

6.0



## Signage

Every Whizdom touchpoint conveys an impression of our brand. This section looks at some of the signage which can create an impact.

- 6.1 Signage – Overview
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## Library

Nam ut idem eam conset  
atque vel ita etiam

3

## Function Rooms

Nam ut idem eam conset  
atque vel ita etiam

2

## Swimming Pool

Nam ut idem eam conset  
atque vel ita etiam

1

## Lobby

Nam ut idem eam conset  
atque vel ita etiam

0

## Carpark

Nam ut idem eam conset  
atque vel ita etiam



## Signage – Overview

### Signage

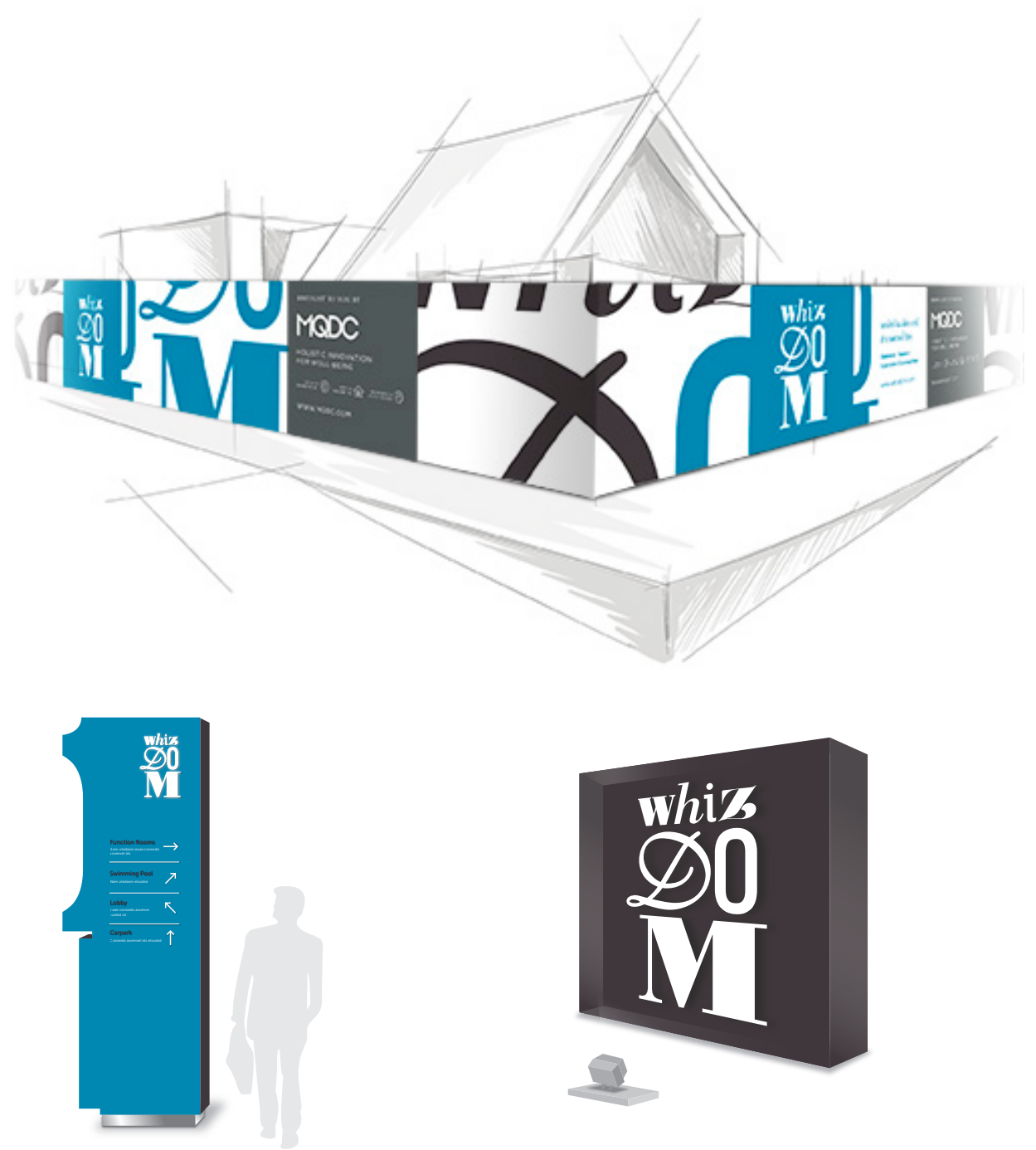
Signage is a great and unexpected way to ensure Magnolia's brand presence appears holistically throughout our world.

This section contains ideas for how to use creativity and expression to bring this typically unused equity to life.

Bringing the unusual, dynamic crops of the logo to signage, that we have developed for printed materials, is a great way to showcase this unique look and feel.

3-dimensionalising the physical forms of the cropped logo will bring a unique and proprietary touch to a touchpoint that is often overlooked.

### Signage examples



# 6.2

Signage

## Hoarding – Content structure

### Hoarding

Hoarding panels are used to border construction sites. The long, continuous strip serves as a great opportunity to bring the youthful personality of Whizdom to customers as properties are being developed.

### Hoarding content structure



- 1. **Whizdom Logo**  
Reverse white on Whizdom Grey
- 2. **MQDC endorsement panel**  
MQDC logo on MQDC colour
- 3. **Content panel**  
- Supporting graphic crops
- 4. **Content panel**  
Thai Headline  
DB Adman X Regular  
English Headline  
Museo Sans 500

Hoarding

The hoarding example below has been designed with 3 different types of panel:

- 1) Whizdom logo panel
- 2) MQDC endorsement panel
- 3) Content panel (text, imagery, graphic crops)

When combined, the overall feel is vibrant, truly representative of our personality, visually engaging and unique within the industry.



