

Employer brand guidelines
Version 1.0

A.S. Watson Group



These guidelines define the A.S. Watson employer brand. They are here to help us maintain consistency across our international markets.

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Why 'Employer' Brand?

This brand establishes a market position for A.S. Watson as a great place to work and an award-winning retailer, across both Hong Kong and Europe.

Where does this brand live?

The A.S. Watson Employer Brand is only to be used for Group-level communications. Any retail business units such as Superdrug or Watsons will continue to use their own branding for their employer brand communications, working with the HR teams on a case-by-case basis regarding alignment with our Employer Brand.

Examples:

- Superdrug is to use a Superdrug advert to recruit new store staff
- Watsons is to use a Watsons advert to recruit for a warehouse manager
- A.S. Watson would use the new employer branding to recruit an Accountant to join the team at Hutchison House

Our Employer Brand idea

Be part of more

‘Be part of more’ is the idea that lies at the heart of our Employer Brand.

You will see it as a strapline at the foot of all our communications – such as recruitment adverts – a reminder that working for A.S. Watson is a way to participate in something that means more than just a job.

As you’ll see on the next page in our manifesto, ‘be part of more’ means many things. And we want our current and potential employees to know all about them. So if you’re writing, designing or speaking on behalf of our brand, make sure to bring our idea to life.

N.B The company name and the words ‘Be part of more’ – our global employer brand strapline – should always be seen in English and not translated.

These guidelines show English language communications only.

Our manifesto

More is what we bring to life, every single day. **More** runs in our veins; a passion to go the extra mile for our customers. **More** shows the world we excel at what we do. **More** has set the standard since 1841 – and we've only just begun. **More** is your desire to learn and grow, because your journey means as much as ours. **More** is in our DNA; a natural instinct for teamwork and innovation that unites over 130,000 people. **More** isn't just a job. It's your share in the global success of our brands. **More** goes beyond retail; **more** stands up for our planet. **More** shapes how we think, feel and act; dynamically, productively, with focus and care for each other. **More** is the energy that fuels our success.

Together we're **more** than you can imagine.

Be part of more

Brand guidelines

Brand elements

Colour

Our Employer Brand colour palette consists of the A.S. Watson colours; the core red and five supporting colours.

These colours are used to enhance the energy in our communications and we encourage their use.

As a general rule we avoid using more than one colour per communication. An exception to this rule applies when creating graphs and charts where colour distinction is needed.

Use of black

Where possible we avoid using black as a feature/background colour. Instead we use the A.S. Watson Grey which creates a softer, friendlier impression.

Red

C0 M100 Y81 K4
R227 G24 B54
#e31836

Magenta

C0 M100 Y0 K0
R239 G0 B166
#ef00a6

Purple

C38 M55 Y0 K0
R162 G126 B198
#a27ec6

Grey

C62 M54 Y51 K23
R95 G96 B98
#5f6062

Blue

C85 M19 Y100 K0
R1 G194 B237
#01c2ed

Yellow

C0 48 Y100 K0
R247 G188 B0
#f7bc00

A.S. Watson logo

Our logo is a wordmark that symbolises everything that A.S. Watson means to people. It's simple and open in its design, but powerful in what it represents. Here are a few guidelines to ensure we present our logo in the correct way.

Primary logo (positive)

The primary logo in positive form, consisting of the text "A.S. Watson Group" in a bold, red, sans-serif font.

Primary logo (negative)

The primary logo in negative form, where the text "A.S. Watson Group" is white and set against a solid dark grey rectangular background.

Exclusion zone



Minimum sizes (print + digital)

A.S. Watson Group

Print = 15mm

A.S. Watson Group

Digital = 125px

Our energy patterns

Our energy patterns give our employer brand a unique style, and represent the individual qualities of our people.



They give our brand energy
when used with people
or without.



Pattern introduction

Our energy patterns are a fundamental part of our brand identity. They capture our drive for 'more' in everything we do and signify the unique nature of our people.

The patterns live around imagery of people, around text and, on occasions, stand on their own. When used with imagery of people they always radiate outward, highlighting the chosen subject. This should be done in a way to create energetic and engaging compositions.

We use one of three styles to keep an element of consistency; Shining, Radiating and Expanding. When creating your pattern, please follow one of these three styles.

Shining



Radiating



Expanding

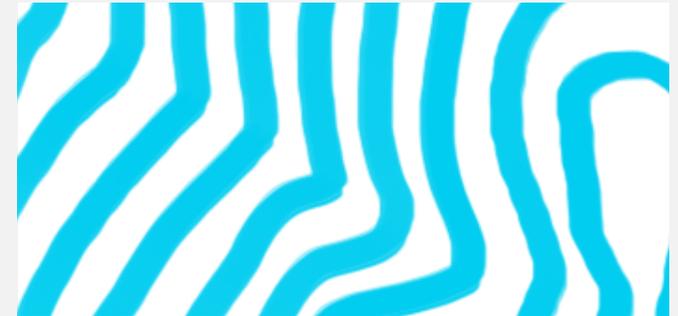
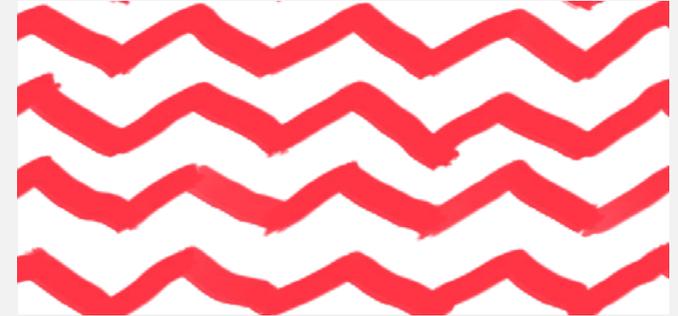


Pattern rules

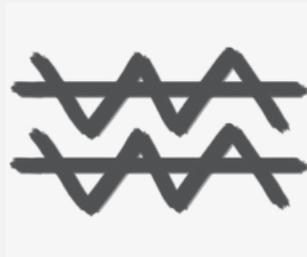
When creating new patterns there are a few simple rules to adhere to. Most importantly, all illustrations are to be made of a single-weighted line, that must never overlap others.

Try to keep the spaces between lines roughly equidistant, whilst maintaining a natural, hand-crafted feel. A few anomalies here and there are fine.

