



tying 29g

Decor

6.0

Digital communications

This section looks at some of our digital communications and how our brand identity system can be utilised to deliver our message across all media.

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MQDC

HOLISTIC INNOVATION
FOR WELL-BEING

ENERGY &
ENVIRONMENT



HOME &
WELLBEING



People-inspired property

About us

Projects

News & Promotion

Social

Contact us

getty

Digital communications – Overview

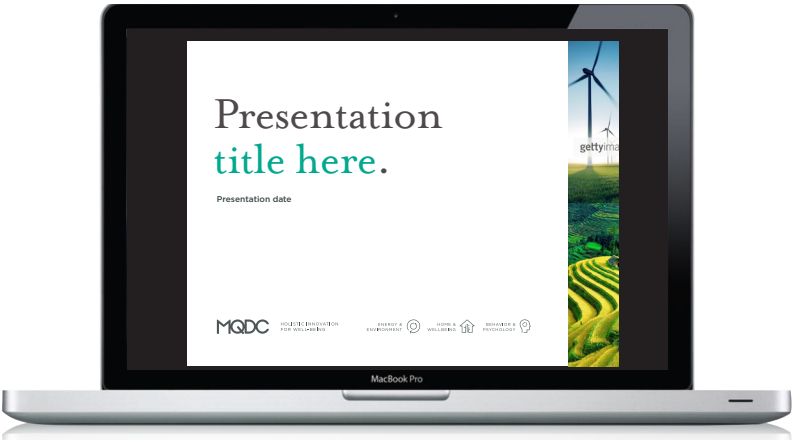
Overview

The website, online advertising banners and other digital applications can be among the first and most interactive touchpoints our customers will have with our brand.

Creating an honest and true impression of MQDC will showcase the best of the brand, differentiating us in our market.

Our digital applications have been developed to capitalise on the dynamism of the new system, incorporating our corporate colours, unique graphic style and photography style.

Multimedia Samples



6.2

Digital Communications

Powerpoint – Opening slide

PowerPoint

The PPT title slide has been designed with simplicity in mind, celebrating the unique visual style of our new corporate identity.

Use the primary corporate colours to create your slides. Only use secondary colours on the cover

slide in case you need to differentiate series of presentations

Opening slide



Opening slide
Example 2



Opening slide
Example 3

Powerpoint – Template

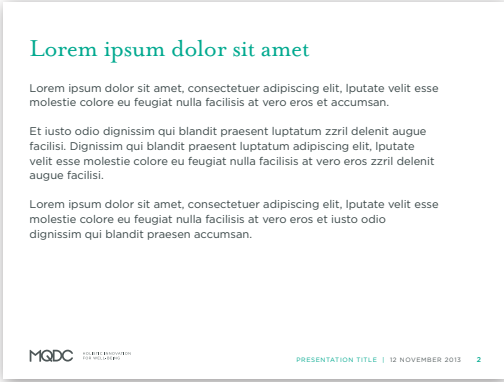
Layout

With nice crops of photos, we can bring a visually interesting approach to divider slides. Using the white wood texture, it will be a interesting background for content slides.

Powerpoint template



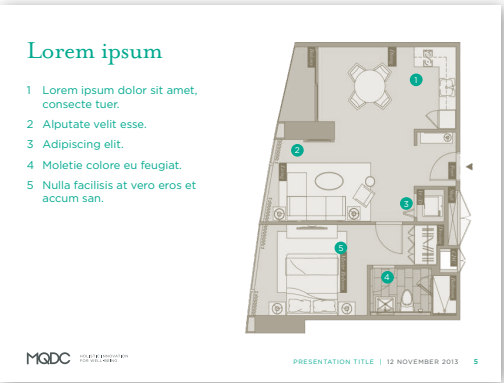
Chapter divider slide



Main slide 1



Main slide 2



Main slide 3



Main slide 4



Main slide 5

6.4

Digital Communications

Website – Homepage

Home page

Retaining clean, compact interfaces that are simple to navigate and reduce complexity for customers, the website is able to connect us directly to our core brand values.

The home page uses the MQDC logo as a crop for imagery, which also acts as a window into our world. When moused over, it can animate or scale up to reveal more details.

