

Tasty Stories: Legendary Food Brands and Their Typefaces



Tasty Stories presents 50 of the worlds best-known food brands, describing them through the evolution of their packaging, logo, typeface and fonts. A brief history of each brand is followed by details of the logo and typeface, and accompanied by Nice to Know anecdotes. A must-have for graphic designers, foodies, and other people of good taste. Brands featured include: Baleine Zeezout, Barilla, Bertolli, Boursin, Campari, Campbells, Chiquita, Coca Cola, Cote dOr, Danone, Douwe Egberts, Duvel, Heineken, Heinz, Jacques, Jules De Strooper, Kelloggs, Kitkat, La Vache Qui Rit, Lipton, Lu, M&Ms, Maille Mosterd, Mars, McDonalds, McVities, Moet et Chandon, Nesquik, Oreo, Oxo, Pepsi, Perrier, Quality Street, Spa, St. Raphael, Sunkist, Tabasco, Twinings.

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