Single line consistency 



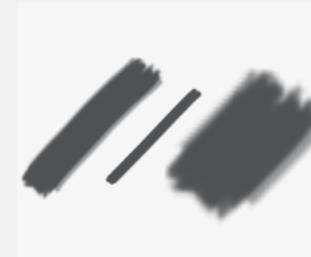
Don'ts 



Never overlap/cross lines



Never draw objects/shapes around images of people



Never use more than one line-weight per illustration

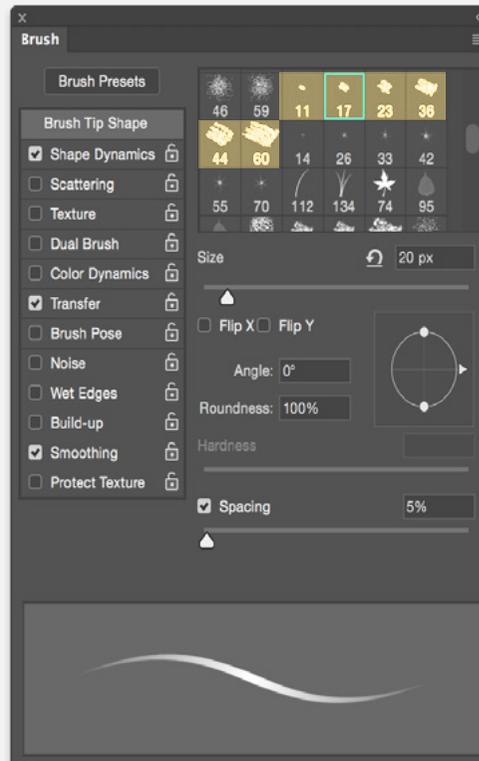


Never create perfectly straight/controlled lines

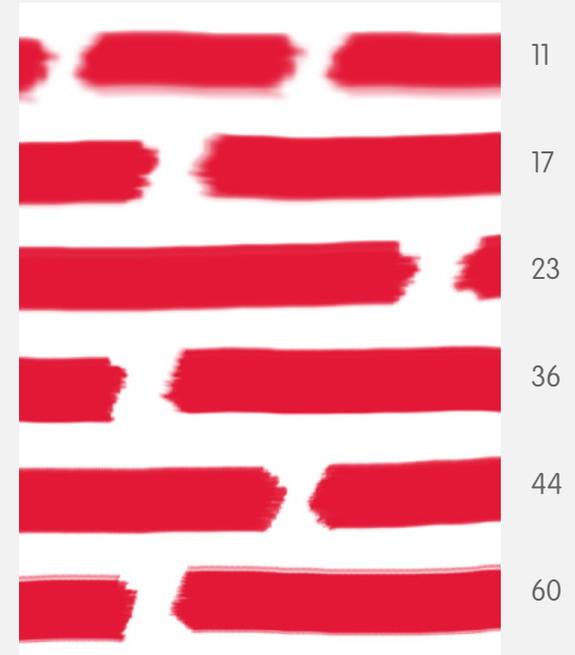
Creating a pattern - settings

We use the chalk range of brushes in Photoshop to create our patterns. This is a standard Photoshop brush, so there's no need to create a bespoke one.

The standard sizes are 11 - 60. These can be scaled up and down but care should be taken to select a suitable size for the resolution you're using.



Chalk brush set highlighted in brush palette in Photoshop



Each of these brushes have been scaled to visually appear the same width. 11 and 17 lack definition, 23 - 60 are good to go.

Photography

We should always use A.S. Watson people in our imagery. These images represent our intention for art direction. The shots show a variety of poses that best suit the individual's personality. They should be natural and relaxed, with group shots having an interesting, informal arrangement.



Typeface

Our typeface is VAG, it should be used in all A.S. Watson communications.

We use two weights – Thin for large headers and body copy and Bold for small titles and highlighted messaging.

We only ever capitalise the first letter of the first word in a title. It is only ever the illustrated version of the word 'more' that is set in all caps.

Digital substitute typeface

In all digital applications where the use of VAG cannot be guaranteed, we recommend using Arial Regular and Bold as a substitute.

VAG - Thin

Abcdefghijklmn
opqrstuvwxyz
0123456789

VAG - Bold

Abcdefghijklmn
opqrstuvwxyz
0123456789

Arial Regular & Bold (System)

Abcdefghijklmn
opqrstuvwxyz
0123456789
Abcdefghijklmn
opqrstuvwxyz
0123456789

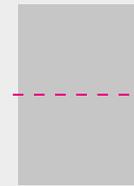
Poster/Advert layouts

We use the proportion of quarters when it comes to creating a layout, depending on orientation and size. Please refer to the illustrations provided.

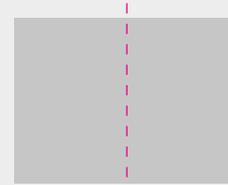
Images should be no less than 50% of the page layout.

Document proportions

For portrait A-sized documents we use a proportion of 1/2 or 1/4 depending on which best suits the format and design.



For landscape A-sized documents we use vertical 1/2 proportion.



Communicating we're retail

We often attract talent from other sectors and therefore it is important they understand what sector we operate in. In all our external communications we must always reference retail in some way. This can be achieved in two ways, through copy or image, it is, of course, not a problem if both copy and image reference retail.

The **copy example** shows how the retail brands we own have been incorporated into the copy. These brands have a strong high street presence and therefore establish A.S. Watson as a retail company. There are other ways this can be done, using the word 'retail' in the copy is another way this association can be achieved.

Where we don't have literal references to retail in our copy we must use our retail iconography imagery as shown in the **imagery example**.

See following page for visual reference.

Please note: This rule is not applicable on internal applications.

Copy example



More than just a job

Chen and her team build staff engagement apps for Watsons, Superdrug, and PARKnSHOP, in markets like **Hong Kong, London and Amsterdam**.

If you're **digitally- and globally-minded**, we're looking for an **International Brand Manager** with an eye for retail trends.

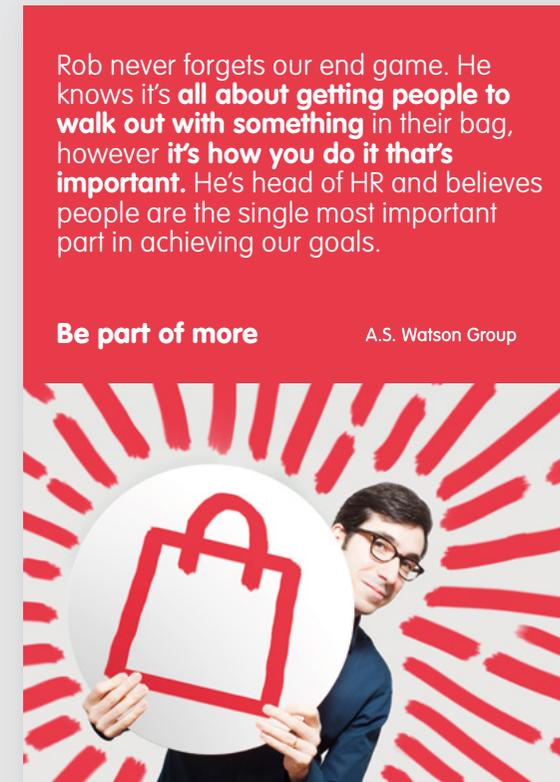
Apply at aswatson.com/bepartofmore

Chen loves the travel. **She gets to experience overseas markets and working cultures.** (It's also good for her international sneaker collection (now up to 211 pairs!))

Be part of more A.S. Watson Group

The advertisement features a woman sitting on a stool against a background of red hand-drawn circles. She is wearing a dark vest over a light blue shirt and dark trousers. The text is white on a red background.

Image example



Rob never forgets our end game. He knows it's **all about getting people to walk out with something** in their bag, however **it's how you do it that's important**. He's head of HR and believes people are the single most important part in achieving our goals.

Be part of more A.S. Watson Group

The advertisement features a man holding a large white circle with a red hand-drawn shopping bag icon inside. He is wearing a dark blue shirt and glasses. The background consists of red hand-drawn radiating lines. The text is white on a red background.

Communicating we're retail

Showing areas of page that signify retail.

The photographs used here are for illustrative purposes only. During production of the Employer Brand's final assets the photoshoot and any models and props will be art directed to ensure that correct proportions are retained.

Copy example



More than just a job

Chen and her team build staff engagement apps for **Watsons, Superdrug, and PARKnSHOP** in markets like **Hong Kong, London and Amsterdam**.

If you're **digitally- and globally-minded**, we're looking for an **International Brand Manager** with an eye for **retail** trends.

