

nexty

# BRANDING AND DESIGN

**A successful brand can awaken  
consumers awareness and build an  
emotional tie.**

---

As an integrated branding and advertising agency, Nexty delivers original and effective solutions. We partner with ambitious leaders in the industry to design radically improved brands and create strong and provocative business/client relationships. We achieve this through strategic thinking, engaging design, communication and assured execution.

**nexty**

[www.nexty.com.au](http://www.nexty.com.au)

---

Ground Floor, 105 Reservoir Street  
Surry Hills NSW 2010 Australia

+61 (02) 8821 7060  
[info@nexty.com.au](mailto:info@nexty.com.au)

# Branding and Design

---

Building a successful brand is not guesswork and we have a proven Creative Methodology that guides us to deeply understand the dynamics of your businesses. We are keen to reflect your quality, and use comprehensive market research as a guide for our designers to create a new brand experience.

## Project List

---

Mooii	Rong Reng Tang
I'Cleo	Dulcetmoon
Fashion on Top	Avene
Bank of China	Yuhu Group
Noodle Zero	BFJ
3IG	BHL
Times Academy	Wsier
Blossom Manuku Honey	Jade
Rejuvaus	Life of Chi
Xcape	Noodle Soup
Caresence	

# Mooii

---

Mooii is an Australian fashion accessory business, located in Sydney's CBD. Derived from the founder's name, the made-up word "Mooii" is lovely, modern and catchy.

The main concept of the brand is to demonstrate the intelligence and elegance of modern women. Therefore, the sophisticated serif font works elegantly with the black and white colour, creating a classic visual atmosphere. To put the lowercase letter "i" upside down gives the brand a dynamic rhythm, becoming the most unique visual element of the brand.

SERVICE	SECTOR
Branding	Retail









# I'Cleo

---

I'Cleo is a fashion brand in Australia, the core aim of the brand is to convey a bold image that can present unique insights toward fashion.

Fashion is an ever-changing subject, the “attitude to pursue fashion” is the timeless classic. We decided to use text and icon to form the brand identity after the in-depth research of the existing identity in fashion industry. The classic Gothic typography is used on the icon design to represent the street fashion, creating a classic yet trendy brand image. The visual elements on the logo can be used in a wide range of occasions as a unity or an individual, keeping the visual consistency in multiple mediums.

## SERVICE

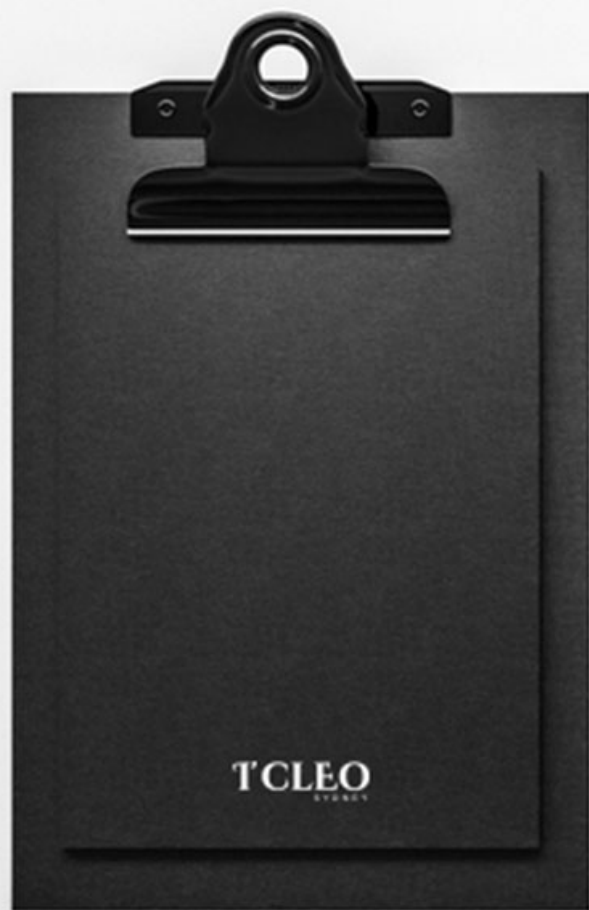
Branding

## SECTOR

Retail



I'CLEO







# Fashion on Top

---

Fashion on top (FOT) is a well-known Australian boutique store. Our main goal for the branding development was to emphasise FOT's unique understanding and attitudes towards fashion and extend their thinking into a visual medium.

Our intention was to build a clean, sophisticated and stylish visual system to better match the visual presence to consumer demands, taste and desires. Less is more, black and white colour combinations reflect FOT's understanding of fashion – rational, comfortable and with a calm attitude.

