



Mount Pleasant Group

Visual and Information  
Design Guide

Prepared by George Brown College  
v1.0 • August 2014

# Visual Explorations

Web and Mobile User Interface v1.0





# Blossom

Website Design Mockup A





## Typography

**Helvetica Neue Medium**

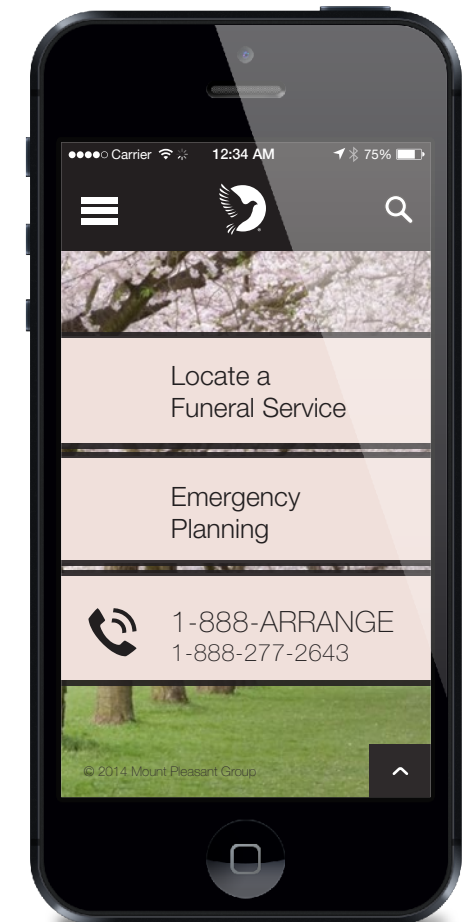
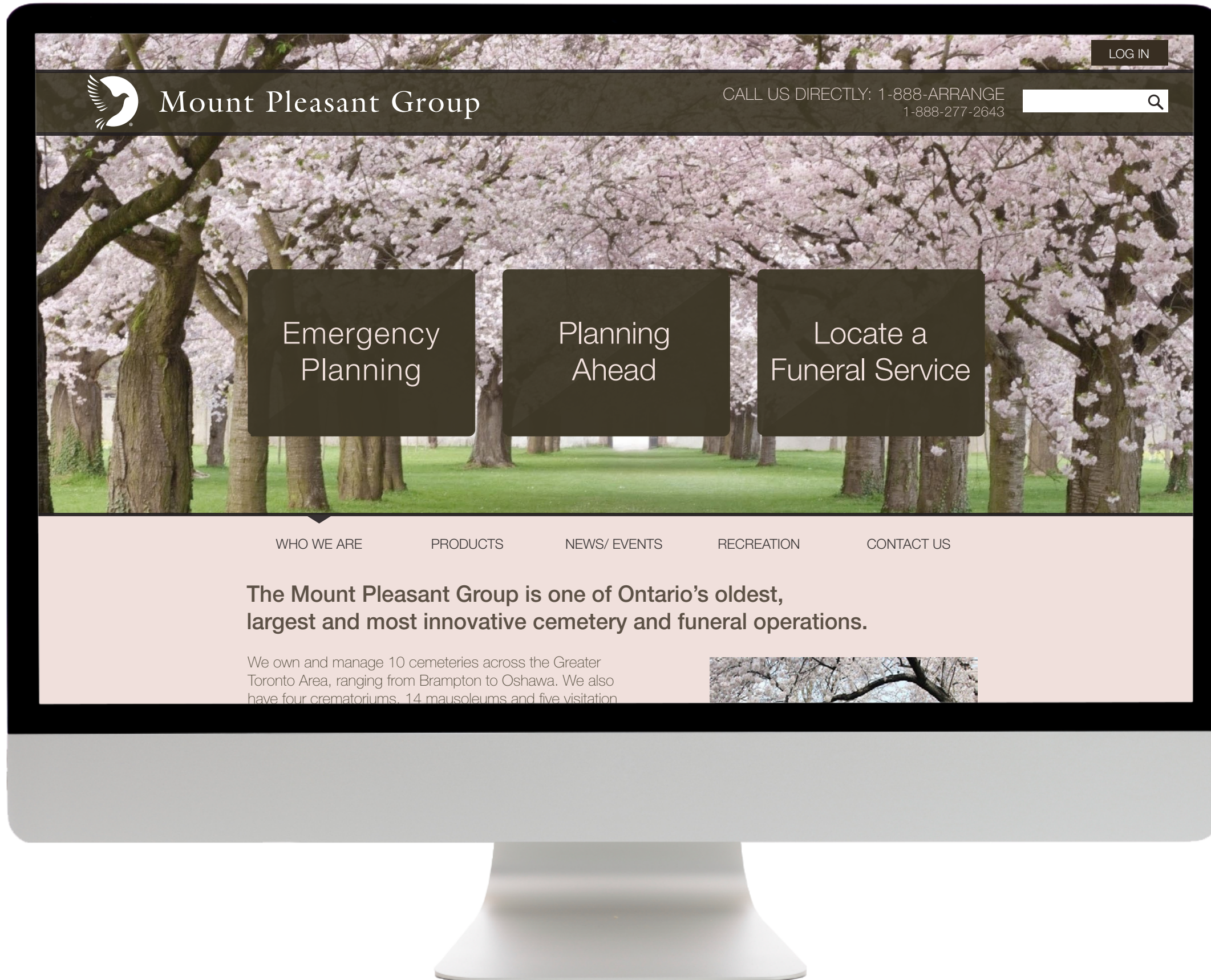
Helvetica Neue Thin

