

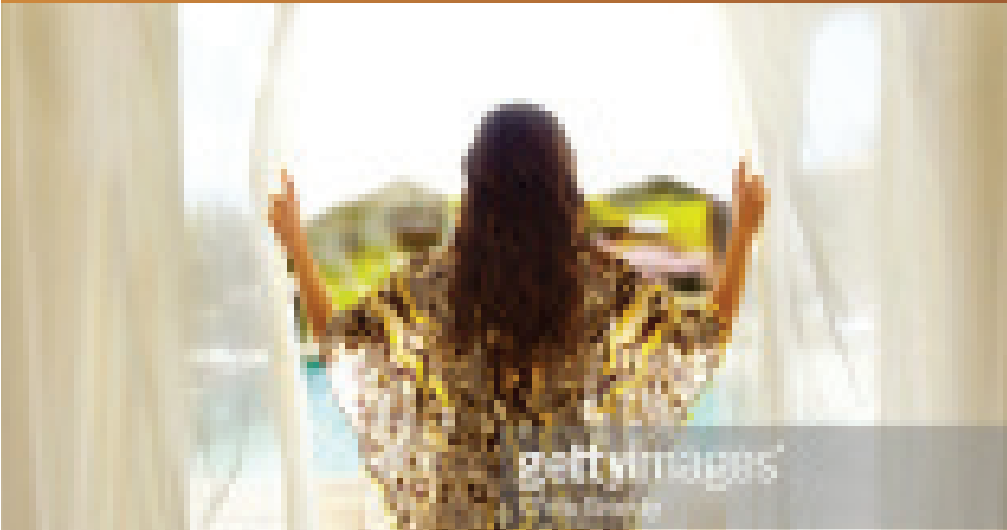


Experience
people-
inspired
properties



Our visual identity is a vital part of our new positioning. It is the visual representation of Magnolias' brand that can be summed up in these words "Holistic innovation for well-being".

These guidelines aim to show you how to bring the world of Magnolias to life across a wide range of touchpoints.



Contents

If you have any questions about the contents of this document, or the implementation of the Magnolias brand, please contact the Marketing Department.

1.0 Brand platform

- 1.1 Brand platform
- 1.3 Brand positioning

2.0 Visual system

- 2.1 Key design elements
- 2.2 Corporate identity
- 2.3 - Clear zone and minimum size
- 2.4 - Colour versions
- 2.5 - Corporate colours
- 2.6 - Colour backgrounds & incorrect use
- 2.7 - Third part backgrounds
- 2.8 Corporate typeface
- 2.9 Supporting graphics
 - Magnolias gradient
- 2.10 - Magnolias pattern
- 2.11 - Magnolias flower symbol
- 2.12 Photography
 - Overview
- 2.13 - Detailed finishing
- 2.14 - Spaces
- 2.15 - People
- 2.16 Product descriptor
- 2.17 Co-branding

3.0 Corporate stationery

- 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

4.0 Publication

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

5.0 Advertising

- 5.1 Advertising
 - Principles and content structure
- 5.2 Portrait advertising
 - System
- 5.3 - Hero photography
- 5.4 - Grids
- 5.8 Landscape advertising
 - System
- 5.9 - Grids
- 5.12 Billboard advertising
 - System
- 5.13 - Grids

6.0 Signage system

- 6.1 Signage
 - Overview
- 6.2 Hoarding
 - Content structure
- 6.4 - Layout structure
- 6.6 External signage
- 6.7 Building wayfinding

7.0 Digital communications

- 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

1.0

Brand platform

This section provides an overview of our brand proposition, brand pillars, the personality and story that provide the strategic foundations of our brand.

- 1.1 Brand platform
- 1.3 Brand positioning



gettyimages
Helen Yin

Brand platform

Our brand platform provides the strategic foundation for the way our brand acts and speaks. All communication, written or visual must be guided by these principles to truly deliver the Magnolias brand experience.

Our core proposition

A MOTIVATING IDEA THAT SUCCINCTLY DEFINES WHO WE ARE AND HOW WE'RE DIFFERENTIATED FROM OUR COMPETITORS.

Holistic innovation for well-being

1.2

Brand platform

Brand platform

Our personality

Our personality guides communication, our behaviour, tone and voice to all internal and external audiences.

Optimistic

Positive and forward-looking, always seeing opportunities for development and progress

Accomplished

Possessing the relaxed self-assurance that comes from being comfortable with who you are, and what you have achieved

Crafted

Selecting the best of everything from anywhere - materials, finishes, aesthetics - for their variety, interest, stories and insights into the world

Enriched

Viewing social activity as another way to experience the finest the world has to offer, through the understanding and exchange with others

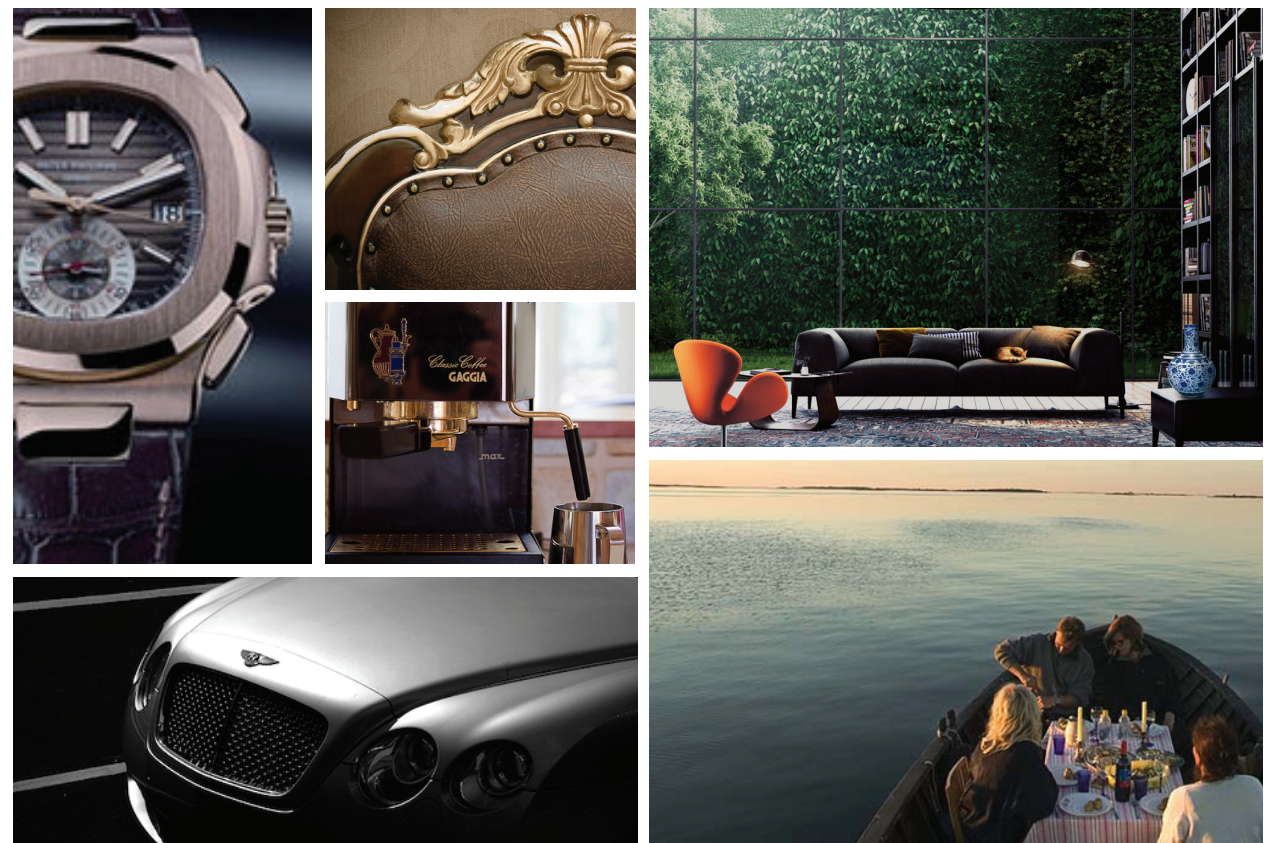
1.3

Brand platform

Brand positioning

Designer of innovative, high quality property developments that combine human understanding & technical know-how.

Magnolias moodboard



2.0

Visual system

This section will guide you through how each of our key identity elements should be used to create a brand image that is uniquely Magnolias.

- 2.1 Key design elements
- 2.2 Corporate identity
- 2.3 - Clear zone and minimum size
- 2.4 - Colour versions
- 2.5 - Corporate colours
- 2.6 - Colour backgrounds & incorrect use
- 2.7 - Third part backgrounds
- 2.8 Corporate typeface
- 2.9 Supporting graphics
 - Magnolias gradient
- 2.10 - Magnolias pattern
- 2.11 - Magnolias flower symbol
- 2.12 Photography
 - Overview
- 2.13 - Detailed finishing
- 2.14 - Spaces
- 2.15 - People
- 2.16 Product descriptor
- 2.17 Co-branding

Key design elements

Corporate identity

Our corporate identity is the primary representation of who we are. The elegant, expressive and contemporary logotype of our new identity reflects our personality and position within the market. While our refined Magnolia symbol celebrates the natural elegance and heritage of our brand and product.

Corporate colours

Magnolias Gold and Brown present n image that is enriched and of the highest standards.

Typography

Our typefaces have been selected for both their aesthetic and functional sensibilities.

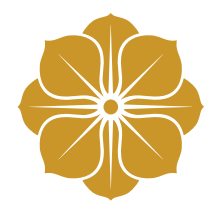
Photography

Our image style talks to the eclectic and worldly aesthetic of our customer.

Supporting graphics

Our design system also incorporates the Magnolias pattern texture and flower icon.

Magnolias logo



MAGNOLIAS

Colours



Typography

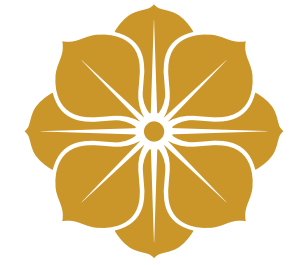
Gotham

Light Book *Book Italic* **Medium Medium Italic**

Amor Serif Pro

Regular **Bold**

Supporting graphics



Photography



Corporate identity

The Magnolias logo

Our brand signature is a clear representation of who we are and what we stand for.

