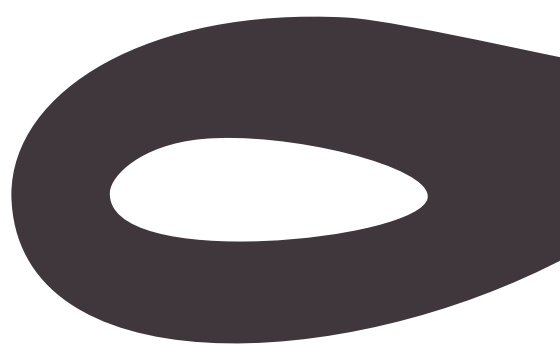


5.0



Advertising

Our print advertising 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 – Creating the system
- 5.4 – Grids
- 5.6 Landscape advertising
 - System
- 5.7 – Grids
- 5.8 Billboard advertising



gettyimage

Advertising – Principles and content structure

Masterbrand advertising

Our advertising need to drive interest and attention wherever seen. Using a combination of the brand's style of photography, supporting graphic and brand voice, we can create ads which stand out with a bold and proprietary look and feel, in the property market.

Hierarchy of elements

The key design elements should always remain consistent across any format as demonstrated here.

Follow the grid principles on the following pages to create interesting and dynamic structures.

Advertising formats and content structure

1. Whizdom logo

Please refer to section 2.6 for specifications.

2. MQDC innovation icons

The MQDC innovation icons inform consumers about the unique approach to technology and innovation within our properties.

3. Supporting graphics & photography (Image to be cropped into area)

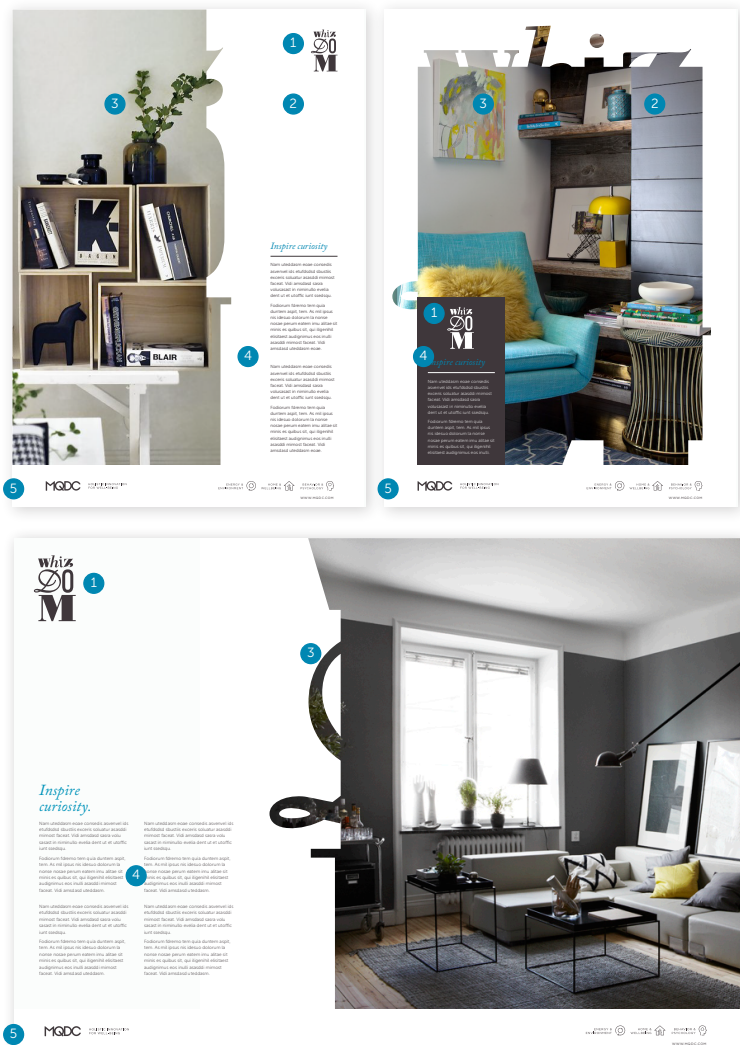
The role of photography is to provide a strong impression of the product offering or the customer benefit. Contemporary, expressive layouts with relative low contrast tones should be used to express the style of Whizdom properties.

