

Aspect Works



Branding & Experience
BKK / LDN / HK / UAE

For more information:
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

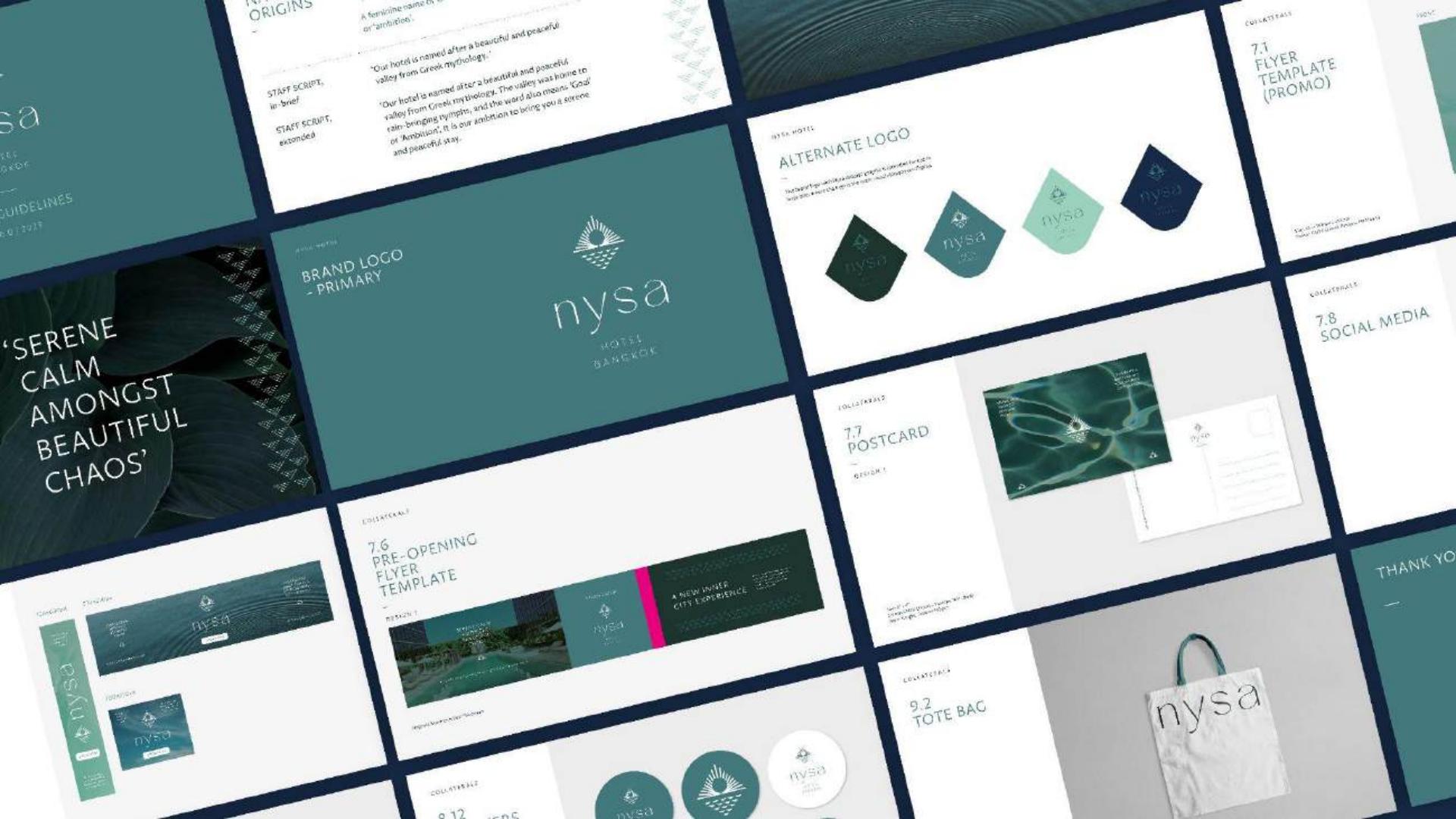
...



nysa

HOTEL
BANGKOK







DO
NOT
DISTURB

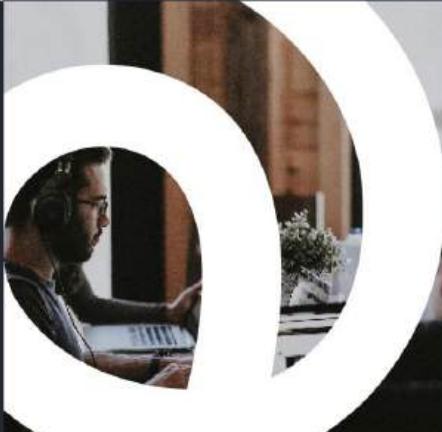








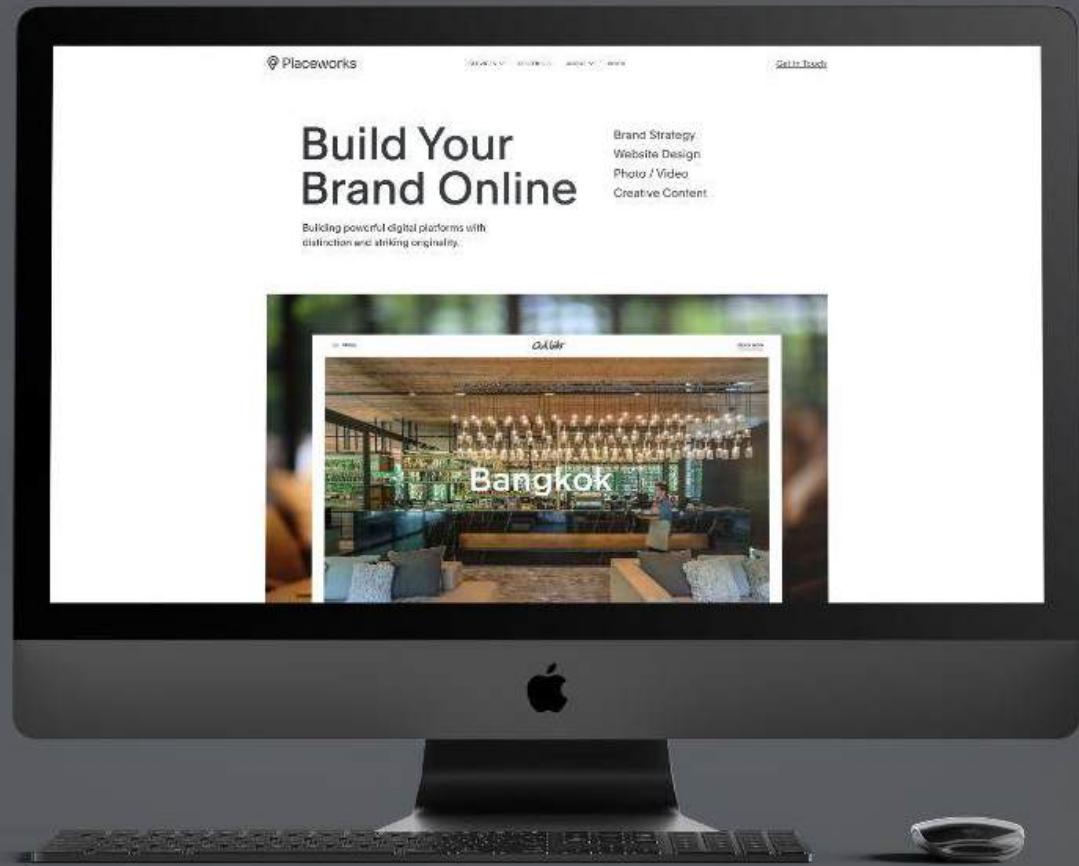
Connecting
People...



Placeworks



...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的帮助



瑞士
UBS

Project: Greater China Conference 2020

Client: UBS

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



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

Key visual

- 10 Key image for portfolio for both representing the key themes of the conference. The image should be a high resolution image, not less than 10,000 pixels.

- 11 Image displaying recognizable features or elements supporting the conference, such as the logo of the conference, not less than 5,000 pixels.

- 12 Private supporting image referring to the conference, not less than 5,000 pixels.

- 13 Suite of secondary supporting images:
 - a. not less than 2,000 pixels
 - b. not less than 4,000 pixels
 - c. not less than 6,000 pixels
 - d. not less than 8,000 pixels



Conference Title
Features Here

Key visual
w1000 x h1000 pixels

UBS Global Conferences | Style Guide V1.0

Conference thumbnail

- 14 Conference thumbnail design features:
 - a. white header and danger box

- 15 Conference thumbnail design:
 - a. not less than 6,000 pixels



UBS Global Conferences | Style Guide V1.0

Contents

- 1 Introduction
- 2 Key visual
- 3 Image sizing variables
- 4 Microsite banner
- 5 Key visual
- 6 Secondary supporting image
- 7 Conference thumbnail
- 8 Imagery selection
- 9 Appendix



UBS Global Conferences | Style Guide V1.0

Image sizing variables

Decrease the most visually appealing ratio and proportion of your chosen images, especially if they are wider or taller than our specified measurements.

