



Brand Identity Guidelines



Our visual identity is a vital part of our new positioning. It is the visual representation of Whizdom's brand that can be summed up in these words "Holistic innovation for well-being".

These guidelines aim to show you how to bring the world of Whizdom to life across a wide range of touchpoints.



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If you have any questions about the content of this document, or the implementation of the Whizdom brand, please contact the Marketing Department.

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A large, white, stylized letter 'D' is positioned on the left side of the page, set against a dark grey background. The 'D' is composed of a thick vertical bar and a curved top and bottom. The number '1.0' is written in a teal color to the left of the vertical bar of the 'D'.

1.0

Brand platform

This section provides an overview of our brand proposition, brand pillars, the personality and story that provide the strategic foundations of our brand.

- 1.1 Brand platform
- 1.3 Brand positioning



Brand platform

Our brand platform provides the strategic foundation for the way our brand acts and speaks. All communication, written or visual must be guided by these principles to truly deliver the Whizdom brand experience.

Our core proposition

A motivating idea that succinctly defines who we are and how we're differentiated from our competitors.

Holistic innovation for well-being

Brand platform

Our personality
Our personality guides communication, our behaviour, tone and voice to all internal and external audiences.

Optimistic

Positive and forward-looking, always seeing opportunities for development and progress

Youthful

A energetic, fun and creative approach to life

Aspirational

Keen to embrace innovative new solutions and ideas

Cosmopolitan

Seeking to explore the company of a diverse group of people, excited by difference and diversity

Brand positioning

Mid-lower mid brand designing innovative, high quality property developments that combine human understanding & technical know-how.

Whizdom moodboard



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
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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*

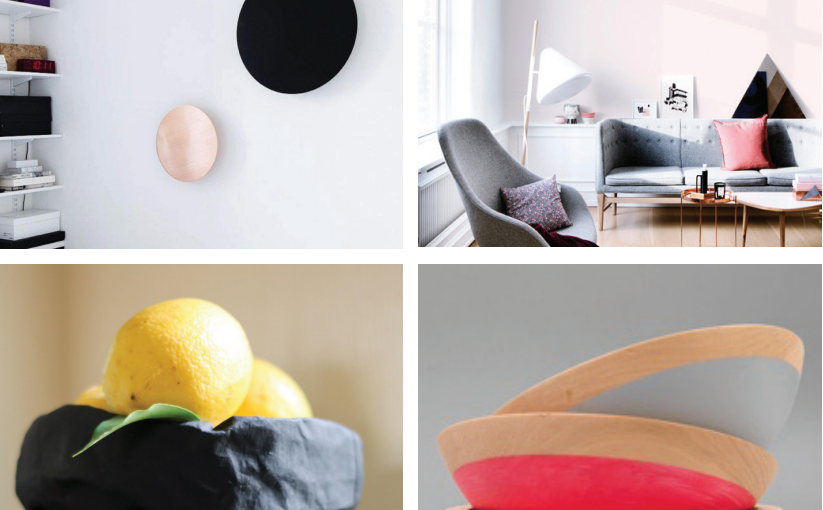
Adobe Caslon Pro

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

Supporting graphics



Photography



Corporate identity

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



Corporate identity – Clear zone and minimum size

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



Minimum size



Corporate identity – Colour versions

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



Single colour



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

Corporate identity – Colour backgrounds

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



Reversed white on Whizdom Grey background



Reversed white on Whizdom Blue background



Reversed white on black background



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.

×

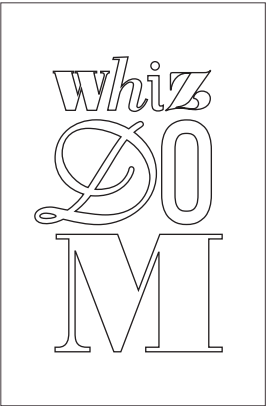


Do not alter the colour.

×



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.

Corporate typeface

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

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)