MQDC website

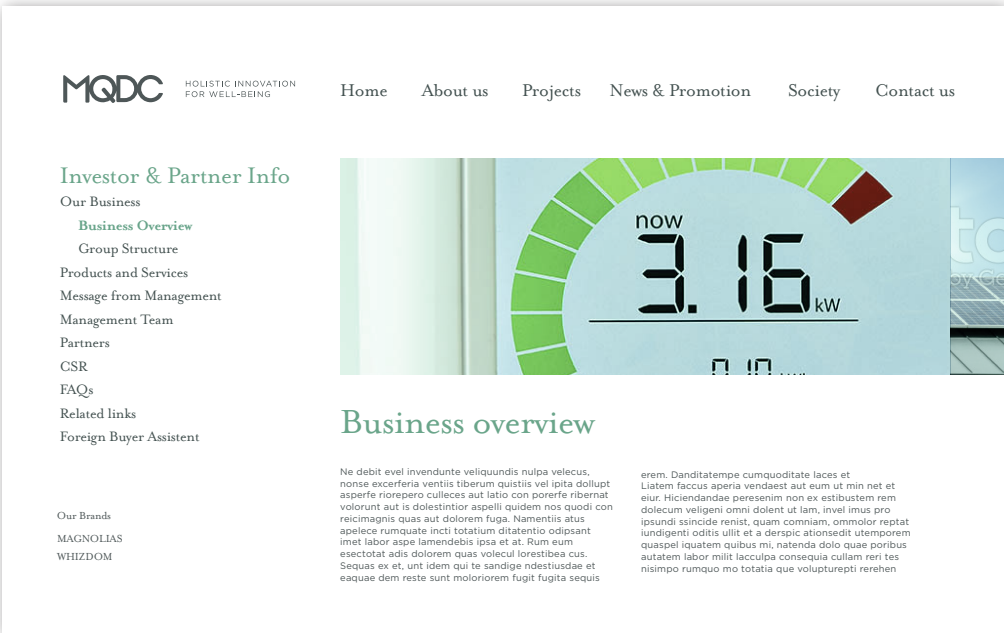


Website – 2nd levels

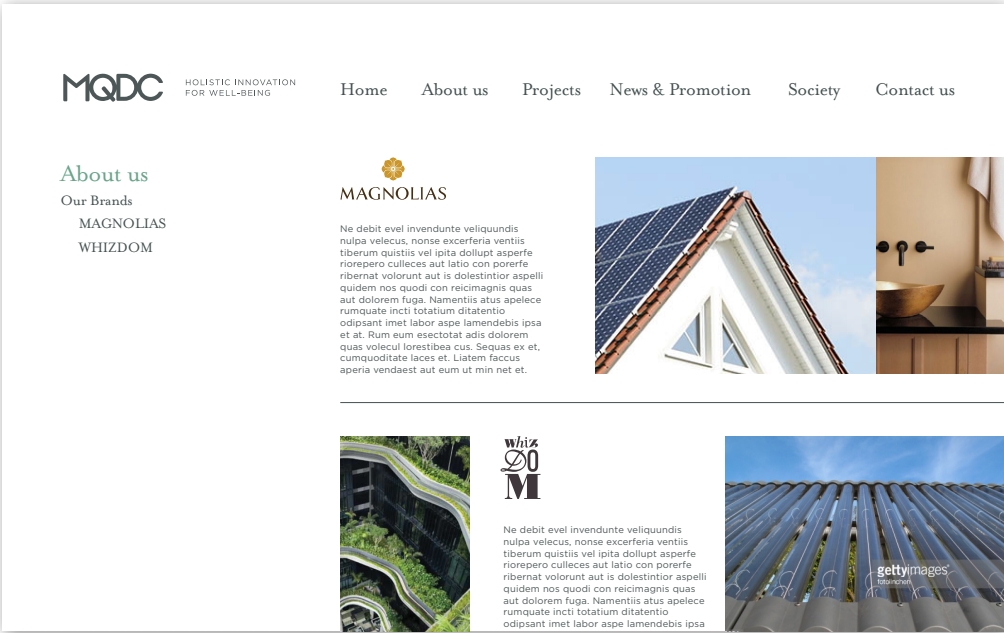
2nd levels

The next level pages demonstrate how we can introduce graphic crops to the web pages to frame content and imagery in a dynamic and truly ownable way.

