THE

# Maltboy

PRIVATE CASK RESERVE

더 몰트보이 프라이빗 캐스크 리저브

BRAND GUIDE · THE SEAL · 2026

# Contents


03 About the brand

04 The master logo: The Seal

05 Logo versions

06 The seal

07 The Toss, alternate identity

08 The 282 Collection

09 Clear space and minimum size

10 Logo do's and don'ts

11 Typography

12 Korean typography

13 Color palette

14 Applications

15 Where each mark sits

16 Label, capsule and box

17 Brand films

18 Files in this pack

19 Ready for the next step

# About the brand

The Maltboy Private Cask Reserve is an independent bottler of exceptional single casks for collectors in Korea. Each cask is personally selected by Barry MacAffer, 282 Master Distiller and former Distillery Manager at Laphroaig, and released as a numbered series: Selection No. 001, 002, 003 and onward.

The identity is quiet luxury: restraint, craftsmanship and provenance, carried by a classic serif, warm cream paper, charcoal and aged copper.



THE

# Maltboy

몰트보이

282

PRIVATE CASK RESERVE

더 몰트보이 프라이빗 캐스크 리저브

282 MASTER DISTILLER

**The master logo.** The Maltboy wordmark, the 몰트보이 seal, the Korean name and 282 Master Distiller. Use it wherever the space allows.

## LOGO VERSIONS

THE
몰트보이 282
Maltboy
PRIVATE CASK RESERVE
더 몰트보이 프라이빗 캐스크 리저브
282 MASTER DISTILLER

THE
몰트보이 282
Maltboy
PRIVATE CASK RESERVE
더 몰트보이 프라이빗 캐스크 리저브
282 MASTER DISTILLER

THE
Maltboy
PRIVATE CASK RESERVE
더 몰트보이 프라이빗 캐스크 리저브

몰트보이 282
The Maltboy
PRIVATE CASK RESERVE

THE
몰트보이 282
Maltboy
PRIVATE CASK RESERVE
더 몰트보이 프라이빗 캐스크 리저브
282 MASTER DISTILLER

THE
몰트보이 282
Maltboy
PRIVATE CASK RESERVE
더 몰트보이 프라이빗 캐스크 리저브
282 MASTER DISTILLER

COLOR ON CHARCOAL · COLOR ON CREAM · STACKED · HORIZONTAL · ONE COLOR BLACK · ONE COLOR WHITE




# The seal

A carved Korean dojang, 몰트보이 with 282 cut into the frame. It is Barry's mark of selection, stamped beside his name on every label and used alone as the brand icon: social avatars, capsule tops, wax and foil stamps.





THE

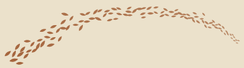
# MALTBOY

PRIVATE CASK RESERVE

282 MASTER DISTILLER

## The Toss, alternate identity

The barley thrown from the shovel in the original Maltboy photograph, drawn grain by grain as an arc over the MALTBOY wordmark.



