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3.0

Corporate stationery

This section will provide an overview of our corporate stationery and will demonstrate the design formats of these key communication items.

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gettyimage



Sanyalak
23/06/2013
25 Church Street
#02-02 Capital Square Tower
Singapore 049402

Journal of Management Inquiry



11



100



A MEMBER OF STON

1. **Principio de la conservación de la energía:** La energía no se crea ni se destruye, solo se transforma. En un sistema aislado, la energía total permanece constante.

2. **Principio de la conservación de la materia:** La materia no se crea ni se destruye, solo se transforma. En un sistema cerrado, la masa total permanece constante.

3. **Principio de la conservación de la carga eléctrica:** La carga eléctrica neta en un sistema aislado permanece constante.

4. **Principio de la conservación del momento lineal:** El momento lineal total de un sistema aislado permanece constante.

5. **Principio de la conservación del momento angular:** El momento angular total de un sistema aislado permanece constante.

6. **Principio de la conservación de la entropía:** En un proceso irreversible, la entropía total de un sistema aislado siempre aumenta.

Corporate stationery – Overview

Stationery

Our corporate stationery system has been designed in the spirit of our personality and values.

The vertical format for business cards brings a unique and unexpected note to the system.

Reproducing printed collateral and stationery with the highest quality processes and materials will reinforce the level of quality we promise to bring to our customers.

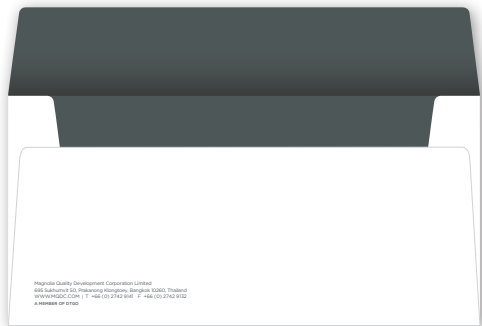
Business card



Letterhead



Envelope



Paper bag



3.2

Corporate Stationery

Business card

Size

89mm x 54mm

All measurements in millimeters

Recommended paper stock

Conqueror CX22 Diamond White

250gsm

1. MQDC logo

Pantone 877C (silver)
2. English Name

MrsEaves Roman
12pt on 11pt leading
Pantone 445C (gray)
3. Thai Name

DB Adman X Regular
10pt on 11pt leading
Pantone 445C (gray)
4. Title

MrsEaves Roman
8.5pt on auto leading
Pantone 445C (gray)
5. Email

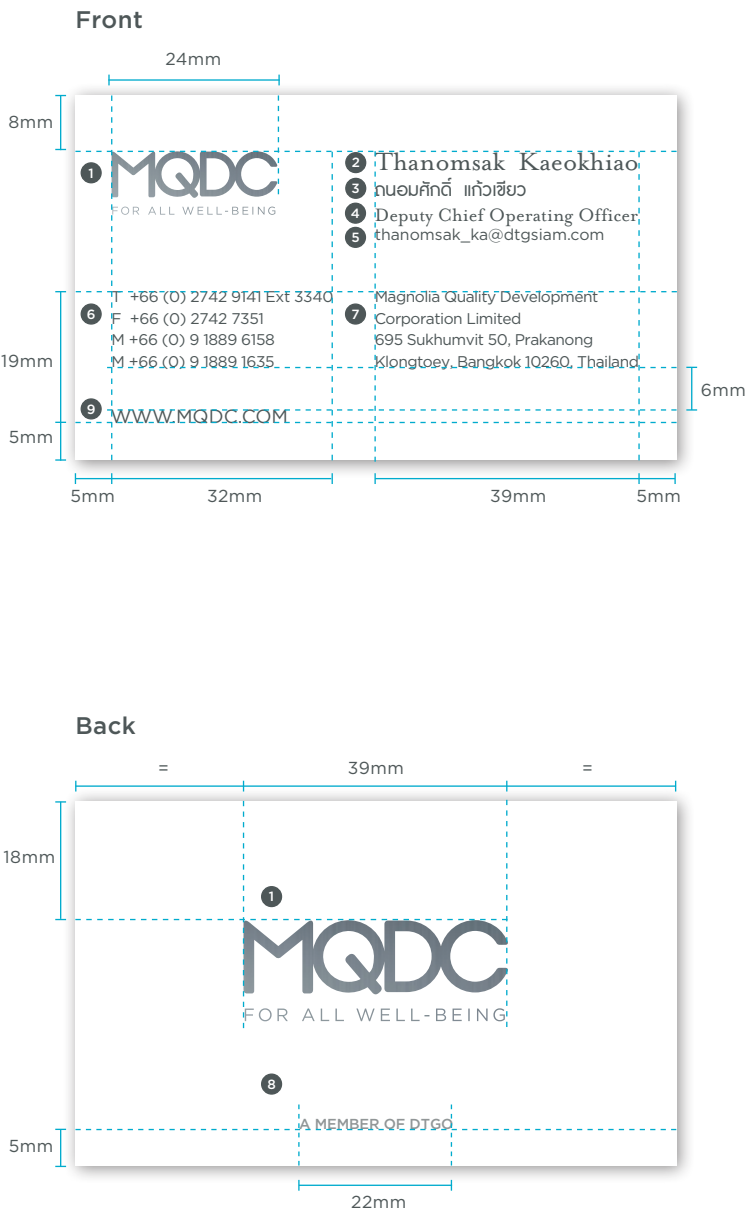
Gotham Book
6.5pt on auto leading
Pantone 445C (gray)
6. Contact no.