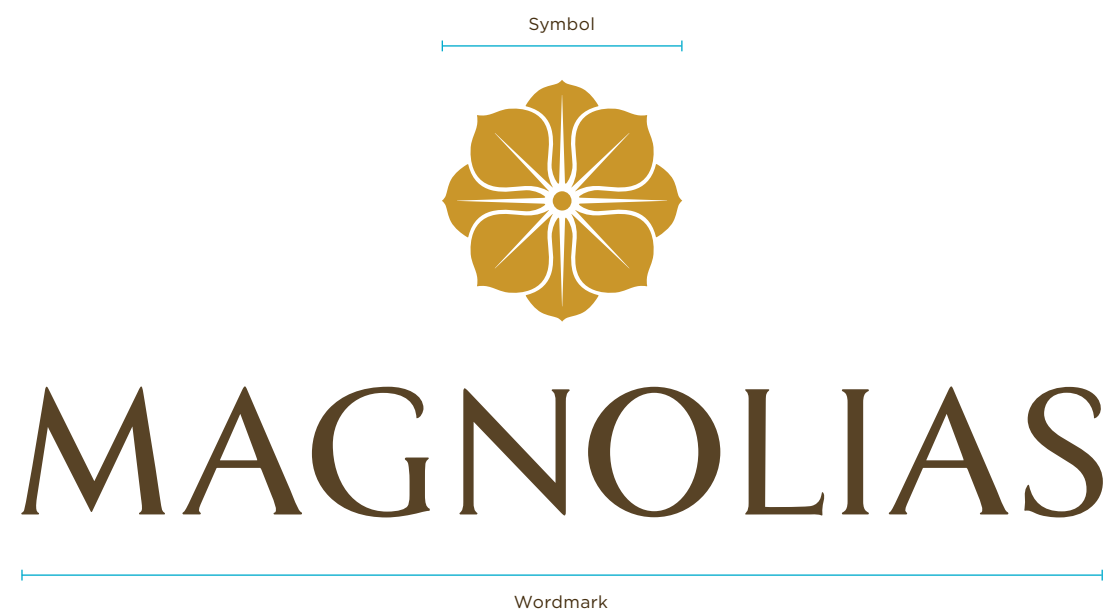
The purpose of these guidelines is to protect and enhance this invaluable brand asset.

The Magnolias symbol

The refined Magnolia symbol represents a connection with our history as well as the natural aesthetic beauty we bring to our product.

The symbol is used within our corporate pattern to bring a sophisticated texture to materials and finishes, but can also be used independently as a unique design feature for interiors.

Magnolias logo



Corporate identity - Clear zone and minimum size

Clear zone

The clear zone should never be encroached upon by any design elements whether text, images or graphics, unless explicitly documented in this document.

Minimum size

A minimum size has been established to maintain optimum legibility and quality in every expression of the Magnolias brand.

Depending on the given constraint area, the logo (with typography) shouldn't be reproduced at less than 35mm in width.

Clear zone



Minimum size



Corporate identity - Colour versions

Colour versions

In order for the system to be practical and functional across all touchpoints, there are two colour identity variants - full colour and single colour.

Full colour

The full colour version must be used whenever possible, it should always be on a white background.

Single colour

The single colour version should only be used when full colour reproduction is not possible, for example on black and white newsprint or when faxing.

Special finishes

For special occasions such as merchandise or invitations, the Magnolias logo can also be reproduced in special finishes such as metallic gold PMS872 C, spot UV varnish or embossed.

Full colour



Single colour



Corporate identity - Corporate colours

Corporate colours

Colour can become a significant brand equity - allowing us to create clear differentiation from our competitors. The correct use of our corporate colours is therefore crucial in maintaining the integrity of our brand expression.

Consistently implementing the colour specifications shown here will ensure the correct delivery of our brand image wherever it appears.

NOTE: Pantone 10123C is part of Pantone's new Plus Series. This colour has a slight metallic finish.

Colour specifications

Magnolias Gold		Magnolias Brown	
Pantone	10123C	Pantone	412C
CMYK	21/41/100/2	CMYK	0/27/59/88
RGB	201/149/43	RGB	68/48/19

Corporate identity - Colour backgrounds & incorrect use

Full colour

The full colour Magnolias logo must always be used where possible. Using it correctly will enable a clear and recognisable expression of the brand.

Flat brown backgrounds

The full colour Magnolias logo can also be reproduced on a flat brown background. Only use this

when it is not possible to print the Magnolias background, such as on signage where solid substrates need to be used.

Black, White and Brown

Only use the black and white logos for single colour black and white printing or for third part materials as shown on the next page.

Incorrect use

To preserve and reinforce the integrity of the identity, it is vital that we do not alter the elements within it. Although the examples below do not represent every possible misuse, they illustrate some of the most common mistakes to be avoided when using the identity.

Full colour on white background



Full colour reversed on Magnolias background



Full colour reversed on flat brown background



Black on white background



Reversed white on black background



Brown on white background



Incorrect use

Do not stretch in any way.



Do not alter the colour.



Do not apply any effects.



Do not add keyline.



Do not remove any elements.



Do not substitute with other typefaces.



Do not alter or resize any elements.



Do not realign elements.



Do not crop any elements.



Corporate identity - Third part backgrounds

Ideal usage

When using the brand on third part materials, make sure the brand is clear and recognisable. If the background is not white or the Magnolias Brown, there are two options - use the negative versions of the logo, or use the logo with a holding device to

protect its integrity. It's very important to respect the clear zone when using the holding device.

Special Materials

When applied on texture materials, use either the black, brown or white versions of the logo. Choose the one which guarantees enough contrast.

Flat colour on white background



On gradient background use full colour on white holding device



On photography background use full colour reversed on brown holding device



Do not use full colour versions on colourful backgrounds



Do not use full colour versions on gradient backgrounds



Do not use full colour versions on imagery backgrounds



Special Materials

Reversed white on dark wood background



Reversed brown on mid-tone wood background



Reversed brown on light wood background



Reversed white on dark stone background



Reversed brown on mid-tone stone background



Reversed brown on light stone background



Do not use reversed brown or black on dark background



Do not use reversed white on mid-tone backgrounds if there's no contrast



Do not use reversed white on light backgrounds



Corporate typeface

Magnolias typefaces

Gotham has been chosen as the primary font for the Magnolias visual identity system, for its clarity and legibility across a range of touchpoints and visual formats.

Typography is an important element of a visual system. With consistent usage of selected fonts, it will ensure that our audiences will develop an instant recognition of our brand at every touchpoint.

Amor Serif Pro has been selected as our secondary typeface for its unique and elegant character style and should be used for key identifying text, for instance: headline copy on advertisements, names on ID cards and so on.

Primary typefaces

Gotham

Light Book *Book Italic* Medium
Medium Italic Bold

Amor Serif Pro

Regular Bold

Secondary typeface (for office generated communications)

Calibri

Light Regular *Italic* Bold *Bold Italic*

Supporting graphics - Magnolias gradient

Magnolias gradient

The Magnolias gradient is created using colours from the Magnolia palette. It creates a rich texture and is part of the Magnolias supporting brand elements.

It can be used as an accent graphic device or as a supporting background graphic.

Magnolias gradient

Location: 55%



Location: 0%

C 5
M 37
Y 84
K 0

Location: 100%

C 26
M 69
Y 88
K 23

Supporting graphics - Magnolias pattern

Magnolias pattern

The Magnolias pattern graphic comprises multiple Magnolia flower symbols and gradients developed from the corporate colour palette.

Digital artwork of the pattern is available and is the only template that should be used.

Textures and finishes

The pattern should be used sparingly and not applied to every texture or surface. Aside from primary communications, possible uses for the pattern could be fabrics, wall-coverings, premium items.

Pattern



Creating the pattern

3. 3rd layer: Magnolias brown

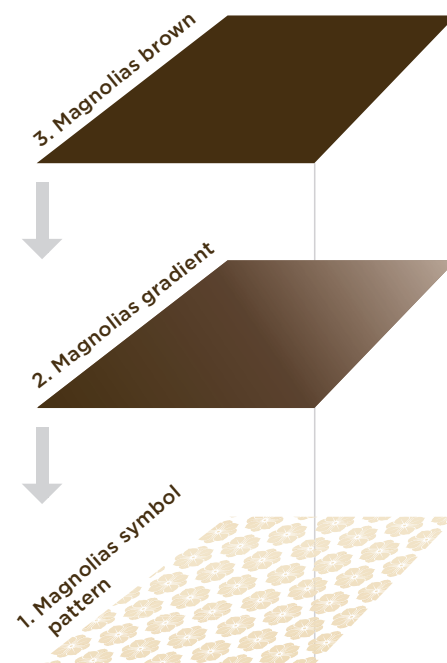
PMS 412 or
CMYK 0/27/59/88
Opacity: 100%

2. 2nd layer: Magnolias gradient (Multiplied)

▲	▲	▲
Location: 0%	Location: 50%	Location: 100%
Opacity: 100%	Opacity: 100%	Opacity: 100%
CMYK 0/27/59/88	CMYK 0/27/59/88	CMYK 0/27/59/88

1. 1st layer: Magnolias symbol pattern

▲	▲	▲
Location: 0%	Location: 50%	Location: 100%
Opacity: 0%	Opacity: 20%	Opacity: 30%
CMYK 21/41/100/2	CMYK 21/41/100/2	CMYK 21/41/100/2



