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Publications

Our publications come in various formats. In this section, you'll find guidelines for combining the key design elements of the MQDC for our internal and external branded print collaterals.

- 4.1 Publications - Overview
- 4.2 Marketing brochure cover
 - Content structure
- 4.3 Marketing brochure spread
 - Content structure



Sometimes
the most
complex
questions have
the simplest
answers.

Publication – Overview

Publication

Our printed materials can be the first point of contact for many customers and as such, can be critical to our success.

As MQDC properties, care needs to be taken to ensure all of our printed communication is delivered in a consistent and unified manner.

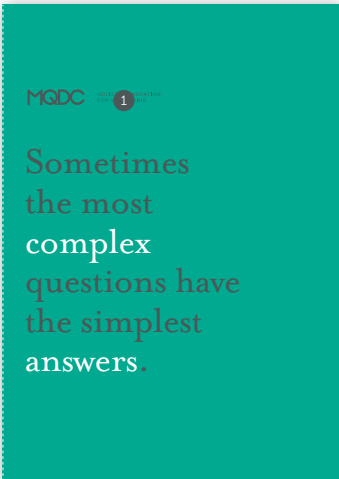
The print material brings together the best of our visual language - the supporting graphic, our brand identity, the different images of our photography style. All combine to deliver a unique and differentiating face to market.

Hierarchy of elements

Our marketing brochures should feature these key design elements in the following order of prominence.

Content structure

1. **MQDC logo**
- Please refer to section 2.6 for specifications.
2. **Photography**
- The role of photography is to provide a strong impression of the product offering. The details of the finishing gives a wholistic sense of the high-quality finishing in the MQDC properties.
3. **Headline and body copy**
- The headline of our brochures should always be short and to the point. The body copy should further describe the content.
4. **MQDC icons**
- The MQDC icons as the supporting graphics and creates the overall richness of the visual system.



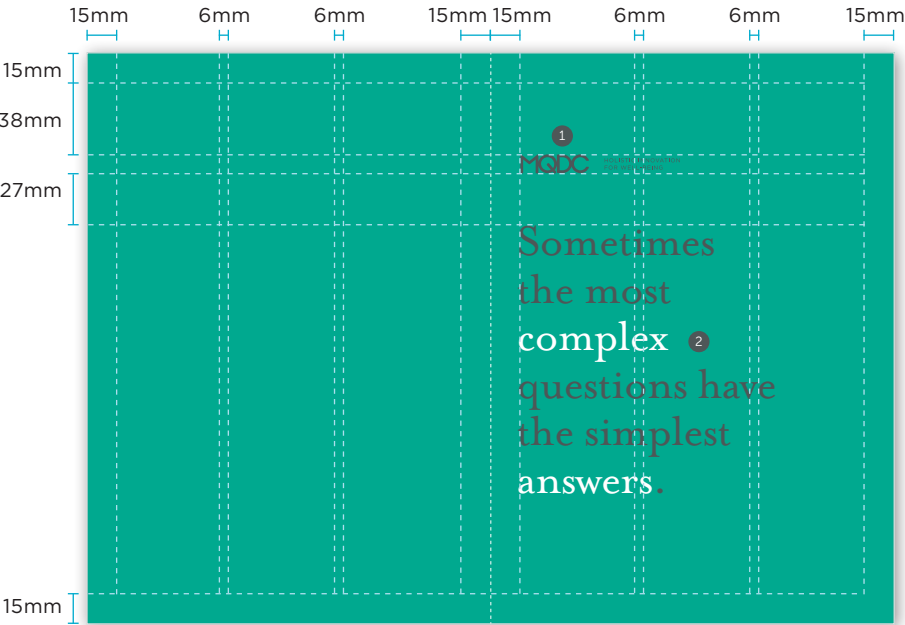
Marketing brochure cover – Content structure

Hierarchy of elements

- 1) MQDC logo
- 2) Headline

Brochure cover content structure

- 1. **MQDC logo**
Pantone 445C (gray)
- 2. **Headline**
MrsEaves Roman
70pt on 70pt leading
Tracking -15
Pantone 445C (gray)
White



Marketing brochure spread – Content structure

Hierarchy of elements

- 1) Photography
- 2) Headline
- 3) Body copy
- 4) MQDC icons

Brochure spread content structure

1. **Photography**
Full colour

2. **Headline**
MrsEaves Roman
115pt on 100pt leading
15pt on 15pt leading
Tracking -15
Pantone 445C (gray)
Pantone 3268C (green)

3. **Body Copy**
Gotham Book
8.5pt on 11pt leading
Tracking 20
Pantone 445C

4. **MQDC icons**
Pantone 3268C (green)

15mm6mm6mm15mm15mm6mm6mm15mm

15mm

Well-crafted for well-being.

Shining star in the property market

15mm

15mm6mm6mm15mm15mm6mm6mm15mm

15mm

Taking every step to stay steps ahead.

ENERGY ECOLOGY
HOME & WELLBEING
BEHAVIOR PSYCHOLOGY

15mm

1

2

3

4

1

2

3

4

MQDC Brand Identity Guidelines