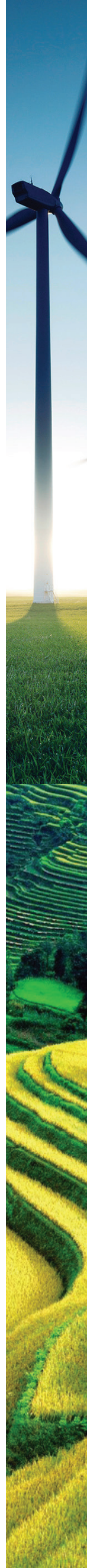


Guiding us
towards our
tomorrows.





Raising standards. Providing opportunities. Changing lives.

Our visual identity is a vital part of our new positioning. It is the visual representation of MQDC's brand that can be summed up in these words "Holistic innovation for well-being".

These guidelines aim to show you how to bring the world of MQDC to life across a wide range of touchpoints.

gelf

Perth, Australia

481824881

Contents

If you have any questions about the content of this document, or the implementation of the MQDC brand, please contact the Marketing Department.

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I.O

Brand Platform

This section provides an overview of our brand proposition, brand pillars, the personality and story that provide the strategic foundations of our brand.

- 1.1 Brand platform
- 1.2 Brand positioning



Brand platform

Our brand platform provides the strategic foundation for the way our brand acts and speaks. All communication, written or visual must be guided by these principles to truly deliver the MQDC brand experience.

Brand proposition

THE MOTIVATING IDEA THAT DRIVES ACTION

Holistic innovations for well-being

Our personality

WHO YOU ARE AS A PERSON, THE TONE IN WHICH YOU BEHAVE

Visionary
Insightful

Inspirational
Commitment

Visionary

Pacesetting the industry, far-sighted, looks beyond immediate profits to furthering community welfare

Inspirational

Innovative in thinking, outstanding in service standards and business practices

Insightful

Always driven by in-depth consumer understanding, technical know-how and market knowledge

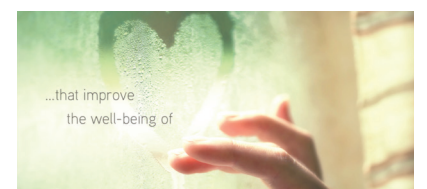
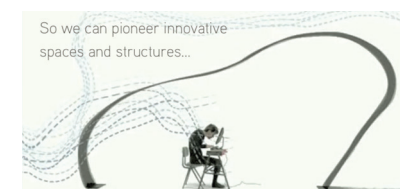
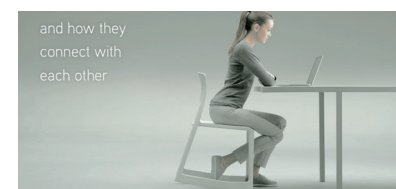
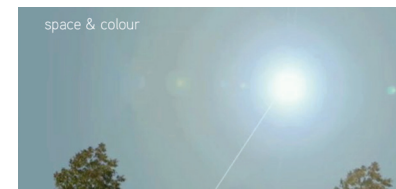
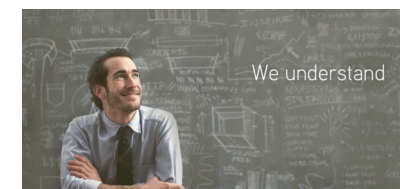
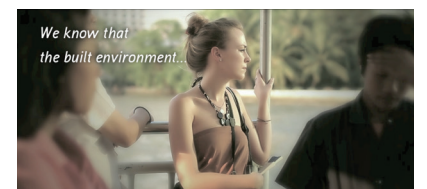
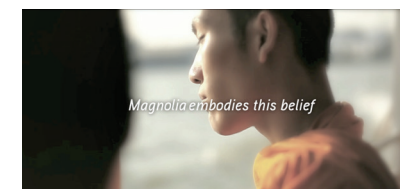
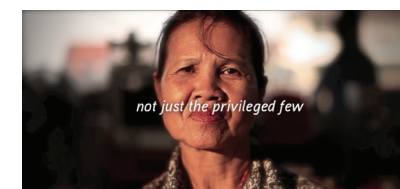
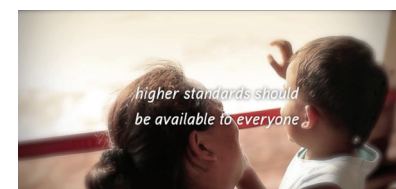
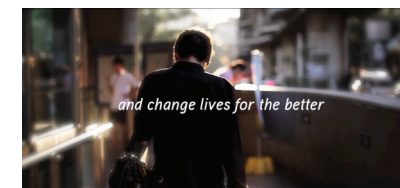
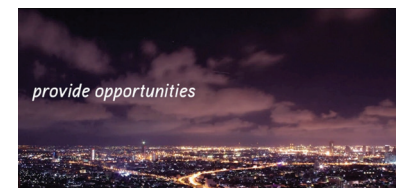
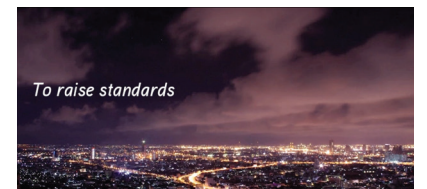
Committed

Motivated by a higher purpose to serve the community at large, does what it takes to deliver on promises