**The Mount Pleasant Group is one of Ontario's oldest, largest and most innovative cemetery and funeral operations.**

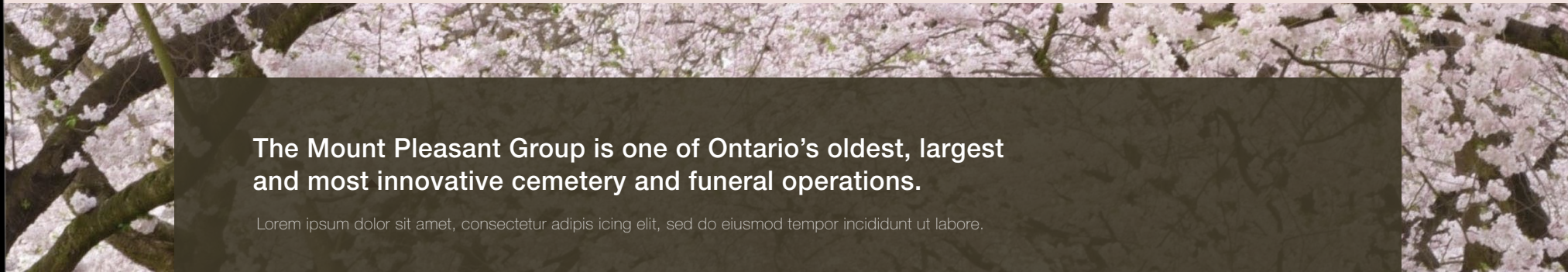
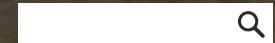
We own and manage 10 cemeteries across the Greater Toronto Area, ranging from Brampton to Oshawa. We also have four crematoriums, 14 mausoleums and five visitation centres where we also provide funeral services. In addition, we offer funeral services through The Simple Alternative Funeral Centres in Toronto, Mississauga and Pickering.

We have served the Toronto community since 1826. In fact, we were Toronto's first non-sectarian cemetery organization, assisting families regardless of their religious background.







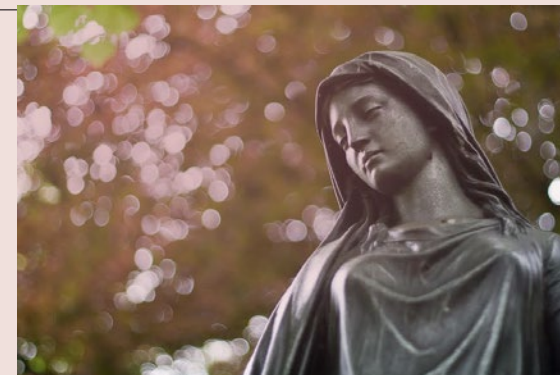


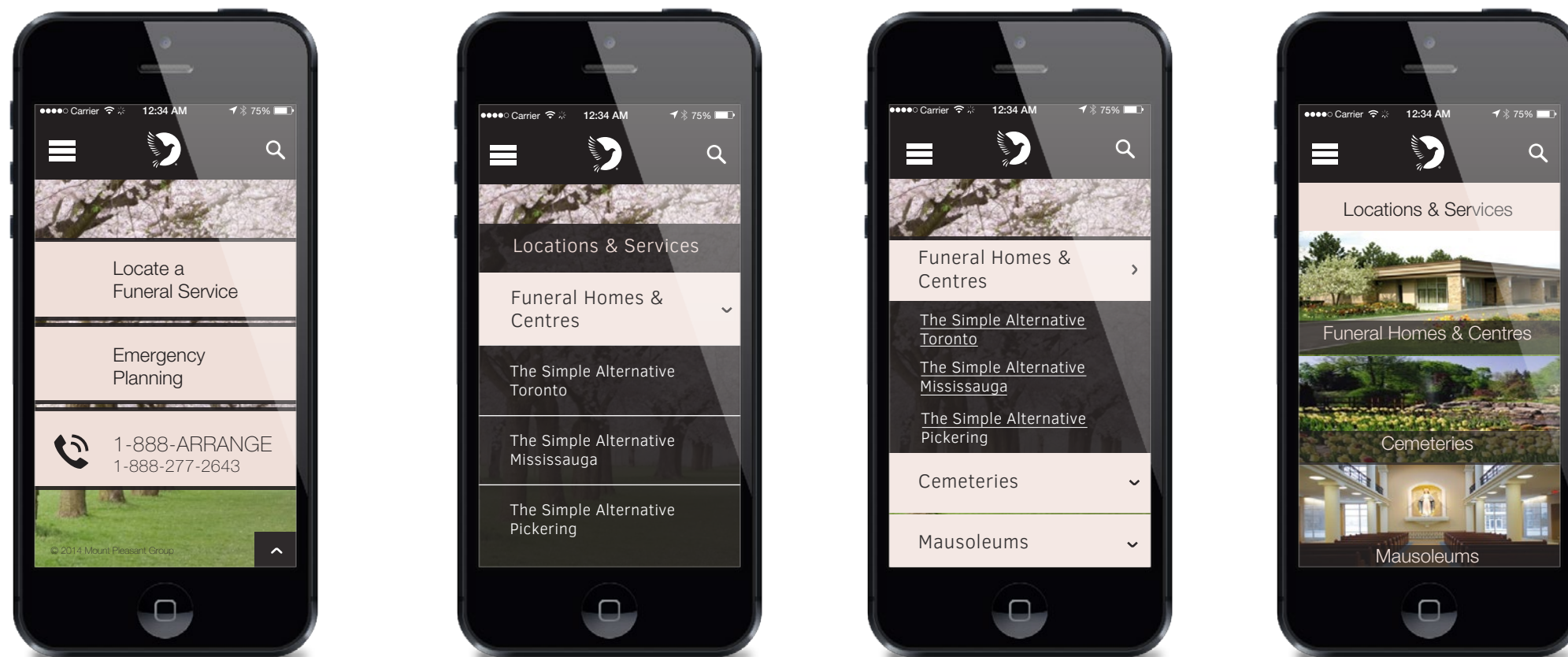
## The Mount Pleasant Group is one of Ontario's oldest, largest and most innovative cemetery and funeral operations.