Supporting graphics - Magnolias flower symbol

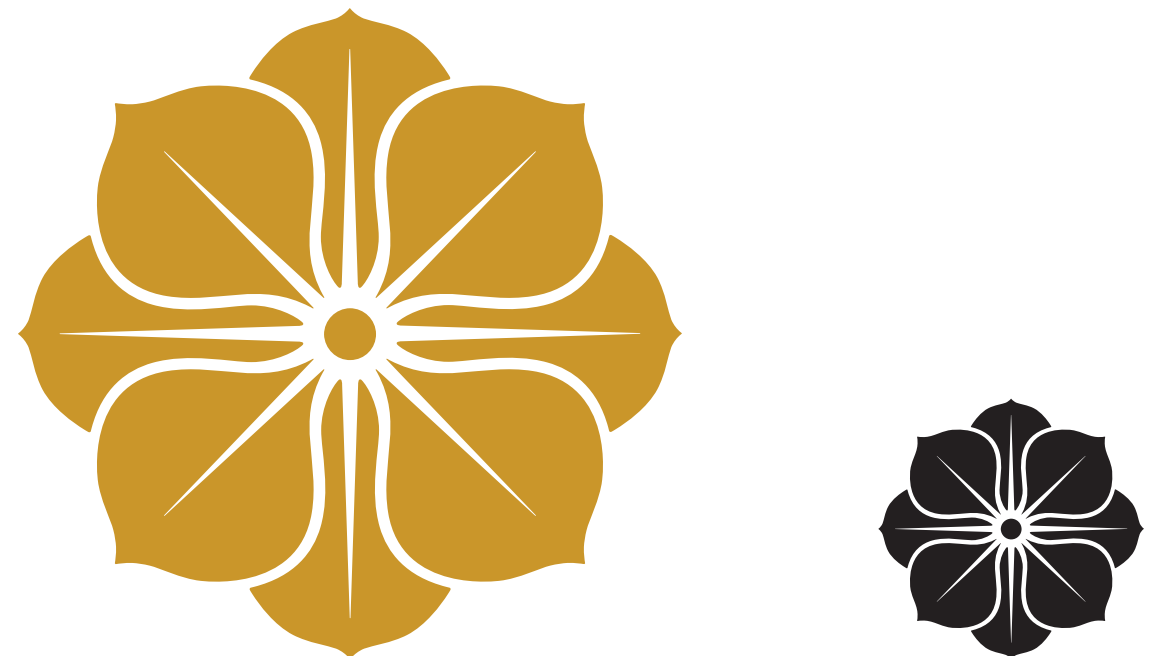
Magnolias flower symbol

The Magnolias symbol should only be used where it can have the greatest impact for our brand. Appropriate applications for using the symbol independently of the brand identity are - as an icon

for a Magnolias app, as a symbol on tiles or walkways within developments or as a subtle texture change on fabrics. The equity of this symbol should be preserved and not over-used - we would prefer that the symbol

doesn't appear on applications that are not reflective of the values of the brand - ashtrays, rubbish bins and so on.

Magnolias flower



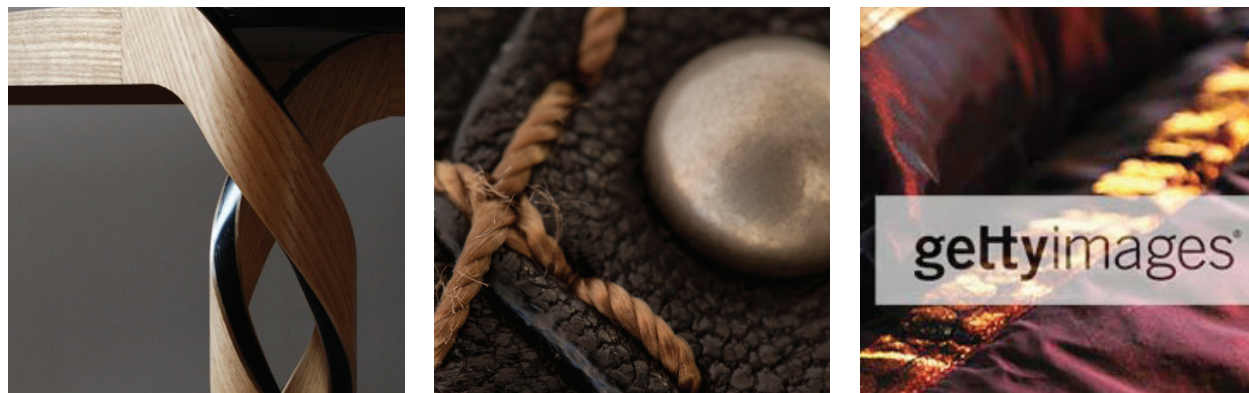
Photography - Overview

Storytelling

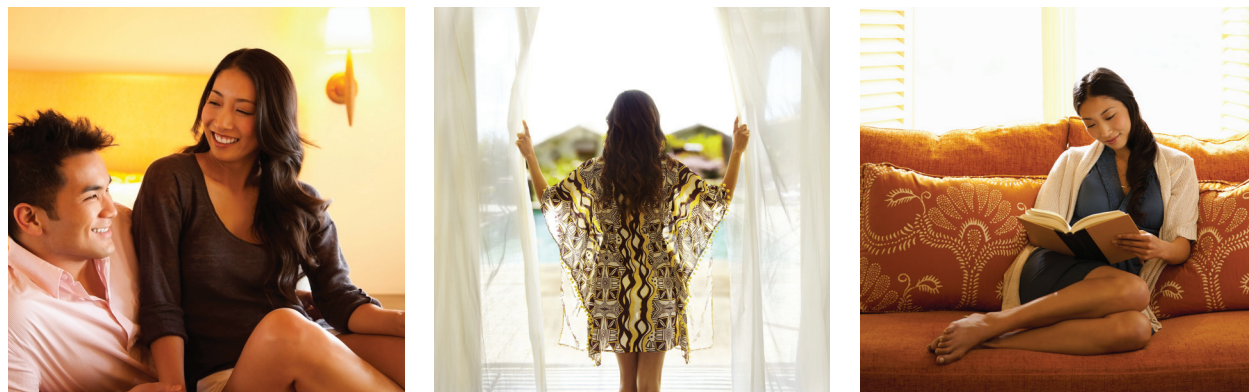
Photography plays a vital role in expressing a brand's personality through an emotional and expressive visual style.

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.

Detailed finishing



People



Spaces



Photography - Detailed finishing

Working with details

Images should focus on close-up/ macro-photography of the fine details and high quality crafting of all types of interior furnishings - from fabrics to materials and other textures.

- It is vital that any imagery contain furniture detailing that is of a quality level that is appropriate to the Magnolias brand.

- Rich colours, hand-crafted textures, detailing and stitching are examples of the aesthetic that will help to bring the Magnolias experience to life through photography.

Photography style for detailed finishing



2.14

Visual system

Photography - Spaces

Working with spaces

The photography of spaces should capture the grandeur and unique aspects of Magnolias properties.

- Large expanses of open space to highlight size and comfort.
- Creative crops of hallways, staircases, doorways can bring a unique perspective to property types.
- Capturing combinations of furniture types, textures and materials will bring the eclectic attributes of our brand to life.

Photography style for spaces



2.15

Visual system

Photography - People

Working with people

We use people to bring across a sense of warmth and to illustrate the benefits of living in a Magnolias property.

- People should be photographed relaxing, enjoying our property, and should fall within the prescribed age range of our target audience.
- Ensure that there is a level of sophistication visible in the talent and that styling, clothing and general appearance of all talent

Photography style for people



Product descriptor

Product descriptor

The product descriptor is the name of the development that differentiate the Magnolias properties.

This is the principle guidelines to create the product descriptor.

Product descriptor

- 1. **Descriptor**
Gotham Medium
Tracking 100
Magnolias Gold



Co-branding

Co-branding lock up

The co-branding lock up of Magnolias and a partner's logo is for co-branding marketing collaterals.

The principle guidelines (clear space and minimum size) applies for this lock up.

NOTE: The partner's logo must be either equal (in height and width) or smaller than Magnolias's logo. It should never be more dominant.

Clear zone

The clear zone should never be encroached upon by any design elements whether text, images or graphics, unless explicitly documented in this document.

Minimum size

A minimum size has been established to maintain optimum legibility and quality in every expression of the Magnolias brand.

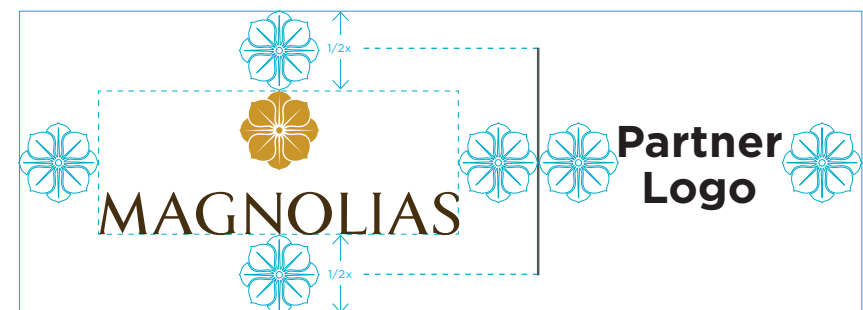
Depending on the given constraint area, the logo shouldn't be reproduced at less than 10mm in height.

Magnolias logo



Partner Logo

Clear zone



Minimum size



35mm

Partner Logo

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

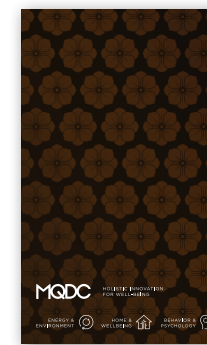
Corporate stationery - Overview

Stationery

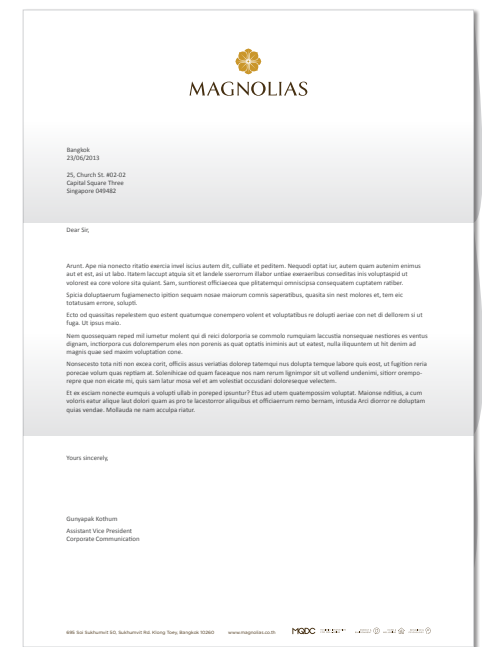
Our corporate stationery system has been designed in the spirit of our personality and values. The vertical format for business cards brings a unique and unexpected note to the system that has stature and elegance.