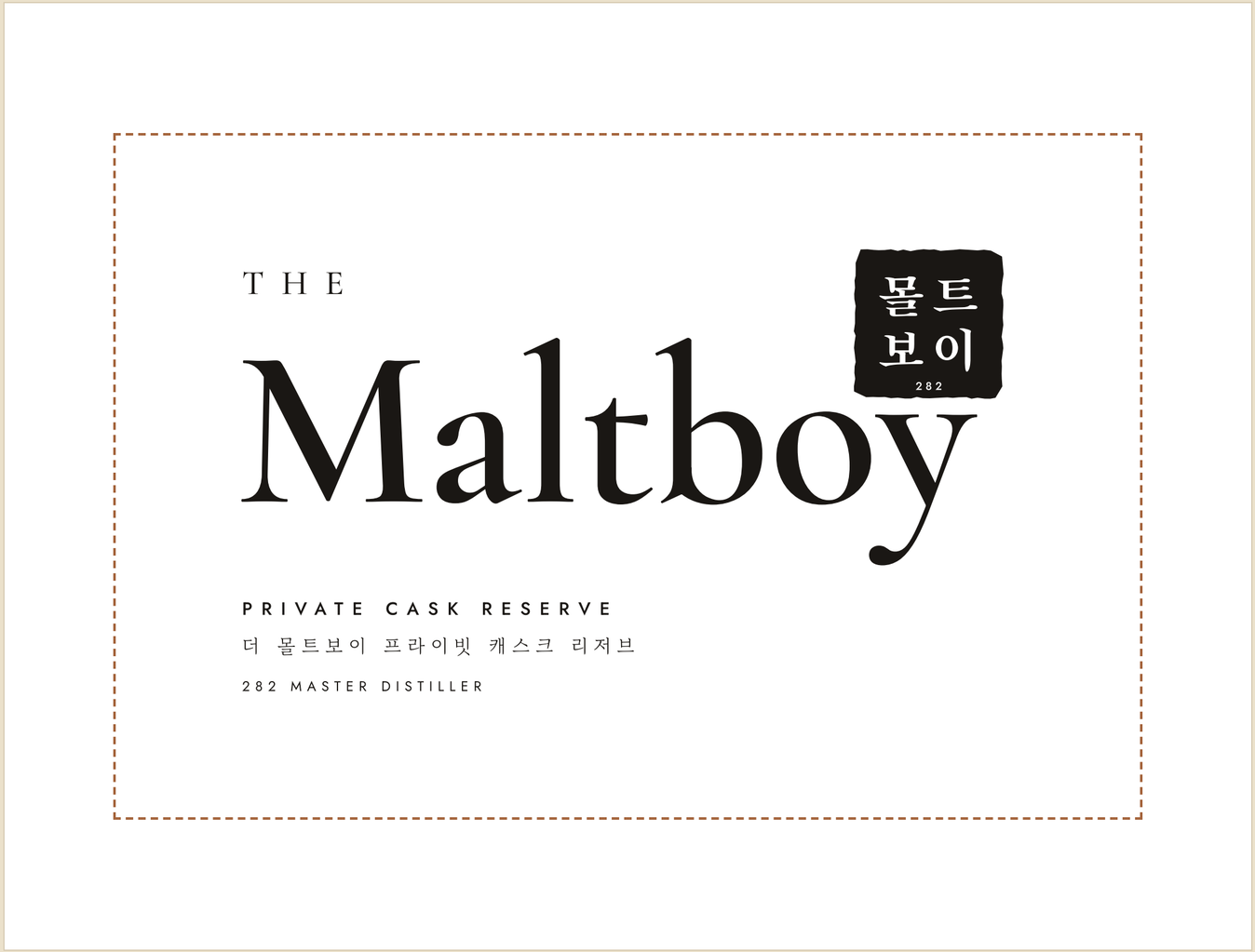



# The 282 Collection

Hill 282 drawn the way a military map marks a hill, a spot height triangle beside 282, over a single copper line of Gwangan Bridge in Busan. It appears on the capsule, the label and the side of the box. Laphroaig remains the only distillery name on the bottle.






# Clear space and minimum size

Keep clear space around the logo equal to the height of the M in Maltboy on every side. Nothing enters this area.