## SERVICE

---

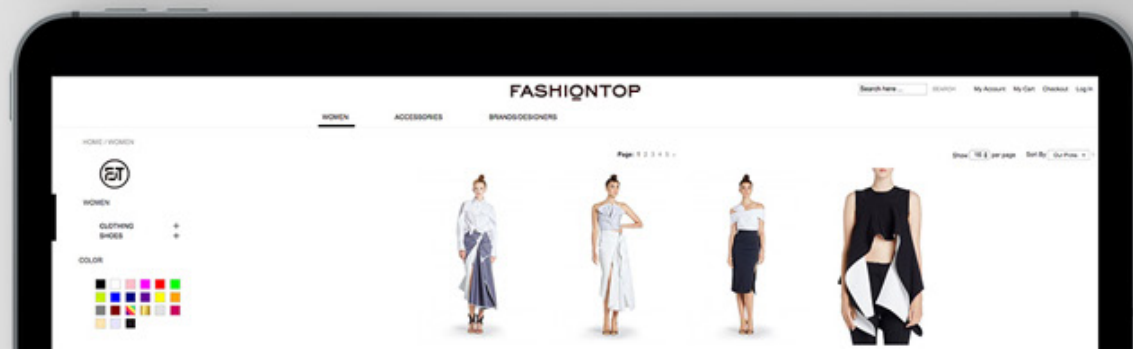
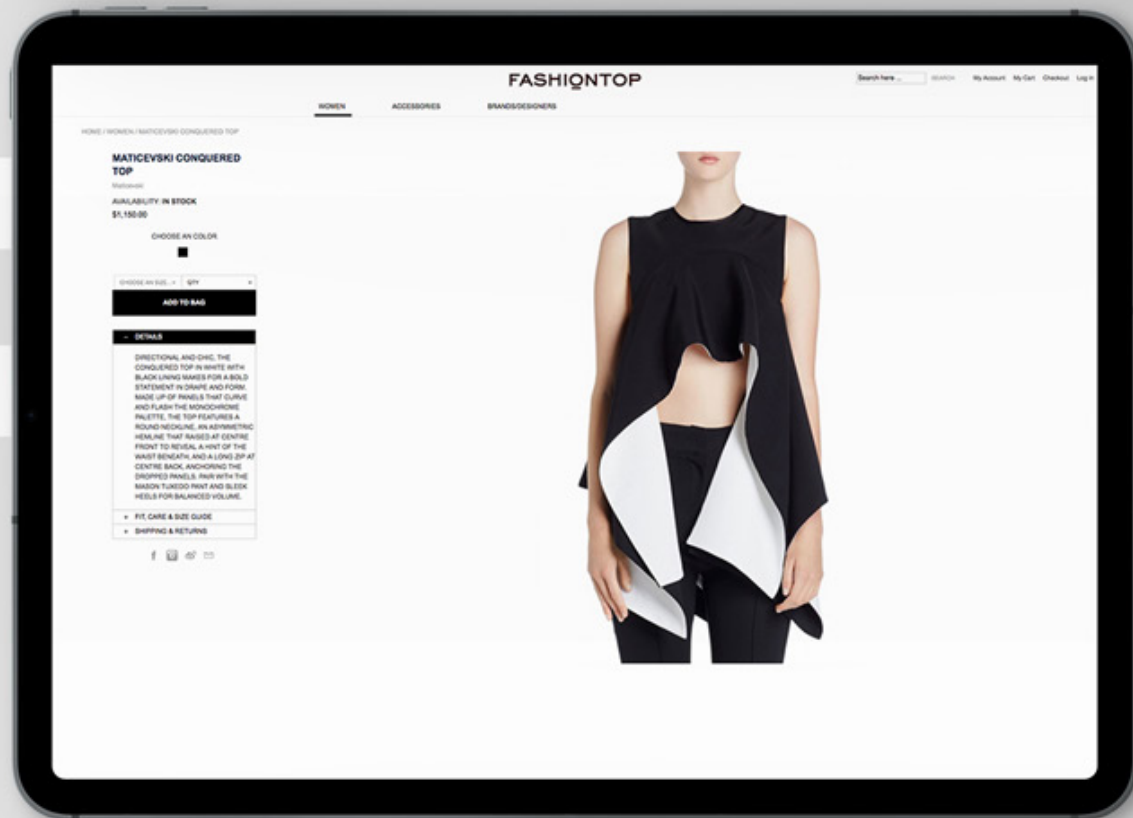
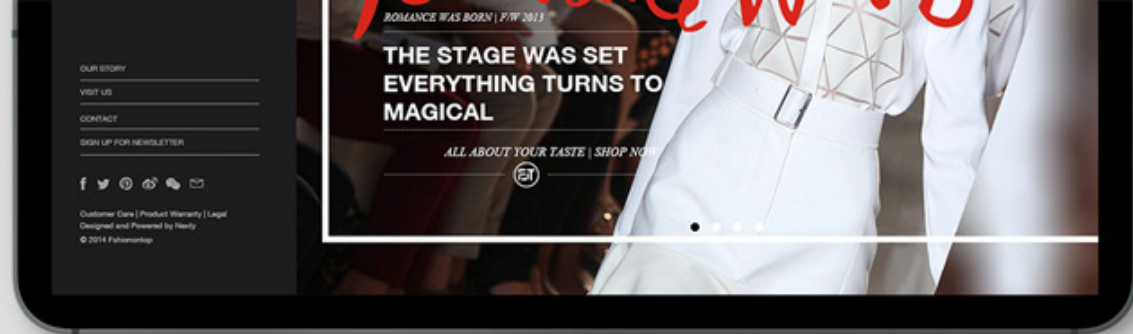
Branding  
Digital

## SECTOR

---

Retail







FAS ET TOP





# Bank of China

---

As the bank with the highest degree of internationalisation in China, the visual system plays an essential role in entering into the Western capital market. Nexty provided a long-term brand design service to Bank of China Australia, including designing marketing collaterals, office stationery and production.

The business brochure is transformed into a wonderful journey of vision and tactility. The simple technique works in line with customers' reading behaviours, becoming the solid explanation of the brand. The brand image needs to be implemented in effective transmission through a variety of mediums, meanwhile, printed products are still considered as one of the most important communication tools.

## SERVICE

## SECTOR

---

Advertising

Finance





悉尼  
SYDNEY



# 中国银行 全球服务

BANK OF CHINA ALWAYS WITH YOU

HONG KONG  
香港





中国银行  
CHINA SYDNEY BRANCH

# 人民币清算行服务手册 RMB CLEARING BANK SERVICES

BANK OF CHINA  
SYDNEY BRANCH

## 目录 TABLE OF CONTENTS

1. 关于中国银行 About Bank of China	5
2. 人民币产品及服务 RMB Products and Services	18
3. 常见问题 Frequently Asked Questions	33
4. 联系方式 Contact Details	36

1. 关于

# Noodle Zero

---

Noodle Zero is a well-known healthy food brand located in Australia. The main challenge in this project was to design packaging that meets the standards of both Eastern and Western aesthetics, and different marketing demands.

Therefore, the white background of the packaging brings a technological style to the brand, emphasising the function of weight loss. At the same time, a series of detailed designs indicate the product function, features and cooking process. Different flavours are classified by various colours. This method makes it easy for customers to select corresponding products, while unifying the product display.

## SERVICE

## SECTOR

---

Branding  
Packaging

FMCG









NOODLE  
ZERO

高纤低卡代餐  
LOW CALORIE MEAL REPLACEMENT

MADE FROM HIGH QUALITY  
KONJAC VEGETABLE

Seafood  
Flavour  
海鲜风味

LOW CALORIE DIET ✓  
LOW CARB~ DIET ✓  
GOOD SOURCE OF FIBRE ✓  
GLUTEN FREE ✓

Ready to serve in 1 min  
Pre-cooked product

Konjac is the best dietary fibre from nature

	0.6g	3.6g	8.6g	3.6g
	100%	100%	100%	100%
Per 100g				

GRAINED WEIGHT





# 3IG

---

“Technology, comfort, safety” is the key concept of 3IG. The design concept aims at creating stability, technology and modernity through the analysis among the high-income consumer groups. We combined the shape of the Bluetooth icon with bold lines and sharp angles to create the three letters. The radial movement symbolises the perfect combination of the flexibility of the technology as well as the comfort of the car seats.

The designer in the surrounding application design, through the icon and logo type size, changed the contrast and repeated the use of the icon to create a unique memory point.

## SERVICE

Branding

## SECTOR

Retail





These guidelines follow  
the following materials.

A design scheme  
series and guiding  
distinctive look and

you with the core brand  
designing and producing  
communications with a degree

Nexty with our design agency  
Nexty 视觉设计  
Nexty.com.au | +61 (0)2 8027 7060 | nexty.com.au  
Ground Floor, 105 Riverside St, Sydney, NSW 2000, AU

3IG VI Manual Design and Visual Guidelines

## About 3IG VI Manual

Welcome to the 3IG VI Manual. These guidelines exist  
to make us look consistently awesome. Please follow  
these guidelines as you create marketing materials,  
internal and external communications.

Our brand is more than our logo. It is a design scheme  
made up of a number of core elements and guiding  
principles that combine to create a distinctive look and  
feel. To familiarise you with the core brand  
elements in designing and producing  
communications with a degree

# Visual Identity Manual

## Design and Visual Guidelines

Create date  
August, 2017

Issue no.  
01

Client  
3IG CN / AU

Made with love by  
Nexty AU

3IG VI Manual Design and Visual Guidelines

\*3IG

Visual Identity  
Design and Visual Guidelines

Issue no.  
01





# Times Academy

---

Times Academy is conveniently located in the centre of Sydney's CBD. The new brand identity adopts the icon of a dialogue box as the main visual element. Moderate colours are combined with dark grey to enhance the academic nature of the business. The blend of Serif and Sans Serif fonts works well as a contrast, demonstrating the professional education Times Academy provides.

