

5.0

Advertising

Our advertising system 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.

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Advertising system - Principles and content structure

Masterbrand advertising

Our ads need to drive interest and attention wherever seen. Using a combination of unique, eclectic photography, textured supporting graphics and our unique tone of voice, our communications will boldly differentiate within the market.

Hierarchy of elements

The key design elements should always remain consistent across any format - as demonstrated within this section.

Follow the grid principles on the following pages to create the optimal structure.

Advertising formats and content structure

1. Magnolias logo

Magnolias logo should always be on white background or the Magnolias pattern for all advertising collaterals. Please refer to section 2.6 for specifications.

2. Photography

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.

3. Headline and bodycopy

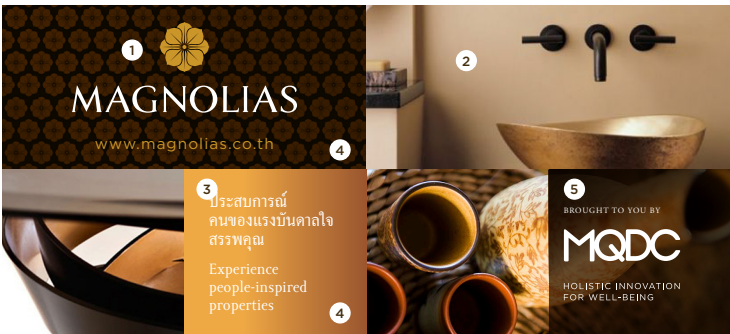
The headline of our advertising collaterals should always be enticing and representative of our brand personality and the quality of our product.

4. Magnolias pattern and gradient

The Magnolias pattern and colour gradients act as supporting graphics and add to the richness of the visual system.

5. MQDC endorsement

The MQDC endorsement is has been created to ensure a strong connection to the MQDC group. The elements from the visual system has been adapted for the lock up and overall ensures visibility and retain equity of our brand.



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Advertising

Portrait advertising – System

Portrait advertising

A portrait grid has been devised for advertising. All dimensions specified are proportional for use on any of the international standard formats.

System

Portrait advertising follows a 9-square grid layout. The layout is flexible in its use of imagery and copy, but should always follow the basic structure and layout demonstrated on these pages.

Portrait system

- 1. **Magnolias logo**
Full colour
- 2. **Photography**
Full colour
- 3. **Headline and bodycopy**
Reverse white
- 4. **MQDC endorsement**
Reverse white



Portrait advertising – Hero photography

Hero photography

A hero image can be used to emphasize a particular element of a property or development. The example below demonstrates a hero photography that focuses on one of the three subjects:

- Detailed furnishing
- Lifestyle (People)
- Technology design (Spaces)

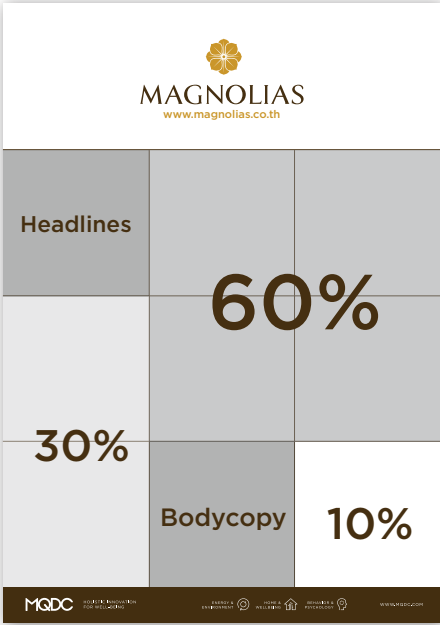
With a focus on one hero subject, the remaining squares should be made up of images from the other 2 subjects.