4. Headline and body copy

The headline of our advertising collaterals should always be short and to the point. Body copy can then be used to further tell the story.

5. MQDC endorsement

The MQDC endorsement has been created to ensure a strong connection to the MQDC group brand. Elements from the MQDC visual system have been adapted and applied within the panel at the lower edge of the collateral, to ensure the strong link is visible.



Portrait advertising – System

Portrait advertising

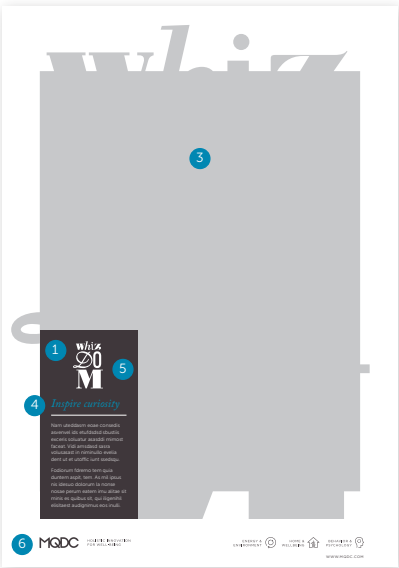
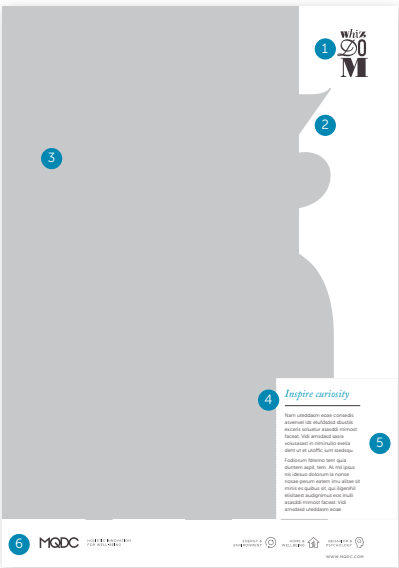
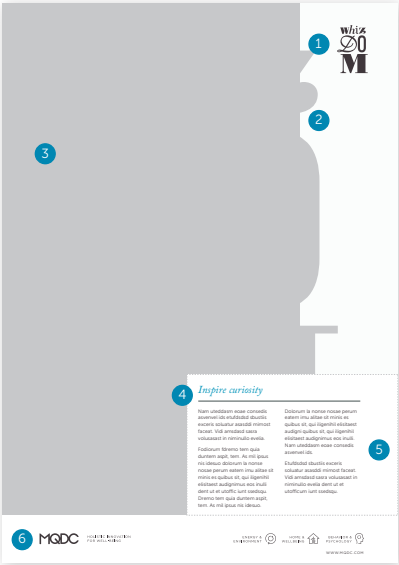
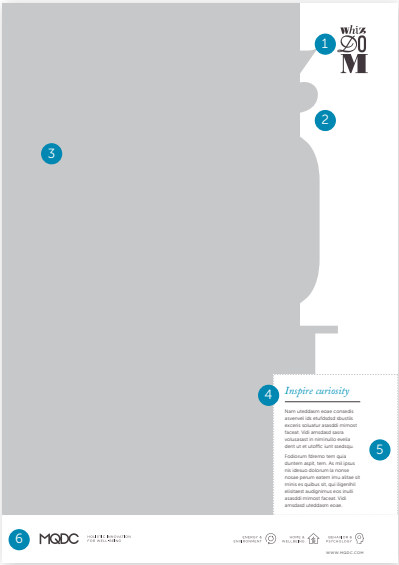
A portrait grid system has been devised for advertising.

All dimensions specified are proportional for use on any of the standard vertical formats.

The layouts below provide an overview of some of the possible layouts available within the flexible system. As with the rest of the visual language, the layout can be expanded after a period of time.

