

4.0





## Publication

In this section, you'll find guidelines for combining the key design elements of the Whizdom system for our internal and external branded print collaterals.

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



WU

whiz  
LO  
M

No debt evel lewendanc  
listem farces

THANK YOU  
FOR YOUR SUPPORT

WU

## Publication – 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 Whizdom properties, 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.

Our marketing brochures should feature these key design elements in the following order of prominence.

### Content structure

#### 1. Whizdom logo

Please refer to section 2.6 for specifications.

#### 2. Photography

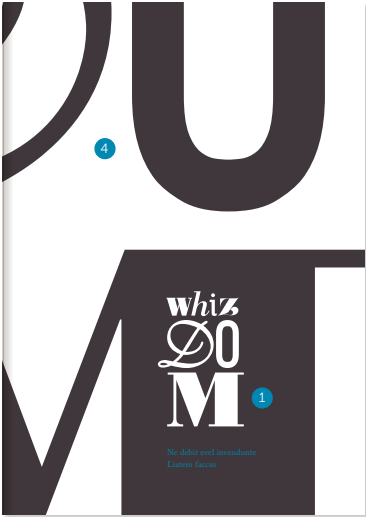
The role of photography is to provide a strong impression of the product offering. The details of the finishing gives a wholistic sense of the high-quality finishing in the Whizdom properties.

#### 3. Headline and body copy

The headline of our brochures should always be short and to the point. The body copy should further describe the content.

#### 4. Whizdom supergraphic

The Whizdom supergraphic as the supporting graphics and creates the overall richness of the visual system.



# 4.2

Publication

## Marketing brochure cover – Grids

### Brochure cover

To ensure consistency through all collaterals, grids have been devised to indicate where logo, content graphic device and text should be placed.

### Size

210mm x 297mm (A4)

### Grids

- 1. **Whizdom logo**  
White colour
- 2. **Headline**  
Adobe Caslon Pro Regular  
14pt on 19pt leading  
Tracking 20  
Whizdom Blue
- 3. **Whizdom supporting graphic**  
Whizdom Grey



Marketing brochure spread – Grids

Brochure spread

The brochure spread examples shown here are indicative of the types of layouts possible. Please develop additional spreads with the same design aesthetic in mind. Broad and visually interesting crops of the supergraphic, with clean, practical application of typography.

Size

420mm x 297mm (A3)

Grids

1. Photography

Full colour

2. Headline

Adobe Caslon Pro Regular  
45 pt on 54pt leading  
Tracking 25  
Whizdom Blue

3. Body Copy

Museo Sans 100  
9pt on 13pt leading  
Whizdom Grey

4. Small copy

Museo Sans 500  
7pt on 13pt leading  
Whizdom Grey