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A close-up photograph of pink roses and buds on a grey stone ledge. The background is a soft-focus green garden. A semi-transparent white banner is overlaid in the center, containing the title and subtitle.

# Terrace

Website Design Mockup B

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## Typography

**Clear Sans Medium**

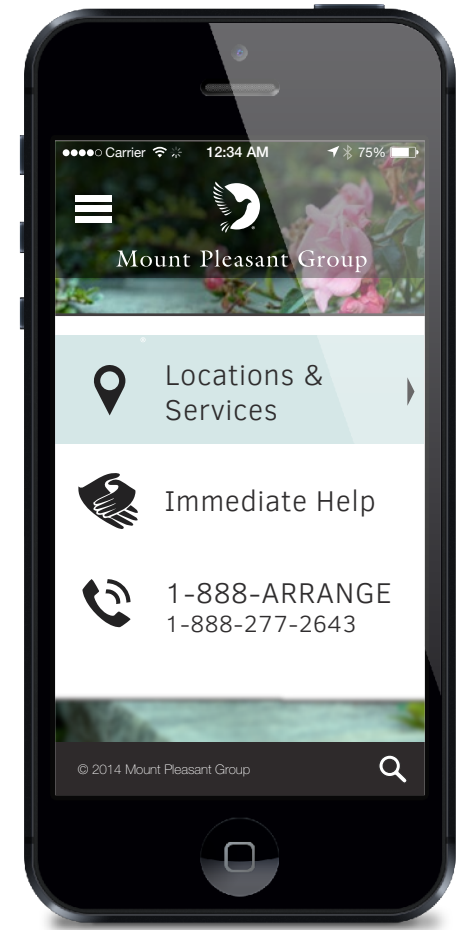
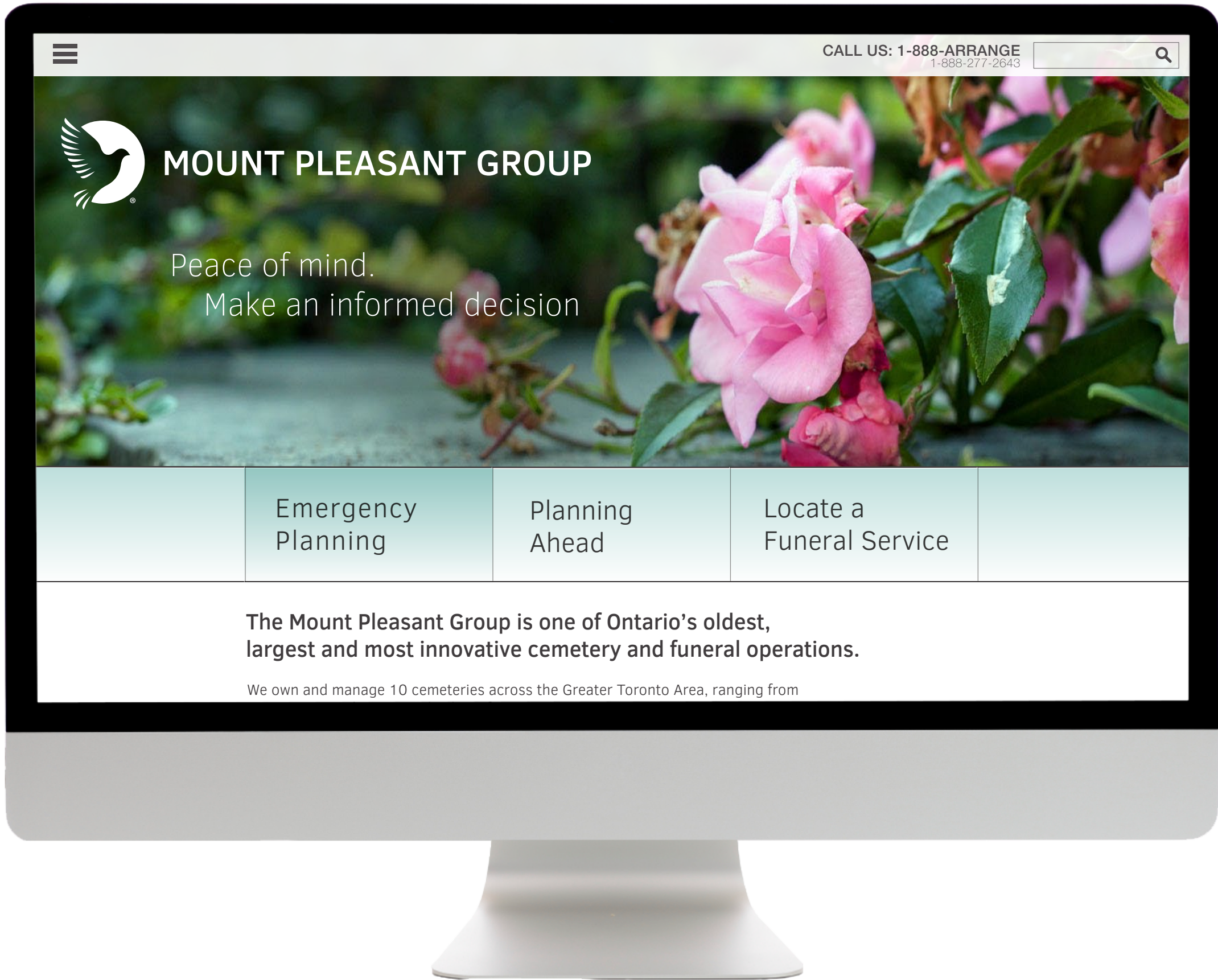
Clear Sans Thin