Hierarchy of photography

Some general principals to help guide the application of imagery within the layout of the hero photography system:

- 60% Primary visual
- 30% Secondary visual
- 10% Secondary visual

Hero photography



Masterbrand (Detailed finishing)



- 60% Detailed finishing
- 30% Spaces
- 10% People

People



- 60% People
- 30% Detailed finishing
- 10% Spaces

Spaces



- 60% Spaces
- 30% People
- 10% Detailed finishing

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Advertising

Portrait advertising – Grids

Portrait advertising - Example 1

A portrait grid has been devised for advertising. All dimensions specified are proportional for use on any of the international standard formats.

The grid is flexible - allowing the headline, bodycopy and image squares to move around the page. This flexibility will also ensure that our material isn't static and remains fresh.

Size

210mm x 297mm (A4)

Grids

- 1. **Magnolias logo**
Full colour
- 2. **Photography**
Full colour
- 3. **Headline**
Amor Serif Pro Regular
30pt on 36pt leading
Tracking 10
White on Magnolias gradient
(Please refer to section 2.9)
- 4. **Bodycopy**
Gotham Book
10pt on 12pt leading
White on Magnolias pattern
- 5. **Magnolias pattern**
Please refer to section 2.10
- 6. **Website**
Gotham Medium
15pt on 18pt leading
Magnolias Gold
- 7. **MQDC endorsement / icons**
Reverse white
on Magnolias Brown



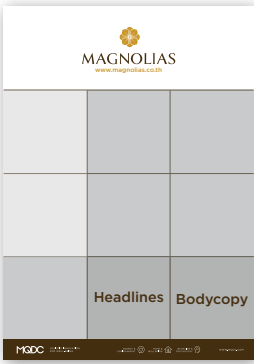
Portrait advertising - Example

This example shows how 2 squares can be combined to incorporate 1 longer image.

Size
210mm x 297mm (A4)

Grids

1. **Magnolias logo**
Full colour
2. **Photography**
Full colour
3. **Headline**
Amor Serif Pro Regular
30pt on 36pt leading
Tracking 10
White on Magnolias gradient
4. **Bodycopy**
Gotham Book
10pt on 12pt leading
White on Magnolias pattern
5. **Magnolias pattern**
Please refer to section 2.9
6. **Website**
Gotham Medium
15pt on 18pt leading
Magnolias Gold
7. **MQDC endorsement / icons**
Reverse white
on Magnolias Brown



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Advertising

Portrait advertising – Grids

Portrait advertising - Example 3

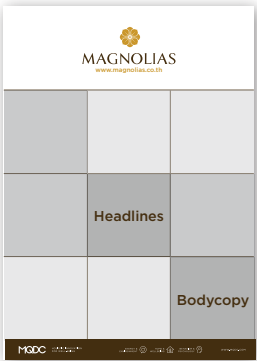
Multiple smaller images can be used to give a more eclectic and luxurious feel to the brand.

Size

210mm x 297mm (A4)

Grids

- 1. **Magnolias logo**
Full colour
- 2. **Photography**
Full colour
- 3. **Headline**
Amor Serif Pro Regular
30pt on 36pt leading
Tracking 10
White on Magnolias gradient
- 4. **Bodycopy**
Gotham Book
10pt on 12pt leading
White on Magnolias pattern
- 5. **Magnolias pattern**
Please refer to section 2.9
- 6. **Website**
Gotham Medium
15pt on 18pt leading
Magnolias Gold
- 7. **MQDC endorsement / icons**
Reverse white
on Magnolias Brown



Portrait advertising - Example 4

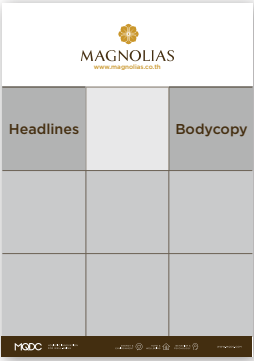
One larger image can be used to bring emphasis to a specific product, finishing or style.

The variety of templates demonstrated within this section should also ensure the flexibility of our system across a range of application formats.

