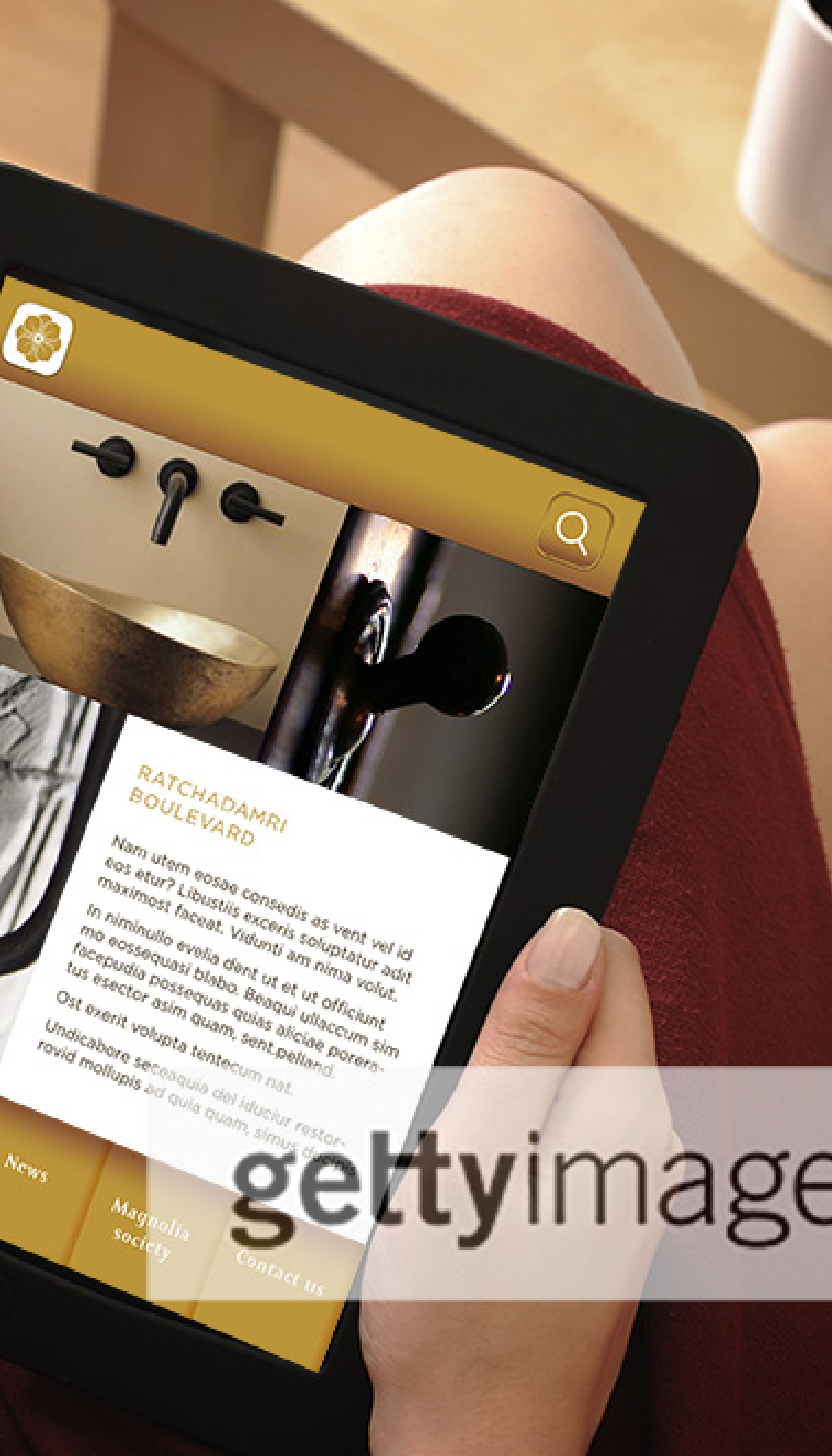


7.0

Digital communications

This section looks at how our brand identity system can be utilised to deliver our message and visual language across online and digital media.