Calibri

Light Regular *Italic* Bold *Bold Italic*

Thai typefaces

คนทำงานเกี่ยวกับการโฆษณา

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

Photography – Overview

Explorative expression

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

The photograhcy 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



People



Photography – Spaces

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



Photography – People

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



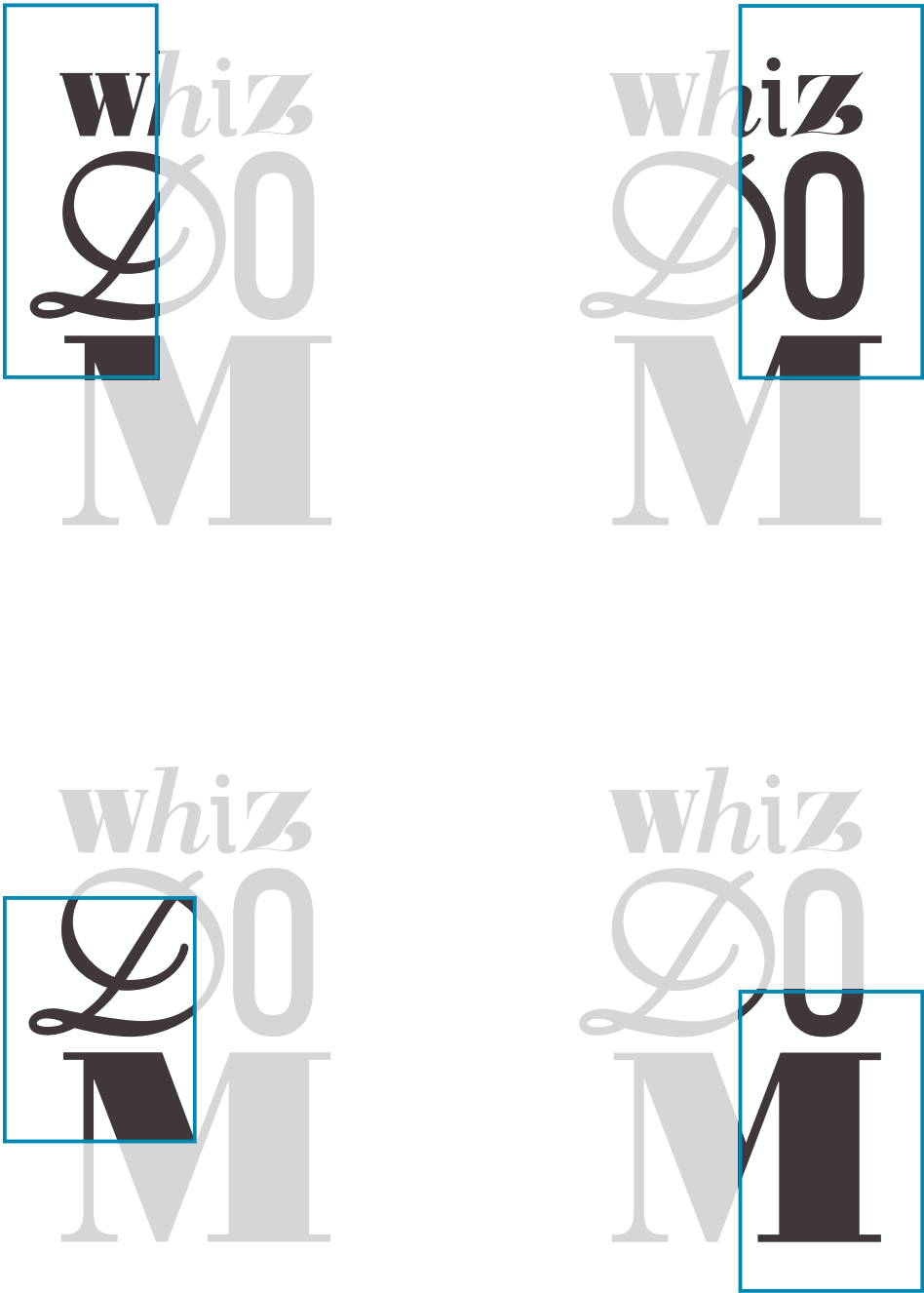
Supporting graphics

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



Supporting graphics – In use

Graphics in use

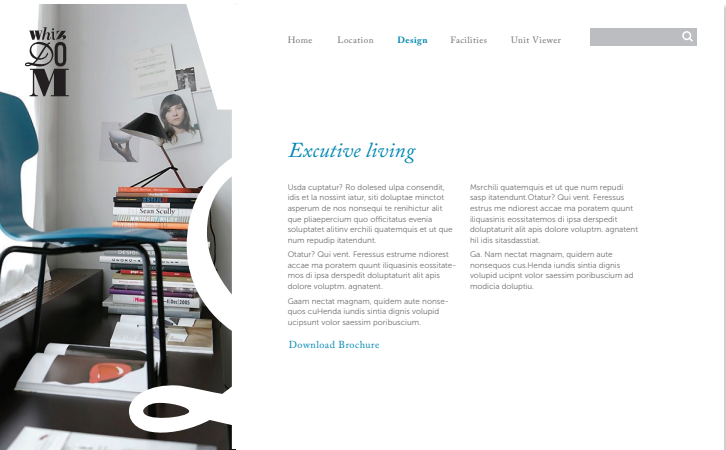
Below are examples of the supergraphic in use. Example 1 shows the graphics applied to a white background for hoarding panels on a construction site, for instance.

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



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



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

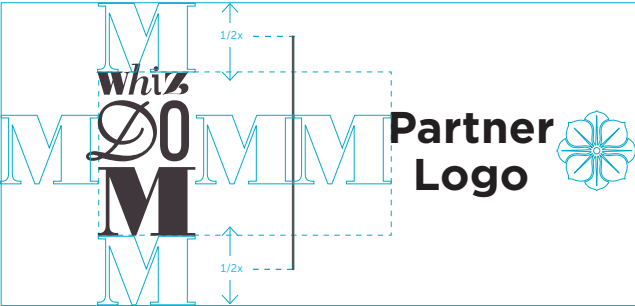
A minimum size has been established to maintain optimum legibility and quality in every expression of the Whizdom brand.

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

Whizdom logo



Clear zone



Minimum size



A large, dark grey, stylized letter 'D' that serves as a background element on the left side of the page. It has a thick, rounded stroke and a small white circle at the top left, resembling an eye or a stylized 'C'.

3.0

Corporate stationery

This section will provide an overview of our corporate stationery and will demonstrate the design formats of these key communication items.

- 3.1 Corporate stationery
- Overview
- 3.2 Business card
- 3.3 Letterhead
- 3.4 Press release
- 3.5 Envelope
- 3.6 Paper bag
- 3.7 Email signature
- 3.8 Corporate folder
- 3.9 Staff ID card
- 3.10 Backdrop

Corporate stationery – Overview

Stationery

Our corporate stationery system has been designed in the spirit of our personality and values.

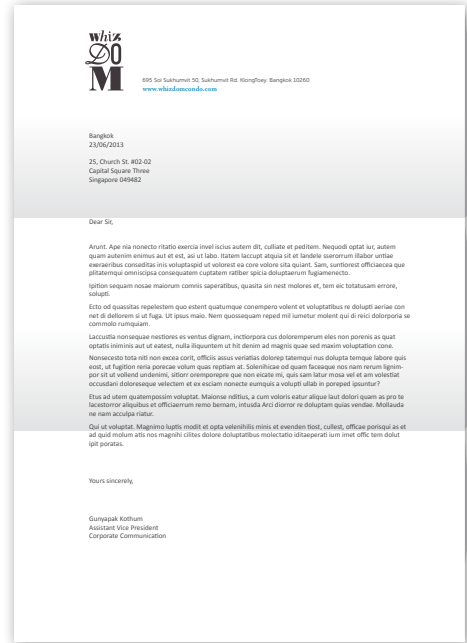
The vertical format for business cards brings a unique and unexpected note to the system.

Reproducing printed collateral and stationery with the highest quality processes and materials will reinforce the level of quality we promise to bring to our customers.

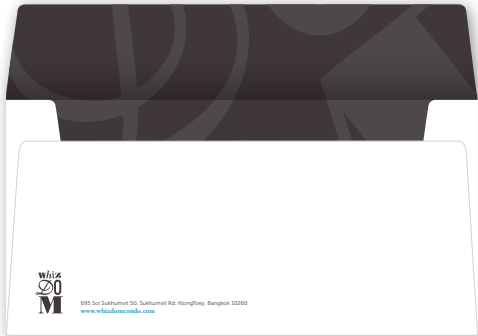
Business card



Letterhead



Envelope



Paper bag



Business card

Size
80mm x 50mm
All measurements in millimeters

Recommended paper stock
Conqueror CX22 Diamond White
250gsm

1. Whizdom logo

Full color
2. Name

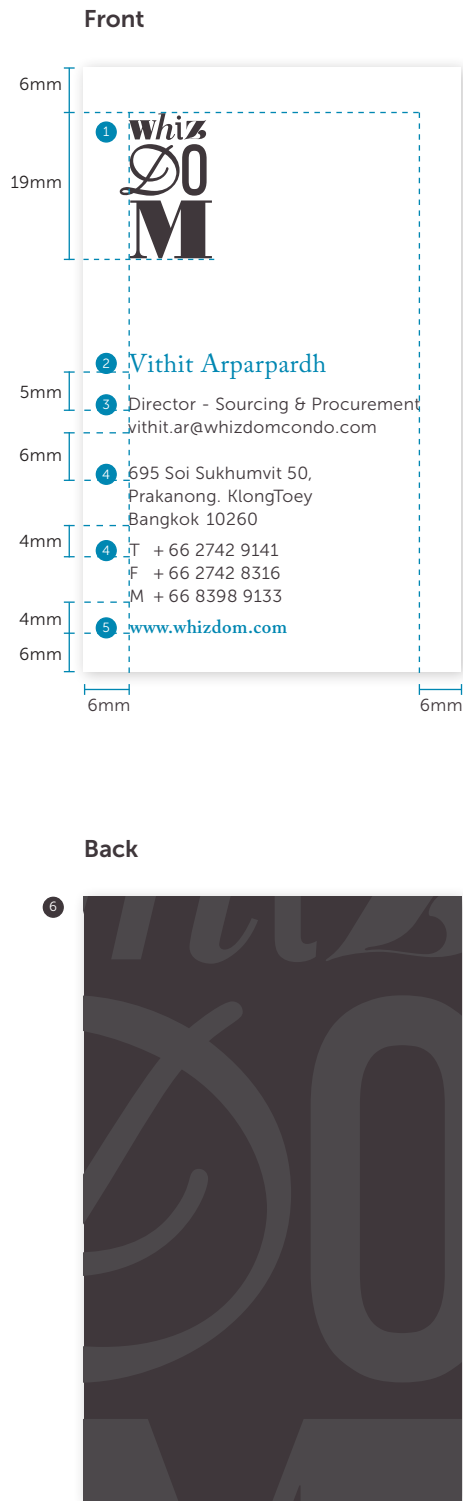
Adobe Caslon Pro Regular
9.5pt on 10.5pt leading
Tracking 20
Whizdom Blue
3. Title

