

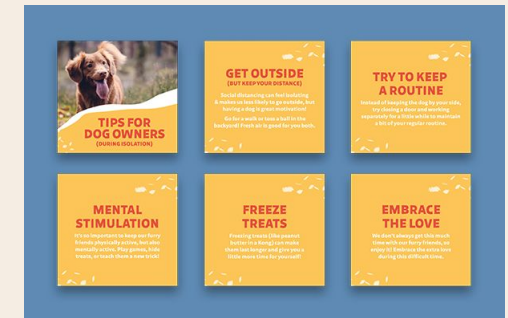
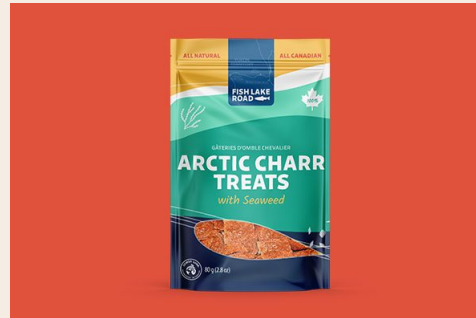
FISH LAKE ROAD

Meet Fish Lake Road

Looking to expand the potential of their Yukon-based sustainable fish company, Icy Waters needed a creative and eye-catching way to brand and package a line of all-natural dog treats. A multi-level ask, the organization was looking to communicate the value of the product, but articulate the unique narrative of the Yukon and Arctic Charr as a sustainable choice.

After in-depth research, it was clear that the brand needed a considerable forward-thinking strategy. Brainstorming about their story and main ingredient,

we settled on a name that captured both: the address of the main production facility in Whitehorse, YT. Inspired by the Yukon landscape and textures of the North, package design utilized bold typography and strong colours, effortlessly creating a visually distinct product that draws pet owner attention. The compelling story is further shared on the package, bringing Fish Lake Road, Arctic Charr, and the unique qualities of these treats to the top of the customer's mind.



As the Fish Lake Road team begins building relationships at trade shows and boutique pet stores, the brand has evolved to a range of collateral including pop-up banners, postcards, a trade show display, and even new flavours! Kitestring created an overarching brand architecture that gave the company the ability to scaffold and grow as their product line and reach expanded, bringing Fish Lake Road from the Yukon into homes across Ontario.

FISH LAKE ROAD

BRAND GUIDELINES

MISSION
Fish Lake Road has been a staple of life in the Arctic for hundreds of years. Now, Fish Lake Road is bringing the spirit of the north to the modern world. Our mission is to provide the highest quality, sustainable, and nutritious pet food for the Arctic region. We are committed to providing the best quality products for the Arctic region.

MOODBOARD
The moodboard for Fish Lake Road shows the landscape of the north, the food and people, and the spirit of the north. It is a collection of images that inspire the brand's identity and design, including a fish, a dog, a person, and a landscape.

COLOURS
The Fish Lake Road brand was created by the Arctic region, and the colors are inspired by the landscape of the north. The brand's colors are a mix of natural and vibrant colors, including a deep blue, a bright red, and a warm orange. These colors are used throughout the brand's identity and design.

MISUSE
The Fish Lake Road brand is a registered trademark. It is not to be used in a way that is misleading or deceptive. The brand's identity and design are protected by law, and any unauthorized use is prohibited.

PACKAGING
The Fish Lake Road brand packaging is designed to be functional and appealing. It features the brand's identity and design, including the logo and colors. The packaging is made of high-quality materials and is designed to protect the product and provide information to the consumer.

DIGITAL
The Fish Lake Road brand is designed to be used in a variety of digital applications, including social media, websites, and mobile apps. The brand's identity and design are adapted to these applications to ensure consistency and clarity.

GRAPHICS
The Fish Lake Road brand includes a graphics system that is used throughout the brand's identity and design. This system includes icons, patterns, and other visual elements that are used to create a cohesive and unified look.

SECONDARY IDENTITY
The Fish Lake Road brand includes a secondary identity that is used for products and services that are related to the brand. This identity includes the brand's logo, colors, and design elements, and is used to create a consistent and recognizable look.

ARCTIC CHARR TREATS