

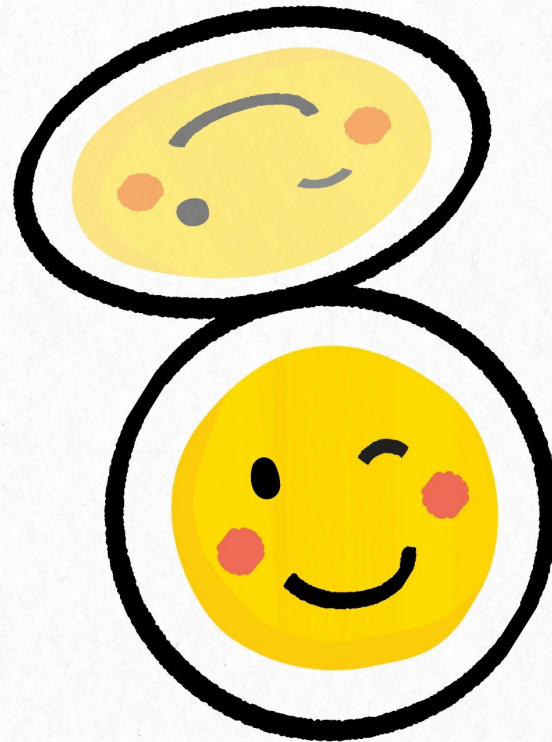
Year of  
**Smile**  
**MAKE 2😊23**

*To put a Smile on our customers' faces  
today and tomorrow 😊*

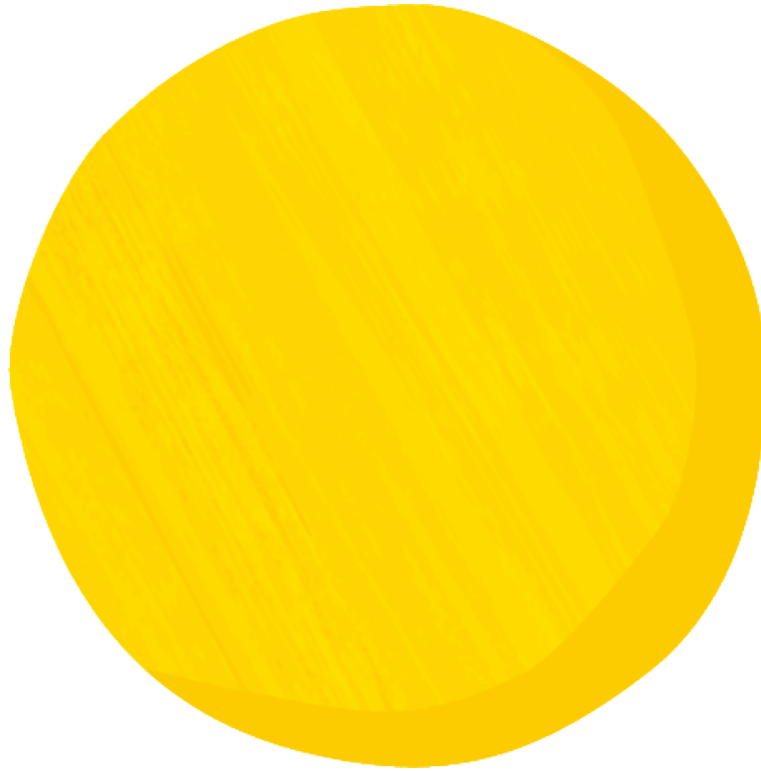


Year of  
**Smile**  
MAKE 2023

