

# Aspect Works



Branding & Experience  
BKK / LDN / HK / UAE

For more information:  
[ned@aspect-works.com](mailto:ned@aspect-works.com)  
+66 92 350 8556

Work Samples

# Aspect Works:

A multidisciplinary design agency with a focus on brand and brand experience, working collaboratively with clients in Bangkok, London, Hong Kong and the UAE.

We can help to define and launch new ideas, or optimise and elevate an established brand's output.

We create our best work with our bravest clients, through a practice built around **Strategy, Vision & Craft.**

**STRATEGY** — Research & strategy lead the way as we immerse in your business to fully understand the offer and customer base, before designing strategies to optimise your communications & bring resonance with your audience

**VISION** — We bring creative vision to every brief, innovating new ways to tell stories and connect beyond the conventional. An ever changing media landscape demands ever changing methods

**CRAFT** — With strategy and creative defined, our projects are deployed fluidly and effectively, utilising the highest design standards across digital, spatial, moving image, and printed applications

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Work Samples  
July 2022

Work  
Samples

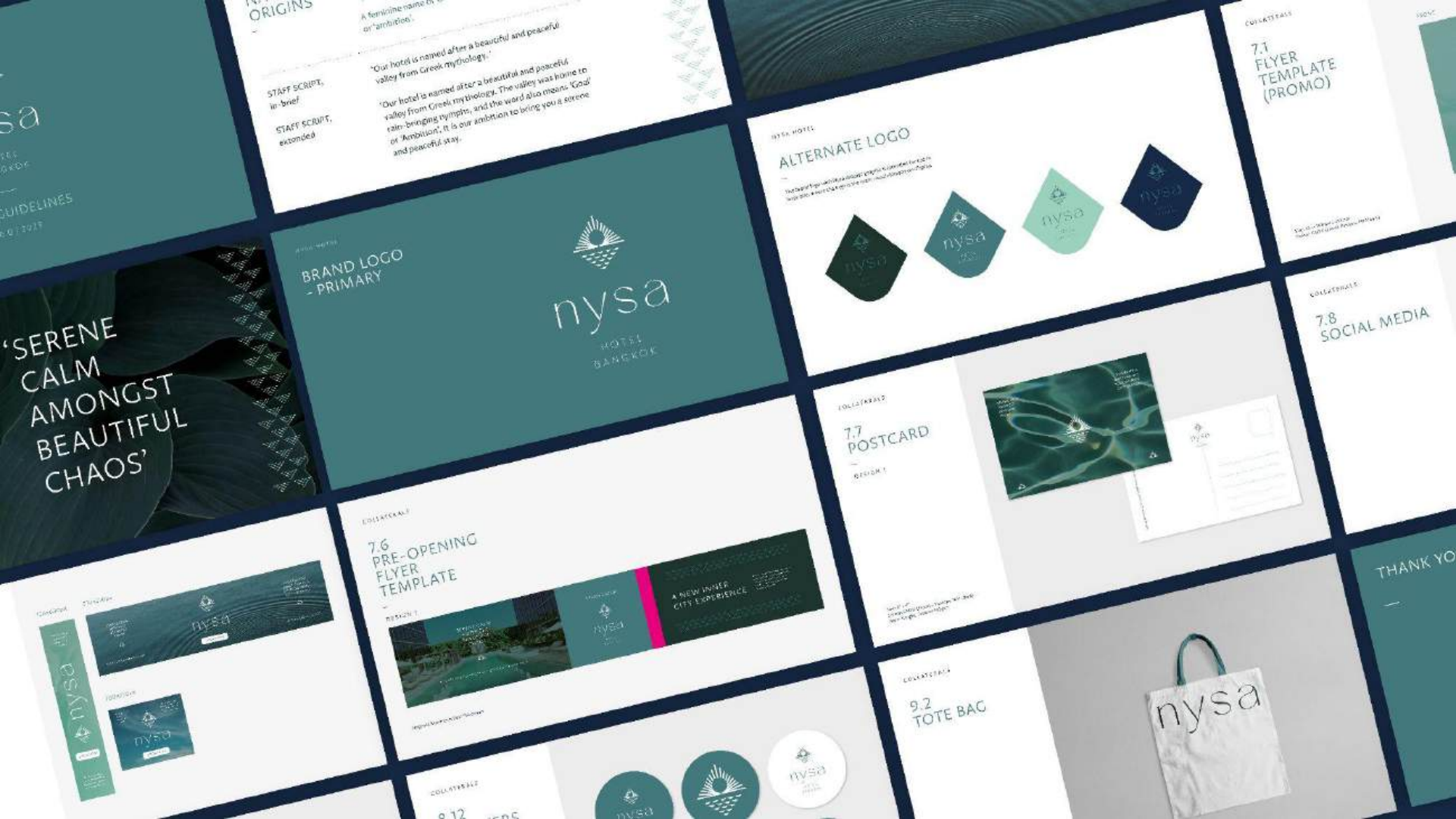
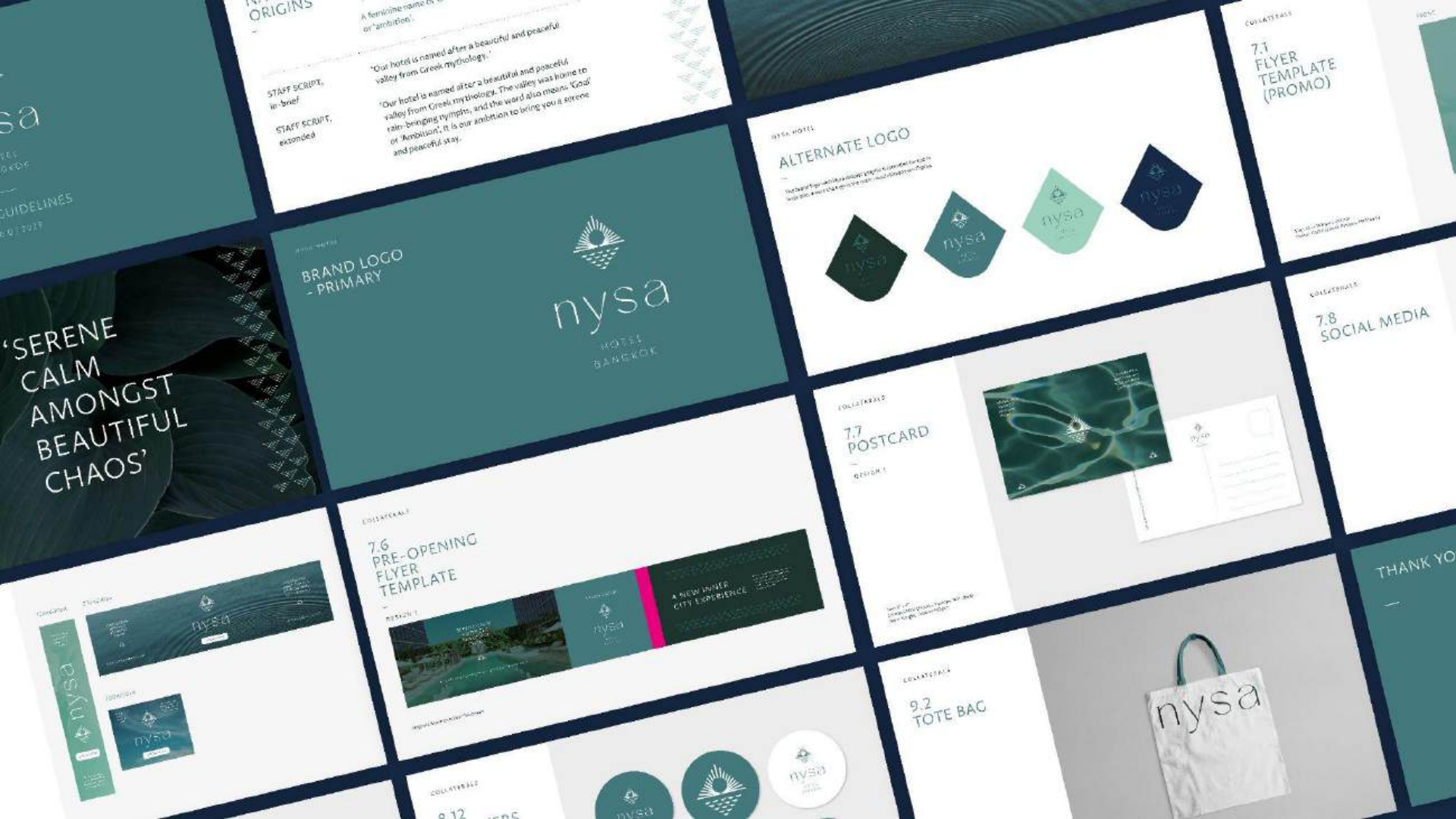
...



nysa

HOTEL  
BANGKOK















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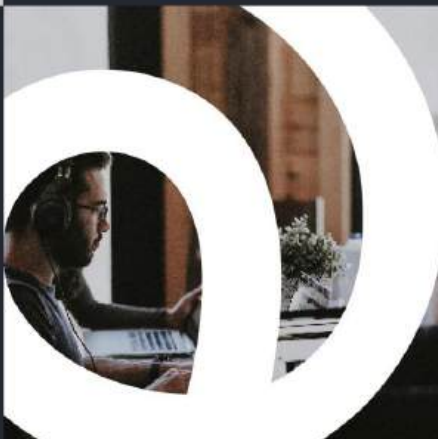
Project: Brand Development & Digital presence  
Client: Changfa Capital Holdings  
Tasks: Naming, brand build, image library, design,  
digital build out, investor collateral



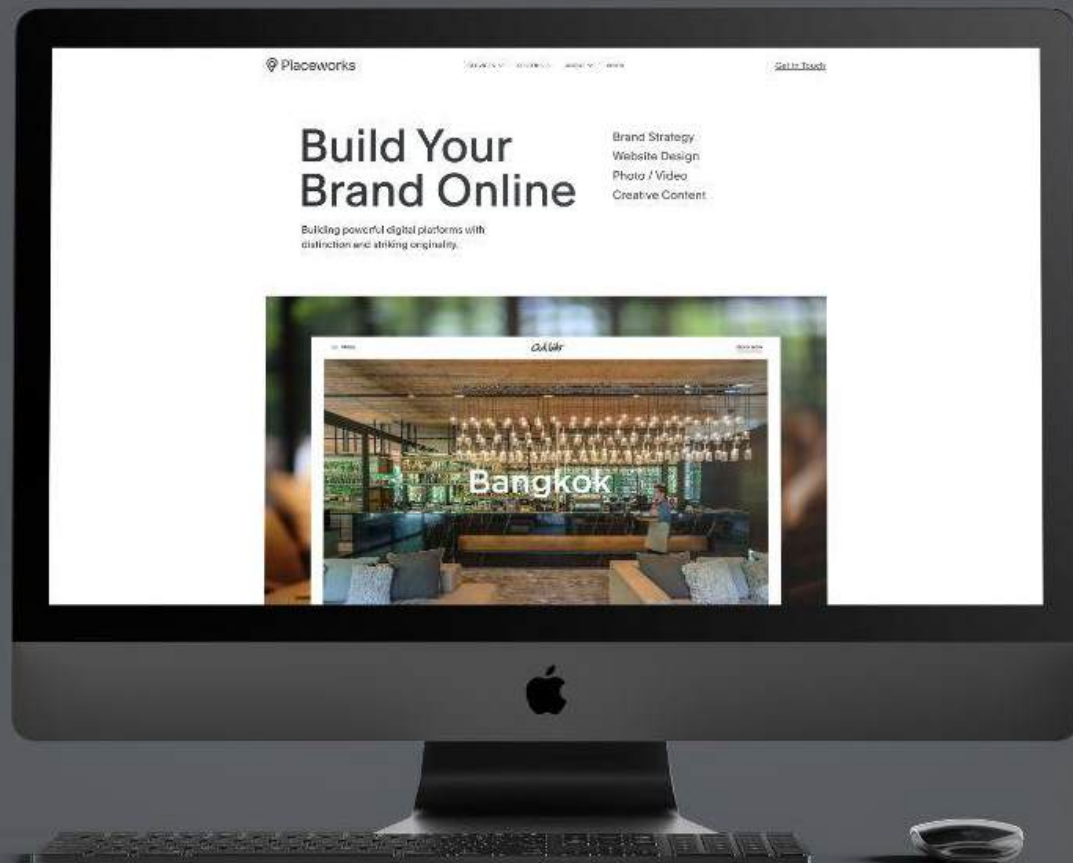
 Placeworks



Connecting  
People...



