

THE

MALTBOY

PRIVATE CASK RESERVE

282 MASTER DISTILLER

BRAND GUIDE · THE TOSS · 2026

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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

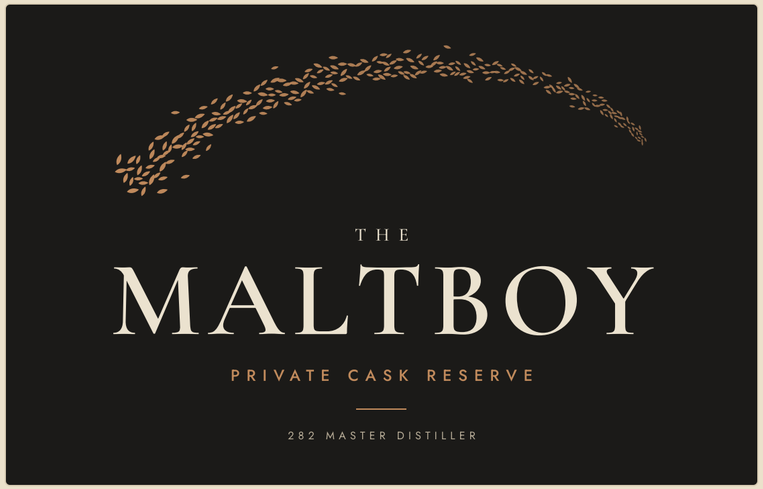
MALTBOY

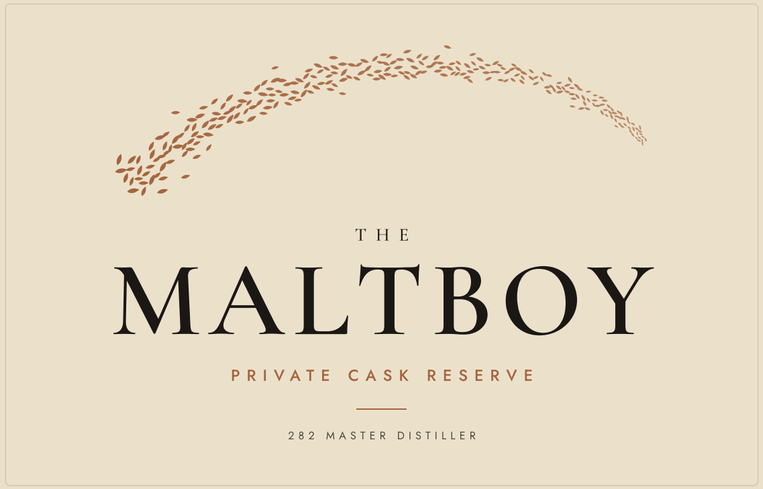
PRIVATE CASK RESERVE

282 MASTER DISTILLER

The master logo. The barley thrown from the shovel in the original Maltboy photograph, drawn grain by grain as an arc over MALTBOY, with Private Cask Reserve and 282 Master Distiller. Use it wherever the space allows.