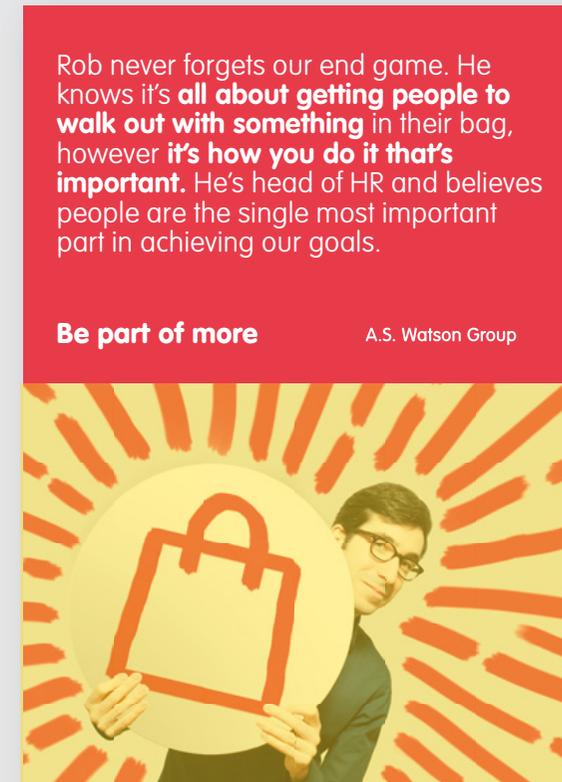
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Be part of more A.S. Watson Group

The advertisement features a woman sitting on a stool against a background of red hand-drawn circles. The text is white on a red background.

Image example



Rob never forgets our end game. He knows it's **all about getting people to walk out with something** in their bag, however **it's how you do it that's important**. He's head of HR and believes people are the single most important part in achieving our goals.

Be part of more A.S. Watson Group

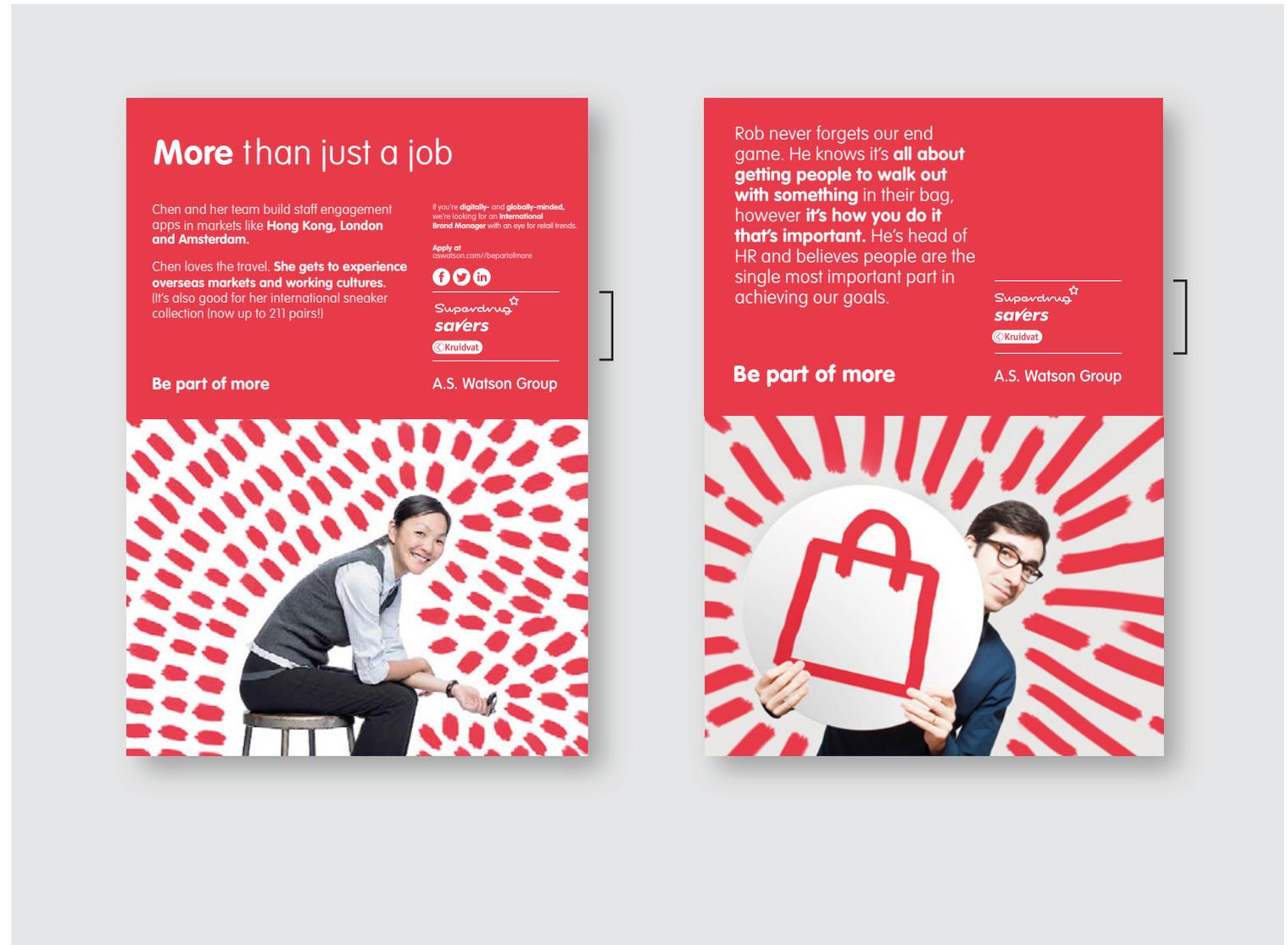
The advertisement features a man holding a large hand-drawn shopping bag icon against a background of red hand-drawn sun rays. The text is white on a red background.



Retail signifier. Please note this is NOT part of the design and should not be included in any designs

Communicating we're retail

In Europe there might be some cases where we need to use our retail brand logos. This will be when they aren't mentioned in the body copy. They should sit above the A.S. Watson logo so that the association can be established.



Type in use

Here are some simple overarching guides that help keep consistency.

We use rules of proportions rather than set font sizes, allowing you to experiment and explore typographic and layout options, whilst remaining on-brand.

Print

When picking font sizes, always use body copy at 50% the pt size of the header. So if the body copy in this example is 12pt, the header would be set in 24pt.

100%

50%

More than just a job

Chen and her team build staff engagement apps for Watsons, Superdrug, and PARKnSHOP, in markets like **Hong Kong, London and Amsterdam.**

If you're **ambitious** and **globally-minded**, we're looking for an **International Brand Manager** with an eye for retail trends.

Apply at aswatson.com//bepartofmore



Chen loves the travel. **She gets to experience overseas markets and working cultures.** (It's also good for her international sneaker collection (now up to 211 pairs!))

Be part of more

A.S. Watson Group

More than just numbers

This is Joel. He joined us in 2015 as a graduate in the finance department. Today, Joel and his team make the **big financial decisions** that keep **Superdrug, Savers and Kruidvat** on top in Europe.

If you have a gift for numbers and a passion for teamwork, we're looking for our next **Financial Graduate Trainee** for Kruidvat – to follow in Joel's footsteps.

Be part of more

Apply at aswatson.com//bepartofmore



A.S. Watson Group

Always leave a space of the x-height of the header font before starting body copy on printed work.

Type in use

Accent words

Here are a few rules about which words to highlight in bold.

Be part of more should always be Bold, wherever it's seen.

The word 'More' should always be Bold when promoting the direct benefits of working for A.S. Watson, so bold more for 'more than just a job' and not for 'more than 211 pairs!'.

In body copy, the basic rule is to highlight the few most important words in that communication, so the reader can glance at the page and gain a quick understanding. So, for instance, in a recruitment advert, you could highlight the words that define the position (eg Human Resources Graduate) and the words that explain why it's 'more' than just a 9-5 job: travel overseas and work in European markets.