...with  
Places



Project: Brand Development & Digital presence  
Client: Changfa Capital Holdings  
Tasks: Naming, brand build, image library, design,  
digital build out, investor collateral

# Annual Financial Institutions Conference





## Greater China Conference 2020 第二十届瑞银大中华研讨会

- ▶ The opportunity and risk of investing in Greater Bay Area property
- ▶ 大湾区的房地产投资机会和风险



### 3.2 轨交对TOD的带动

轨道交通对周边土地开发带动效应：提升土地价值，提升开发密度，提升开发品质，提升开发效率。



提升土地价值  
提升开发密度  
提升开发品质



提升土地价值  
提升开发密度  
提升开发品质



提升土地价值  
提升开发密度  
提升开发品质



提升土地价值  
提升开发密度  
提升开发品质





Project: Greater China Conference 2020

Client: UBS

Tasks: Creative direction for set and stage, motion content, print, event experiences





## Investment Banking Global Conferences

Visual identity style guide V1.0

UBS Global Conferences | Style Guide V1.0

### Contents

- 1 Introduction
- 2 Key visual
- 3 Image sizing variables
- 4 Key details
- 5 UBS elements
- 6 Microsite banner
- 7 Social content
- 8 Conference thumbnail
- 9 Imagery selection
- 10 Assets



UBS Global Conferences | Style Guide V1.0

### Key visual

Each conference features a **Key Image** representing the main theme of the event. This key image goes directly with the Dialogue Box V1.0 design. The conference title, which is also supported by a further set of secondary images.

We provide both portrait and landscape formats in two sizes: Standard (1000 x 1000 pixels) and Large (1500 x 1500 pixels).

Whenever possible please use a high resolution image to ensure high quality output. Images with less than 1000 pixels will appear pixelated in print quality versions.



Key visual  
at 1000 x 1000 pixels

UBS Global Conferences | Style Guide V1.0

### Key visual

01 This image is placed frontally, representing the main theme of your conference. The final point of the image should align with the Dialogue Box V1.0 (1000 x 1000 pixels).

02 Image displaying a recognizable location or landmark supporting the location of the conference (at 800 x 1200 pixels).

03 Primary supporting image showing the main theme of the conference (at 1000 x 1000 pixels).

04 Set of secondary supporting images enhancing the theme of the event.

a. at 1000 x 1000 pixels  
b. at 1200 x 1000 pixels  
c. at 1500 x 1000 pixels  
d. at 1800 x 1000 pixels

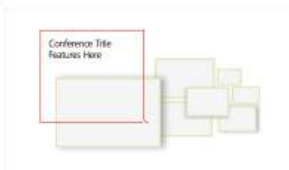


Key visual  
at 1000 x 1000 pixels

UBS Global Conferences | Style Guide V1.0

### Image sizing variables

To ensure the most visually appealing and professional look, please use the following image sizes (in pixels) for all images used in the Dialogue Box V1.0.



Key visual  
at 1000 x 1000 pixels

UBS Global Conferences | Style Guide V1.0

### Microsite banner

01 The microsite banner is placed on the main page of the conference website (at 1000 x 1000 pixels).

02 Landscape or location image (at 1000 x 1200 pixels).

03 Primary supporting image (at 1000 x 1000 pixels).

04 Secondary supporting images (at 1000 x 1000 pixels).

a. at 1000 x 1000 pixels  
b. at 1200 x 1000 pixels  
c. at 1500 x 1000 pixels  
d. at 1800 x 1000 pixels

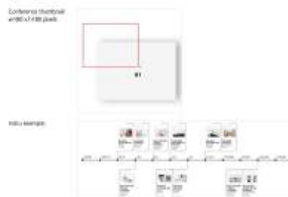


UBS Global Conferences | Style Guide V1.0

### Conference thumbnail

The conference thumbnail design features the key image and dialogue box.

01 The key image is placed in the Dialogue Box V1.0 (1000 x 1000 pixels).



UBS Global Conferences | Style Guide V1.0

### Imagery selection

Your conference image selections are informed by the themes and location of your event, while their style is defined by the wider UBS brand guidelines. As the guidelines state:

"Every picture is a chance to mirror the beauty of the UBS brand – bright, light and human!"

UBS Brand Imagery Guidelines



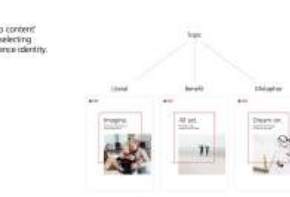
UBS Global Conferences | Style Guide V1.0

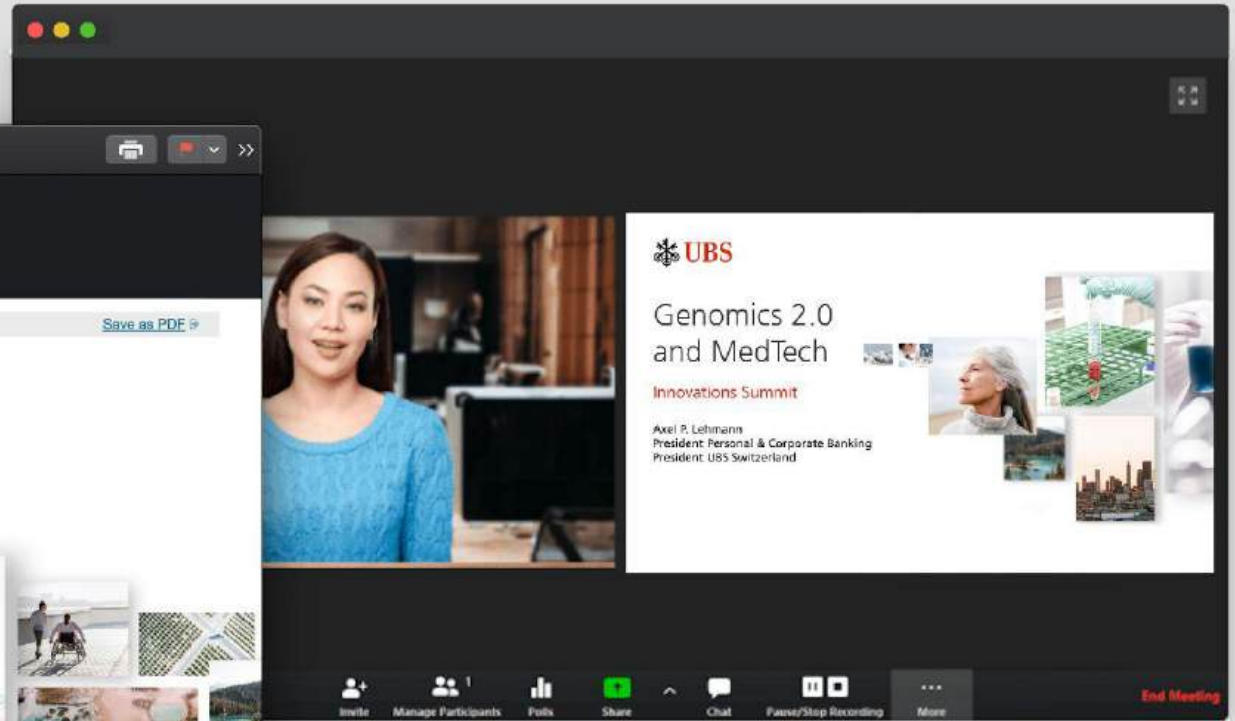
### Imagery selection

The UBS brand guidelines' concept to content steering should be considered when selecting effective images to build your conference identity.

As the combination of words and pictures that create the overall look and feel of your event. It is essential to ensure the message is clear, consistent and compelling. It is essential to ensure the message is clear, consistent and compelling. It is essential to ensure the message is clear, consistent and compelling.

UBS Brand Imagery Guidelines









Execution  
Algorithm  
Trading

Custom  
Order

Order  
Execution  
Performance  
Analysis

Execution  
Control

Custom  
Order

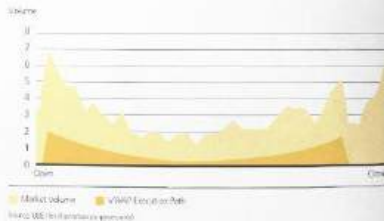
Execution

## Volume Weighted Average Price (VWAP)

### Objective

VWAP targets liquidity demand with a stock's expected volume pattern over your specified period. VWAP is defined as the total executed notional volume divided by the total share volume in a specified period. This is available for both Cash and Futures trading.

### Participation Pattern



### PARAMETERS

- Limit Price
- % Volume Cap
- Start/End Time
- Discretion
- Include Open/Close
- Completion Price
- Completion Quantity\*
- Dark Complete
- Reference Index
- Ref Index Offset

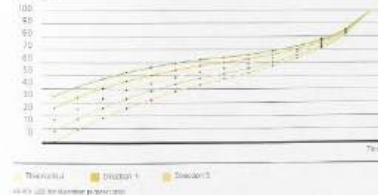
\*Completion Price Condition  
Quantity is up to 10 percent of the  
total volume of the stock and can be  
adjusted to increase or decrease  
the percentage.

### Discretion

The Discretion setting controls how closely you wish to follow a strict VWAP trading schedule. Discretion Level 5 allows more discretion, meaning the algorithm may deviate more from a strict VWAP execution path based on the trading opportunities it encounters. Discretion Level 1 allows the algorithm the least amount of discretion and will strictly follow the theoretical VWAP path. As a result, VWAP orders executed with Discretion Level 1 may cross the spread more often. In order to remain on the target VWAP path.

### Different Styles of VWAP

#### Percentage Completions



### Volume Weighted Average Price (VWAP)

Long/Short Order  
Average Price (VWAP)

Two Paths

Two Paths

Two Paths

Two Paths

Two Paths

Two Paths

Two Paths

Two Paths

Two Paths

Two Paths

Two Paths



# Greater China Conference 2022

What is the Greater China Conference?

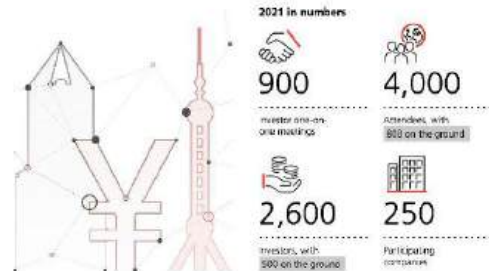
In its twenty-second year, the UBS flagship Greater China Conference (GCC) is the leading forum exploring the big ideas and trends shaping China.