A.S. Watson Group



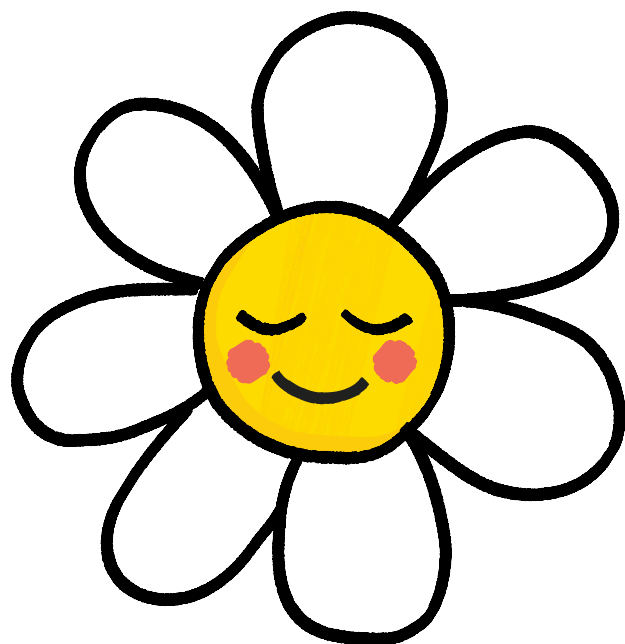
THERE IS  
ALWAYS  
A REASON  
TO  
**Smile.**  
FIND IT!



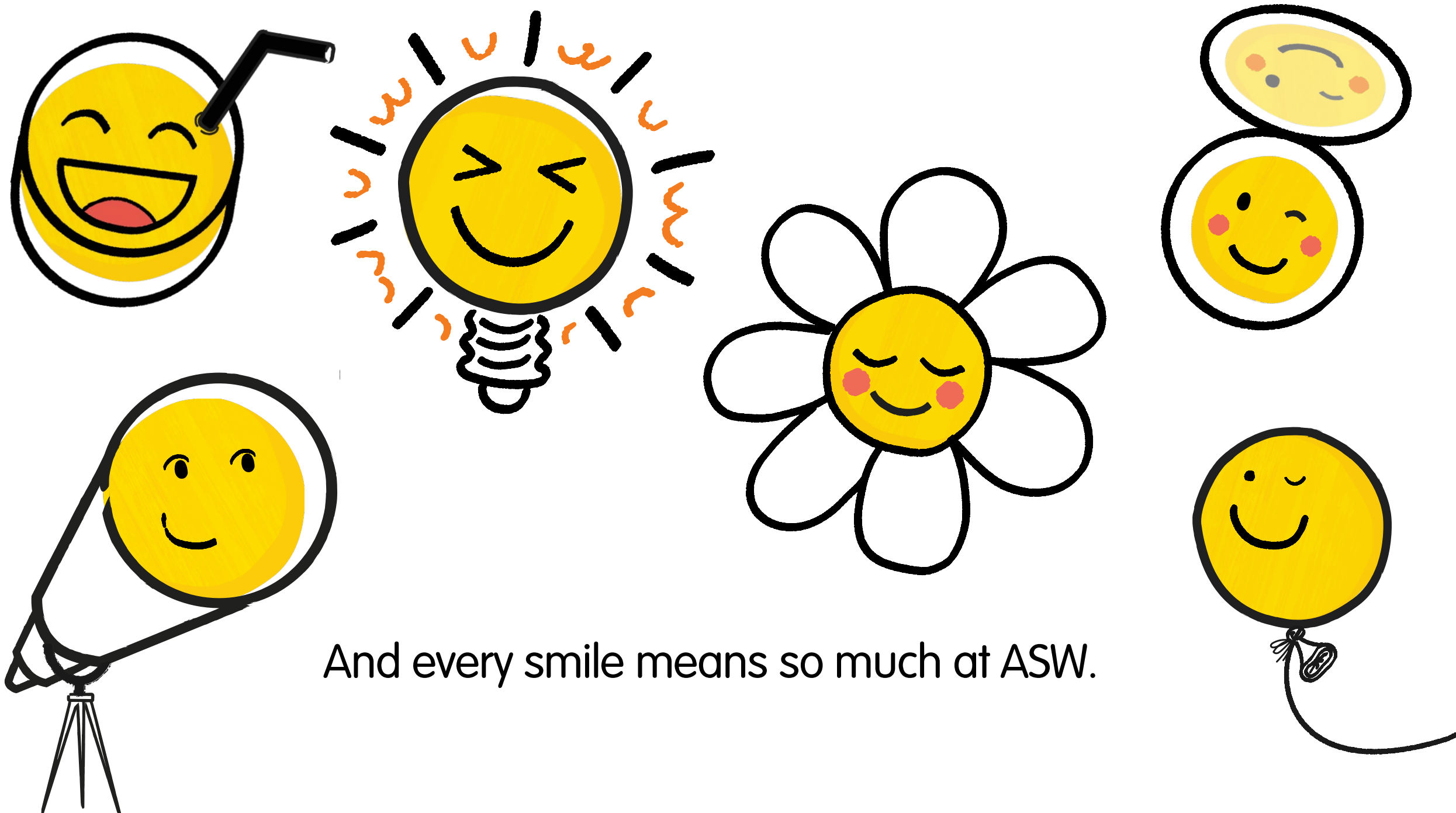
The feeling of joy and positivity is like a ball of sunshine