Use your judgment on which words to highlight in body copy, and don't highlight more than two or three words or phrases.

More than just a job

Chen and her team build staff engagement apps for Watsons, Superdrug, and PARKnSHOP, in markets like **Hong Kong, London and Amsterdam.**

Chen loves the travel. She gets to experience overseas markets and working cultures. It's also good for her international sneaker collection (now more than 211 pairs!)

If you're **digitally- and globally-minded** and like to travel with work, we're looking for an **International Brand Manager for Kruidvat**. [Click here](#) and let's talk.

A.S. Watson Group
Be part of more

Our strapline

'Be part of more' is our strapline. But more than that, it's the idea that drives our Employer Brand.

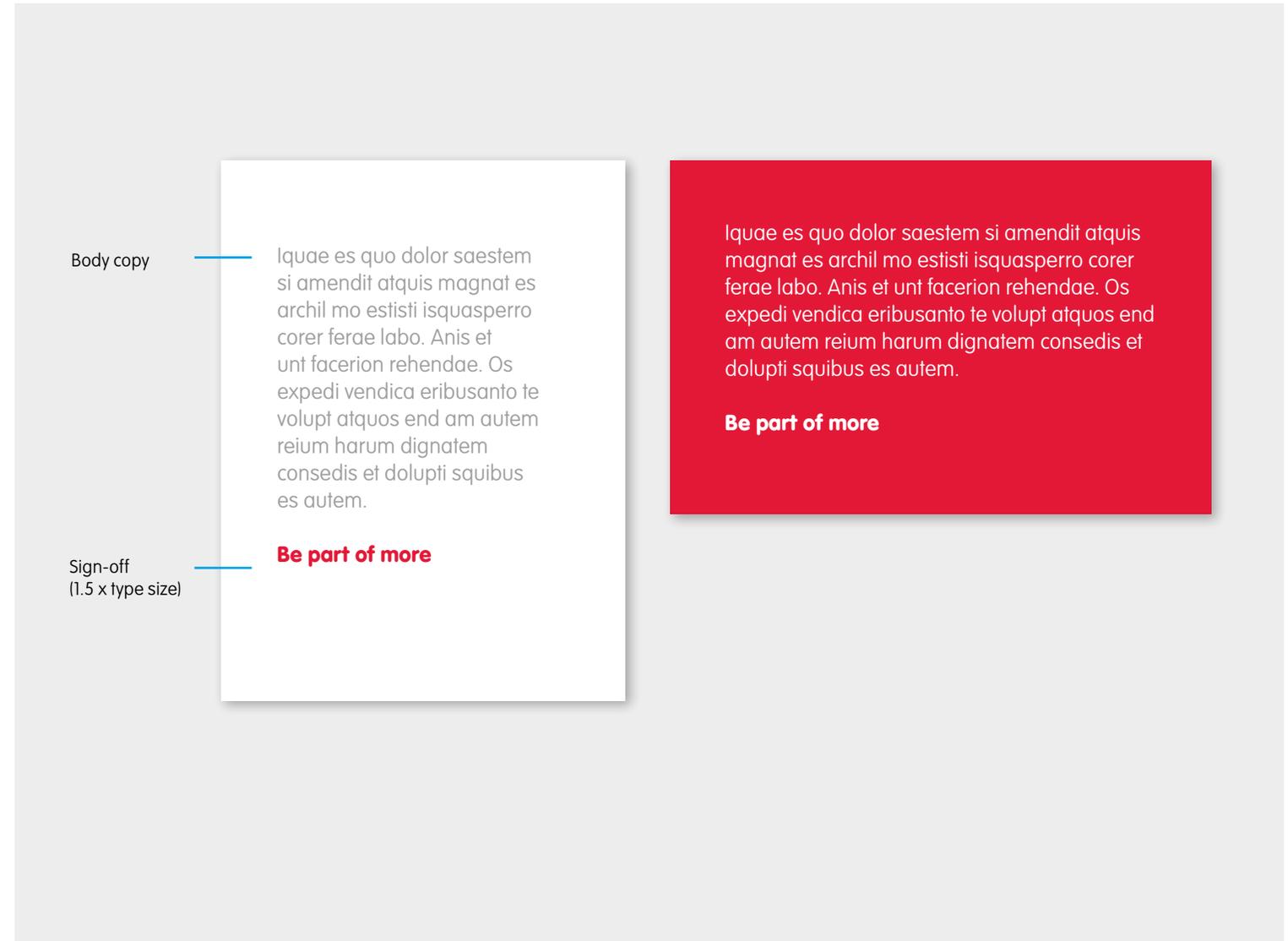
So, every element we use on the page should bring this idea to life.

We're trying to attract the best talent to come and join us. Through copy we can show the scale, modernity and openness of our organisation.

Our imagery further underlines these qualities, representing our people in a natural way and showing their energy.

We use our strapline as a sign-off in communications and use a font size 1.5 times bigger than that of the body copy. We also render the strapline in bold and use it in either the A.S. Watson core Red or in white-out.

Using our strapline



Illustrated type

'More' is the key word for our brand. We use it as a visual element when not using imagery of people or our energy patterns.

Shown here are three examples of the different ways the type can be rendered to express energy. Which pattern you create or brand colour you use is entirely up to you as long as it follows the same principles we use to create the energy patterns (see p12). The toolkit section shows some examples of the illustrated 'MORE' in use.

'MORE' executions



Retail vectors

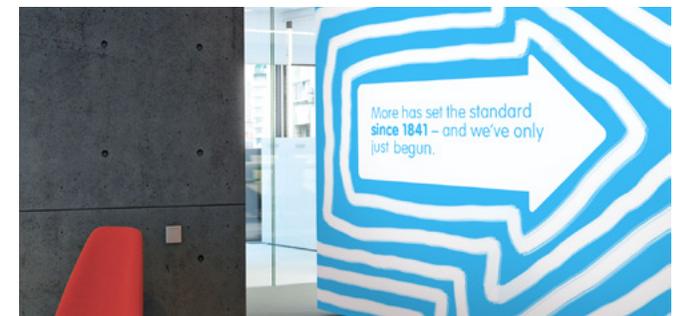
To help communicate that we are a retail brand, we may use classic retail shapes in our visual language, treated in a contemporary manner. They are always used in combination with our energy patterns.

These shapes are secondary in use to images of people, and should be used sparingly.

Retail vectors



Examples of application



Introduction

This section explains how our Employer Brand sounds – and how our idea, ‘Be part of more’, is expressed in written and spoken language.

Our tone of voice is based on three simple principles. They will help us communicate consistently as an employer, whichever country or language we’re speaking in.

Our three tone of voice principles

Aspirational

Because our people have a desire to learn and grow.

Supportive

Because we have an instinct for teamwork and because we care for each other.

Worldly

Because we're international, we're experienced and we're inspired by the world around us.

What sort of language to use

To be aspirational...

Show what 'more' means

We make a positive difference to people's lives and careers. Talk about positive change, potential and success. Use, and highlight, the word 'more' in copy and headlines.

Be optimistic

Optimism is infectious. So look on the bright side of life. Talk about things in their best possible light, without stretching the truth.

Look forward

We've been around for 175 years and more, but our success depends on staying ahead of the game. Talk about the future, not just our heritage.

To be supportive...

Focus on people

People make us who we are. So our communications should always feel 'human' – like people talking to people, and not 'corporate-speak'. Use real-life testimonials and quotes from our people. Show recognition of the important work done by people behind the scenes too.

Be down-to-earth

We believe approachable, personable people are successful people. And they draw people in. Our tone should do the same. No jargon, just ordinary everyday words.