Monday 10 – Friday 21 January 2022

Exceptional times call for exceptional insights: next year's GCC will focus on the brave new world China's future will see, how to collect the global reality. Beyond ongoing trade tensions, rapid pandemic recovery, realignment of supply chains and the politics of digitalisation, we will explore China's potential mix of technology and innovation, new energy, sustainability and dual circulation, setting the stage for a new decade of growth ahead.

Our conference brings together more than 5,000 attendees – international investors, domestic Chinese and private UHNW and family office clients – together with C-Suite executives from 240+ leading Chinese listed and private companies. Among the main agenda will be topical content for GIC, sovereigns and markets, equities, fixed income and hedge funds.

This is an opportunity for investors to meet executives virtually in small groups to one-on-one meetings. Investors also have the chance to take part in a series of on the ground virtual research tours across mainland China.



21 years of expert insight at GCC

2021

**Prof TU Guangshao**  
Executive Director, Shanghai Advanced Research Institute, former Executive Vice President of Shanghai

**The Honorable Henry M. PAULSON – Jr.**  
Chairman, the Paulson Institute, 1st Secretary of the Treasury, 2006-2009, former Governor of California and Texas

**Dr. LIU Shijin**  
Vice Chairman, China Development Research Foundation, former Vice President of Development Research Center

**Prof YAN Xuefeng**  
President of the Carnegie-Tsinghua Management, Board, Dean of Tsinghua University, Institute of Modern International Relations

**The Honorable Jacob J. LEW**  
1st Secretary of the Treasury of the United States from 2013 to 2017

**Prof LIU Mingkang**  
Former Chairman, China National Regulatory Commission

**Neil FERGUSON**  
Senior Fellow, Lowell Institute, Stanford University, Senior Policy Fellow, Center for Science and International Affairs at Harvard University

**Jared DIAMOND**  
In the past, Diamond's work of famine, events, and disease, collapse and upheaval, professor of Geography and Physiology, UCLA

**Charles LI**  
Former Chief Executive, Hong Kong Stock Exchange

**Lewis HAMILTON**  
Member of the British F1 driver, 7-time F1 World Champion

**Martin FRIEDHARD**  
Co-Founder, Beta Research, Chairman and CEO, Beta

**Prof Paul R. KRUGMAN**  
Distinguished Professor of Economics, City University of New York, Columbia University, 2008 Nobel Laureate

**Dr MIAO Yanliang**  
Chief Executive, State Administration of Foreign Exchange

2000-2020

**Dr Rana ANANDAM**  
Vice President, Corporate Secretary, Asian Infrastructure Investment Bank

**Dr Graham ALLEN**  
Honorary Lecturer, Josephson Chair Professor of Government of Hong Kong University, former US Assistant Secretary of Defense

**His Excellency RAN R. RAN**  
Honorary Consul, Former National Security Council of Israel, former Chief of the General Staff of Israel, former Chief of the General Staff of Israel, former Chief of the General Staff of Israel, former Chief of the General Staff of Israel

**The Right Honorable David CAMERON**  
former Prime Minister of the United Kingdom

**Dr Peter WATSON**  
Deputy Secretary General of the UN

**CHEN Guang**  
Former Deputy Director, Development Research Center of the State Council

**Dr Wang Long**  
Former, President of the South Securities Funded China

**Makino Hiroyuki**  
Chairman of Center of International Security and Strategy, Japanese Ministry of Foreign Affairs, Minister of Foreign Affairs

**Timothy F. GEITHNER**  
Under Secretary of the Treasury, 2009 – 2011, former Chairman of the Federal Reserve of the United States (2009 – 2011)

**Dr JINJI Jiangping**  
Chairman of the China National Chemical Group, former Chairman of the China National Chemical Group, former Chairman of the China National Chemical Group, former Chairman of the China National Chemical Group

**Dr LIU Xuefeng**  
Chairman and CEO of China Development Research Foundation, former Vice President of the China Development Research Foundation, former Vice President of the China Development Research Foundation, former Vice President of the China Development Research Foundation

**Dr ZHOU Jiankang**  
President, China Society for Sustainable Development, former President of the China Society for Sustainable Development, former President of the China Society for Sustainable Development, former President of the China Society for Sustainable Development

2021 Audience Demographic

2,044 Institutional Investors

206 Wealth Management and CFO clients

475 High net worth individuals

284 Institutional Investors from Asset Management

206 Institutional Investors from Asset Management

475 High net worth individuals

284 Institutional Investors from Asset Management

**Li Rui**  
Chief Executive Officer, general director

**Li Rui**  
Vice President, Development Research Center of the State Council

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Vice President, Development Research Center of the State Council

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Vice President, Development Research Center of the State Council

**Li Rui**  
Vice President, Development Research Center of the State Council

www.ubs.com/greaterchina and www.greaterchina.com.cn







Abu Dhabi  
Early  
Childhood  
Authority





## Hello! Welcome to the ECA Talents Section Processes Mini Guide

### Topics

- 1. Performance Management
- 2. Training & Development
- 3. HR Compensation and Benefits
- 4. Employees Relations
- 5. Employees Relations
- 6. Employees Relations
- 7. Employees Relations
- 8. Employees Relations
- 9. Employees Relations
- 10. Employees Relations

ECA - Economic Commission for Africa  
© 2019 ECA. All rights reserved.

## Performance Management\*

\*The timelines for the performance evaluation cycle at the beginning, mid, and end of year shall be in line with the HRA specified and management approved periods.

\*\*All additional approvals shall be obtained in the line with the DOA threshold limits.

The flowchart illustrates the performance management process across four levels: Talents Section, Employees, Direct Line Manager / Director, and OE Executive Director / Director General. The process begins with 'Performance Evaluation' at the Talents Section, which leads to 'Performance Review' at the Employees level. This is followed by 'Performance Improvement' at the Direct Line Manager / Director level, and finally 'Performance Feedback' at the OE Executive Director / Director General level. The process includes various steps such as 'Performance Evaluation', 'Performance Review', 'Performance Improvement', and 'Performance Feedback'. The flowchart is set against a background of a night sky with stars, clouds, and a rocket launch.

## Purpose

The objective of this document is to illustrate the Talents Management processes of the related policies adopted by ECA.

## Document Scope

The content of this manual includes the process maps of the following Talents Management activities:

- Recruitment Plan
- Recruitment and Selection
- Induction and Onboarding
- Performance Management
- Training and Development
- Payroll Compensation and Benefits
- Employees Relations

The scope of application is for Talents management that ECA shall comply with.

This document is to be read in conjunction with the Talents Management policies and procedures manual.

## Training & Development

It is one of the pre-requisites for successful implementation of projects and enhances transparency and predictability. So, let's plan it together

The flowchart illustrates the training and development process across four levels: Talents Section, Organizational Excellence Section, Director of Talents & Organizational Capabilities, and OE Executive Director. The process begins with 'Training & Development' at the Talents Section, which leads to 'Performance Evaluation' at the Organizational Excellence Section. This is followed by 'Performance Review' at the Director of Talents & Organizational Capabilities level, and finally 'Performance Improvement' at the OE Executive Director level. The process includes various steps such as 'Training & Development', 'Performance Evaluation', 'Performance Review', 'Performance Improvement', and 'Performance Feedback'. The flowchart is set against a background of a blue sky with clouds, a sailboat, and a person climbing a ladder.



We're

is a community  
engagement initiative

identified over 100  
ECD pain points

We identified  
**48 challenges**

These 48  
challenges

**8**  
were selected  
for this ideated  
session

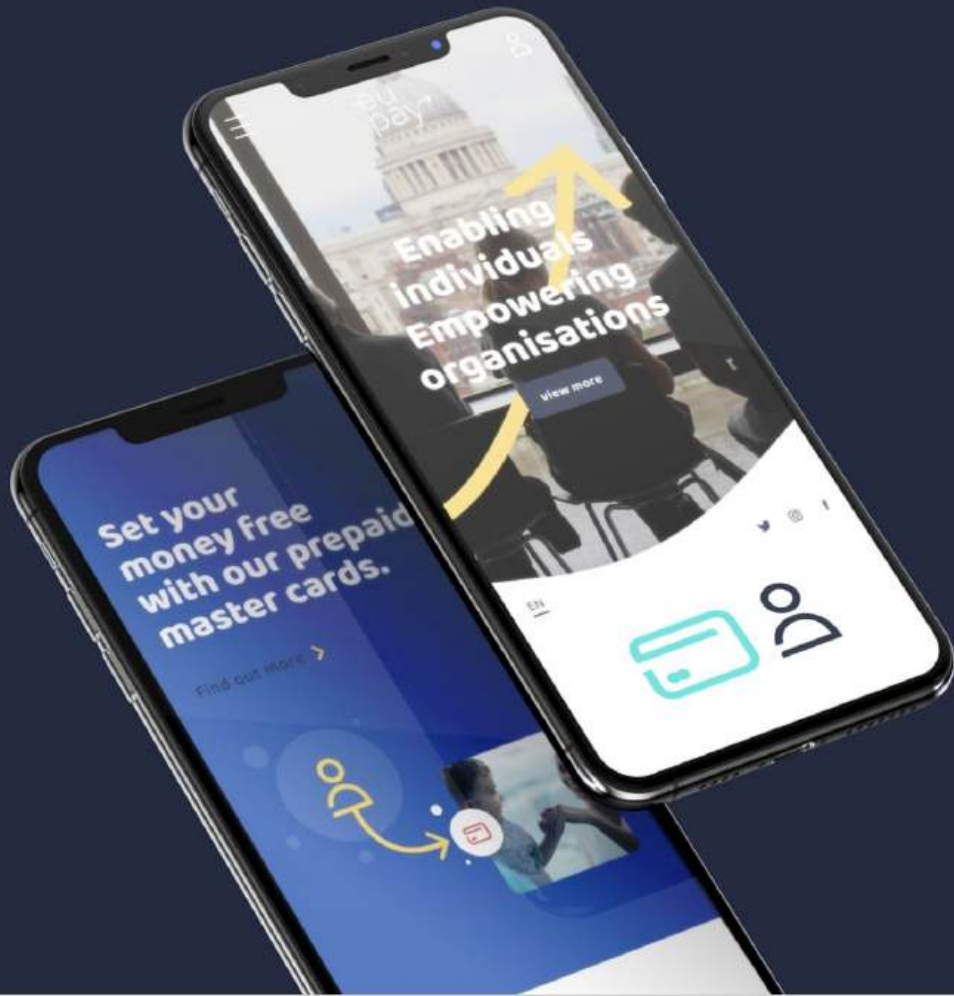
Thanks to the  
hard work of  
all participants

These ideas are  
ready to go out  
into the world





# eu pay



Project: EUPay Branding  
Client: EUPay  
Tasks: Brand identity, brand messaging,  
digital, print collateral



**Stay ahead,  
and stay  
compliant  
With**

AML Transaction  
Automate your

**KYC used to  
be complex,  
costly & slow.  
Now it's as  
easy as EUID**

Powered by  
EU Pay



**A smart & secure  
solution to customer  
ID verification,  
in a simple app**



Service providers have a short  
window to sell their product and  
convert potential customers

Complex and time consuming  
KYC can be a barrier to conversion

EUID is a smooth and secure  
alternative to traditional identity  
and document verification

**Verify identities  
Validate  
supporting  
documents**

**Perform  
background  
checks using  
a variety of  
databases\***



\*Check compliance with applicable EU Regulation







# eu pay<sup>+</sup>

## EUpay: Payments made simple

### An introduction to our services

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### Disclaimer

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### Mission Statement

## Building the global mobile payment institution designed for the 21st Century

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### Who or what is EU Pay Ltd ("EU Pay")?

