



getty
Thomas E

2.0

Visual Identity

This section will guide you through how each of our key identity elements should be used to create a brand image that is unmistakably MQDC.

- 2.1 Key design elements
- 2.2 Corporate identity
- 2.3 - Clear zone and minimum size
- 2.4 - Colour versions
- 2.5 - Corporate colour
- 2.6 - Colour backgrounds
- 2.7 - Incorrect use / Special use
- 2.8 Typography
- 2.9 Photography
 - Overview
- 2.10 - Housing Technology
- 2.11 - Nature
- 2.12 - Properties
- 2.13 - People
- 2.14 Icons
- 2.16 Co-branding
- 2.17 - Clear zone and minimum size

MQDC

HOLISTIC INNOVATION
FOR WELL-BEING

ENERGY &
ENVIRONMENT



HOME &
WELLBEING



People-inspired property

About us

Projects

News & Promotion

Social

Contact us

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Key design elements

Corporate identity

Our corporate identity is the primary representation of who we are. The dynamic, expressive and contemporary logotype of our new identity is a vibrant reflection of our brand personality.

Corporate colours

MQDC Corporate Green and Gray present a balanced image of confidence, professionalism and energy.

Typography

Our typefaces have been selected for their contrasting character styles and functional attributes.

Photography

Our image style captures the youthful, contemporary nature of our brand and product.

MQDC logo



Colours



Typography

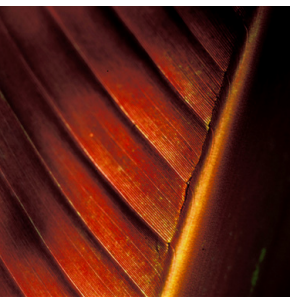
Gotham

Light *Light Italic* Book *Book Italic*
Medium *Medium Italic* **Bold** ***Bold Italic***

MrsEaves

Roman **Bold**

Photography



2.2

Visual system

Corporate identity

The MQDC logo

Our brand signature is a modern representation of who we are and what we stand for.

The purpose of these guidelines is to protect and enhance this invaluable brand asset.

The logotype consists in a specially crafted modern and stylish typeface to celebrates our brand personality traits - Visionary, Inspirational, Insightful and Commitment.

MQDC logo

The MQDC logo is a stylized, modern, and bold typeface. The letters are dark grey and feature a clean, sans-serif design. The 'M' is composed of two thick vertical strokes and a horizontal bar. The 'Q' is a simple, rounded shape with a small tail. The 'D' is a thick, rounded shape. The 'C' is a simple, rounded shape. The overall impression is one of strength and modernity.

Corporate identity – Clear zone and minimum size

Clear zone

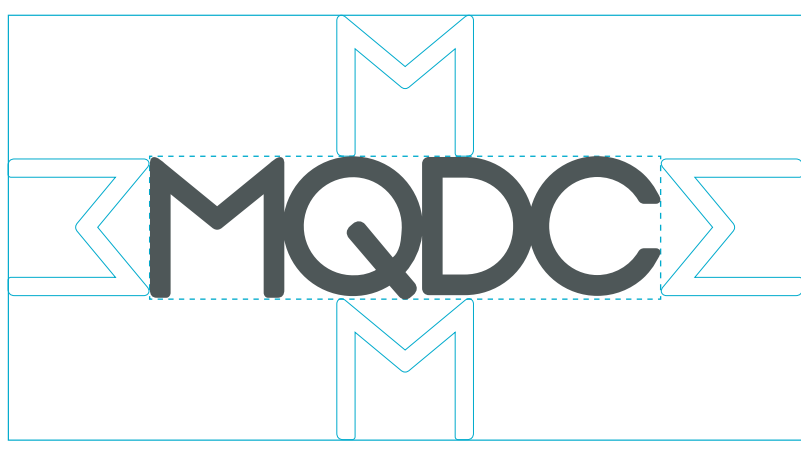
The clear zone should never be encroached upon by any design elements whether text, images or graphics, unless explicitly documented in this document.

Minimum size

A minimum size has been established to maintain optimum legibility and quality in every expression of the MQDC brand.

Depending on the given constraint area, the logo shouldn't be reproduced at less than 10mm in height.

Clear zone



2.4

Visual system

Corporate identity – Colour versions

Colour versions

In order for the system to be practical and functional across all touchpoints, there are both, colour and black and white identity variants.

Full colour

Our full colour identity should be

used whenever possible, it should predominately be placed on a white background.

Single colour

The single colour version should only be used when full colour reproduction is not possible, for example on black and white newsprint or when faxing.

Special finishes

For special occasions such as merchandise or invitations, the MQDC logo can also be reproduced in special finishes such as metallic silver PMS877 C, spot UV varnish or embossed.