Gotham Book
6.5pt on 9pt leading
Tracking -25
Pantone 445C (gray)
7. Address

Gotham Book
6.5pt on 9pt leading
Tracking -33
Pantone 445C (gray)
8. Website

Gotham Book
8pt on auto leading
Pantone 445C (gray)
9. Member association

Gotham Medium
6pt on auto leading
Tracking -8pt
Pantone 877C (silver)



Letterhead

Size

210mm x 297mm
All measurements in millimetres

Recommended paper stock

100gsm

1.

MQDC logo
Pantone 877C (silver)
2.

MQDC icons
Pantone 877C (silver)
3.

Body copy
Verdana Regular
8.5pt on 11.5pt leading
85% Black
4.

Address & website
Gotham Book
7pt on 9.5pt leading
Tracking -33
Pantone 445C (gray)
5.

Member association
Gotham Medium
6pt on auto leading
Tracking -8
Pantone 445C (gray)



Continuation sheet

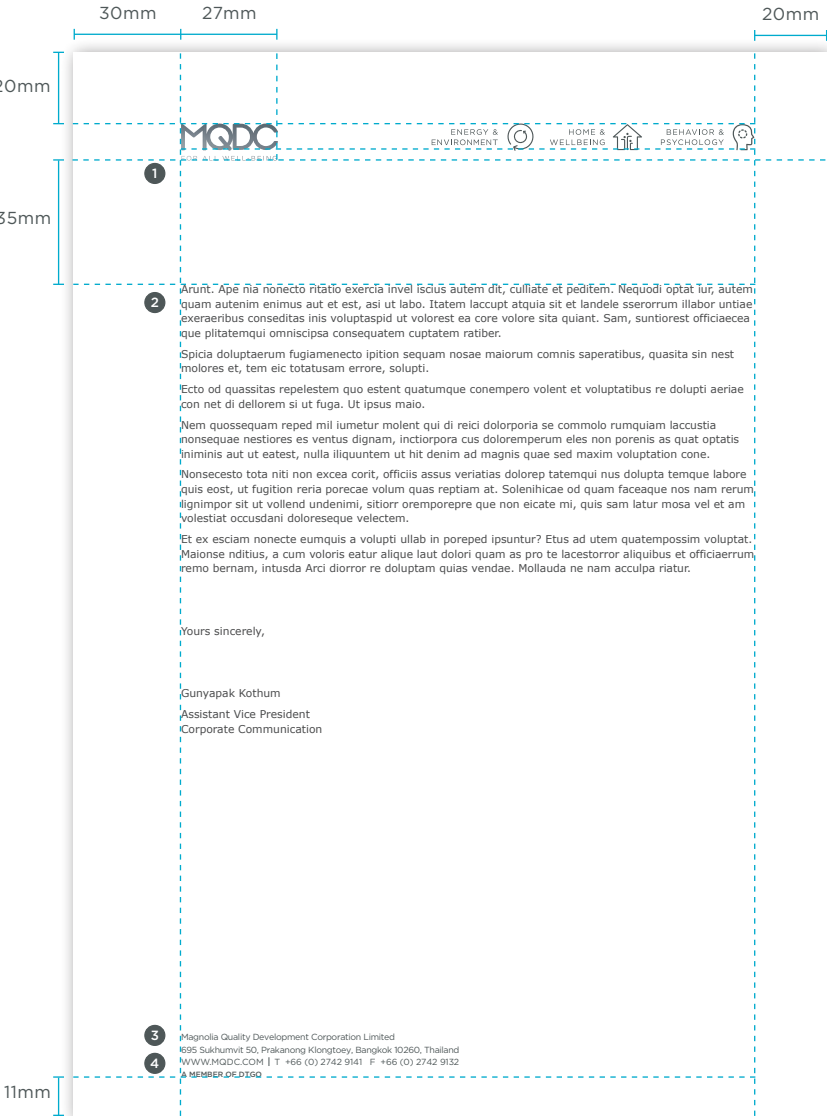
Size

210mm x 297mm
All measurements in millimetres

Recommended paper stock

100gsm

1. **MQDC logo**
Pantone 877C (silver)
2. **Body copy**
Verdana Regular
8.5pt on 11.5pt leading
85% Black
3. **Address & website**
Gotham Book
7pt on 9.5pt leading
Tracking -33
Pantone 445C (gray)
4. **Member association**
Gotham Medium
6pt on auto leading
Tracking -8
Pantone 445C (gray)



Press release

Size
210mm x 297mm
All measurements in millimetres

Recommended paper stock
100gsm

1.

MQDC logo

Pantone 877C (silver)
2.

MQDC icons

Pantone 445C (gray)
3.

‘Press Release’

MrsEaves Roman

23pt on 23pt leading

Tracking -15

Pantone 445C (gray)
4.

Body copy

Verdana Regular

8.5pt on 11.5pt leading

85% Black
5.

Address & website

Gotham Book

7pt on 9.5pt leading

Tracking -33

Pantone 445C (gray)
6.

