

6.0

Signage

Every Magnolias touchpoint conveys a powerful impression of our brand. This section looks at some examples of how signage can bring our personality to customers in a powerful and vibrant way..

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Signage - Overview

Signage

Signage provides an important way of delivering our brand message and visual language across large format advertising panels and within the physical environments of our properties.

Signage should be produced with a consistent design aesthetic, ensuring our brand colour palette and identity are always implemented with accuracy.

The use of high quality materials and finishings will help deliver the appropriate level of quality across all touchpoints.

Signage examples



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Signage system

Hoarding – Content structure

Hoarding

The hoarding panel provides a great opportunity to showcase the Magnolias brand. Using imagery, colour and our tone of voice, we can provide a succinct overview of our personality and visual aesthetic to the public.

Hoarding content structure



- 1. **Magnolias Logo**
Reverse white with Gold on pattern
- 2. **MQDC endorsement panel**
MQDC logo in MQDC colour
- 3. **Content panel**
Thai Headline
DB Narai X
English Headline
Amor Serif Pro
- 4. **Content panel**
- Full bleed imagery
Magnolias photography style
- 5. **Content panel**
- Squares of Small Imagery
Magnolias photography style
1 square of Magnolias brown
1 square of Magnolias gradient

Hoarding

As with the rest of our branded touchpoints, the make-up of the system is flexible, incorporating a combination of the following design elements:

- 1. Magnolias logo and web
- 2. MQDC endorsement panel
- 3. Headline copy
- 4. Single image
- 5. Multiple images/colours within single hoarding panel



5

2

4

6.4

Signage system

Hoarding – Layout structure

Hierarchy of elements

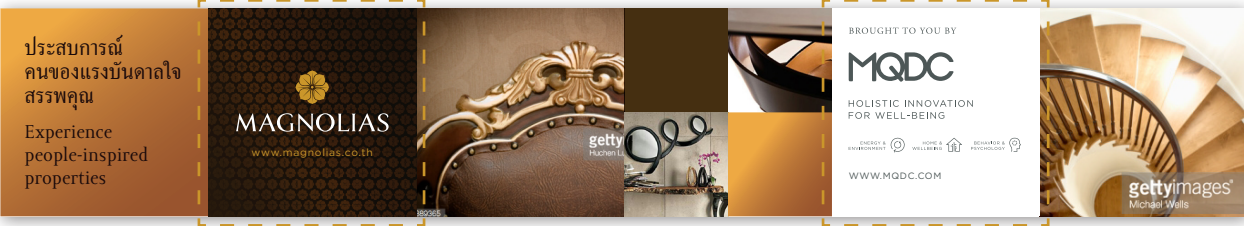
When developing hoardings of any size or format, it is vital that panels are square - in keeping with our visual system. So, whatever the height determined by the on-site architect, the panels must be of equal width.

The longer the site hoarding, the more flexible the application of design elements. For a hoarding that contains 6 panels or more, Magnolias should be represented by a combination of panels:

- 1) 1 x Magnolias logo panel
- 2) 1 x MQDC endorsement panel
- 3) 1 x Headline panel
- 4) 2 x Single image panels
- 5) 1 x Multiple image panel

Every continuous hoarding should contain 1 Magnolias logo panel and 1 MQDC endorsement panel.

Hoarding panels



Longer hoarding format



Shorter hoarding format



When the hoarding is reduced to a simple 2-panel structure, the Magnolias logo maintains a full panel and the MQDC endorsement appears in one of the 4 squares of the multiple content panel.

Changing formats

When the hoarding turns a corner, it is important that we view the 2nd row of panels as if it were a new hoarding.

This means following the rules listed previously for all sides of the hoarding of one site.

On each side of the site hoarding of a particular development, it is vital that we include - as a minimum - the Magnolias logo and MQDC endorsement panels.



Each side of the strip contains at least:
1 Magnolias panel
1 MQDC endorsement panel

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Signage system

External signage

Street level signage

These types of external signs should prominently showcase the Magnolias logo.

If using natural materials, such as woods, ensure the colour matches Magnolias Brown as closely as possible.

If this is not possible, treat the material with a colour that will bring the background in keeping with the Magnolias system.

Street level signage



Building wayfinding

Wayfinding

Wayfinding is crucial in ensuring direct transitions between areas of our built environments.

Using our corporate typefaces creates a strong connection with our system and adds a sophisticated dimension to interior spaces.

Materials

When using materials that cannot maintain the colours of our palette, the identity can be applied creatively as shown in the example below.

Bevelled edges, embossing are examples of ways we can showcase the Magnolias flower symbol without having to apply the full Magnolias logo.

Wayfinding signage

