

The Creative Partnership |

The Creative Partnership is a creative branding and marketing company specializing in the hospitality industry – in particular the launching and rebranding of luxury hotels and resorts.

To view our work, please take a look at www.creativethailand.com

Offline Communication

- Branding

Creation of a comprehensive visual identity covering all areas of communication.

- Advertising & Marketing

Creation of a complete set of marketing materials:

Adverts / Advertorials / Press Releases

Posters / Banners / Billboards

Folders / Brochures / Fact Sheets / Direct Mail

CDs / e-brochures / EDMs

Photography / Videos / 360 photography

- Database Consultancy & Direct Marketing

- Loyalty Programmes

- Media Buying

Magazines / Newspapers

TV / Radio

Billboards

Website / e-marketing

Social Media

Online Communication

- Creation of Digital Identity

Creation of comprehensive visual identity covering all areas of digital communication.

- Websites Design & Programming

Design and development of websites. Programming including content management and booking systems.

- Search Engine Optimisation

- E-Marketing

e-brochures / EDMs / e-news

Database Marketing

- Website and Social Media Marketing

Optimising your e-communication (Websites, EDMs, Social Media)

Buzz, Viral and Blog Marketing

Measuring Response

Design of Hotel Specific Collateral

- **Logos**
 - F&B Outlets
 - Spa
 - Gym
 - Ballroom & Meeting Rooms
 - **Collateral for General Hotel Usage & Front Desk**
 - Resort Maps
 - Postcards
 - Posters
 - Promotional Items including F&B & Spa
 - Activities Brochures
 - Certificates
 - Guest Books
 - Carrier Bags
 - Check Out Folders
 - Front Desk Blotters
 - Luggage Arrival / Departure Cards
 - Key Card or Key System
 - Jogging Map
 - Business Centre Brochure & other collateral
 - Ballroom & Meeting Room Collateral
 - **Collateral for Inroom**
 - Welcome Cards
 - Guest Information Directory
 - Inroom Dining Directory
 - Stationary Holder & Stationery
 - Mini Bar List
 - Breakfast Menu
 - Bathroom Amenities Set
 - Turndown Cards (7 Days)
 - Guest Comments Card
 - Laundry Stationery
 - TV Guide
 - **Spa**
 - Brochure
 - Menus
 - Promotional Items
 - Guest Questionnaires
 - **F&B**
 - Menus
 - Wine Lists
 - Posters, Cards and other Promotional Items & Materials
 - Match Boxes
 - Invoice Holders
 - F&B Items, including Coffee Instructions, Cups, Straws, Napkins, Labels, Mats, Containers etc.
 - Food Packaging
 - **Fitness**
 - Brochure
 - Menus
 - Promotional Items
 - Guest Questionnaires
 - **Shops - Boutique or Patisserie**
 - Brochure
 - Promotional Items
 - Packaging & Other Presentation Materials
 - Carrier Bags, Boxes etc
 - Labels
 - Postcards
 - Tags
 - Wrapping Paper
- Coffee Instructions
Message Cards (Housekeeping, Engineering, maintenance)