- 7.1 Digital communications
 - Overview
- 7.2 PowerPoint
 - Opening slide
- 7.3
 - Divider and main slides
- 7.4 Website
 - Home page
- 7.5
 - 1st and 2nd levels
- 7.6 Mobile app
 - Home page and 2nd levels
- 7.7 App icon
- 7.8 Facebook look and feel
- 7.9 Online banner advertising



RATCHADAMRI BOULEVARD

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rovid mollupis ad quia quam, simus ducnis

News

Magnolia
society

Contact us

gettyimage

Digital communications – Overview

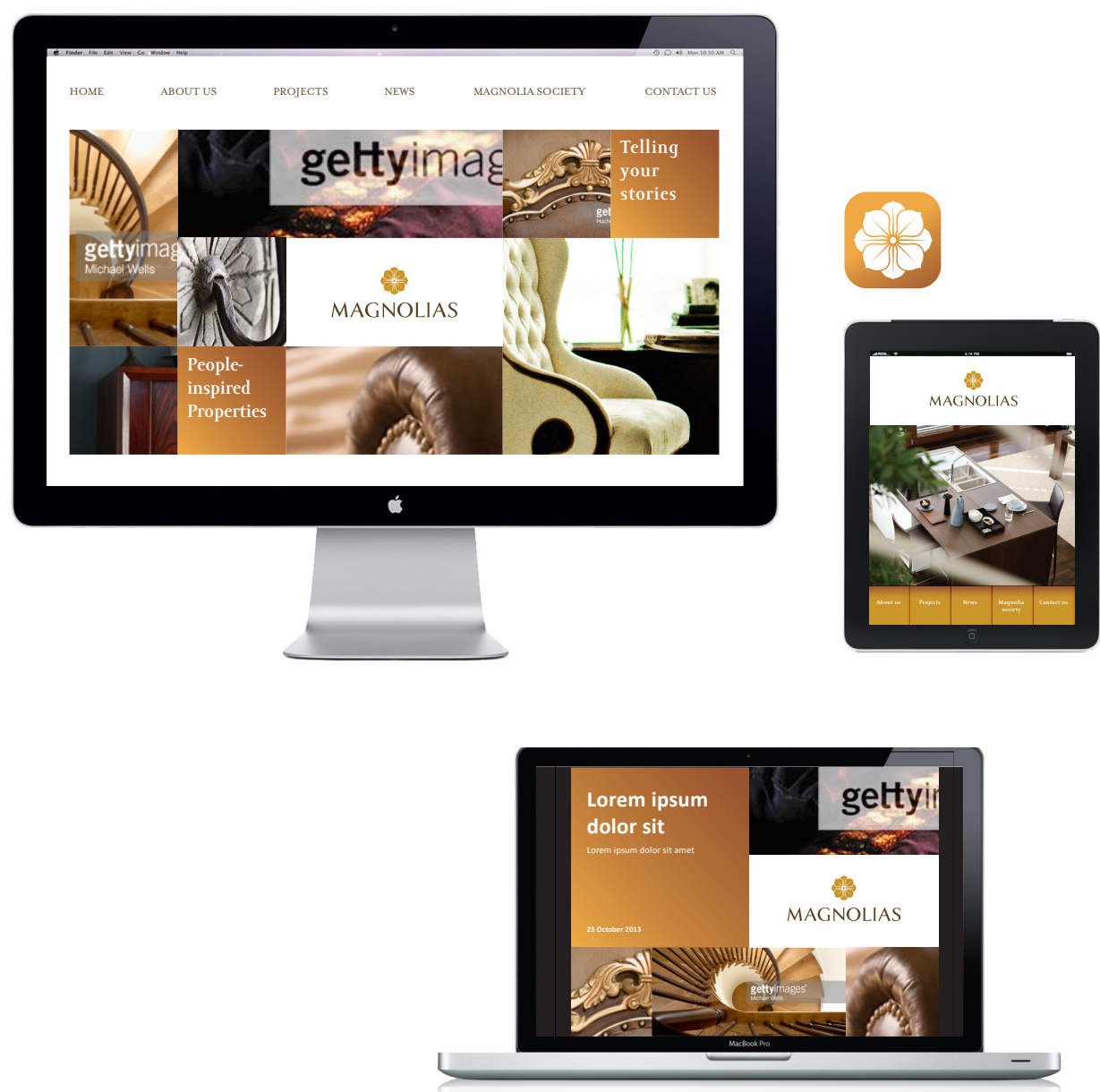
Overview

The website, online advertising banners and other digital applications can be among the first and most interactive touchpoints our customers will have with our brand.

Creating an honest and true impression of Magnolias will showcase the best of the brand, differentiating us in our market.

Our digital applications have been developed to capitalise on the dynamism of the new design system, incorporating our corporate colour palette and unique photography style.

The flexible grid system allows for movement and motion within the digital environment, with images changing and rotating to keep the look fresh and dynamic.



7.2

Digital communications

PowerPoint – Opening slide

PPT

Our PPT template has been created to present the face of our brand in the corporate environment, at press conferences and events.