Be inclusive

We're a group of people working in harmony. So talk about 'us' not just 'you'. Use language like 'team' and 'join' and 'collaborate'. We're all in it together.

To be worldly...

Talk local and global

A.S. Watson is attuned to local and global retail. When communicating, take opportunities to show our understanding of Hong Kong and European markets.

Show our responsible attitude

CSR isn't just an afterthought. It's been integral to A.S. Watson since we started. Build responsible words and messages into communications, even when they're not core to what we're saying.

Use facts and figures

The evidence of numbers, facts and figures strengthen our messages, our reputation as an employer, and our appeal to high-calibre employees.

Examples

Four examples

We need to communicate to people inside and outside our company, for different reasons. So our three principles are designed to be flexible, giving room for expression and creativity. Here are some English language examples.

A job vacancy advertisement

An employee welcome pack

An office poster

A social media post

A job vacancy advertisement

[More than just a job

Chen and her team build staff engagement apps for **Watsons, Superdrug, and PARKnSHOP, in markets like Hong Kong, London and Amsterdam.**

Chen loves the travel. She gets to experience overseas markets and working cultures. It's also good for her international sneaker collection (now more than 211 pairs!)

If you're **digitally- and globally-minded** and like to travel with work, we're looking for an **International Brand Manager for Kruidvat**. [Click here](#) and let's talk.

A.S. Watson Group
Be part of more

Aspirational

Chen's position at A.S. Watson is more than a 9-5 job. Here's an example of how we use 'more' to bring idea to life.

Supportive

This job ad isn't corporate-speak. It's a real-life example, told through the eyes of an A.S. Watson employee. So we come across as people-focused.

Worldly

A.S. Watson encourages employees to have an open mind, and a view on the world – not just a local mentality.

**An employee welcome pack,
introduction paragraph**

You're **more** than welcome

When the Hong Kong Dispensary opened its doors to customers 175 years ago, nobody could've imagined it would one day grow into the A.S. Watson Group we know today.

A world of health and beauty brands, serving millions of people in Hong Kong and Europe.

An organisation [recognised the world over for workplace, environmental and community initiatives.]

A family of 130,000 employees, and counting.

[The A.S. Watson Group story is already an extraordinary one. But there's much more to come.]

Help [us] write the next chapter

At A.S. Watson, you will be part of **more** than just a health and beauty retail group. [Your journey, we hope, will be as successful as ours. This little book will tell you how and why.]

A.S. Watson Group

Be part of more

Aspirational

Although our story as an employer stretches back over 175 years, we're a forward-looking company, with an optimistic outlook.

Supportive

Our attitude to people, teamwork, and our encouragement for their personal job satisfaction, comes through strongly in our language.

Worldly

We're proud of our CSR initiatives and they're central to our success. We always invite our people to be involved, and we're always eager to remind people of our success.

**An office poster or wall graphic
(map of the world of A.S. Watson)**

More goes the extra mile

At A.S. Watson, you're part of an award-winning international [family] of [130,000] people, [25] health and beauty brands, with [millions] of happy customers. [Together we bring more to life, everywhere we work.]

A.S. Watson Group.

Be part of more

Aspirational

We always sound purposeful and positive.

Supportive

People come first. We're a people company, after all. Our employees are like a family to us.

Worldly

The facts and figures tell a compelling story about who we are and our place in the world.

An social media post

Hong Kong [and much **more**]

The A.S. Watson Group has been a household name here in Hong Kong since 1841, with brands like Watsons, PARKnSHOP and Fortress. [But did you know **we're big in Europe too, with over XXXX people and XX brands?**]

Right now there are some **exciting openings in our Superdrug and Perfume Shop brands.** [So if relocating to Europe could work for you, we're waiting to hear from you.] [Together, we're more than you can imagine.]

A.S. Watson Group
Be part of more

Aspirational

A strong sense of teamwork and togetherness, in order to achieve more for the group.

Supportive

An example of putting emphasis on our people's careers, not just the interests of our company. The language is very down-to-earth too, so we come across as approachable.

Worldly

It's important to talk about A.S. Watson as an international, forward-looking company, especially in Hong Kong, where people's perceptions don't match our reality.

Brand guidelines

Bringing the brand to life - Brand toolkit

Please note that all applications in this section are representative designs only, they are examples of how the above guidelines can be implemented and should enable other applications to be on brand. These may include other social media applications, PowerPoint templates and stationery.

Our website

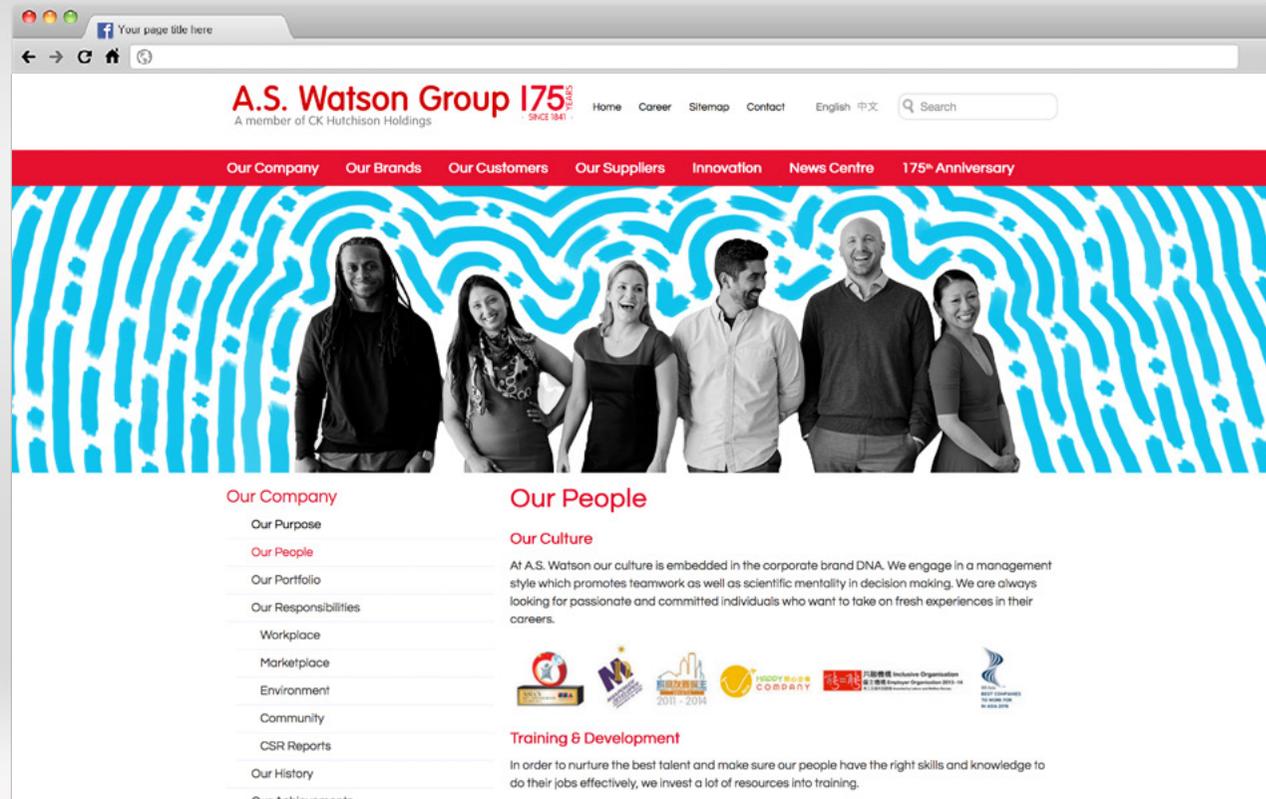
Our teams have chemistry and energy, brought to life through our imagery, patterns and tone of voice.