Museo Sans 300
6.5pt on 8.5pt leading
Tracking 20
Whizdom Grey
4. Address & contact details

Museo Sans 300
6.5pt on 8.5pt leading
Tracking 20
Whizdom Grey
5. Website

Adobe Caslon Pro Semibold
7pt on 9pt leading
Tracking 20
Whizdom Blue
6. Back of card

OC 5M OY 85K on OC 10M OY 90K



Letterhead

Size
210mm x 297mm
All measurements in millimeters

Recommended paper stock
Conqueror CX22 Diamond White
100gsm

1. Whizdom logo

Full color
2. Address

Museo Sans 300
7.5pt on 8.5pt leading
Whizdom Grey
3. Website

Adobe Caslon Semibold
9pt on 11pt leading
Tracking 20
Whizdom Blue
4. Bodycopy

Calibri
9.5pt on 11.5pt leading
85% Black



Press release

Size
210mm x 297mm
All measurements in millimeters

Recommended paper stock
Conqueror CX22 Diamond White
100gsm

1. Whizdom logo

Full color

2. Address

Museo Sans 300

7.5pt on 8.5pt leading

Whizdom Grey

3. Website

Adobe Caslon Pro Semibold

9pt on 11pt leading

Tracking 20

Whizdom Blue

4. 'Press Release'

Adobe Caslon Pro Regular

18pt on 22pt leading

Tracking 20

Whizzdom Blue

5. Bodycopy

Calibri

9.5pt on 11.5pt leading

85% Black

35mm

25mm

25mm

12mm

28mm

25mm

31mm

4mm

1. Whizdom logo

2. Address

3. Website

4. 'Press Release'

5. Bodycopy

Dear Sir,

Arunt. Ape nia nonecto ritatio exerica invel iscius autem dit, culliate et peditem. Nequodi optat iur, autem quam autenim enimus aut et est, asi ut labo. Itatem laccupat atquia sit et landele sserorum illabor untiae exeraeribus conseditas inis voluptaspid ut volorest ea core volore sita quant. Sam, suntiocest officiaecae que jlitatemqui ommiscipsa consequatem cupattem ratibter spicia doluptaerum fugiamenecto.

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Yours sincerely,

Gurvyapak Kothum

Assistant Vice President

Corporate Communication

3.5

Corporate stationery

Envelope

Size
220mm x 110mm
All measurements in millimeters

Recommended paper stock
Conqueror CX22 Diamond White
100gsm

1. Whizdom logo

Full color

2. Address

Museo Sans 300

7.5pt on 8.5pt leading

Whizdom Grey

3. Website

Adobe Caslon Pro Semibold

9pt on 11pt leading

Tracking 20

Whizzdom Blue

Front

1. Whizdom logo

2. Address

3. Website

Back

Alternative

20mm

10mm

15mm

20mm

4mm

1. Whizdom logo

2. Address

3. Website

Dear Sir,

Arunt. Ape nia nonecto ritatio exerica invel iscius autem dit, culliate et peditem. Nequodi optat iur, autem quam autenim enimus aut et est, asi ut labo. Itatem laccupat atquia sit et landele sserorum illabor untiae exeraeribus conseditas inis voluptaspid ut volorest ea core volore sita quant. Sam, suntiocest officiaecae que jlitatemqui ommiscipsa consequatem cupattem ratibter spicia doluptaerum fugiamenecto.

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Yours sincerely,

Gurvyapak Kothum

Assistant Vice President

Corporate Communication

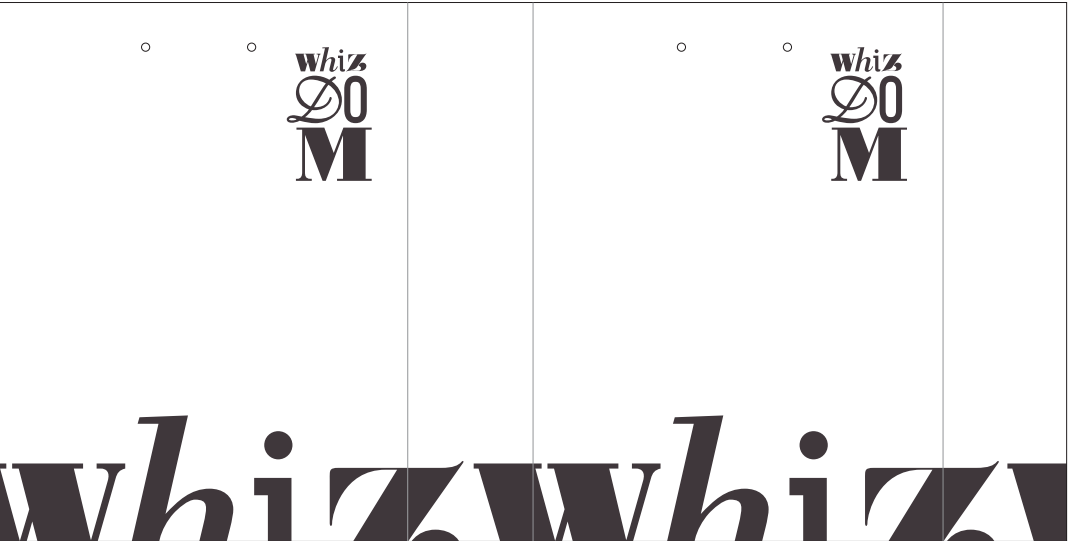
Whizdom Brand Identity Guidelines

Paper bag

Paper bag

Paper bags provide great equity to promote our brand. Using the Whizdom supergraphic will allow us to make a statement and showcase the irreverent nature of our brand.