The layout has been simplified in order to deliver information clearly and without fuss.

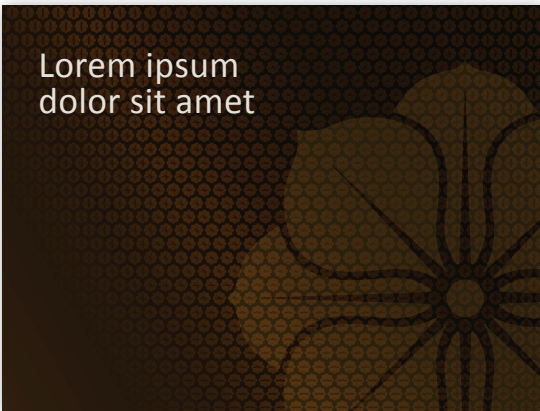


PowerPoint – Divider and main slides

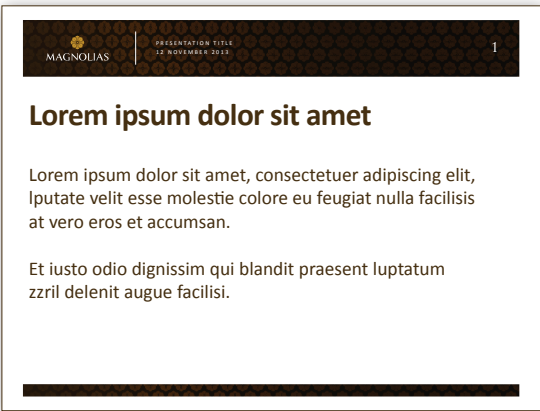
Layout

A range of templates has been designed to provide flexibility when presenting.

Templates provide the opportunity to focus purely on copy, or for combining with imagery for greater visual impact.