We used colour as a unique element to categorise each section in the brochure design. Unified typefaces are applied to demonstrate the energy as well as the professions of the academy. The new visual element works well with the brand colour as it enhances the visual aesthetic sensibility, and establishes a strong unified look.

SERVICE	SECTOR
Branding	Education











**times ACADEMY**

## English Programs Application Form

**Personal Details** \* Please note that all students are required to be at least 18 years of age at the start of their program.

First Name	
Last Name	
Date of Birth	Gender <input type="radio"/> Male <input type="radio"/> Female
Country of Birth	Nationality
Passport No.	Passport Expiry

**Contact Details**

Address (Home)	
State	Post Code
Contact Number	
Email Address	

**Overseas Contact Details**

Country	

**In Case of Emergency**

Contact Name	Relationship
Contact Number	

**Guardianship** \* Please find more details in privacy.

Are you applying guardianship application fee \$200/person? ☐ Yes ☐ No

**Current English Level**

<input type="radio"/> Beginner	<input type="radio"/> Elementary	<input type="radio"/> Pre-intermediate
<input type="radio"/> Intermediate	<input type="radio"/> Upper-intermediate	<input type="radio"/> Advanced
Other		

Have you ever completed any of the following English tests? ☐ Yes ☐ No  
 IELTS, TOEFL, TOEIC, Cambridge Test, PTE

Name of Test	Year of Test	Test Score

**Program Details**

<input type="radio"/> General English	<input type="radio"/> Missing	Start Date	V
<input type="radio"/> English for Academic	<input type="radio"/> Missing	Start Date	V
<input type="radio"/> English for High School	<input type="radio"/> Missing	Start Date	V
<input type="radio"/> Cambridge Test	<input type="radio"/> Missing	Start Date	V

Do you want the Student Visa break option (SEE ONLY)? ☐ Yes ☐ No

Break Weeks

Will you be continuing your studies in Australia at a vocational or Tertiary level?  
☐ Yes ☐ No ☐ Not Sure

Name of Institution  Starting Date

Course

**Application Checklist**

Please include

- ☐ A copy of your current passport
- ☐ A copy of your current visa if you hold one
- ☐ A copy of any former studies offer to an Australian institution (Class Foundation studies, TAFE/NTI if you hold one)
- ☐ A copy of your official English test results (IELTS, TOEFL, PTE or Cambridge)
- ☐ A signed and dated Application Form

**Account Details** \* Reference please use Your Name & Student Number

Name of Bank	Commonwealth Bank Australia
Account Name	Times Academy
Account Number	1234 5678 9101 2345 6789 0123 4567 8901

**John Doe** Ground Floor, 105 Reservoir ST  
 Sunny Hills NSW 2010, Australia  
 +61 (2) 8821 7060  
 hello@nexty.com.au



## Blossom Manuka Honey

---

Blossom is Australia's leading honey brand and is renowned for its Manuka Honey product that is pollution-free, high quality and highly nutritious. Nexty was approached to create and produce a series of works including shooting TV commercials, print advertising and electronic advertising design. The production focuses on the target audience, new mums aged 25-45 years old. The storyline starts at a picnic with a traditional Australian family, intercut with the process of gathering honey and Blossom Honey's preparation method. This accurately demonstrates the natural, authentic and healthy new Blossom Manuka Honey series from a mother's perspective. "Magic happens, when Manuka blossoms" instantly becomes a classic and memorable commercial slogan.

### SERVICE

### SECTOR

---

Advertising

FMCG













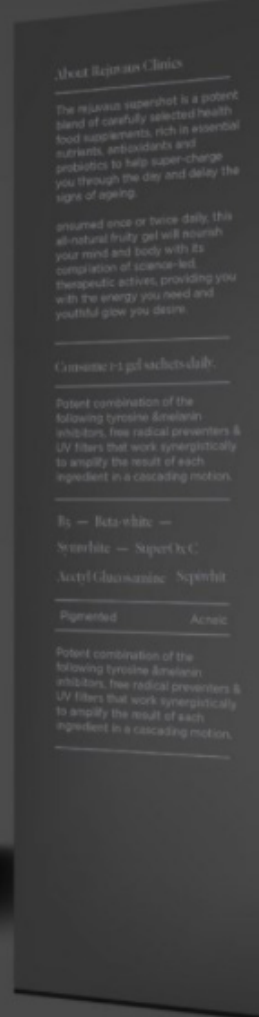
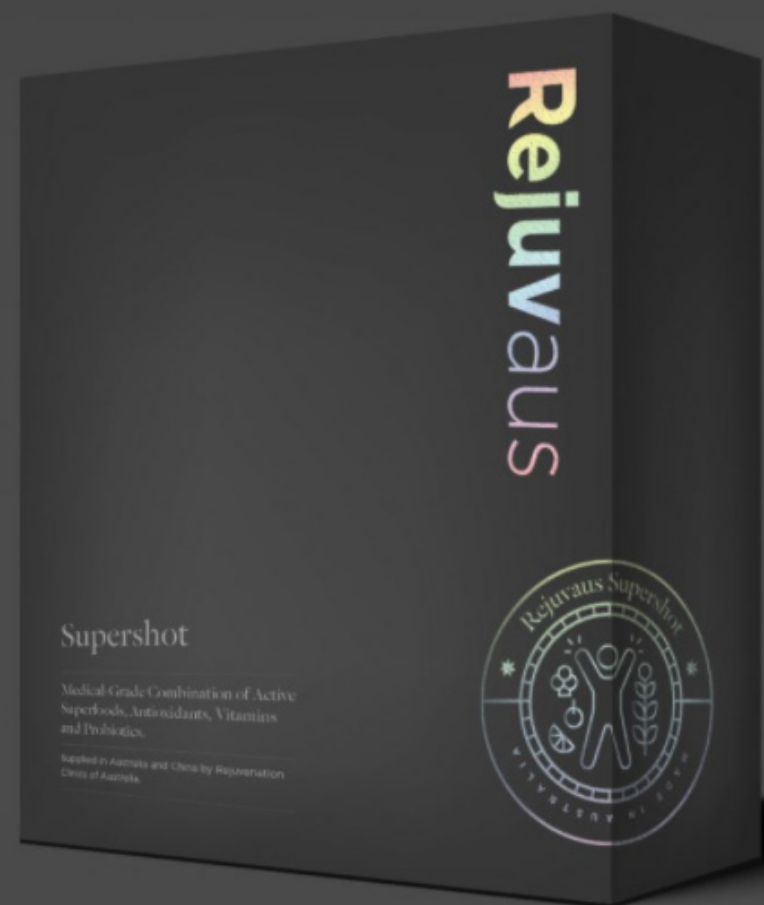
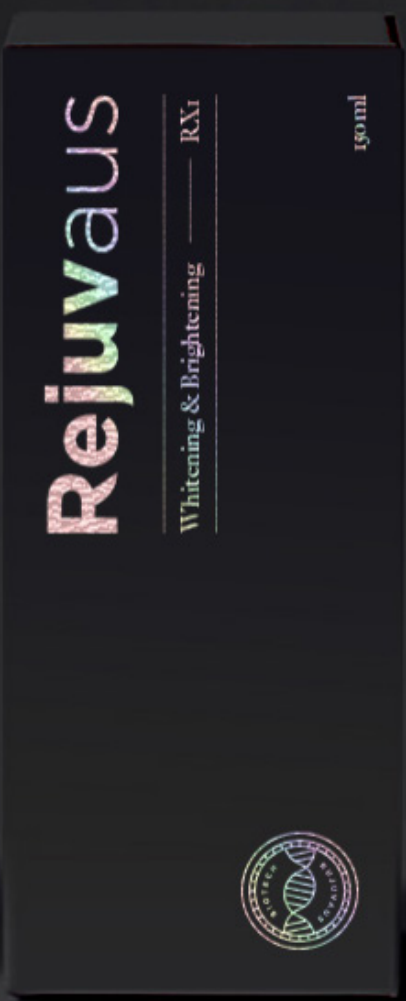
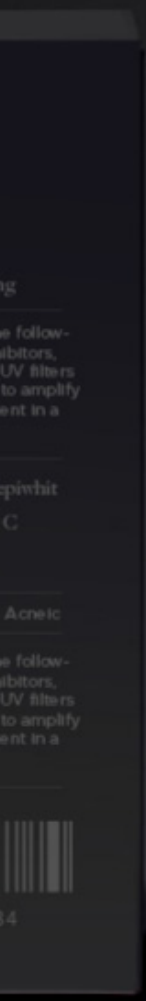
# Rejuvaus

