

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 Press release
- 3.5 Envelope
- 3.6 Paper bag
- 3.7 Email signature
- 3.8 Corporate folder
- 3.9 Staff ID card
- 3.10 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 that has stature and elegance.

Reproducing printed collateral and stationery with the highest quality processes and materials will bring a bold statement about our approach to our work as well as reinforce the level of promise we deliver to our customers.

Business card



Letterhead



Envelope



Paper bag



3.2

Corporate stationery

Business card

Size

89mm x 54mm

All measurements in millimeters

Recommended paper stock

Conqueror Wove High White
300gsm

Mobile no. only included for GMs

Office names appear in stacks of
maximum 5 - centered

Designation

Office address

E-mail address

1. Magnolias logo

Full color

2. Name

Amor Serif Pro Regular
11pt on 11pt leading
Tracking 25
Magnolias Brown

3. Title

Gotham Book
6.5pt on 12.5pt leading
Magnolias Brown

4. Email

Gotham Book
6.5pt on 10pt leading
Magnolias Brown

5. Contact no. & address

Gotham Book
6pt on 9pt leading
Tracking 10
Magnolias Brown

5. Website

Gotham Book
7pt on 8.5pt leading
Tracking 50
Magnolias Gold

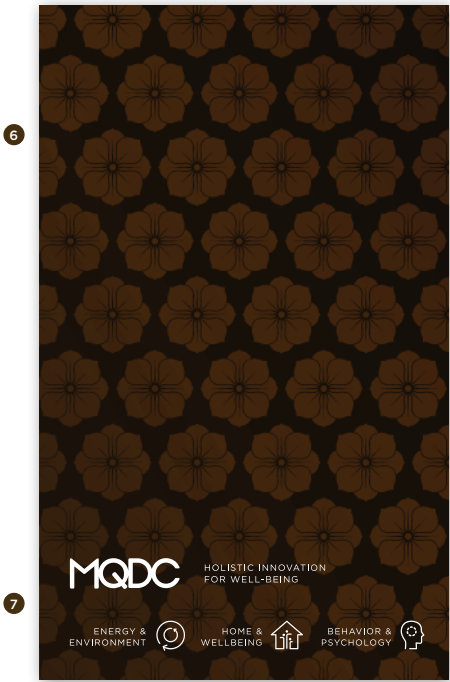
6. Magnolias pattern

7. MQDC endorsement / icons

Reverse white



Back



Letterhead

Size

210mm x 297mm

All measurements in millimeters

Recommended paper stock

Conqueror Wove High White

100gsm

1. Magnolias logo

Full color

2. Body copy

Calibri Regular

9pt on 11pt leading

85% Black

3. Address & website

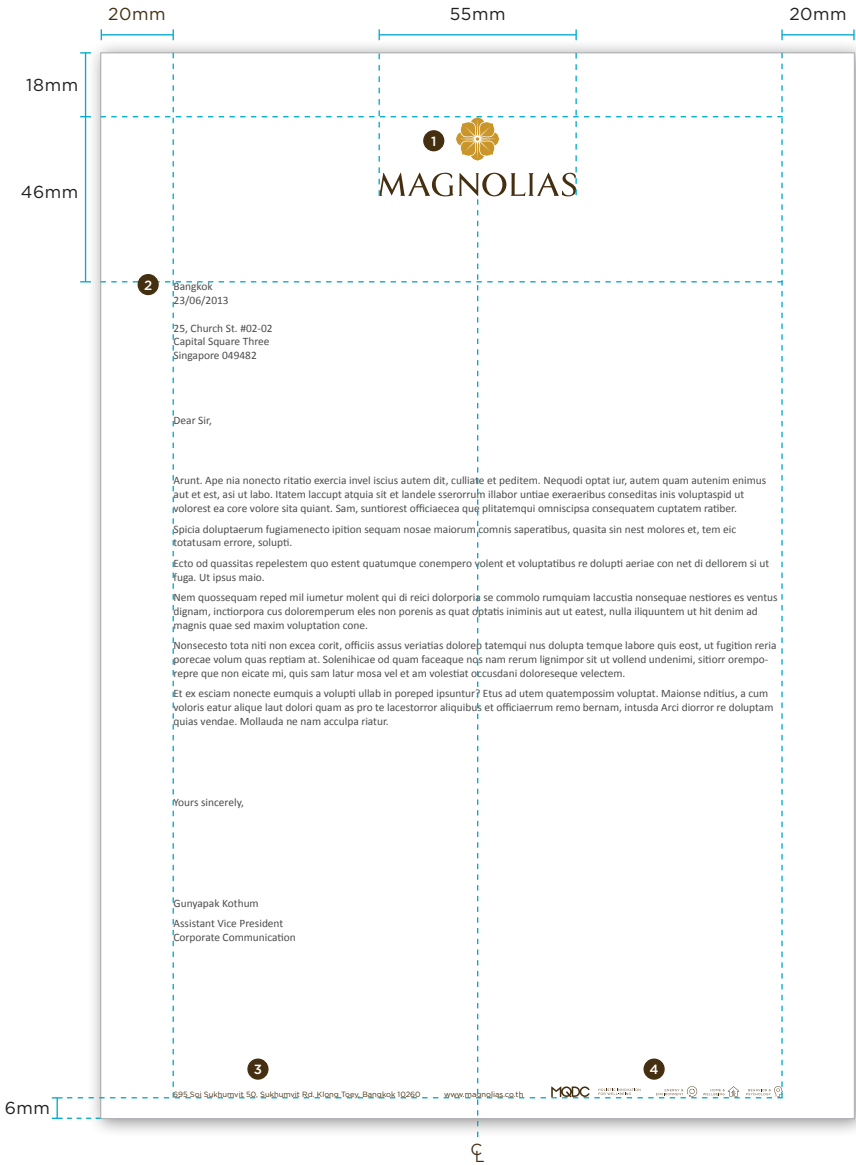
Gotham Book

6pt on 9.5pt leading

Magnolias Brown

4. MQDC endorsement / icons

Magnolias Brown



3.4

Corporate stationery

Press release

Size

210mm x 297mm

All measurements in millimeters

Recommended paper stock

Conqueror Wove High White

100gsm

1.

Magnolias logo

Full color
2.

'Press Release'

Amor Serif Pro Regular

20pt on 24pt leading

Tracking 25

Magnolias Brown
3.

Body copy

Calibri Regular

9pt on 11pt leading

85% Black
4.