Siam Kempinski Hotel Bangkok



Teaser Advertising



F&B Advertising



Siam Kempinski Hotel Bangkok

Main Brochure



Wedding Brochure

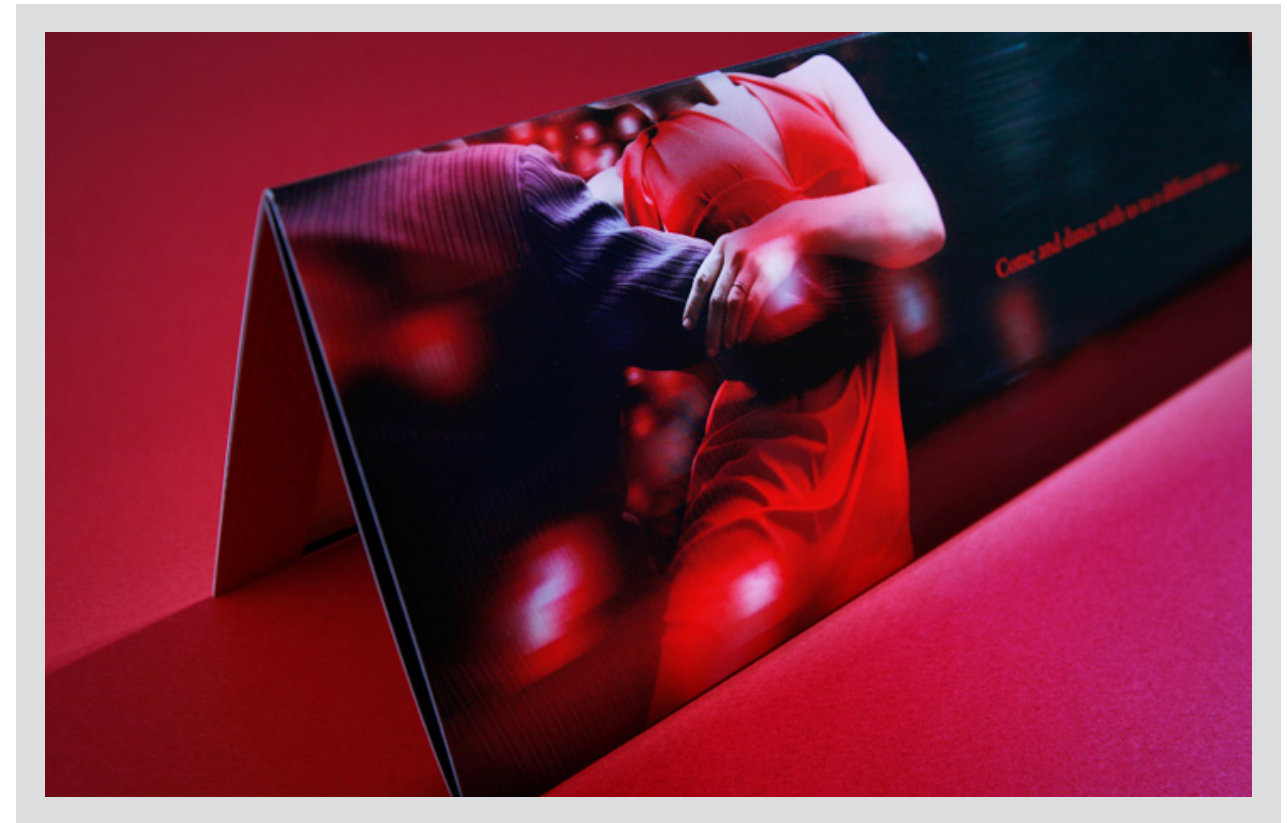


Wedding Brochure (continued)



