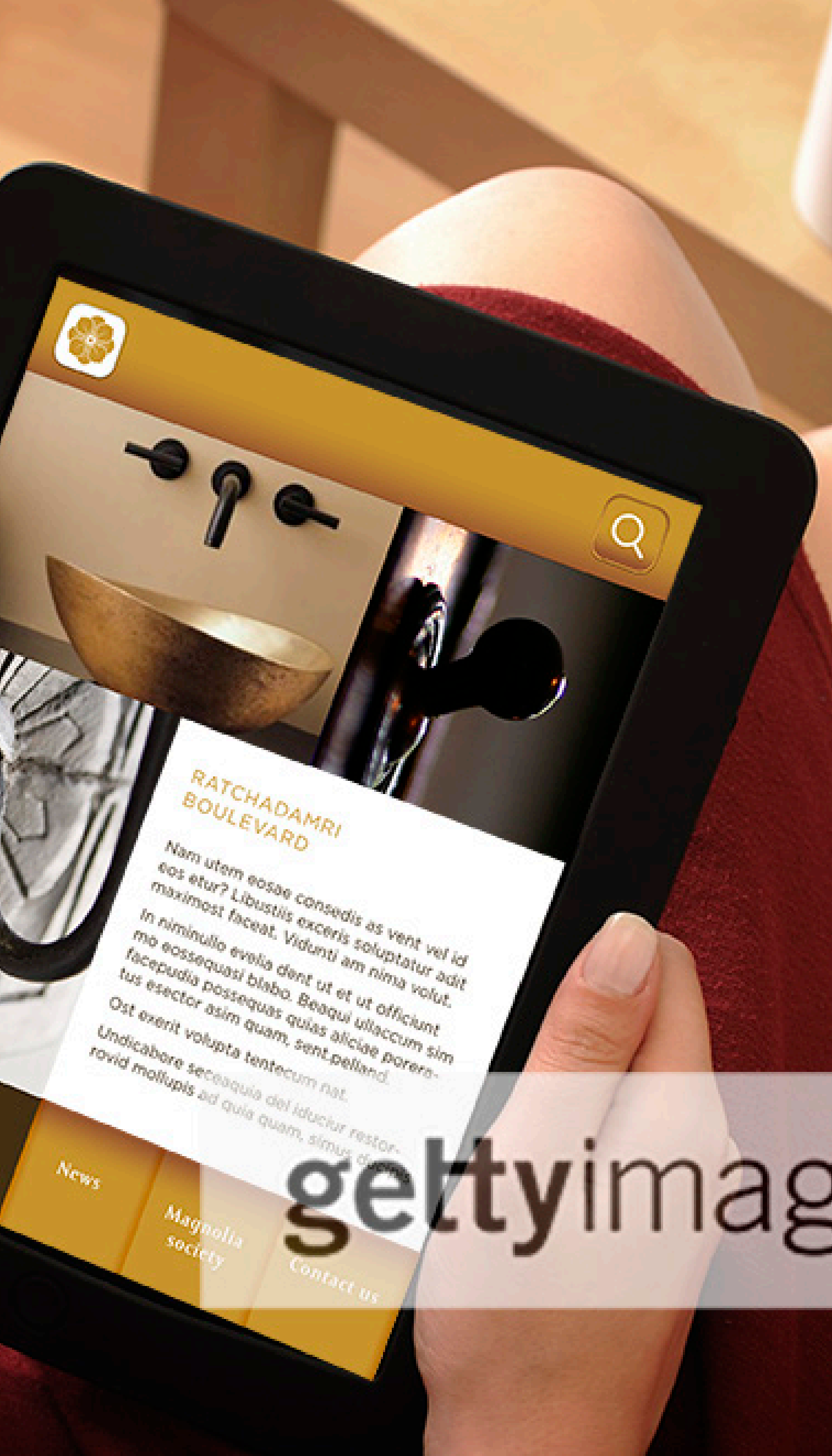


2.0

Visual system

This section will guide you through how each of our key identity elements should be used to create a brand image that is uniquely Magnolias.