Address & website

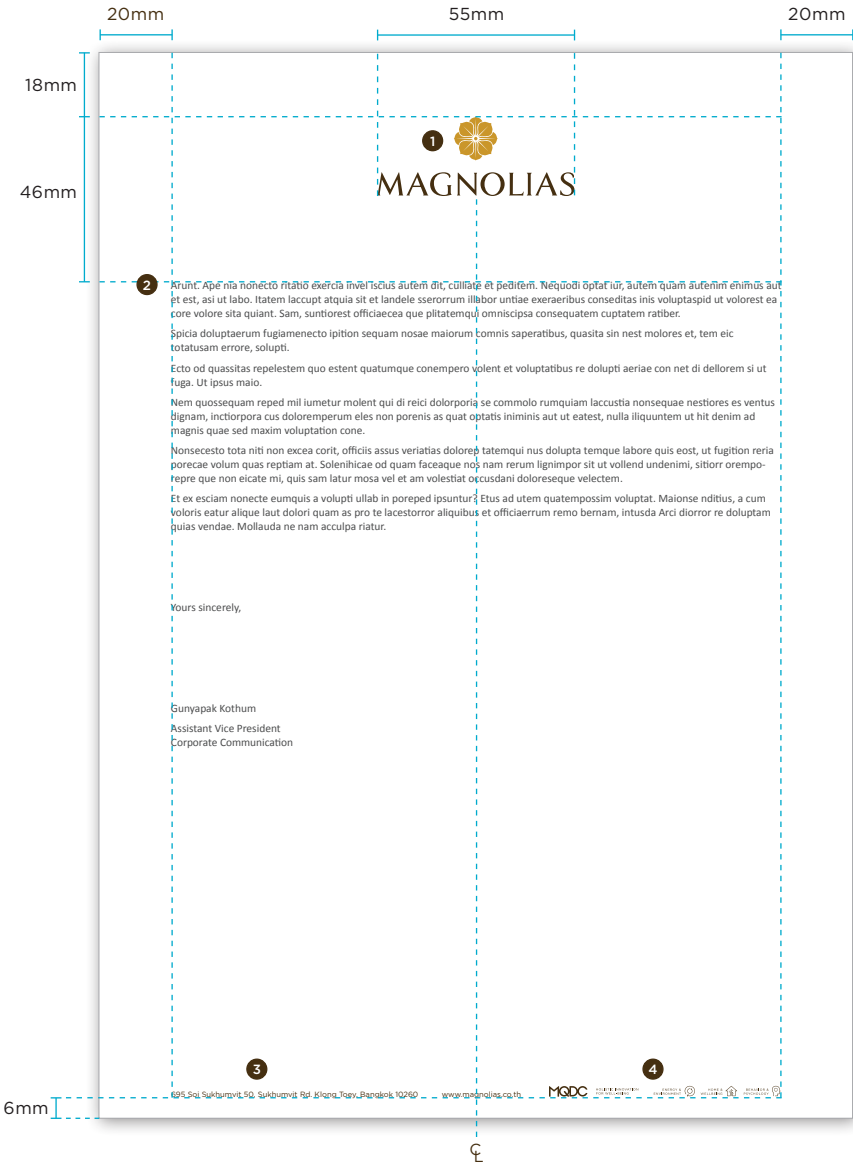
Gotham Book

6pt on 9.5pt leading

Magnolias Brown
5.

MQDC endorsement / icons

Magnolias Brown



Envelope

Size

220mm x 110mm
All measurements in millimeters

Recommended paper stock

Conqueror Wove High White
100gsm

1. **Magnolias logo**
Full color
2. **Address & website**
Gotham Book
6pt on 9pt leading
Tracking 25
Magnolias Brown
3. **Magnolias pattern**
4. **MQDC endorsement / icons**
Magnolias Brown