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### Overview of our business model

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### Why EU Pay for Retail and Corporate Customers

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### Sale of the use of technology

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### EU Pay - Payments processing business

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### EU Pay - Payments processing business

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### EU Pay - Approach to compliance

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### EU Pay - Current situation

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### What we can offer

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### EU Pay - Current situation

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### Appendices

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### eIDV Technology

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### Automatic Transaction Monitoring System

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### Banking as a Service Platform

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### Diagram showing use of Eupay platform through APIs

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### eu pay<sup>+</sup>

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION

### eu pay<sup>+</sup>

EU PAY IS A FULLY LICENSED PAYMENT INSTITUTION







# EUpay: Payments made simple

## An introduction to our services

Shaping the future of banking services.  
Europe. The time of dealing with traditional banks is almost over.



Multipoint focus  
of banking services

## Mission Statement

# Building the global mobile payment institution designed for the 21st Century

**General Information**  
EU Pay Ltd.  
10 Cannon Row, London EC3A 3DF, UK  
Regulated by the FCA  
(Reference No. 191917-Booth)  
Registered with HMRC  
for MTD compliance  
<http://eu.payments.com>



Multipoint focus  
of banking services

## EU Pay - Current situation

### Customers as at Q2 2019

> 100

Aggressive expansion and marketing plan underway.

Bank's plan to provide digital services by the end of 2019.

EU Pay is looking to target the market in underbanked regions. Where it is secured, competitive advantages are significant. EU Pay is looking to target the market in underbanked regions. Where it is secured, competitive advantages are significant.

### Current Revenue

Revenue is expected to be significant and expected to be significant by end of 2019.

### Expected payments For 2019

Expected payments for 2019 are expected to be significant and expected to be significant by end of 2019.

### Current incoming/outgoing payments

Payments processed in the last year: Over £100,000,000.00. This is a significant increase on the previous year. The increase is due to the significant increase in the number of payments processed in the last year.



Multipoint focus  
of banking services

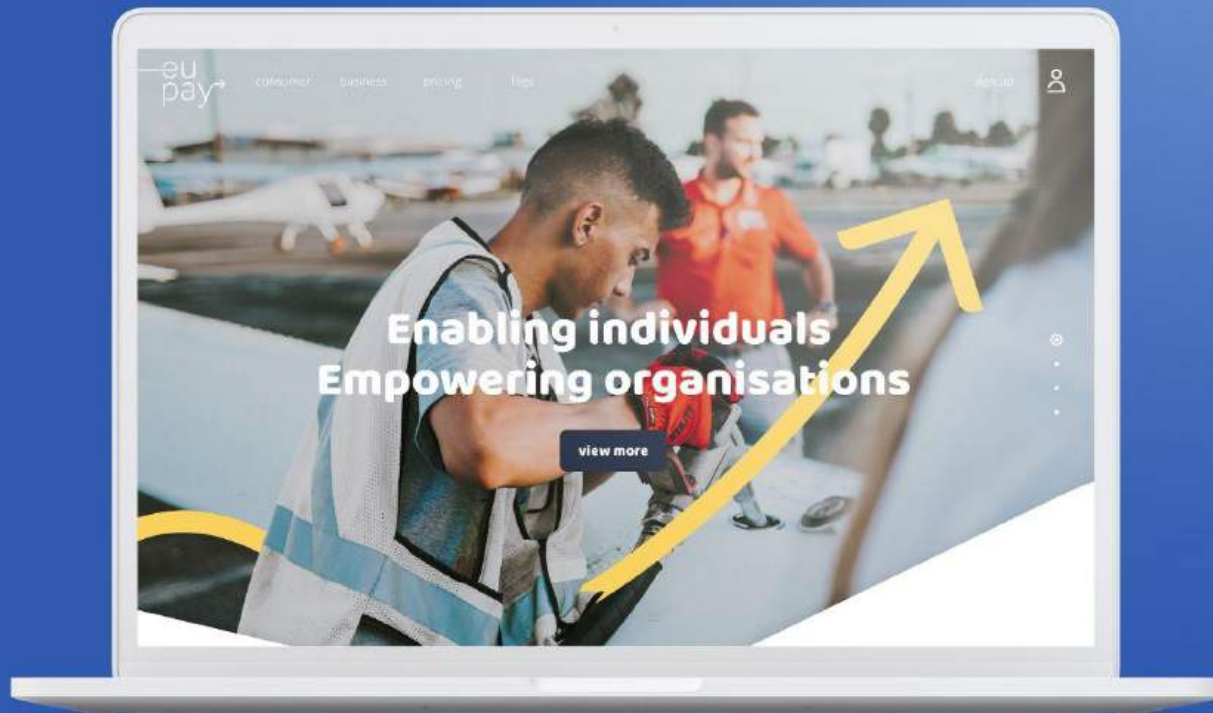
## EU Pay - Current situation

### Geographic Market spread of customers

EU Pay is looking to target the market in underbanked regions. Where it is secured, competitive advantages are significant. EU Pay is looking to target the market in underbanked regions. Where it is secured, competitive advantages are significant.

### Split of payments processed by currency

EU Pay is looking to target the market in underbanked regions. Where it is secured, competitive advantages are significant. EU Pay is looking to target the market in underbanked regions. Where it is secured, competitive advantages are significant.





eu  
pay



#### Baloo Tammudu Regular

AaBbCcDdEe  
FfGgHhIiJjKk  
LlMmNnOoPp  
QqRrSsTtUu  
VvWwXxYyZz  
1234567890

#### Freight Sans Medium

AaBbCcDdEe  
FfGgHhIiJjKk  
LlMmNnOoPp  
QqRrSsTtUu  
VvWwXxYyZz  
1234567890







 Purpose.





## Transparency



**Sustainable Purpose**  
Score customer WEL increase and CO2 footprint

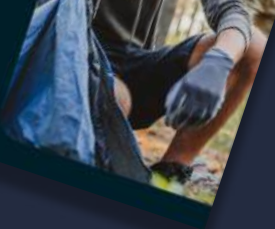


**Score changes if more support is added reducing higher emissions**

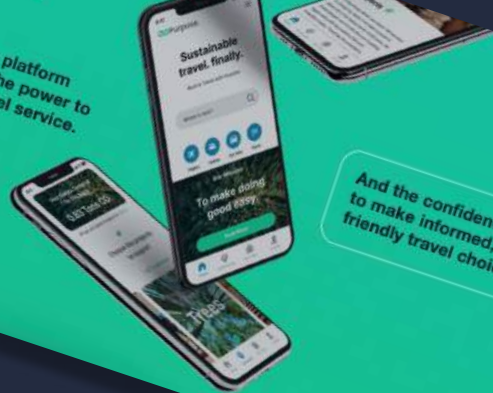


**Score score rating based on flight carbon footprint**

## Consolidating ideas



Our intuitive platform gives users the power to book any travel service.



And the confidence to make informed, eco-friendly travel choices.

## Partner Ratings & Search Rankings



Using a first to market algorithm, Purpose pushes the travel industry to the highest standards of verified environmental performance, supply chain transparency, and accountability to balance profit and purpose.

This enables service providers to get ranked successfully by their positive actions towards the planet – not by paying to be top of the pile.

### Our PPR Algorithm criteria:

- Carbon Footprint
- Business practice
- Supply chain transparency
- Community Support
- Green efficiency



## Launch Roadmap



## Our Team



Mark & Joe

Founders of the company, Mark and Joe, are passionate about sustainable travel and have spent the last few years building the company from the ground up. They are currently looking for more team members to join the mission.

Our Partners





# BLANC ART GROUP

Christian  
Voss

+86  
187 0158 4609

chrisv@  
blanc-art.com

市场和推广  
Marketing and  
Communication

北京市顺义区金航东路3号院1号楼  
818室-016 (天竺综合保税区)  
Room 818-016, Building 1, 3rd  
compound, Jinhang East Road,  
Shunyi District, Beijing (Beijing  
Tianzhu Free Trade Zone), China





# BEIJING TIANZHU BLANC SHARING BONDED ART PLATFORM

## 5 CORE STRENGTHS

1

Bonded art storage  
and immigration

2

Bonded art  
auctions

3

Internal Exhibition  
art space

4

Art Finance  
Service

5

Supportive  
Policies

← Mr. Lu Huihong (left), general manager of BCJ and  
Ms. Deng Xiaohong (right), president of Xiamen Blanc

ON NOVEMBER 24TH, 2020, XIAMEN BLANC  
PLATFORM AUCTION CO., LTD. HAS BEEN  
OFFICIALLY ESTABLISHED AT TIANZHU FREE  
TRADE ZONE IN BEIJING. IN COOPERATION  
WITH BEIJING CULTURAL INVESTMENT  
INTERNATIONAL HOLDING CO., LTD.,

THE JOINT PROJECT PROVIDES GLOBAL  
CHAIN SERVICES TO THE ART INDUSTRY  
AND IS CONNECTING DEALERS WITH  
COLLECTORS WORLDWIDE BY OVERCOMING  
MULTIPLE PROBLEMS WITH A PROFESSIONAL  
360-DEGREE SERVICE, BUILDING A  
BRIDGE BETWEEN HAINLANG CHINA  
AND THE WORLD.

## GATHERING THE TOP ART RESOURCES GLOBALLY







BLANC ART GROUP



BLANC ART GROUP



Address line goes along here  
email@blancartgroup.com  
000 0000 0000

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUER ADIPISCING ELIT,  
SED DIAM NONUMMY NIBH  
EUISMOD TINCIDUNT UT LAOREET  
DOLORE MAGNA ALIQUAM ERAT  
VOLUTPAT. UT WISI ENIM AD  
MINIM VENIAM.

① Close



## Monocle

### Novalis Contemporary Art

**Italian Art Gallery's Furniture Store**  
Step back into the 19th in this art gallery's new furniture store, which boasts one of the city's largest collections of 19th-century design. Monocle's design director, James, says the store is a mix of 19th-century Italian and modern design. It's a mix of the old and the new.

### Petit Bazaar

**Barby Store** (Shop by the bag)  
Just opening in European stores for everything from shoes to handbags, Barby Store is a new concept in the city. It's a mix of European and modern design. It's a mix of the old and the new.

### O.N.S.

**Men Fashion Boutique**  
As the first Asian outpost of this iconic New York-based menswear brand, O.N.S. has brought its signature style to the city. It's a mix of European and modern design. It's a mix of the old and the new.

### Sarto Lab

**Boutique Tailor** (Where it's a simple pocket square or a made-to-measure suit, Sarto Lab is a mix of European and modern design. It's a mix of the old and the new.)

### SHOP Taka Ishii Gallery

**Galleriespace** (Sartori gallery for store, the experimental concept was a mix of European and modern design. It's a mix of the old and the new.)

### WOW Store

**Design Concept Store**  
Frequented by the downtown crowd, this concept store offers a focused selection of Italian art and home decor, alongside ice cream and coffee from the nearby Elephant Grounds. It's a mix of European and modern design. It's a mix of the old and the new.

### YNC

**Designer Brands**  
For using on-again, off-again designs that blend French and Japanese aesthetics, YNC carries hard-to-find labels like shoes, PINEAPPLE, KAWAII, and GUT RAIN MONO. It's a mix of European and modern design. It's a mix of the old and the new.