Size
210mm x 297mm (A4)

Grids

1. **Magnolias logo**
Full colour
2. **Photography**
Full colour
3. **Headline**
Amor Serif Pro Regular
30pt on 36pt leading
Tracking 10
White on Magnolias gradient
4. **Bodycopy**
Gotham Book
10pt on 12pt leading
White on Magnolias pattern
5. **Magnolias pattern**
Please refer to section 2.9
6. **Website**
Gotham Medium
15pt on 18pt leading
Magnolias Gold
7. **MQDC endorsement / icons**
Reverse white
on Magnolias Brown



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Advertising

Landscape advertising – System

Landscape ads

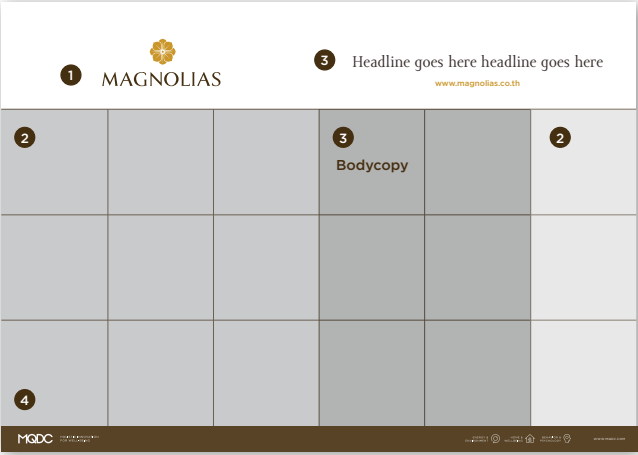
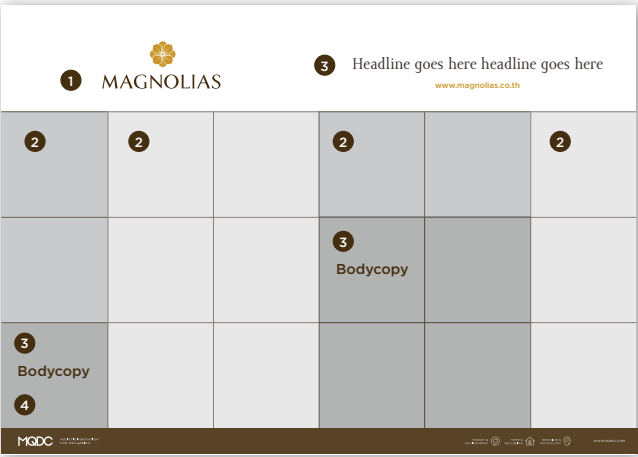
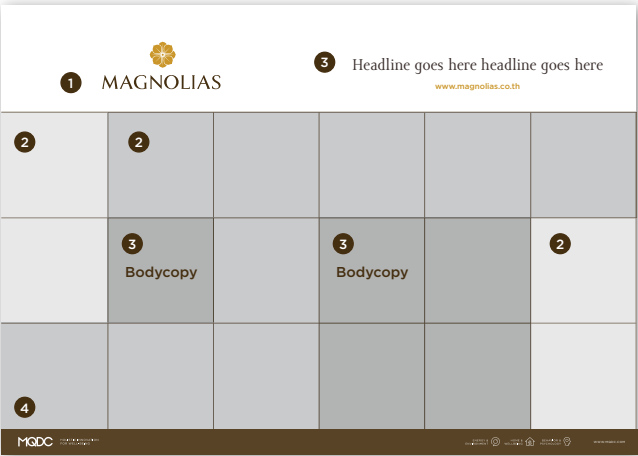
The landscape advertising system has been developed for use with Double-page Spreads within magazines and for other unusual advertising formats.

System

Landscape adverts follow an 18-square grid layout. This grid is also flexible and can be manipulated in a similar way to Portrait advertisements.

Landscape system

- 1. **Magnolias logo**
Full colour
- 2. **Photography**
Full colour
- 3. **Headline and bodycopy**
Reverse white
- 4. **MQDC endorsement**
Reverse white



Landscape advertising – Grids

Landscape ads - example 1

The landscape advertising grid provides an option for one full page image to appear within a double-page spread.

