

4.0

Publication

In this section, you'll find guidelines for combining the key design elements of the Magnolias system for use with our internal and external print collaterals.

- 4.1 Marketing brochure
 - Principles and content structure
- 4.2 Marketing brochure cover
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 - Grids




MAGNOLIAS

Marketing brochure - Principles and content structure

Publication

Our printed materials can be the first point of contact for many customers and as such, can be critical to our success.

As the Magnolias brand continues to develop, 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.

Content structure

1. Magnolias logo

Magnolias logo should always be on the Magnolias pattern for all marketing brochures. Please refer to section 2.6 for specifications.

2. Photography

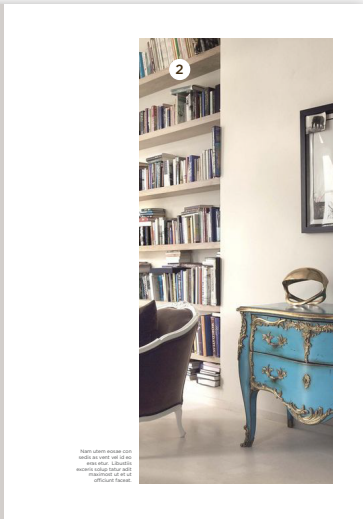
The role of photography is to provide a strong impression of the product offering. offering. Images of details give a snapshot of the refined finishing of Magnolias properties and the quality our customers can expect.

3. Headline and bodycopy

The headline of our brochures should always be short and to the point. The bodycopy should further describe the content.

4. Magnolias pattern

The Magnolias pattern acts as a supporting graphic and adds to the depth and richness of the visual system.



4.2

Publications

Marketing brochure cover - Grids

Brochure cover

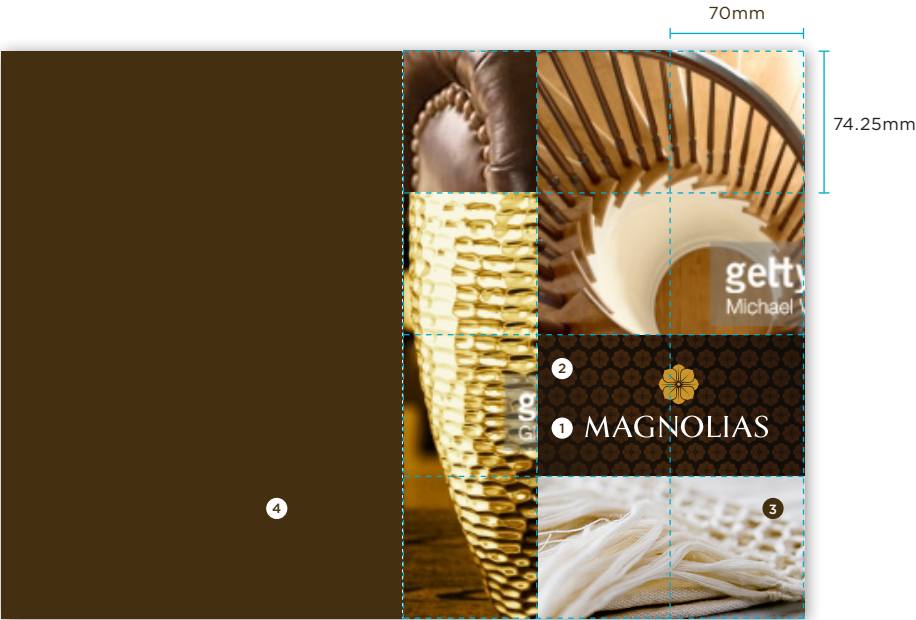
A front cover grid has been devised for the corporate brochure. To ensure consistency through all collaterals, grids have been devised to indicate where logo, content device and text should be placed.

Size

210mm x 297mm (A4)

Grids

- 1. **Magnolias logo**
Magnolias Gold/reverse white on Magnolias Brown
- 2. **Magnolias pattern**
Please refer to section 2.10
- 3. **Photography**
Full colour
- 3. **Back cover**
Magnolias Brown



Marketing brochure spread - Grids

Brochure spread

A grid has been devised for a brochure spread. All the dimensions specified are proportional for use on any tall portrait format. The inside page grid can be repeated for any number of desired pages.

The grids demonstrated here are suggestive of the style to be developed and should be expanded upon to ensure our printed brochures are aesthetically pleasing throughout.

Size

420mm x 297mm (A3)

Grids

1. Photography

Full colour

2. Headline

Amor Serif Pro Regular
50pt on 60pt leading
Tracking 25
Magnolias Brown

3. Body Copy

Gotham Book
9pt on 13pt leading
Tracking 20
85% Black

4. Captions

Gotham Book
8pt on 9.5pt leading
85% Black