Discover  
Hong Kong's  
Pocket-sized  
Fashion,  
Food, Art &  
Lifestyle at

Star Street  
星街



For fashion,  
Food, Art and  
Lifestyle, visit

Star Street  
星街



Discover  
Hong Kong's  
pocket-sized  
precinct



## Girls' day out: Eats, indulgence and pampering for a slow Sunday

囤貨道：  
美食、享受及呵護自己，  
悠閒度過懶洋洋的週日...

**Just for girls:**  
SHOPPING  
EATING  
SELF CARE

購物  
用餐  
自我護理

### A Pure Yoga Starstreet



Chakra alignment for  
breakfast at Starstreet's  
yoga haven,  
你經過好大覺，還有半條  
路，一天最好的開始。

### B Artemis & Apollo



Relax on hummus and  
more at this modern  
Greek taverna.  
享受希臘風情的濃味豆醬  
和牛小食，為郊遊作準備。

### C YNC



Buyen bespoke styling,  
hard-to-find, must-have  
luxury accessories labels  
小件時裝、包包、飾物，  
設計獨特，一見即知是日本  
名廠出品。

### D 45R

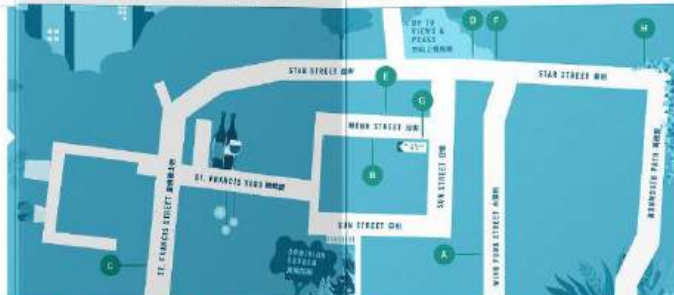


A more hard-to-find  
Japanese wardrobe with  
kimono and kimonos  
新舊上衣和時裝，充滿  
手工精巧的日本美學。

### E APT. Coffee



Rest your legs  
and recharge with  
aniced latte.  
半小時休息，一杯咖啡，  
你開始準備迎接。



### F Spa L'OCCITANE



Don't miss the signature  
body massage for tired  
sleeping in.  
疲憊的全身按摩，  
幫助你放鬆身心。

### G Ciacoe Italian Wine Bar



Snapped out? Pop a  
bottle on Moon Street  
and rest your head.  
睡飽了？來酒房，  
月街的葡萄酒，喝一  
杯，休息一下。

### H Giando Italian Restaurant & Bar



Come with some  
friends for Italian carbs –  
yum yum yum!  
與朋友聚會，  
吃意大利美食，  
喝葡萄酒，  
放鬆一下。

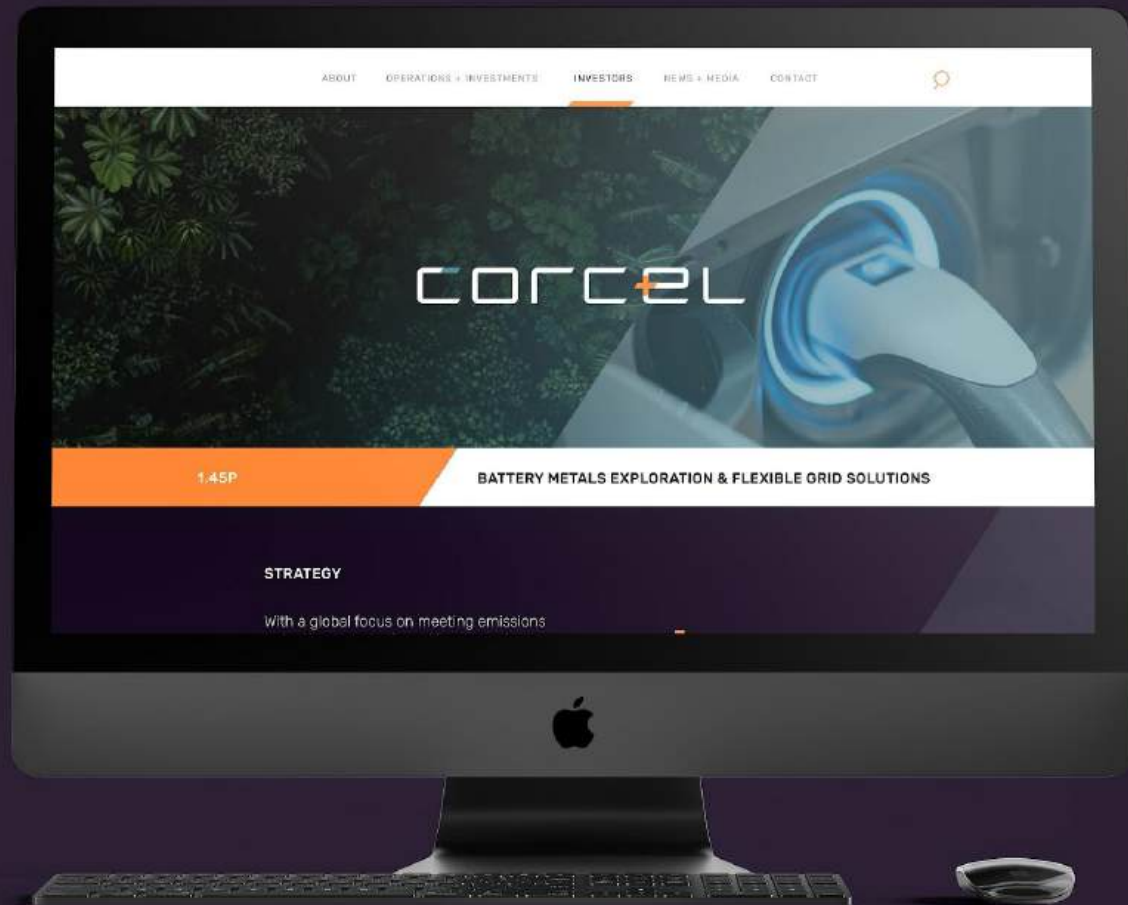






# CORCEL

Project: Brand Development &  
Digital presence  
Client: Corcel Industries PLC  
Tasks: Naming, brand build, image library,  
design, digital build out, investor collateral



Project: Brand Development &  
Digital presence  
Client: Corcel Industries PLC  
Tasks: Naming, brand build, image library,  
design, digital build out, investor collateral



Project: Brand Development &  
Digital presence  
Client: Corcel Industries PLC  
Tasks: Naming, brand build, image library,  
design, digital build out, investor collateral

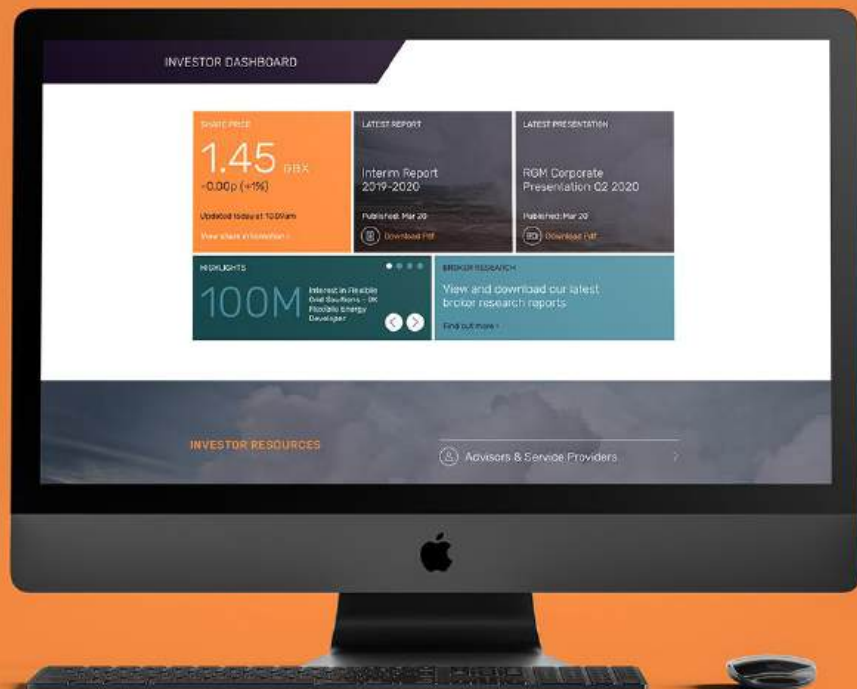




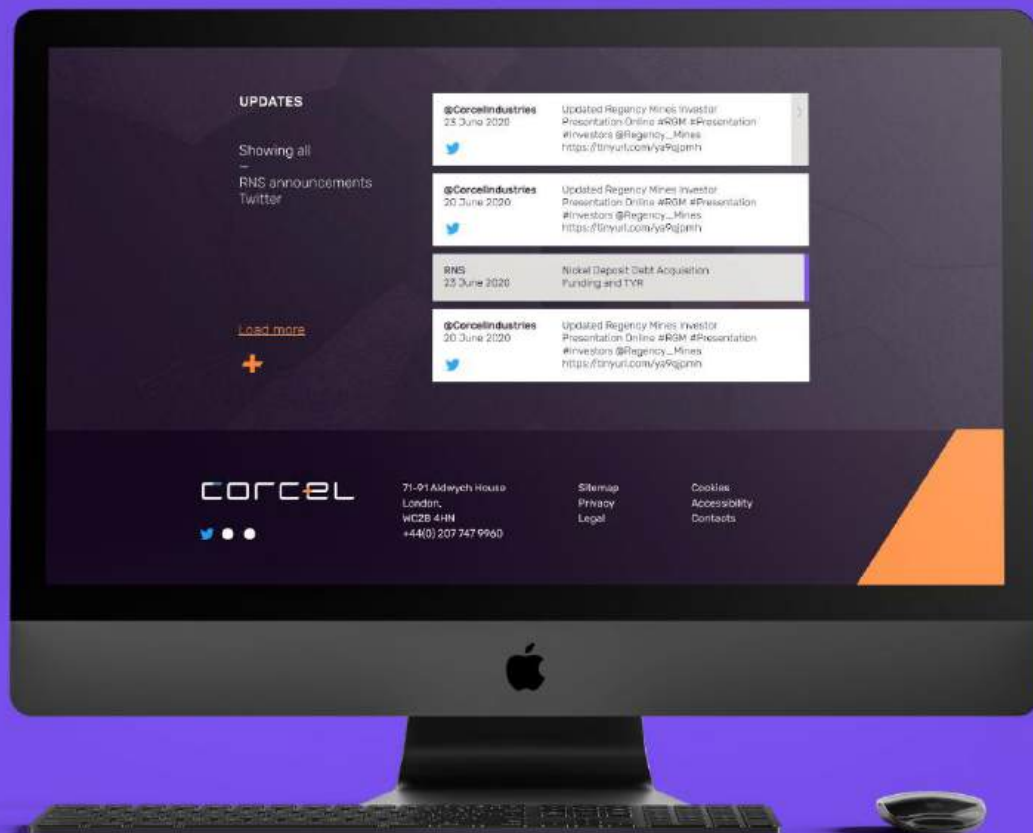


Project: Brand Development &  
Digital presence  
Client: Corcel Industries PLC  
Tasks: Naming, brand build, image library,  
design, digital build out, investor collateral





Project: Brand Development &  
Digital presence  
Client: Canal Industries PLC  
Tasks: Naming, brand build, image library,  
design, digital build out, investor collateral



Project: Brand Development &  
Digital presence  
Client: Corcel Industries PLC  
Tasks: Naming, brand build, image library,  
design, digital build out, investor collateral



Project: Brand Development & Digital presence  
Client: Corcel Industries PLC  
Tasks: Naming, brand build, image library, design, digital build out, investor collateral