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History

Ladmarks

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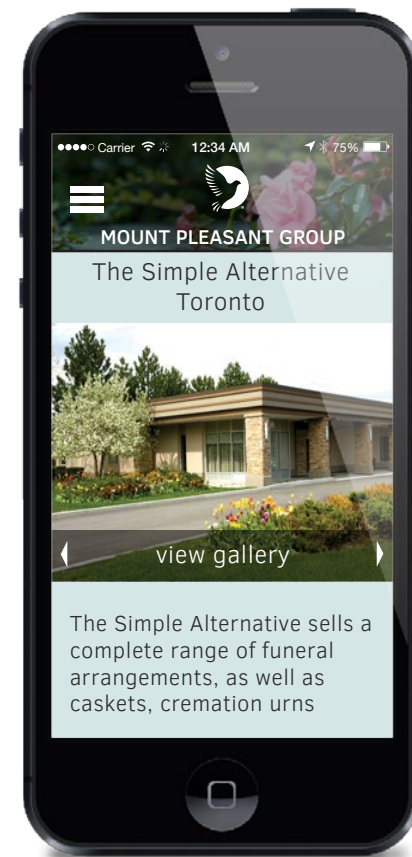
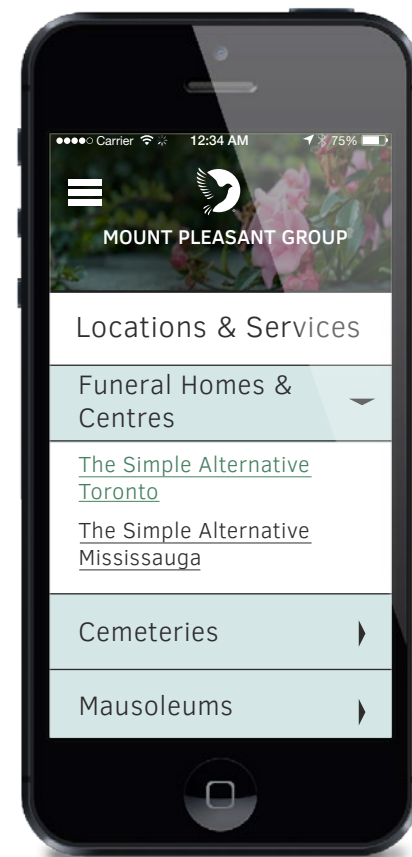
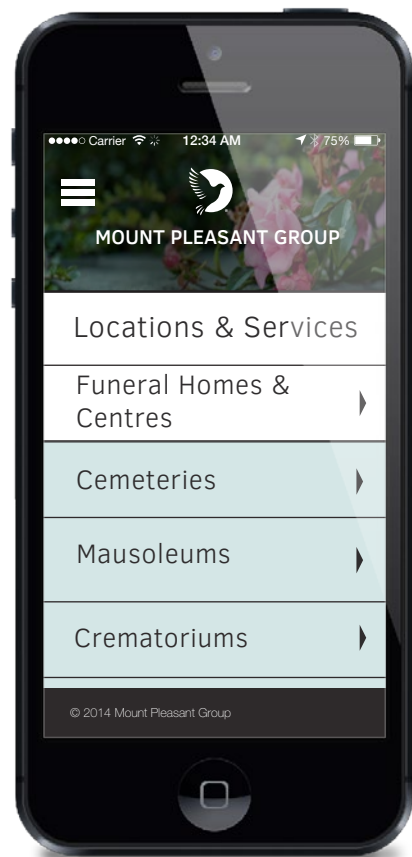
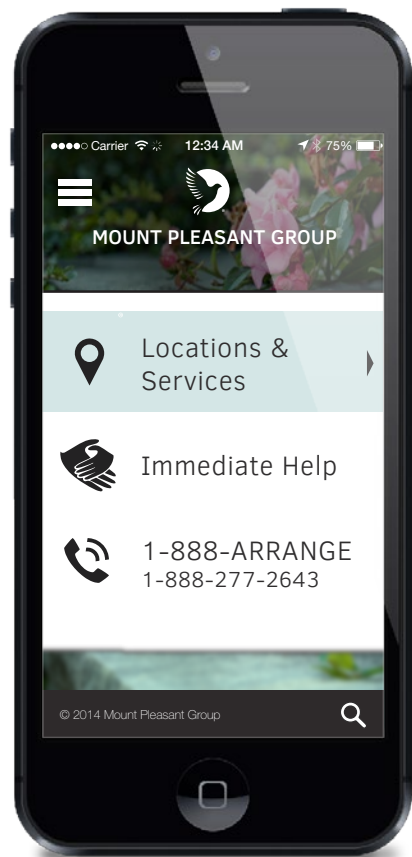
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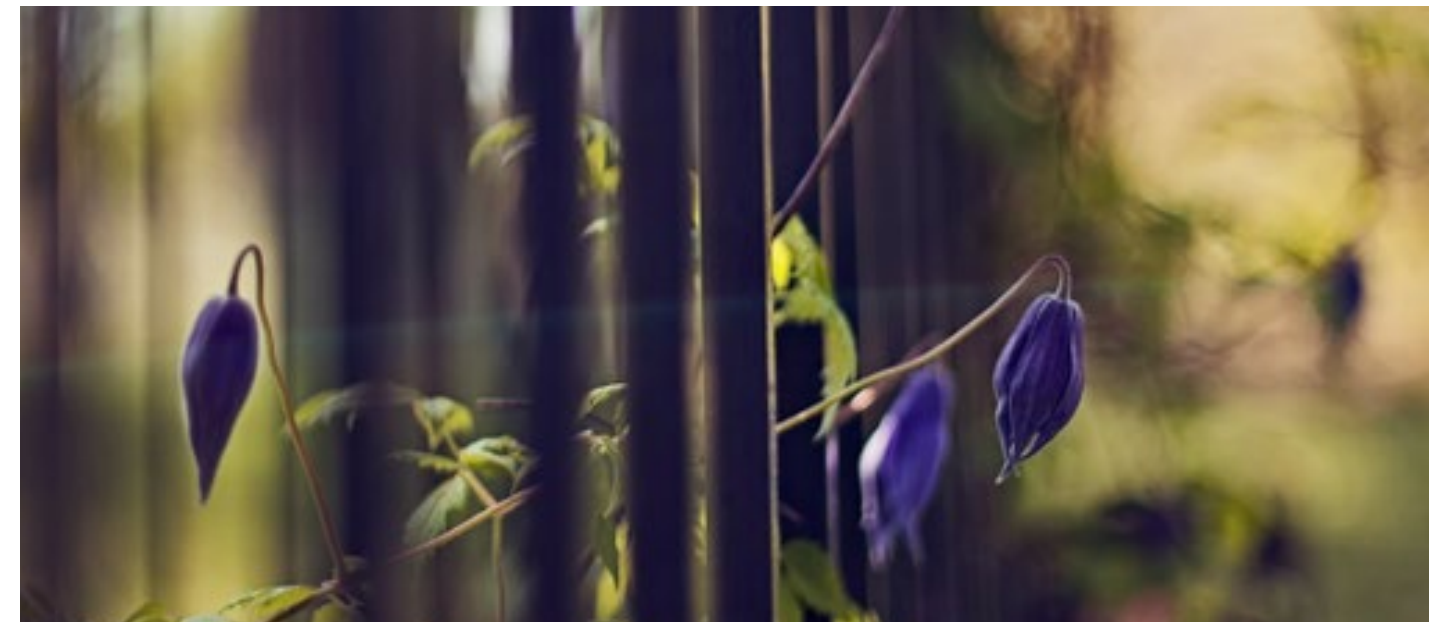