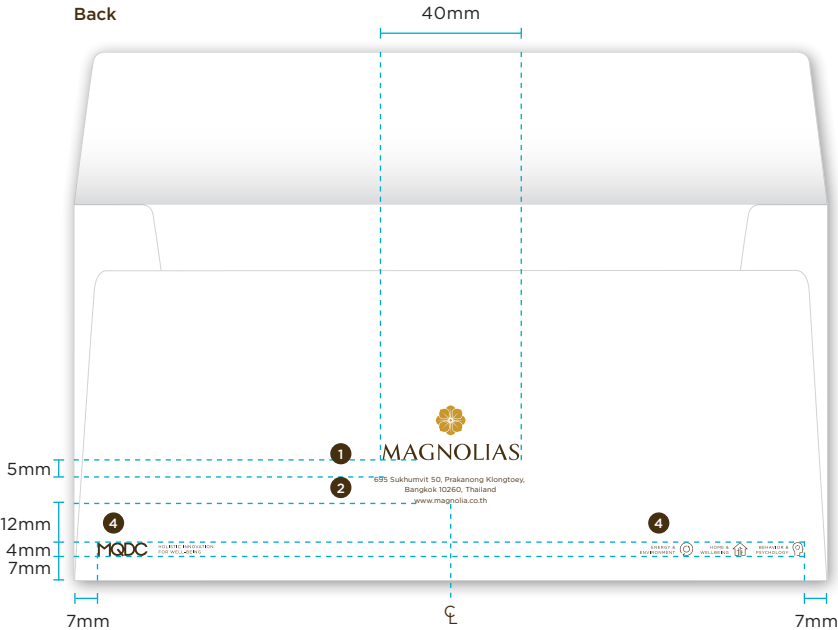
Front



Alternative



Back



3.6

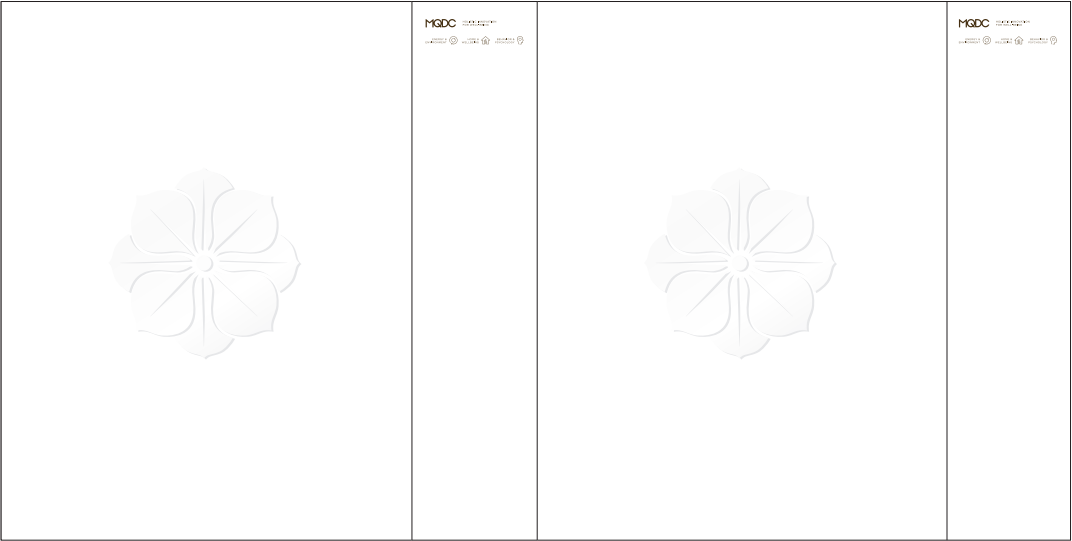
Corporate stationery

Paper bag

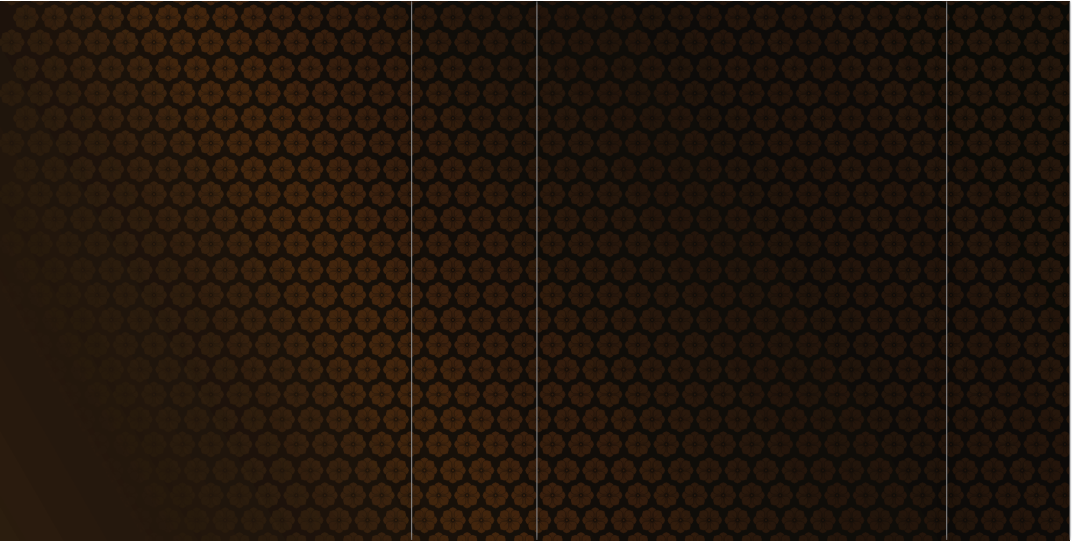
Paper bag

Paper bags provide great equity to promote our brand. Using the Magnolias