

## **Annotation**

Page1-----A Label Design

Page2-Page7-----A Style Guideline

Page8-----A Package Design add 3D picture

Page9-----A Package Design without 3D Picture

Page10-Page14-----5 Pages for Web Wireframe

Sian Kim and Ying Yang finish the midterm project as a team. Siam Kim designs the label. Ying Yang focus on the style guideline and the package design.

Thank you.

PREMIUM QUALITY

MUSKOKA

Alc 6.5% vol

1878

1878



ONTARIO CANADA

# Muskoka Brand Guideline

Feb. 2022 Version

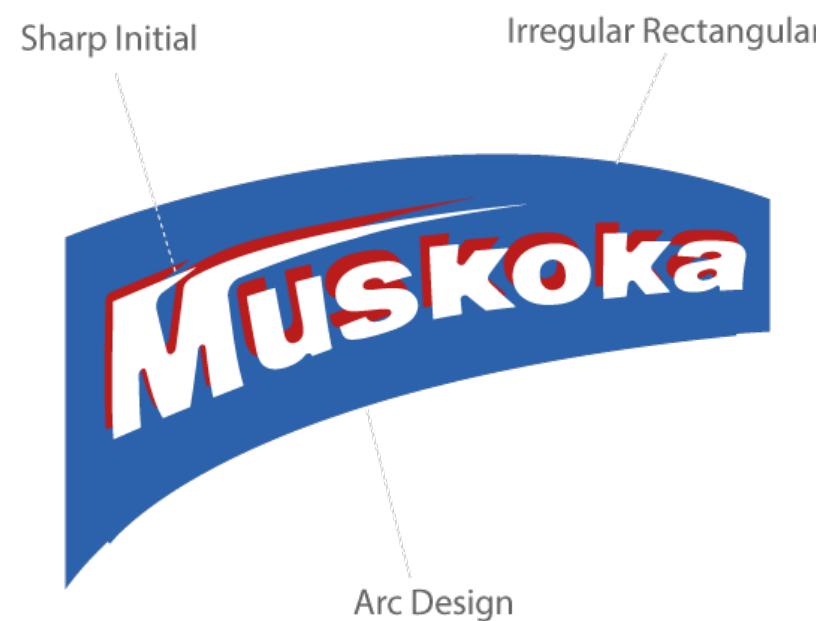
# Content

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# 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