Brand positioning

Designer of innovative, high quality property developments that

combine human understanding & technical know-how



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

gettyimages®

Thomas Barwick

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

MQDC

Colours



Typography

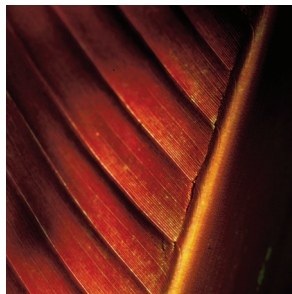
Gotham

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

MrsEaves

Roman **Bold**

Photography



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



Corporate identity – Clear zone and minimum size

Clear zone

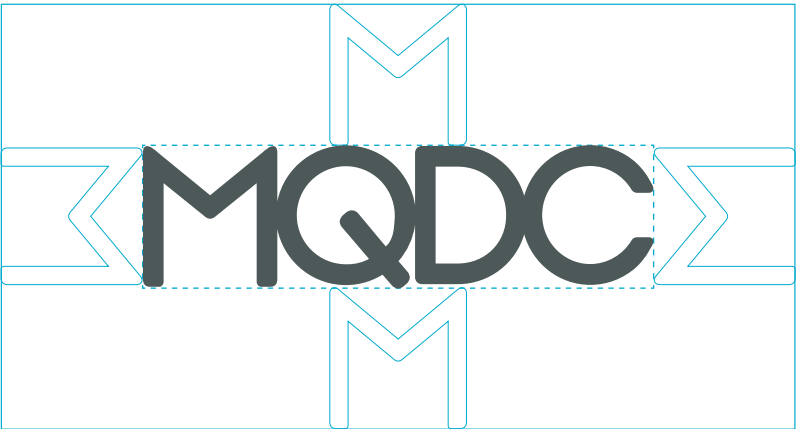
The clear zone should never be encroached upon by any design elements whether text, images or graphics, unless explicitly documented in this document.

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



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®

CMYK

RGB

Web

445C

68/54/55/30

78/87/87

4e5757

MQDC Corporate Green

Pantone®

CMYK

RGB

Web

3268C

90/3/58/0

0/169/143

00a98e

Secondary colours

MQDC Yellow

Pantone®

CMYK

RGB

Web

7549C

0/31/100/0

255/183/0

ff600

MQDC Orange

Pantone®

CMYK

RGB

Web

158C

2/66/100/0

239/118/34

ee7521

MQDC Red

Pantone®

CMYK

RGB

Web

032C

0/93/76/0

247/50/63

f6323e

MQDC Blue

Pantone®

CMYK

RGB

Web

312C

96/6/15/0

0/167/206

00a6ce

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



Reversed white on MQDC Gray background



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

A red 'X' icon is in the top left corner of the box. The MQDC logo is stretched horizontally.	A red 'X' icon is in the top left corner of the box. The MQDC logo is in a bright pink color.	A red 'X' icon is in the top left corner of the box. The MQDC logo has a gray drop shadow effect.
Do not stretch in any way.	Do not alter the colour.	Do not apply any effects.
A red 'X' icon is in the top left corner of the box. The MQDC logo is outlined in black.	A red 'X' icon is in the top left corner of the box. The MQDC logo is in a serif font.	A red 'X' icon is in the top left corner of the box. The MQDC logo is on a background of green and yellow wavy lines.
Do not add keyline.	Do not substitute another font.	Do not apply busy imagery as background.
A red 'X' icon is in the top left corner of the box. The MQDC logo is inside a dark gray oval.	A red 'X' icon is in the top left corner of the box. The MQDC logo is split into 'MQ' and 'C' with a gap between them.	A red 'X' icon is in the top left corner of the box. The MQDC logo is in white on a solid pink 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



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

คนทำงานเกี่ยวกับการโฆษณา

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



2.II

Visual system

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



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



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.

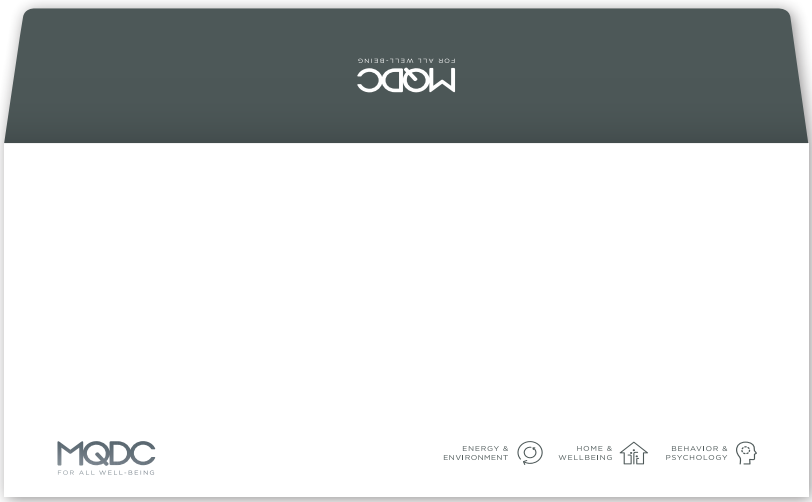
Home Health

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



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

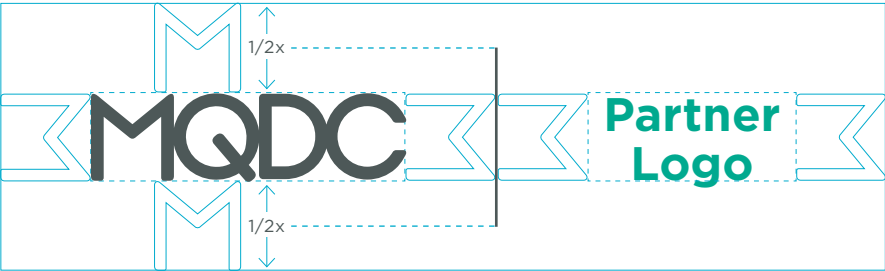
The clear zone should never be encroached upon by any design elements whether text, images or graphics, unless explicitly documented in this document.

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



Minimum size



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.

- 3.1 Corporate stationery - Overview
- 3.2 Business card
- 3.3 Letterhead
- 3.4 Continuation sheet
- 3.5 Press release
- 3.6 Envelope
- 3.7 A4 Envelope
- 3.8 Email signature
- 3.9 Corporate folder
- 3.10 Paper bag
- 3.11 Backdrop

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.