Energy patterns should be used sparingly for maximum impact – on top-level website pages only.



Career Page

Showing application in main image area of current A.S. Watson Group website.



Environments

Here's how our visual brand assets and tone of voice values combine to convey the aspirations we have as a company.

Office environments could incorporate energy patterns, photography and/or messaging.



Small interventions

We want to create a sense of an exciting company with lots going on, so we believe in sharing stories both internally and externally about what's going on at A.S. Watson.

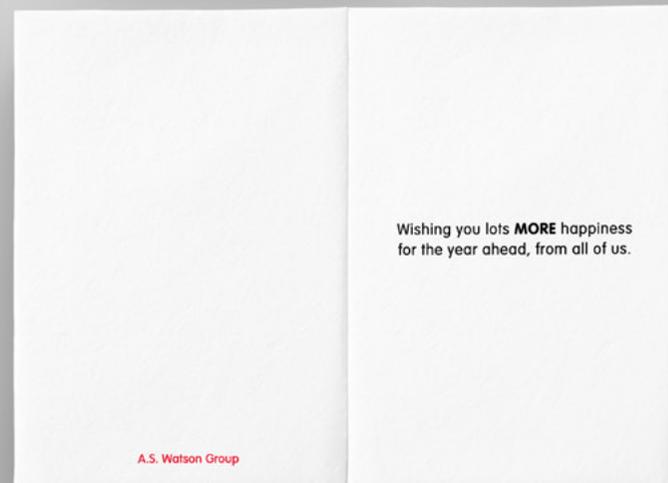
One way we could do this is print messages on coffee cups or other communal items found around the office.

This is a timely intervention in someone's day where they are most likely to have space to sit and read, or watch a video. The QR code could link to a story about one of our people.



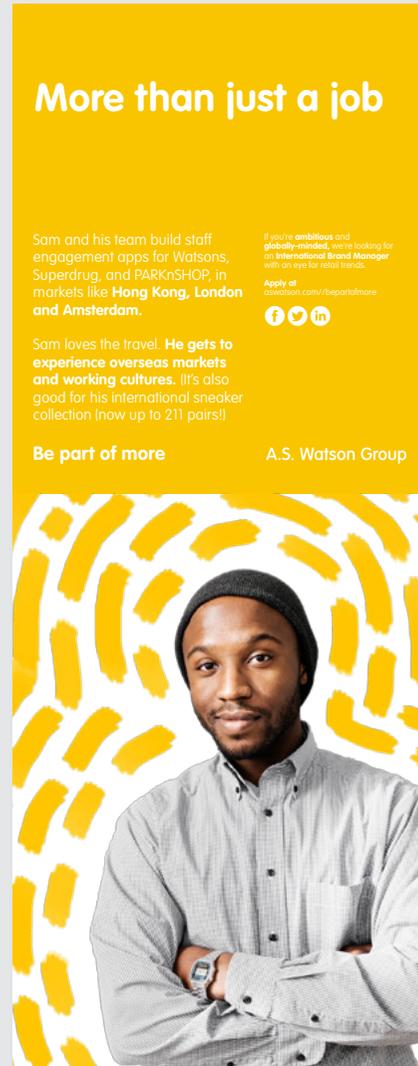
Greeting cards

Being 'part of more' can be brought to life in myriad ways. For example, through a range of cards that staff can give to each other, to mark occasions in their lives, both inside and outside of work.

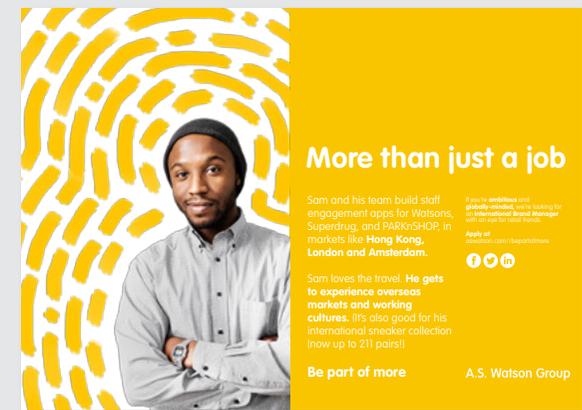
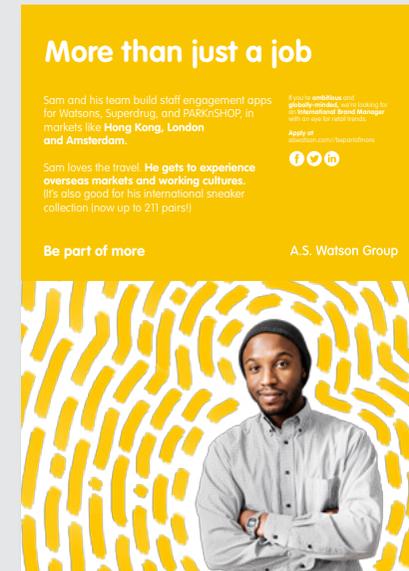


Poster and pull up banner layouts

Elements can be rearranged to suit different formats.



Pull up banner



Posters

Staff passes

Underlining that we value people's special and unique qualities, staff can pick the pattern and colour of their staff passes.



Press advert

A specific recruitment advert that tells the story of an A.S. Watson employee, and invites interested candidates to apply to join Chen's team.

N.B Please ensure that the CKH endorsement logo is applied to all forms of advertising. For guideline around logo use refer to the CKH guidelines.



More than just a job

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Chen loves the travel. **She gets to experience overseas markets and working cultures.** (It's also good for her international sneaker collection (now up to 211 pairs!))

Be part of more

A.S. Watson Group



Press advert

A specific recruitment advert that tells story of an A.S. Watson employee, and invites interested candidates to apply to work in Joel's department.

N.B Please ensure that the CKH endorsement logo is applied to all forms of advertising. For guideline around logo use refer to the CKH guidelines.



