

Muskoka Brand Guideline

Feb. 2022 Version

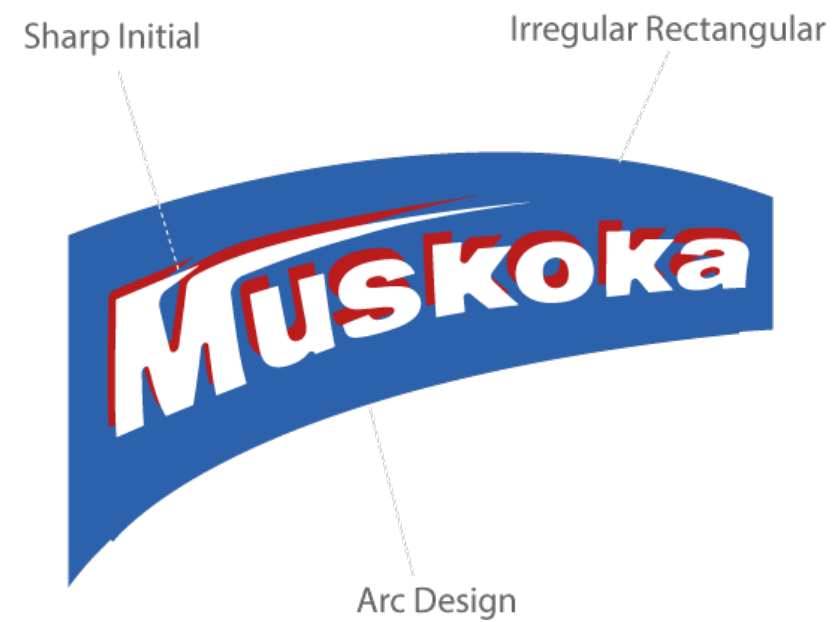
Content

1. Cover Page
2. Table of Contents
3. Brand Characteristics
4. Completed Logo Design
5. Logo Clear Space
6. Logo Sizes
7. Colour Study
8. Typographic Study
9. Brand 'Environment Application' of your choice
10. Closing/back page

2

3

Brand Characteristics



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

The sharp initial is a sign in the logo and attracts customers' attention.

The arc design makes the logo modern and simple.

Completed
Logo Design

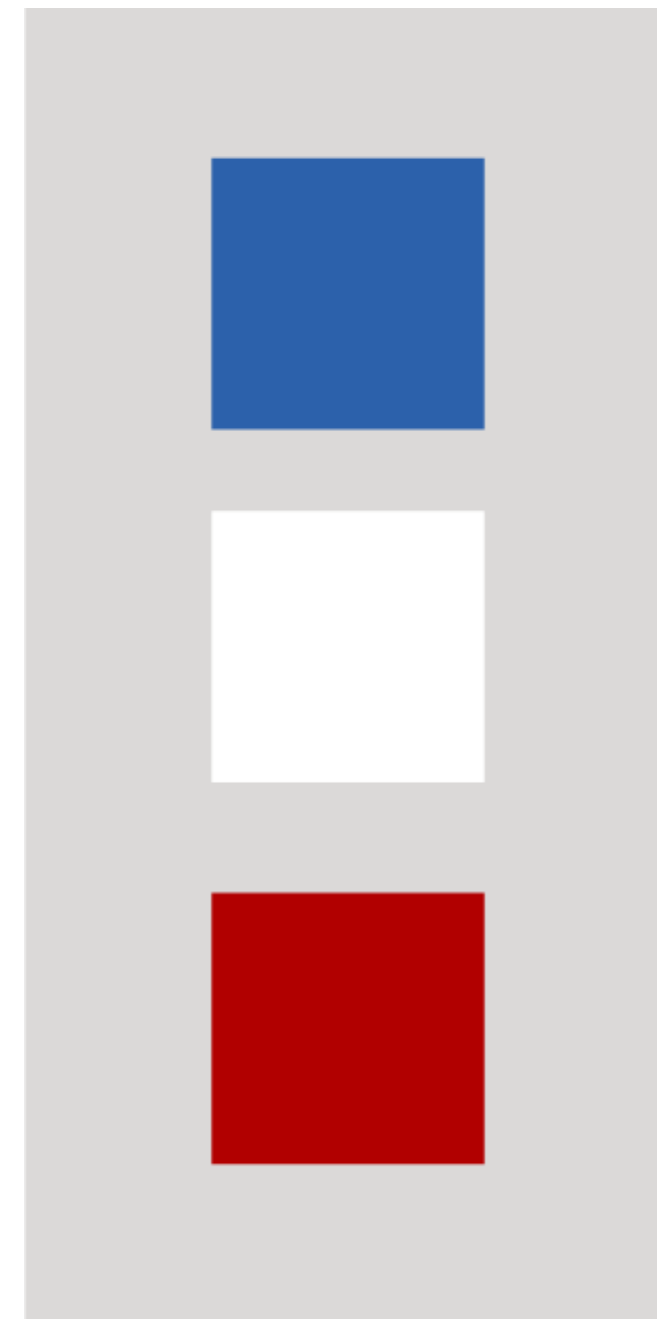
Logo
Clear Space



Logo Sizes



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. The logo as a part of the label is used for beer bottles.

If you have any questions regarding the style manual or require artwork, please send email to muskoka2022@gmail.com.