Full colour



Single colour



Corporate identity – Corporate colours

Corporate colours

MQDC Gray has been developed as the warm, confident tone for our corporate identity. We specifically selected a neutral colour that would allow the energy of the identity to shine through, without the need for a bold, vibrant colour. Along side the gray colour, the MQDC Corporate Green will compose the

primary corporate colours palette. There green express an important role of MQDC’s philosophy which is the inspiration, harmony and understanding of human nature and natural resources.

Our secondary colour tones were selected as a bright accent to MQDC Gray - again ensuring the uniqueness of the identity isn’t

overwhelmed by a strong colour, but providing a strong contrasting secondary tone.

Consistently implementing the colour specifications shown here will ensure the correct delivery of our brand image wherever it appears.

Primary corporate colours

MQDC Gray

Pantone®

445C

CMYK

68/54/55/30

RGB

78/87/87

Web

4e5757

MQDC Corporate Green

Pantone®

3268C

CMYK

90/3/58/0

RGB

0/169/143

Web

00a98e

Secondary colours

MQDC Yellow

Pantone®

7549C

CMYK

0/31/100/0

RGB

255/183/0

Web

ff600

MQDC Orange

Pantone®

158C

CMYK

2/66/100/0

RGB

239/118/34

Web

ee7521

MQDC Red

Pantone®

032C

CMYK

0/93/76/0

RGB

247/50/63

Web

f6323e

MQDC Blue

Pantone®

312C

CMYK

96/6/15/0

RGB

0/167/206

Web

00a6ce

2.6

Visual system

Corporate identity - Colour backgrounds

Colour backgrounds

The full colour MQDC logo should be used whenever possible. Using it correctly will enable a clear and recognisable expression of the brand.

Full colour

The image shows the MQDC logo in a dark gray, sans-serif font. The letters are bold and modern, with the 'Q' having a distinctive shape. The logo is centered within a white rectangular area that is enclosed by a thin dark gray border.

Reversed white on MQDC Gray background

The image shows the MQDC logo in white, set against a solid dark gray background. The font is the same sans-serif style as in the previous image, maintaining high contrast and readability.

Corporate identity – Incorrect use / Special use

Incorrect use

To preserve and reinforce the integrity of the identity, it is vital that we do not alter the elements within it. Although the examples below do not represent every possible misuse, they illustrate some of the most common

mistakes to be avoided when using the identity. Reproducing the identity using the specific colours, specifications and dimensions indicated in this guidelines will ensure a consistent brand image at every touch point.

Special use

This logo version was developed for special use only. Before use it, please contact Wilai Somdungjate.

wilai_so@dtgsiam.com

Incorrect use



Do not stretch in any way.



Do not alter the colour.



Do not apply any effects.



Do not add keyline.



Do not substitute another font.



Do not apply busy imagery as background.



Do not add a holding shape.



Do not remove any elements.



Do not use foreign background colours.

Special use

Full colour



Reversed white on MQDC Gray background



2.8

Visual system

Typography

Magnolias typefaces

Typography is an important element of a visual system. With consistent usage of selected fonts, it will ensure that our audiences will develop an instant recognition of our brand at every touchpoint.

Gotham has been chosen as the primary font for the MQDC visual identity system, for its clarity and legibility across a range of touchpoints and visual formats.

MrsEaves has been selected as our secondary typeface for its unique and elegant character style and should be used for key identifying text, for instance: headline copy on advertisements, names on ID cards and so on.

Primary typeface

Gotham

Gotham Light
Gotham Book
Gotham Book Italic
Gotham medium
Gotham Medium Italic

Secondary typeface

MrsEaves

MrsEaves Roman
MrsEaves Bold

Thai typeface

คนทำงานเกี่ยวกับ
การโฆษณา

DB Adman X Regular
DB Adman X Bold

Photography – Overview

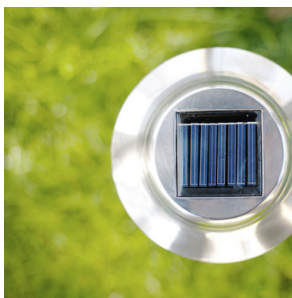
Telling a story

The MQDC photography style plays a vital role in expressing a brand's personality through an emotional and expressive visual style.

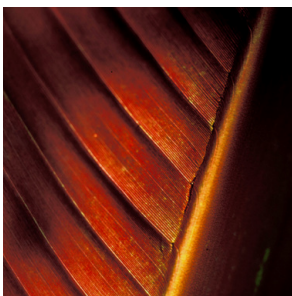
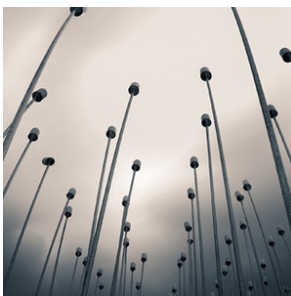
It serves to bring to life the characteristic of the brand's platform. Overall, it needs to tell a rich story of the lifestyle of its consumers.