Outside



Inside



Ribbon

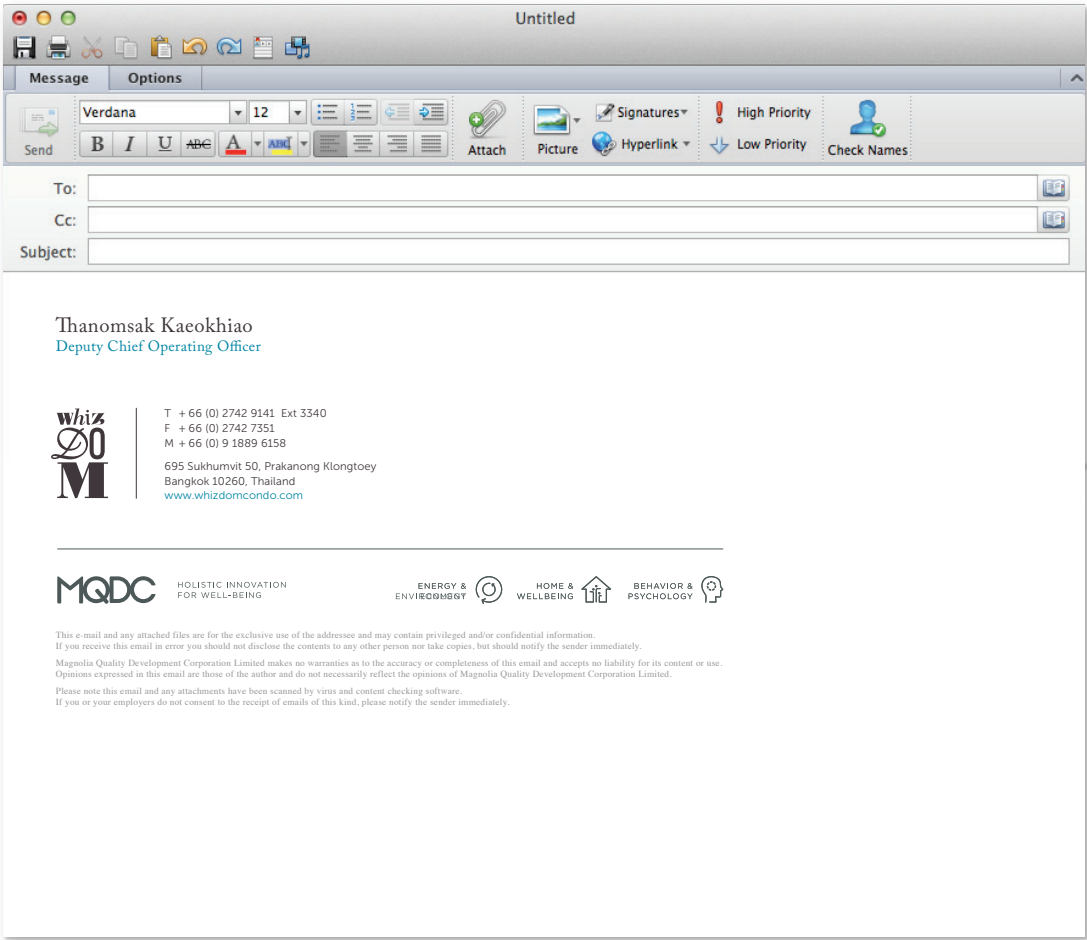


Email signature

Email signature

The email signature will need to be constructed based on the guidelines for your specific email software.

When organising the information, please follow the basic layout and typography rules illustrated in the image below.



3.8

Corporate stationery

Corporate folder

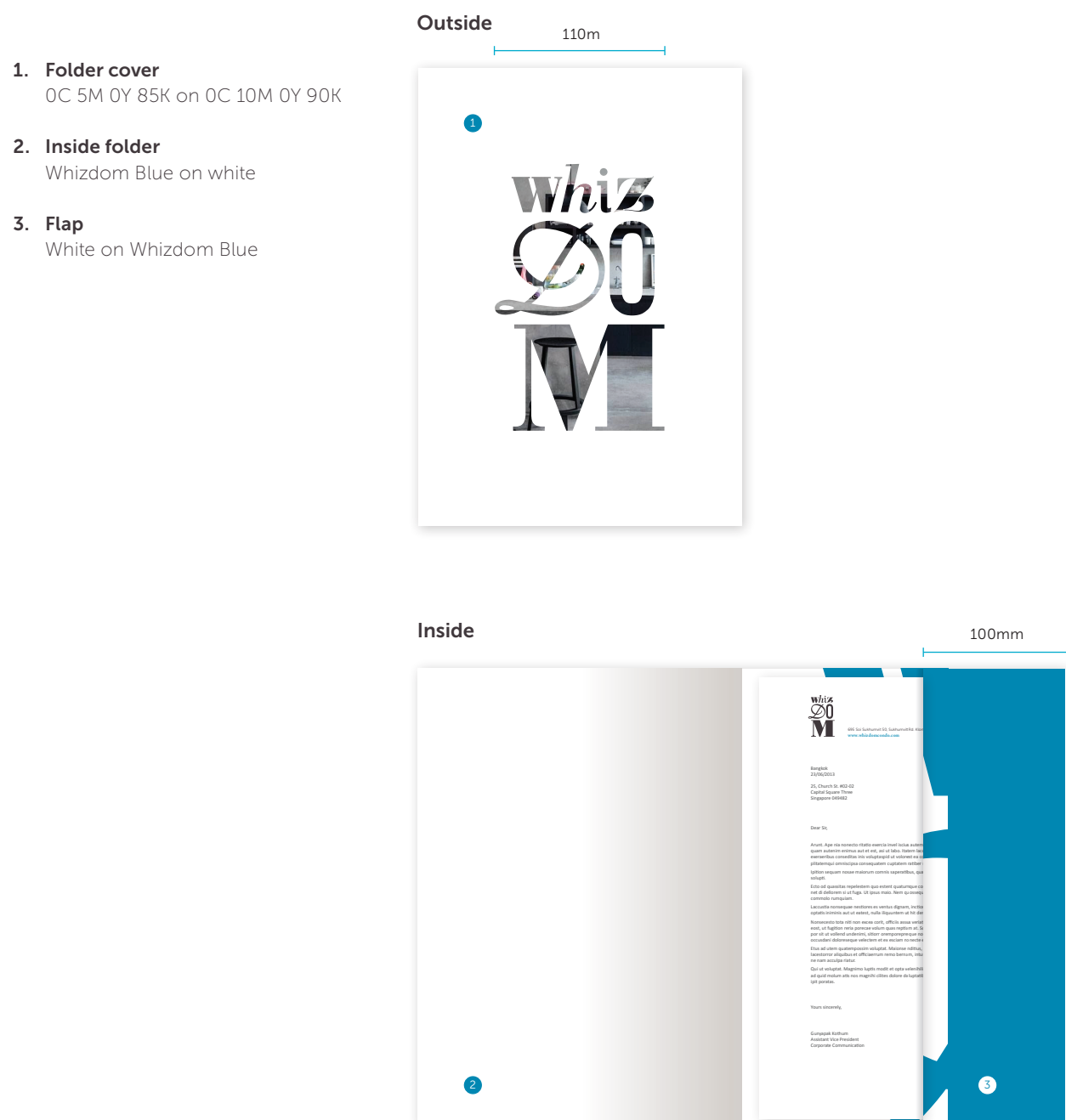
Size

440mm x 307mm (open)

220mm x 307mm (closed)