# Lilac

Website Design Mockup C





## Typography

**Helvetica Neue Medium**

Helvetica Neue Thin

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Planning

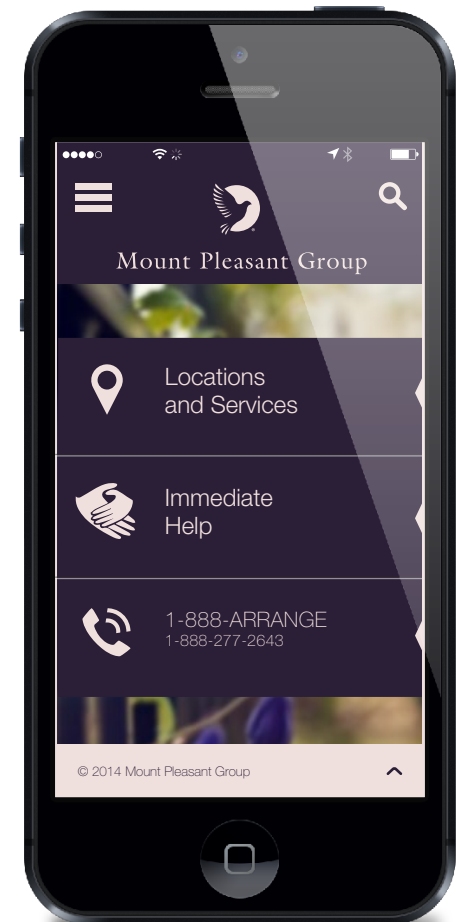


Planning  
Ahead



Locate a  
Funeral Service

Peace of mind.  
Make an informed decision.







