


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 unmistakably Whizdom.

- 2.1 Key design elements
- 2.2 Corporate identity
- 2.3 -Clear zone and minimum size
- 2.4 -Colour versions
- 2.5 -Corporate colour
- 2.6 -Colour backgrounds
- 2.7 -Incorrect use
- 2.8 Corporate typeface
- 2.9 Photography
  - Overview
- 2.10 -Spaces
- 2.11 -People
- 2.12 Supporting graphics
- 2.13 -In use
- 2.14 Product descriptor
- 2.16 Co-branding



Key design elements

Corporate identity

Our corporate identity is the primary representation of who we are. The dynamic, expressive and contemporary logotype of our new identity is a vibrant reflection of our brand personality.

Corporate colours

Whizdom Blue and Grey present a balanced image of confidence, professionalism and energy.

Typography

Our typefaces have been selected for their contrasting character styles and functional attributes.

Photography

Our image style captures the youthful, contemporary nature of our brand and product.

Supporting graphics

The supporting graphic comprises a variety of crops from our identity, creating dynamic, unique shapes that bring a proprietary dimension to our design system.

Whizdom logo



Colours



Typography

Museo Sans

100 100 *Italic* 300 300 *Italic* 500 500 *Italic* 700 700 *Italic*

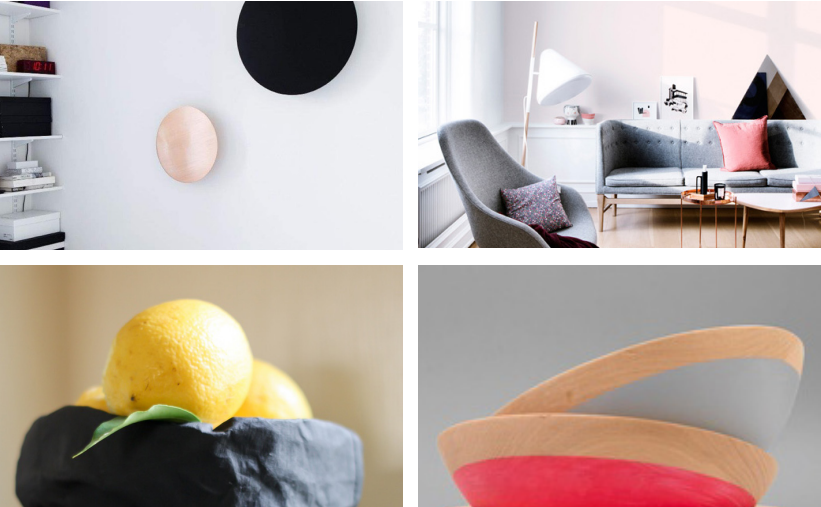
Adobe Caslon Pro

Regular *Italic* Semibold *Semibold Italic* Bold *Bold Italic*

Supporting graphics



Photography



# 2.2

Visual system

## Corporate identity

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### The Whizdom logo

Our brand signature is a vibrant 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 identity is made up of a montage of typographic letterforms. This mix of quirky and irreverent styles celebrates our brand personality traits - Optimistic, Youthful, Explorative and Cosmopolitan.

The stacked form represents the diverse and collaborative nature of our properties, our employees and our customers.

### Whizdom logo

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## Corporate identity – Clear zone and minimum size

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### 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 Whizdom brand.

Depending on the given constraint area, the logo shouldn't be reproduced at less than 12mm in height.

### Clear zone

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### Minimum size

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# 2.4

Visual system

## Corporate identity – Colour versions

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### Colour versions

In order for the system to be practical and functional across all touchpoints, there are both colour and black and white identity variants.

### Full colour

Our full colour identity should be used whenever possible, it should predominately be placed 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 Whizdom logo can also be reproduced in special finishes such as metallic silver PMS877 C, spot UV varnish or embossed.

### Full colour

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### Single colour

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## Corporate identity – Corporate colour

### Corporate colours

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

Whizdom Grey has been developed as the warm, confident tone for our corporate identity. We specifically selected a neutral colour that would allow the energy of the identity to shine through, without the need for a bold, vibrant colour. Our Blue tone was selected as a bright accent to Whizdom Grey -

again ensuring the uniqueness of the identity isn't overwhelmed by a strong colour, but providing a strong contrasting secondary tone. Consistently implementing the colour specifications shown here will ensure the correct delivery of our brand image wherever it appears.