Conference Title
Features Here

Conference Title
Features Here

Key visual
w1000 x h1000 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 guideline. As the guideline states:

‘Every picture is a chance to mirror the beauty of the UBS brand – bright, light and human’.



UBS Global Conferences | Style Guide V1.0



UBS Global Conferences | Style Guide V1.0

Key visual

Ball or banner featuring a **key image** representing the main theme of the event. This key image pairs the title and subtitle with the main image for a conference title, while being supported by a further six secondary images.

The **key visual** is the main image and landscape image for your website, including your image selection process.

Whenever possible please consider a high resolution image, as this will result in better quality output. Images with less than 10,000 pixels wider may result in poor quality outcomes.

Annual Financial
Institutions Conference



Key visual
w7000 x h1000 pixels



UBS Global Conferences | Style Guide V1.0

Microsite banner

14 UBS microsite banner featuring the main image in landscape format w2500 x h350 pixels

15 Secondary supporting image w250 x h125 pixels

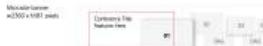
16 Primary supporting image w250 x h100 pixels

17 Secondary supporting image w250 x h100 pixels

a. w150 x h125 pixels

b. w150 x h100 pixels

c. w150 x h125 pixels



Microsite banner
w2500 x h350 pixels

Image essentials



UBS Global Conferences | Style Guide V1.0

Imagery selection

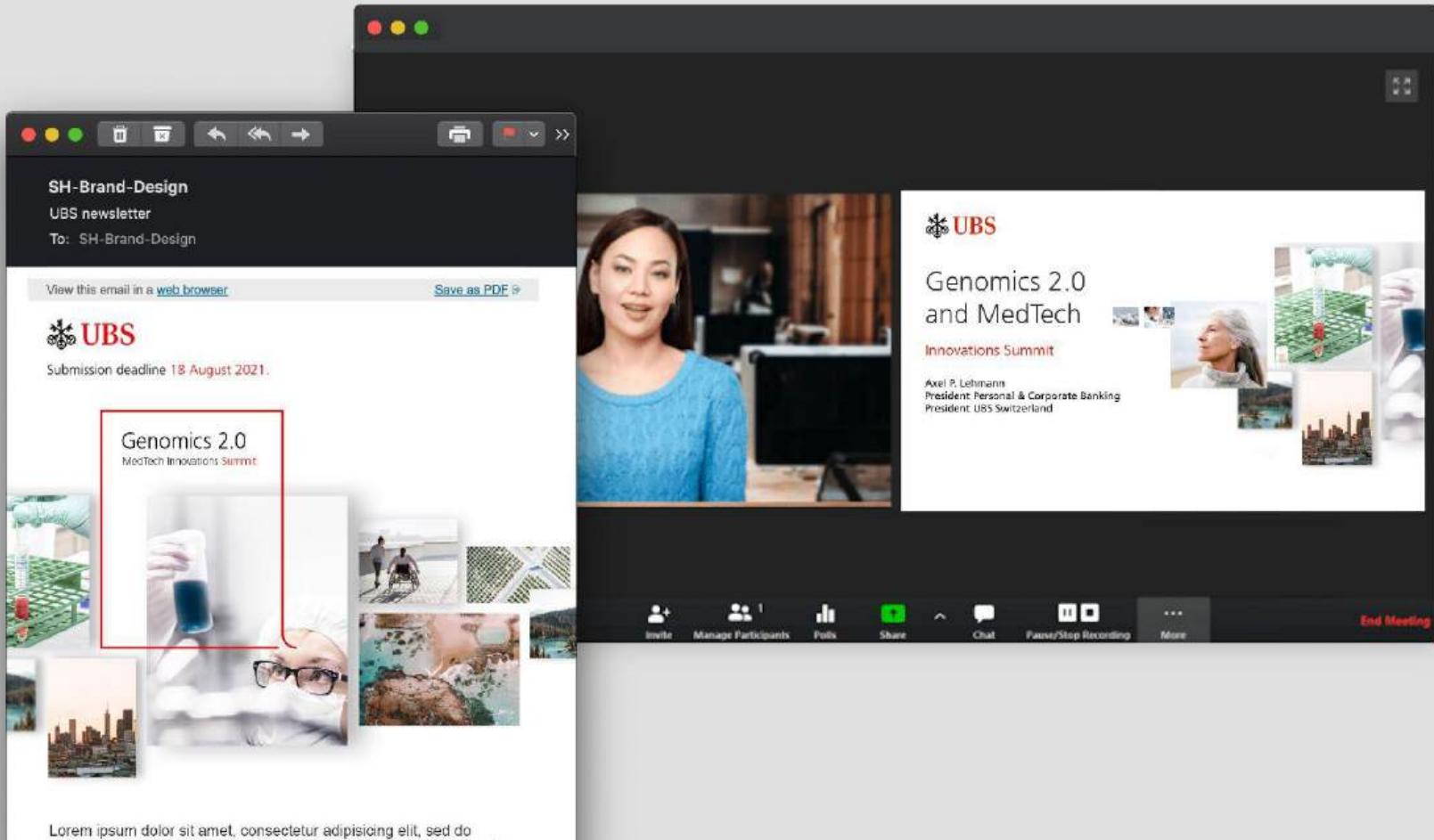
The UBS brand guideline’s ‘content to context’ steering should be considered when selecting effective images to build your conference identity.

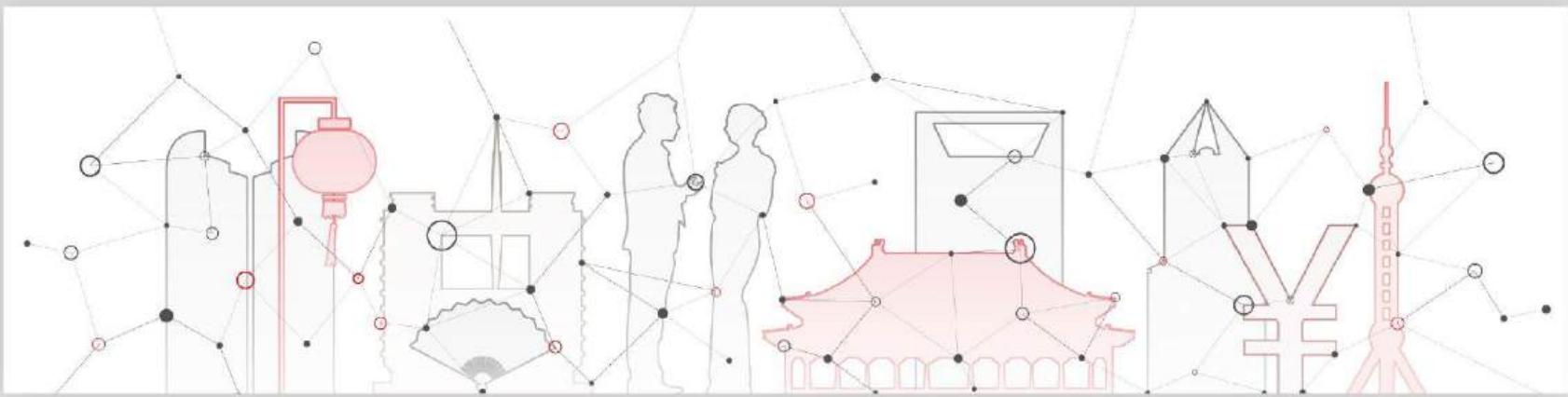
In the construction of words and pictures that communicate, images are the most powerful way to create strong communication. A picture is saying the message with clarity. If a picture is not saying the message clearly, then the message between the words and an image can be very confusing. This is why it is important to always keep the present of your content.