4

5

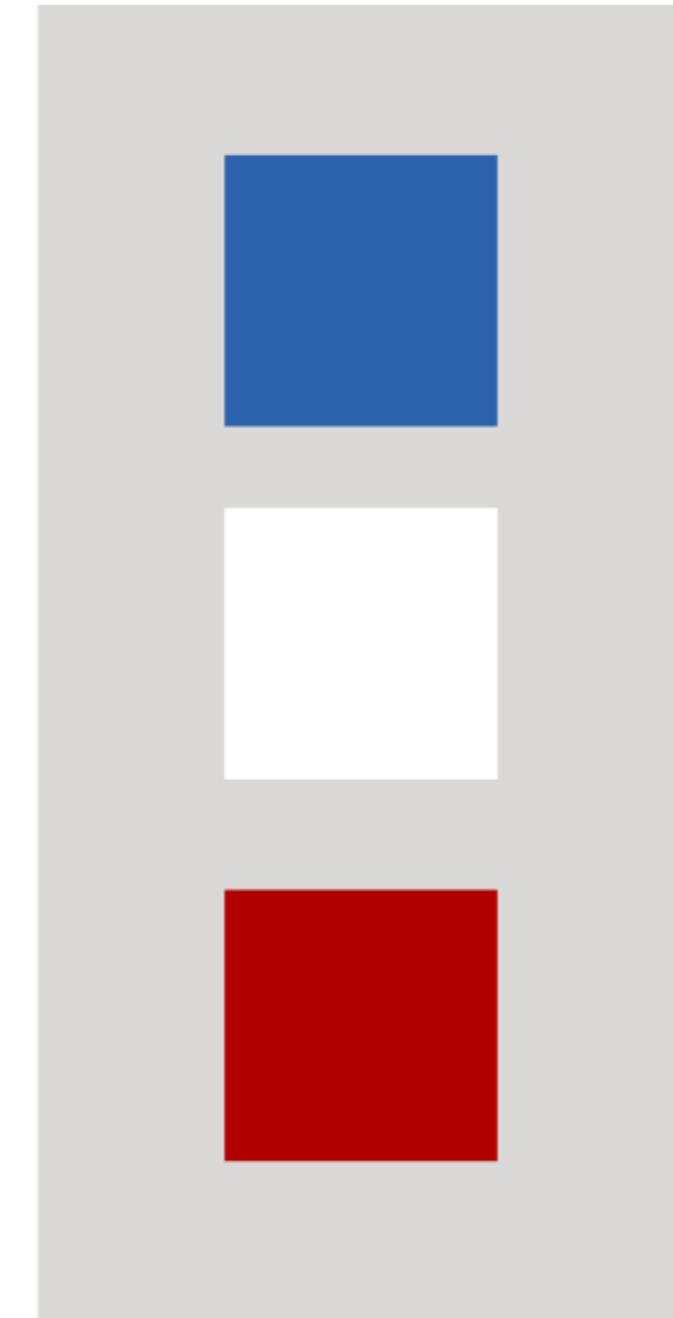
# Logo Clear Space



## Logo Sizes

6

7



## 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

8

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

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# 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](mailto:muskoka2022@gmail.com).