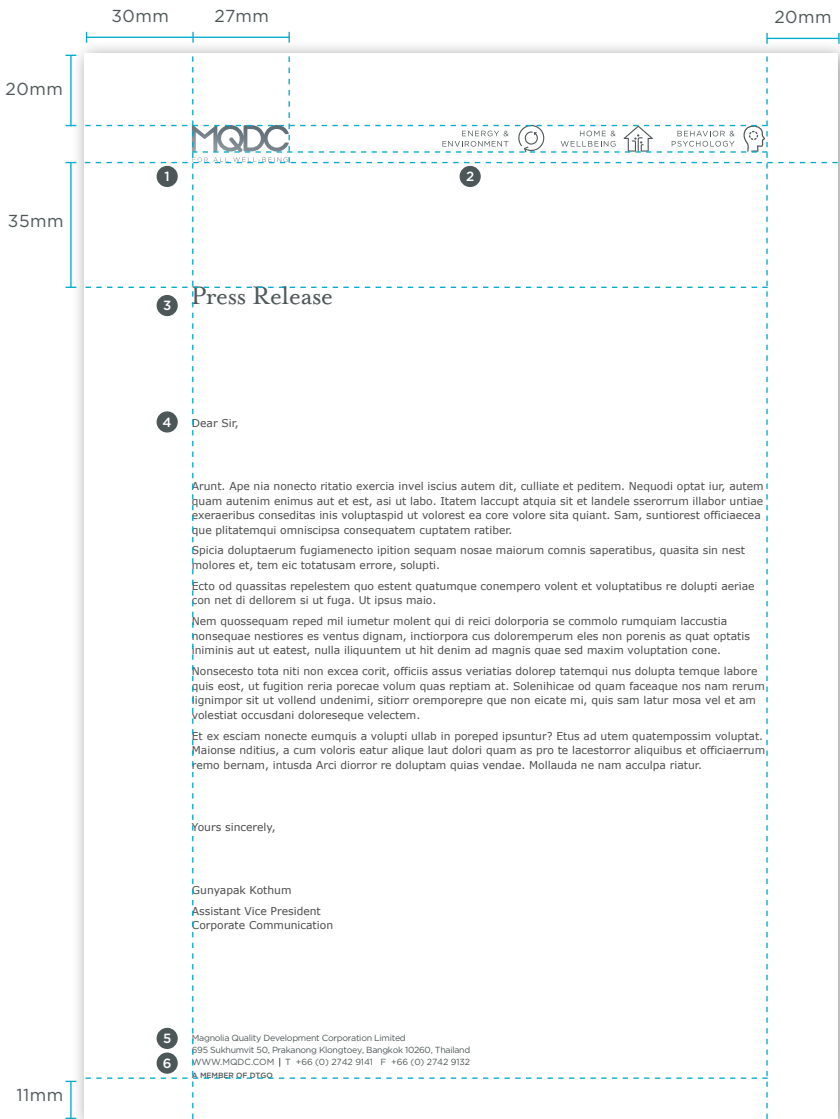
Member association

Gotham Medium

6pt on auto leading

Tracking -8

Pantone 445C (gray)



3.6

Corporate Stationery

Envelope

Size

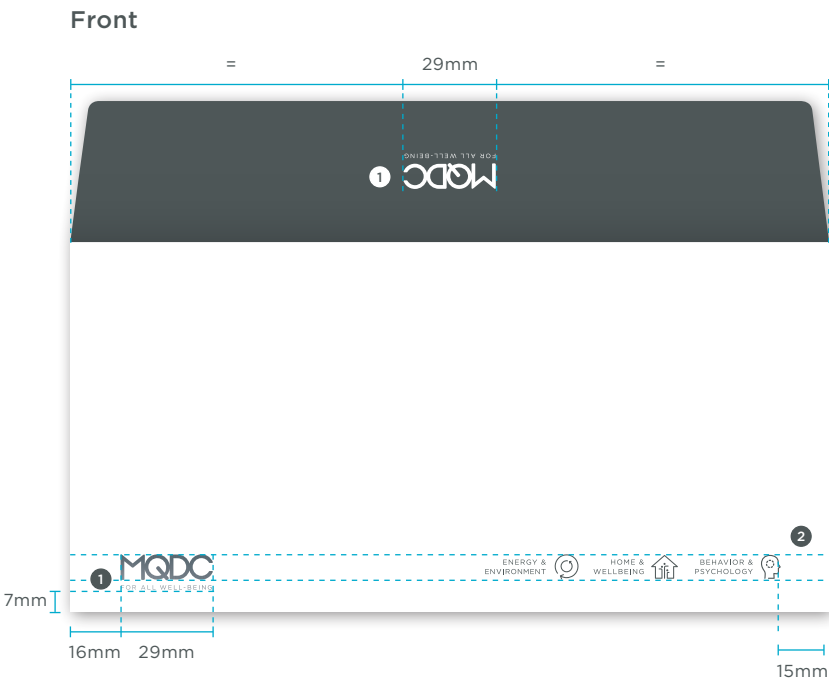
240mm x 117mm

All measurements in millimetres

Recommended paper stock

100gsm

1. **MQDC logo**
Pantone 877C (silver) / White
2. **MQDC icons**
Pantone 445C (gray)
3. **Address & website**
Gotham Book
7pt on 9.5pt leading
Tracking -33
Pantone 445C (gray)
4. **Member association**
Gotham Medium
6pt on auto leading
Tracking -8
Pantone 445C (gray)