UBS Global Conferences | Style Guide V1.0



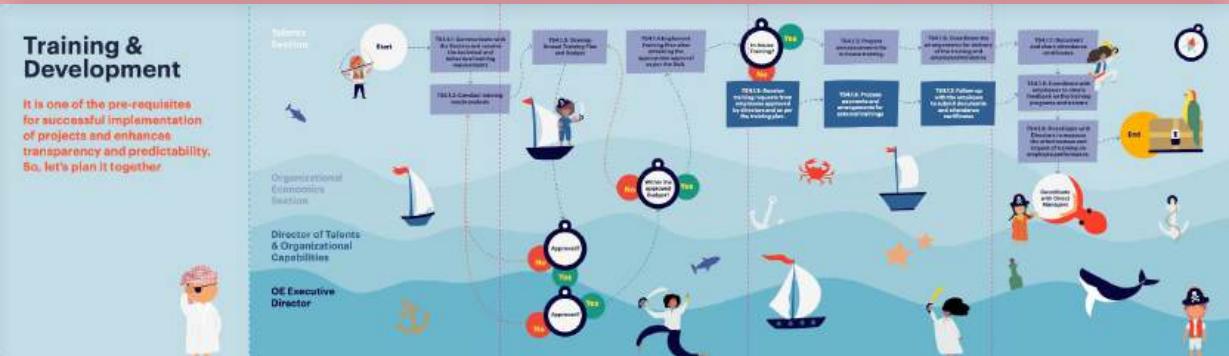
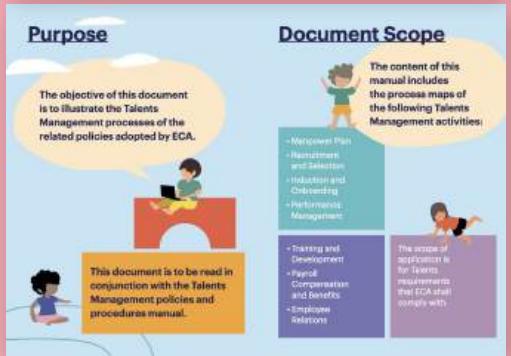


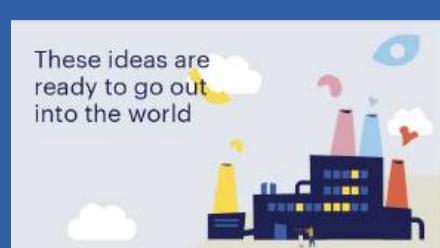
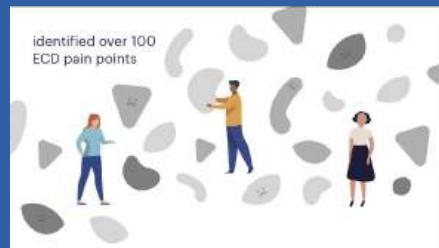
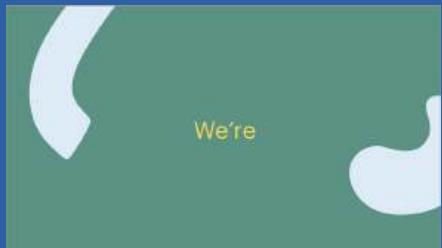




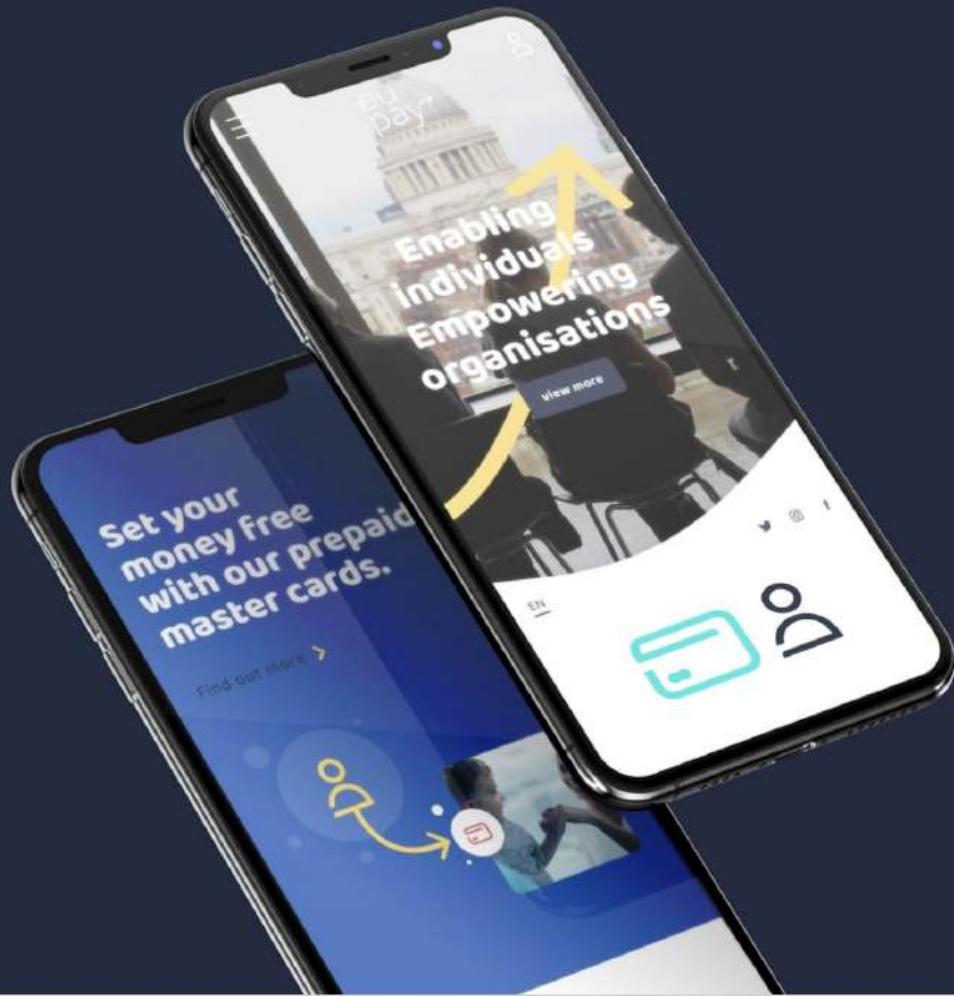
Abu Dhabi
Early
Childhood
Authority







eu
pay →



Project: EUpay Branding

Client: EUpay

Tasks: Brand identity, brand messaging,
digital, print collateral

Stay ahead, and stay compliant with KYC used to be complex, costly & slow. Now it's as easy as EUID

AML Transaction
Automate your KYC

Powered by EU Pay

eu pay

John Doe
+44 7000 000000
john.doe@domain.com
EU Payments Ltd

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

EU ID

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

EU ID





eu pay⁺

EUpay: Payments made simple
An introduction to our services

Disclaimer

Mission Statement

Who or What Is EU Pay Ltd ("EU PAY")?

Overview of our business model

Why EU Pay For Retail and Corporate Customers

Sale of the use of technology

EU Pay - Payments processing business

EU Pay - Approach to compliance

EU Pay - Current situation

Current Revenue

What we can offer

EU Pay - Current situation

Appendices

euIDV Technology

Automatic Transaction Monitoring System

Banking as a Service Platform

Diagram showing of use of EUpay platform through APIs

eu pay⁺

eu
pay⁺

eu
pay⁺

EUpay: Payments made simple

An introduction to our services

Building the future of banking services
EUpay is the future of banking with traditional banking, technology and us.

eu
pay⁺
Building the future of banking services

Mission Statement

Building the global mobile payment institution designed For the 21st Century

General Information
EUpay Ltd
14 Creek Road, New Barnet, London, EN5 9TD, UK
Registered by the FCA
(Reference No: 914920)
Regulated by the FCA
for MiFID supervision
<http://www.eu-payments.com>

eu
pay⁺
Building the future of banking services

EU Pay - Current situation

Customers as at Q2 2019 > 100

Aggressive expansion and marketing plan underway.

3000+ registered users
2000 customers by the end of 2019

With regards to our customers, EU Pay is looking to expand its market to include bank account holders, where it is assumed, customers who are using EU Pay to make payments online. This will allow you to make purchases and will be your go-to app for the payments which are relevant to EU Pay customers.

Current Revenue

Estimated current revenue is dependent on the number of users by end of year.

Expected payments For 2019

Introducing payment charges for EU Pay users. EU Pay is currently in discussions with the relevant parties.