Size

420mm x 297mm (A3)

Grids

1. **Magnolias logo**
Full colour

2. **Photography**
Full colour

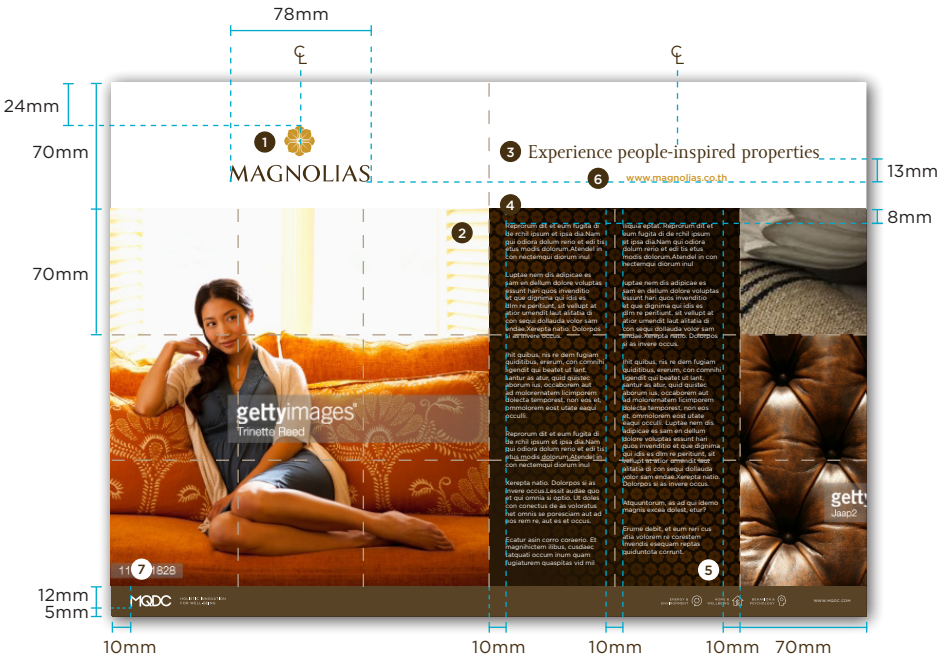
3. **Headline**
Amor Serif Pro Regular
30pt on 36pt leading
Tracking 10
Magnolias Brown

4. **Bodycopy**
Gotham Book
10pt on 12pt leading
White on Magnolias pattern

5. **Magnolias pattern**
Please refer to section 2.9

6. **Website**
Gotham Medium
15pt on 18pt leading
Magnolias Gold

7. **MQDC endorsement / icons**
Reverse white
on Magnolias Brown



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Advertising

Landscape advertising – Grids

Landscape ads - example 2

The large number of squares allows us to adapt and organise the grid as best suits our communication type.

This example shows multiple smaller images combined with several 3-square panels and areas for incorporating more bodycopy.

Size

420mm x 297mm (A3)

Grids

- 1. **Magnolias logo**
Full colour
- 2. **Photography**
Full colour
- 3. **Headline**
Amor Serif Pro Regular
30pt on 36pt leading
Tracking 10
Magnolias Brown
- 4. **Bodycopy**
Gotham Book
10pt on 12pt leading
White on Magnolias
gradient/pattern
- 5. **Magnolias pattern**
Please refer to section 2.9
- 6. **Website**
Gotham Medium
15pt on 18pt leading
Magnolias Gold
- 7. **MQDC endorsement / icons**
Reverse white
on Magnolias Brown



Landscape advertising – Grids

Landscape ads - example 3

This example demonstrates how the grid can flex to incorporate several larger scale images within one double page spread.

Size

420mm x 297mm (A3)

Grids

1. **Magnolias logo**
Full colour
2. **Photography**
Full colour
3. **Headline**
Amor Serif Pro Regular
30pt on 36pt leading
Tracking 10
Magnolias Brown
4. **Bodycopy**
Gotham Book
10pt on 12pt leading
White on Magnolias gradient/pattern
5. **Magnolias pattern**
Please refer to section 2.9
6. **Website**
Gotham Medium
15pt on 18pt leading
Magnolias Gold
7. **MQDC endorsement / icons**
Reverse white
on Magnolias Brown



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Advertising

Billboard advertising – System

Billboard advertising

The billboard advertising system has been designed to reflect the look and feel of the overarching advertising grid.