## BATTERY METALS

- Nickel dropped in PWD (Manitoba)
- Disturbance in Asia (steel mill) with complementary nickel deposit in PWD (No. 100 Bag)
- Vanadium project in Canada

## The Climate Challenge and World Volatility

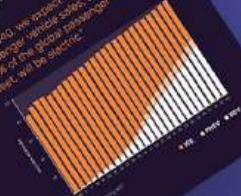
### DRIVING OPPORTUNITY IN BATTERY METALS AND FLEXIBLE GRID SOLUTIONS

- Worldwide focus on reducing fossil fuels as core element of climate change mitigation and energy transition
- Increasingly volatile macro environment and growth in renewables driving need for flexible grid solutions and increased energy storage
- Security of supply an increasing issue for both countries and individual businesses given trade wars, terrorism and catastrophic weather events
- Pushes energy and storage needs for electricity grid balancing given volatility of (growing) wind and solar supply

- Mass adoption of electric vehicles (EV) anticipated:

- Nickel is a core battery metal. Supply crunch expected given EV sales expected to grow 20% CAGR
- Electric vehicle manufacturers now acquiring upstream deposits and refining

"By 2040 we expect 57% of all passenger vehicle sales, and over 50% of the global passenger vehicle fleet, will be electric"



41% interest

Nickel - Cobalt Project, PWD  
1.5M tonnes Nickel  
160,000 tonnes Cobalt



## Mambare : Nickel/Cobalt Deposit

### AN OPTION ON THE NICKEL PRICE WITH SIGNIFICANT UPSIDE

- In South East Papua New Guinea, 20km North East of Port Moresby
- One of world's largest laterite deposits
- Main target 58k drill tested (significant upside potential)

- ATM core laterite deposits 4.5M tonnes, 40% Ni, 0.5% Co
- Grounding and ground penetrating radar surveys
- Application for 50km Mining Lease and Environmental Permit underway
- Direct shipping ore operation planned

- Exploration licence (EL1390) renewal in progress
- Ground Penetrating Radar exploration completed Q1 2020
- Application for 50km Mining Lease and Environmental Permit underway
- Direct shipping ore operation planned

	2020	2021	2022	2023
Production	1.0	1.0	1.0	1.0
Reserve	1.0	1.0	1.0	1.0
Total	2.0	2.0	2.0	2.0

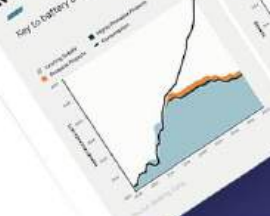
Compliant Mineral Estimate (MRE) - 2022

## Battery Metals: Trends

### SUPPLY CRUNCH EXPECTED MID 2020s ONWARDS ACROSS ALL THREE KEY METALS UPWARD PRESSURE ON PRICES EXPECTED

### NICKEL

Key to battery density



### COBALT

Key to battery stability



### VANADIUM

Unusual in vanadium-rich flow batteries



## 2020-21 Newsflow

KEY:



50%

Vanadium - Canada  
Installed capacity - 0.5M W2020  
Vanadium / 40,000kg  
Property within 1.5km of highway

COLLATERAL



—  
Project: Brand Development & Digital presence  
Client: Changfa Capital Holdings  
Tasks: Naming, brand build, image library, design,  
digital build out, investor collateral



Project: Brand Development & Digital presence  
Client: Changfa Capital Holdings  
Tasks: Naming, brand build, image library, design,  
digital build out, investor collateral



Your trusted share-matching platform: **VUCA Board**




Business has never been more competitive, interconnected and fast-paced. Our interactive VUCA board allows growth-oriented companies to find global





Overview - Changfa





MANROPE SEMIBOLD

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890

POPPINS REGULAR

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890



畅发资本

Your gateway to the  
global capital market

Changfa Capital offers investors capital  
raising opportunities in real-estate  
business and access to capital  
markets investment funds, including private  
equity, structured finance



Capital Raised by the Company

Current Valuation: £125.77M

Target Investment: 1.2M

Discover VUCA



Top Scores		Reset
	Sally Stowell	21,157
	Zane Lee	7,705
	Ryan Clarke	6,164
	Vanessa Williams	5,260
	Claire Picard	5,127



**Our rewards-based mindfulness platform helps you recognise and reward your hard-working teams across the globe.**



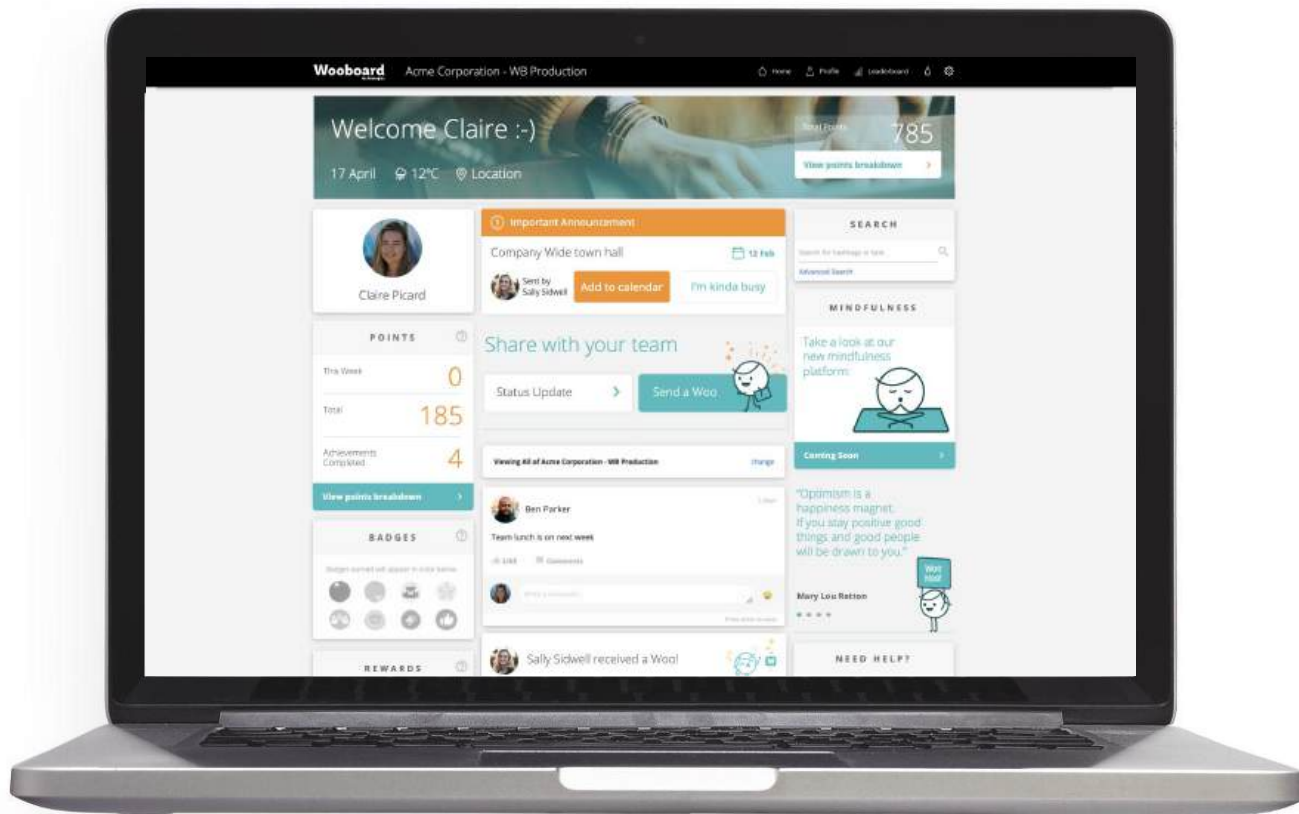
### Real-world Rewards

Companies have the ability to reward their staff for acts of recognition with points that can be exchanged for 350+ real-world rewards that they will love.



Project: Brand Strategy & User Interface  
Client: Wooboard Technologies Ltd  
Tasks: Strategy, copywriting, UI design,  
asset & image library, design,  
Investor collateral

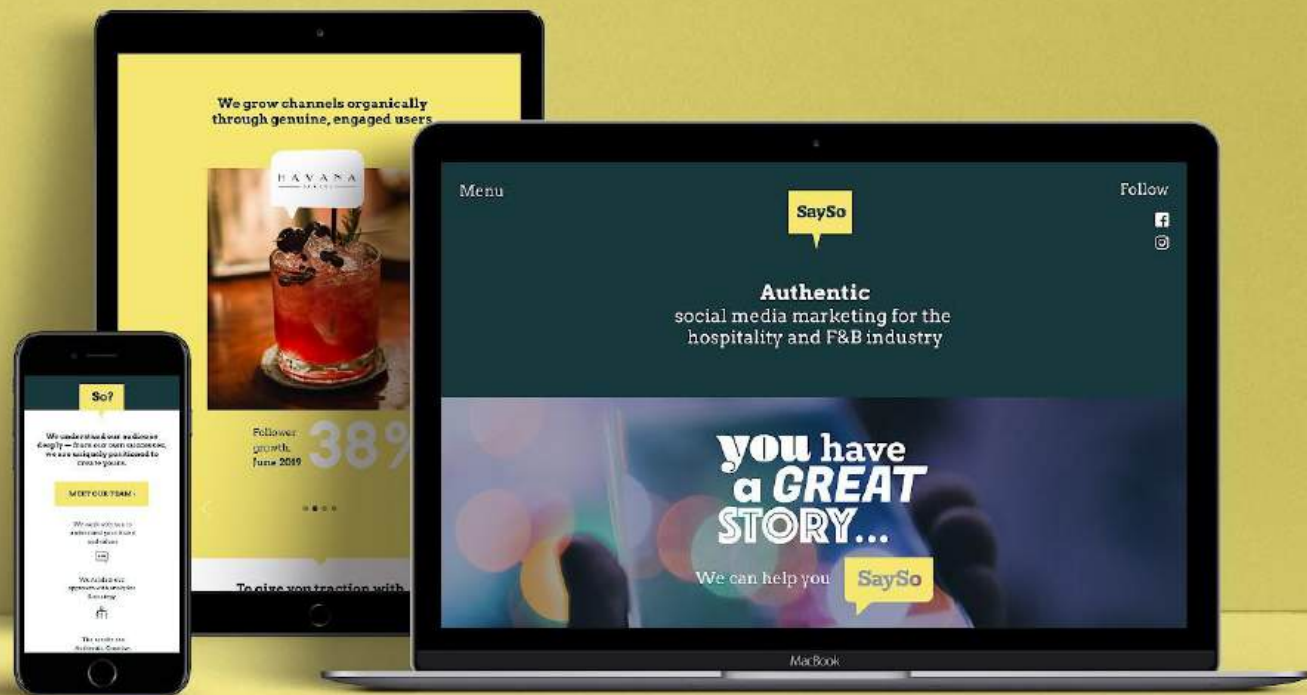




Project: Brand Strategy & User Interface  
Client: WooBoard Technologies Ltd  
Tasks: Strategy, copywriting, UI design,  
asset & image library, design,  
Investor collateral





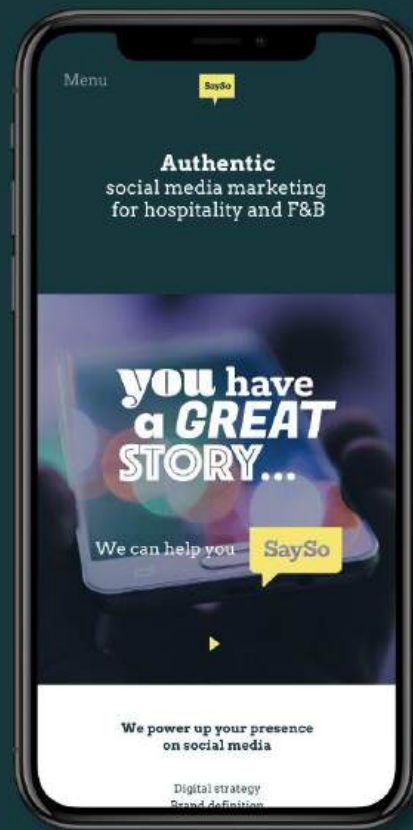


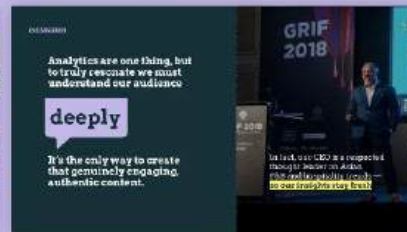
Project: Branding & Digital Presence

Client: Sayso Social Media Agency

Tasks: Naming, brand build, content development, digital presence, explainer videos









HEADING FONT

**Aa**

**KNOCKOUT  
51 MIDDLEWEIGHT**

ABCDEF GHIJ KLMNO  
PQRSTU VWXY Z  
1234567890 & . , ; ' ! ?

