding and packaging design for craft spirits. Over 150 images provide visual inspiration for designers and artisan producers launching their own brand. Informative text and interviews from packaging industry professionals and case studies from 5 spirits producers provide a comprehensive resource for those looking to gain an edge in the marketplace and bring their product to a larger audience.

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