Alternative



A4 Envelope

Size

340mm x 260mm
All measurements in millimetres

Recommended paper stock

100gsm

1. MQDC logo

Pantone 877C (silver)
2. MQDC icons

Pantone 445C (gray)
3. Address & website

Gotham Book

7pt on 9.5pt leading

Tracking -33

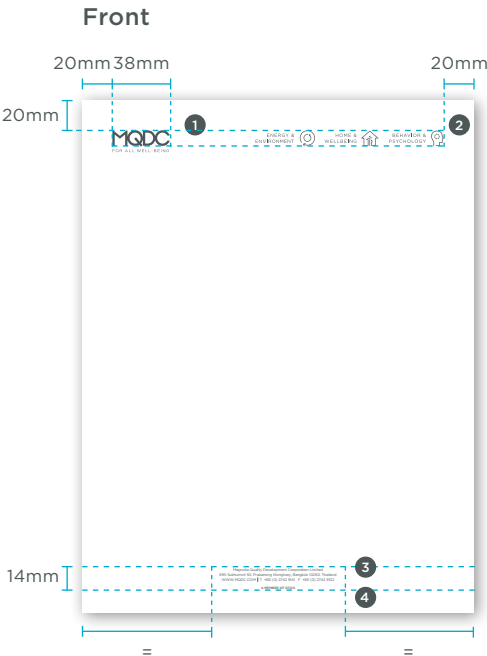
Pantone 445C (gray)
4. Member association

Gotham Medium

6pt on auto leading

Tracking -8

Pantone 445C (gray)



Back



Email signature

Email signature

The email signature will need to be constructed based on the guidelines for your specific email software.

When organising the information, please follow the basic layout and typography rules illustrated in the image below.

1. **MQDC logo**

Pantone 445C (gray)
2. **MQDC icons**

Pantone 445C (gray)
3. **Name**

MrsEaves Roman

11.5pt on auto leading

Tracking -15

Pantone 445C (gray)
4. **Position**

MrsEaves Roman

9.5pt on auto leading

Tracking -15

Pantone 445C (gray)
5. **Company & contact**

Gotham Book

6pt on 9pt leading

Tracking 10

Pantone 445C (gray)
6. **Website**

Gotham Book

5.5pt on 5.5pt leading

Tracking 10

Pantone 445C (gray)
7. **Member association**

Gotham Medium

5.5pt on 9pt leading

Tracking 10

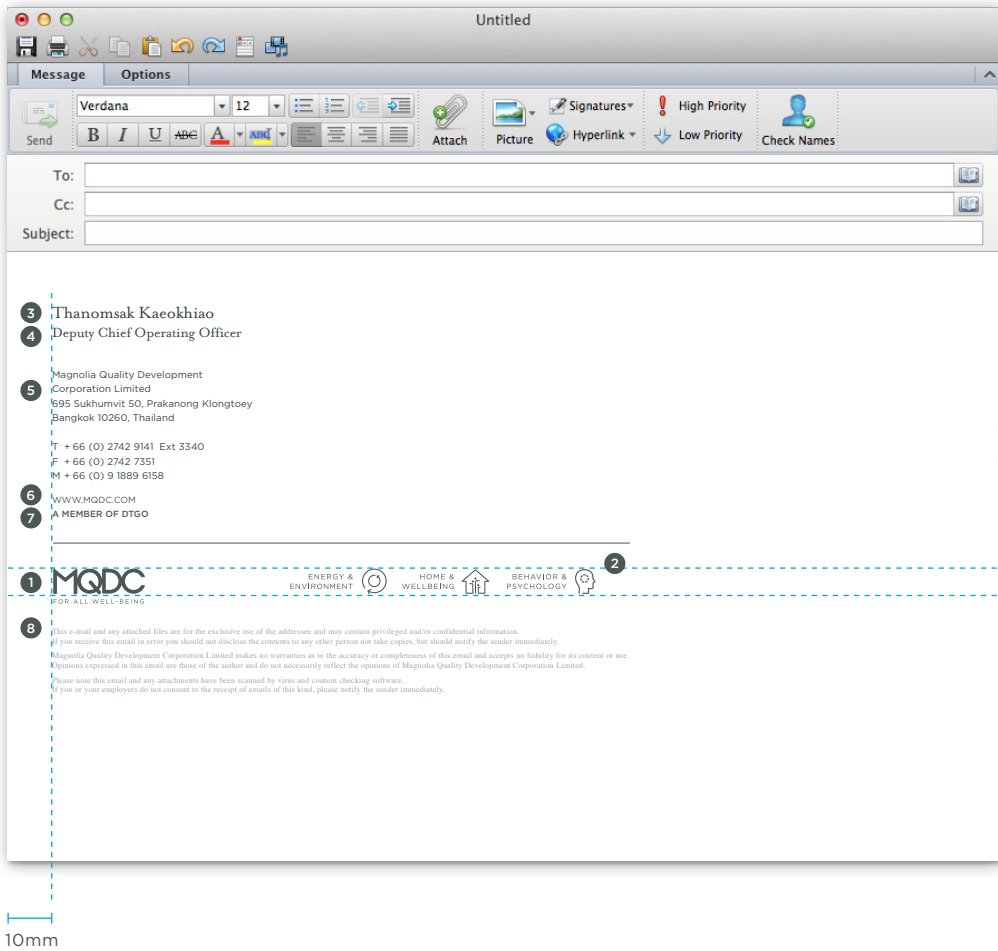
Pantone 445C (gray)
8. **Email condition**