Rejuvenation is a professional medical cosmetic clinic in Australia, established in 2000 by cosmetic physician Dr Garry Cussell. The challenge of this product was to show the brand’s professional and scientific side, while maintaining consistency throughout the entire product range. In order to show the scientific side, designer used bold sans serif font to make the logo stand out.

We used architectural geometric shapes to make the bottle appear simple and stable, and the wall thickness makes it feel shinier. In order to differentiate the packaging, designer used a combination of different colours and icons, along with simple lines to keep the design consistent and to showcase its various functions.

SERVICE	SECTOR
Branding Packaging	FMCG







Rejuvauus



**SUPER YOUTH**  
FINE SKIN LIBERATOR

15 YEARS LEADING AUSTRALIA'S NON-INVASIVE  
MEDICAL AESTHETIC TREATMENTS INDUSTRY



YOUTH IS A STATE OF MIND THAT CANNOT LIVE WITHOUT SCIENCE

# Xcape

---

Xcape is categorically the benchmark in the reality entertainment industry. The aim of this series of advertisements is to introduce this new experience to the public and to entice them to explore and test their problem-solving ability that this business offers.

We decided to choose cross track billboards and bus full-wrap as the advertising platforms to directly and effectively deliver the messages to potential customers. By collaborating with the professionals, we successfully delivered a set of fun, mysterious and adventurous movie-poster looking products.

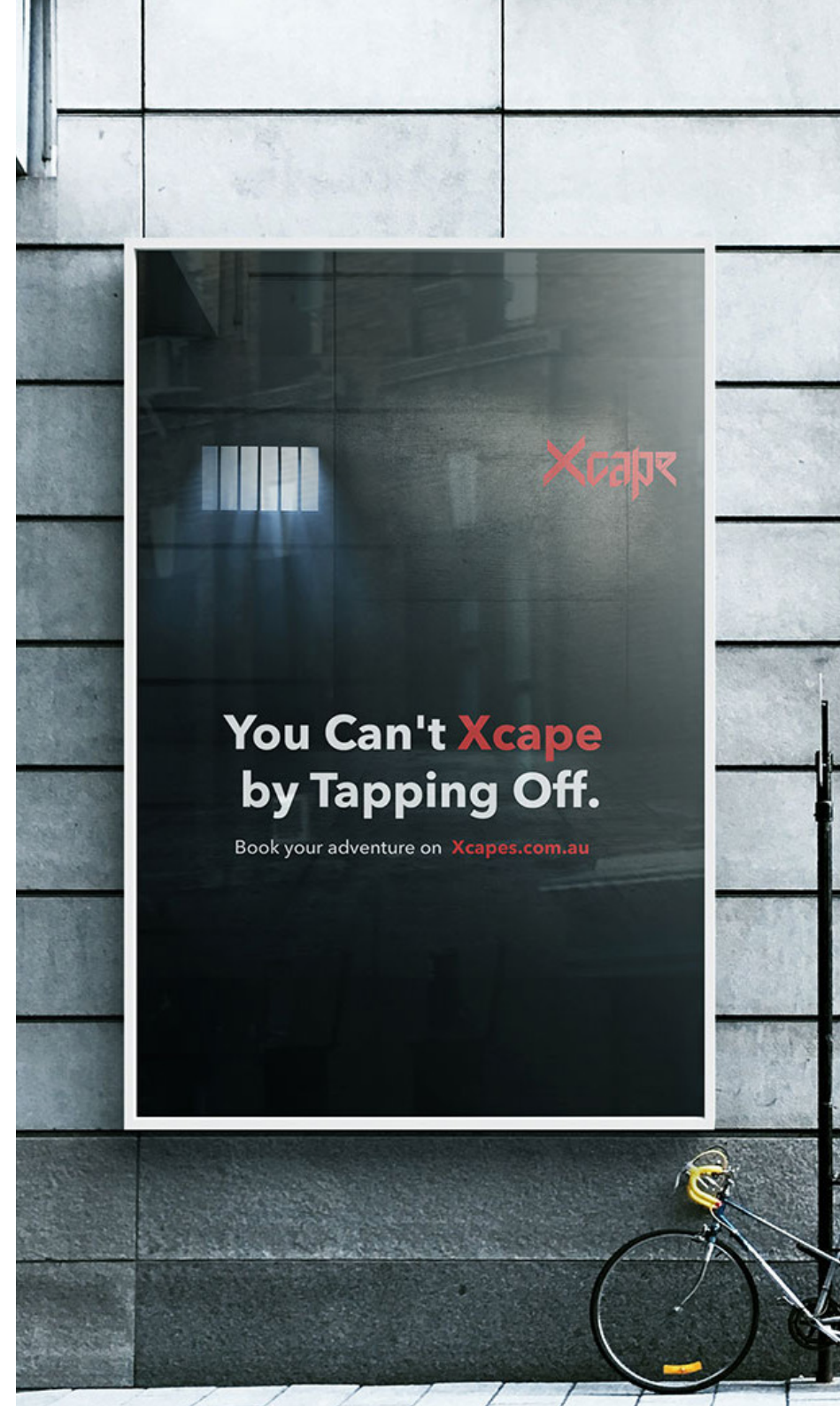
## SERVICE

## SECTOR

---

Advertising

Hospitality





The Xcape logo is located in the top right corner. It features the word "Xcape" in a stylized, red, blocky font. The "X" is particularly large and has a unique shape. The background of the entire advertisement is a dark, industrial-looking space with red laser lines crisscrossing it. In the center, a man and a woman are in dynamic, action-oriented poses. The man is standing and leaning forward, while the woman is crouching. Above them, a light fixture with five vertical bars is visible. The overall mood is mysterious and thrilling.

