

7.0

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Digital communications

This section looks at some of our digital applications and how our brand identity system can be utilised to deliver our message across all online and digital media.

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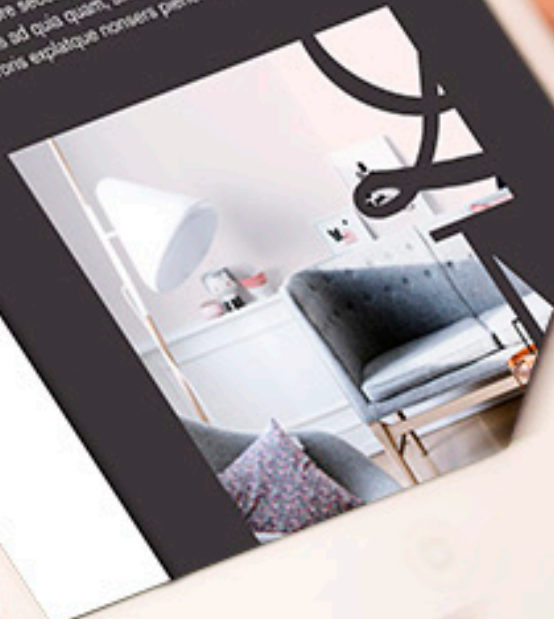
The Exclusive

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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 Whizdom 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 system, incorporating our corporate colours, unique graphic style and photography style.



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Digital communications

PowerPoint – Opening slide

PowerPoint

The PPT title slide has been designed with simplicity in mind, celebrating the unique visual style of our new corporate identity.



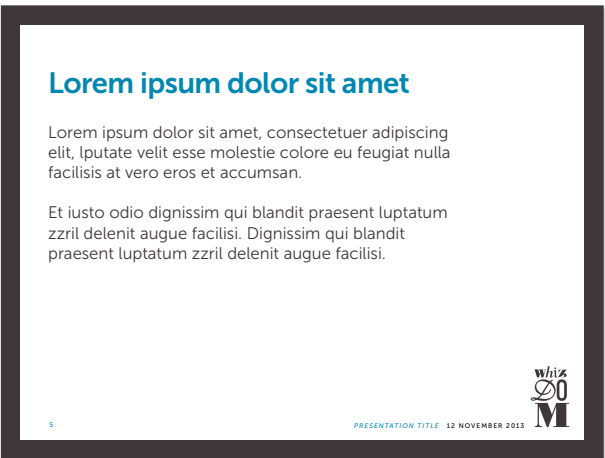
Powerpoint – Divider and main slides

Layout

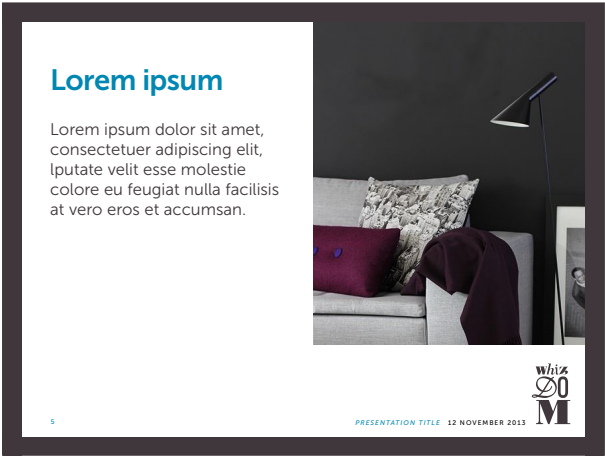
With graphic crops of the logo, we can bring a visually interesting approach to divider slides, with the frame concept appearing as a feature within content slides.



Chapter divider slide



Main slide 1



Main slide 2



Main slide 3

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Digital communications

Website – Homepage

Home page

Retaining clean, compact interfaces that are simple to navigate and reduce complexity for customers, the website is able to connect us directly to our core brand values.

The home page uses the Whizdom logo as a crop for imagery, which also acts as a window into our world. When moused over, it can animate or scale up to reveal more details.