HT  
SEL  
YOU  
AT  
THE  
BAR

**3 UP**  
ALL HEAR  
SHOULD EXP  
AGAIN EXP  
BOLDNESS

**Aa**  
Work Sans  
SemiBold/Light

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890&

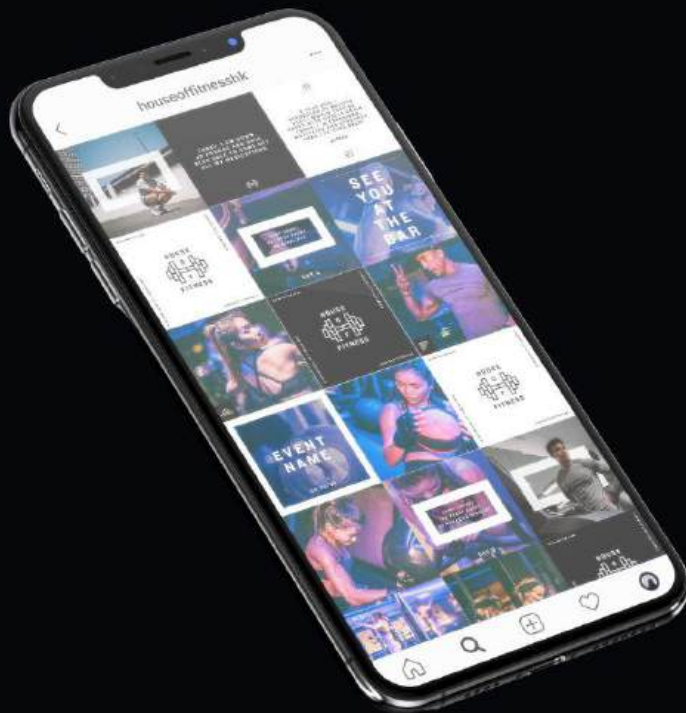
Works Sans is the brand.  
This means that it is used  
copy i.e. body copy.

**Tracking**  
The tracking  
supporting  
p. 29

Project: Brand Strategy & User Interface  
Client: Wooboard Technologies Ltd  
Tasks: Strategy, copywriting, UI design,  
asset & image library, design  
Investor collateral







Project: Brand Strategy & User Interface  
Client: Wooboard Technologies Ltd  
Tasks: Strategy, copywriting, UI design,  
asset & image library, design,  
Investor collateral



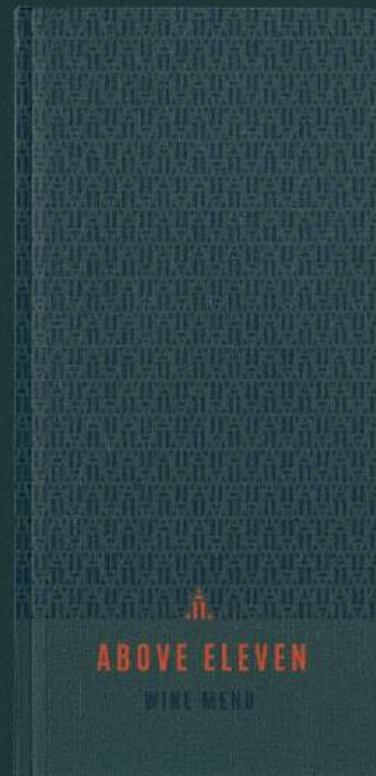
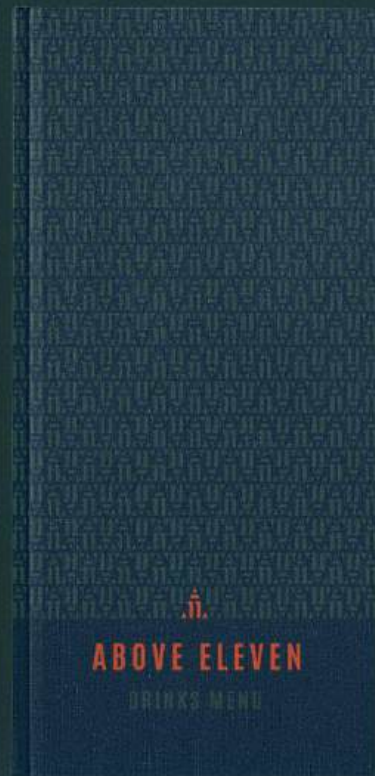
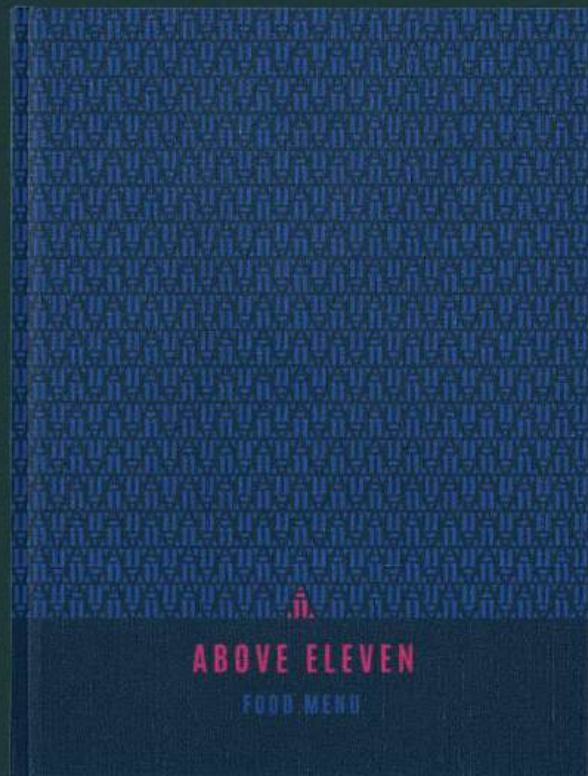


Project: Brand Strategy & User Interface  
Client: Wooboard Technologies Ltd  
Tasks: Strategy, copywriting, UI design,  
asset & image library, design,  
Investor collateral



# ABOVE ELEVEN

Project: Branding & Brand Strategy  
Client: Above 11  
Tasks: Strategy, design, animation  
Collateral









V. 2.0 Brand Guide Material Application



ABOVE ELEVEN

V. 2.0 Brand Guide

Typography

Our brand's typography is designed to be clear, legible, and easy to read. It is a modern, sans-serif font that is both functional and stylish.

Primary Type  
Helvetica Family

**NIKKEI CUISINE**  
**AaBbCcDdEeFf**  
**1234567890**  
**!@#\$%^&\*[]-=**

Body Type  
Helvetica Family

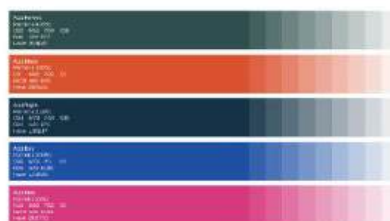
**Nikkei Cuisine**  
**AaBbCcDdEeFf**  
**1234567890**  
**!@#\$%^&\*[]-=**

ABOVE ELEVEN

V. 2.0 Brand Guide

Color Palette

Our brand's color palette is designed to be clean, modern, and easy to use. It consists of a primary color, a secondary color, and a neutral color.



ABOVE ELEVEN

ABOVE ELEVEN  
A



V. 2.0 Brand Guide

Graphic Design

Our brand's graphic design is designed to be clean, modern, and easy to use. It consists of a primary color, a secondary color, and a neutral color.

ABOVE ELEVEN

V. 2.0 Brand Guide

Graphic Design



ABOVE ELEVEN

V. 2.0 Brand Guide

Graphic Design



ABOVE ELEVEN







Project: Branding  
& Brand Strategy  
Client: SYC  
Tasks: Copywriting, naming,  
design, Collateral











A GOLDEN  
ERA



INSPIRES



A MODERN  
OASIS



A GOLDEN  
ERA

INSPIRES

A MODERN  
OASIS

# AIRA





Project: Branding & Brand Strategy  
Client: Aira Hotel  
Tasks: Strategy, copywriting,  
asset & image library, design,  
Marketing collateral







GREGORY DAVIES  
General Manager

—  
gregory@airahotel.com  
+ 66 (0) 844 249 712

AIRA HOTEL  
14 Sukhumvit Soi 11,  
Bangkok 10110, Thailand  
airahotel.com



AIRA









MAIN LOGO



AIRA  
HOTEL

由華英、日語產生

## BRAND COLOURS

Every effort should be made to reproduce the letterhead logo in every listing, with one of the following below.

The logo of each business product will be provided when requested.

JAMES PERMANENT GOLFERS			
O	161	K	9
M	41	G	50
V	72	S	37

Table 2. Data (continued)			
Q	70	4	2%
88	10	0	0%
9	16	1	6%

A&P GOLD				
12	35	41	552	4800
14	34	31	564	5500
1	34	30	578	

INTERNET: <http://www.pearsoned.com>

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2034



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## TYPOGRAPHY

THE AMERICAN JOURNAL OF MATHEMATICS

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890

Copyright © 2006 by The McGraw-Hill Companies, Inc.