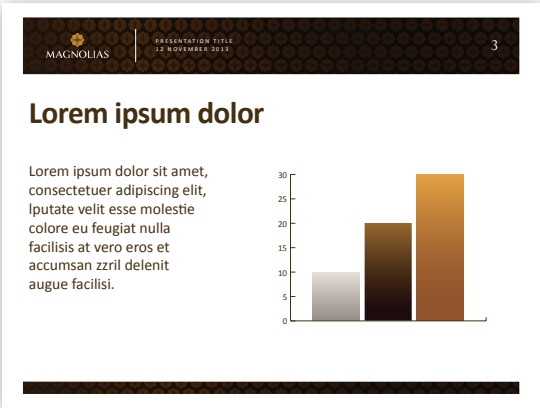
Chapter divider slide



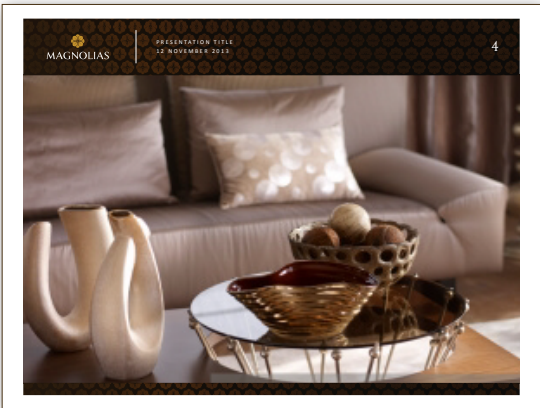
Main slide 1



Main slide 2



Main slide 3



Main slide 4



Main slide 5

7.4

Digital communications

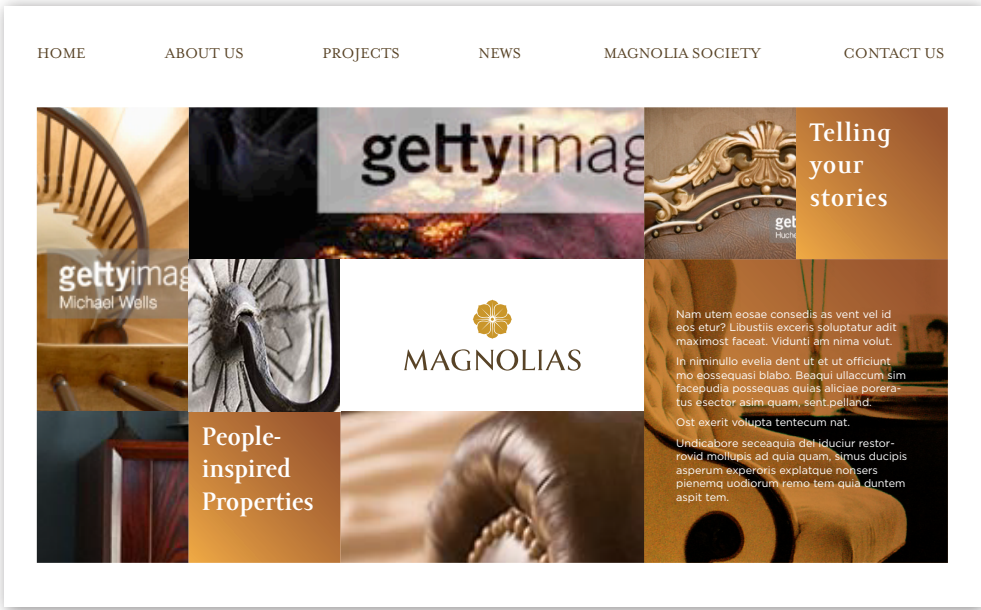
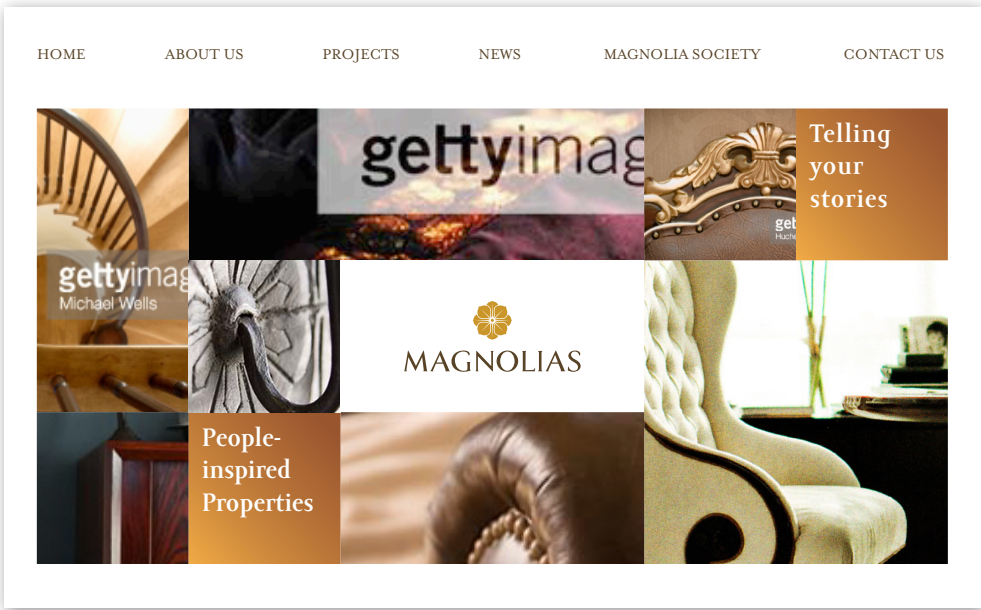
Website – Home page

Home page

Introducing the website with a montage of images and our corporate logo, brings to life the Magnolias visual language while providing a chance to demonstrate a range of interesting images of our Magnolias product.

Images can rotate and animate, bringing a dynamic and fresh look to the website.

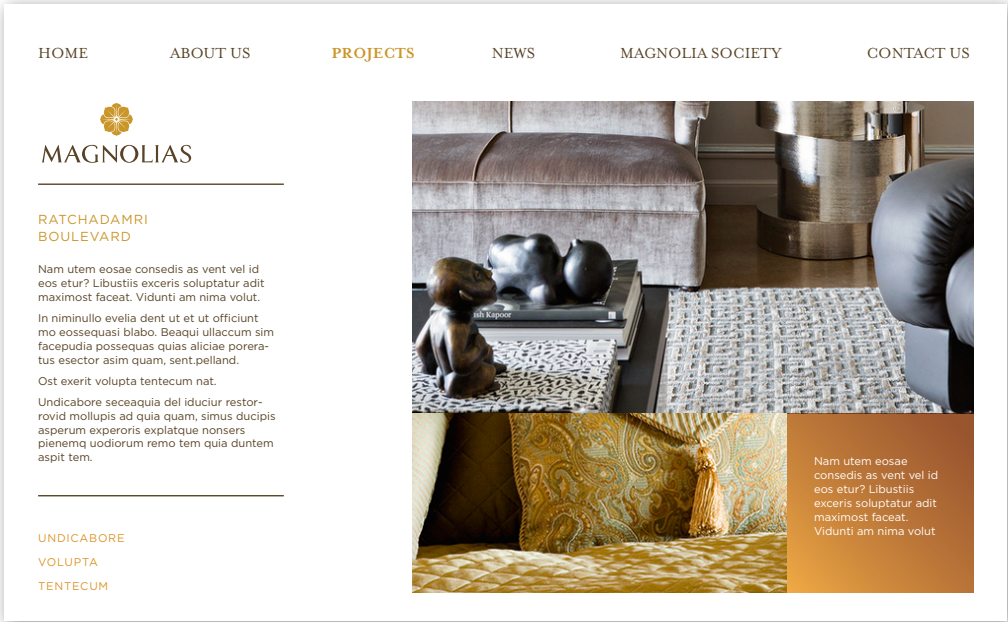
Focusing on the refined details that separate us from our competitors brings a unique visual aesthetic to our website.