Recommended paper stock

250-300gsm



3.9

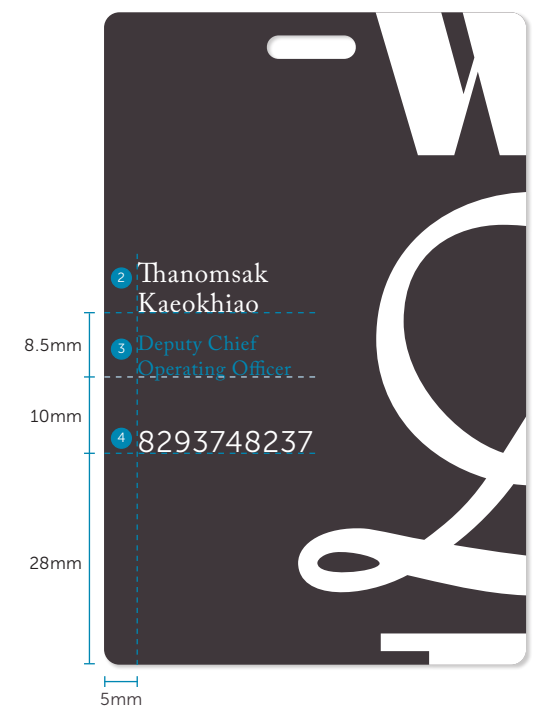
Corporate stationery

Staff ID card

Size

55mm x 85mm

- 1. Staff photograph**
Full color
- 2. Name**
Adobe Caslon Pro Regular
10pt on 12pt leading
Tracking 25
Reverse white
- 3. Title**
Adobe Caslon Pro Regular
7.5pt on 9.5pt leading
Tracking 25
Magnolias Blue
- 4. Numbers**
Museo Sans 300
4pt on 9pt leading
Tracking 20
Reverse white



Backdrop

Backdrop is designed to feature Whizdom branding and partners logos with maximum visibility from any camera angle when making announcements or briefing the media.



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

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.



Marketing brochure cover – Grids

Brochure cover	Size
To ensure consistency through all collaterals, grids have been devised to indicate where logo, content graphic device and text should be placed.	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	Size
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.	420mm x 297mm (A3)

Grids

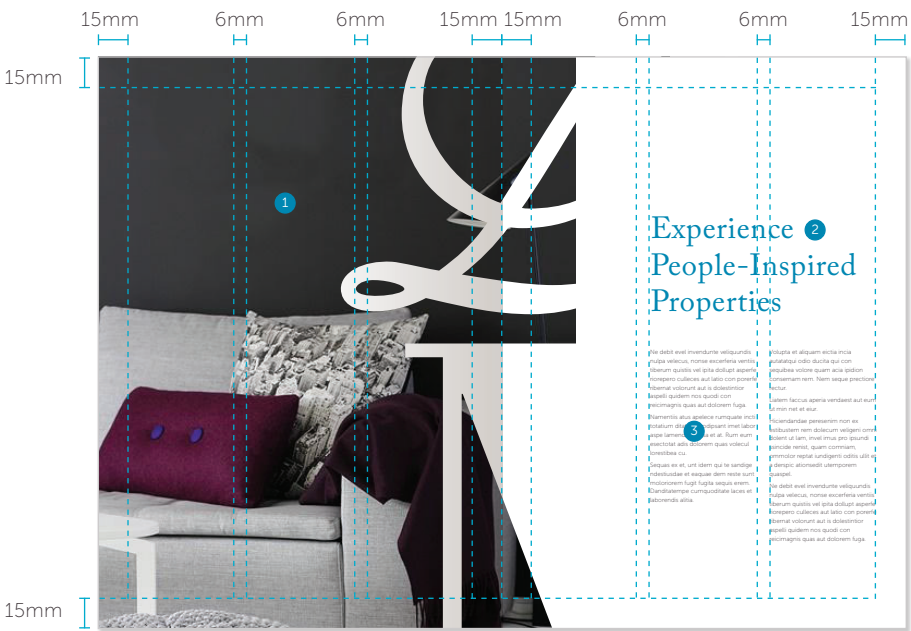
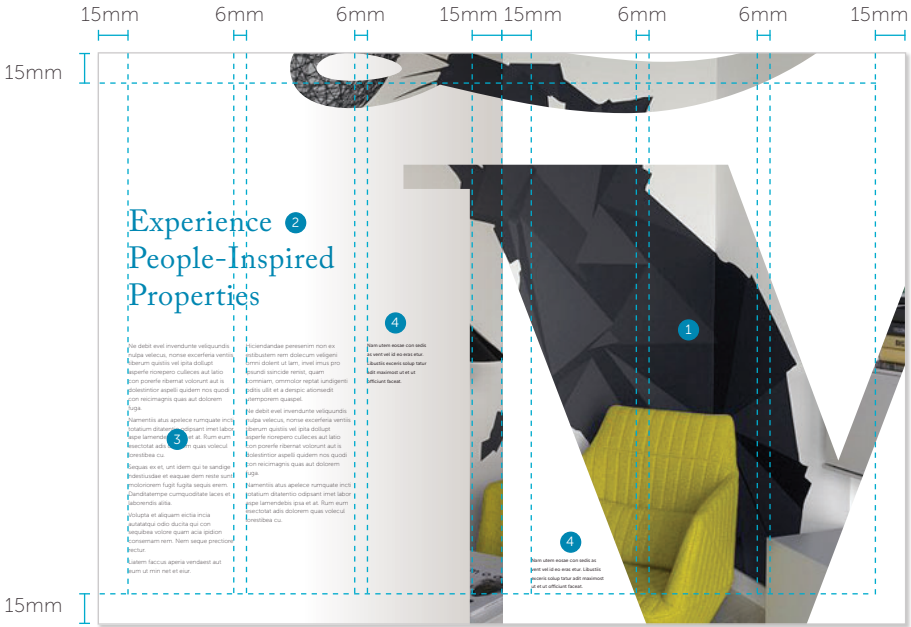
1. Photography

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





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

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)

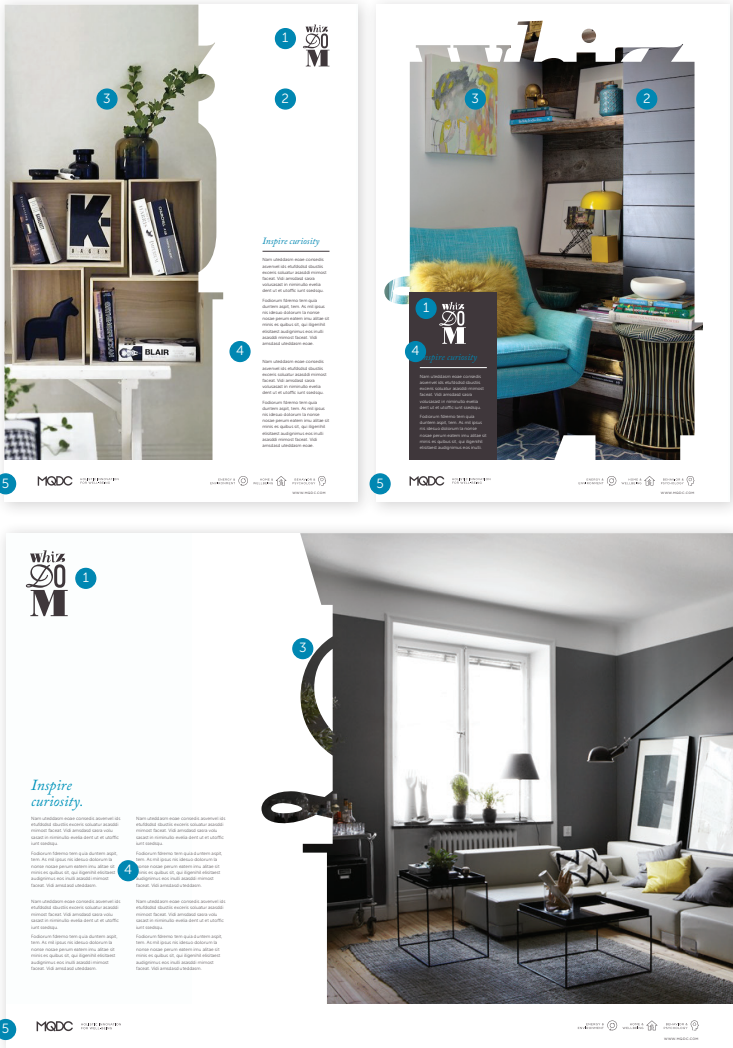
The role of photography is to provide a strong impression of the product offering or the customer benefit. Contemporary, expressive layouts with relative low contrast tones should be used to express the style of Whizdom properties.