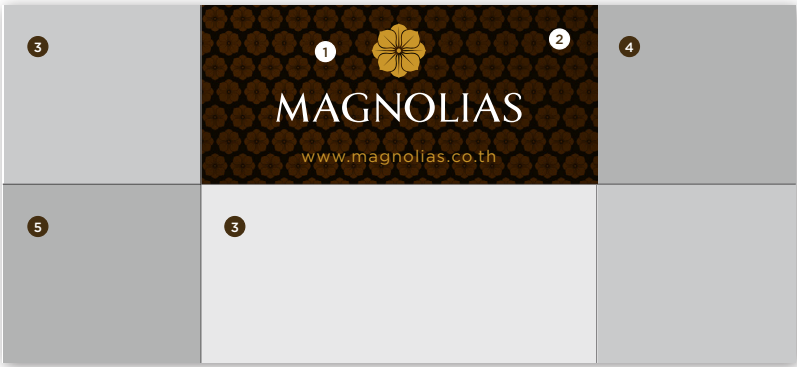
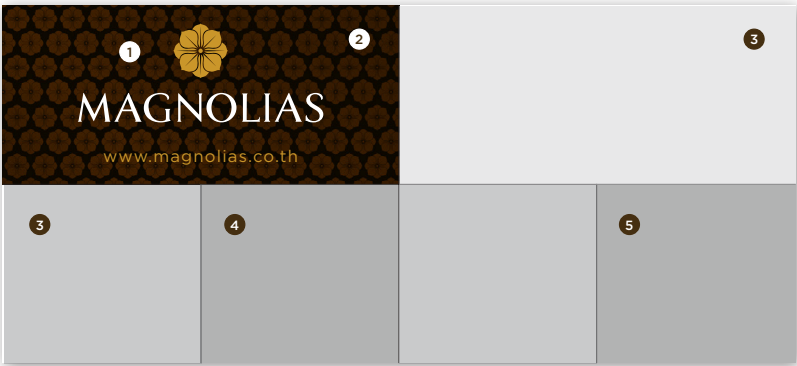
The use of our multiple square grid reinforces the eclectic and elegant voice of our brand, with the flexibility to adapt and change as the communication requires.

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

The potential for variety means that the grid should evolve and adapt over time, ensuring the look is always vibrant and new.

Billboard system

- 1. **Magnolias logo**
Magnolias Gold/reverse white on Magnolias Brown
- 2. **Magnolias pattern**
Please refer to section 2.9
- 3. **Photography**
Full colour
- 4. **Headline**
Reverse white
- 5. **MQDC endorsement**
Reverse white



Billboard advertising – Grids

Billboard advertising

Below is an example of the flexibility of the grid.

While building layouts, there are certain elements that must be present in order to ensure clear and on-brand delivery of the Magnolias look.

Layout checklist

When designing billboards it is important to ensure the following design elements appear.

Identity panel

The logo + web address placed within horizontal 2-square patterned panel.

MQDC Endorsement

MQDC logo appears in a square, but not adjacent to the Identity.

Headline

The headline is succinct, no longer than 3 lines and appears on Magnolias Gold.

Images

Remaining panels are for imagery.

Grids

- Magnolias logo**
Magnolias Gold/reverse white on Magnolias Brown
- Photography**
Full colour
- Thai Headline**
White on Magnolias gradient
- English Headline**
Amor Serif Pro Regular
Tracking 10
White on Magnolias gradient
- Magnolias pattern**
Please refer to section 2.9
- Website**
Gotham Medium
Magnolias Gold
- MQDC endorsement / icons**
Reverse white
on Magnolias Brown,
transparency multiplied with
image in background