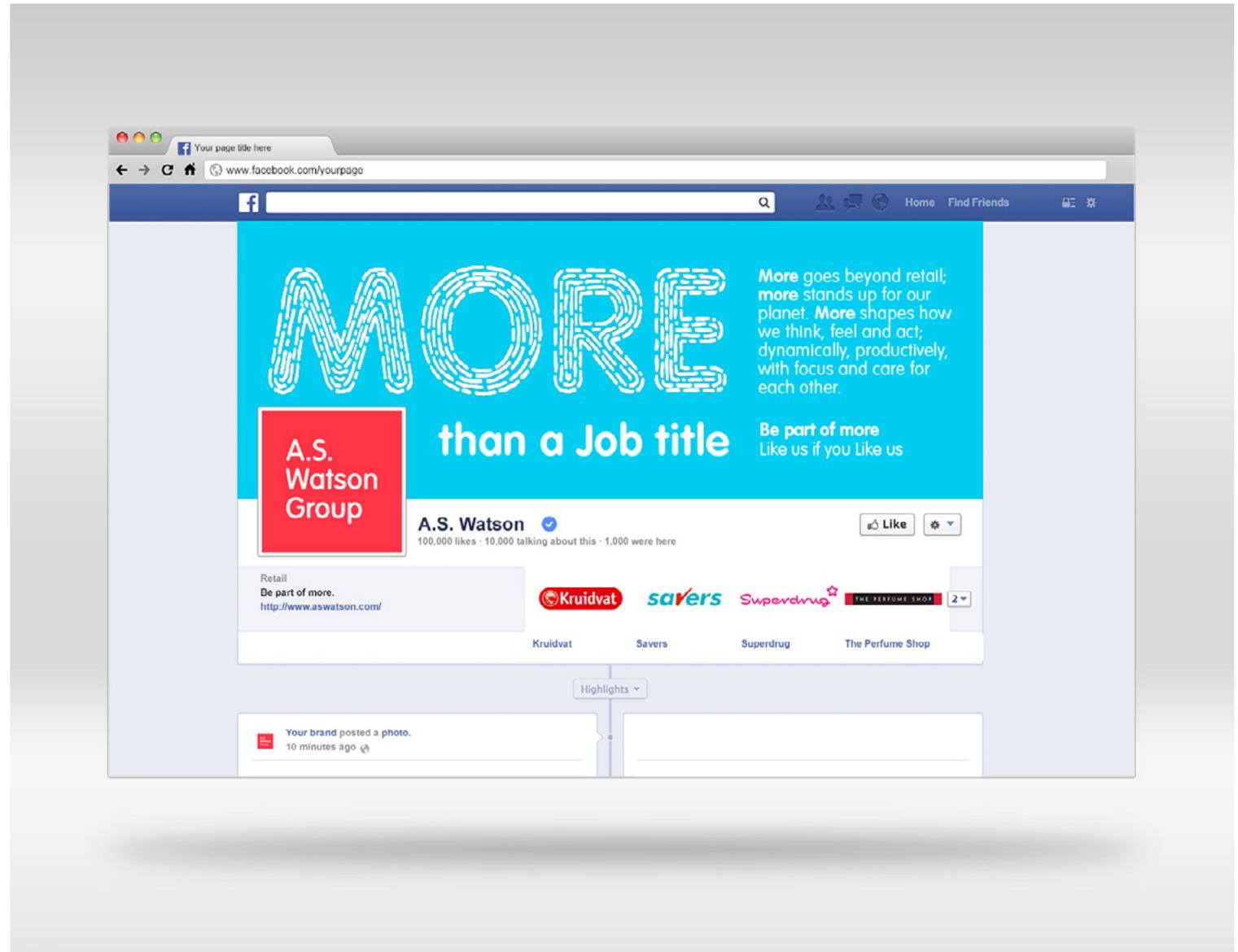
Brochure

Demonstrating the use of the
'MORE' visual.