# You Can't Xcape by Tapping Off.


The Ultimate Reality Room Escape  
Experience in Sydney.

Book your adventure on [Xcapes.com.au](https://xcapes.com.au)

18 Queen St, Chippendale, NSW 2008



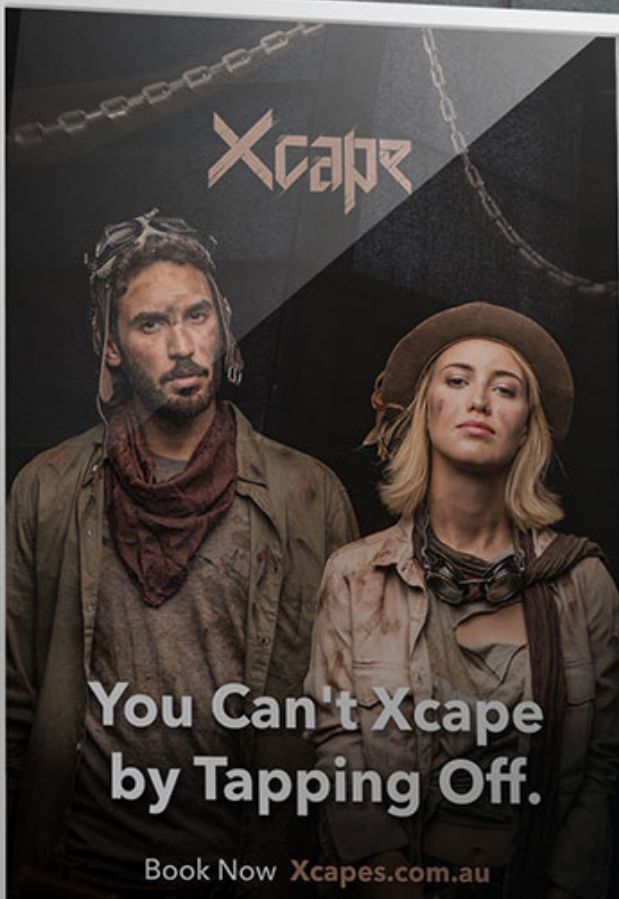
**Xcape**



**You Can't Xcape  
by Tapping Off.**

Book Now [Xcapes.com.au](https://xcapes.com.au)  
The Ultimate Reality Room Escape Experience

**Xcape**



**You Can't Xcape  
by Tapping Off.**

Book Now [Xcapes.com.au](https://xcapes.com.au)  
The Ultimate Reality Room Escape Experience

# Caresence

Caresence is one of Australia's leading natural health brands. The complete branding service includes brand naming, brand design, marketing strategy, brand strategy, and the Nexty team has successfully helped to build an energetic, reliable and memorable brand image throughout the market.

Brand design has helped to establish a unique visual symbol for the brand. The upward moving pattern draws your eye to follow the curving movement; metallic gold and vibrant red implies positivity, improvement and optimism. Eye-catching colours make sure it is easy for customers to locate the product from the shelf and distinguish the product from the crowd.

SERVICE	SECTOR
Branding Packaging Digital	FMCG









# Caresence®



# Rong Reng Tang

Rong Ren Tang Healing Centre's experienced team offers premium services in acupuncture and Chinese medicine. The concept for this particular proposal was "Chinese Ginkgo Biloba Leaf" which has the meaning of health, happiness and good fortune in China. "Yin & Yang", "One & Two", "Split & Joint" these are opposites and harmonious features that can all be seen in this natural ancient creation. We used an illustration to show customers that RongRenTang delivers high-quality goods with natural and authentic ingredients, picked from around the world. A detailed bold logotype was chosen as well as an intricate graphic. We then added a black & white master colour scheme with secondary earthy colours to give the design a sense of warmth and naturalness.

SERVICE	SECTOR
Branding	Retail









# Dulcetmoon

---

Dulcet's located in Burwood Sydney, its philosophies is to infuse on all the perfect ingredients, capturing the authentic and irresistible flavours that people crave for. Their creations use the traditional way, and strives to bring to their customers the beauty and essence contained in nature.

The Moon cakes are not just about satisfying our taste buds - it is more likely to be a symbol of yearning and love. The 'Jade Rabbit', the main character in the famous Chinese Mid-Autumn story, is the concept for the illustration. Children are told that the Jade Rabbit is on the moon with Chang'e (The moon lady).

---

## SERVICE

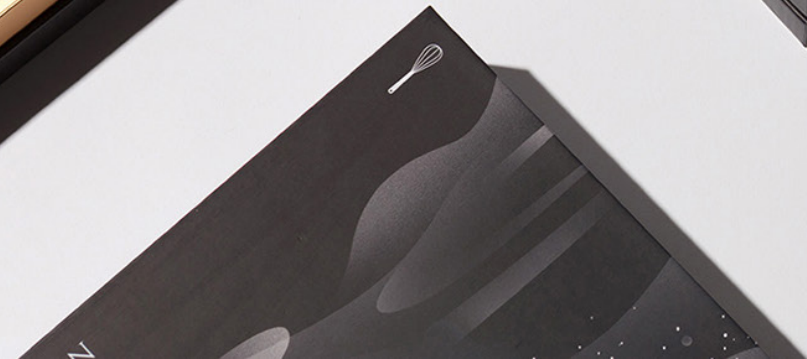
Packaging

## SECTOR

Retail















## Avene

---

Avène Australia announced Nexty as the multicultural creative and marketing agency, hoping to draw support from the team's experience in content marketing, professional copywriting and professional visual communication abilities, revamping their existing WeChat performance in presentation and communication. Nexty set about to create an account that can work with brand's concept, support to elevate the brand image, promote the existing products and new product information to the target audience of the social platform, and to promote product sales, thus strengthen the brand in the industry's leading position.