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

Mobile no. only included for GMs
Office names appear in stacks of maximum 5 - centered
Designation
Office address
E-mail address

Recommended paper stock

Conqueror Wove High White
300gsm

- Magnolias logo**
Full color
- Name**
Amor Serif Pro Regular
11pt on 11pt leading
Tracking 25
Magnolias Brown
- Title**
Gotham Book
6.5pt on 12.5pt leading
Magnolias Brown
- Email**
Gotham Book
6.5pt on 10pt leading
Magnolias Brown
- Contact no. & address**
Gotham Book
6pt on 9pt leading
Tracking 10
Magnolias Brown
- Website**
Gotham Book
7pt on 8.5pt leading
Tracking 50
Magnolias Gold
- Magnolias pattern**
- MQDC endorsement / icons**
Reverse white



Back



3.3

Corporate stationery

Letterhead

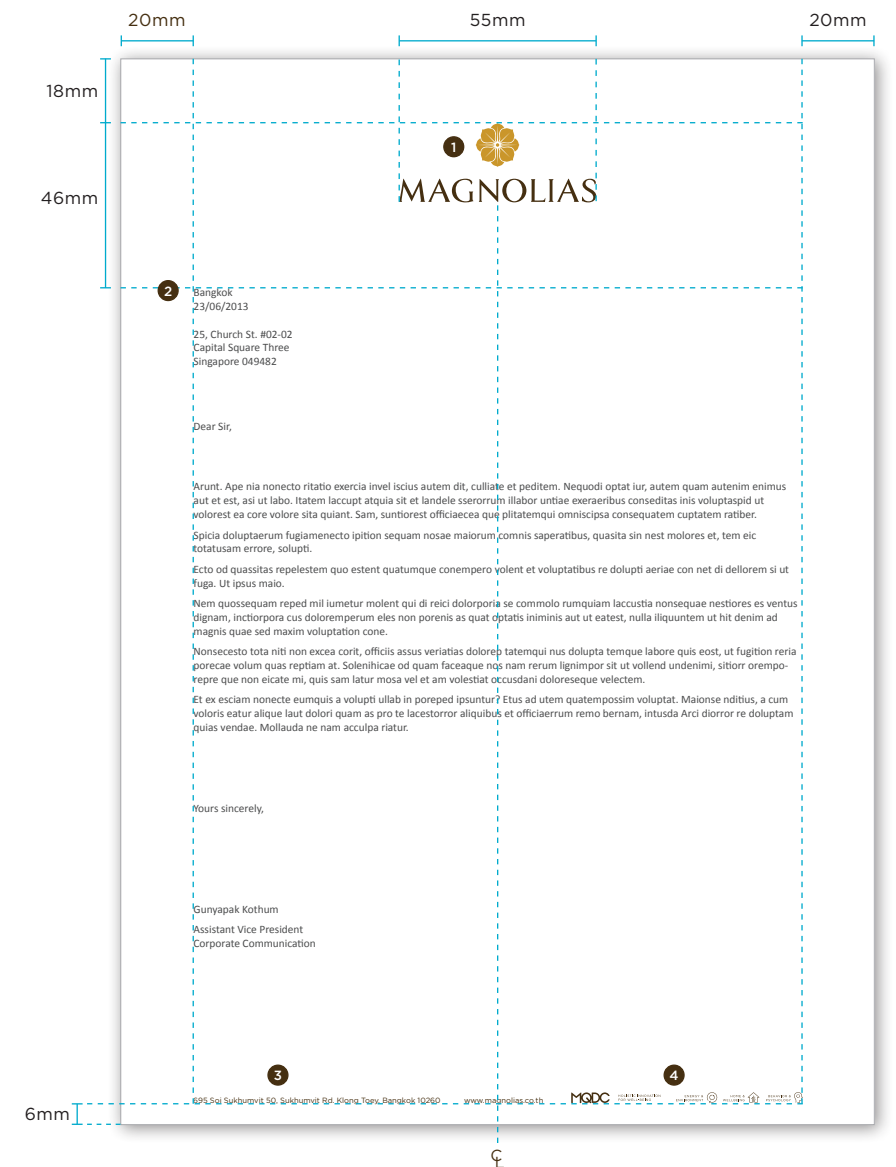
Size

210mm x 297mm
All measurements in millimeters

Recommended paper stock

Conqueror Wove High White
100gsm

- Magnolias logo**
Full color
- Body copy**
Calibri Regular
9pt on 11pt leading
85% Black
- Address & website**
Gotham Book
6pt on 9.5pt leading
Magnolias Brown
- MQDC endorsement / icons**
Magnolias Brown