Times Regular

5pt on 6pt leading

Tracking 25

50% of Pantone 445C (gray)



Corporate folder

Size

440mm x 307mm x 5mm (open)

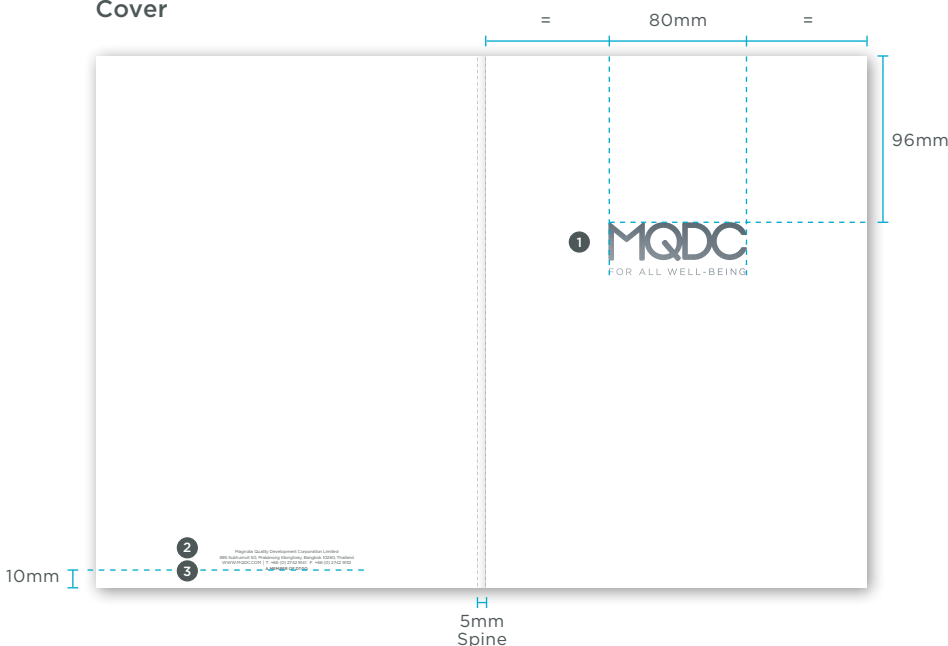
220mm x 307mm x 5mm (close)