Current incoming/outgoing payments

Payments processed in the last year: Over 500000000

Incoming payments (August - December 2018):
100000000

Outgoing payments (August - December 2018):
100000000

eu
pay⁺
Building the future of banking services

EU Pay - Current situation

Geographic Market spread of customers

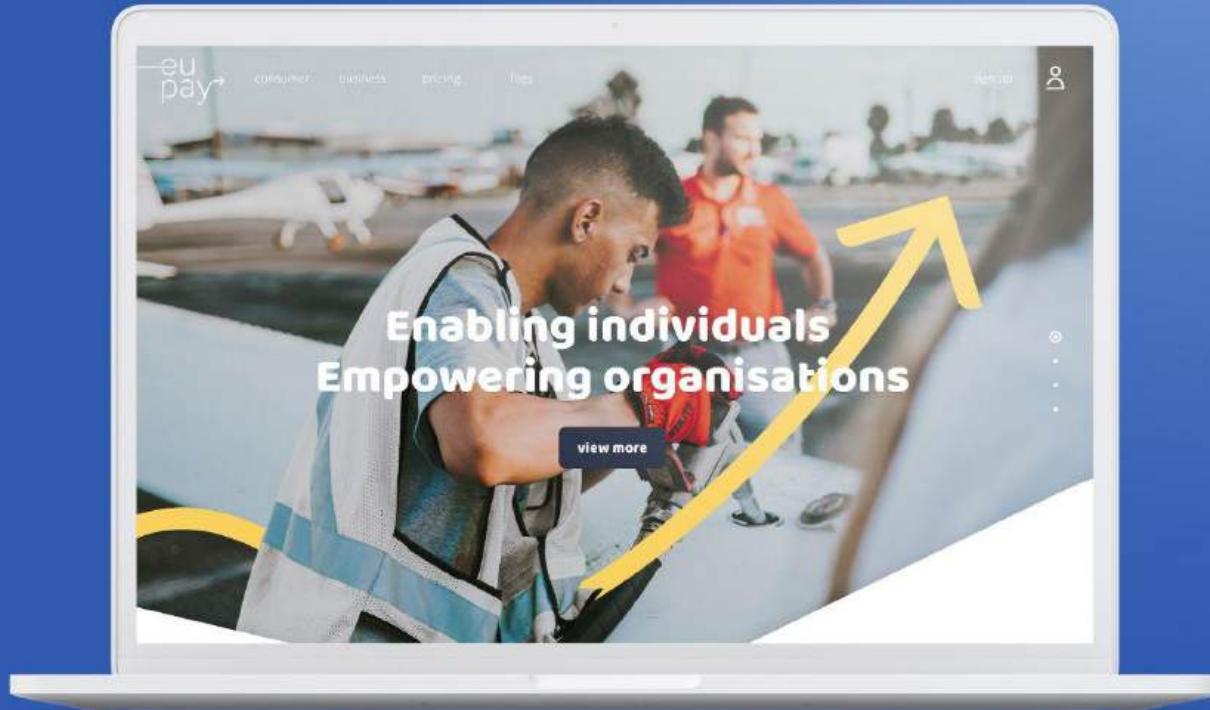
EU Pay's initial focus on building a payment gateway service will be to offer the following countries:

- China
- India
- United Kingdom
- United States
- Germany
- France
- Spain
- Italy
- Portugal
- China
- India
- United Kingdom
- United States
- Germany
- France
- Spain
- Italy
- Portugal

Split of payments processed by currency

EU Pay expects that the split of payments processed by currency will be as follows, following the initial roll out of the payment gateways in the countries.

Currency	Percentage
United States	45%
United Kingdom	25%
India	15%
China	10%
Other	5%



વ

eu
pay→



Baloo Təmmudu Regular

AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp
QqRrSsTtUu
VvWwXxYyZz
1234567890

Freight Sans Medium

AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp
QqRrSsTtUu
VvWwXxYyZz
1234567890





 Purpose.



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





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

Close

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

▼



BLANC ART GROUP



BLANC ART GROUP

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

○ Close

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.







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

Star Street
星街



Star Street
星街

MONOCLE

KELLY

FRANCIS

For fashion,
Food, Art and
Lifestyle, visit

Star Street
星街

MONOCLE

KELLY

FRANCIS

Discover
Hong Kong's
pocket-sized
precinct

STARSTREET STROLLS | 走遍小路徒步漫遊

GIRLS' DAY OUT: 生日派

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

閑適度：
美食、享受及呵護自己，
悠閒度過懶洋洋的週日...

Read on... 閱讀

SHOPPING
EATING
SELF CARE

Read more

地圖
地圖小圖
地圖連結

1 → 3 Pure Yoga Starstreet

Chillax alignment for
breakfast at Sardine's
yoga-haven
在這裡你可以在瑜伽天堂，那裡享受
這一天最好的早餐

4 → 5 Artemis & Apollo

Relax on hammock and
relax at this modern
Greek taverna
享受懶洋洋的懶懶豆豆
和小食在內的芬多綠

6 → YNC

Buy bespoke smoking
hand-tooled, mouth-grade
Japanese吸烟者
小刀禮物商店 | 紙烟
香港唯一見的着的日本
文具品牌

7 → 45R

A more hand-crafted
Japanese aesthetic with
tiny tops and lots
紙煙上衣的刺繡和花樣
手工織物的日本布料

8 → APT. Coffee

Recharge your legs
and recharge with
an iced latte
坐下來休息一下，喝杯
冰拿鐵恢復活力

DON'T MISS: Signature body massage at Spa L'OCCITANE | 不可錯過：Spa L'OCCITANE 的特色身體按摩

9 → Spa L'OCCITANE

Don't miss the signature
body massage for tired
shopping legs
想讓皮膚完全全身按摩，
幫幫腿的疲勞

10 → Ciaccoe Italian Wine Bar

Shop till you drop
and pop in here
購物到你筋疲力盡
的時候，來這裏喝一杯
冰涼的酒水

11 → Giando Italian Restaurant & Bar

Celebrate with some
irresistible Italian eats –
you're earned it
慶祝你吃了一頓豐盛的飯
的時候，來這裏喝一杯
冰涼的酒水