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

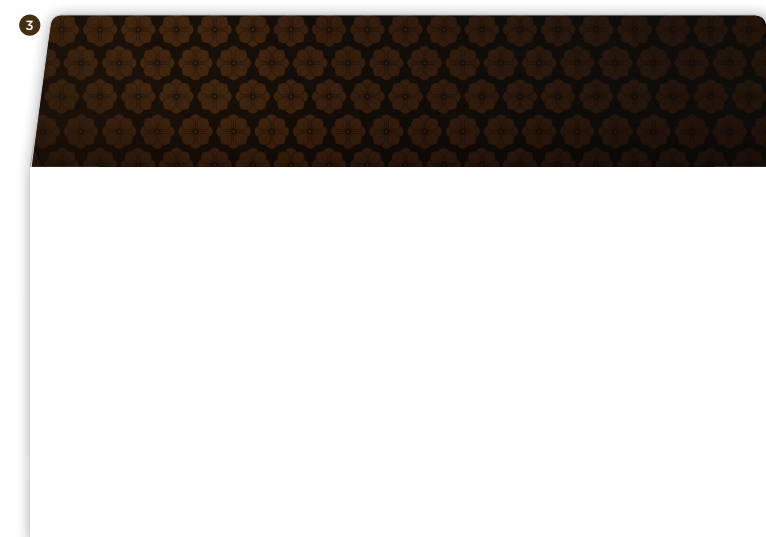
Conqueror Wove High White
100gsm

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

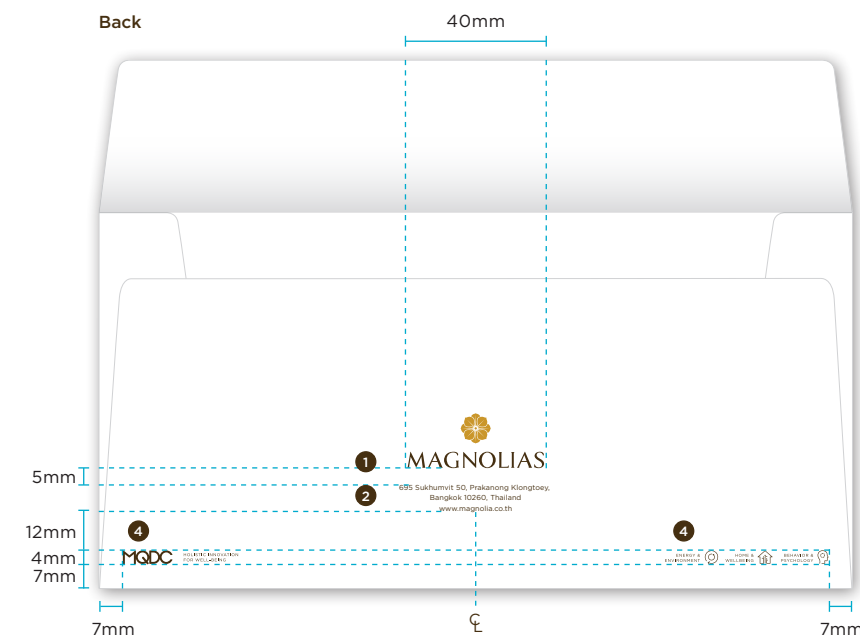
Alternative



Front



Back



Paper bag

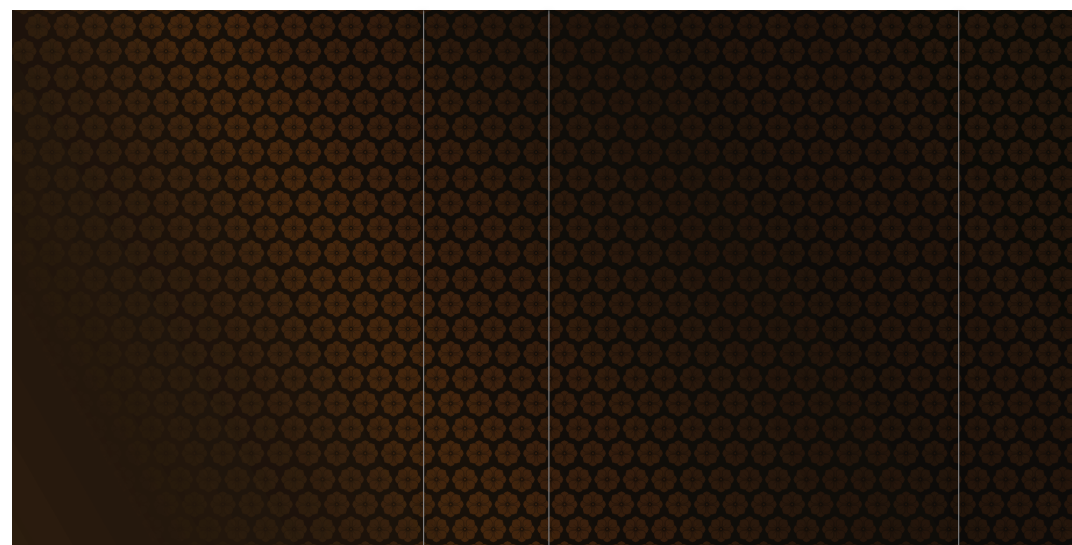
Paper bag

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

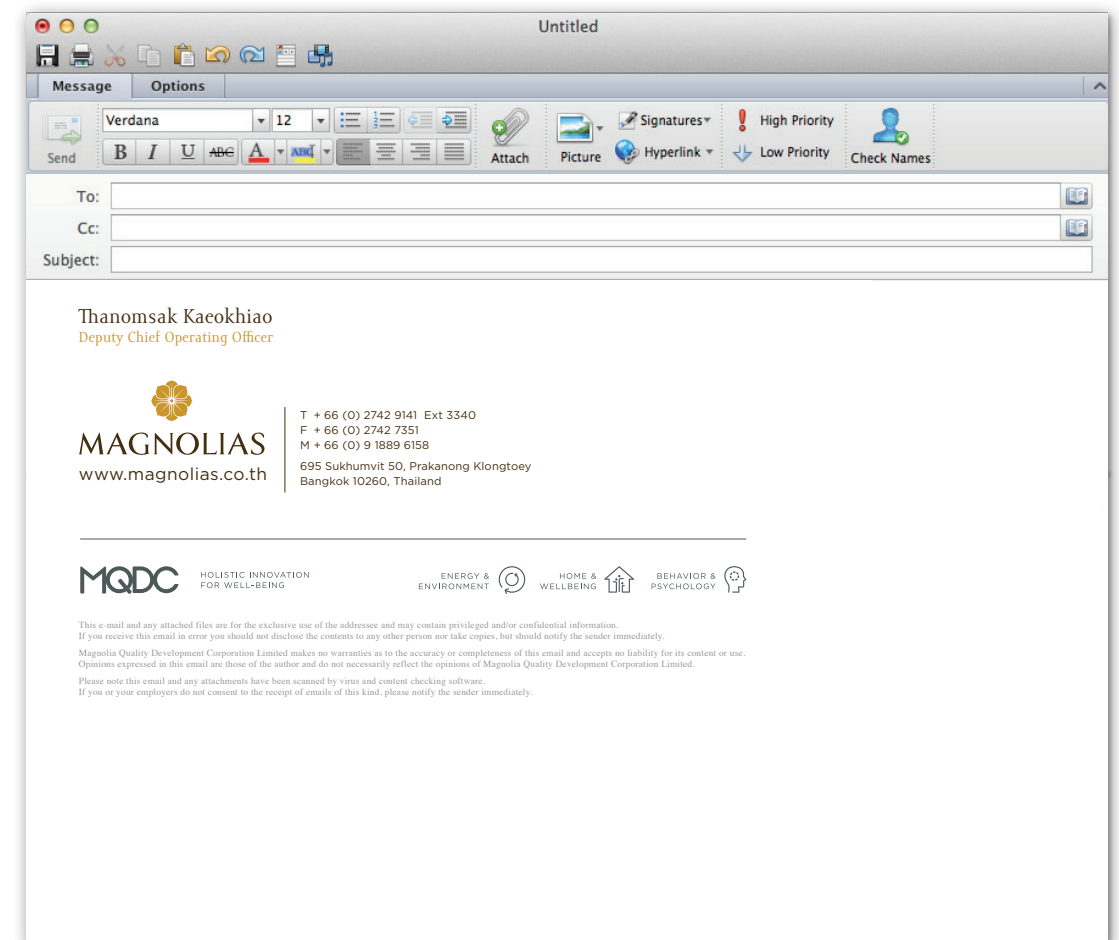


Email signature

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.



Corporate folder

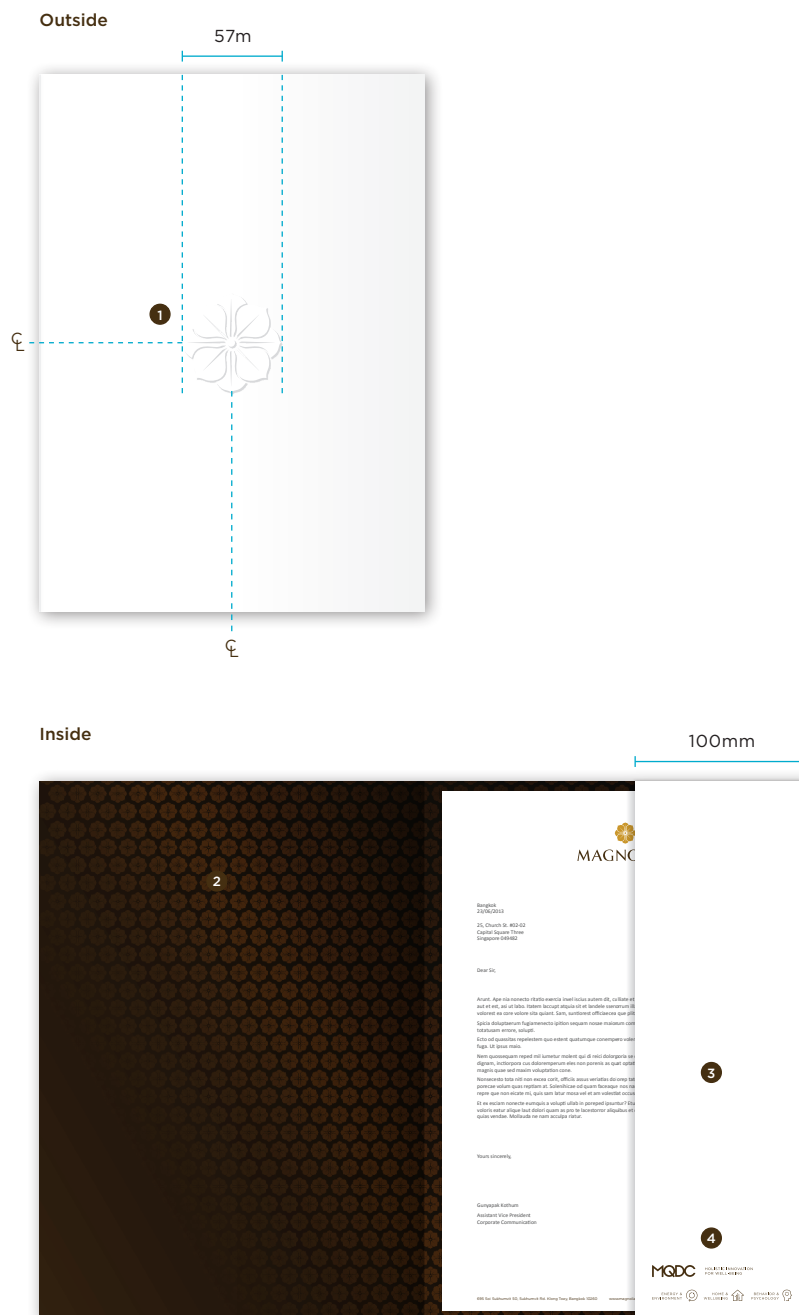
Size

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



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.



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
 - Grids
- 4.3 Marketing brochure spread
 - Grids

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. 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.



Marketing brochure cover - Grids

Brochure cover

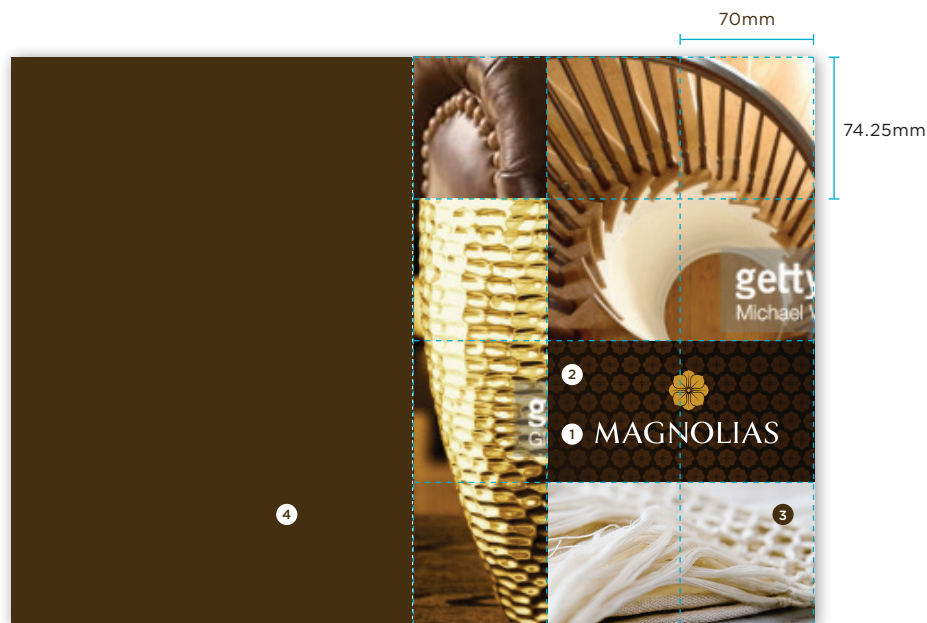
A front cover grid has been devised for the corporate brochure. To ensure consistency through all collaterals, grids have been devised to indicate where logo, content device and text should be placed.

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.

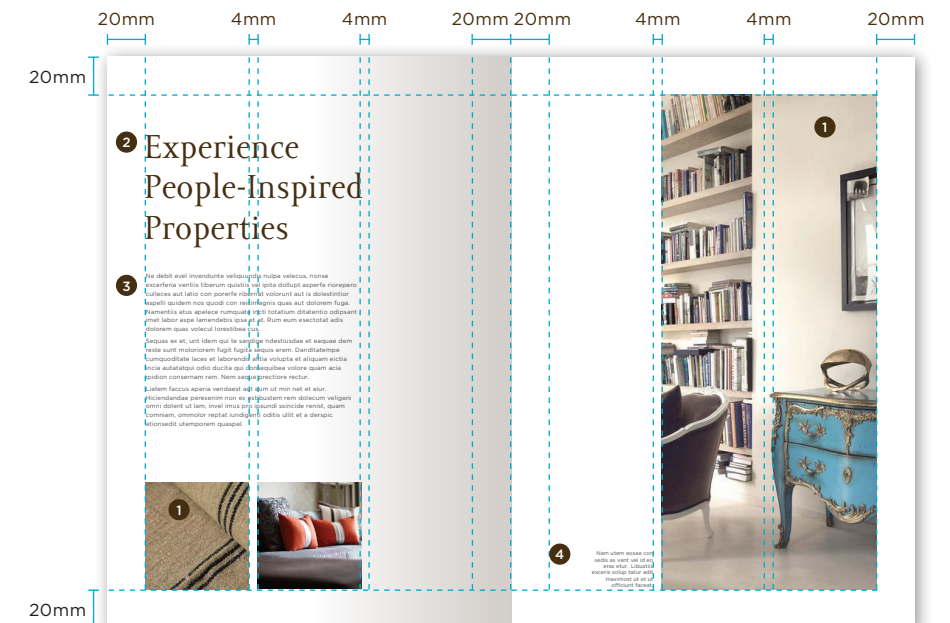
The grids demonstrated here are suggestive of the style to be developed and should be expanded upon to ensure our printed brochures are aesthetically pleasing throughout.

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



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.

- 5.1 Advertising
 - Principles and content structure
- 5.2 Portrait advertising
 - System
- 5.3 - Hero photography
- 5.4 - Grids
- 5.8 Landscape advertising
 - System
- 5.9 - Grids
- 5.12 Billboard advertising
 - System
- 5.13 - Grids

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.



gettyimages®

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)

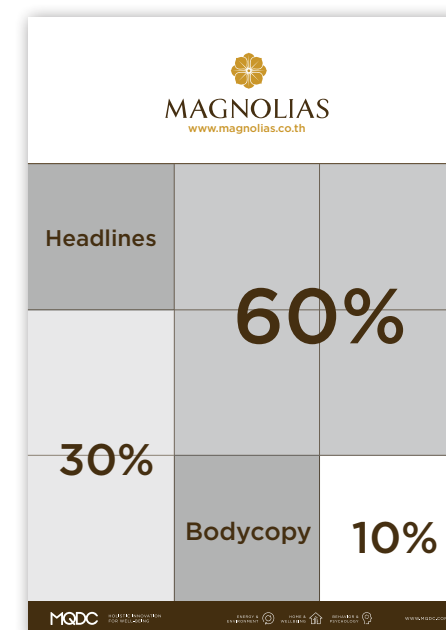
With a focus on one hero subject, the remaining squares should be made up of images from the other 2 subjects.

