5.0

Advertising

Our print advertising caters to a variety of sizes and formats. This section will guide you through how to combine our key design elements for our advertising materials.

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Advertising - Overview

Masterbrand advertising

Our advertising need to drive interest and attention wherever seen. Using a combination of the brand's style of photography, secondary colours and brand voice, we can create ads which stands out in the market.

Advertising formats and content structure

1. MQDC logo
Please refer to section 2.6 for specifications.

2. MQDC innovation icons
The MQDC innovation icons inform consumers about the unique approach to technology and innovation within our properties.

3. Photography
(Image to be cropped into area)
The role of photography is to provide a strong impression of the product offering or the customer benefit. Contemporary, expressive layouts with colourfull tones should be used to express the style of MQDC properties.

4. Headline and body copy
The headline of our advertising collaterals should always be short and to the point. Body copy can then be used to further tell the story.

5.2
Advertising

Print advertising - Content structure

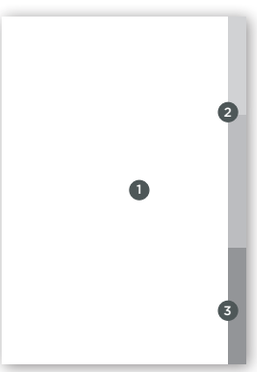
Overview

This is a overview page for visualization on the different layout compositions that were developed for the MQDC Print advertisement system. So depending on the content you need to communicate and photos you need to use, you will be able to choose the most appropriate one on this range of different compositions.

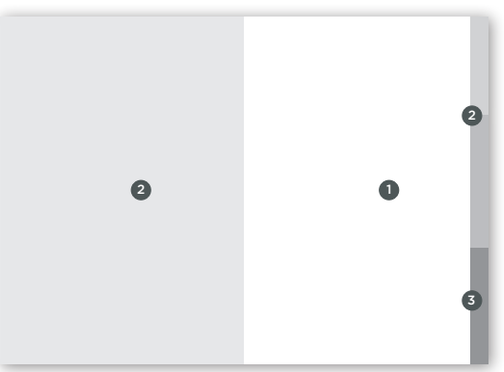
Masterbrand advertising content structure

1. **Content area (White wood texture)**
2. **Photography**
3. **Icons**

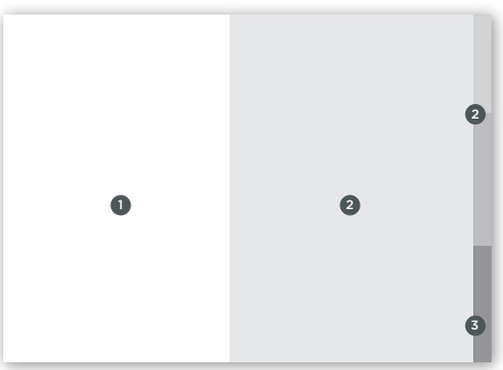
Portrait advertising



Portrait advertising 1



Portrait advertising 2



Portrait advertising 3

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Advertising

Print advertising - Landscape

Landscape advertising
The landscape advertising system functions in the same way as the portrait system. Apply graphic crops of the logo to the left, right or all sides of the image will bring differentiation and ownable equity to the MQDC brand.

Size
420mm x 297mm (A3)

Masterbrand advertising content structure

1. **MQDC logo**
   MQDC Gray

2. **MQDC icons**
   White

3. **Photography**
   Full colour

4. **Headline / subheads**
   MrsEaves Roman
   100-126pt on 95-120pt leading
   15pt on 15pt leading
   Tracking -15
   MQDC corporate colours

5. **Body copy**
   Gotham Book
   8.5pt on 11pt leading
   Tracking 20
   MQDC Gray

Photography make-up

1. **MQDC logo**
   MQDC Gray

2. **MQDC icons**
   White

3. **Photography**
   Full colour

4. **Headline / subheads**
   MrsEaves Roman
   100-126pt on 95-120pt leading
   15pt on 15pt leading
   Tracking -15
   MQDC corporate colours

5. **Body copy**
   Gotham Book
   8.5pt on 11pt leading
   Tracking 20
   MQDC Gray

5.6
Advertising

Print advertising – Portrait

Portrait advertising
The example shown below, uses a full crop of the logo to create an interesting four-sided frame within the grid.

Being creative with layout ensures the personality of our brand is always evident within branded collateral.

Size
210mm x 297mm (A4)

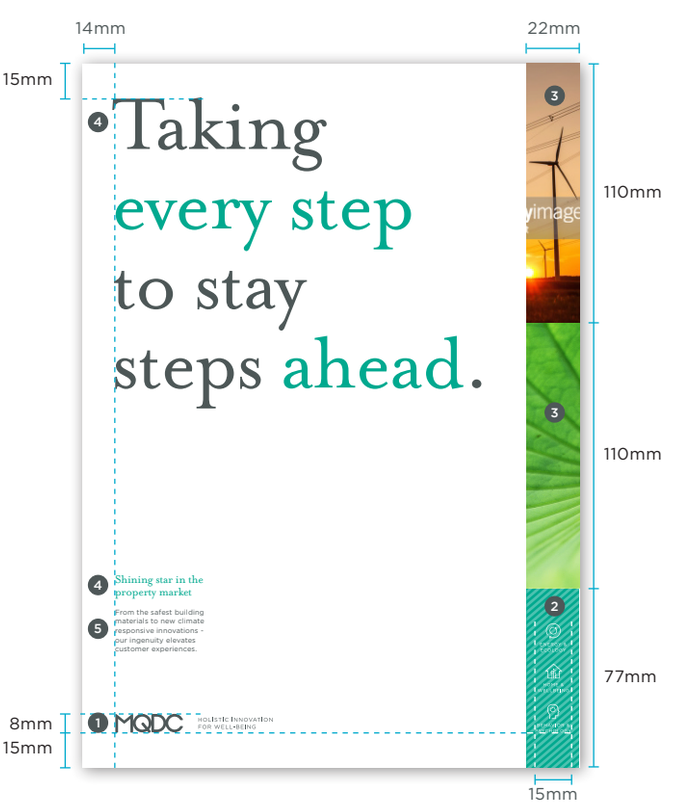
1. **MQDC logo**
   MQDC Gray

2. **MQDC icons**
   White

3. **Photography**
   Full colour

4. **Headline**
   MrsEaves Roman
   100-126pt on 95-120pt leading
   15pt on 15pt leading
   Tracking -15
   MQDC corporate colours

5. **Body copy**
   Gotham Book
   8.5pt on 11pt leading
   Tracking 20
   MQDC Gray



Billboard advertising

Billboards

The billboard advertising templates have been designed to capture the energy and uniqueness of our core look and feel system.

Powerful and engaging crops of the identity produce a very proprietary grid that will stand out and become recognizably MQDC.

The illustrations that follow demonstrate examples of how the system should be considered.

The potential for variety means that the grid can be evolved over time, ensuring the look is always vibrant and visually interesting.

Billboard

1. **MQDC logo**
   MQDC Gray
2. **MQDC icons**
   White
3. **Photography**
   Full colour
4. **Thai Headline**
   DB Adman X Regular
   MQDC Gray
5. **English Headline**
   MrsEaves Roman
   MQDC Gray & Green
6. **Website**
   Gotham Medium
   MQDC Green

A. **Content area (White wood texture)**

B. **Photography**

C. **Icons**