MAP





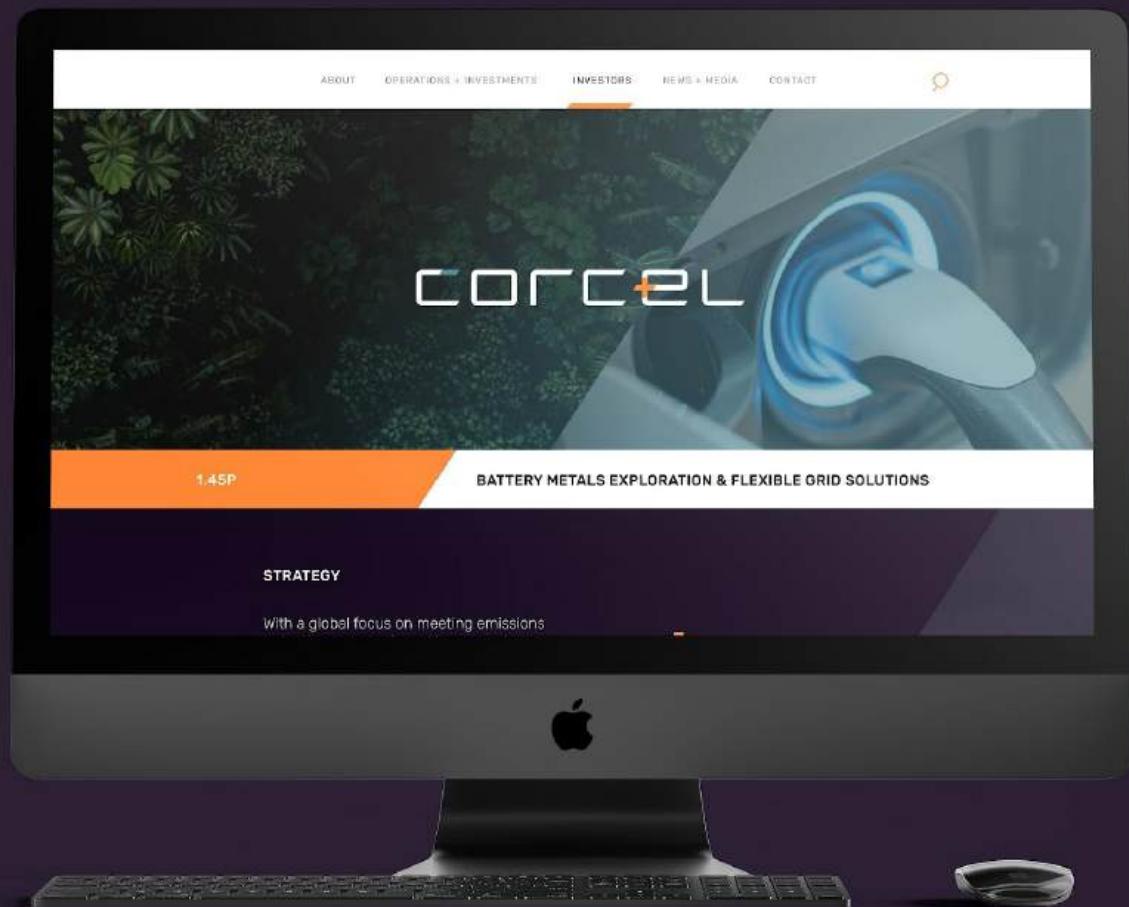
Corcel

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



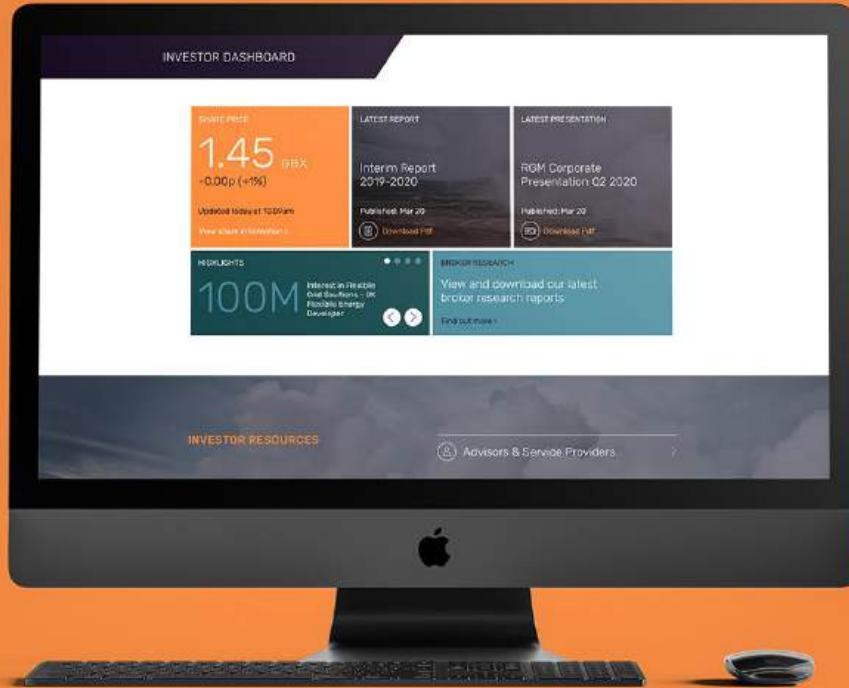
WY

Project: Brand Development &
Digital presence

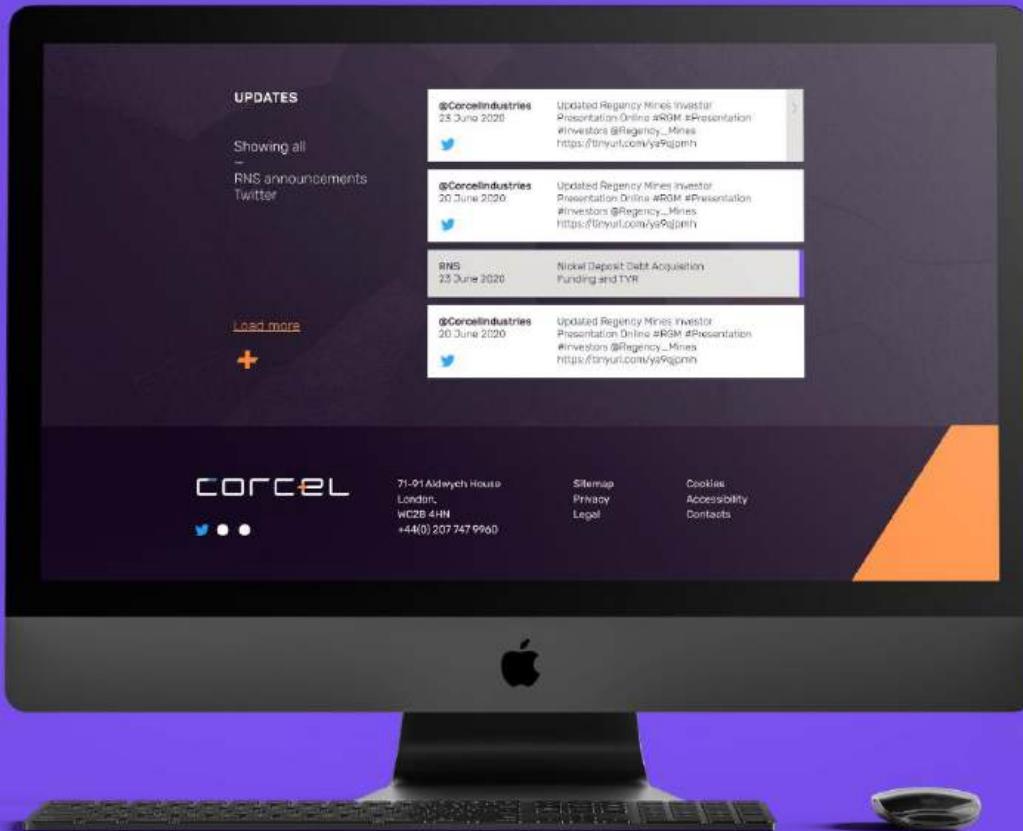
Client: Corcel Industries PLC

Tasks: Naming, brand build, image library,
design, digital build out, investor collateral





WY



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: Changfa Capital Holdings
Tasks: Naming, brand build, image library, design,
digital build out, investor collateral

Your Gateway to the Global Capital Market

Changfa Capital offers investors equity financing opportunities in next generation businesses and access to capital across global investment hubs, including amongst others, mainland China.

[About Us](#)

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



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

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



Overview - Changfa

Changfa Capital

Your gateway to the global capital market

Changfa Capital offers investors equity, debt, and structured products to diversify and access to capital provide great investment opportunities around the world.

MANROPE SEMIBOLD

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890

Poppins REGULAR

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890

Discover VUCA



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

Vanessa Williams received a Wool

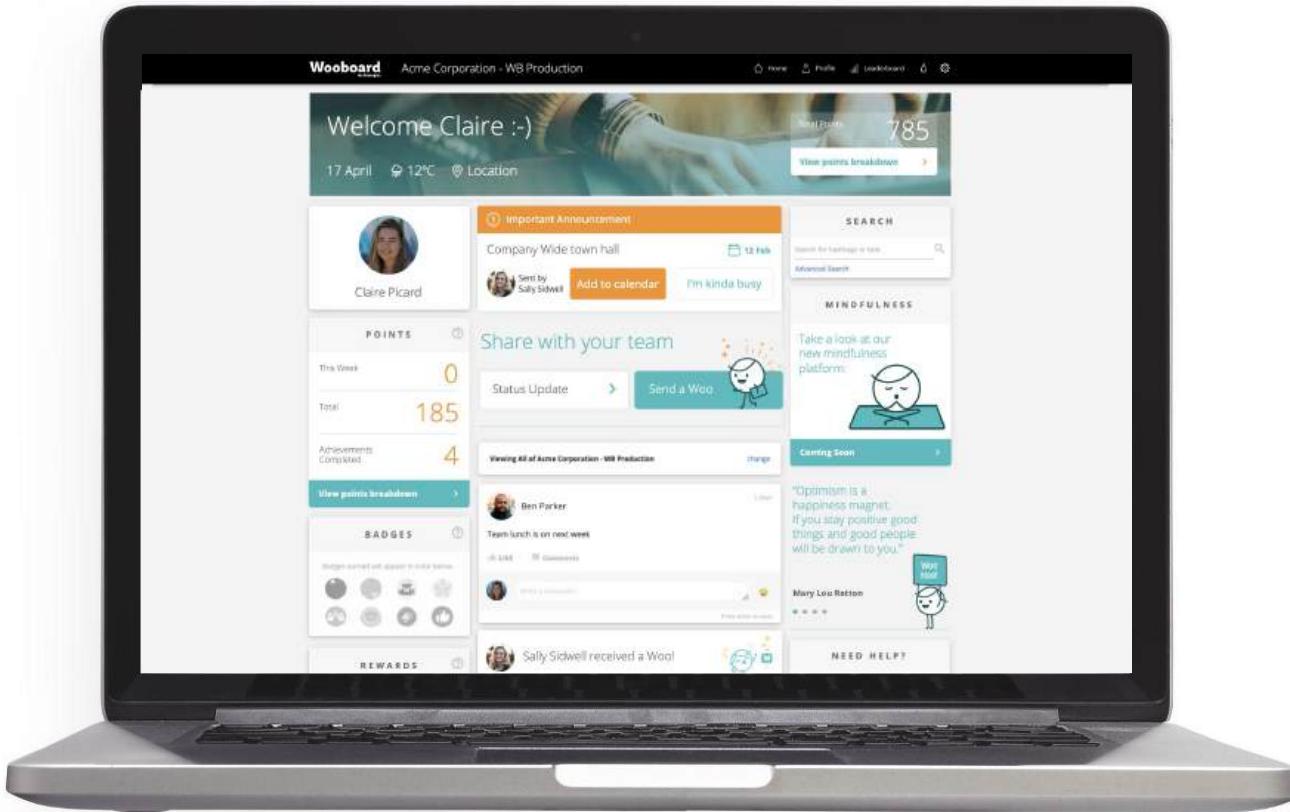
Great work on the communication of the key client outcomes! The team are ready to tackle the project now.

See more W

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

SaySo

SaySo

SaySo

SaySo

SaySo

YOU have
a GREAT
STORY...