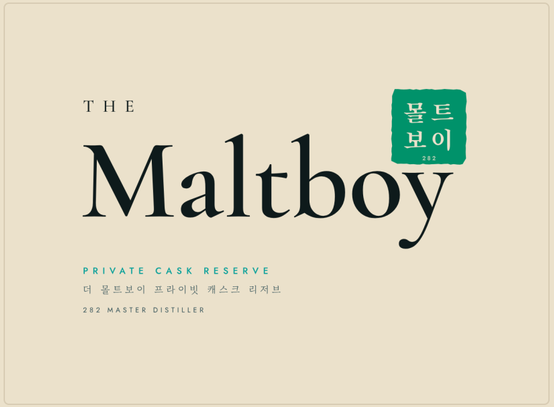
**Minimum sizes**

Master logo: 45 mm / 300 px wide

Horizontal logo: 35 mm / 240 px wide

Seal: 8 mm / 48 px wide

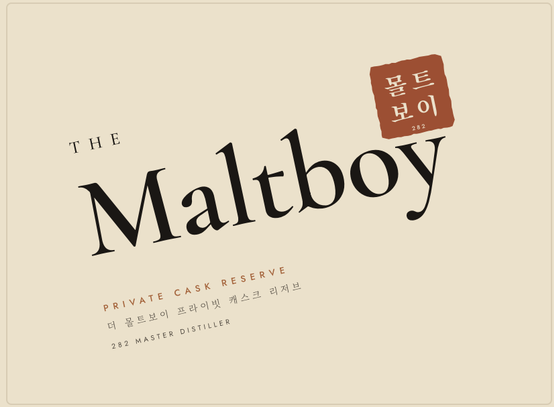
The 282 Collection mark: 10 mm / 60 px wide




× DO NOT RECOLOR OUTSIDE THE PALETTE




× DO NOT STRETCH OR SQUASH




× DO NOT ROTATE




× DO NOT ADD SHADOWS OR EFFECTS

# Always use the supplied artwork

Use the files in this pack as they are. Do not retype the wordmark in a font.

DISPLAY · CORMORANT GARAMOND SEMIBOLD

# Aa 001

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ITALIC · CORMORANT GARAMOND MEDIUM ITALIC

*Selected by Barry MacAffer*

TEXT AND LABELS · JOST MEDIUM

PRIVATE CASK RESERVE
SELECTION No.

Set Jost in capitals with wide tracking (0.3 to 0.5 em) for labels and small text. Use Cormorant for names, numbers and headlines, with lining figures for selection numbers.

KOREAN TEXT · GOWUN BATANG

# 더 몰트보이

프라이빗 캐스크 리저브
282 컬렉션 · 부산

THE SEAL · SONG MYUNG




Gowun Batang pairs with Cormorant for Korean names and lines. Song Myung is used only inside the carved seal.

## Cask Charcoal

HEX #1B1A18
RGB 27 26 24
CMYK 69 66 68 78
Grounds, gift box, dark labels

## Warm Cream

HEX #EBE1CB
RGB 235 225 203
CMYK 7 9 20 0
Labels, paper, light grounds

## Aged Copper

HEX #A5653D
RGB 165 101 61
CMYK 28 64 84 14
Accents, foil, the seal

## Busan Navy

HEX #1B2434
RGB 27 36 52
CMYK 84 75 53 61
The 282 Collection

## Malt Floor

HEX #6D5A3F
RGB 109 90 63
CMYK 48 54 76 31
Secondary text, details

CMYK VALUES AS USED IN THE PRINT FILES (AI, EPS, PDF). PROOF COPPER AND CREAM WITH YOUR PRINTER; COPPER CAN ALSO BE PRINTED AS METALLIC FOIL.


THE
Maltboy
몰트보이
PRIVATE CASK RESERVE
더 몰트보이 프라이빗 캐스크 리저브
282 MASTER DISTILLER
A 282 COLLECTION · SELECTION NO. 001
SELECTION No.
001
▲282
THE
Maltboy
PRIVATE CASK RESERVE
SINGLE CASK
LAPHROAIG
ISLAY SINGLE MALT SCOTCH WHISKY
DISTILLED 2015 · CASK No. 1234
SELECTION No.
001
Selected by
Barry MacAffer
282 MASTER DISTILLER
▲282
NATURAL COLOUR · NON-CHILL FILTERED
EXCLUSIVELY BOTTLED FOR KOREA