Muskoka

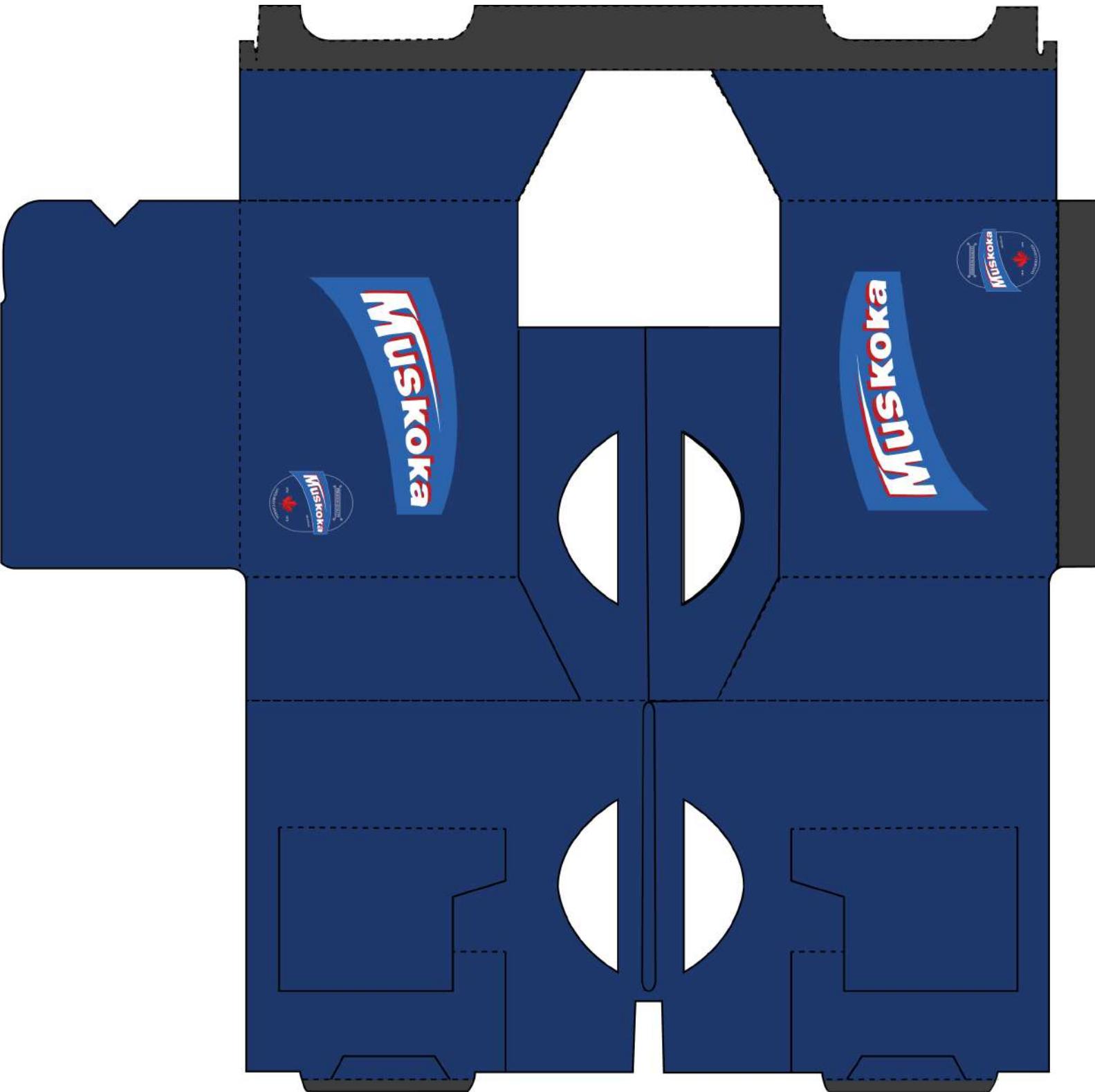


MUSKOKA  
Original



MUSKOKA  
Original







**Can we see some ID please?**

It's part of our commitment to responsible drinking.

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Province

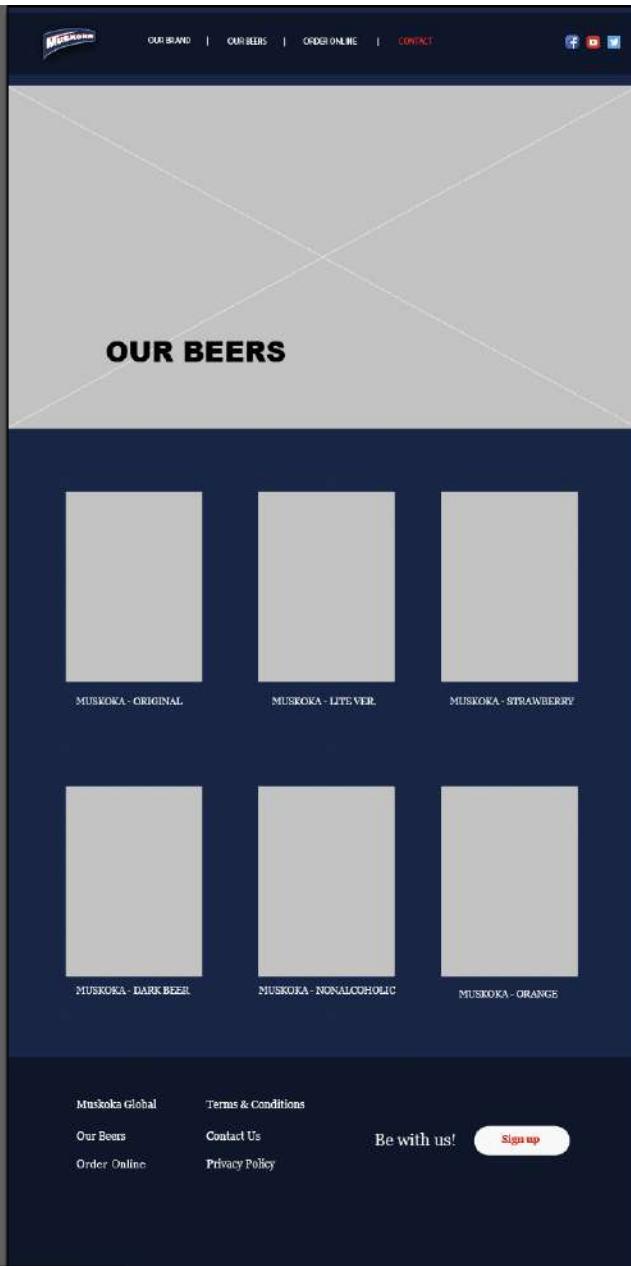
MM DD YYYY

ENTER

Must be legal drinking age to enter this site.  
Terms of Service and Privacy Policy.