Recommended paper stock

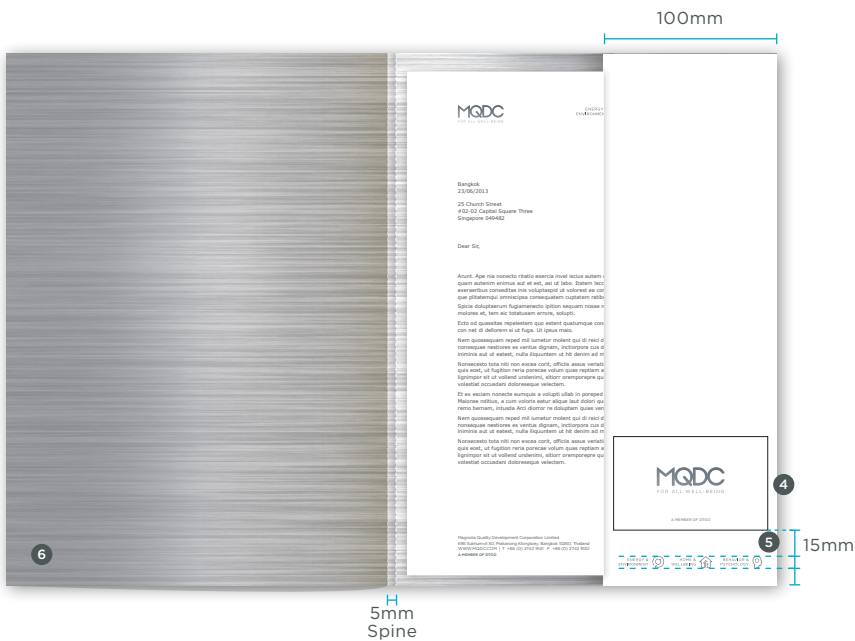
250-300gsm

- 1. MQDC logo**
Pantone 877C (silver)
- 2. Address & website**
Gotham Book
7pt on 9.5pt leading
Tracking -33
Pantone 445C (gray)
- 3. Member association**
Gotham Medium
6pt on auto leading
Tracking -8
Pantone 445C (gray)
- 4. MQDC Namecard**
- 5. MQDC icons**
Pantone 445C (gray)
- 6. Background**
Pantone 877C (silver)

Cover



Inside



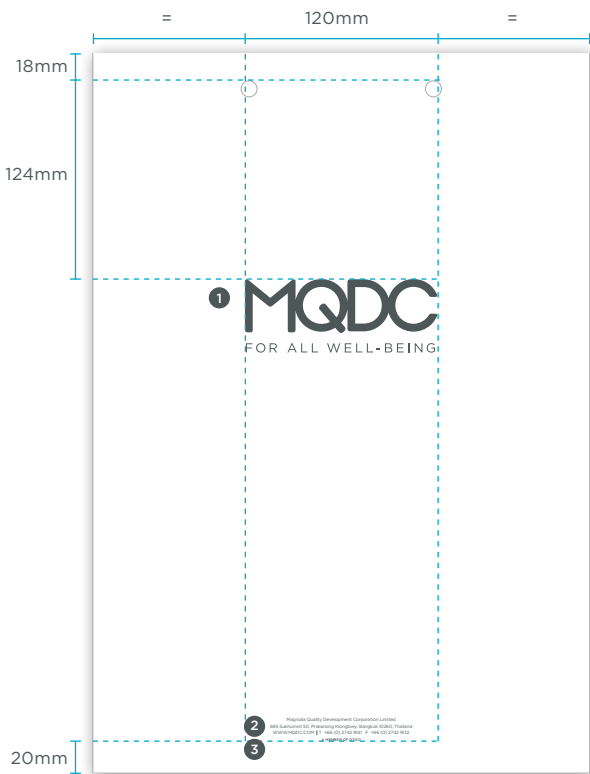
Paper bag

Paper bags provide great equity to promote our brand. Using a clean design, it will allow us to make a subtle statement and showcase the premium nature of our brand.