MQDC website



2nd level



3rd level

6.6

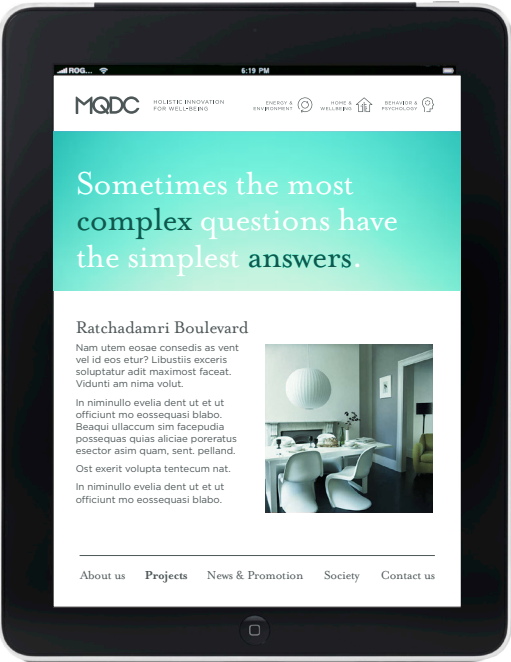
Digital Communications

Tablet app – Homepage and 2nd level

Home page and 2nd level

The mobile app has been designed to bring the world of MQDC to devices with clarity and legibility.

MQDC tablet app



Tablet app icon

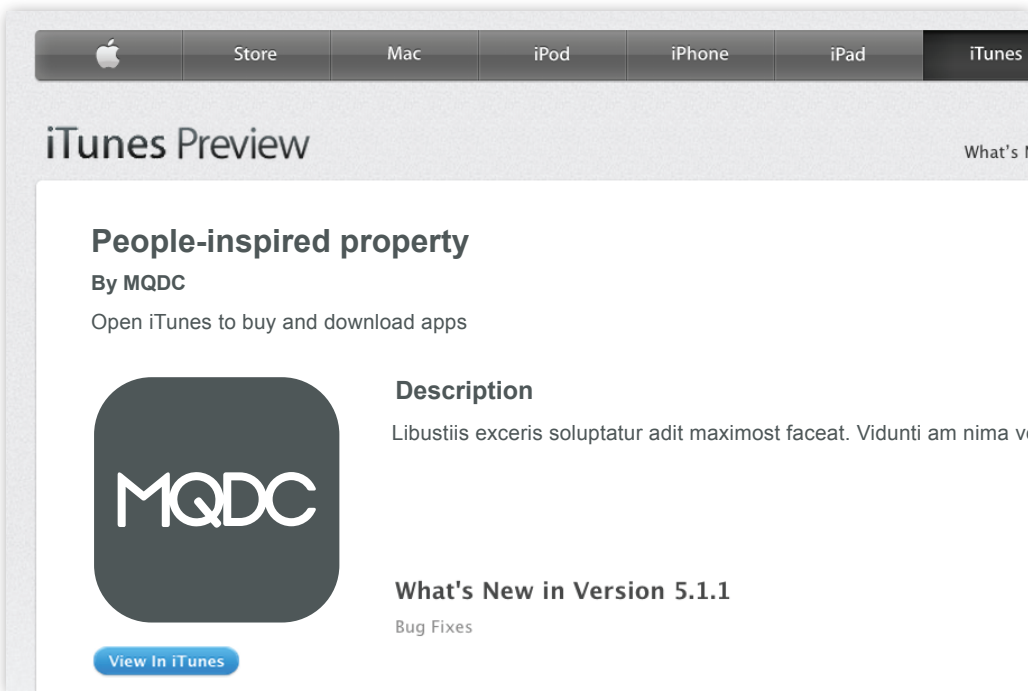
App icon

An app icon is a symbol created for a mobile application.

The MQDC app icon is kept simple and uses basic shapes that capture the graphic look of the visual system.

The core colours of the system are used for recognizability and consistency across all touchpoints.

MQDC tablet app icon



6.8

Digital Communications

Facebook page

Facebook

The Facebook social media platform allows the brand to engage and interact openly and directly with customers. The image panels within this page allow us to bring some branded visual content to customers.

A simplified page header will ensure a clean, relevant message is relayed to consumers about the MQDC brand. Use the main image window to showcase property types or interior shots, within the cropping of our graphic system.

The main image panel could be updated frequently to represent new products or developments for the brand as required.

Examples



Online advertising banners

Online advertising

Online banner advertisements have limited space to make an impact on potential customers

A short, eye-catching animation or simply animated series of letterforms will bring the essence of the MQDC brand to life in a genuine, on-brand and direct manner.

It is important that we don't attempt to include too much text, ensuring the banner is dynamic and intriguing - drawing interested viewers to the MQDC website.

Examples