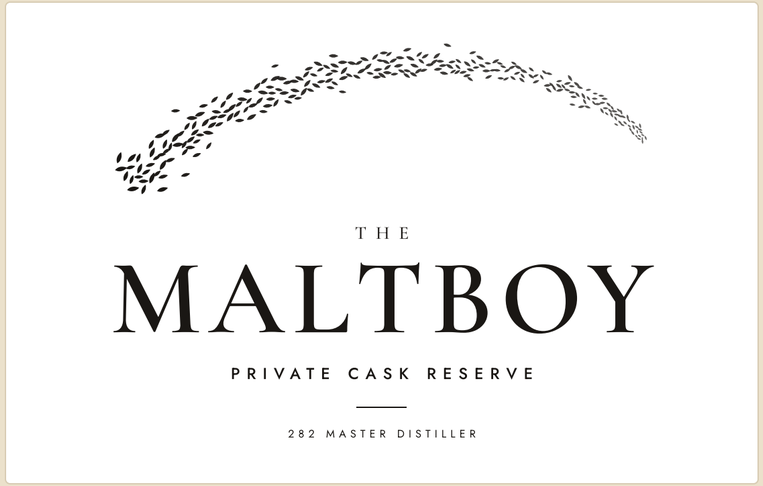
LOGO VERSIONS

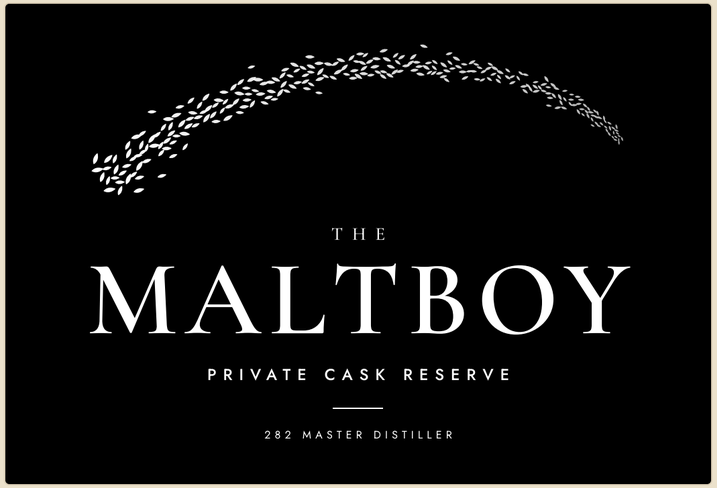












COLOR ON CHARCOAL · COLOR ON CREAM · ICON · HORIZONTAL · ONE COLOR BLACK · ONE COLOR WHITE



The M icon

The barley arc over a single M: the toss in its smallest form. Use it alone as the brand icon: social avatars, capsule tops, wax and foil stamps.



THE

Maltboy

몰트
보이
282

PRIVATE CASK RESERVE

더 몰트보이 프라이빗 캐스크 리저브

282 MASTER DISTILLER

The Seal, alternate identity

The Maltboy wordmark with the carved 몰트보이 dojang, Barry's mark of selection, and the Korean name.

몰트
보이
282

The Maltboy

PRIVATE CASK RESERVE

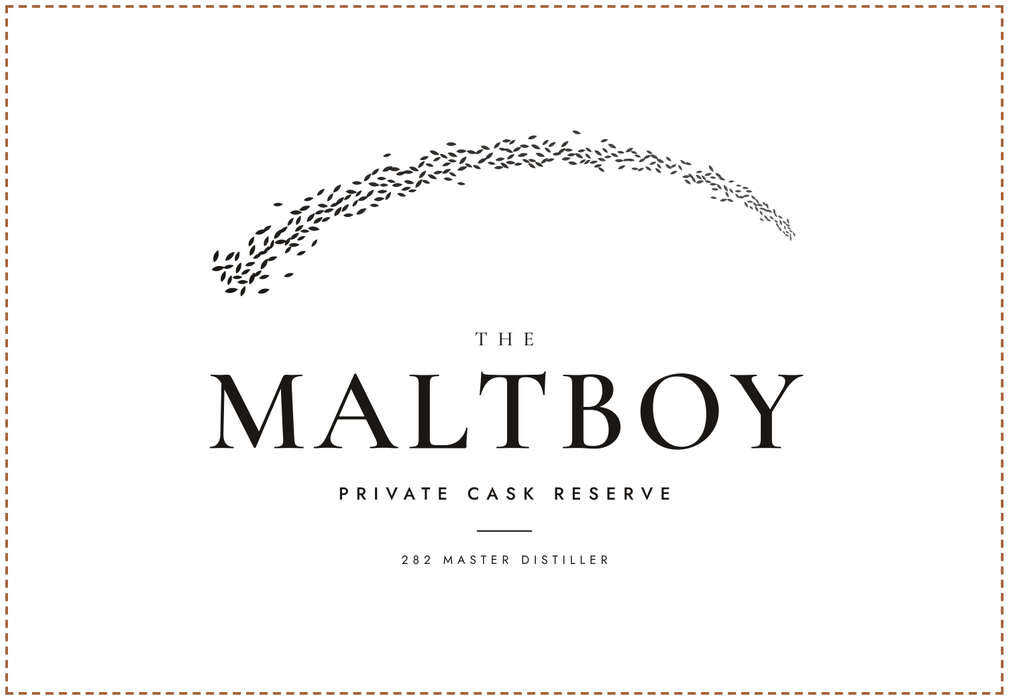


The 282 Collection

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.

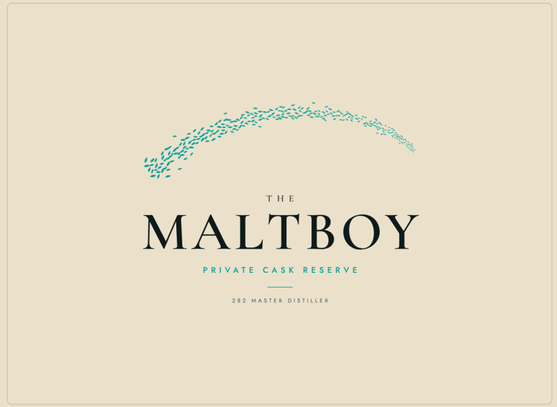
Minimum sizes

Master logo: 45 mm / 300 px wide

Horizontal logo: 35 mm / 240 px wide

M icon: 8 mm / 48 px wide

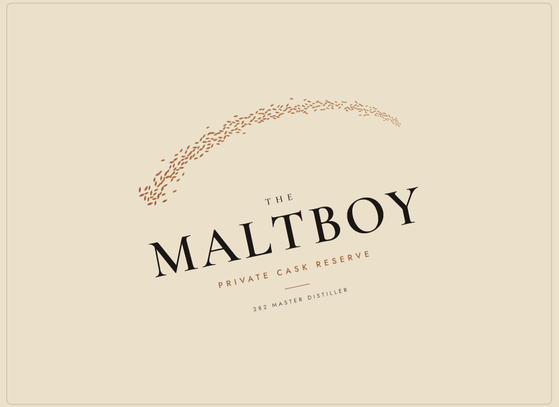
The 282 Collection mark: 10 mm / 60 px wide



× 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

ON THE LABEL · GOWUN BATANG

한국 독점 병입

Gowun Batang pairs with Cormorant for Korean names and lines on labels, cards and secondary materials.

