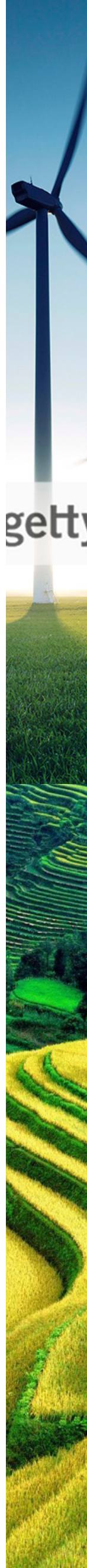


Guiding us
towards our
tomorrows.





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hA, hts9



Raising standards. Providing opportunities. Changing lives.

Our visual identity is a vital part of our new positioning. It is the visual representation of MQDC's brand that can be summed up in these words "Holistic innovation for well-being".

These guidelines aim to show you how to bring the world of MQDC to life across a wide range of touchpoints.

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If you have any questions about the content of this document, or the implementation of the MQDC brand, please contact the Marketing Department.

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