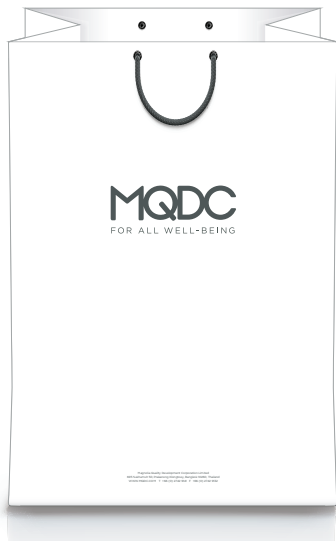
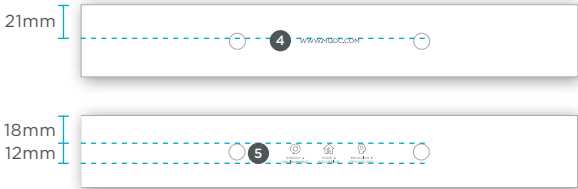
Size
450mm x 965mm (open)
450mm x 310mm x 155mm (close)

1. **MQDC logo**
Pantone 877C (silver)
2. **Address & website**
Gotham Book
8pt on 11.5pt leading
Tracking -33
Pantone 445C (gray)
3. **Member association**
Gotham Medium
6.5pt on auto leading
Tracking -8
Pantone 445C (gray)
4. **MQDC website**
Pantone 445C (gray)
5. **MQDC icons**
Pantone 445C (gray)

Front and back



Inside flaps



Backdrop

Backdrop is designed to feature MQDC branding and partners logos with maximum visibility from any camera angle when making announcements or briefing the media.