spontaneously expressed through a simple smile.



It's an instinct that can lead to smiles everywhere.



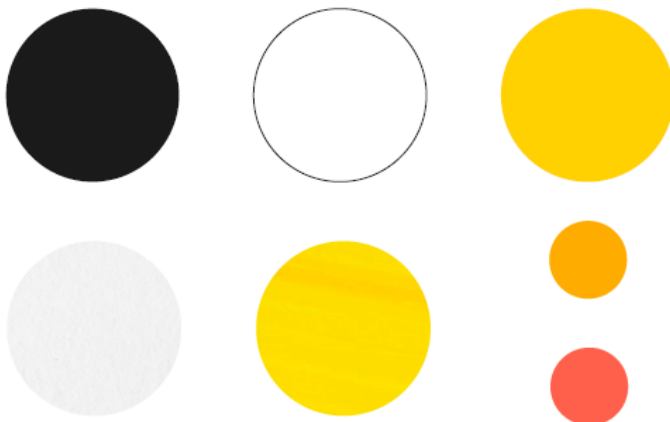
And every smile means so much at ASW.



## Logo(s)

Year of  
**Smile**  
**MAKE 2😊23**

## Colour/texture palette



## Typography

Hand drawn style 01

*Smile!*

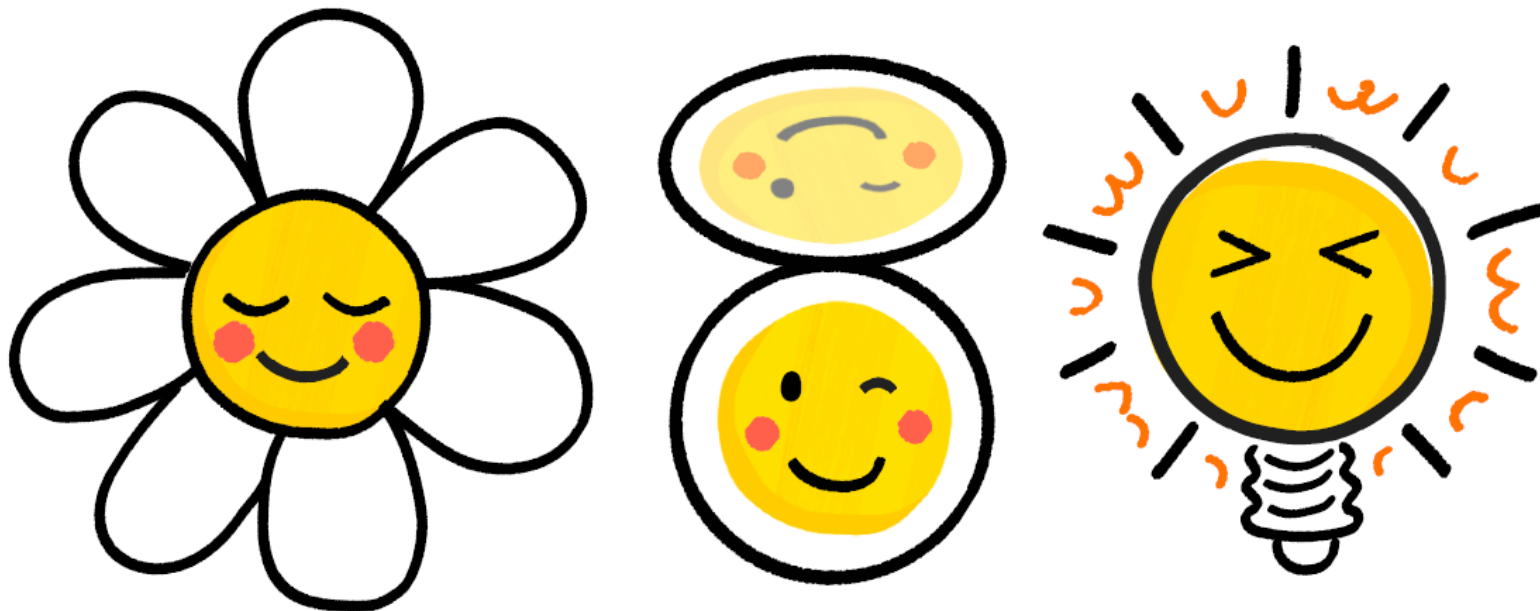
Hand drawn style 02