---

### SERVICE

### SECTOR

Advertising

FMCG





阳 / 光 / 下 / 的 / 事 / 物 / 更 / 美 / 好  
但紫外线却常常对肌肤造成伤害，  
安全的享受阳光，  
从了解晒伤原理开始：

UVB

### 黑色素制造者 杀伤力快速且强大

3天就让肌肤表面发红、灼伤、变黑。  
长期接触，更会导致肌肤老化与癌变，  
破坏免疫系统，并引发皮肤感染。

UVA

### 穿透力强 造成深层破坏

引发光敏感反应与光致老化，  
引起皮肤病变。  
据科学发现，超过90%的UV紫外线  
可穿透云层与窗户，伤害肌肤。

tips



01.  
避免在暴晒时期外出（10am-2pm）



02.  
穿着防晒衣物（T恤，墨镜，帽子等）



03.  
宝宝和儿童尽量避免阳光直接照射



04.  
按时重复涂抹防晒霜

### 6步自查 皮肤健康状态

step

1



对着镜子举起手臂，检查身体  
前后与两侧 ☒

step



### 超强防晒保护 高耐光 & 强防水

全新

SPF 50<sup>+</sup>

适用于

- 高度光敏感肌肤
- 易晒伤肌肤
- 暴露在阳光下的肌肤
- 各类型敏感肌肤



雅漾清爽倍护  
温和面部防晒乳 50ml  
Face Sunscreen Emulsion SPF 50+

全新



妆前防晒乳的绝佳选择 -  
拒绝刷墙式泛白

不油腻，清爽质地减少油光  
滋润保湿  
极易涂抹推开，抹后不泛白  
不添加对羟基苯甲酸酯

雅漾清爽倍护  
温和面部&身体防晒乳 100ml  
Face & Body Sunscreen Lotion SPF 50+

### 这么使用 最机智划算哦

提 / 前 / 20 / 分 / 钟 / 涂 / 抹  
太阳下防晒功效最大



面部防晒乳

按压7次，  
在脸蛋和脖子形成完美  
防晒保护膜

直到有天，我遇见了  
雅漾派来的  
5位阳光小天使  
从此治愈了我的敏感肌夏日综合症！

防晒小天使--  
给敏感肌最强防晒呵护

全新雅漾清爽倍护防晒乳系列

- 光敏感防护配方  
三重防护系统，有效阻隔UVB和UVA
- 让任何敏感肌享受零负担防晒！
  - 高耐光，有效防水40分钟！
  - 清爽质地，极易涂抹！

SPF50+

随行小天使--  
随时随地缓解夏日肌肤压力  
“大喷”在手，天下我有！

雅漾舒缓活泉水喷雾

- 随手一喷，  
让任何肌肤随时随地元气满满！
- 天然泉水，低矿物含量。
  - 舒缓补水，增强肌肤耐受性。
  - 想怎么用，就怎么用！

知道吗？  
在澳洲，“怕变黑”可能是  
涂防晒霜最不重要的理由

蓝天，大海，森林，沙滩，  
这里有着世界上最多姿多彩的户外生活方式，  
一不小心，就会被阳光宠坏。

但正因如此，  
澳大利亚也是黑色素瘤发病率最高的国家。  
UVB和UVA不仅让娇嫩的皮肤变黑晒伤与衰老，  
更会导致细胞产生病变。  
据统计，每三个澳洲人，  
就有一位在Ta的一生中被诊断出皮肤癌。

在澳洲，  
皮肤癌占每年新增  
癌症病例的80%，  
大多数病因都为暴露  
在阳光下导致。

#SUNSHINE

“  
平均在每个晴朗的周末，  
8位澳洲成年人中，  
就有1位被晒伤”  
”

即使在凉爽的阴天，  
紫外线依旧持续对  
皮肤细胞造成伤害，  
并提高患皮肤癌的风险。

决战南半球“黑”势力，  
一起解锁今夏敏感肌防晒新招式！

急救小天使--  
晒后修红消肿法宝

雅漾舒缓保湿面膜

高浓度活泉水精华  
迅速进行深层补水修护，  
令肌肤顷刻间恢复最优水和状态。

- 缓解晒后灼热感
- 告别面部红肿刺痛

清洁小天使--  
晒后死皮大扫除

雅漾去角质净果磨砂凝胶

特别针对敏感肌设计  
的柔和磨砂凝胶

- 用包裹着保湿膜的超细去角质微粒，温和  
彻底的清洁暴晒后的死皮。
- 防止毛孔堵塞起痘，让肌肤滑嫩嫩。
- 一周使用1-2次。

能量小天使--  
给肌肤满满的水润光泽  
活泉能量瓶

雅漾恒润保湿凝胶

彻底摆脱高温下的敏感干燥，  
在夏天也拥有水润通透肌！

- 水凝胶质地开启深层水循环，滋润轻盈



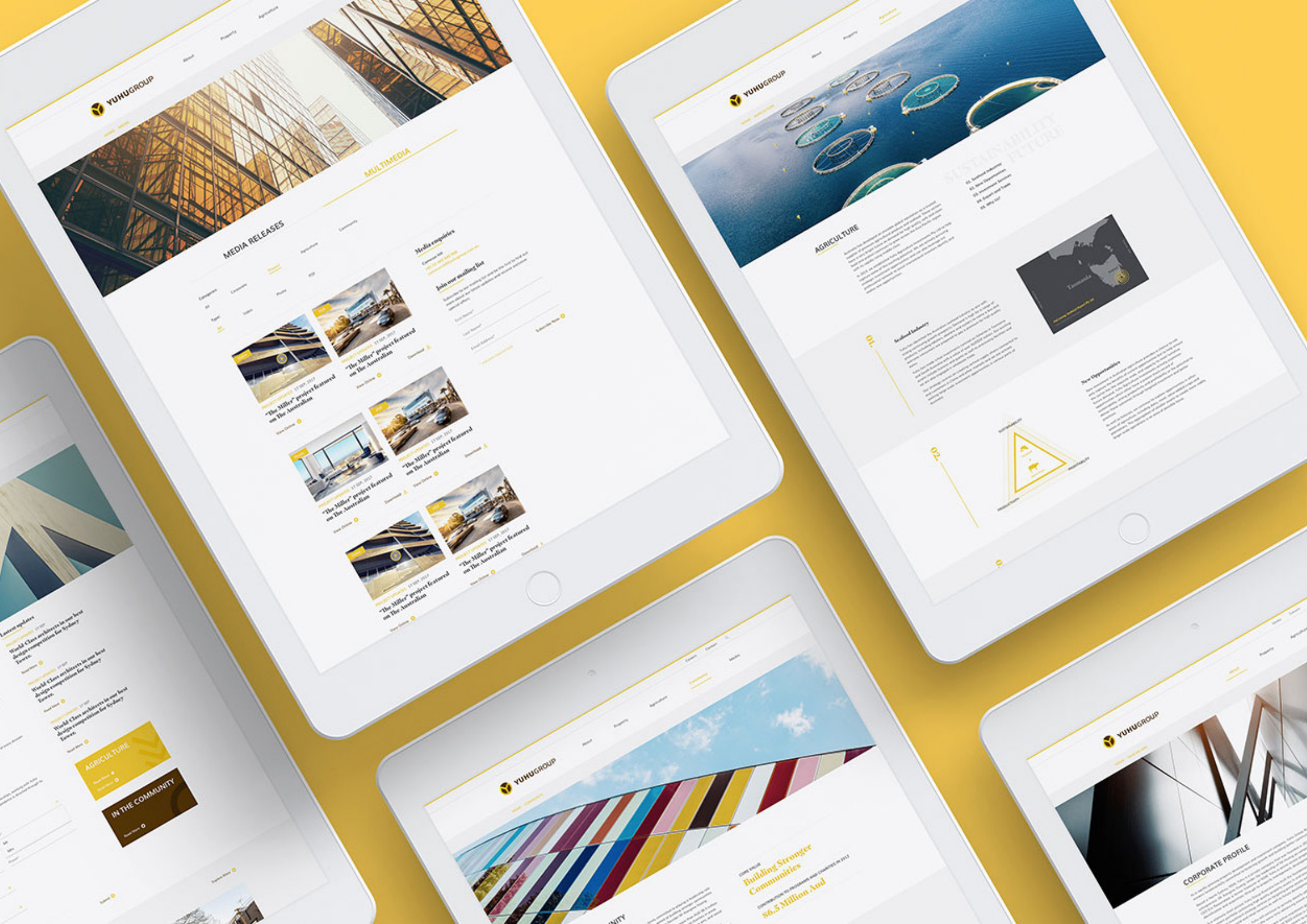
# Yuhu Group Australia

---

Based in North Sydney, our client Yuhu Group Australia has quickly built up an impressive property portfolio in the vicinity of Sydney's CBD since its establishment in 2012. Nexty produced a brand new set of four deconstruction conceptual minimalism patterns for the brochure design. With text blocks and professional photographs flexibly laid out in an elaborately designed grid system, the brochure delivered a professional image with the view to express the company's innovative and creative corporate culture.

