



## Vermont Vodka Sell Sheets

The artisans of Vermont Spirits bring craft distilling to a whole new level with their vodka. While its two marques, Vermont White and Vermont Gold, adhere to the same branding standards, their marketing messages and supporting visuals diverge — the White being more lighthearted and the Gold striking a more sophisticated stance. Sidebar...A day spent digitally illustrating a martini onto the side of a cow = a good day.