flower symbol and Magnolias pattern will allow us to make a subtle statement and showcase the premium nature of our brand.

Outside



Inside



Ribbon

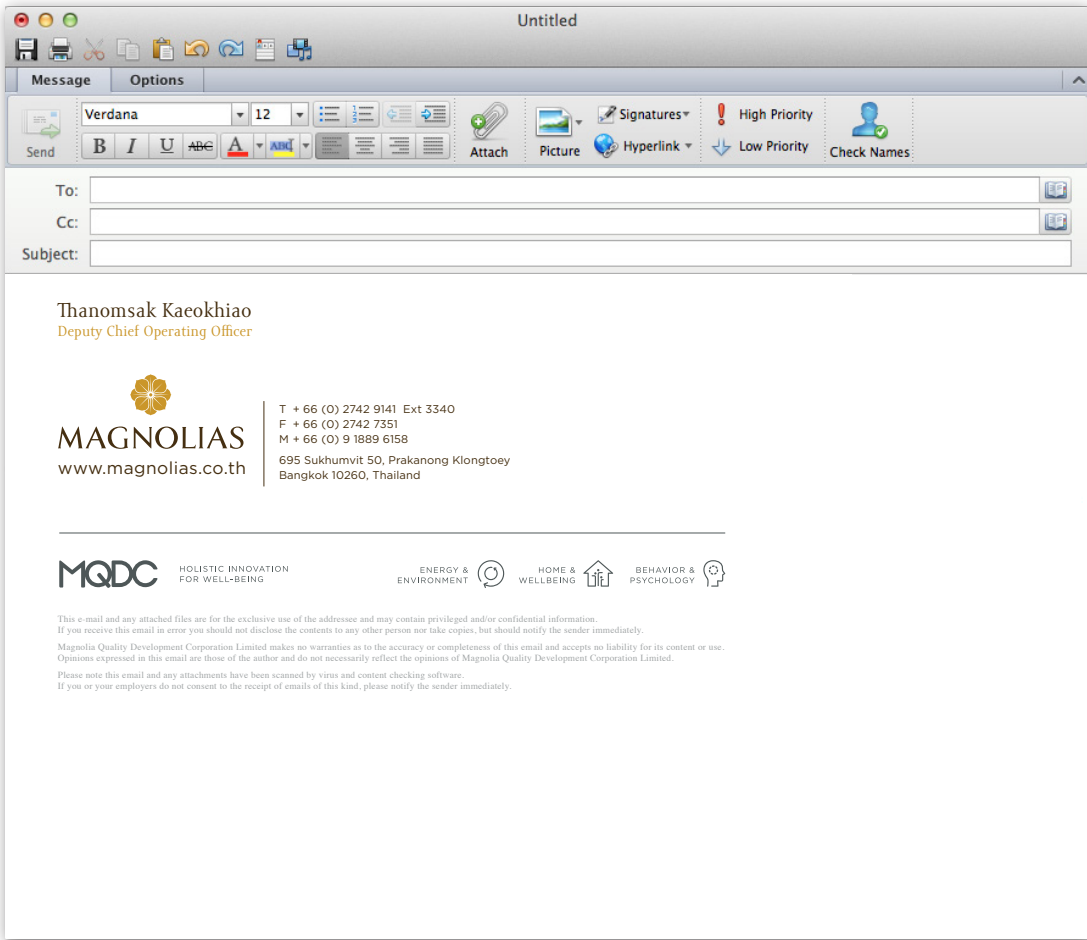


Email signature

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.