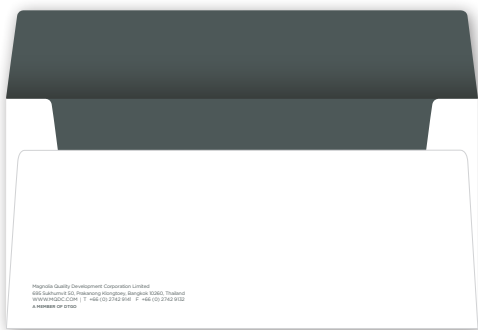
Business card



Letterhead



Envelope



Paper bag



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

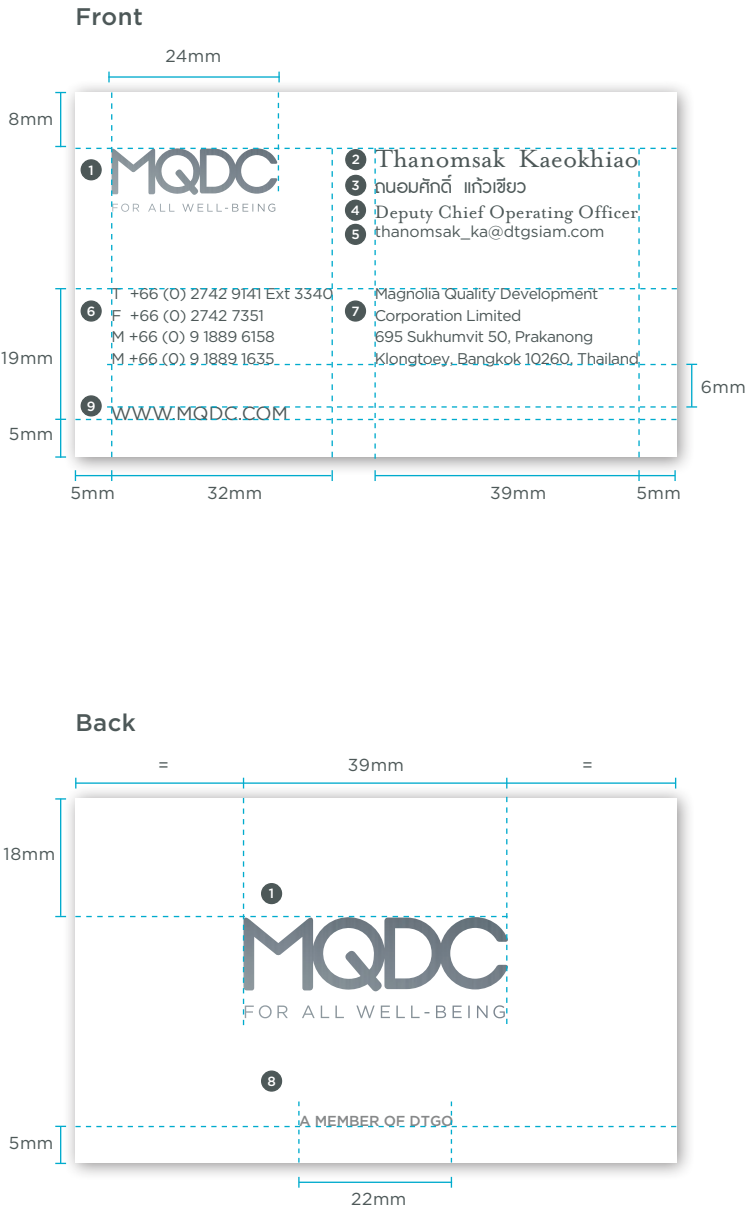
Gotham Book
6.5pt on auto leading
Pantone 445C (gray)
6. Contact no.

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

Press release

- 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)



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)



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



Front



Back



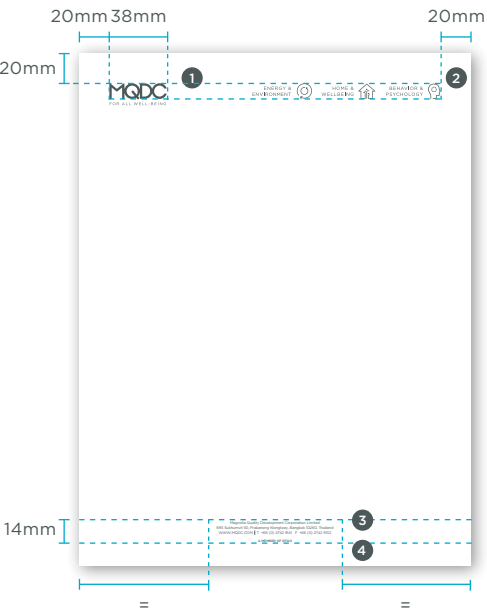
A4 Envelope

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)

Front



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)

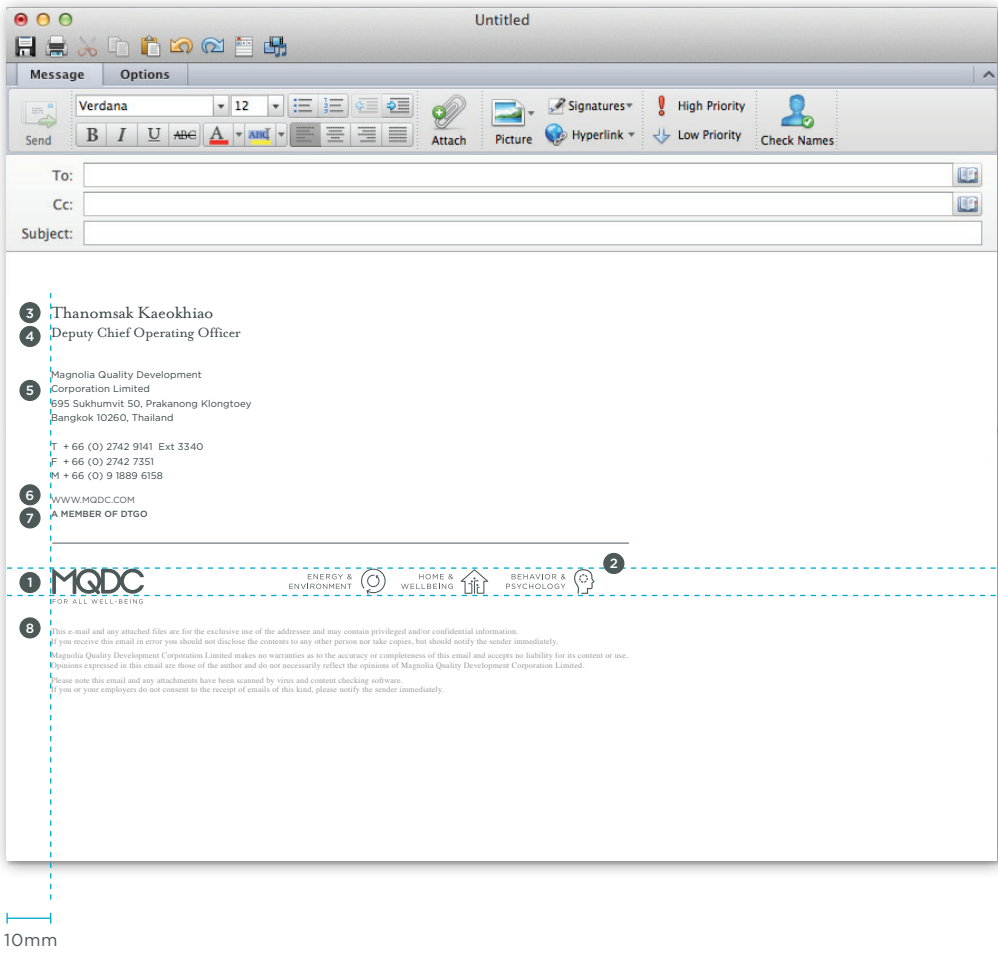
4. **Position**
MrsEaves Roman
9.5pt on auto leading
Tracking -15
Pantone 445C (gray)