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

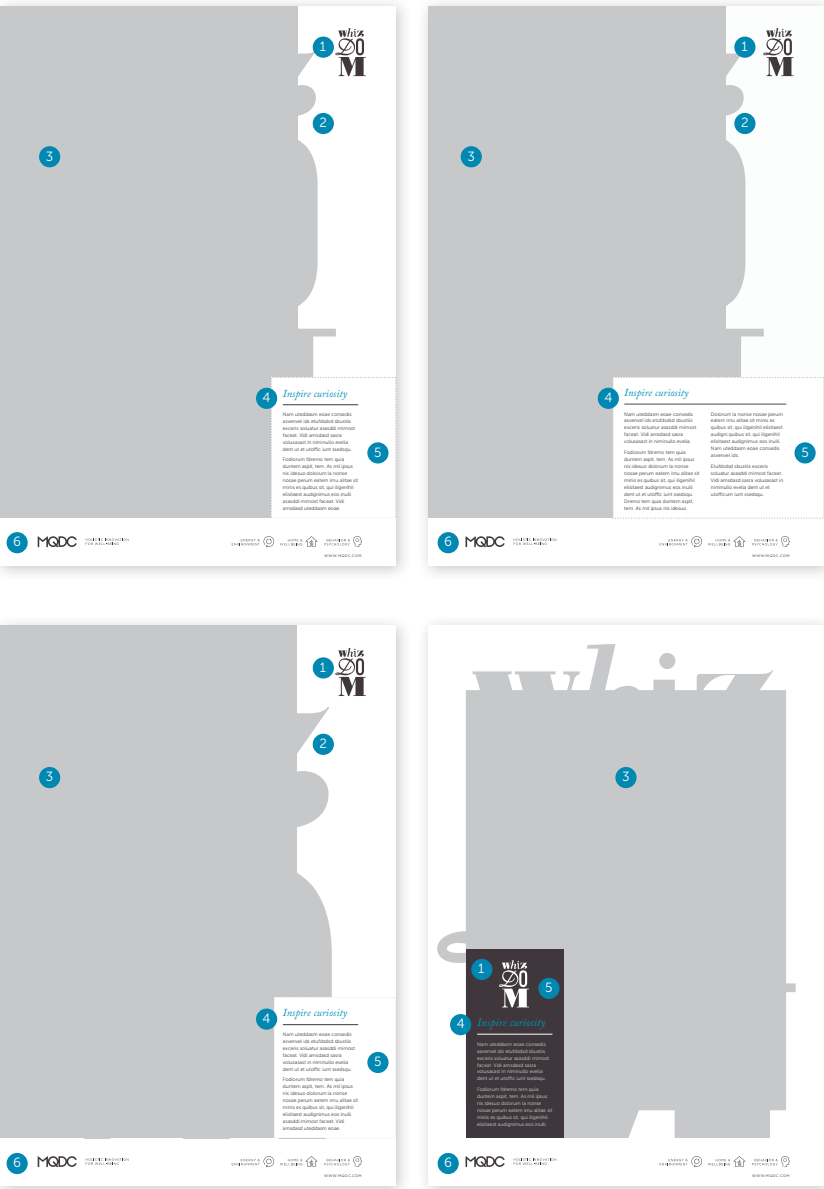
A portrait grid system has been devised for advertising.

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.

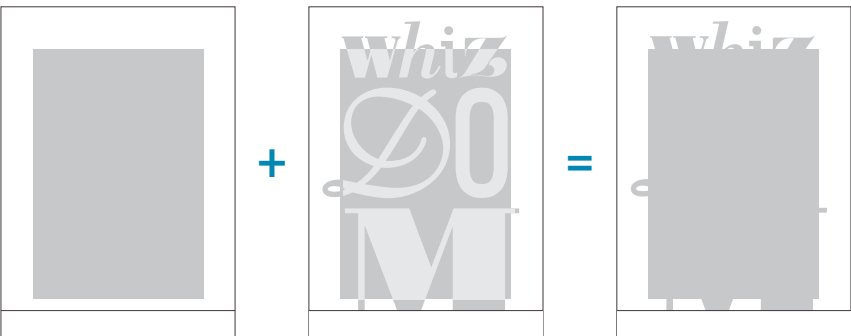
Example 1



Example 2



Example 3



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



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



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

- 1. **Whizdom logo**
Whizdom Grey or reversed white
- 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**
Museo Sans 500 U/C
Tracking 50
Whizdom Grey/reverse white
- 6. **MQDC endorsement**
MQDC Grey
- 7. **MQDC icons**
MQDC Grey





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
- 6.2 Hoarding
 - Content structure
 - Layout structure
- 6.4 Street level signage
- 6.6 Wayfinding signage

Signage – Overview

Signage

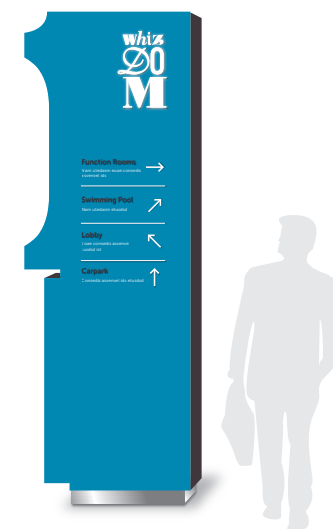
Signage is a great and unexpected way to ensure Magnolia's brand presence appears holistically throughout our world.

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



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.

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

Street level signage

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



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



7.0

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.

- 7.1 Digital communications
 - Overview
- 7.2 Powerpoint
 - Opening slide
- 7.3 - Divider and main slides
- 7.4 Website
 - Homepage
- 7.5 - 1st and 2nd levels
- 7.6 Mobile app
 - Home screen and 2nd levels
- 7.7 App icon
- 7.8 Facebook page
- 7.9 Online advertising banners

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.



PowerPoint – Opening slide

PowerPoint

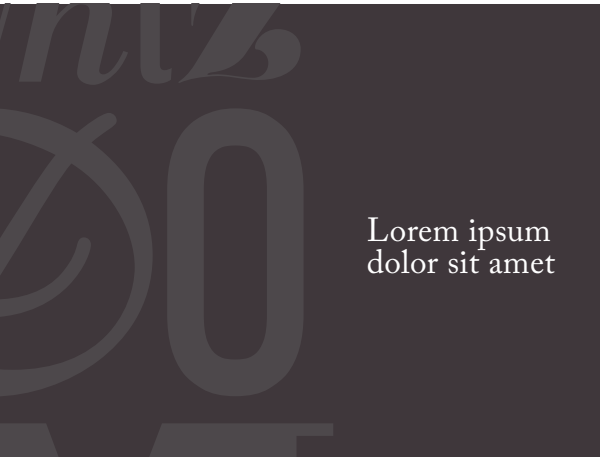
The PPT title slide has been designed with simplicity in mind, celebrating the unique visual style of our new corporate identity.