This part will be placed one of our c4d works

The screenshot shows the Muskoka Beer website. At the top, there's a navigation bar with links for "OUR BEERS", "CROSS DINING", and "CONTACT". Below the navigation is a large, light gray area with a prominent white 'X' drawn across it. To the right of this area is a red section containing the Muskoka logo, which features a blue circle with a red maple leaf and the text "MUSKOKA" and "ONTARIO CANADA". Below the logo, there's a "About Us" section with some text and a "Take a click tour" button. Further down, there's a glass of beer next to a video thumbnail. At the bottom, there are links for "Muskoka Global", "Terms & Conditions", "Our Beers", "Contact Us", "Order Online", "Be with us!", "Privacy Policy", and a "Sign up" button.

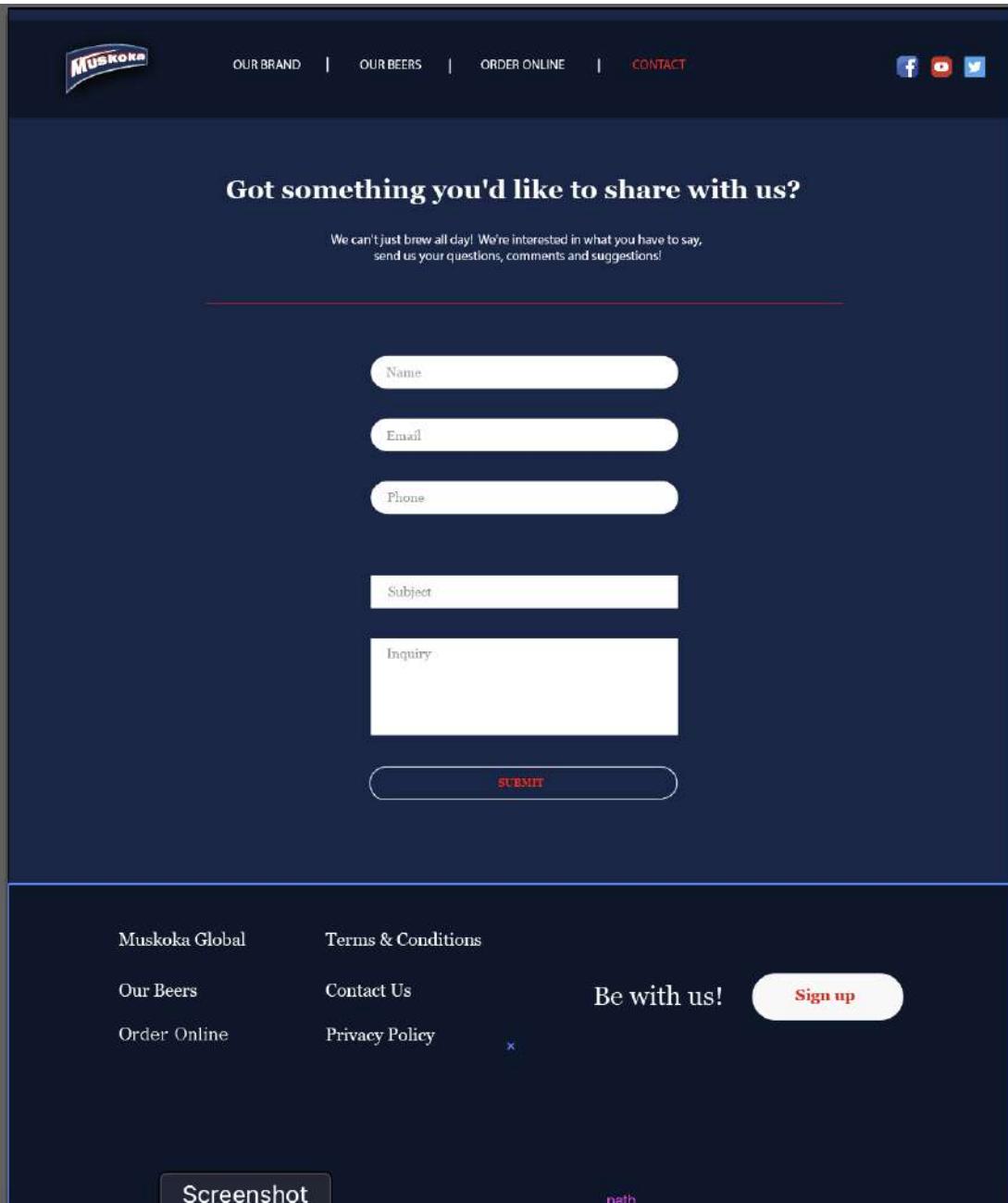


this part will be placed one of our c4d works.  
this image should be set opacity 60

These images will be placed  
our c4d beer images

The screenshot shows the Muskoka Beer website. At the top, there's a navigation bar with links for "OUR BRAND", "OUR BEERS", "ORDER ONLINE", and "CONTACT". Social media icons for Facebook, YouTube, and Twitter are also present. The main feature is a large circular logo for "Muskoka Premium Quality Beer". The logo includes the text "PREMIUM QUALITY", "Muskoka", "Alc 5.5% vol", "1878 1878", and "ONTARIO CANADA", along with a red maple leaf. Below the logo is a "Where to buy" button. The background of the main section is light grey with faint white lines radiating from the center. The lower section has a dark blue background. On the left, there's a placeholder image for "MUSKOCA - ORIGINAL". To the right of this image are sections for "About" (describing the beer as made from 100% natural ingredients) and "Available" (listing