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)

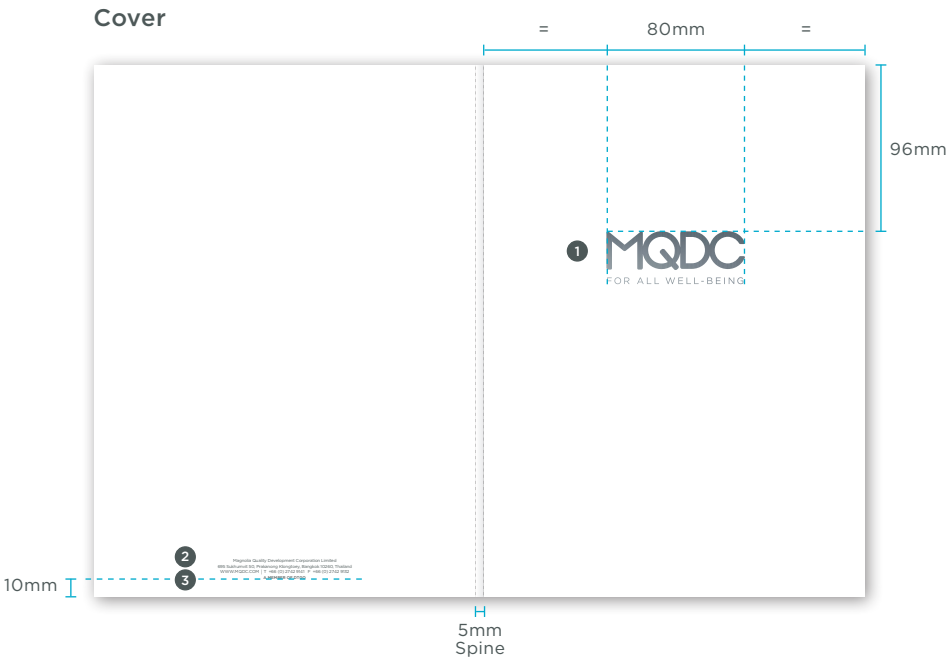
2. **Address & website**
Gotham Book
7pt on 9.5pt leading
Tracking -33
Pantone 445C (gray)

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

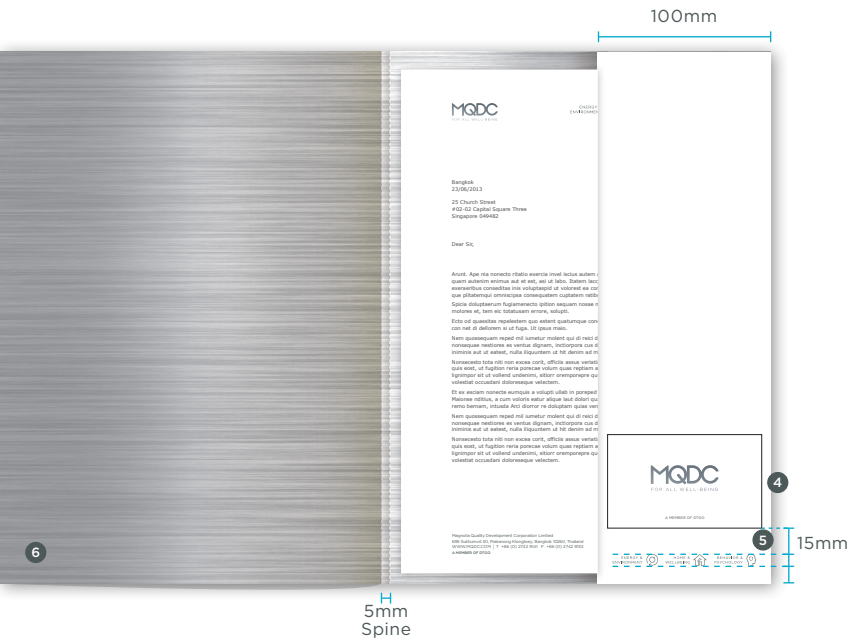
4. **MQDC Namecard**

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

6. **Background**
Pantone 877C (silver)