SERVICE	SECTOR
Branding	Real Estate
Digital	
Property Marketing	





Home  
Property  
Agriculture

## MULTIMEDIA

### MEDIA RELEASES

Categories: All, Media, Property, Agriculture



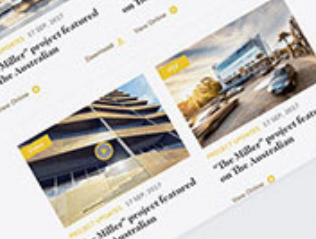
**"The Miller" project featured on The Australian**

View Details



**"The Miller" project featured on The Australian**

View Details



**"The Miller" project featured on The Australian**

View Details

### Media enquiries

Contact us

02 9555 1234

media@yuhugroup.com.au

Join our mailing list

Subscribe to our mailing list and stay up to date with the latest news and updates.

First Name \*

Last Name \*

Email Address \*

Subscribe Now



## AGRICULTURE

Yuhugroup has developed a sustainable aquaculture system that allows for the production of high-quality seafood in a controlled environment. This system is designed to be scalable and can be adapted to various types of seafood production.

### 01. Aquaculture Industry

The aquaculture industry is a rapidly growing sector that is expected to continue to grow in the coming years. This is due to the increasing demand for seafood and the need for sustainable production methods.

### 02. Sustainability



### New Developments

Yuhugroup is currently developing a new aquaculture system that is designed to be even more sustainable and efficient than our current system. This new system is expected to be completed in the near future.



Home  
Property  
Agriculture

**Building Stronger Communities**  
Contributions to community development in 2012  
\$6.5 Million AUD



## CORPORATE PROFILE

Yuhugroup is a leading provider of sustainable aquaculture solutions. We are committed to providing high-quality seafood to our customers while also protecting the environment and supporting local communities.



# 03

## Our Portfolio





# BFJ

---

BFJ is a financial trading company involved in financial market research, transaction analysis, risk management and fund management. The goal is to re-establish the brand's public image according to its market positioning, and BFJ collaborated with Nexty for its new branding. Nexty wanted to express the "lucky", "beautiful" and other symbols relating to an aurora. Its continuous "changes", "opportunities" and other qualities correlate well with the financial market. Another influencing factor taken into account was that the founder lived and studied in the Nordic region. By integrating the concept into the brand's logo, its association and recollection could be enhanced. The colour combination of blue and green brings to the forefront the features of the financial market, as well as the imaginative visual expression.

## SERVICE

## SECTOR

---

Branding

Finance

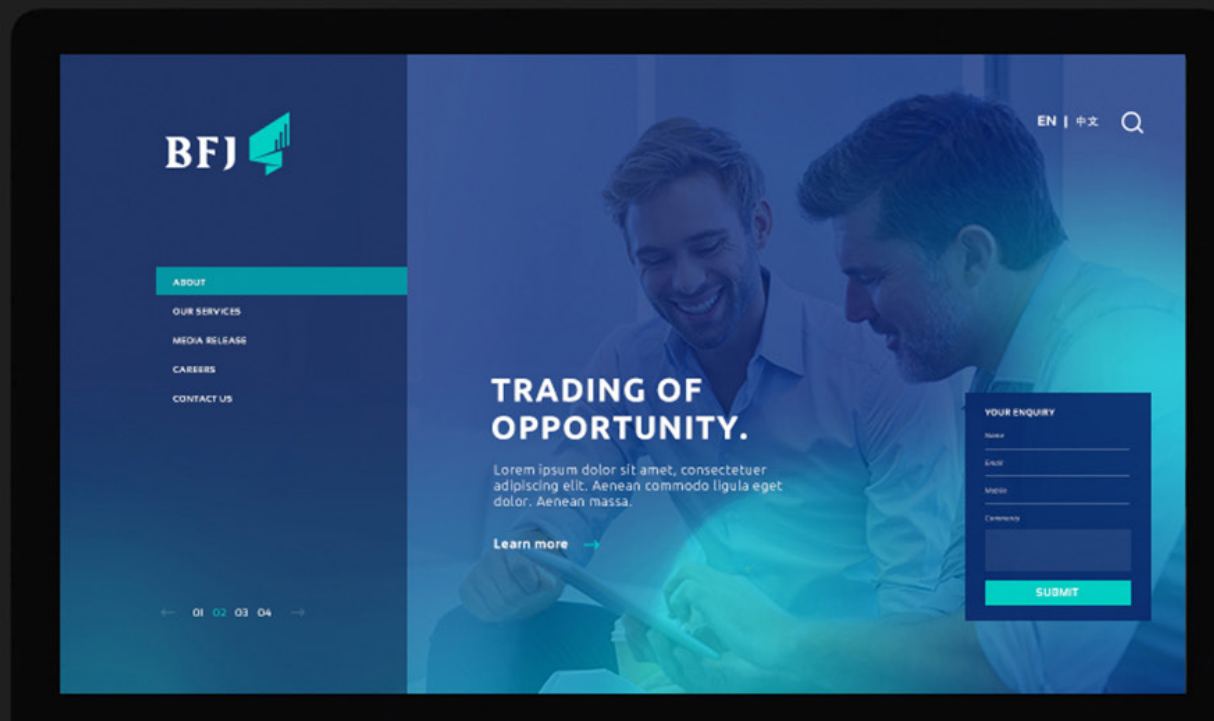




## TRADING OF OPPORTUNITY.







# BHL

---

Main business of BHL includes real estate development and investment, pension housing investment and fund management. By understanding the design brief and the company's background. The logo design was modelled on the concept of "connection". An arc was created between letters to represent the inspiration of "cooperation", "achievement" and "unlimited future". It also emphasise that the enterprise connects China and Australia, working closely with their clients for a brighter future. It articulates company's new vision and represents the exclusive and prestigious nature of the brand. The team also considered the continuity of the design and its brand recognition, and designed an arc-shaped graphic matching the logo for the brand to increase the design's diversity and its recognition.

## SERVICE

Branding

## SECTOR

Real Estate

The logo for BHL is displayed in a bold, italicized, white sans-serif font. A thick, yellow-to-white gradient arc connects the letter 'H' to the letter 'L', symbolizing a connection or bridge. The logo is set against a dark, textured background that resembles a night sky or a close-up of a rugged surface.