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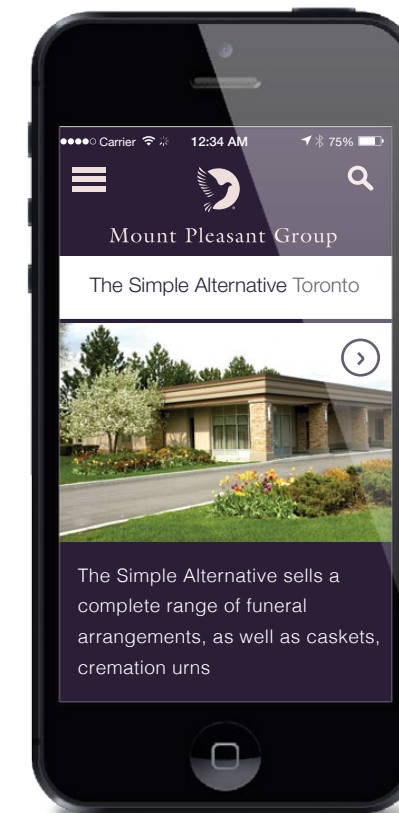
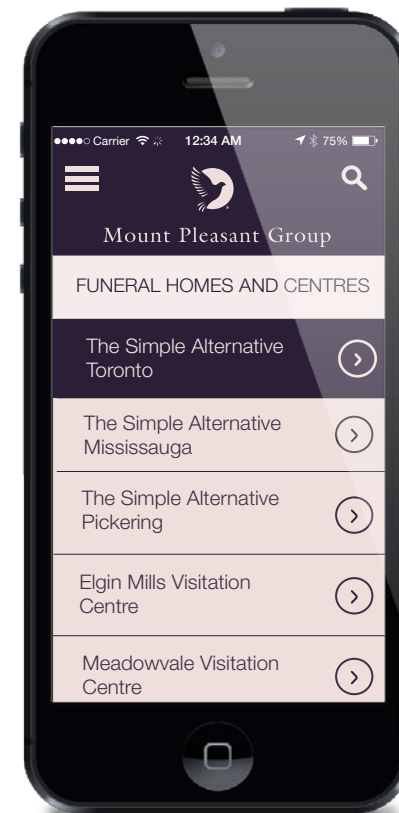
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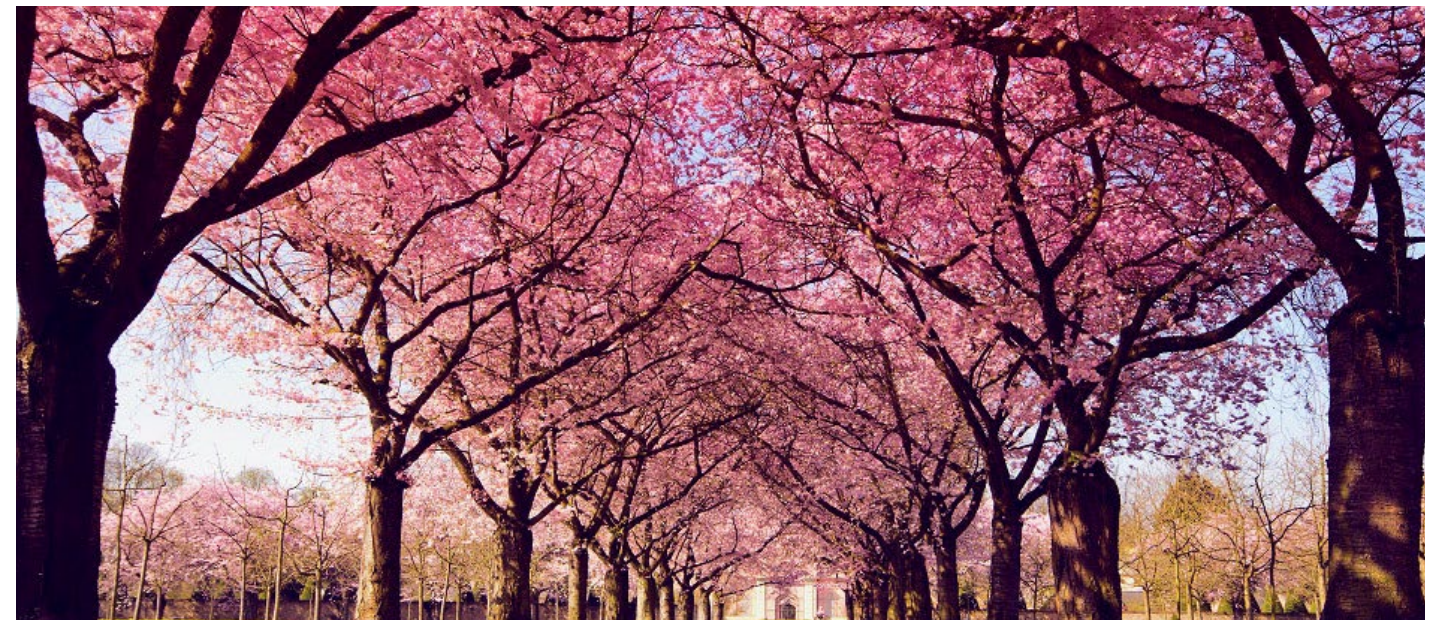
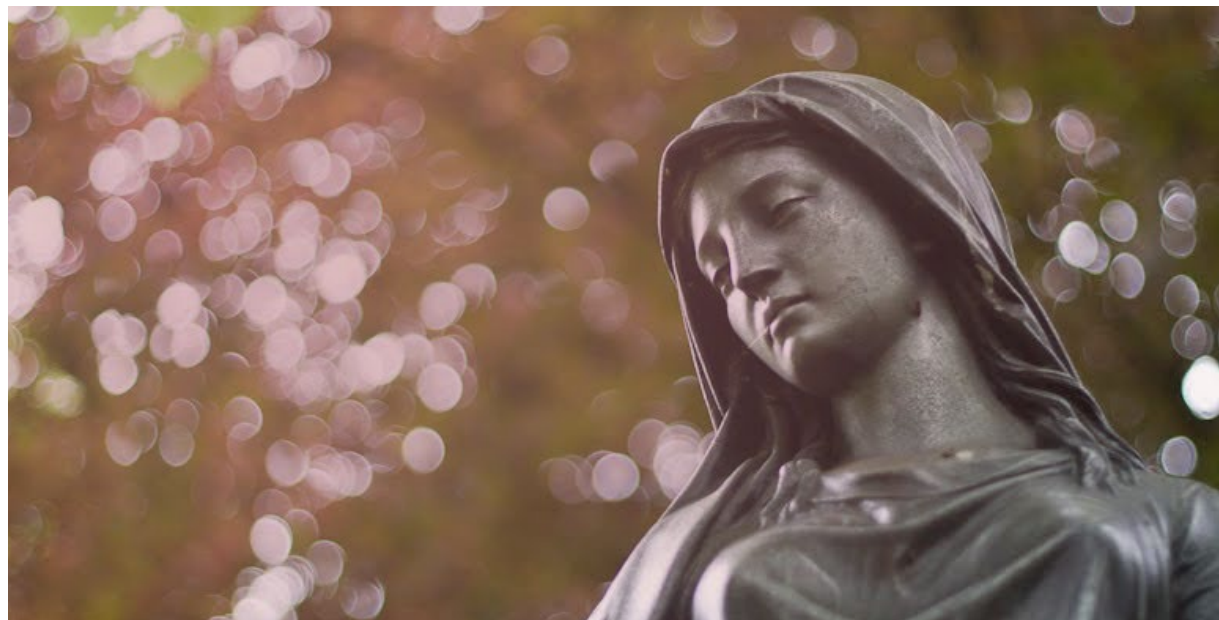