Inside

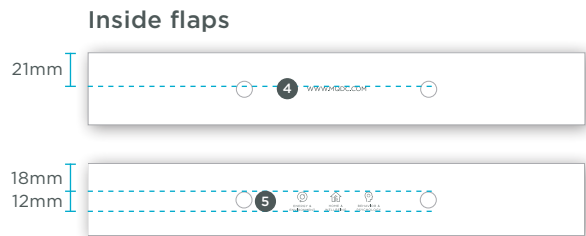
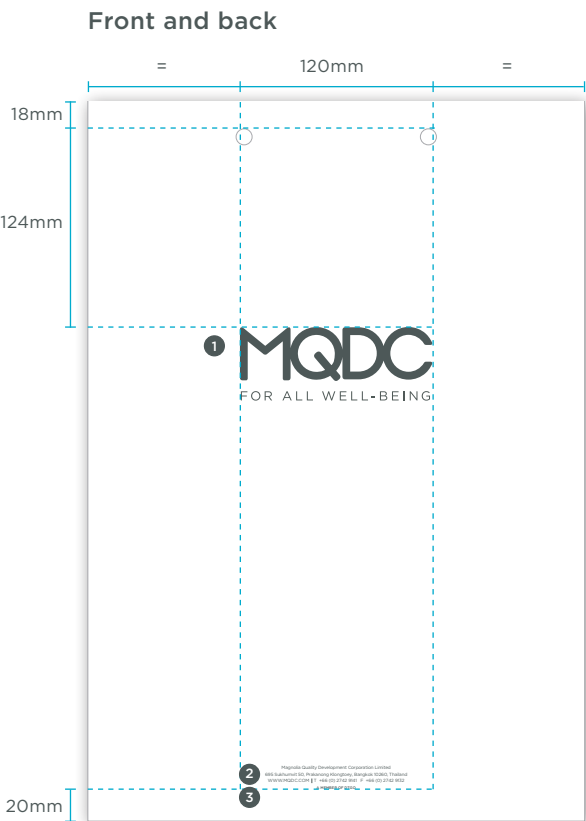
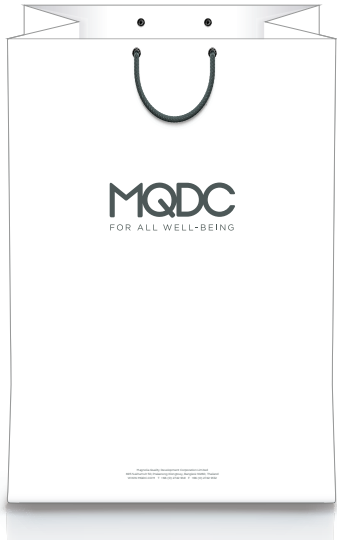


Paper bag

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)



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.



4.0

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

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

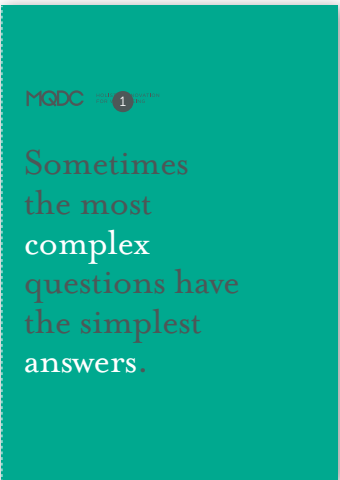
The role of photography is to provide a strong impression of the product offering. The details of the finishing gives a wholistic sense of the high-quality finishing in the MQDC properties.

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.

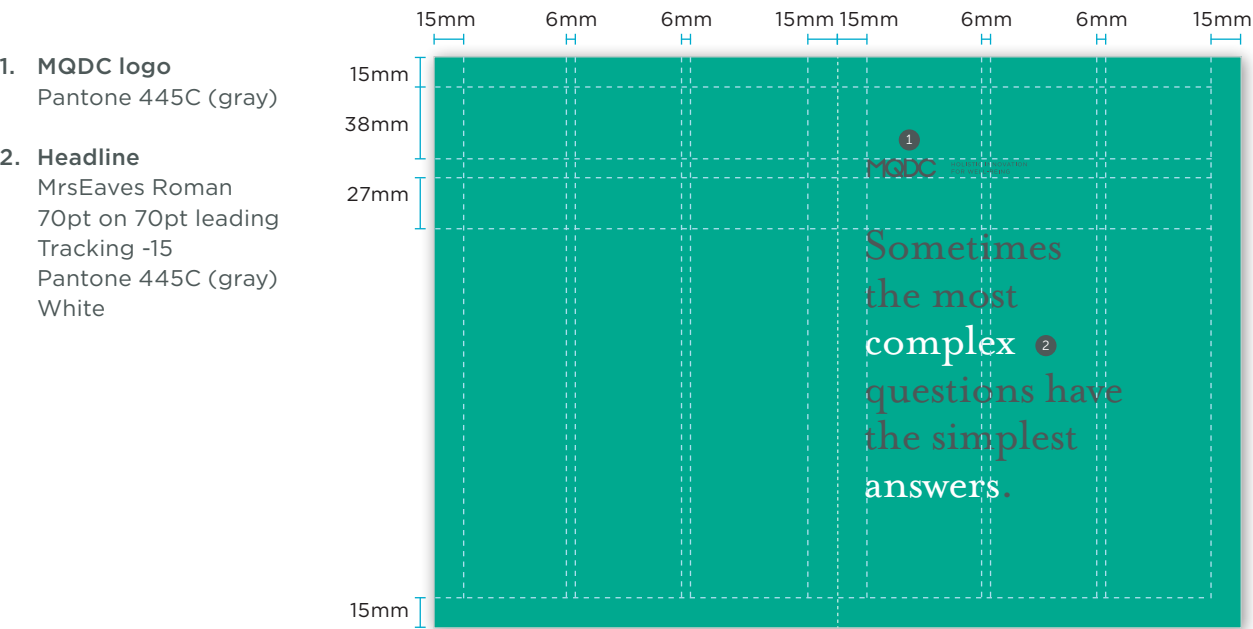


Marketing brochure cover – Content structure

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)



- 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)

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.