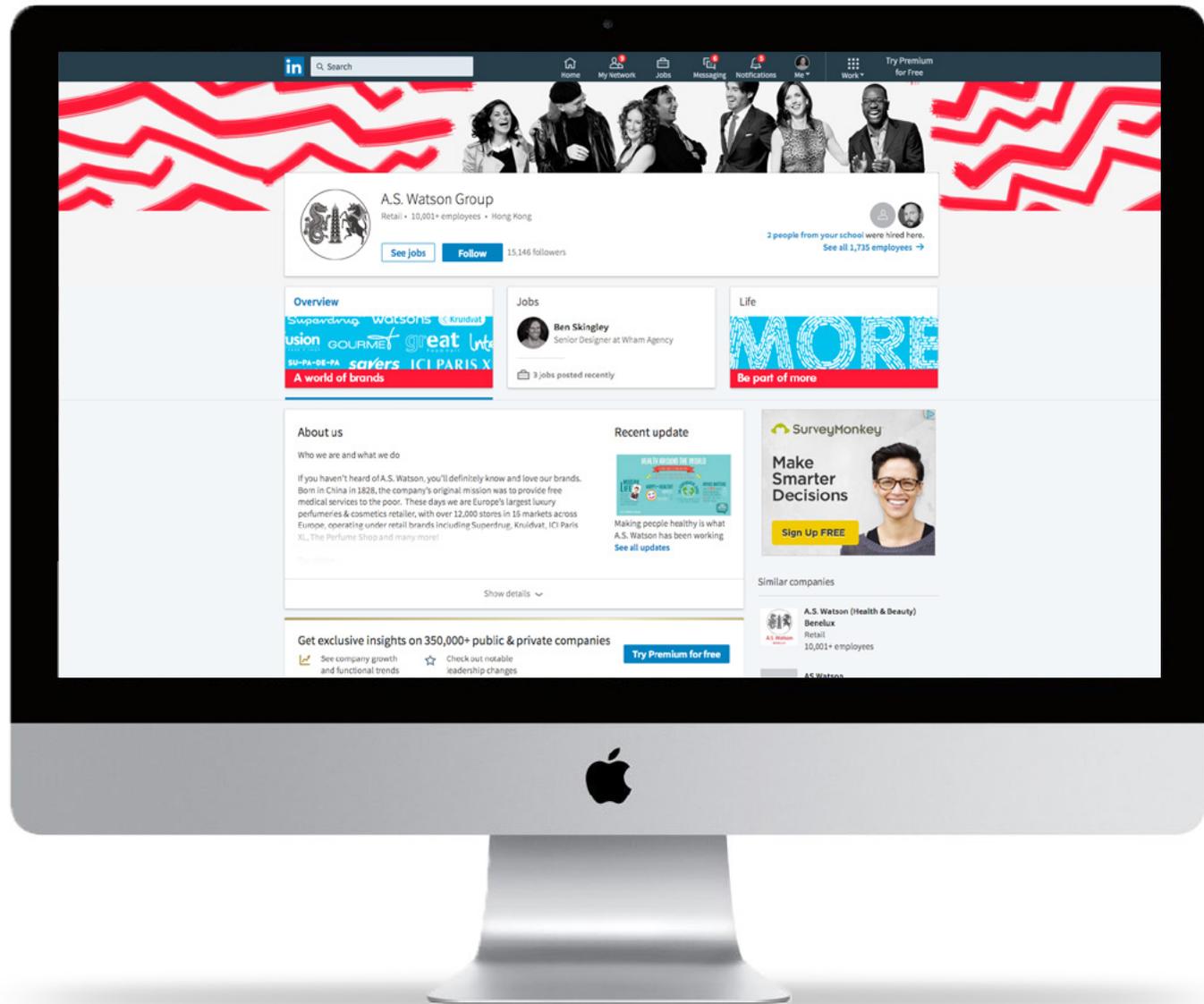


Facebook Page

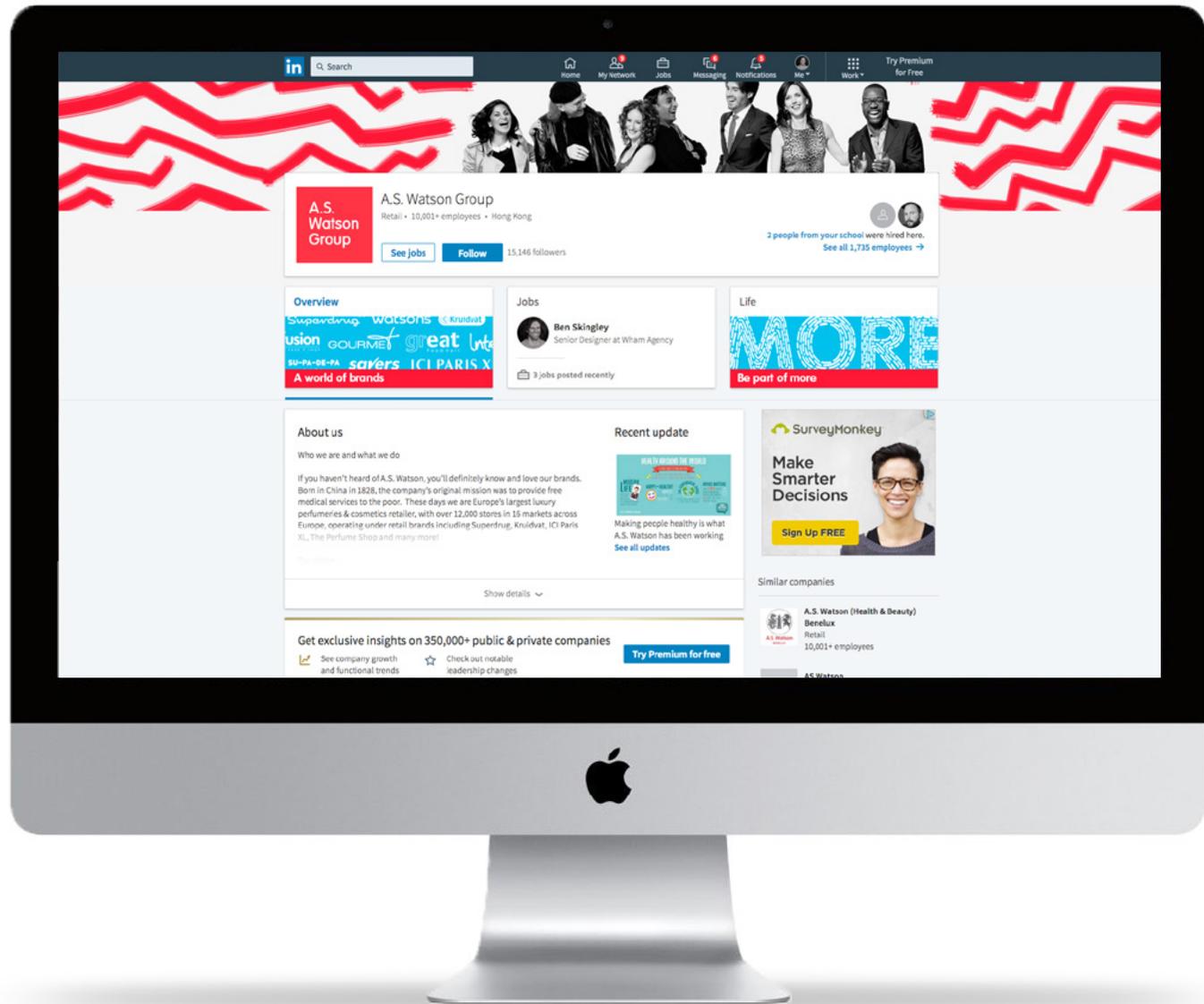
Showing how the 'MORE' visual can be used to grab attention and drive messaging.



LinkedIn company profile



LinkedIn company profile



LinkedIn post

How our Employer Brand idea and tone of voice can come through in social media posts.



Olga Shunina

Head of People & Communications, Group HR (Europe) at A.S. Watson Group

OPPORTUNITY to be part of more than just a Finance team. Join the people who push the bottom line higher at Superdrug, Savers and Kruidvat.

Be part of more

Find out more here at aswatson.com/bepartofmore

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Belle Plec Fantastic Olga. I'll send you a message now!

4m

Like • Reply



Andres Carrillo Sounds fantastic! I love Superdrug.



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Add a comment...

BU LinkedIn post

Building our association with our retail brands could be achieved through a simple sign off with our strap line.

N.B. BUs must consult with the A.S. Watson HR team prior to implementing any of the A.S. Watson Employer Brand in any of their communications.



Superdrug
Head Office, London, United Kingdom

Opportunity to join Superdrug, one of the UK's most dynamic and progressive high street retailers. Vacancy for Associate Retail Merchandiser, based in London.
superdrug.co.uk/careers

Superdrug is part of the A.S. Watson Group. Be part of more.

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Tweets

How our Employer Brand idea and tone of voice can come through in social media posts.



Good with people? Looking for more than just a HK role in retail? Big openings in our global digital team. Say hello at asw.hk/bepartofmore

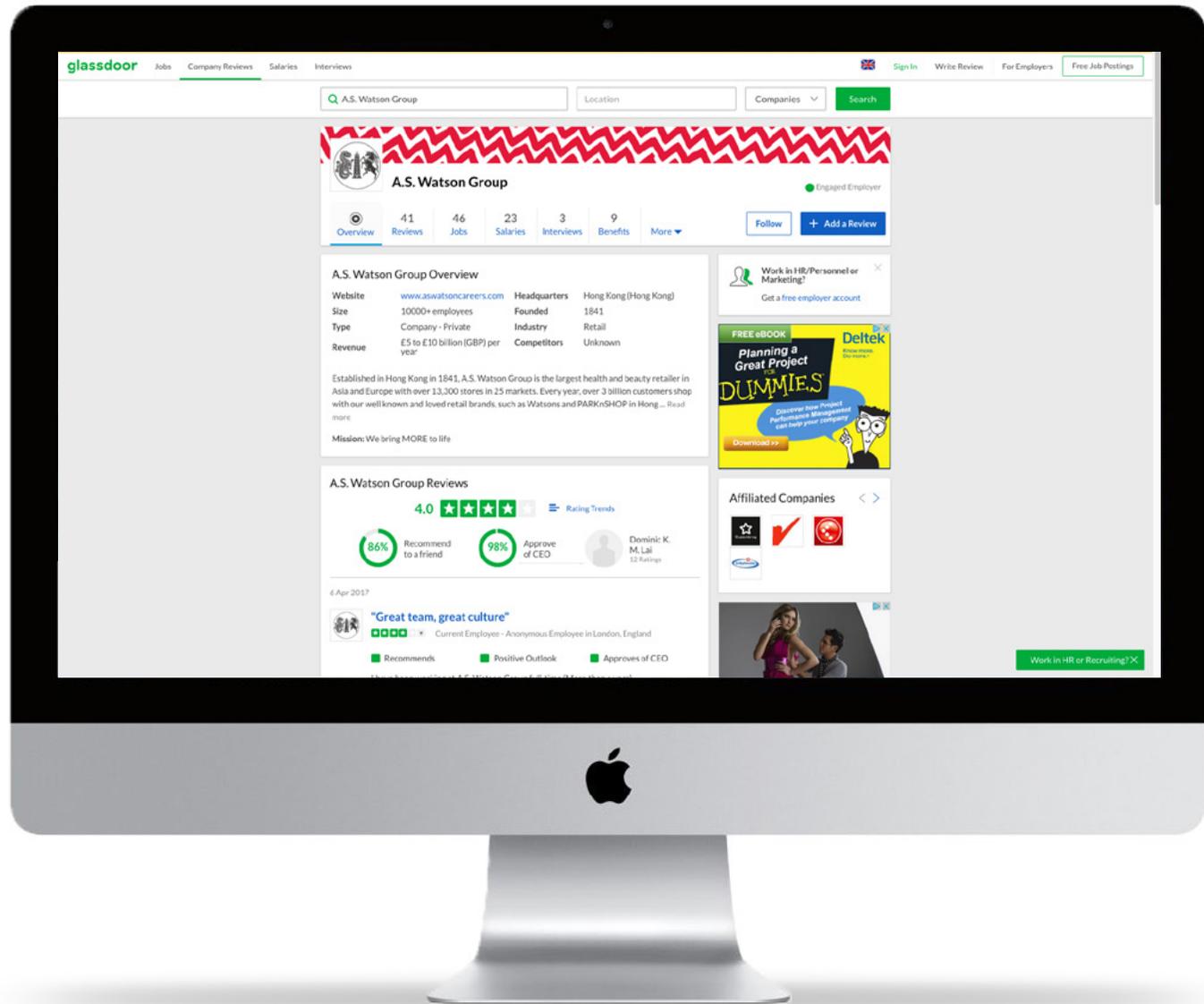


It's more than a job, it's a career. Be part of the finance team behind Superdrug. Openings at asw.hk/bepartofmore



Be part of more than a team. Be part of a smile that's Asia-wide. Positions in our Retail Marketing team now open at asw.hk/bepartofmore

Glassdoor company profile



Thank you

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