- 2.1 Key design elements
- 2.2 Corporate identity
- 2.3 - Clear zone and minimum size
- 2.4 - Colour versions
- 2.5 - Corporate colours
- 2.6 - Colour backgrounds & incorrect use
- 2.7 - Third part backgrounds
- 2.8 Corporate typeface
- 2.9 Supporting graphics
 - Magnolias gradient
- 2.10 - Magnolias pattern
- 2.11 - Magnolias flower symbol
- 2.12 Photography
 - Overview
- 2.13 - Detailed finishing
- 2.14 - Spaces
- 2.15 - People
- 2.16 Product descriptor
- 2.17 Co-branding



RATCHADAMRI BOULEVARD

Nam utem eosae consedis as vent vel id
eos etur? Libustis exceris soluptatur adit
maximost faciat. Vidunt am nima volut.

In nimirulo evella dent ut et ut officunt
mo eossequasi blafo. Beaqui ullaccum sim
facepudia posseguas quias aliciae porero-
tus esector asim quam, sentpelland.

Ost exerit volupta tentecum nat.
Undicabore seceaquia del iducur restor-
rovid mollupis ad quia quam, simus digneis

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Key design elements

Corporate identity

Our corporate identity is the primary representation of who we are. The elegant, expressive and contemporary logotype of our new identity reflects our personality and position within the market. While our refined Magnolia symbol celebrates the natural elegance and heritage of our brand and product.

Corporate colours

Magnolias Gold and Brown present n image that is enriched and of the highest standards.

Typography

Our typefaces have been selected for both their aesthetic and functional sensibilities.

Photography

Our image style talks to the eclectic and worldly aesthetic of our customer.

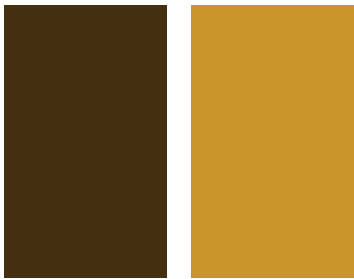
Supporting graphics

Our design system also incorporates the Magnolias pattern texture and flower icon.

Magnolias logo



Colours

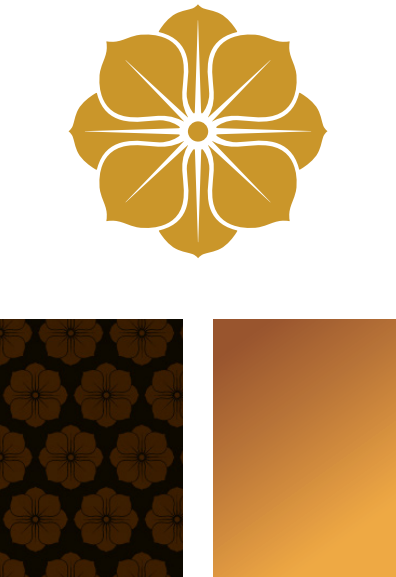


Typography

Gotham
Light Book *Book Italic Medium Medium Italic*

Amor Serif Pro
Regular Bold

Supporting graphics



Photography



2.2

Visual system

Corporate identity

The Magnolias logo

Our brand signature is a clear representation of who we are and what we stand for.