### Colour specifications

#### Whizdom Blue

Pantone®	3015C
CMYK	100/30/20/0
RGB	0/136/178
Web	# 0088b2

#### Whizdom Grey

Pantone®	7540C
CMYK	0/10/0/90
RGB	65/57/61
Web	# 41393d



# 2.6

Visual system

## Corporate identity – Colour backgrounds

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### Colour backgrounds

The full colour Whizdom logo should be used whenever possible. Using it correctly will enable a clear and recognisable expression of the brand.

Full colour on white background

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Reversed white on Whizdom Grey background

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Reversed white on Whizdom Blue background

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Reversed white on black background

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Corporate identity – Incorrect use

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.

Reproducing the identity using the specific colours, specifications and dimensions indicated in this guidelines will ensure a consistent brand image at every touchpoint.

✗



Do not stretch in any way.

✗

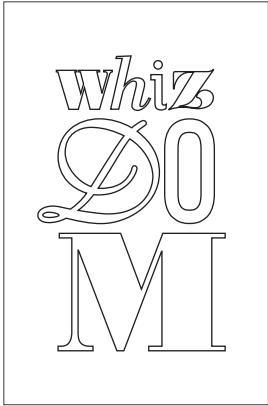


Do not alter the colour.

✗



Do not apply any effects.



Do not add keyline.

✗



Do not substitute another font.

✗



Do not apply busy imagery as background.

✗



Do not resize any element.

✗



Do not re-arrange and alter any elements.

✗



Do not add a holding shape.

✗



Do not use foreign background colours.

✗



Do not remove any elements.

# 2.8

Visual system

## Corporate typeface

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### Whizdom typefaces

Museo Sans has been chosen as the primary font for the Whizdom 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. Consistent usage of selected fonts will ensure that our audiences maintain clear recognition of our brand and communications at every touchpoint.

Adobe Caslon Pro has been selected as our secondary typeface for its contrasting and traditionally-crafted character styles. Caslon should be used for primary identifiers such as: headline copy on advertisements, employee names on identity cards, and so on.

### Primary typefaces

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Museo Sans

100 100 *Italic* 300 300 *Italic* 500 500 *Italic* 700 700 *Italic*

Adobe Caslon Pro

Regular *Italic* Semibold *Semibold Italic* Bold *Bold Italic*

### Secondary typefaces (For computer generated communications)

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Calibri

Light Regular *Italic* Bold *Bold Italic*

### Thai typefaces

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คนทำงานเกี่ยวกับการโฆษณา

DB Adman X Regular *Italic* Bold *Bold Italic*

## Photography – Overview

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### Explorative expression

Photography plays a vital role in expressing a brand's personality, creating emotional connections between the brand and customer.

The photography style has been divided into two categories 'Spaces' and 'People' - in order to provide us with the flexibility to demonstrate our product and the benefits they bring to our customers.

### Spaces

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### People

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# 2.10

Visual system

## Photography – Spaces

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### Working with spaces

The photography of spaces should capture the simple minimalist style with a pop of colour to accent the energy of the Whizdom brand.

- Images should carry a minimalist look, with simple contrasting tones
- Creative crops of the spaces highlight a quirky perspective on our properties and their layouts
- A splash of bright colour will create a balance between the contemporary image of our brand and the energy we bring to property.

### Photography style for spaces

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## Photography – People

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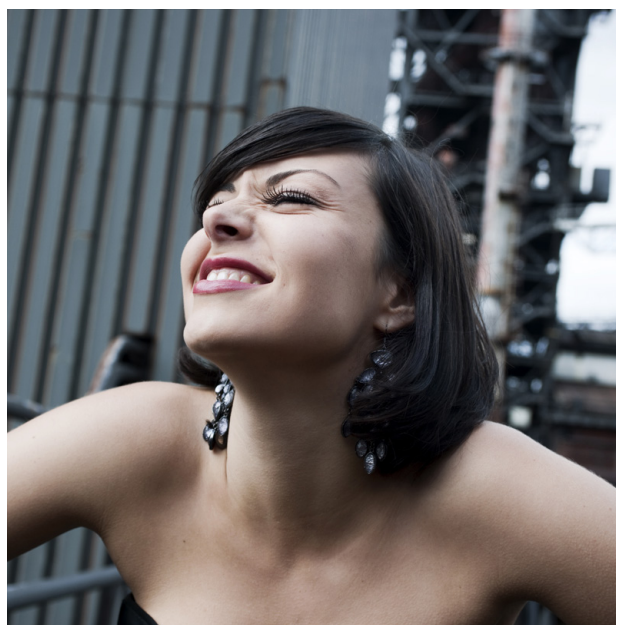
### Working with people