# Rosewater

Website Design Mockup D





## Typography

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Helvetica Neue Thin

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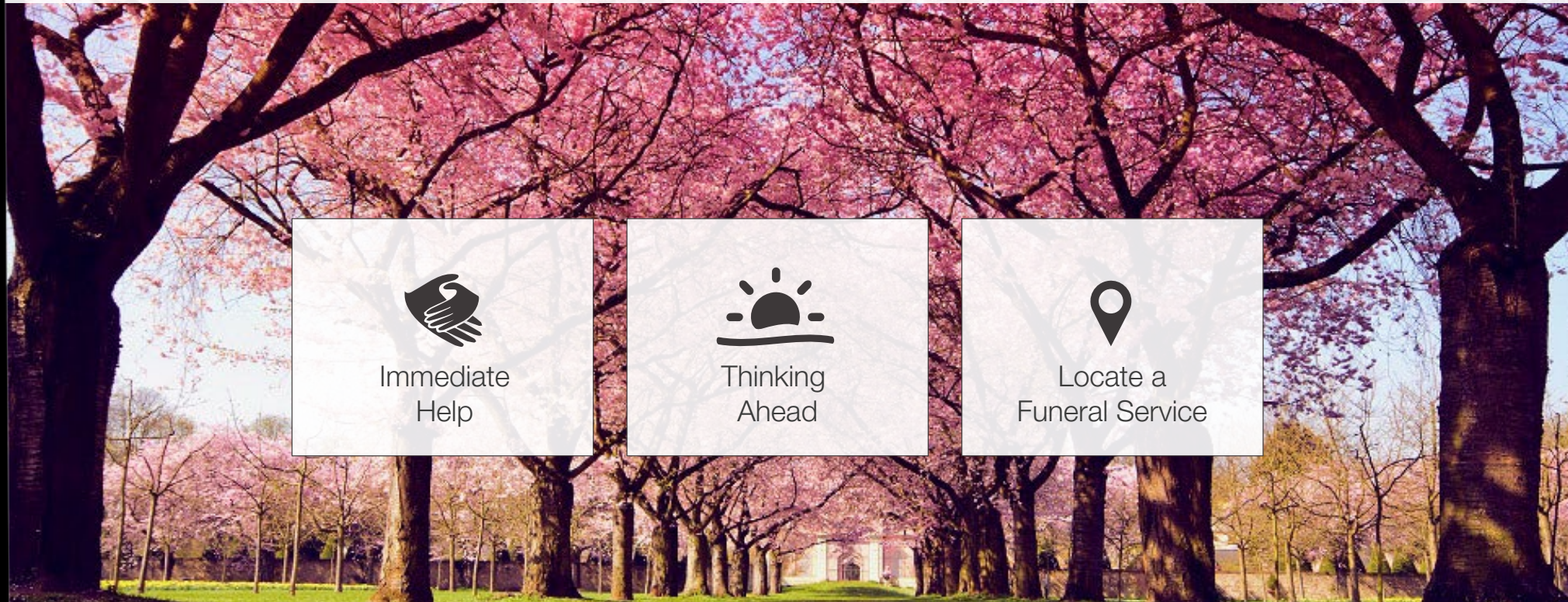
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Immediate Help



