

AUGUST 1, 2022

NYSMPA CREATIVE MARK



AGENDA

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Objective

Develop a creative emblem or wordmark that positions maple syrup as a distinct category.



Pure vs Real Maple

For this survey we will be testing both 'pure' and 'real' maple language to determine which resonates better with customers.

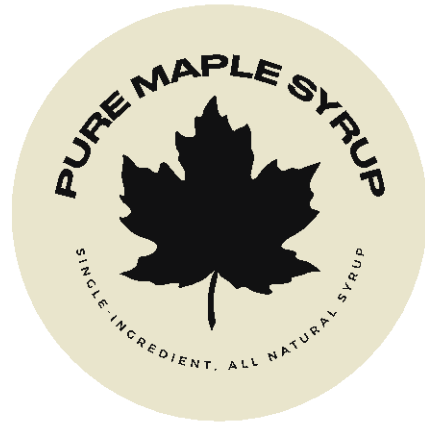
'Real maple' signifies authority and speaks to the authenticity of our product.

'Pure maple' is more emotive and reinforces the single ingredient message.

CREATIVE MARK 1

why we like it

Circle design conveys unity, commitment & positivity



CREATIVE MARK 2

why we like it

Stacked text/ block letters convey strength

The maple leaf shows the strength comes from nature not artifice

PURE 
MAPLE

PURE 
MAPLE

PURE 
MAPLE

PURE 
MAPLE

REAL 
MAPLE

REAL 
MAPLE

REAL 
MAPLE

REAL 
MAPLE

CREATIVE MARK 3

why we like it

Serif and thin typeface denotes history, tradition, and honesty

Pure  Maple

SINGLE-INGREDIENT, ALL NATURAL SYRUP

Pure  Maple

SINGLE-INGREDIENT, ALL NATURAL SYRUP

Pure  Maple

SINGLE-INGREDIENT, ALL NATURAL SYRUP

Pure  Maple

SINGLE-INGREDIENT, ALL NATURAL SYRUP

Real  Maple

SINGLE-INGREDIENT, ALL NATURAL SYRUP

Real  Maple

SINGLE-INGREDIENT, ALL NATURAL SYRUP

Real  Maple

SINGLE-INGREDIENT, ALL NATURAL SYRUP

Real  Maple

SINGLE-INGREDIENT, ALL NATURAL SYRUP

CREATIVE MARK 4

why we like it

Emblem is a sign of authenticity and authority



Summary

1



2



3



4