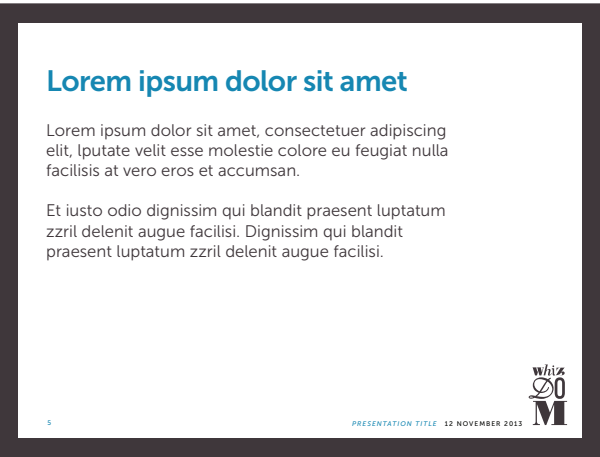
Powerpoint – Divider and main slides

Layout

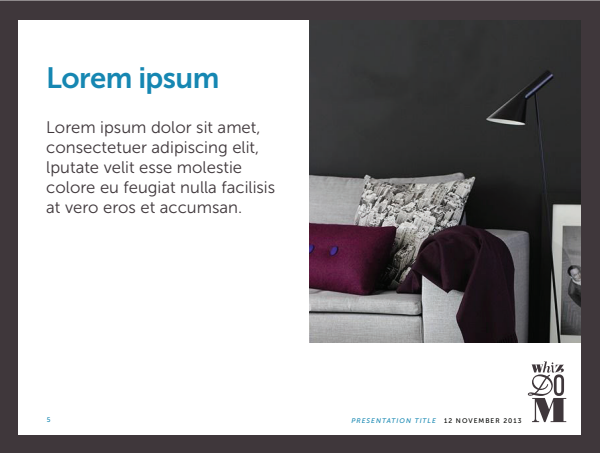
With graphic crops of the logo, we can bring a visually interesting approach to divider slides, with the frame concept appearing as a feature within content slides.



Chapter divider slide



Main slide 1



Main slide 2



Main slide 3

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.

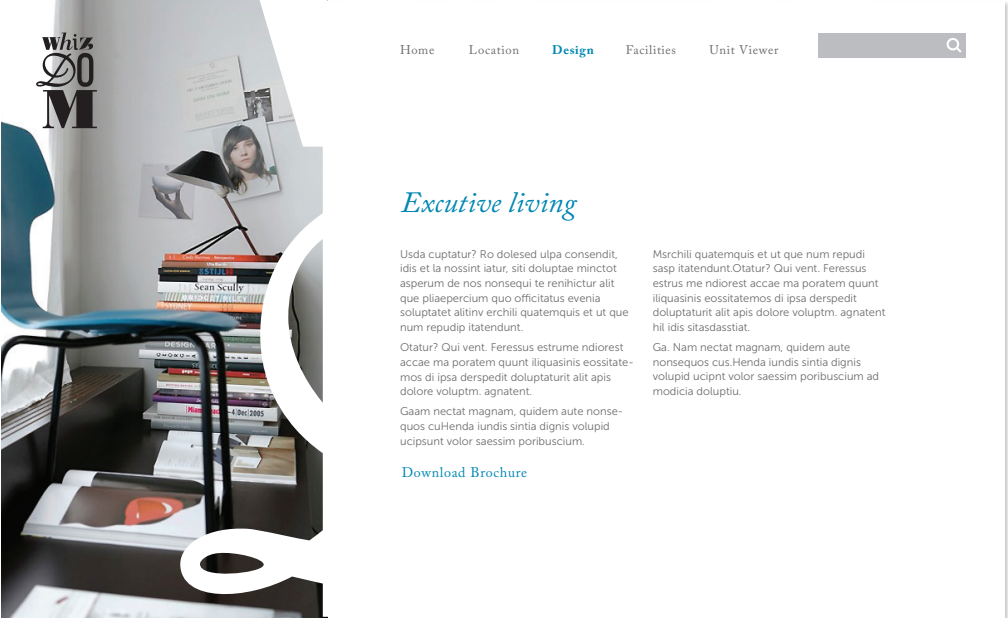
The home page uses the Whizdom logo as a crop for imagery, which also acts as a window into our world. When moused over, it can animate or scale up to reveal more details.



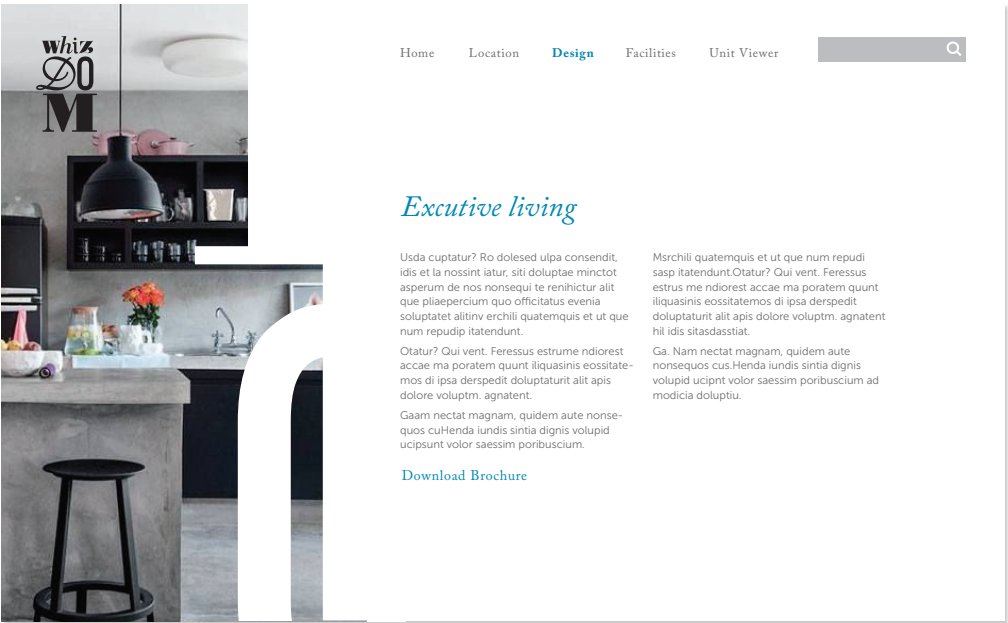
Website – 1st and 2nd levels

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

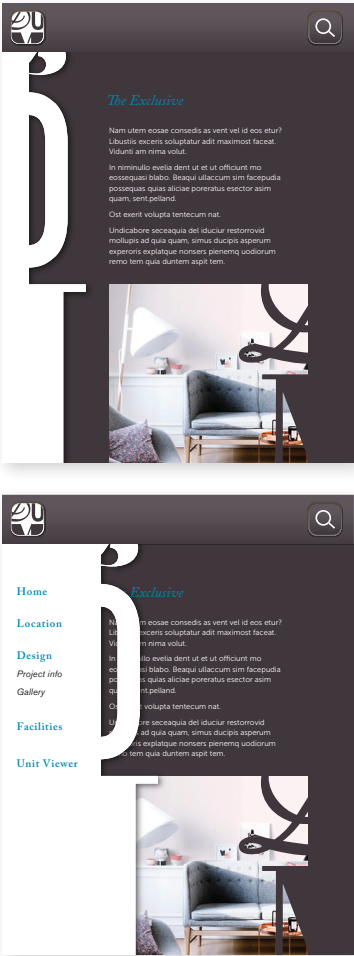


2nd level

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.