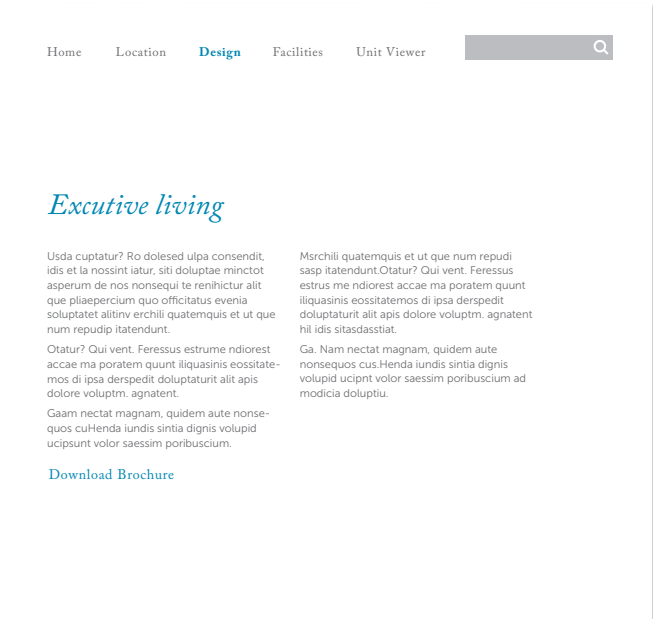
Website – 1st and 2nd levels

2nd levels

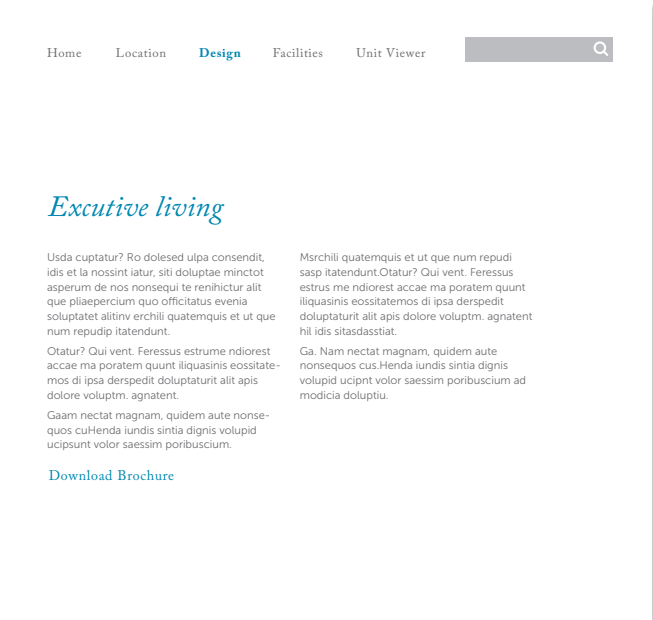
The next level pages demonstrate how we can introduce graphic crops to the web pages to frame content and imagery in a dynamic and truly ownable way.



1st level



2nd level



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Digital communications

Mobile app – Home screen and 2nd levels

Home screen and 2nd levels

The mobile app has been designed to bring the world of Whizdom to devices with clarity and legibility.