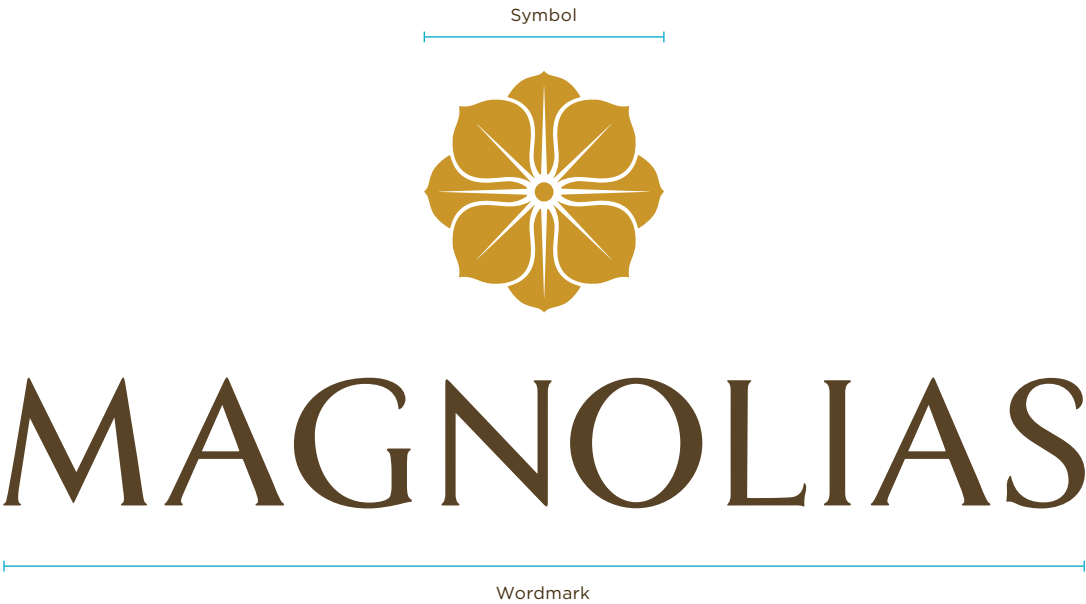
The purpose of these guidelines is to protect and enhance this invaluable brand asset.

The Magnolias symbol

The refined Magnolia symbol represents a connection with our history as well as the natural aesthetic beauty we bring to our product.

The symbol is used within our corporate pattern to bring a sophisticated texture to materials and finishes, but can also be used independently as a unique design feature for interiors.

Magnolias logo



Corporate identity - Clear zone and minium 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 Magnolias brand.

Depending on the given constraint area, the logo (with typography) shouldn't be reproduced at less than 35mm in width.

Clear zone



Minimum size



2.4

Visual system

Corporate identity - Colour versions

Colour versions

In order for the system to be practical and functional across all touchpoints, there are two colour identity variants – full colour and single colour.

Full colour

The full colour version must be used whenever possible, it should always be 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 Magnolias logo can also be reproduced in special finishes such as metallic gold PMS872 C, spot UV varnish or embossed.

Full colour



MAGNOLIAS

Single colour



MAGNOLIAS

Corporate identity - Corporate colours

Corporate colours

Colour can become a significant brand equity - allowing us to create clear differentiation from our competitors. The correct use of our corporate colours is therefore crucial in maintaining the integrity of our brand expression.

Consistently implementing the colour specifications shown here will ensure the correct delivery of our brand image wherever it appears.

NOTE: Pantone 10123C is part of Pantone's new Plus Series. This colour has a slight metallic finish.

Colour specifications

Magnolias Gold

Pantone®

CMYK

RGB

10123C

21/41/100/2

201/149/43

Magnolias Brown

Pantone®

CMYK

RGB

412C

0/27/59/88

68/48/19

2.6

Visual system

Corporate identity - Colour backgrounds & incorrect use

Full colour

The full colour Magnolias logo must always be used where possible. Using it correctly will enable a clear and recognisable expression of the brand.

Flat brown backgrounds

The full colour Magnolias logo can also be reproduced on a flat brown background. Only use this

when it is not possible to print the Magnolias background, such as on signage where solid substrates need to be used.

Black, White and Brown

Only use the black and white logos for single colour black and white printing or for third part materials as shown on the next page.

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.

Full colour on white background



Full colour reversed on Magnolias background



Full colour reversed on flat brown background



Black on white background



Reversed white on black background



Brown on white background



Incorrect use

Do not stretch in any way.