We use people to bring across a sense of warmth and of the personality of the Whizdom brand. Talent should represent the core attributes of our personality - Optimism, Youthful, Expressive, Cosmopolitan.

- Capture the energy and youthfulness of our audience
- Positivity and spontaneity of people at play or at work
- The environment should feel natural, without elaborate colours - in keeping with the Spaces style.

### Photography style for people

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# 2.12

Visual system

## Supporting graphics

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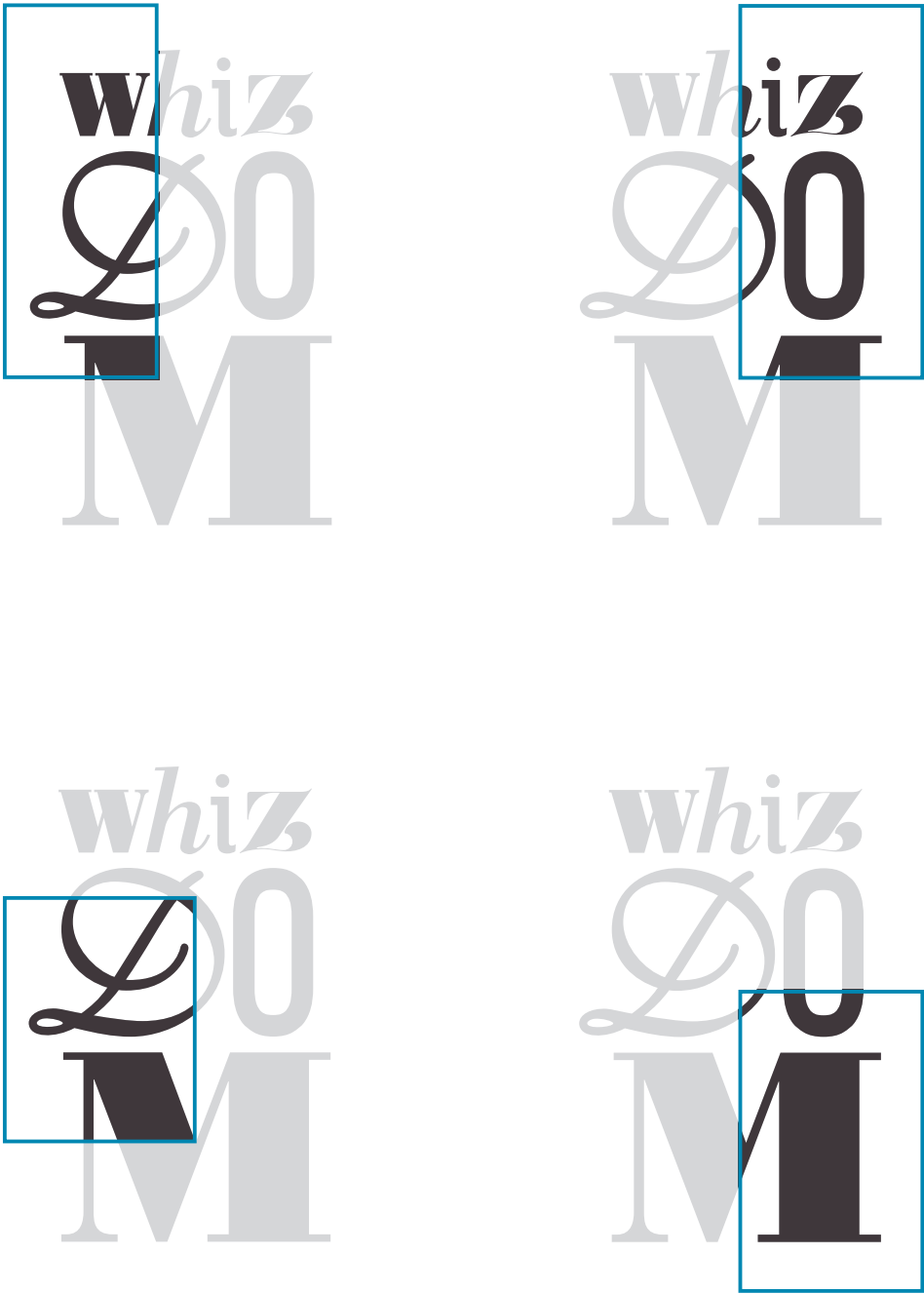
### Whizdom graphics