In order to address the overall look and feel, imagery from 4 different thematic narratives combine to produce a holistic look.

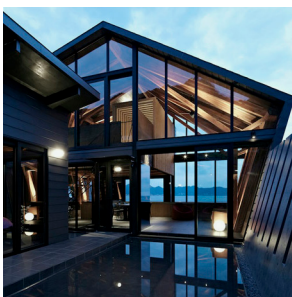
Technology



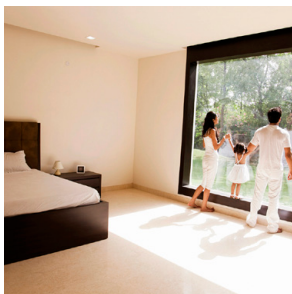
Nature



Properties



People



2.IO

Visual system

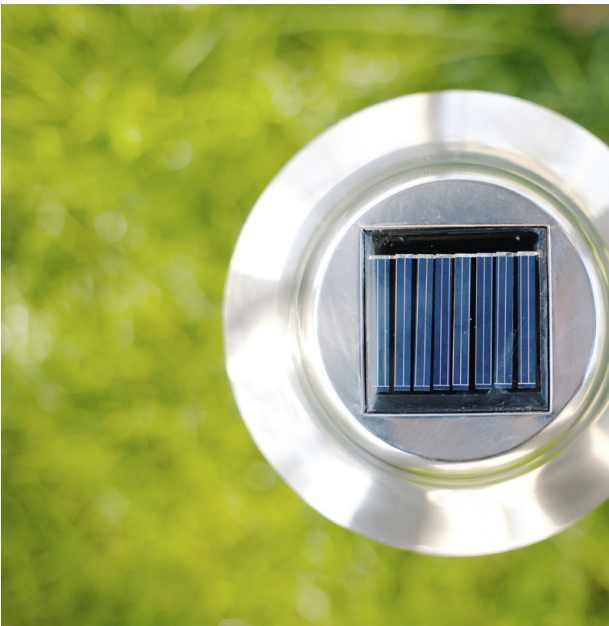
Photography - Housing Technology

Working with details

This photography style is composed as a collection of shots ranging from macro focus on details to wide-angled compositions. The idea is to give a wholistic sense of the high-quality technology in the MQDC properties.

- Images that focus on the technology details of the properties.

Example of photography style for detailed finishing

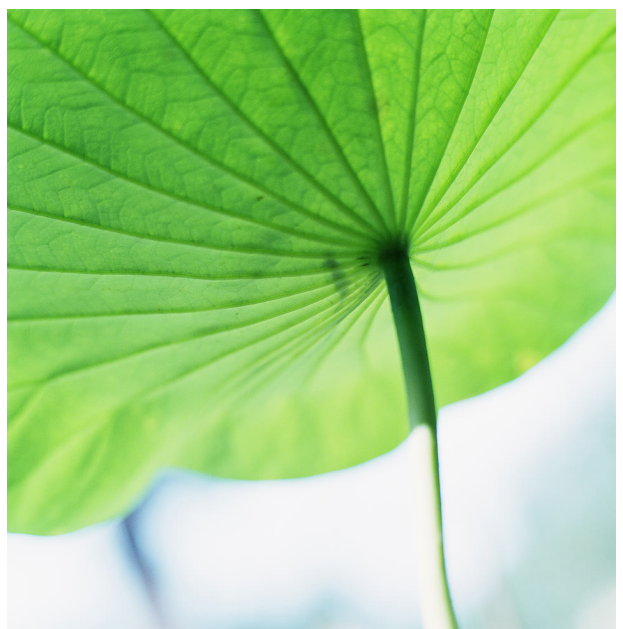
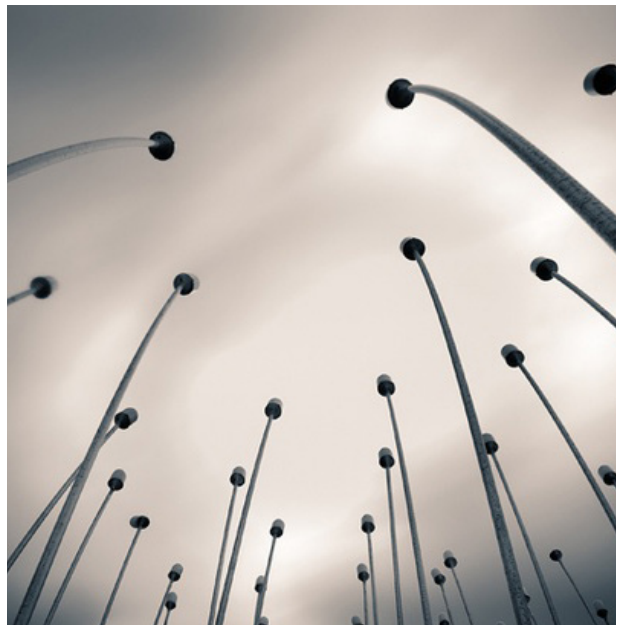


Photography – Nature

Working with details

The idea is to give a wholistic sense how MQDC properties are in harmony with nature.