Do not alter the colour.



Do not apply any effects.



Do not add keyline.



Do not remove any elements.



Do not substitute with other typefaces.



Do not alter or resize any elements.



Do not realign elements.



Do not crop any elements.



Corporate identity - Third part backgrounds

Ideal usage

When using the brand on third part materials, make sure the brand is clear and recognisable. If the background is not white or the Magnolias Brown, there are two options – use the negative versions of the logo, or use the logo with a holding device to

protect its integrity. It's very important to respect the clear zone when using the holding device.

Special Materials

When applied on texture materials, use either the black, brown or white versions of the logo. Choose the one which guarantees enough contrast.

Flat colour on white background



Do not use full colour versions on colourful backgrounds



On gradient background use full colour on white holding device



Do not use full colour versions on gradient backgrounds



On photography background use full colour reversed on brown holding device



Do not use full colour versions on imagery backgrounds



Special Materials

Reversed white on dark wood background



Reversed white on dark stone background



Do not use reversed brown or black on dark background



Reversed brown on mid-tone wood background



Reversed brown on mid-tone stone background



Do not use reversed white on mid-tone backgrounds if there's no contrast



Reversed brown on light wood background



Reversed brown on light stone background



Do not use reversed white on light backgrounds



2.8

Visual system

Corporate typeface

Magnolias typefaces

Gotham has been chosen as the primary font for the Magnolias visual identity system, for its clarity and legibility across a range of touchpoints and visual formats.

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.

Amor Serif Pro 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 typefaces

Gotham

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

Amor Serif Pro

Regular **Bold**

Secondary typeface (for office generated communications)

Calibri

Light Regular *Italic* **Bold** ***Bold Italic***

Supporting graphics - Magnolias gradient

Magnolias gradient

The Magnolias gradient is created using colours from the Magnolia palette. It creates a rich texture and is part of the Magnolias supporting brand elements.

It can be use as an accent graphic device or as a supporting background graphic.

Magnolias gradient



Supporting graphics - Magnolias pattern

Magnolias pattern

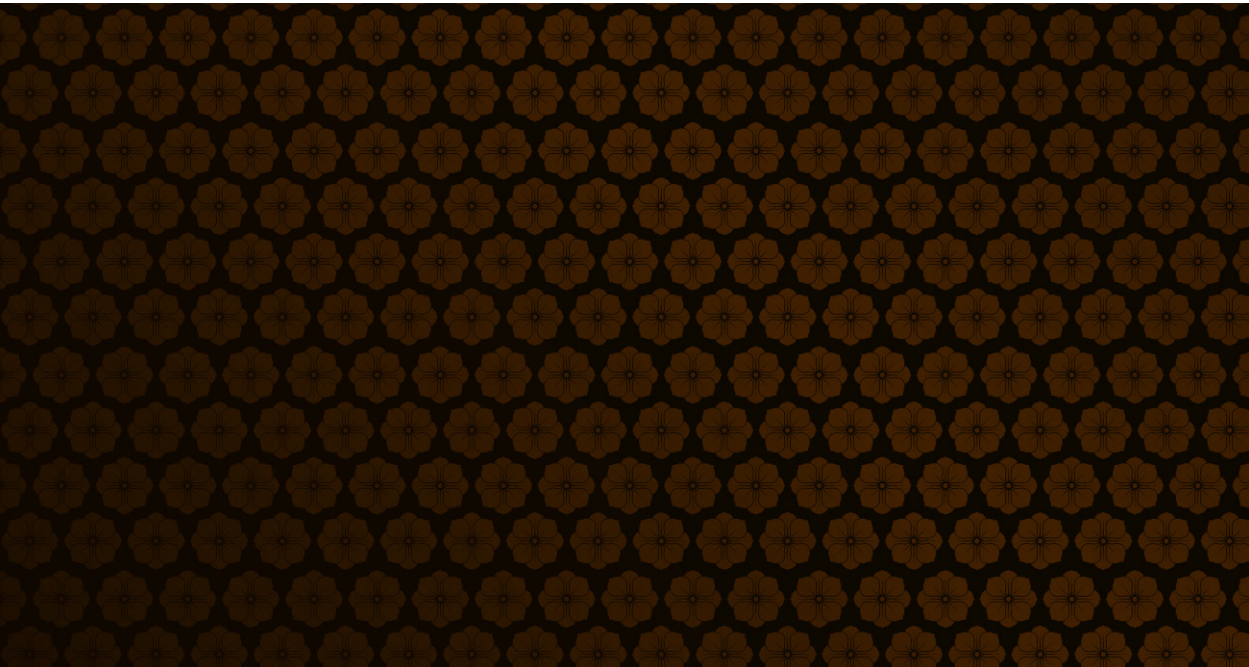
The Magnolias pattern graphic comprises multiple Magnolia flower symbols and gradients developed from the corporate colour palette.