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

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

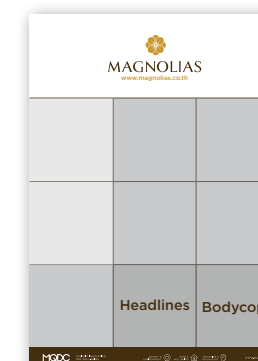
This example shows how 2 squares can be combined to incorporate 1 longer image.

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



Portrait advertising – Grids

Portrait advertising - Example 3

Size

210mm x 297mm (A4)

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

Grids



Portrait advertising - Example 4

Size

210mm x 297mm (A4)

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.

Grids



Landscape advertising – System

Landscape ads

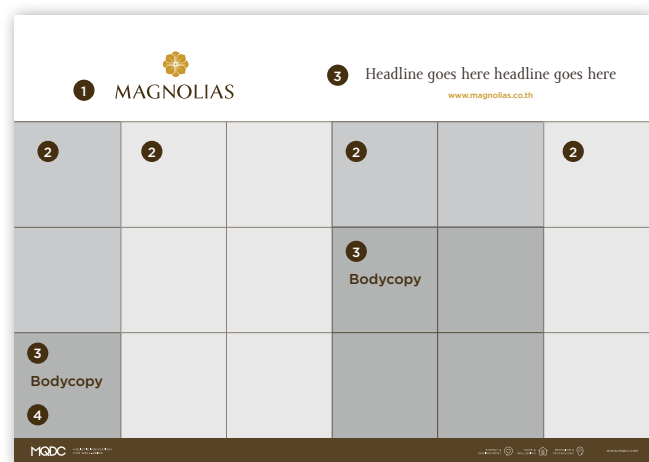
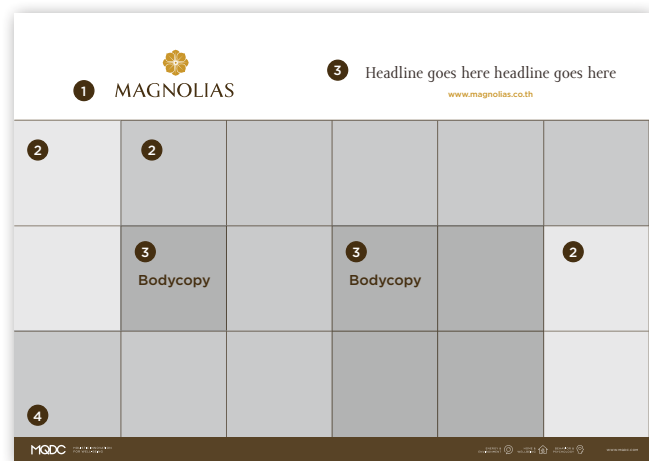
The landscape advertising system has been developed for use with Double-page Spreads within magazines and for other unusual advertising formats.

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

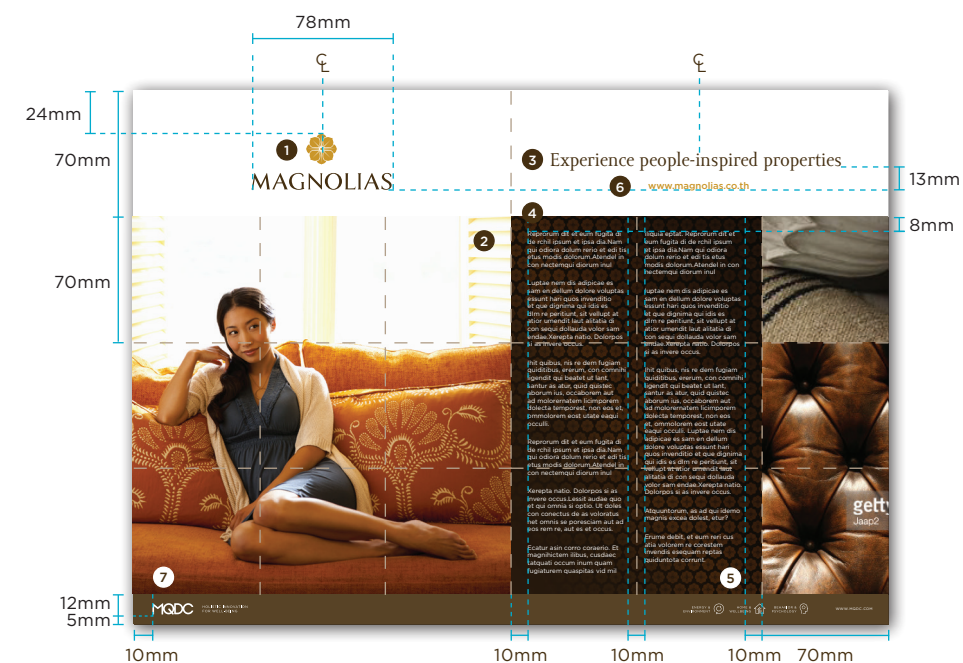
The landscape advertising grid provides an option for one full page image to appear within a double-page spread.

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



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

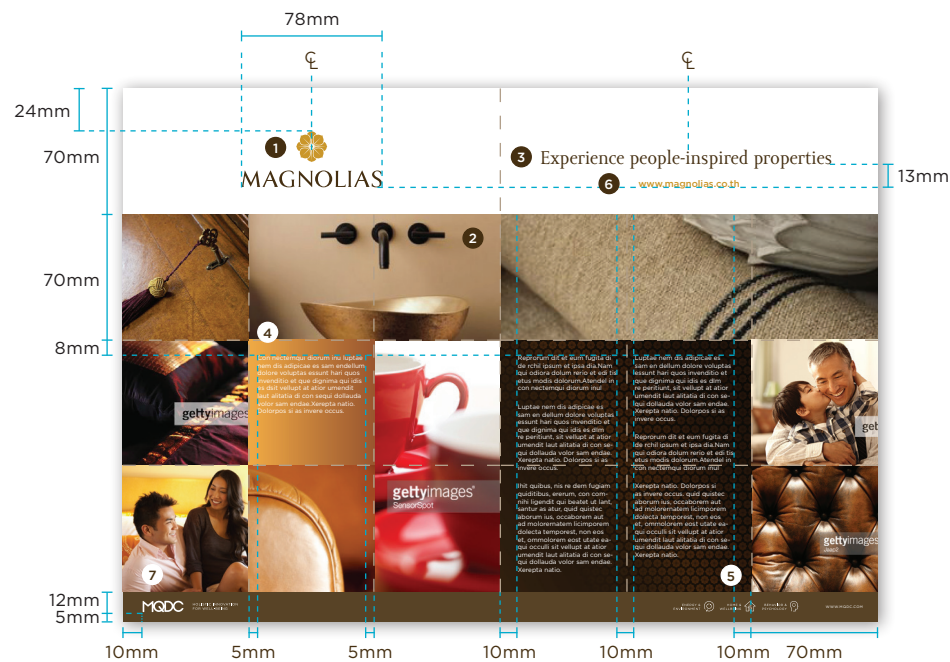
3. Headline
Amor Serif Pro Regular
30pt on 36pt leading
Tracking 10
Magnolias Brown

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

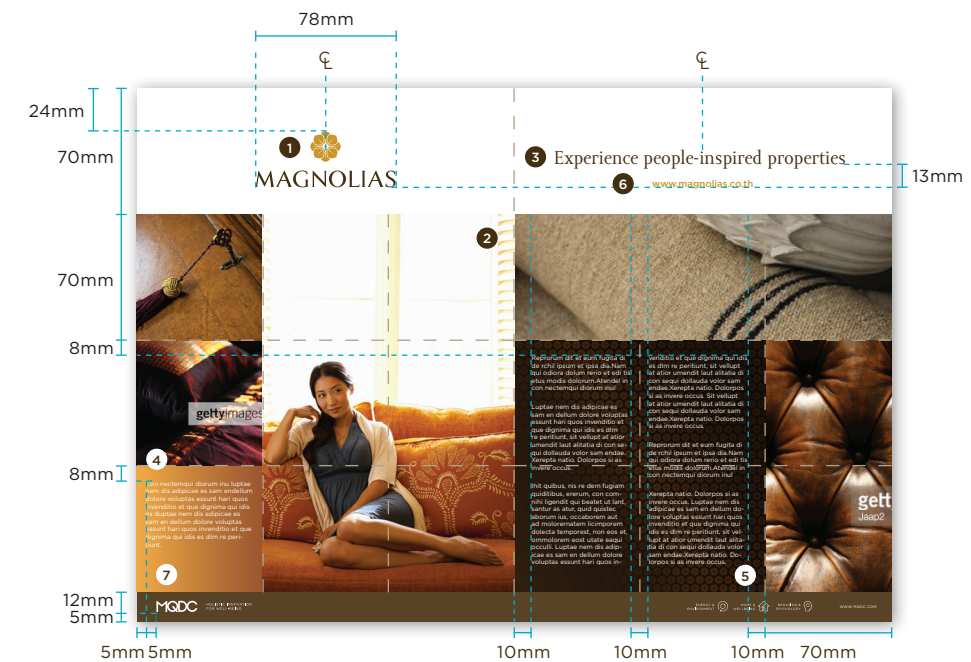
3. Headline
Amor Serif Pro Regular
30pt on 36pt leading
Tracking 10
Magnolias Brown

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



Billboard advertising – System

Billboard advertising

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

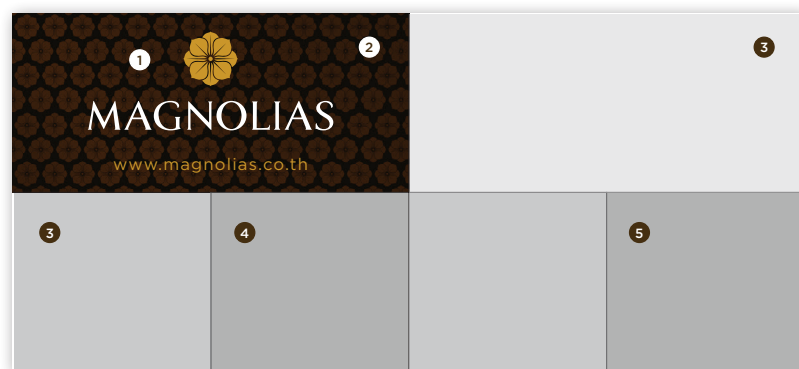
The use of our multiple square grid reinforces the eclectic and elegant voice of our brand, with the flexibility to adapt and change as the communication requires.