- Call up back up
- Fix them
- Go down and get it

© 2002 Blackwell Science Ltd

Alphabet  
upper

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUuVv  
 WwXxYyZz1234567890

## 483A-10TT14

## THAI TYPOGRAPHY

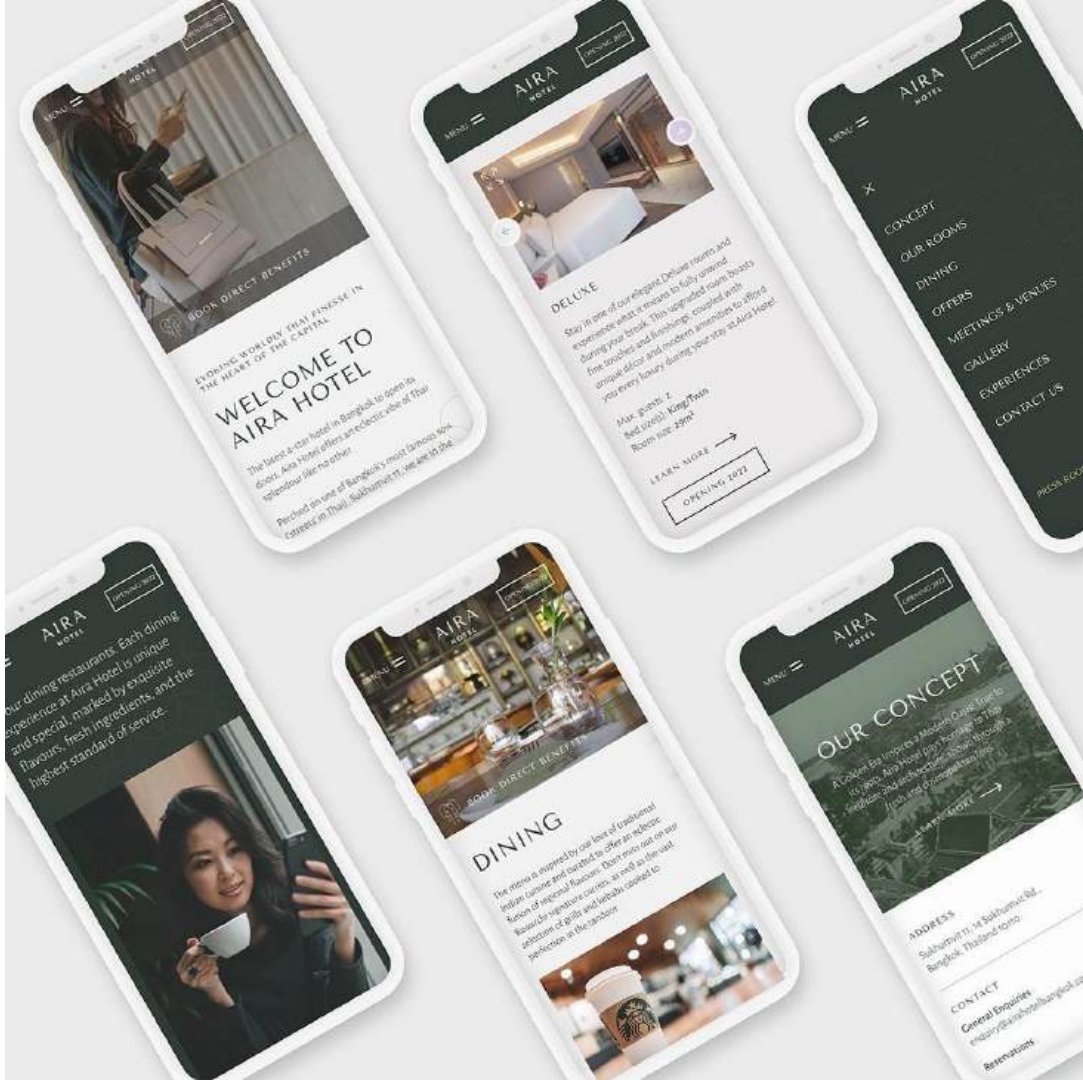
FORSALE BY THE STATE, UNDER LICENSE TO THE DISTRICT

กรมส่งเสริมการค้าระหว่างประเทศ  
 กระทรวงพาณิชย์  
 กรุงเทพฯ

*Figure 1* shows the typical variation of the normalized vertical displacement  $w$  with the normalized horizontal distance  $x$  for the case of a uniformly distributed load  $q$  over the entire length of the beam. The normalized displacement  $w$  is defined as

- CuS for acetone
- TiO<sub>2</sub>
- Amorphous polymer









NEW YORK STYLE  
SOHO PIZZA NEW YORK STYLE  
Cantina  
NEW YORK STYLE  
SOHO  
- PIZZA -

Project: Brand Development & Digital presence  
Client: Changfa Capital Holdings  
Tasks: Naming, brand build, image library, design,  
digital build out, investor collateral







Yankii - Dagashi Bar

ヤ  
ン  
キ  
ー

LEGACY

遺産

YANKII

REBELLION

反抗

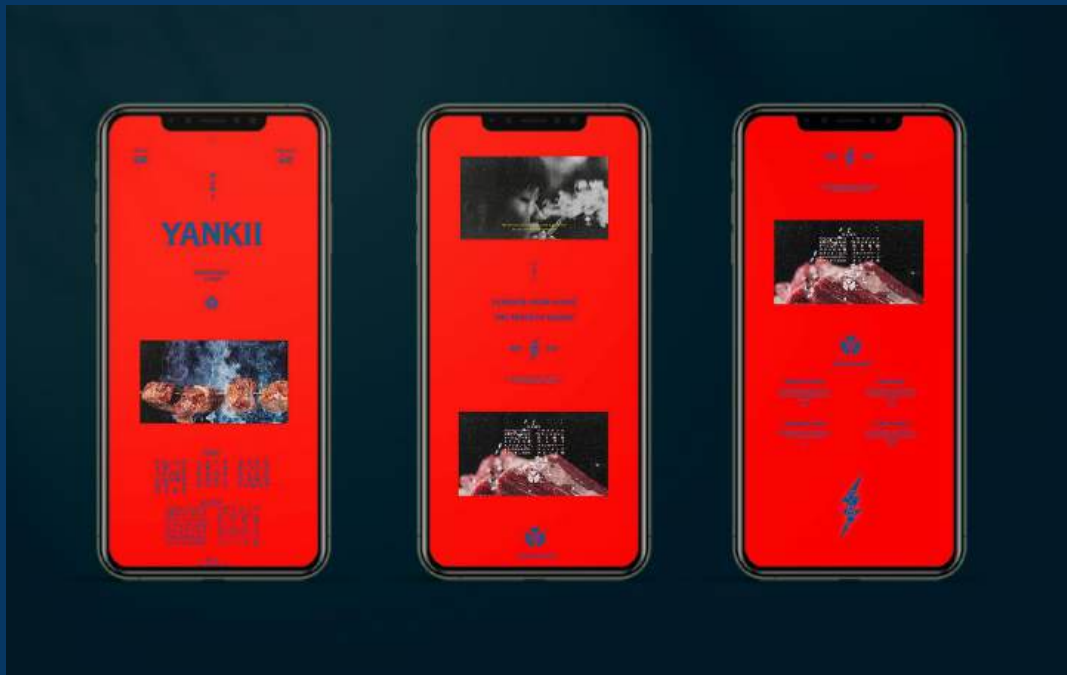
ROBATAYAKI  
& BAR



Project: Branding  
& Brand Strategy

Client: Yankii

Tasks: Copywriting, naming,  
design, Collateral, videography,  
animation





LEGACY & REBELLION











# CASA BOHO









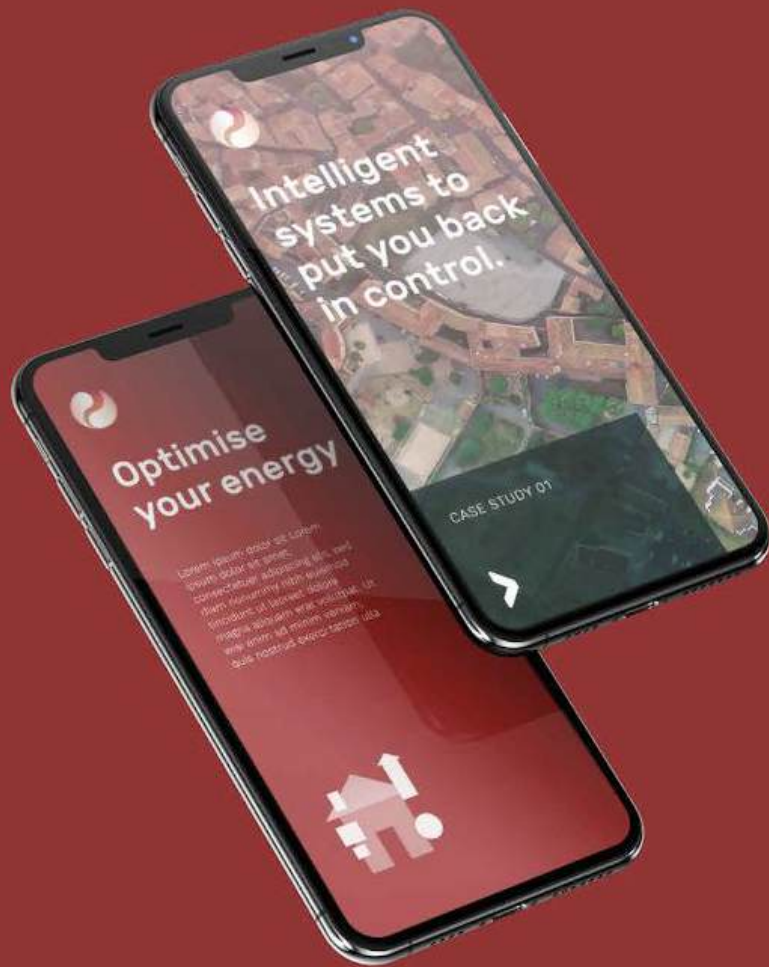
# = SEEN =

BEACH CLUB  
SAMUI

Project: Branding  
& Brand Strategy  
Client: Seen Beach Club  
Tasks: Copywriting,  
design, Collateral







Project: Brand evolution and messaging

Client: Passiv Systems

Tasks: Brand evolution, Tone of voice development, design









~~Cancelled~~  
~~Delayed~~  
~~Postponed~~  
**UNSCHEDULED**

G/F & 1/F, Asia Standard Tower,  
59-65 Queen's Road Central, Central

New  
Collections  
—

hka hong kong  
antiquary  
association

02-09.09.2021



~~Cancelled~~  
~~Delayed~~  
~~Rescheduled~~  
UNSCHEDULED

New Collections

~~Cancelled~~  
~~Delayed~~  
~~Rescheduled~~  
UNSCHEDULED

New Collections

~~Cancelled~~  
~~Delayed~~  
~~Rescheduled~~  
UNSCHEDULED

New Collections

G/F & 1/F, Asia Standard Tower,  
59-65 Queen's Road Central, Central

02-06.09.2021

hkaga HONG KONG  
ART GALLERY  
1952-2019

Project: Event design & Branding  
Client: HKAGA  
Tasks: Copywriting, design, Print,  
Animation Collateral

**Éto1**-NON PEROXIDE GEL  
TOOTH WHITENING SYSTEM

# ÉCLAT

3 X 2ML / MINT FLAVOR





ÉCLAT

É101  
TOOT-NON PEROXIDE GEL  
WHITENING SYSTEM

ÉCLAT

É101  
TOOT-NON PEROXIDE GEL  
WHITENING SYSTEM

# Aspect Works — info

Aspect works was founded in 2018 by Ned Selby & Jamie Greenaway, a pair of like-minded designers with wide-reaching agency experience. At the intersection of this experience, we designed an agency structured to deliver multi-disciplinary design solutions that are perfectly attuned to their desired audience and environment.

We champion a collaborative, agile approach, business-focussed tools, & great communication as the basis for outstanding creative solutions.

For more information  
please get in touch:

[ned@aspect-works.com](mailto:ned@aspect-works.com) /  
+66 92 350 8556

We make brands come to life across Print, Digital, Spatial, & Experiential, through the following services.

- Brand Strategy
- Creative direction
- Visual identity design
- Print design
- Web design
- App design
- Programming
- Video editing
- Animations
- Illustration
- Infographics
- Interior
- Spatial branding
- Signage & navigation
- Installations
- Exhibition design
- Social media
- Photography
- Editorial & copywriting
- Presentations decks
- Experiential
- Packaging
- Service design

Thanks