Digital artwork of the patten is available and is the only template that should be used.

Textures and finishes

The pattern should be used sparingly and not applied to every texture or surface. Aside from primary communications, possible uses for the pattern could be fabrics, wall-coverings, premium items.

Pattern



Creating the pattern

3. 3rd layer: Magnolias brown

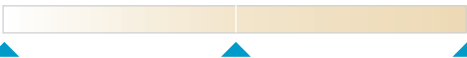
PMS 412 or
CMYK 0/27/59/88
Opacity: 100%

2. 2nd layer: Magnolias gradient (Multiplied)

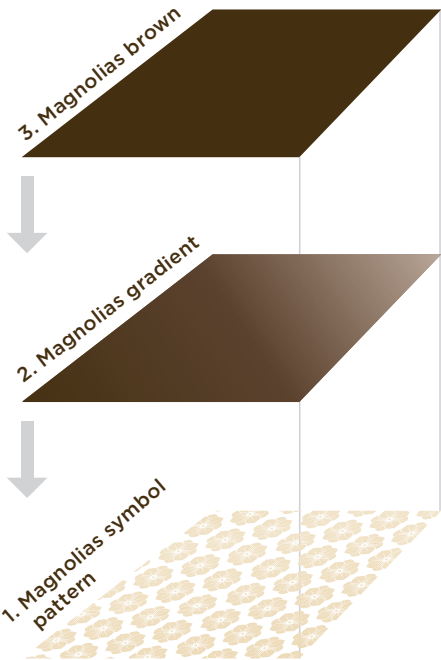


Location: 0%	Location: 50%	Location: 100%
Opacity: 100%	Opacity: 100%	Opacity: 100%
CMYK 0/27/59/88	CMYK 0/27/59/88	CMYK 0/27/59/88

1. 1st layer: Magnolias symbol pattern



Location: 0%	Location: 50%	Location: 100%
Opacity: 0%	Opacity: 20%	Opacity: 30%
CMYK 21/41/100/2	CMYK 21/41/100/2	CMYK 21/41/100/2



