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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
- 1.3 Brand positioning



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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 Magnolias brand experience.

Our core proposition

A MOTIVATING IDEA THAT SUCCINCTLY DEFINES WHO WE ARE
AND HOW WE'RE DIFFERENTIATED FROM OUR COMPETITORS.

Holistic innovation for well-being

1.2

Brand platform

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Our personality

Our personality guides communication, our behaviour, tone and voice to all internal and external audiences.

Optimistic

Positive and forward-looking, always seeing opportunities for development and progress

Accomplished

Possessing the relaxed self-assurance that comes from being comfortable with who you are, and what you have achieved

Crafted

Selecting the best of everything from anywhere - materials, finishes, aesthetics - for their variety, interest, stories and insights into the world

Enriched

Viewing social activity as another way to experience the finest the world has to offer, through the understanding and exchange with others

Brand positioning

Designer of innovative, high quality property developments that combine human understanding & technical know-how.

Magnolias moodboard

