

Award-winning professionals join forces to launch creative firm

Distill Designs solves communications challenges by providing an extensive suite of services under one roof

TORONTO - October 3, 2023 - With the growing need for more integrated, agile communications and marketing approaches, a pair of award-winning storytellers have pooled their areas of expertise to launch an independent, purpose-driven creative firm called *Distill Designs*, to provide strategic, end-to-end solutions for individuals, organizations and brands.

“Distill really speaks to the heart of what we have done in our individual careers for years, and together, more recently, for several organizations,” says Steve Goode, an award-winning designer/art director and Chief Creative Officer at *Distill Designs*. “Combining our journalism and design expertise just made sense, especially in today’s climate of escalating pressures on communications departments, tight timelines and shrinking budgets.”

Between them, Goode and co-founder Lianne Castelino, an award-winning journalist, communications professional and Chief Content Officer at *Distill Designs*, bring more than 50 years of combined experience in written and visual storytelling.

“The speed of business today demands communications strategies and messaging that is creative, engaging, integrated and most importantly, that illustrates impact,” says Castelino, whose experience includes the not-for-profit, healthcare and education sectors as well as media. “Authentic, strategic storytelling combined with measurable outcomes are what lead brands to meaningful engagement, greater visibility and sustainable relationships with their audiences.”

Distill Designs offers more than 75 distinct branding, marketing, communications, design, media and advertising-related services, collaborating with a network of professionals across various creative disciplines to provide a customized, end-to-end, seamless client experience. Service offerings include: brand management, content development, fundraising communications, graphic design, video production and website development.

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ABOUT DISTILL DESIGNS

Distill Designs is an independent, purpose-driven creative company that solves communications and marketing challenges by distilling strategy, messaging and design across disciplines, platforms and audiences by illustrating impact through authentic written and visual storytelling. distilldesigns.com

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