몰트
보이
282
SELECTION NO.
001
▲282


THE
▲282
Maltboy
001
▲282




1 CAPSULE
The 몰트보이 seal

2 CAPSULE
Selection No. 001

3 CAPSULE
The 282 Collection mark

4 LABEL
The Maltboy wordmark, Private Cask Reserve, Korean name

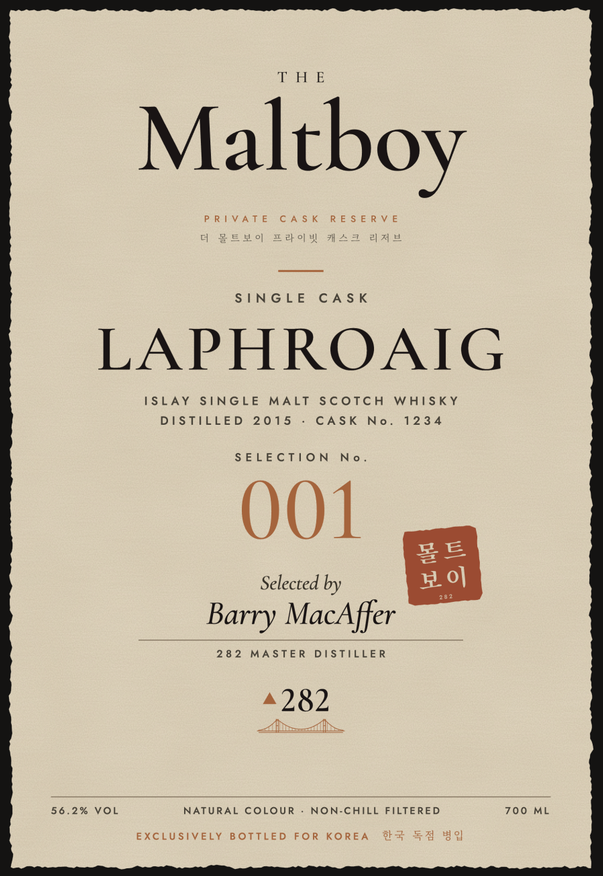
5 LABEL
The seal stamped beside Barry's name, 282 Master Distiller

6 LABEL
The 282 Collection mark

7 GIFT BOX FRONT
The master logo in copper foil

8 GIFT BOX FRONT
A 282 Collection · Selection No. 001

9 GIFT BOX SIDE
The 282 Collection with Gwangan Bridge, in copper foil







SELECTION NO.

001

▲282




THE SEAL LABEL, CAPSULE AND GIFT BOX FRONT

# Brand films

A 25 second film in one continuous take, The Seal. Both films are included.

maltboy-brand-films.netlify.app



# Files in this pack

| | |
|---|---|
| 01_Logo | The Seal, The Toss and The 282 Collection in AI, PDF and EPS (CMYK) and EPS, SVG, PNG and JPG (RGB); color, black and white |
| 02_Brand-Guide | Two guides as PDF, one for The Seal and one for The Toss |
| 03_Fonts | Cormorant Garamond, Jost, Gowun Batang and Song Myung, free under the SIL Open Font License, with download links |
| 04_Renders | Bottle, capsule, label and gift box renders for The Seal and The Toss |
| 05_Presentation | The final presentation boards |
| 06_Label-and-Capsule | Selection No. 001 label and capsule, AI and PDF with live text, with the Distilled at Laphroaig Distillery wording |
| 07_Editable-Text | The logos with their small lines as live, editable text: PDF, AI and SVG |

# Ready for the next step

The identity is designed to grow with every cask. I would be glad to continue with you in a 1-to-1 project here on 99designs.

01 Final front and back label with the Korean legal text

02 Gift box and capsule, ready for production

03 Selection No. 002, 003 and every release after

04 Brand films and social content for each Selection

05 Collector card and story card, English and Korean


몰트
보이
282