**SMILE**

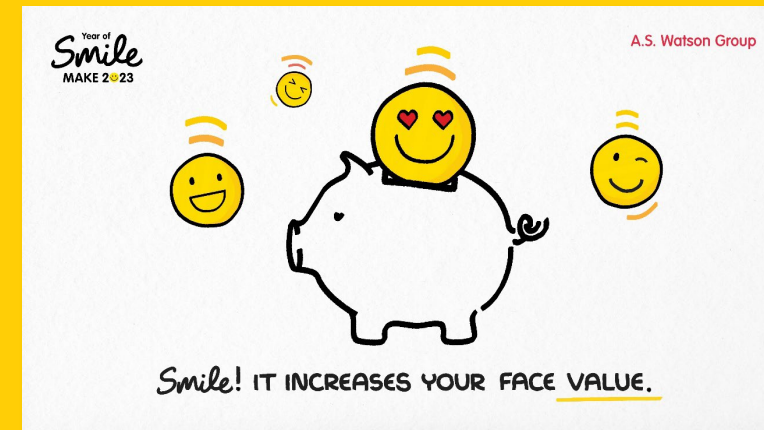
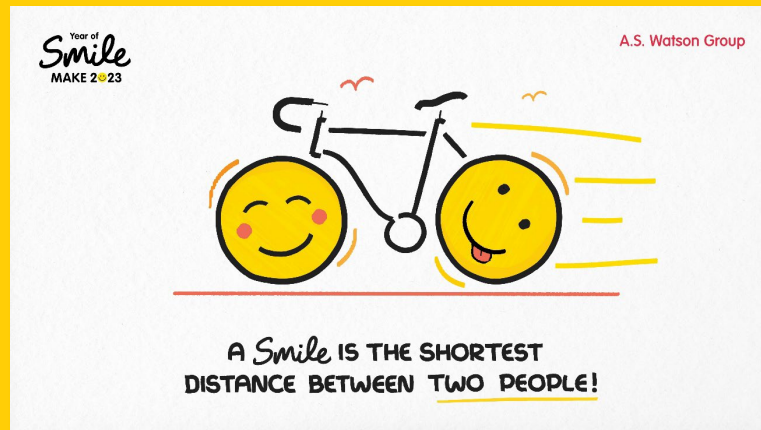
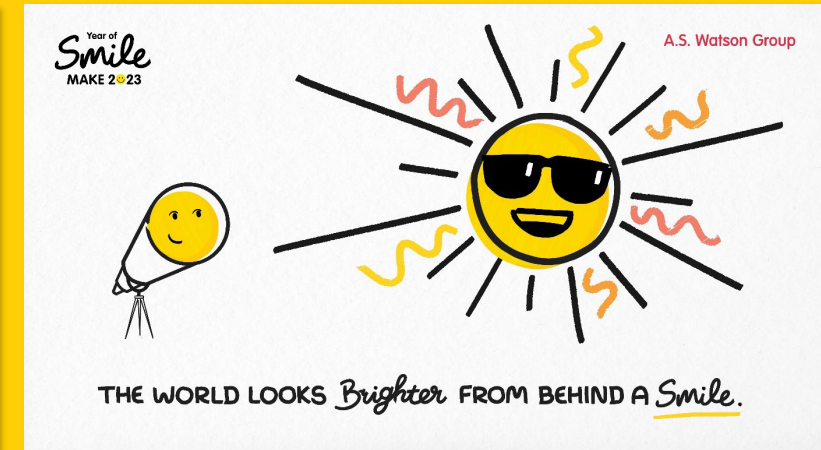
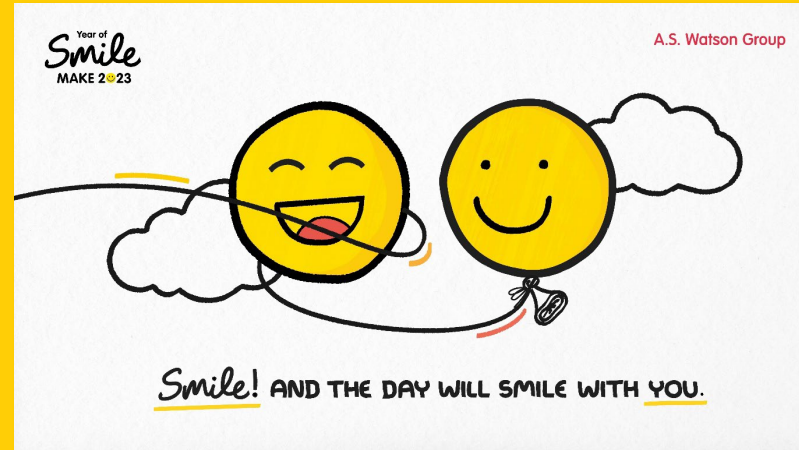
VAG rounded