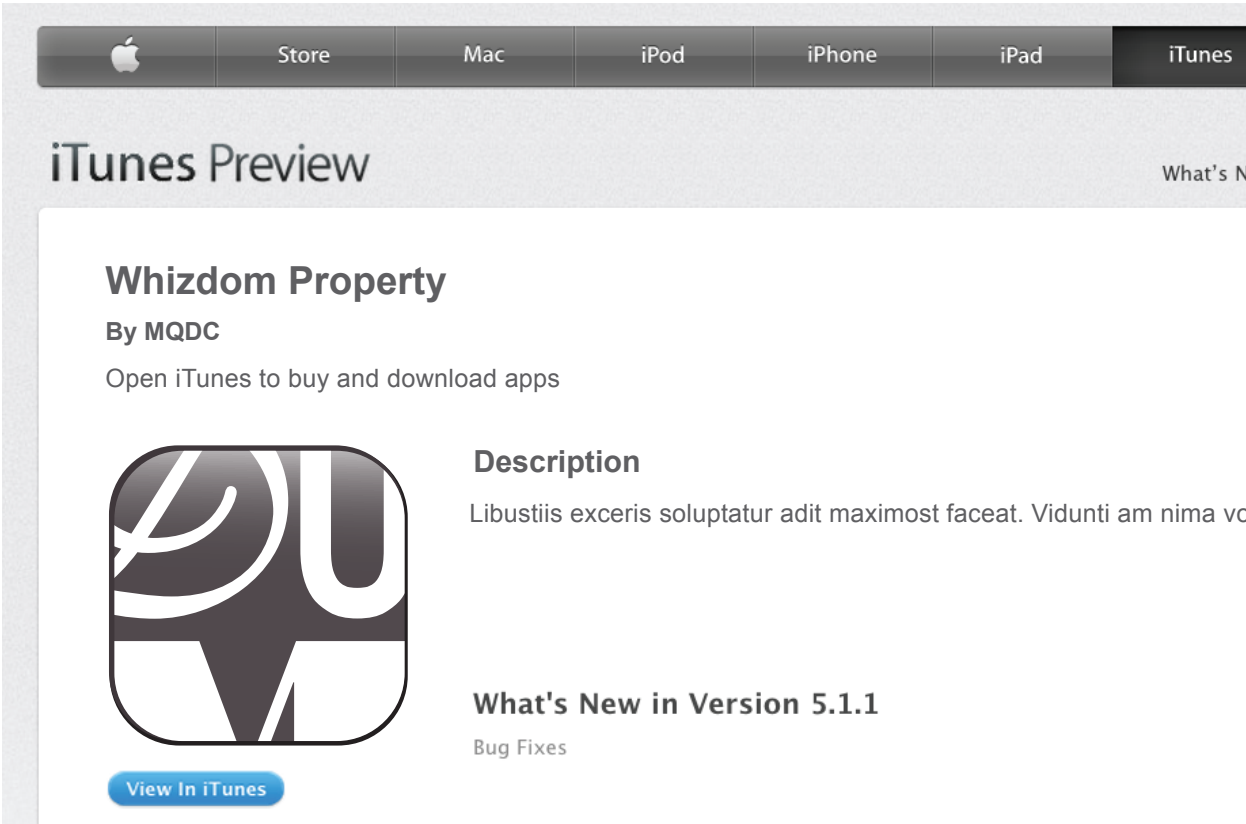
App icon

App icon

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

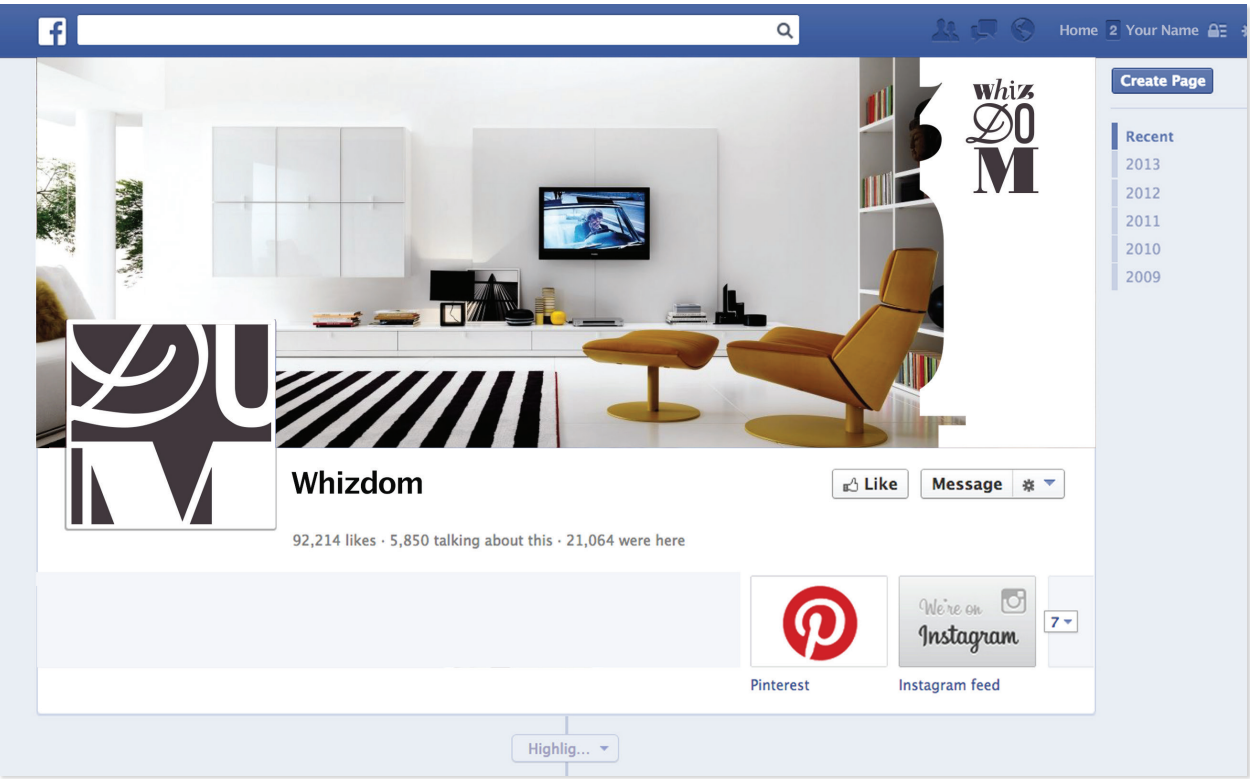
The Whizdom app icon is kept simple and uses basic shapes that capture the graphic look of the visual system.

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.
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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.
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