- Images that focus on the aesthetic details and finishing of nature elements
- Use of details from nature elements to give a sense of richness of shapes and colours



2.12

Visual system

Photography - Properties

Working with spaces

The photography of spaces should capture the grandeur and the unique innovations of the properties.

- Large use of space to highlight a specific innovation product
- Creative crops of the spaces which highlight only an area where the innovation lies

Example of photography style for spaces



Photography – People

Working with people

We use people to bring across a sense of warmth and to illustrate the benefits of living in a MQDC property

- Captured in the richness of life
- In places and scenarios that capture the emotion of savoring this richness and
- Protagonist and environment should be natural, without exaggeration

Example of photography style for people



2.I4

Visual system

Icons

MQDC Icons

The MQDC icons have been developed in order to categorize the technologies and innovations that occur within MQDC spaces & environments. It will be used on MQDC and properties branded touch points.

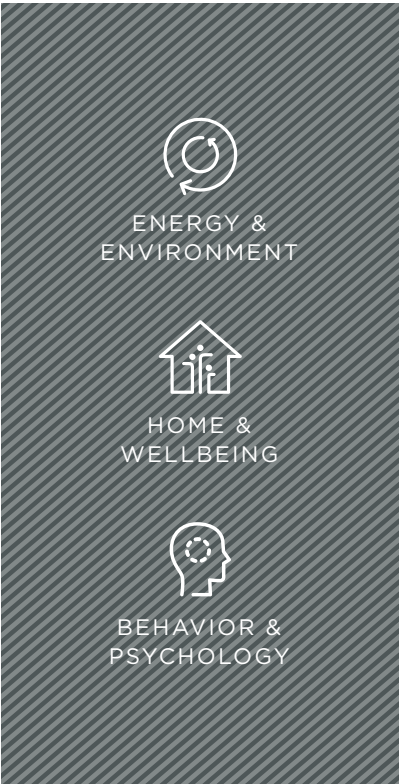
This system utilizes unique icons creating expressive graphic shapes that bring a truly unique touch to our visual system.

To keep consistency throughout the system, we recommend the usage of the three orientations demonstrated below.

Horizontal



Vertical



Energy & Ecology

This category covers the innovations and technologies that improve energy conservation.

The symbol very simply highlights the renewable aspect of our approach to energy – sustaining and renewing energy for the benefit of the environment.

Home Health

This icon is a clear and direct symbol to categorize the innovations and technologies related to health and safety at home, such as usage of non-toxic materials, moisture protection, anti accident design, control of temperature, humidity, lighting, acoustic, etc.

Behavior & Psychology

This category covers the human aspect behind the properties designs. It highlights the innovations to make the properties comfortable and people happy, involving concepts like design for all generations, comfort for human senses, human relationships, etc.

Example - Horizontal



Example - Vertical



2.16

Visual system

Co-branding

Co-branding lock up

The co-branding lock up of MQDC and a partner's logo is for co-branding marketing collaterals. The principle guidelines (clear space and minimum size) applies for this lock up.

NOTE: The partner's logo must be either equal (in height and width) or smaller than MQDC's logo. It should never be more dominant.

MQDC



Co-branding – Clear zone and minimum size

Clear zone

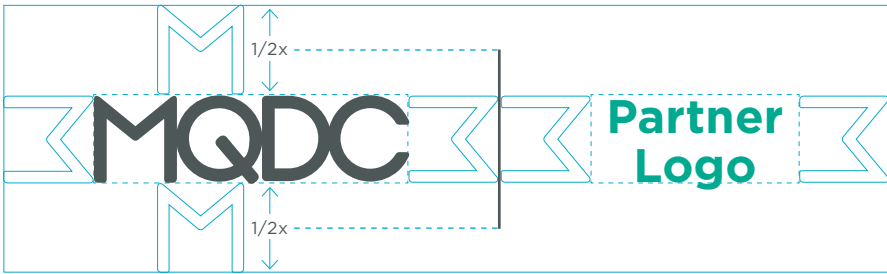
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Minimum size

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Clear zone



Minimum size