- 5.1 Advertising
 - Overview
- 5.2 Print advertising
 - Content structure
- 5.4 - Landscape
- 5.6 - Portrait
- 5.7 Billboard advertising

gettyimages®

Marcus Lindstrom

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

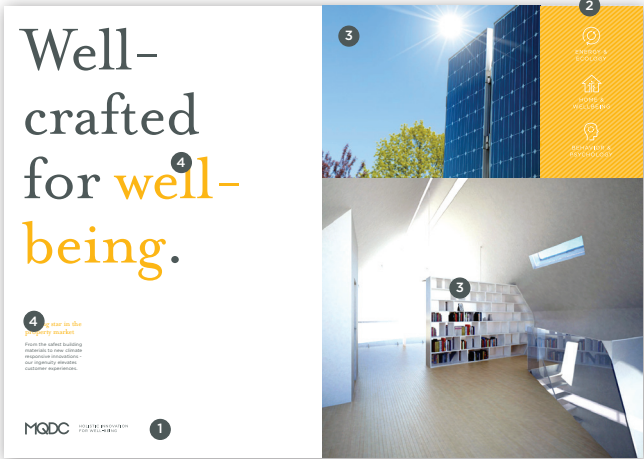
The MQDC innovation icons inform consumers about the unique approach to technology and innovation within our properties.

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.



Print advertising – Content structure

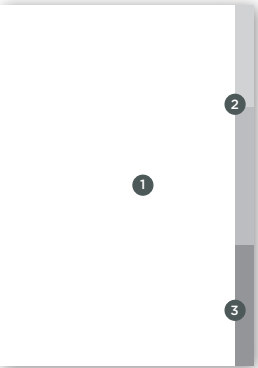
Overview

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.

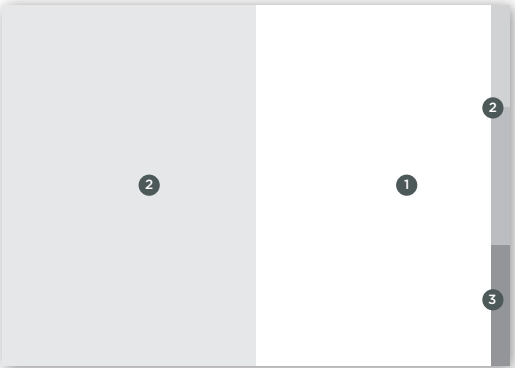
Masterbrand advertising content structure

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

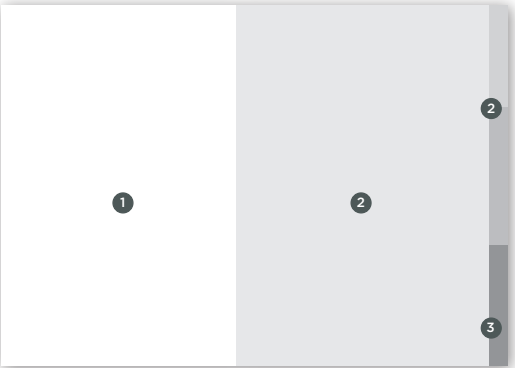
Portrait advertising



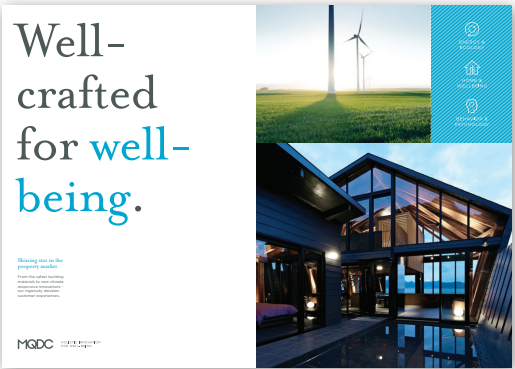
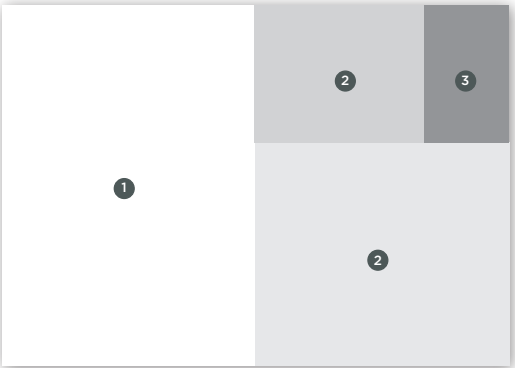
Portrait advertising 1



Portrait advertising 2



Portrait advertising 3



Print advertising – Landscape

Landscape advertising

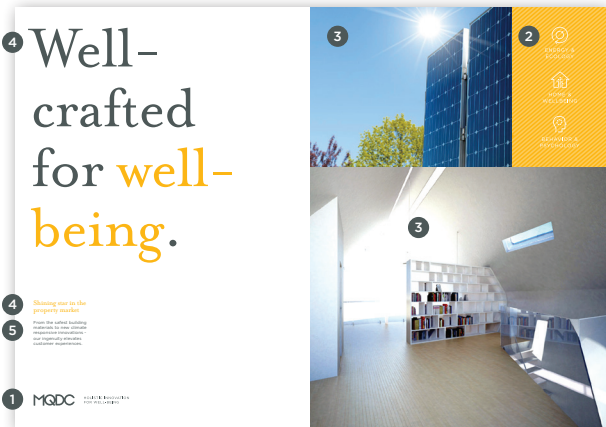
The landscape advertising system functions in the same way as the portrait system. Apply graphic crops of the logo to the left, right or all sides of the image will bring differentiation and ownable equity to the MQDC brand.

Size

420mm x 297mm (A3)

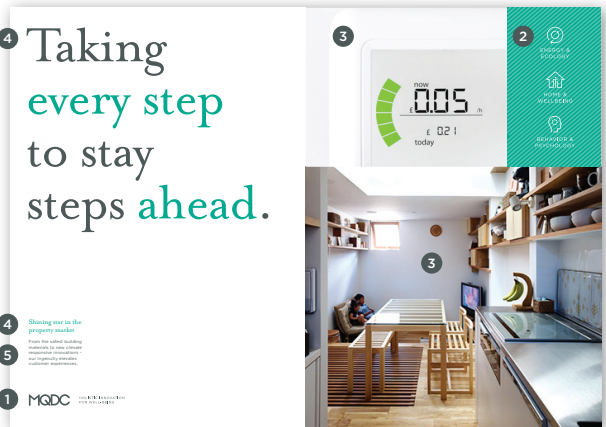
Masterbrand advertising content structure

- 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



Print advertising – Portrait

Portrait advertising

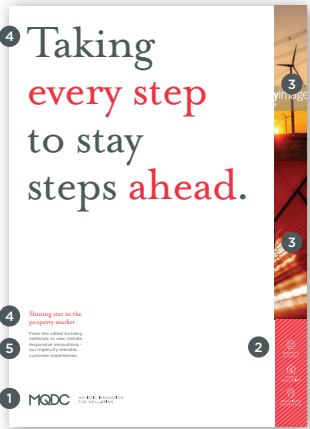
The example shown below, uses a full crop of the logo to create an interesting four-sided frame within the grid.