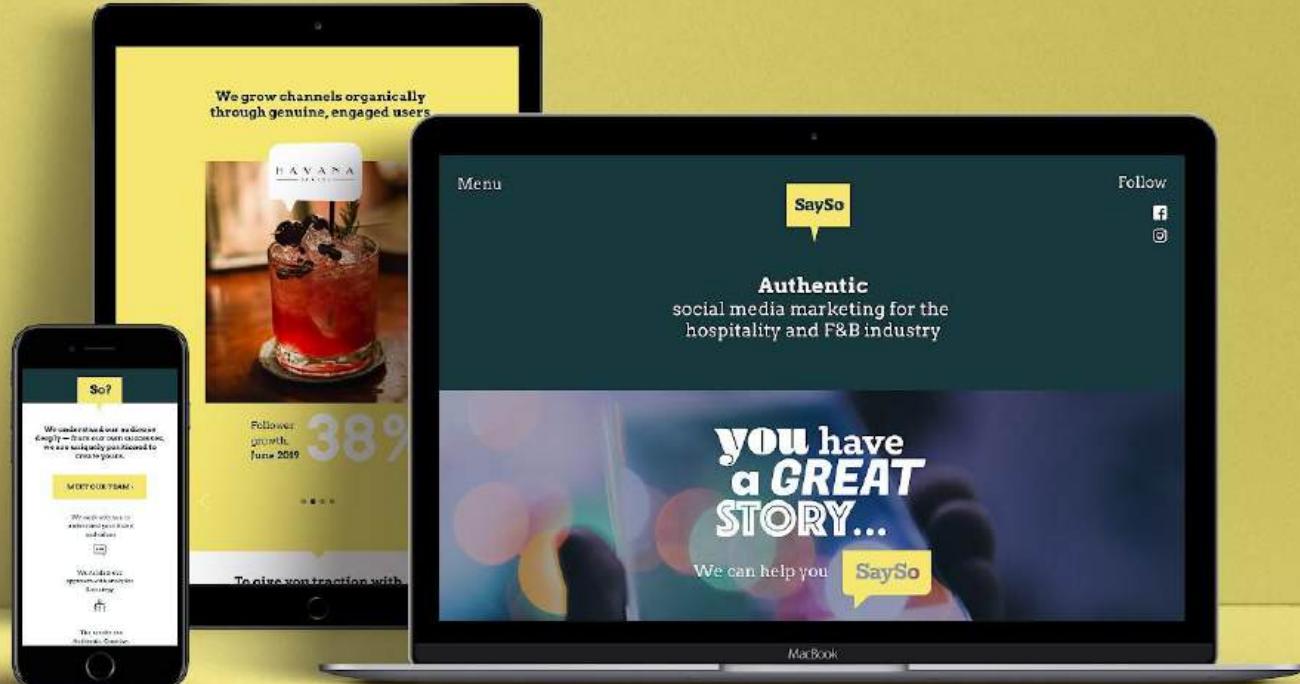
SaySo

Rohit Sachdev
Founder & Director

—
rohit@sayso.com
+66 092 934 6655

SaySo

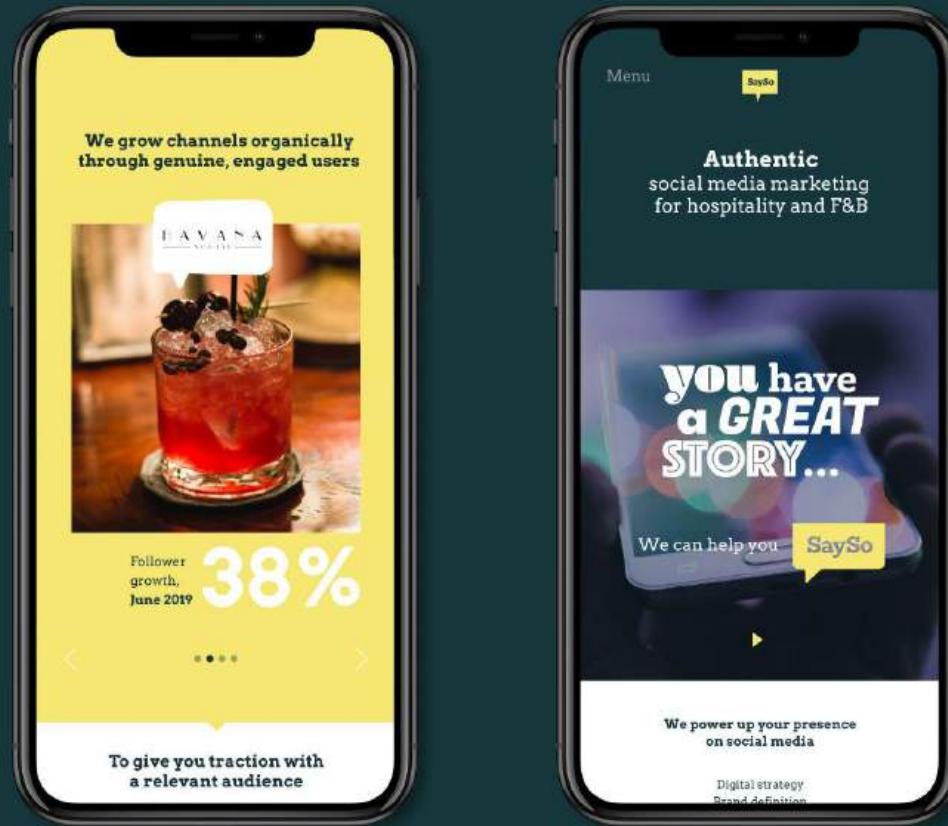
thumb-
PINC
INDIA



Project: Branding & Digital Presence

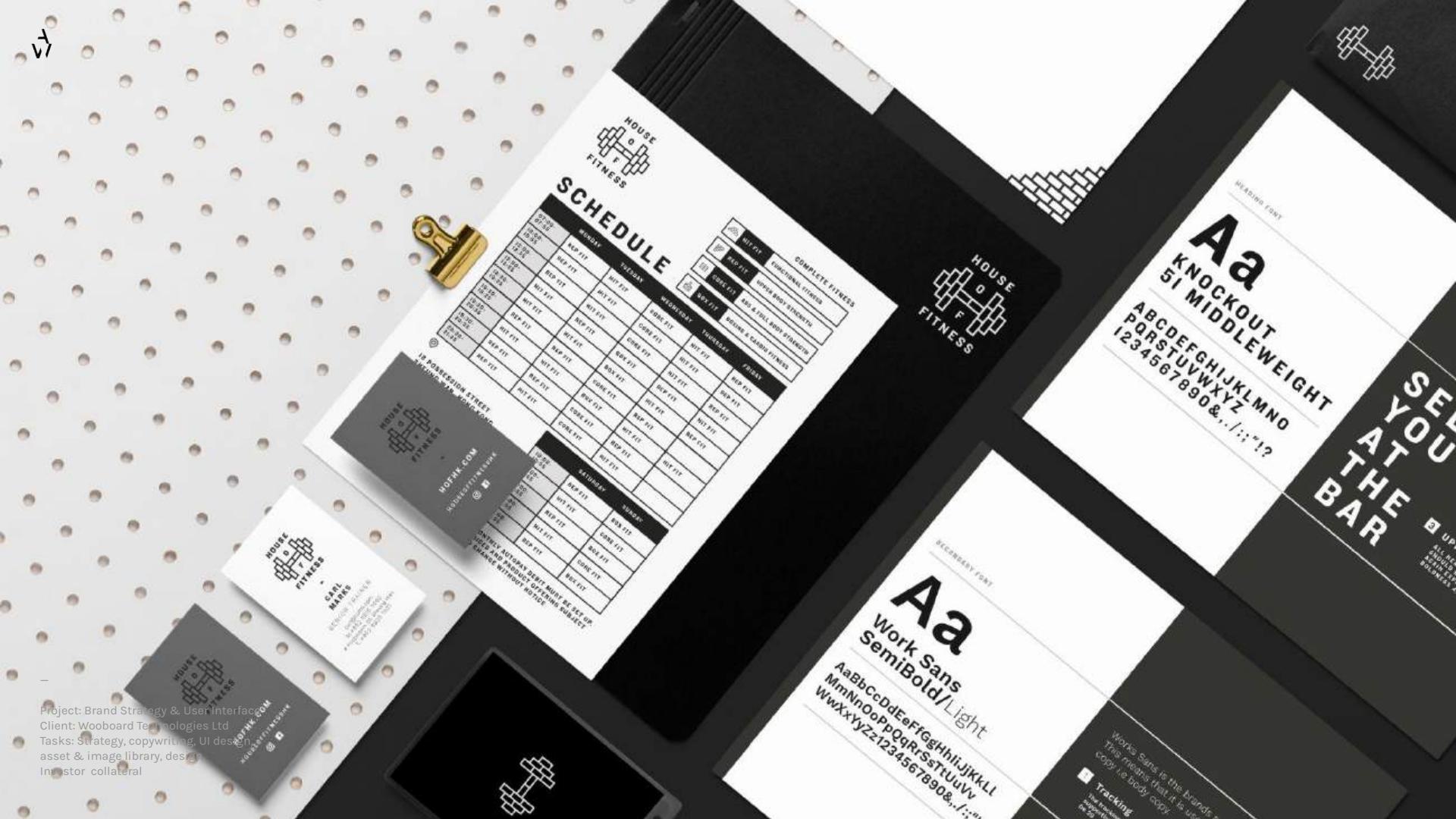
Client: SaySo Social Media Agency

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



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





Project: Brand Strategy & User Inter
Client: Wooboard Technologies Ltd

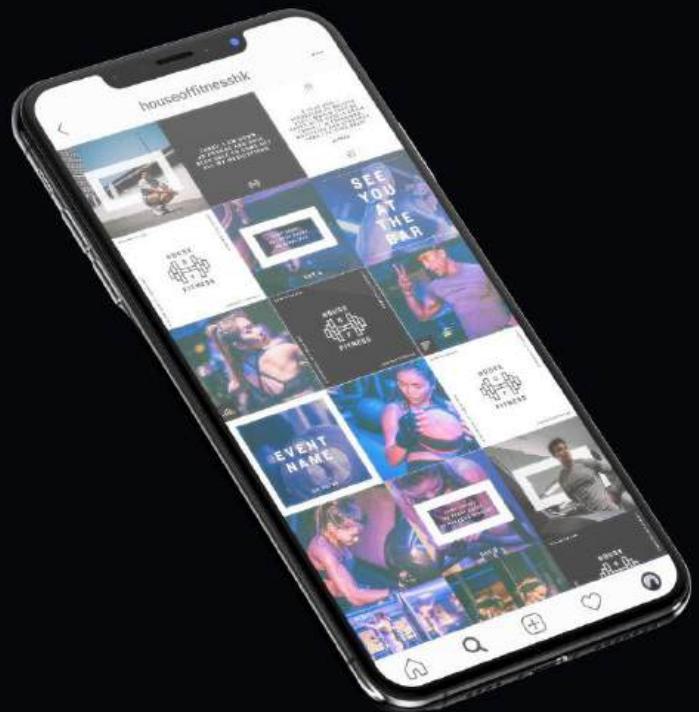
Tasks: Strategy, copywriting, UI design

asset & image library, design
Investor collateral

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

W

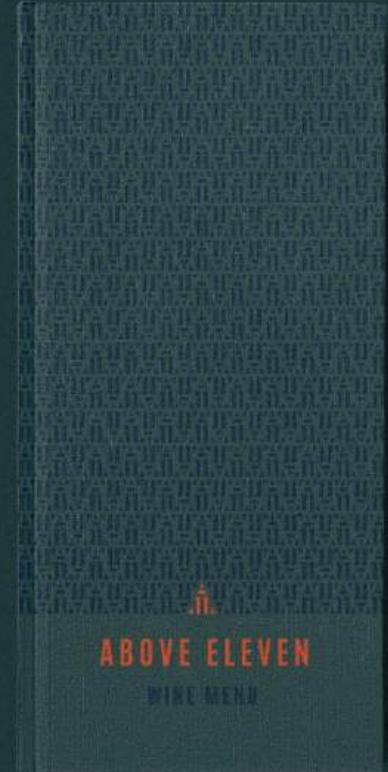
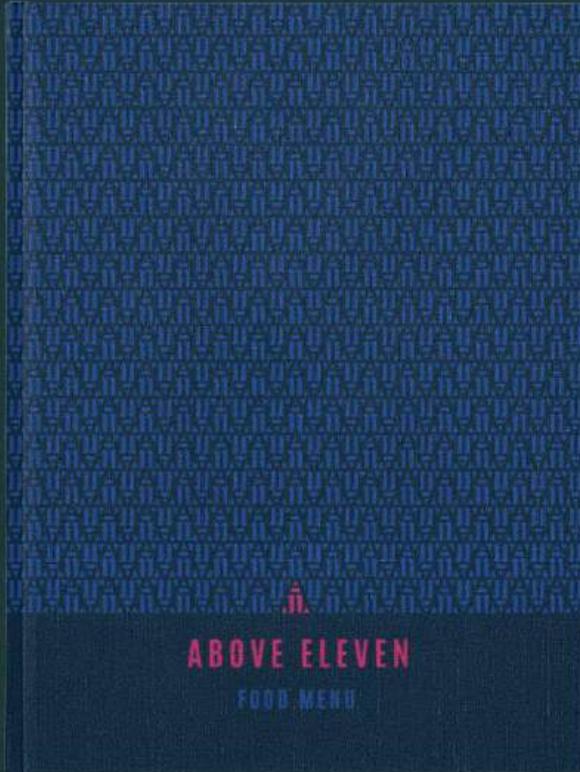


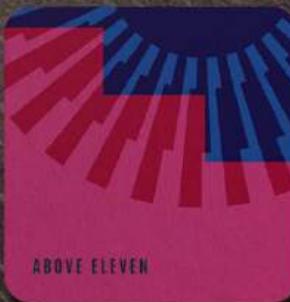
Project: Brand Strategy & User Interface
Client: Wooboard Technologies Ltd
Tasks: Strategy, copywriting, UI design,
asset & image library, design,
Investor collateral

11.

ABOVE ELEVEN

11







Material Application



MOVE LEFT

V 2.0 Style Guide

Transparency

Our brand's visual identity is built on a foundation of transparency. We believe that clarity, honesty, and openness are key to building trust and credibility. This is why we emphasize the use of clear, legible fonts and straightforward messaging.

Display Type

Aesthetic Family

NIKKEI CUISINE

AaBbCcDdEeFf

1234567890

!@#\$%^&*()=-

Body Type

Neo Grotesk Family

Nikkei Cuisine

AaBbCcDdEeFf

