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**3.** **Brand Characteristics (2 to 3 paragraphs) 参考**

The maple leaves add into the logo, which shows the birthplace 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.

4. Completed Logo Design 贴上去

5. Logo Clear Space ？贴上去？

**6. Logo Sizes (.25”, .5”, 1” and 2”) 参考**

It is important to ensure clear recognition of Muskoka logo in all situations. The specifications on the right show general guidelines from small size to big size.

**7. Colour Study – with brief descriptions/design rational**

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.

**8. Typographic Study – with brief descriptions/design rational**

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.

9. Brand ‘Environment Application’ of your choice, examples; billboards, posters, bar advertisements, automobile or public transit advertisements, sides of buildings, t-shirts, beach towels, flags, phone case, etc,.)

在哪里用logo？

10.Closing/back page