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

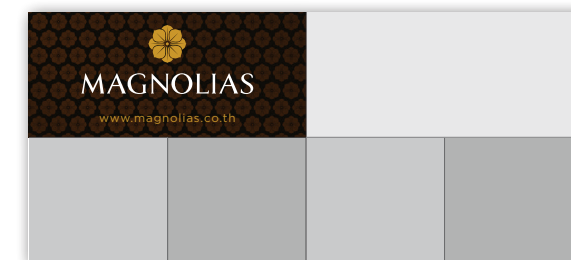
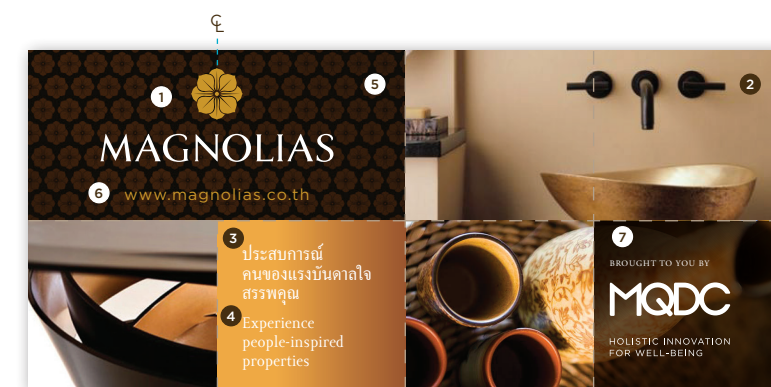
The headline is succinct, no longer than 3 lines and appears on Magnolias Gold.

Images

Remaining panels are for imagery.

Grids

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



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..

- 6.1 Signage
 - Overview
- 6.2 Hoarding
 - Content structure
- 6.4 - Layout structure
- 6.6 External signage
- 6.7 Building wayfinding



Signage - Overview

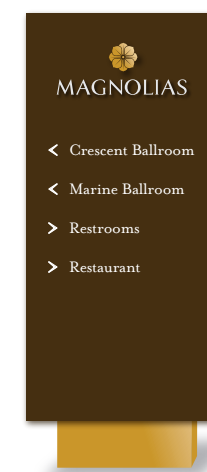
Signage

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

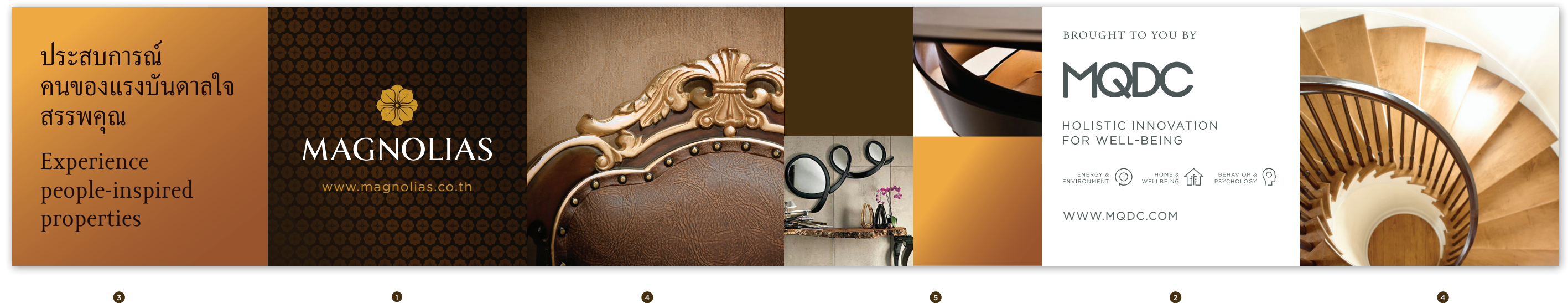


Hoarding – Content structure

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

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.

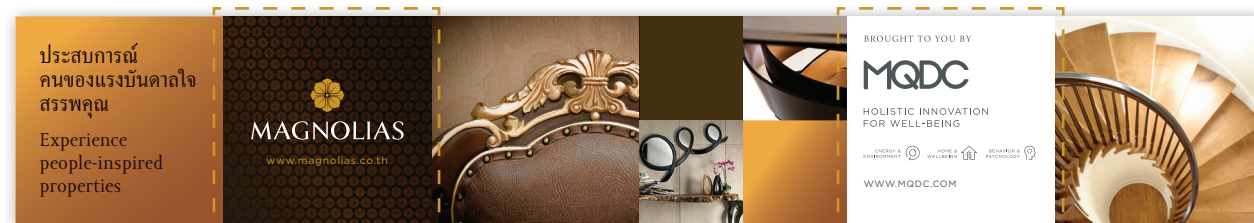
So, whatever the height determined by the on-site architect, the panels must be of equal width.

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

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



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

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.



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.

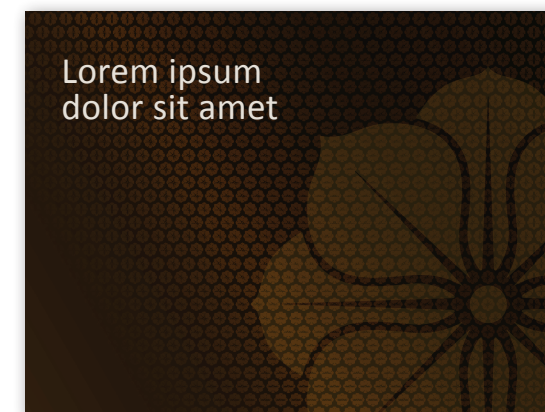


PowerPoint – Divider and main slides

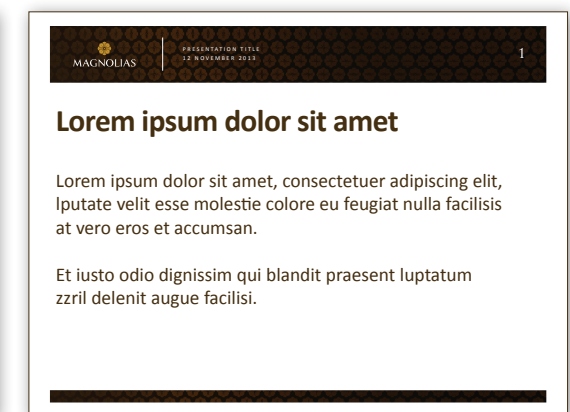
Layout

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



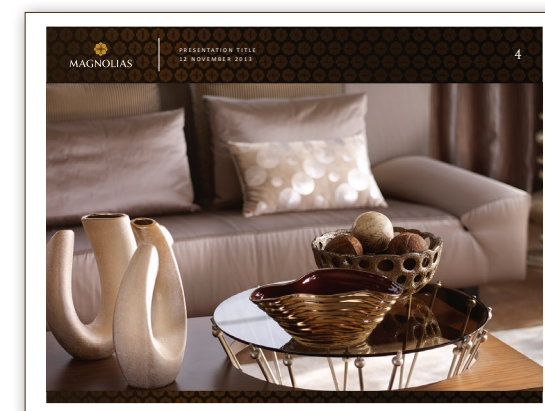
Main slide 1



Main slide 2



Main slide 3



Main slide 4



Main slide 5

Website – Home page

Home page

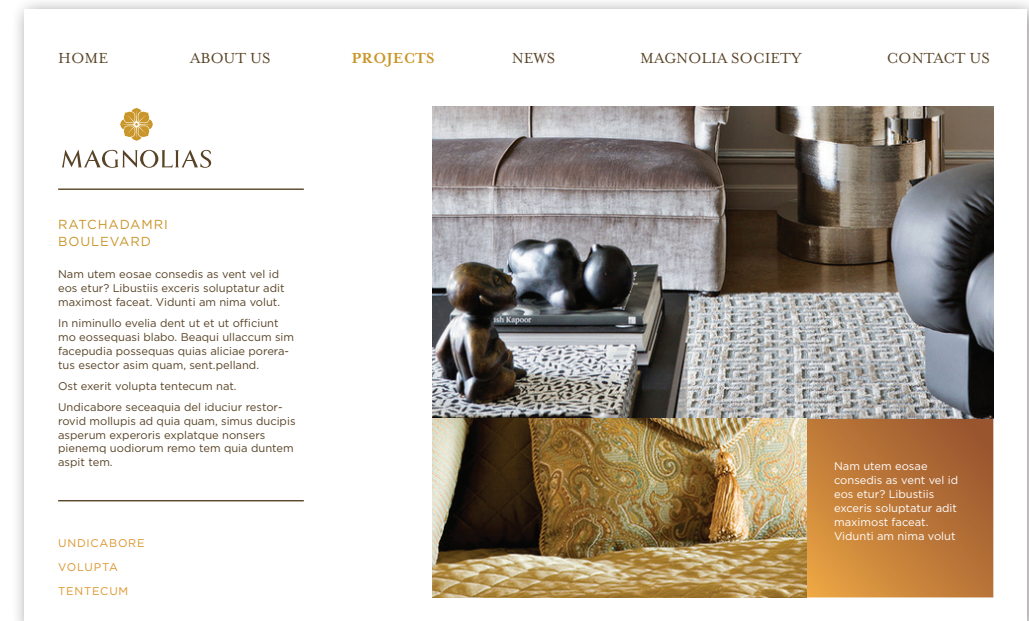
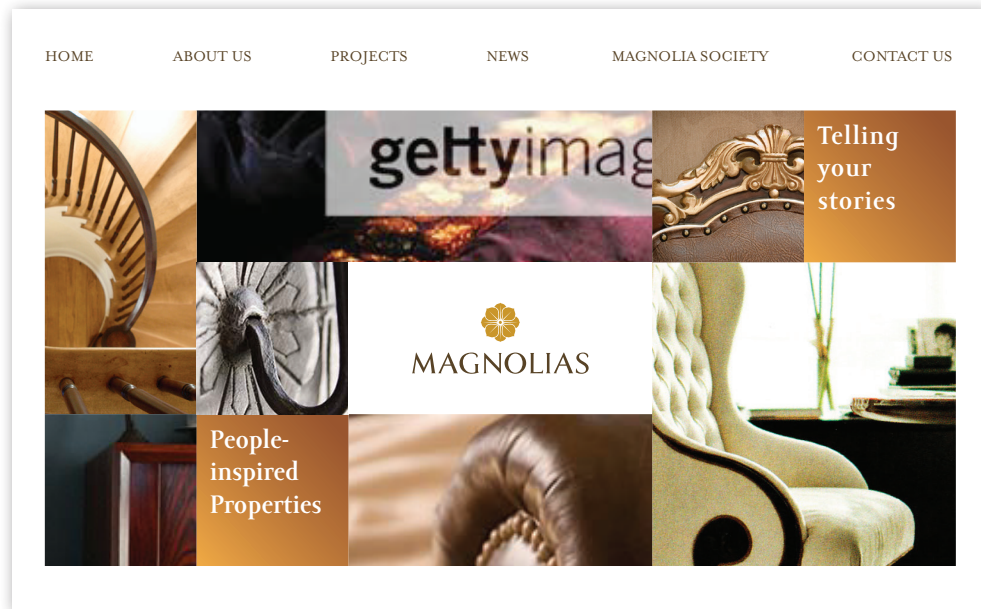
Introducing the website with a montage of images and our corporate logo, brings to life the Magnolias visual language while providing a chance to demonstrate a range of interesting images of our Magnolias product.