A system has been developed for the use of supporting graphics on Whizdom branded touchpoints. This system utilises crops of the Whizdom logo creating expressive graphic shapes that bring a truly unique touch to our visual system.

To keep consistency throughout the system, we recommend the usage of the four crops demonstrated below. However, the system has been designed with creativity and versatility in mind and there is potential to extend beyond the crops indicated for different formats or touchpoints.

### Crops

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## Supporting graphics – In use

### Graphics in use

Below are examples of the supergraphic in use.

Example 1 shows the graphics applied to a white background for hoarding panels on a construction site, for instance.

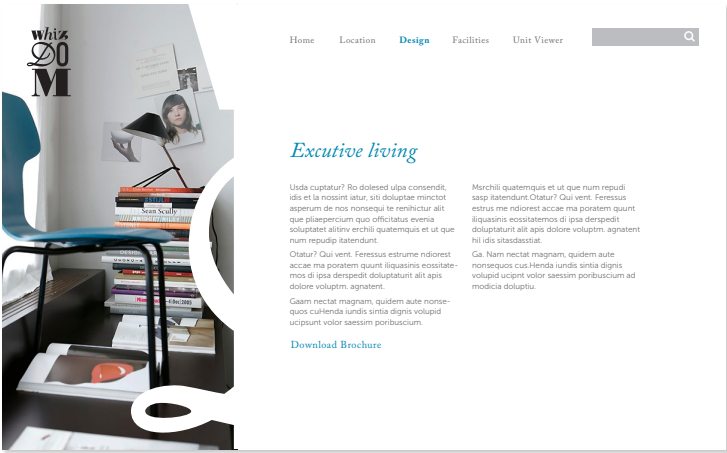
The application of Grey supergraphics to a white background is our preferred approach.

However, the supporting graphics can also be applied as a photographic crop, extending the negative space, as shown on Example 2.

### Example 1 - Hoarding



### Example 2 - Website





# 2.14

Visual system

## Product descriptor

### Product descriptor

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

This is the principle guidelines to create the product descriptor.

### Product descriptor

- 1. Whizdom  
Museo Sans 700  
Whizdom Blue
- 2. Product name / descriptor  
Museo Sans 700  
Tracking -10  
Whizdom Blue



Product descriptor - Examples



WHIZDOM  
**101**



WHIZDOM  
**AVENUE**  
RATCHADA-LADPRAO



WHIZDOM  
**CONNECT**  
SUKHUMVIT



WHIZDOM  
**XCHANGE**  
RATCHADA-THAPRA

Co-branding

Co-branding lock up

The co-branding lock up of Whizdom 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 Whizdom'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

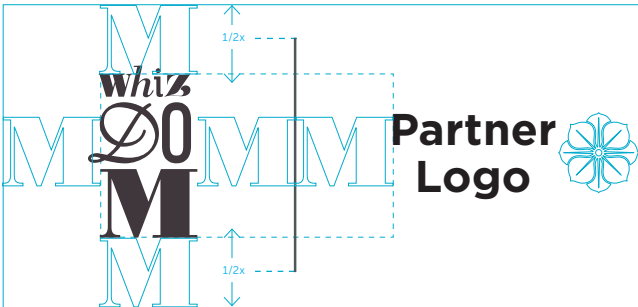
A minimum size has been established to maintain optimum legibility and quality in every expression of the Whizdom brand.

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

Whizdom logo



Clear zone



Minimum size