packaging options: 341mL Bottles, 355mL Slim Cans, 5L & 20L Kegs). There are "Order Online" and "Where to buy" buttons at the bottom of this section. At the very bottom, there's a footer with links for "Muskoka Global", "Terms & Conditions", "Our Beers", "Contact Us", "Order Online", "Privacy Policy", and social media links for "Be with us!" and "Sign up".

this part will be placed one of our c4d w  
this image should be set opacity 60



The screenshot shows a dark blue-themed contact form page for Muskoka Global. At the top, there's a navigation bar with links for "OUR BRAND", "OUR BEERS", "ORDER ONLINE", and "CONTACT". Social media icons for Facebook, YouTube, and Twitter are also present. The main heading is "Got something you'd like to share with us?". Below it, a subtext says "We can't just brew all day! We're interested in what you have to say, send us your questions, comments and suggestions!" There are four input fields: "Name", "Email", "Phone", and "Subject", each with a placeholder text inside. Below these is a larger "Inquiry" text area. At the bottom, a red "SUBMIT" button is centered. The footer contains links for "Muskoka Global", "Terms & Conditions", "Our Beers", "Contact Us", "Be with us!", "Sign up", "Order Online", "Privacy Policy", and a small "x" icon. A watermark "Screenshot" is at the bottom left, and "path" is at the bottom right.

MUSKOKA

OUR BRAND | OUR BEERS | ORDER ONLINE | CONTACT

f y t

**Got something you'd like to share with us?**

We can't just brew all day! We're interested in what you have to say, send us your questions, comments and suggestions!

Name

Email

Phone

Subject

Inquiry

SUBMIT

Muskoka Global

Terms & Conditions

Our Beers

Contact Us

Be with us!

Sign up

Order Online

Privacy Policy

x

Screenshot

path