Siam Kempinski Hotel Bangkok

Invitations



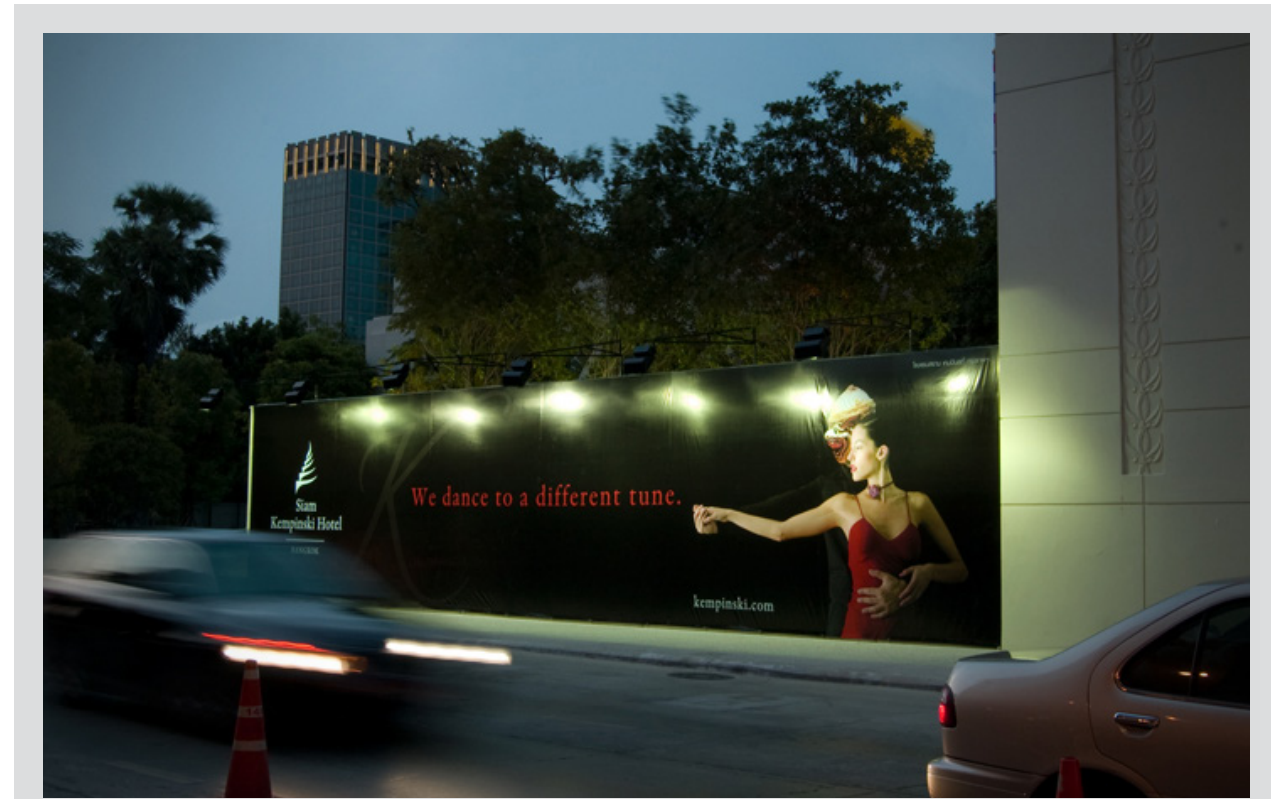
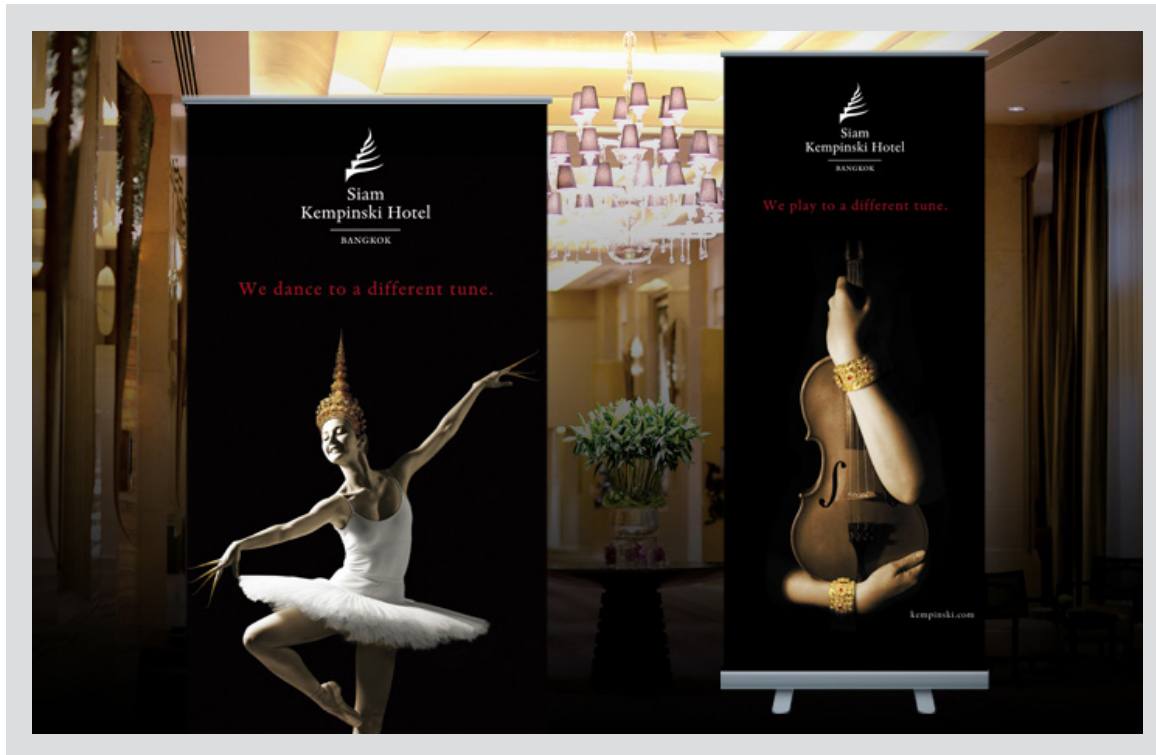
Siam Kempinski Hotel Bangkok