**BHL**

Today.  
Tomorrow.  
Together.

**BHL**

+61 9980 9909  
209/2 Martin Place,  
Sydney NSW 2000

**BHL**

+61 9980 9909  
209/2 Martin Place,  
Sydney NSW 2000

bhlgroup.com.au







# Wiser

---

Wiser Group is a brand-new start-up property agency based in Sydney, Australia. Wiser has rich exposure both in the local and Chinese property markets. Our challenge for designing a unique logo was to create an icon that reflects the firm's commitment to the local real estate industry. The new logo needed a visual style that was classical and localised. In this case, it was inspired by building structures. Utilising the inner shape of concrete buildings, it represents the business of Wiser Group. Additionally, the sans serif font can improve the visual effect of the logo, making it look more contemporary and focussed. The colour palette is combined with black, white and gold; these tones represent the sophisticated style of Wiser Group.

## SERVICE

Branding  
Property Marketing

## SECTOR

Real Estate









# Jade Marketing

---

The intersection of the logo's shape and the line represents the connection and communication between customers and Jade Marketing, as well as the meticulous spirit and the professional service.

The brand's colours are mainly blue-green and gold, which emphasizes high-end service. In addition, the blue-green represents jade and calmness, while gold signifies high-end quality. The two-tone phase contrasts the brand's unique beauty and style.

SERVICE

SECTOR

Branding

Media







**JESSIE WANG**  
Managing Director

0404328867 wang@jademarketing.com.au  
Ground Floor, 105 Reservoir St, Surry Hills, NSW 2010  
www.jademarketing.com.au

J A D E





# Life of Chi

---

Life Of Chi works on many levels and captures the life force energy that comes from consuming the traditional Chaoshan hotpot. The logo design starts with minimalist geometric shapes. The concept was to surround the furnace, and the text around geometric shapes, circles, and squares, symbolising customers drinking around a table. The combination of the line and surface coincides with the interior decoration structure. A circle with square makes richer changes as supporting graphics through different variations and combinations. The overall design demonstrates the restaurant's Zen through changes in structure and deconstruction.

## SERVICE

Branding

## SECTOR

Hospitality











## Noodle Soup

---

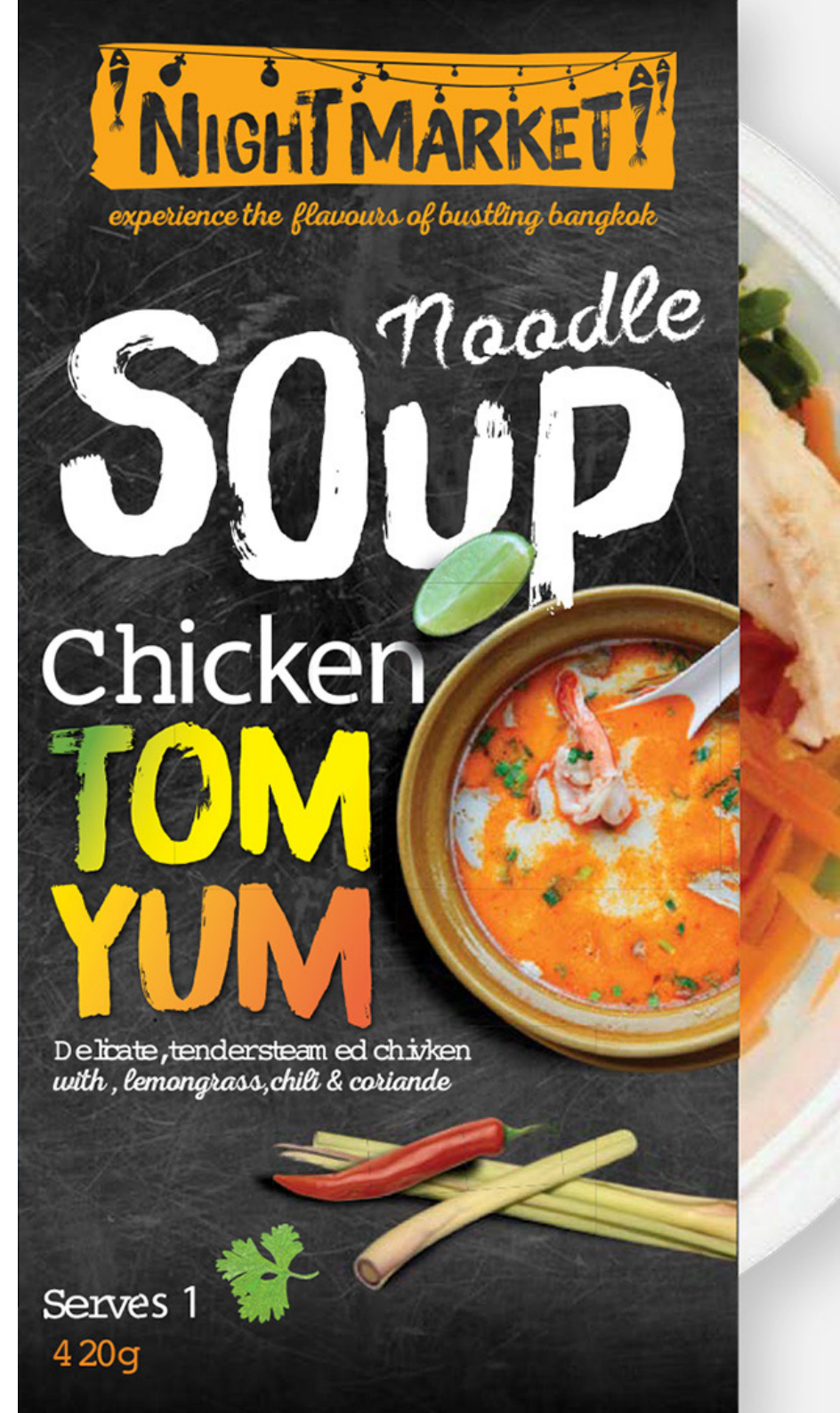
Noodle Soup features traditional Asian flavour, along with the well-prepared fresh vegetables and sauce, providing a convenient, healthy and fresh Asian cuisine to local customers. The round food sticker on the top keeps the visual consistency with the containers, creating an instant food that attract customers to purchase. Considering the product might be displayed on various heights on the shelves in the supermarket, we applied the main information on the side of the packaging to facilitate customers to identify the brand. The typeface, colour and background pattern are well designed and arranged to demonstrate an authentic and lively Asian feelings.

SERVICE

SECTOR

Branding

FMCG





**NIGHT MARKET**

*experience the flavours of bustling bangkok*

# Noodle SOUP

Chicken

**TOM  
YUM**

*Delicate, tender steamed chicken  
with lemongrass, chili & coriander*

Serves 1  
420g

**NIGHT MARKET**

*experience the flavours of bustling bangkok*

# Noodle SOUP

Prawn

**DUMPLING**

*Delicate,  
tender steamed dumplings  
filled with prawns, bamboo  
shoots & spring onion.*

Serves 1  
420g







THANK YOU THANK YOU