1234567890

!@#\$%^&*()=-

V 2.0 Style Guide

Color Palettes

The visual identity of Above Eleven is built on a foundation of color. We believe that color is a powerful tool for communication and can evoke specific emotions and feelings. This is why we have carefully curated a palette of colors that work together to create a cohesive and compelling brand.

Color Palettes

Neon Colors

Red: #E63946, Orange: #FF8A65, Yellow: #FFC107, Green: #4CAF50, Blue: #2196F3, Purple: #9E9E9E

Almond

Red: #E63946, Orange: #FF8A65, Yellow: #FFC107, Green: #4CAF50, Blue: #2196F3, Purple: #9E9E9E

Orange

Red: #E63946, Orange: #FF8A65, Yellow: #FFC107, Green: #4CAF50, Blue: #2196F3, Purple: #9E9E9E

Blue

Red: #E63946, Orange: #FF8A65, Yellow: #FFC107, Green: #4CAF50, Blue: #2196F3, Purple: #9E9E9E



MOVE RIGHT



MOVE LEFT



MOVE RIGHT



MOVE LEFT

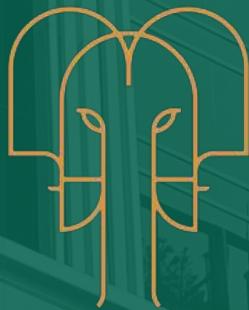




Project: Branding
& Brand Strategy
Client: SYC
Tasks: Copywriting, naming,
design, Collateral







AIRA
HOTEL

A GOLDEN
ERA



INSPIRES

A MODERN
OASIS





A GOLDEN
ERA

INSPIRES

AIR



A MODERN
OASIS



Project: Branding & Brand Strategy

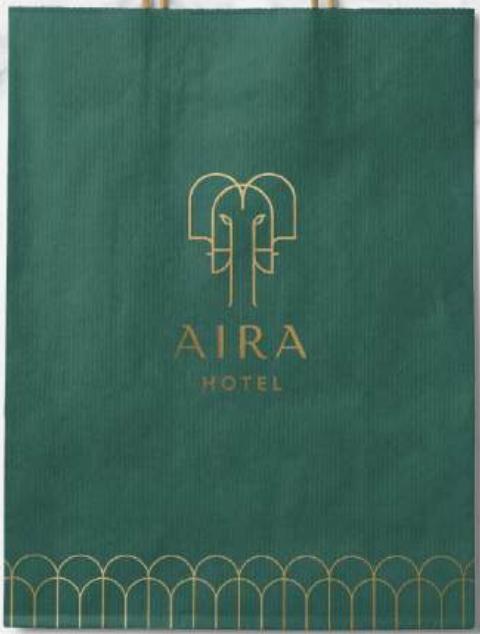
Client: Aira Hotel

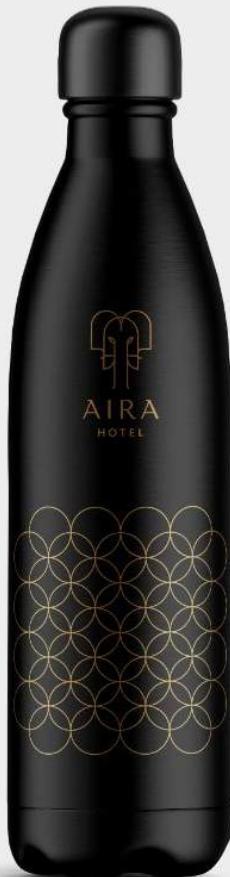
Tasks: Strategy, copywriting,
asset & image library, design,
Marketing collateral



WJ









MAIN LOGO

The decorative arches of the hotel logo have been lifted to create the arches from which our name is derived.