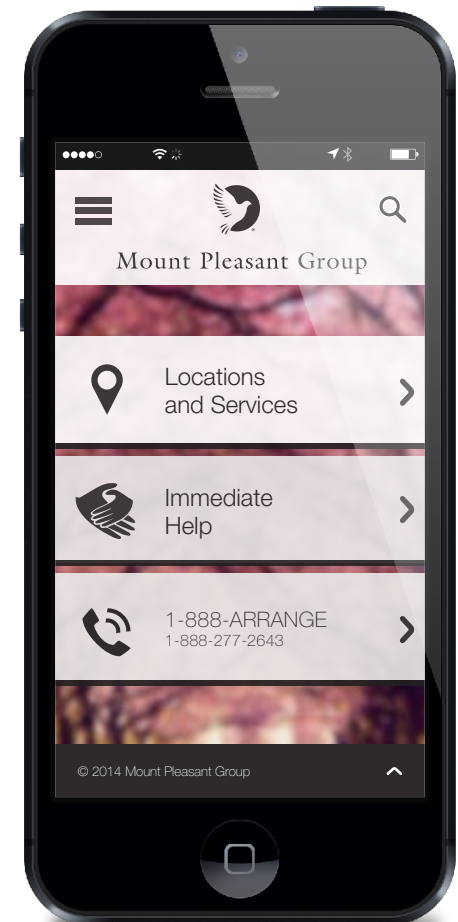
Thinking Ahead



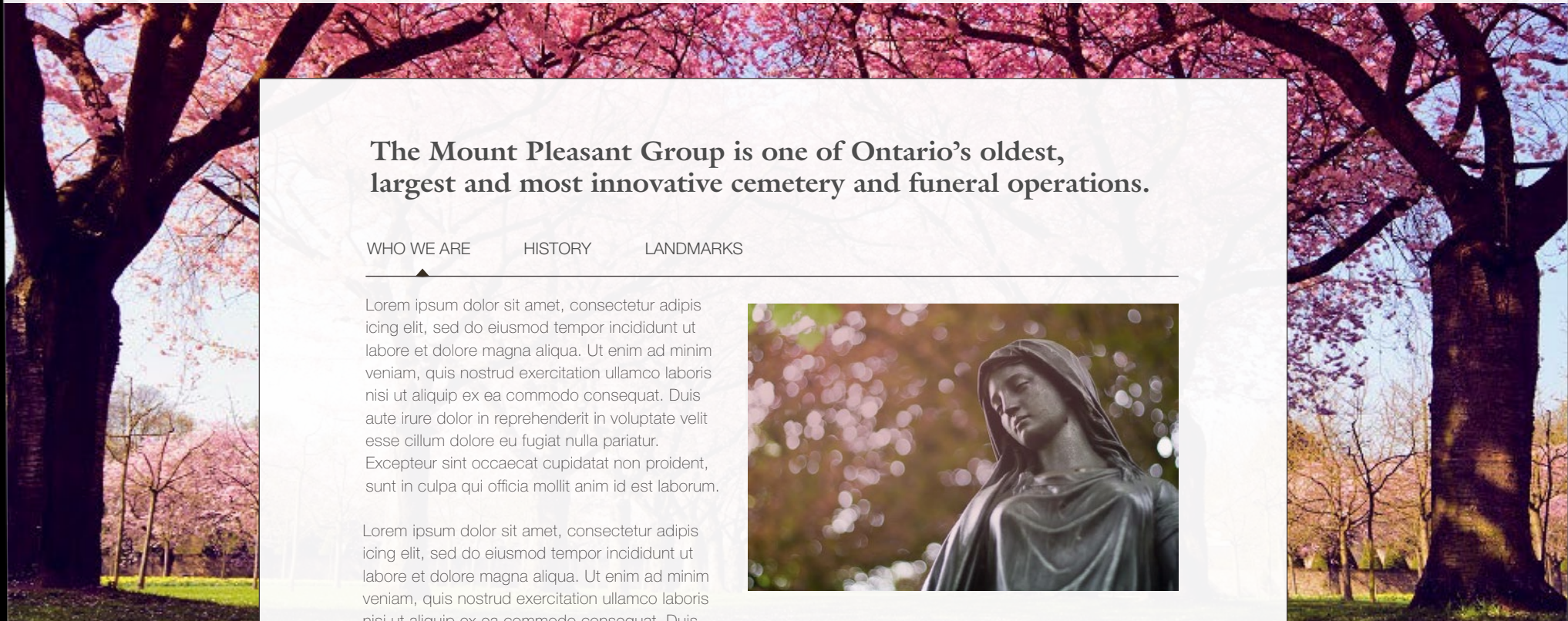
Locate a Funeral Service

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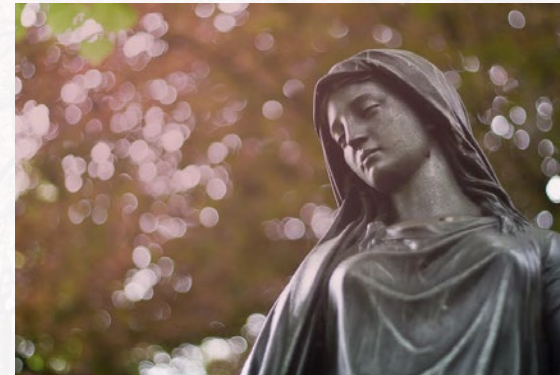
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