3.8

Corporate stationery

Corporate folder

Size

440mm x 307mm (open)

220mm x 307mm (close)

Recommended paper stock

250-300gsm

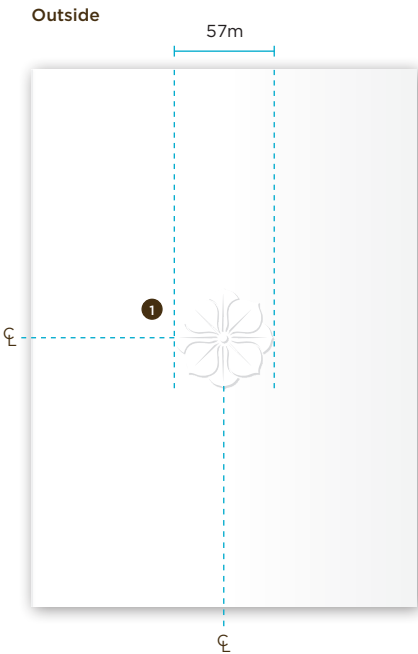
1. Cover

Magnolias flower - Subtle UV
Spot varnish
White cover
2. Inside

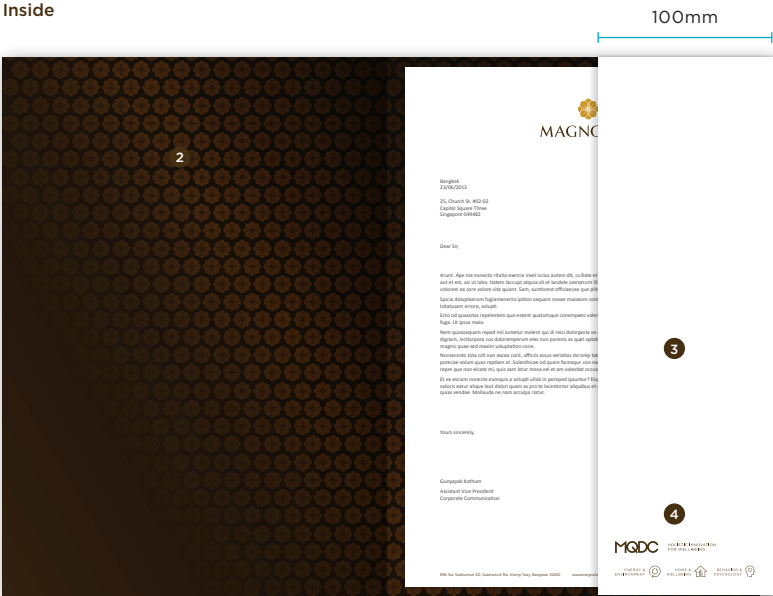
Magnolias pattern
Please refer to section 2.9
3. Flap

White
4. MQDC endorsement / icons

Magnolias Brown



Inside



Staff ID card

Size

55mm x 85mm

1. Staff photograph

Full color
2. Name

Amor Serif Pro Regular
11pt on 12pt leading
Tracking 25
Magnolias Gold
3. Title

Amor Serif Pro Regular
9pt on 9.5pt leading
Tracking 25
Reverse white
4. Company

Gotham Book
5pt on 9pt leading
Tracking 20
Reverse white
5. Name

Amor Serif Pro Bold
10pt on 12pt leading
Tracking 25
Reverse white
6. Title

Amor Serif Pro Bold
7.5pt on 9.5pt leading
Tracking 25
Magnolias Brown
7. Numbers

Gotham Book
11pt on 14pt leading
Tracking 25
Reverse white
4. MQDC endorsement / icons

Reverse white



3.10

Corporate stationery

Backdrop

Backdrop is designed to feature Magnolias branding and partners logos with maximum visibility from any camera angle when making announcements or briefing the media.