AIRA HOTEL

BRAND COLOURS

Every effort should be made to reproduce the Aira Hotel logo in black, using the correct font and other details.

The logo should be reproduced in monochrome whenever required.

AIRA PRIMARY GREEN
C 90 M 22 Y 0 K 0
100P

PAINTON BRONZE

AIRA DARK GREEN
C 28 M 55 Y 0 K 30
100P

PAINTON BRONZE

AIRA GOLD
C 10 M 54 Y 55 K 0
100P

PAINTON BRONZE



AIRA HOTEL

TYPOGRAPHY

PREVIOUSLY USED TYPEFACES

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890

Some fonts require a new font license.
See below for more information.
— Garamond
— Garamond Pro

RECOMMENDED

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890

AIRA HOTEL

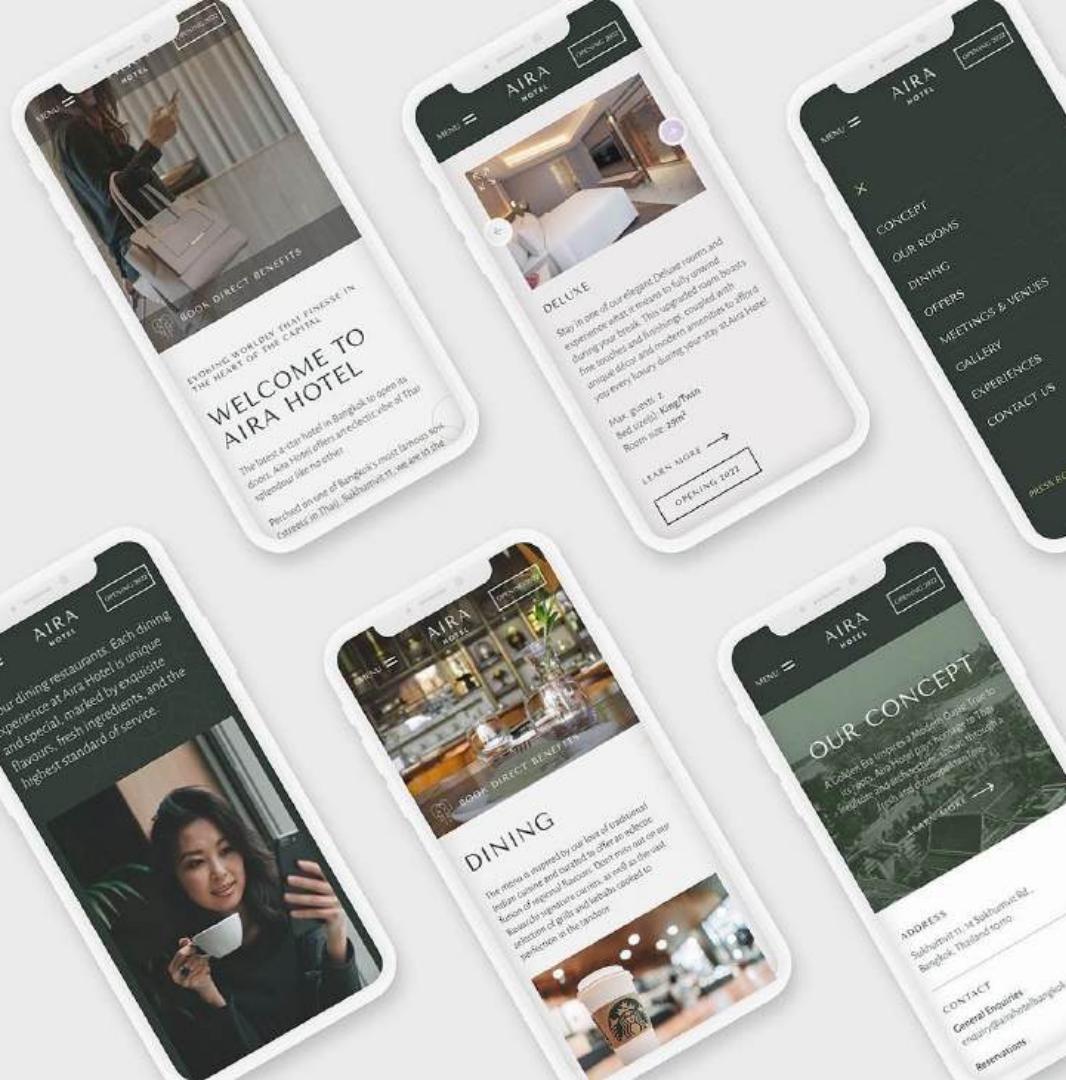
THAI TYPOGRAPHY

THAI LANGUAGE

ສາທາລະນະລັດ ປະຊາທິປະໄຕ
ລາວ ປະຊາທິປະໄຕ ປະຊາຊົນລາວ
ພະຊາດ ລາວ

Font used for logo is available upon
request in Thai script and header:
— Garamond
— Andalat







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

YANKII

ROBATAYAKI
& BAR



Project: Branding
& Brand Strategy
Client: Yankii

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

▽





LEGACY & REBELLION





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



CASA BOHO



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





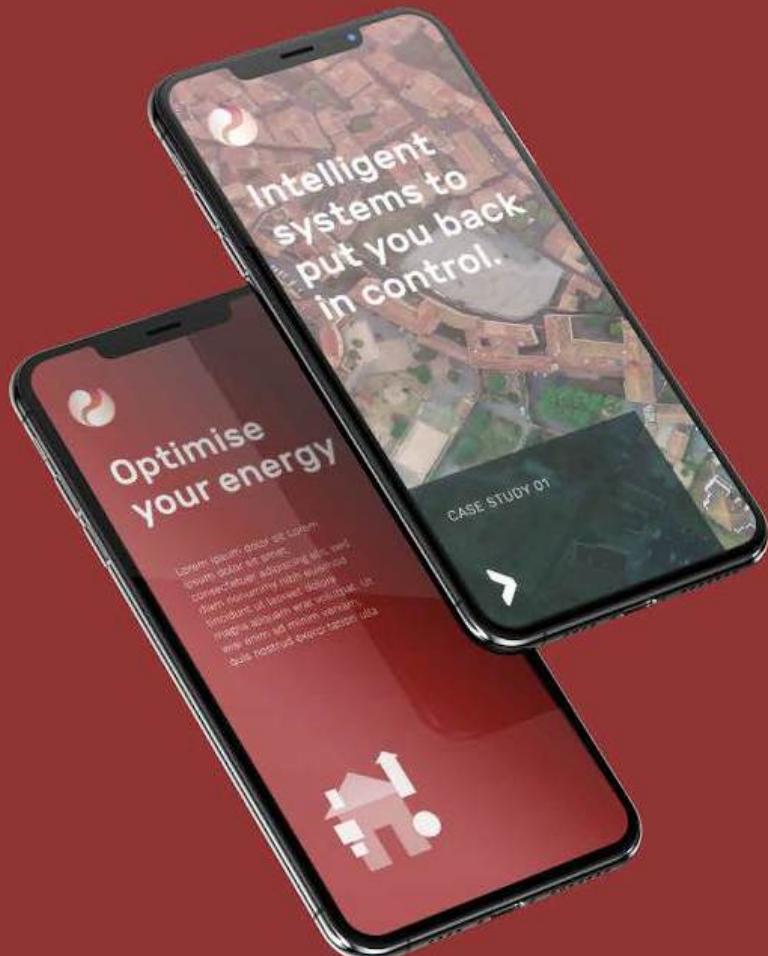
=SEEN=

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

hkaga

02-06.09.2021



ÉCLAT

3 X 2ML / MINT FLAVOR

ÉCLAT - NON PEROXIDE GEL
TOOTH WHITENING SYSTEM



ECLAT

TOOT-NON
WHITE
PEROXIDE
ENING
GEL
SYSTEM

TOOT-NON
WHITE
PEROXIDE
ENING
GEL
SYSTEM

ECLAT

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 /
+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