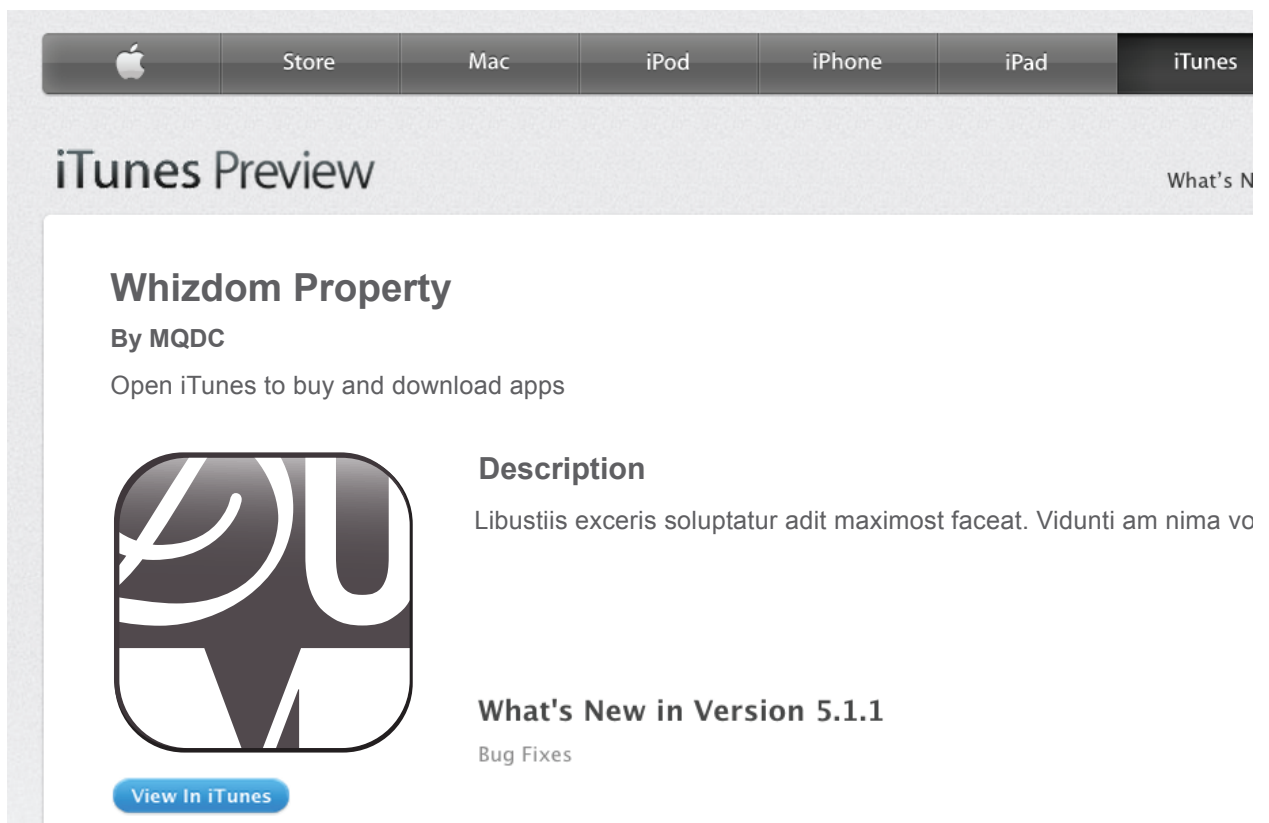
App icon

App icon

An app icon is a symbol created for a mobile application.

The Whizdom app icon is kept simple and uses basic shapes that capture the graphic look of the visual system.

The core colours of the system are used for recognizability and consistency across all touchpoints.



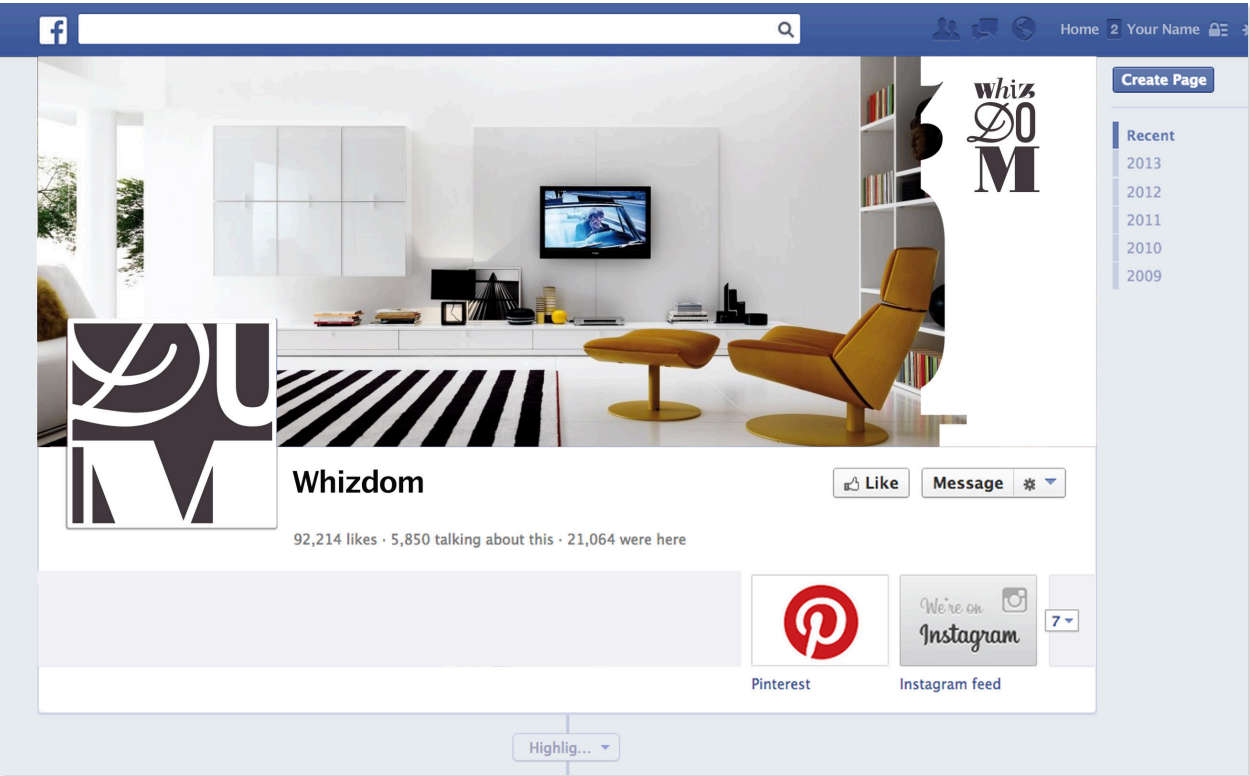
Facebook page

Facebook

The Facebook social media platform allows the brand to engage and interact openly and directly with customers. The image panels within this page allow us to bring some branded visual content to customers.

A simplified page header will ensure a clean, relevant message is relayed to consumers about the Whizdom brand. Use the main image window to showcase property types or interior shots, within the cropping of our graphic system.

The main image panel could be updated frequently to represent new products or developments for the brand as required.



Online advertising banners

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 letterforms will bring the essence of the Whizdom 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 intriguing - drawing interested viewers to the Whizdom website.