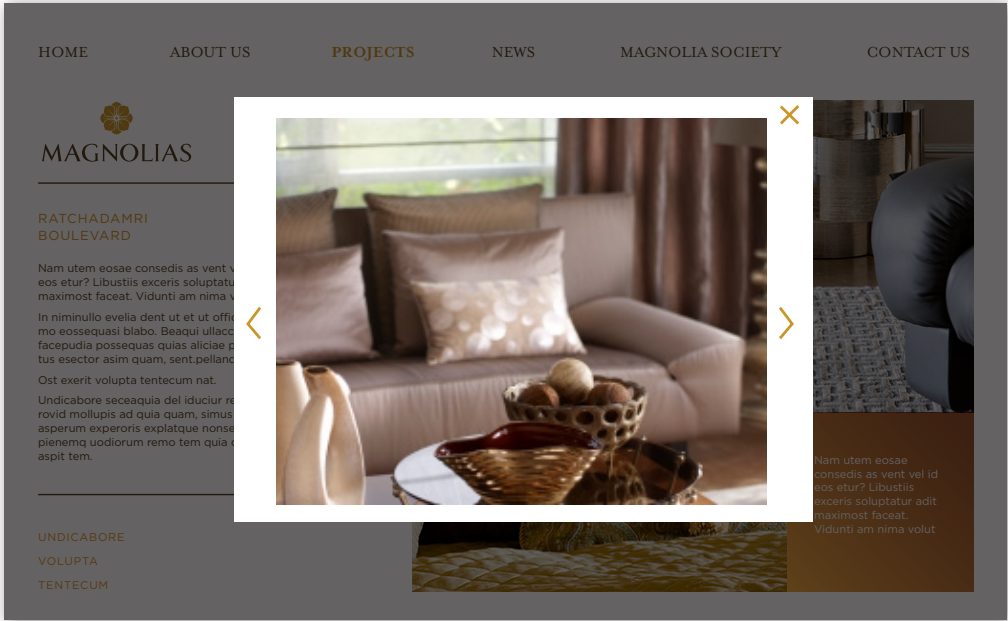
Website – 1st and 2nd levels

1st and 2nd levels

Next level pages provide space for copy and technical details, while allowing flexibility around the use and application of imagery.



1st level



2nd level

7.6

Digital communications

Mobile app – Home page and 2nd levels

Home screen

The design for a potential app provides a simplified look and feel that brings the square visual language to life in a different way.

With navigation utilising the square panel format, there is more opportunity for us to use the larger areas of the grid for single images and the logo.

The mobile app is best served delivering information in a simple, direct way in order to retain the interest and attention of the viewer, as demonstrated in the example shown below.



App icon

Magnolias flower

An app icon is a symbol created to represent a mobile application for digital/mobile devices. To bring immediate clarity and recognition to icons, bolder, simpler design treatments are highly recommended.

Simpler shapes and singular colours will best capture a connection to the brand and its visual system. For direct and instant recognition of the Magnolias brand on the app, the use of the Magnolias Flower symbol is recommended.

While the brand doesn't recommend regular independent use of the symbol, the app icon is considered an exception.



7.8

Digital communications

Facebook look and feel

Facebook

The Facebook social media platform allows the brand to engage and interact openly and directly with customers.

A simplified page header will ensure a clean, relevant message is relayed to consumers about the Magnolias brand. The primary image panel could be updated frequently to represent new products or developments for the brand as required.

Facebook page



Online banner advertising

Online advertising

Online banner advertisements have limited space to make an impact on potential customers

A short, eye-catching animation or simply animated series of images or headlines will bring the essence of the Magnolias brand to life in a genuine, on-brand and direct manner.

It is important that we don't attempt to include too much text, ensuring the banner is dynamic and draws attention for the right reasons.

Online banners