Portrait system

- 1. **Whizdom logo**
Full colour
- 2. **MQDC innovation icons**
Whizdom Blue
- 3. **Supporting graphics (Image to be cropped into area)**
Full colour
- 4. **Headline and body copy**
Whizdom Blue and Grey
- 5. **Content box**
Reversed white/ Whizdom Grey
- 6. **MQDC endorsement**
MQDC Grey on reversed white background



Portrait advertising – Creating the system

Whizdom’s dynamic system

Whizdom’s system uses dynamic crops as a window for content. This section shows you how to use the Whizdom logo to create more of our advertising system. The examples below demonstrate initial crops for the system.

While following the steps outlined here, there is freedom to create and extend the system further.

- 1. Create dynamic frames to layouts by cropping the logo.
- 2. Apply these crops to create windows for content or extended white space within layouts.

The Whizdom logo should never be cropped in a way that interferes with the rest of the content - simpler, vertical crops that leave interesting forms are preferred.

Creating Whizdom advertising system

Steps

- 1. Start with creating a grey box within the grid system.
- 2. Using the Whizdom logo as an overlay, create dynamic, interesting crops by moving it over the edge of the box. The Whizdom logo can be enlarged to create different or more subtle crops, see Example 2. Reducing the size of the grey box to create an interesting frame around all sides is another example of how creatively we can bring the grid system to life (see example 3).
- 3. Finally, merge the graphic with the grey box to contain content or extending the negative space into image.

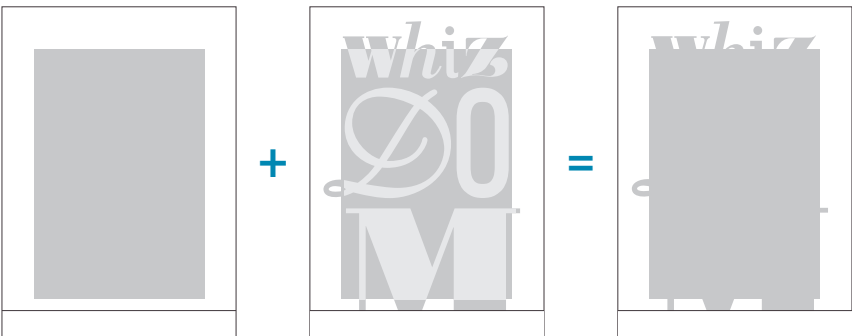
Example 1



Example 2



Example 3



5.4

Advertising

Portrait advertising – Grids

Portrait advertising

Below is an example of the working portrait grid. Text is limited to bring more emphasis to the image and unique layout.

Size

210mm x 297mm (A4)

Grids

1.

Whizdom logo
Full colour
2.

Supporting graphics
(Image to be cropped into area)
Full colour
3.

Headline
Adobe Caslon Pro Italic
16pt on 20pt leading
Whizdom Blue
4.

Body copy
Museo Sans 300
7.5pt on 10.5pt leading
Whizdom Grey
5.

Content box
Reverse white
6.

MQDC endorsement
MQDC Grey
7.

MQDC icons
MQDC Grey



Portrait advertising

The example shown below, uses a full crop of the logo to create an interesting four-sided frame within the grid.

Being creative with layout ensures the personality of our brand is always evident within branded collateral.

Size

210mm x 297mm (A4)

Subject

1. Whizdom logo
Reverse white
2. Supporting graphics
(Image to be cropped into area)
Full colour
3. Headline
Adobe Caslon Pro Italic
16pt on 20pt leading
Whizdom Blue
4. Body copy
Museo Sans 300
7.5pt on 10.5pt leading
Reverse white
5. Content box
Whizdom Grey
6. MQDC endorsement
MQDC Grey
7. MQDC icons
MQDC Grey



5.6

Advertising

Landscape advertising – System

Portrait advertising

The landscape advertising system functions in the same way as the portrait system. Apply graphic crops of the logo to the left, right or all sides of the image will bring differentiation and ownable equity to the Whizdom brand.

