TANGENT daily

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BUSINESS NOTE

Turner Duckworth presses real wax into a bourbon identity

Creative Boom reports that Turner Duckworth London has built a new global identity for Maker's Mark by dipping stalks of soft red winter wheat, rings of American oak, and plants native to the distillery's Kentucky farm into the brand's red wax and pressing each one into a mark. The post argues that the real thing beats an illustration of it, asking, "Why illustrate wax when you've got access to vats of it?"

A seller of printables can borrow the method by pressing a real object from the product's world into paint or ink and scanning the result as the artwork for a journal cover. A garden planner, for example, could take its cover from a pressed leaf dipped in green paint, which gives the file an origin story worth mentioning in the listing.

Source: Creative Boom, Turner Duckworth dips Maker's Mark's new identity in red wax
https://www.creativeboom.com/news/turner-duckworth-dips-makers-marks-new-identity-in-red-wax/