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.

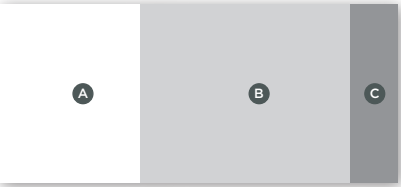
The illustrations that follow demonstrate examples of how the system should be considered.

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**



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.

- 6.1 Digital communication
 - Overview
- 6.2 Powerpoint
 - Opening slide
- 6.3 - Template
- 6.4 Website
 - Homepage
- 6.5 - 2nd levels
- 6.6 Tablet app
 - Homepage and 2nd level
- 6.7 Tablet app icon
- 6.8 Facebook page
- 6.9 Online advertising banners

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



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

6.3

Digital communications

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



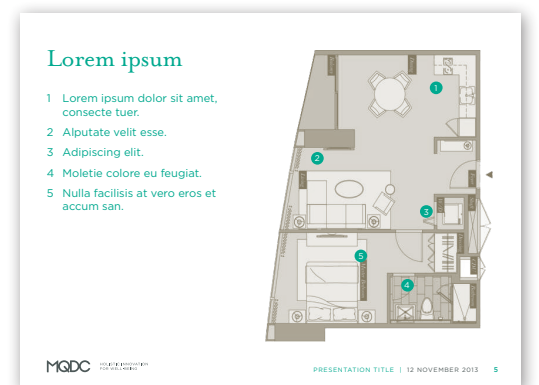
Chapter divider slide



Main slide 1



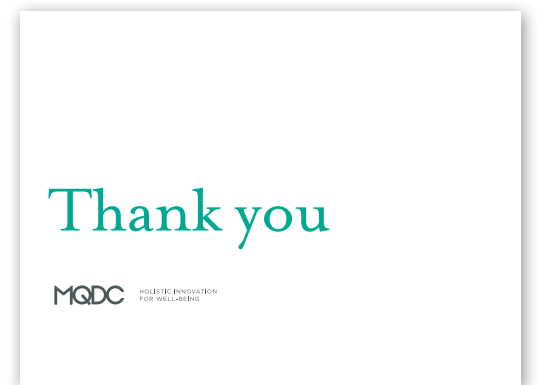
Main slide 2



Main slide 3



Main slide 4



Main slide 5

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

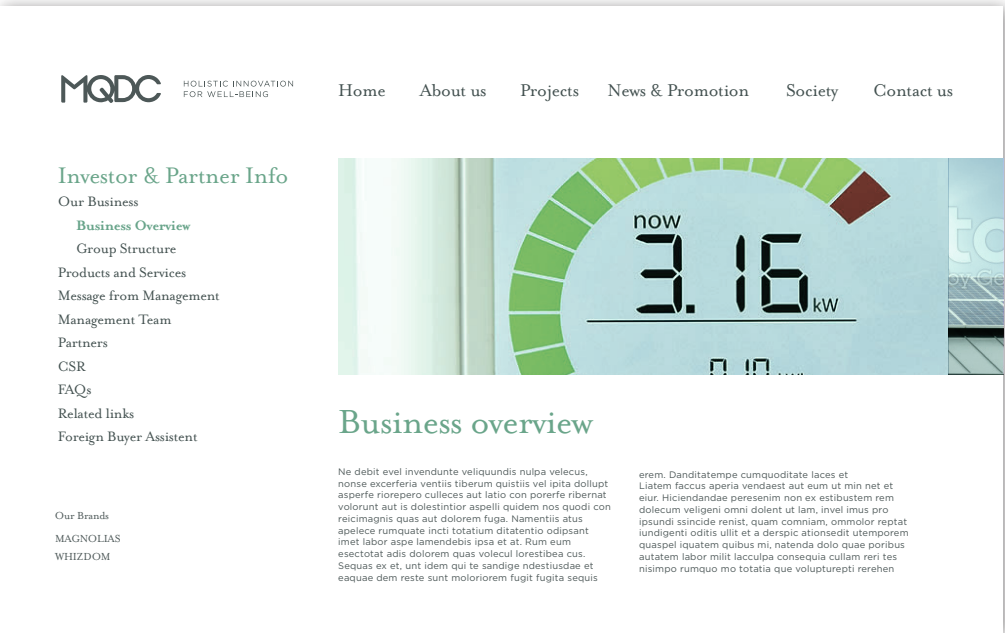


Website - 2nd levels

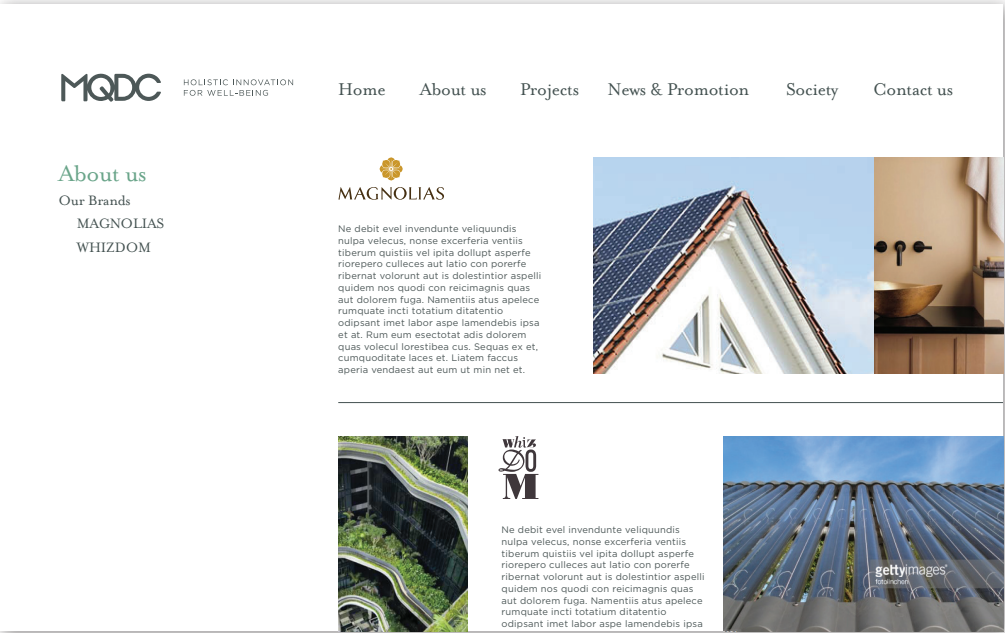
2nd levels

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

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



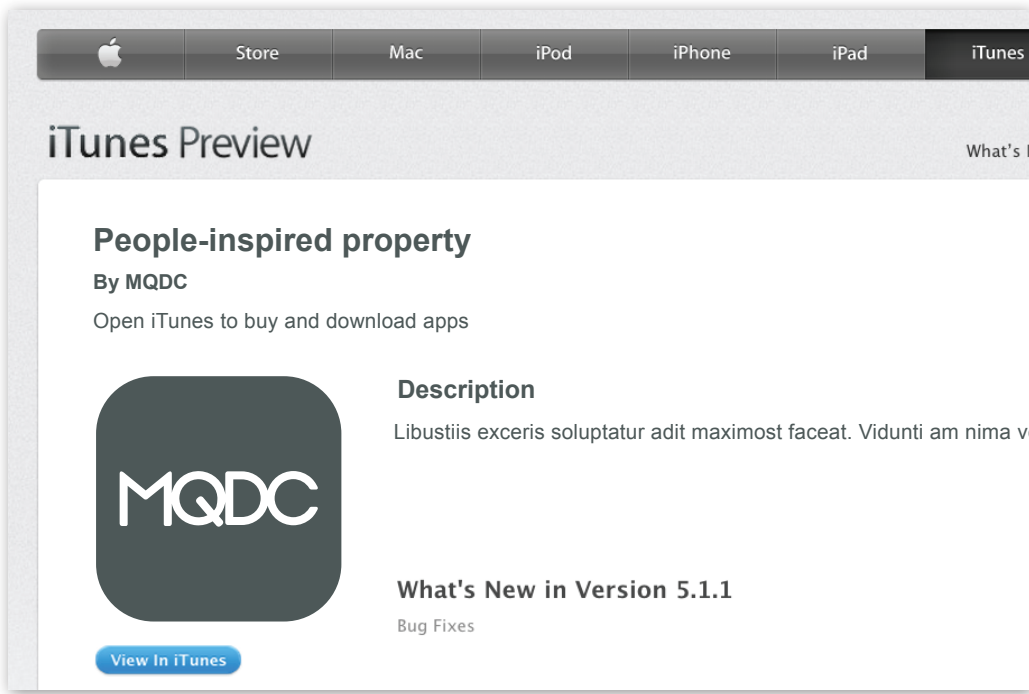
Tablet app icon

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



Facebook page

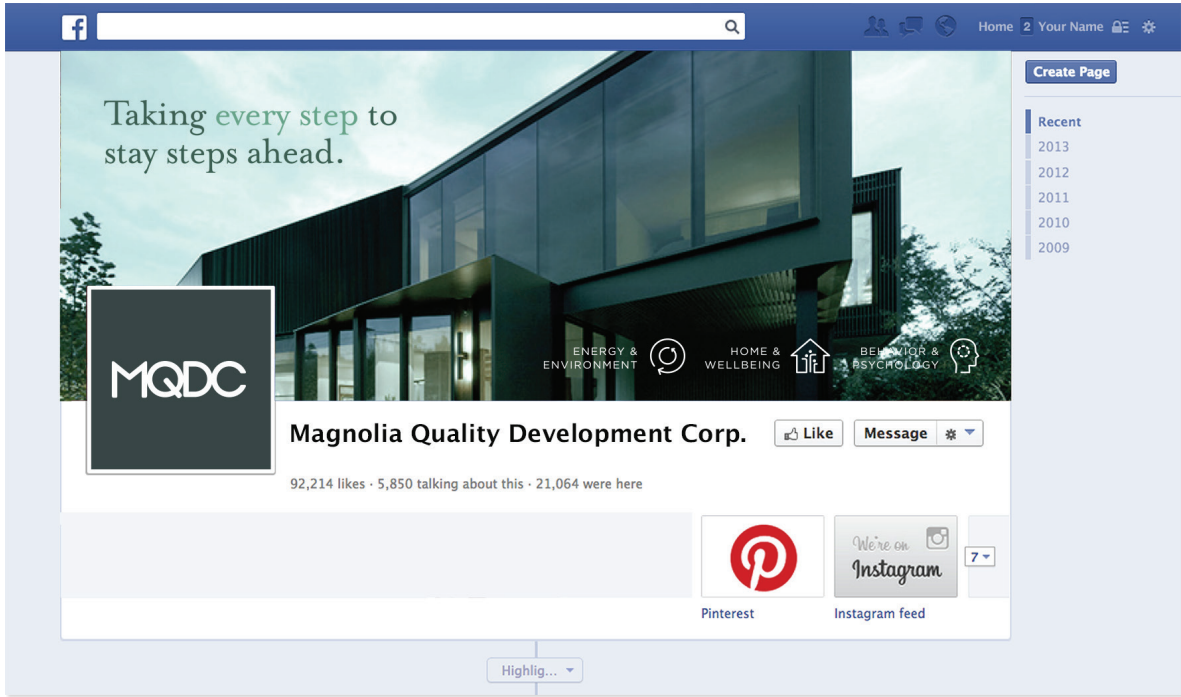
Facebook

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