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
PRIVATE CASK RESERVE
282 MASTER DISTILLER
A 282 COLLECTION · SELECTION NO. 001
M
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
MASTER DISTILLER
▲282
NATURAL COLOUR · NON-CHILL FILTERED
EXCLUSIVELY BOTTLED FOR KOREA


M
SELECTION NO.
001
▲282


M
001
▲282
MALTBOY
APHROAIG
001
Barry MacAffer
▲282
THE
▲282



1 CAPSULE

The M icon with the barley arc

2 CAPSULE

Selection No. 001

3 CAPSULE

The 282 Collection mark

4 LABEL

The barley arc and MALTBOY, Private Cask Reserve

5 LABEL

Selected by Barry MacAffer, Master Distiller

6 LABEL

The 282 Collection mark

7 GIFT BOX FRONT

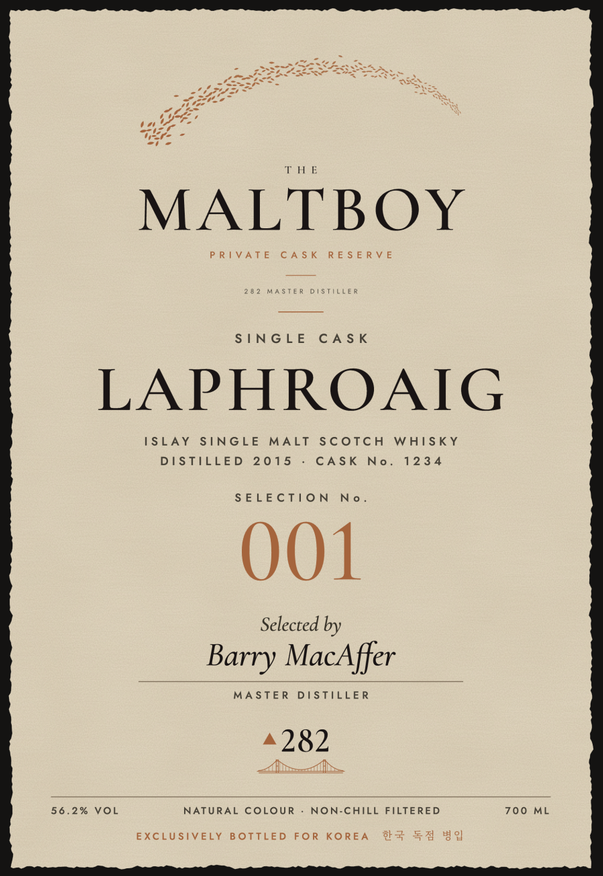
The master logo in copper foil

8 GIFT BOX FRONT

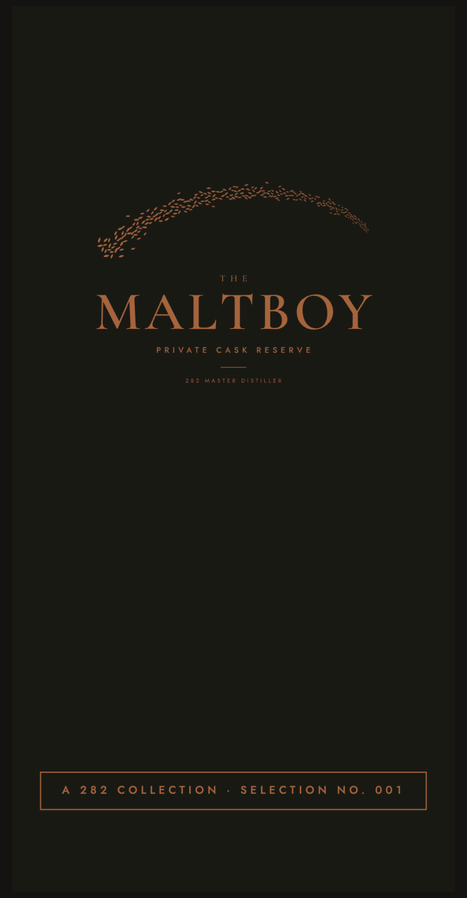
A 282 Collection · Selection No. 001

9 GIFT BOX SIDE

The 282 Collection with Gwangan Bridge, in copper foil







THE TOSS LABEL, CAPSULE AND GIFT BOX FRONT

Brand films

A 25 second film in one continuous take, The Toss. 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