**smile**

## Illustration style

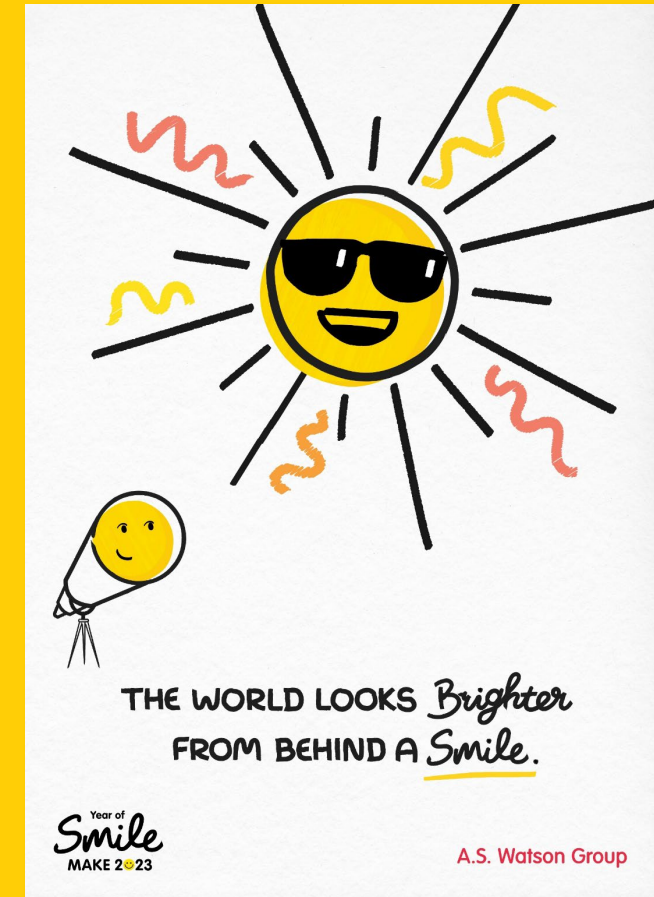
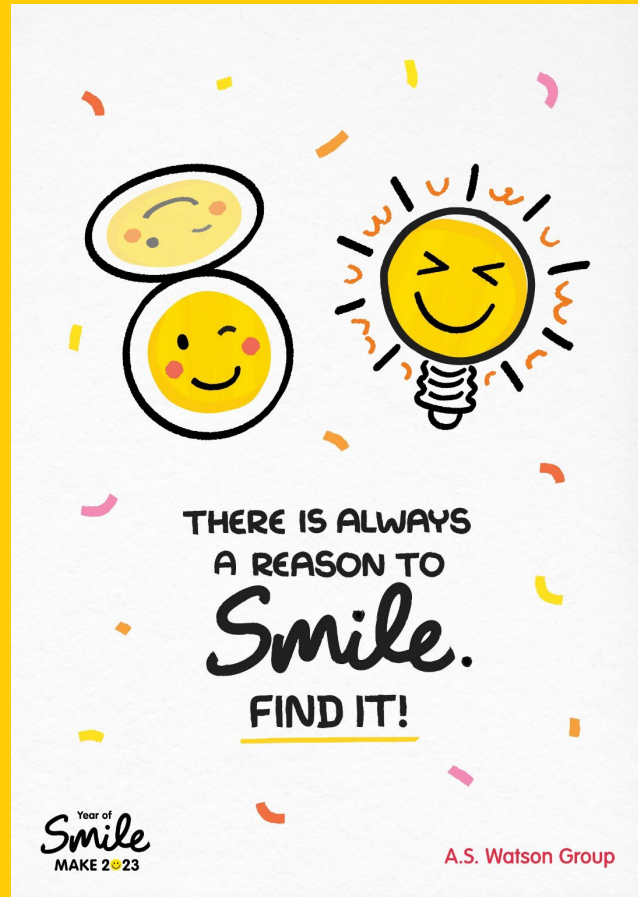


# Key Visuals (Landscape)





# Key Visuals (Portrait)



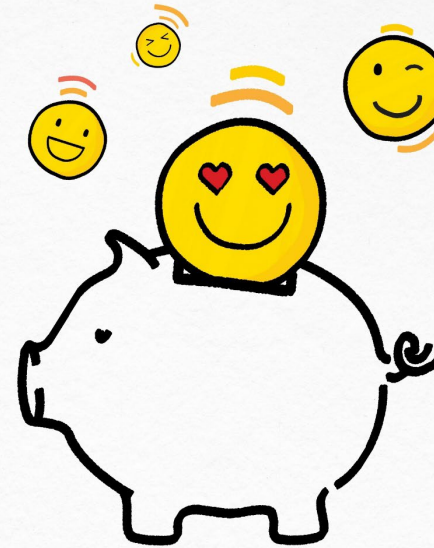
# Key Visuals (Portrait)



A *Smile* IS THE  
SHORTEST DISTANCE  
BETWEEN TWO PEOPLE!

Year of  
*Smile*  
MAKE 2023

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*Smile!* IT INCREASES  
YOUR FACE VALUE.

