Branding: Distilled
**Synopsis**

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.

**Book Information**

Paperback: 102 pages  
Publisher: White Mule Press (February 27, 2015)  
Language: English  
ISBN-10: 0991043677  
Product Dimensions: 7.5 x 0.3 x 9.2 inches  
Shipping Weight: 6.4 ounces (View shipping rates and policies)  
Average Customer Review: 5.0 out of 5 stars  
Best Sellers Rank: #119,309 in Books (See Top 100 in Books)  #19 in Arts & Photography > Graphic Design > Commercial > Branding & Logo Design  #123 in Cookbooks, Food & Wine > Beverages & Wine > Wine & Spirits > Spirits  #168 in Cookbooks, Food & Wine > Beverages & Wine > Homebrewing, Distilling & Wine Making

**Customer Reviews**

This is a great find for anyone in craft spirits and for graphic designers who serve the burgeoning industry. I'm in the later camp and I'm so grateful the author put this book together. It's well-designed, of course, but also generous in its content.

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