Landscape system

- 1. **Whizdom logo**
Full colour
- 2. **Supporting graphics (Image to be cropped into area)**
Full colour
- 3. **Headline and body copy**
Whizdom Blue and Grey
- 4. **Content box**
Reverse white/ Whizdom Grey
- 5. **MQDC endorsement**
MQDC Grey on reverse white background
- 6. **MQDC icons**
MQDC Grey



Landscape advertising – Grids

Size

420mm x 297mm (A3)

Grids

1. Whizdom logo

Whizdom Grey
2. Supporting graphics
(Image to be cropped into area)

Full colour
3. Headline

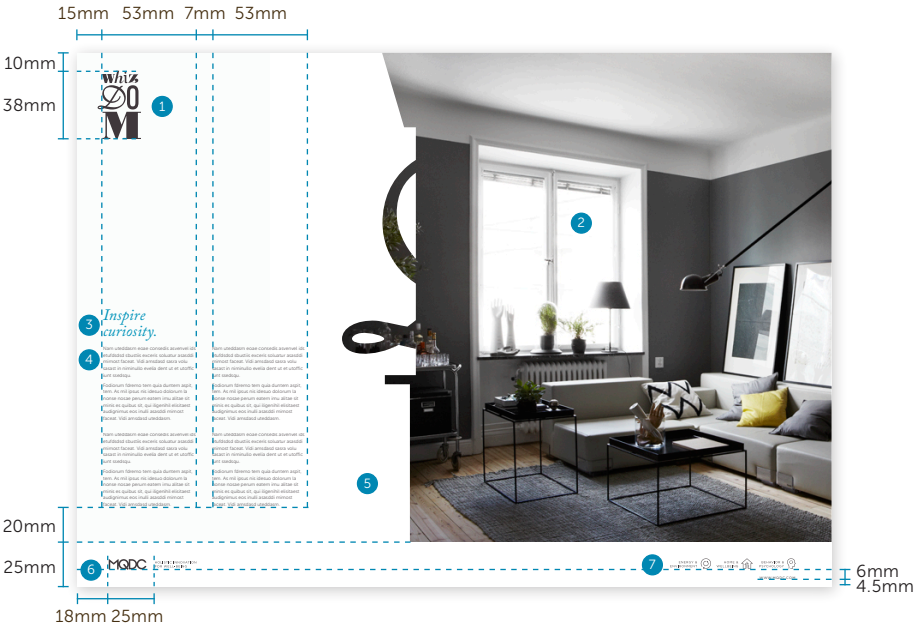
Adobe Caslon Pro Italic
25pt on 25pt leading
Tracking 5
Whizdom Blue
4. Body copy

Museo Sans 300
7.5pt on 10.5pt leading
Whizdom Grey
5. Content box

Reverse white
6. MQDC endorsement

MQDC Grey
7. MQDC icons

MQDC Grey



5.8

Advertising

Billboard advertising

Billboards

The billboard advertising templates have been designed to capture the energy and uniqueness of our core look and feel system.

Powerful and engaging crops of the identity produce a very proprietary grid that will stand out and become recognisably Whizdom.

The illustrations that follow demonstrate examples of how the system should be considered.

The potential for variety means that the grid can be evolved over time, ensuring the look is always vibrant and visually interesting.

Billboard



- 1. Whizdom logo**
Full colour
- 2. Supporting graphics (Image to be cropped into area)**
Full colour
- 3. Thai headline**
DB Adman X Italic
Whizdom Blue
- 4. English headline**
Adobe Caslon Pro Italic
Whizdom Blue
- 5. Website**
Whizdom Grey
- 6. MQDC endorsement**
MQDC Grey on reverse white background
- 7. MQDC icons**
MQDC Grey on reversewhite background

Flexibility

Billboards should always be designed with creativity at heart. Ensuring that the cropping of the Whizdom logo produces visually interesting forms, that allow for the image to appear boldly within the layout.

The MQDC endorsement should always appear, creating a strong connection between parent- and sub-brand.

Grids

- Whizdom logo**
Whizdom Grey or reversed white
- Supporting graphics (Image to be cropped into area)**
Full colour
- Thai headline**
DB Adman X Italic
Whizdom Blue
- English headline**
Adobe Caslon Pro Italic
Whizdom Blue
- Website**
Museo Sans 500 U/C
Tracking 50
Whizdom Grey/reverse white
- MQDC endorsement**
MQDC Grey
- MQDC icons**
MQDC Grey