Year of  
*Smile*  
MAKE 2023

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# Brand Adaptation Examples

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# Brand Adaptation Examples

A.S. Watson Group





# Applications

Tote Bag



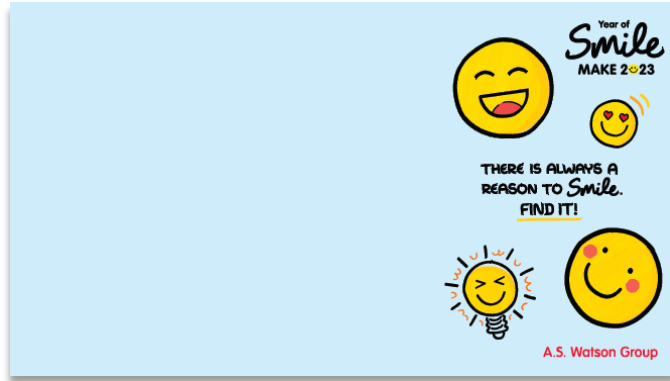
Post Cards



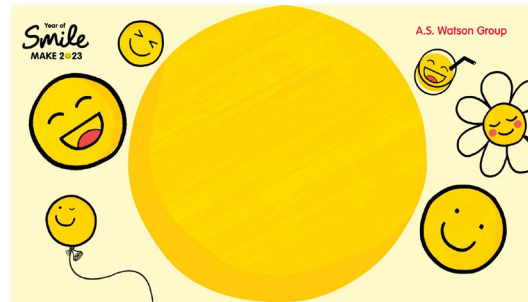
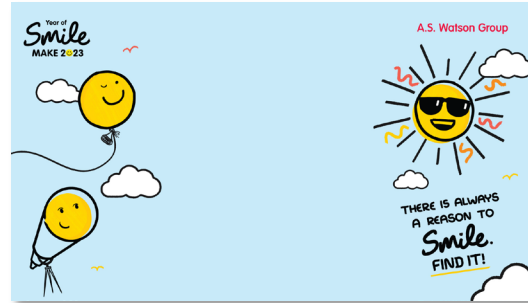
# Applications

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Desktop Wallpaper



Zoom Background



Keychain, Post-it Notes, Marker



# Applications

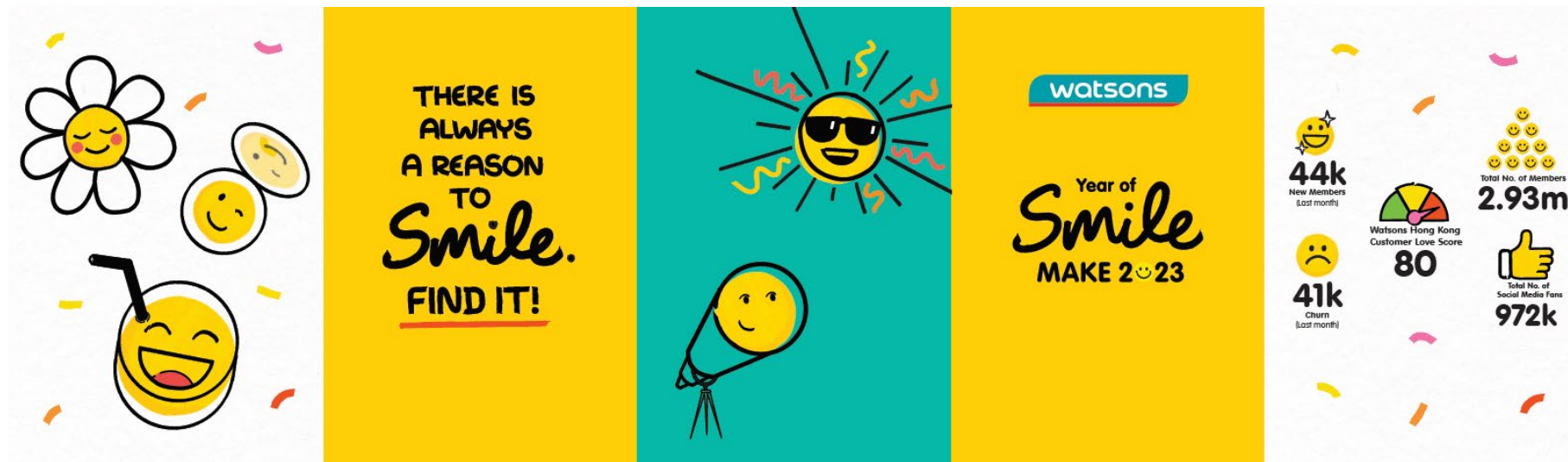
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## Customer Wall

Option 1



Option 2



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*Smile*  
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