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.

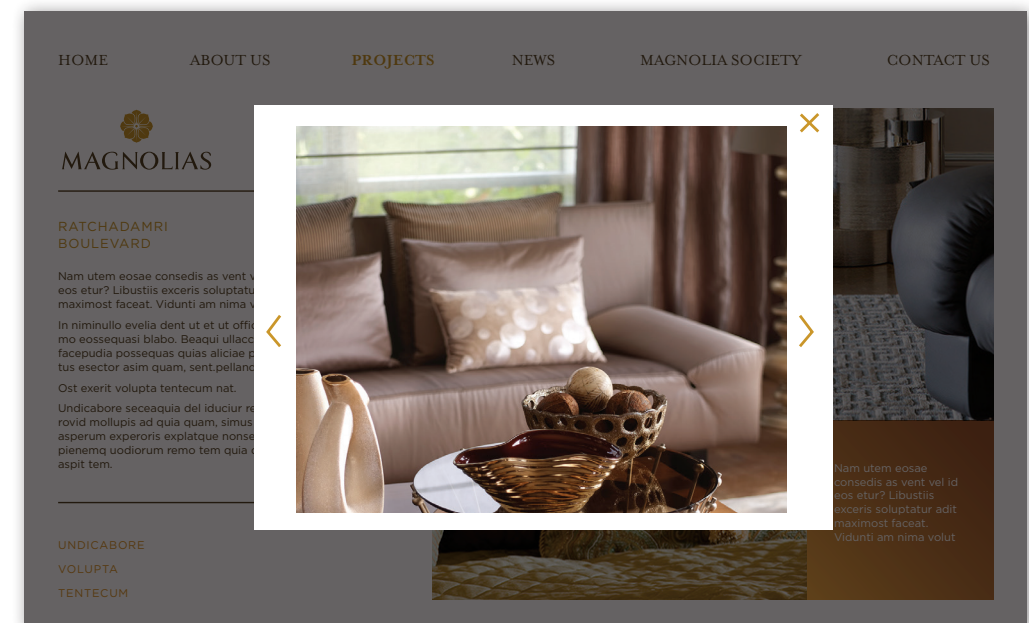
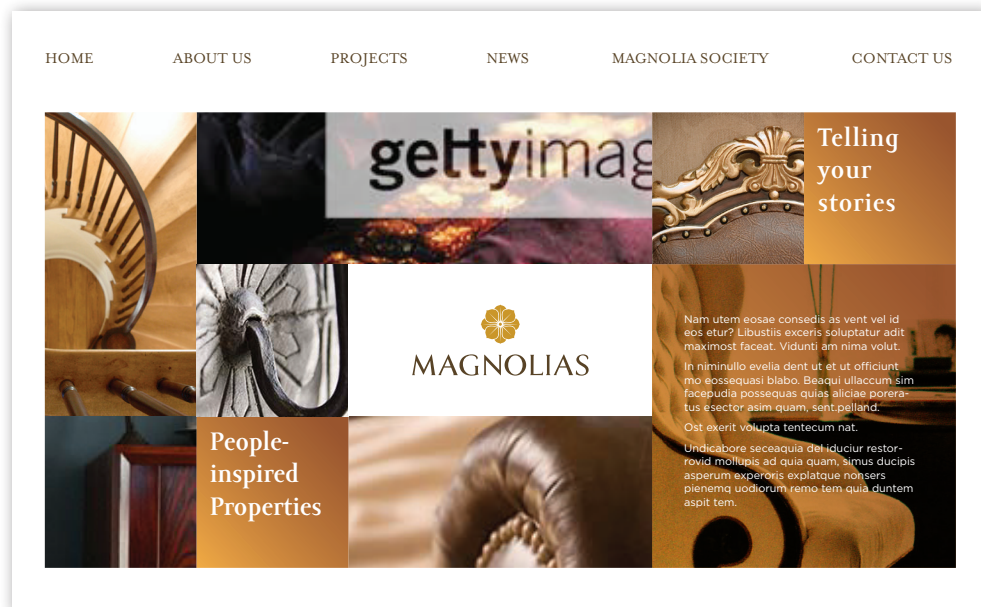
Website – 1st and 2nd levels

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

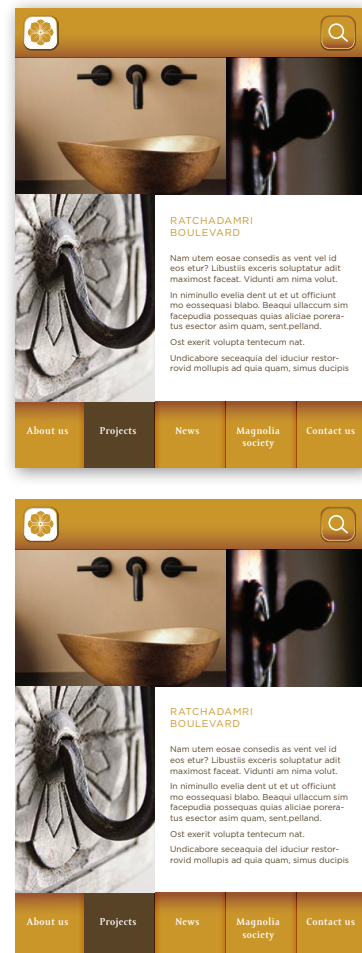
Mobile app – Home page and 2nd levels

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

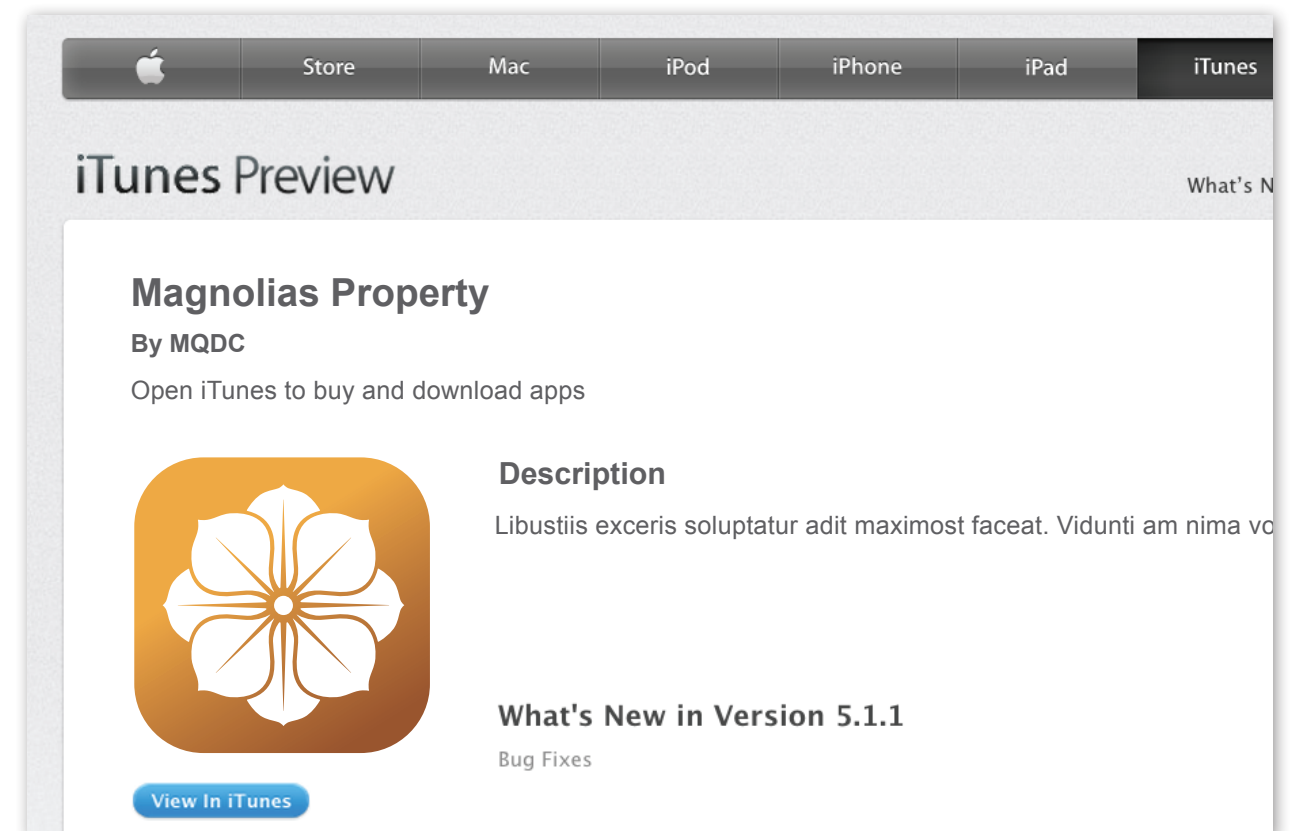
An app icon is a symbol created to represent a mobile application for digital/mobile devices.

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.



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