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# 6.4

## Signage

### Hoarding – Layout structure

#### Hierarchy of elements

For every continuous strip of panels, there should be at least 1 Whizdom logo panel and 1 MQDC endorsement panel.

Content panels can be added creatively and used as necessary. Ensure there are always a variety of types of contents to bring an interesting visual aspect to the site.

#### Hoarding panels



Long strip of hoarding panels



Short strip of hoarding panels

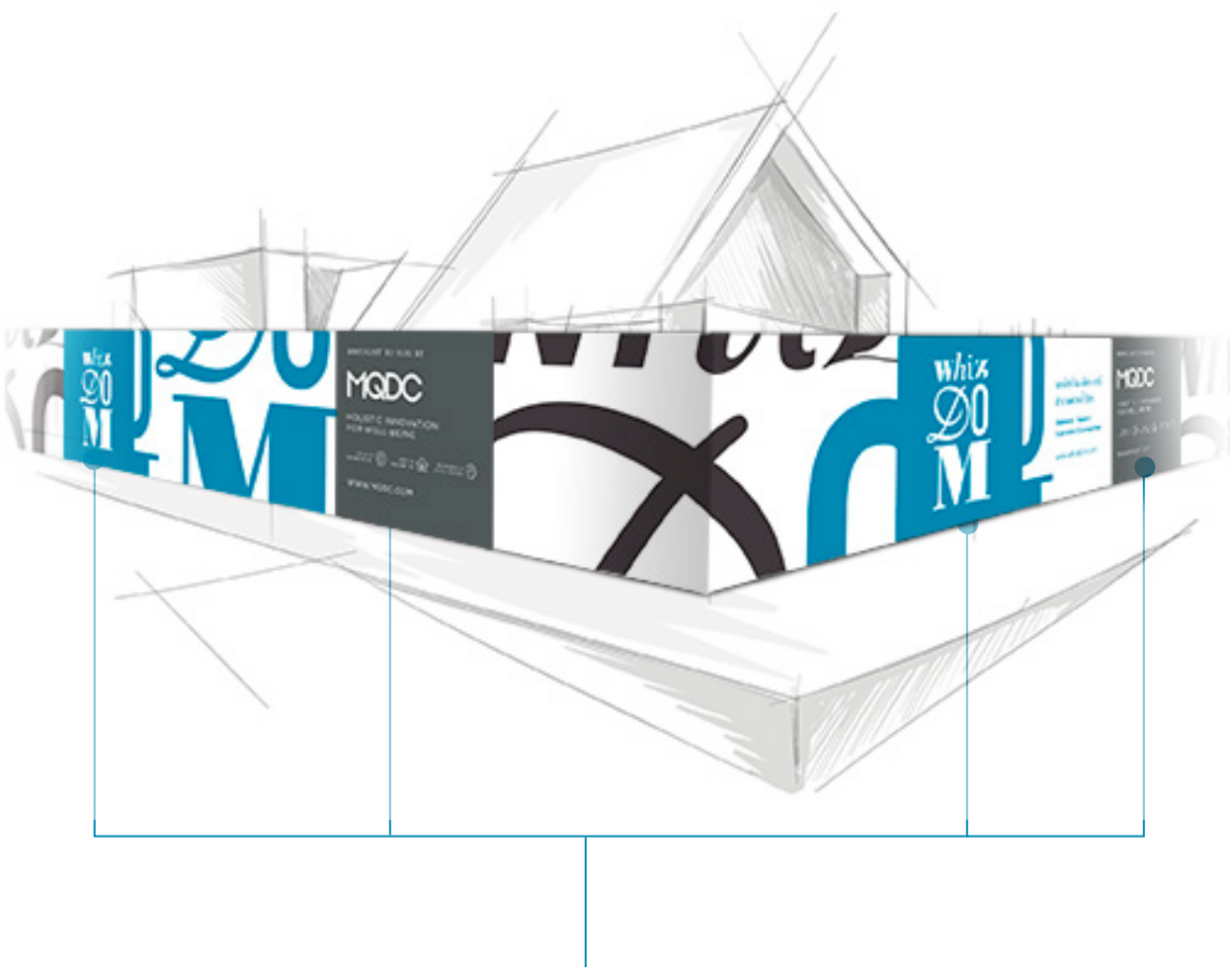


When only a short strip of 2-panel hoarding is used.

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.

So, on each side of the site hoarding of a particular development, we should include 1 Magnolias logo and 1 MQDC endorsement panel.



Each side of the strip contains at least:  
1 Magnolias panel  
1 MQDC endorsement panel

# 6.6

## Signage

### Street level signage

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#### Street level signage

These types of external signs should prominently showcase the new Whizdom logo.

Using the contrast of Whizdom Grey on white, or vice versa, be as bold as possible to bring our personality to our customers.

#### Street level signage

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## Wayfinding signage

### Wayfinding

Wayfinding is crucial in ensuring direct transitions between areas of our built environments.

Using our corporate typefaces and colour palette creates a strong connection with our visual system and adds an expressive dimension to interior spaces.

Thinking creatively about how to manipulate our logo crops in the development will introduce a sculptural aspect to our environments that is unique and differentiating within our industry.

### Wayfinding signage