Loyalty Programme



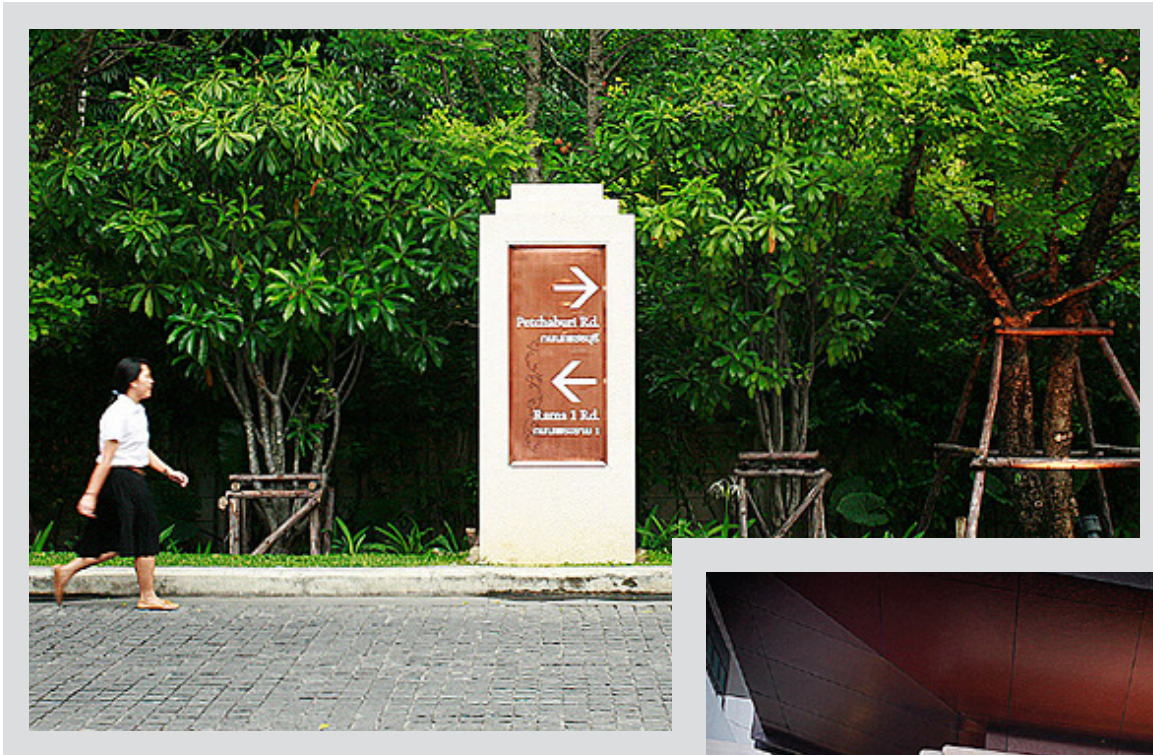
Siam Kempinski Hotel Bangkok

Banners & Signage



Siam Kempinski Hotel Bangkok

Signage



“ The Creative Partnership provides a wonderfully creative and professionally reliable service. The creative team takes time, dedication and effort to truly understand our needs and are always ready with suggestions and unique ideas when requested. The work produced is of a consistently high quality and better than other agencies I have worked with in Bangkok. ”