Supporting graphics - Magnolias flower symbol

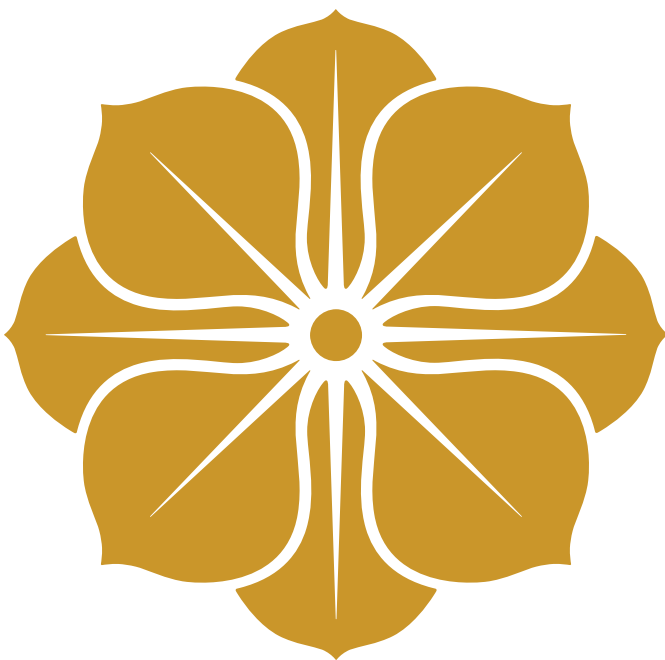
Magnolias flower symbol

The Magnolias symbol should only be used where it can have the greatest impact for our brand. Appropriate applications for using the symbol independently of the brand identity are - as an icon

for a Magnolias app, as a symbol on tiles or walkways within developments or as a subtle texture change on fabrics. The equity of this symbol should be preserved and not over-used - we would prefer that the symbol

doesn't appear on applications that are not reflective of the values of the brand - ashtrays, rubbish bins and so on.

Magnolias flower



2.12

Visual system

Photography - Overview

Storytelling

Photography plays a vital role in expressing a brand's personality through an emotional and expressive visual style.

The Magnolias photography style serves to bring to life the characteristic of the brand's platform. Overall, it serves to tell a rich story of the lifestyle of its consumers.

Detailed finishing



People



Spaces



Photography - Detailed finishing

Working with details

Images should focus on close-up/ macro-photography of the fine details and high quality crafting of all types of interior furnishings - from fabrics to materials and other textures.

- It is vital that any imagery contain furniture detailing that is of a quality level that is appropriate to the Magnolias brand.
- Rich colours, hand-crafted textures, detailing and stitching are examples of the aesthetic that will help to bring the Magnolias experience to life through photography.

Photography style for detailed finishing



2.14

Visual system

Photography - Spaces

Working with spaces

The photography of spaces should capture the grandeur and unique aspects of Magnolias properties.

- Large expanses of open space to highlight size and comfort.
- Creative crops of hallways, staircases, doorways can bring a unique perspective to property types.
- Capturing combinations of furniture types, textures and materials will bring the eclectic attributes of our brand to life.

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 Magnolias property.

- People should be photographed relaxing, enjoying our property, and should fall within the prescribed age range of our target audience.
- Ensure that there is a level of sophistication visible in the talent and that styling, clothing and general appearance of all talent

Photography style for people



2.16

Visual system

Product descriptor

Product descriptor

The product descriptor is the name of the development that differentiate the Magnolias properties.

This is the principle guidelines to create the product descriptor.

Product descriptor

- 1. **Descriptor**
Gotham Medium
Tracking 100
Magnolias Gold



Co-branding

Co-branding lock up

The co-branding lock up of Magnolias 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 Magnolias's logo. It should never be more dominant.

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 Magnolias brand.

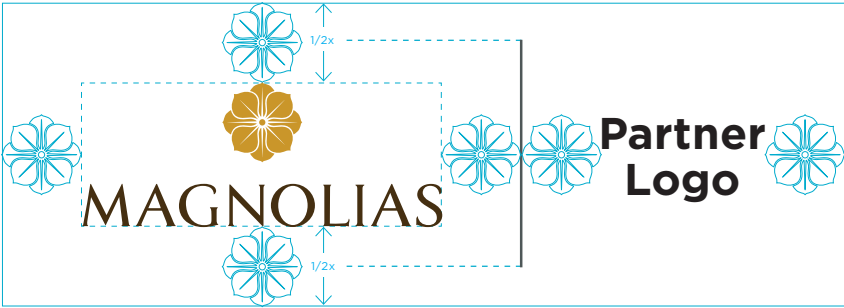
Depending on the given constraint area, the logo shouldn't be reproduced at less than 10mm in height.

Magnolias logo



Partner
Logo

Clear zone



Minimum size

