

# Muskoka Brand Guideline

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# Brand Characteristics



The maple leaves add into the logo, which shows the birth-place and has a long history in Canada. The brand is built in 1874 and now is so famous in Canada.

The oval shape is an element of the logo because it represents the ripe barley malt, which is the basic ingredients of beers.

The irregular rectangle can be used as a design element logo as long as it is used in conjunction with the Muskoka logo.

The irregular rectangle can be used as a design element logo

# Completed Logo Design



# Logo Clear Space



# Logo Sizes



0.25 in



0.5 in



1 in



2 in

# Colour Study



The primary palette should be used as much as possible in order to highlight white Muskoka.

The red is for add color layers. The blue is the main color for the logo design.

# Typographic Study

The primary font is Myriad Pro and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.

Aa Regular

Aa Semibold

Aa Bold

Aa Bold Condense

# Environment Application



The logo can be used for everywhere, for examples, billboards, posters, bar advertisements, automobile or public transit advertisements, sides of buildings, t-shirts, beach towels, flags, phone case, etc.

Here is an example.