Jee Hoong Tan

Director of Sales & Marketing
Siam Kempinski Hotel Bangkok

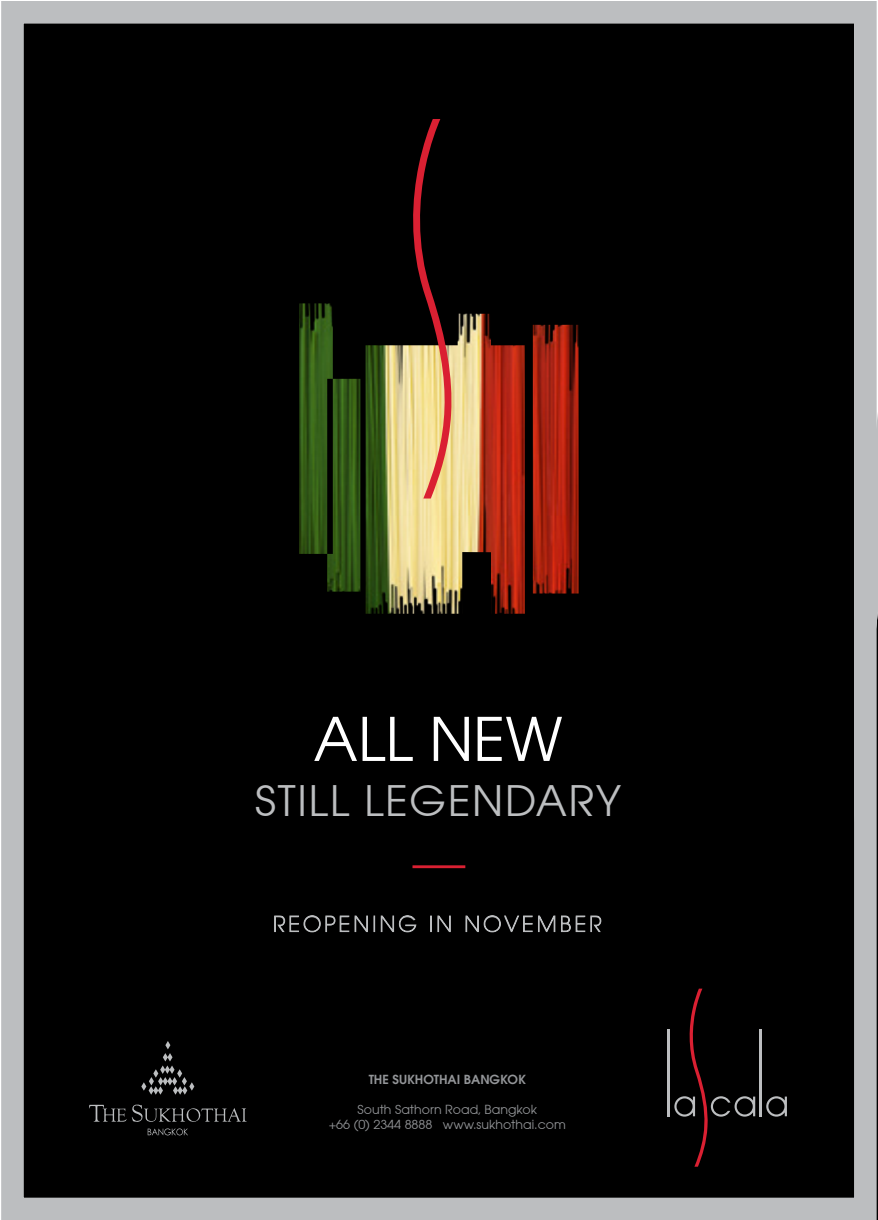
The Sukhothai Bangkok



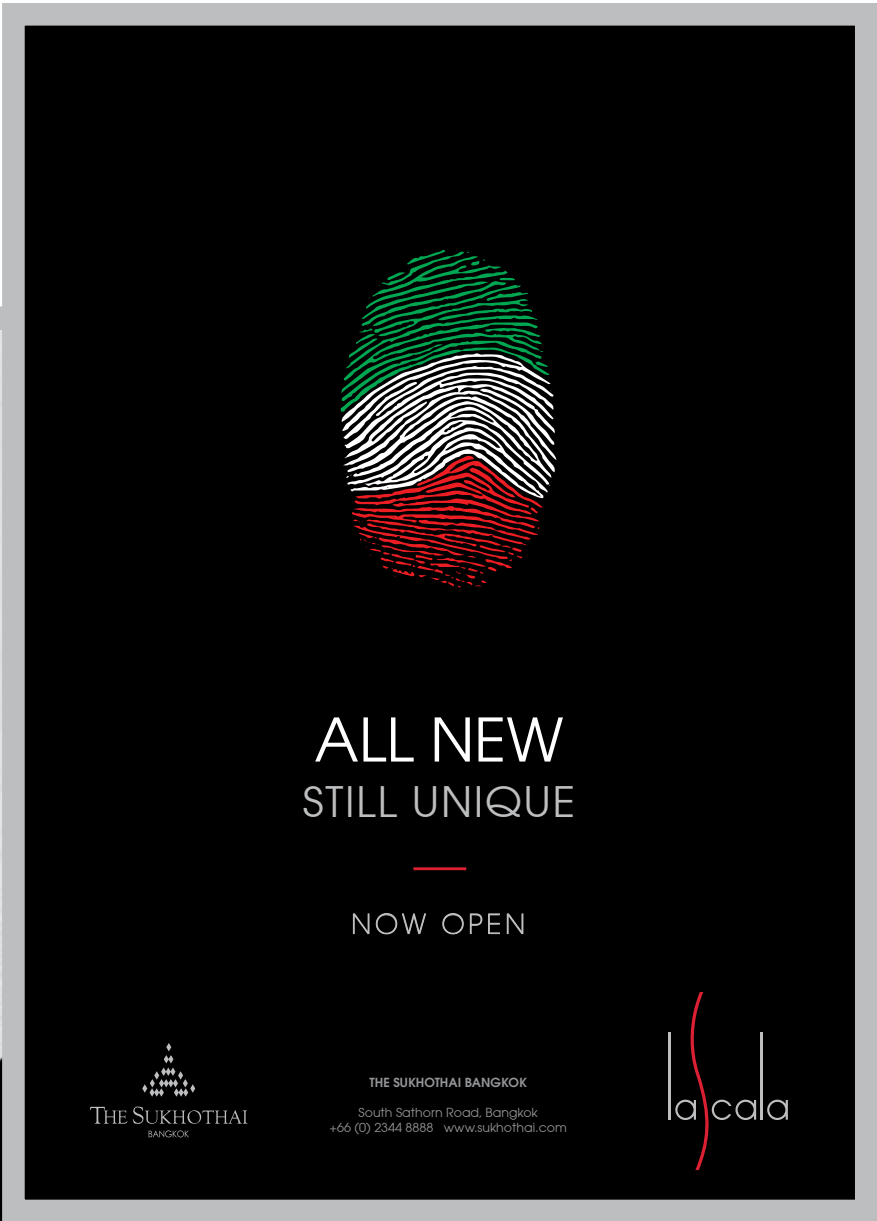
La Scala



La Scala
Advertising



La Scala
Advertising



La Scala
Grand Opening Invitation



La Scala Menus



The Sukhothai Bangkok

La Scala Backdrop



Backdrop size : 320cm x 240cm

The Sukhothai Bangkok

Identity Pack



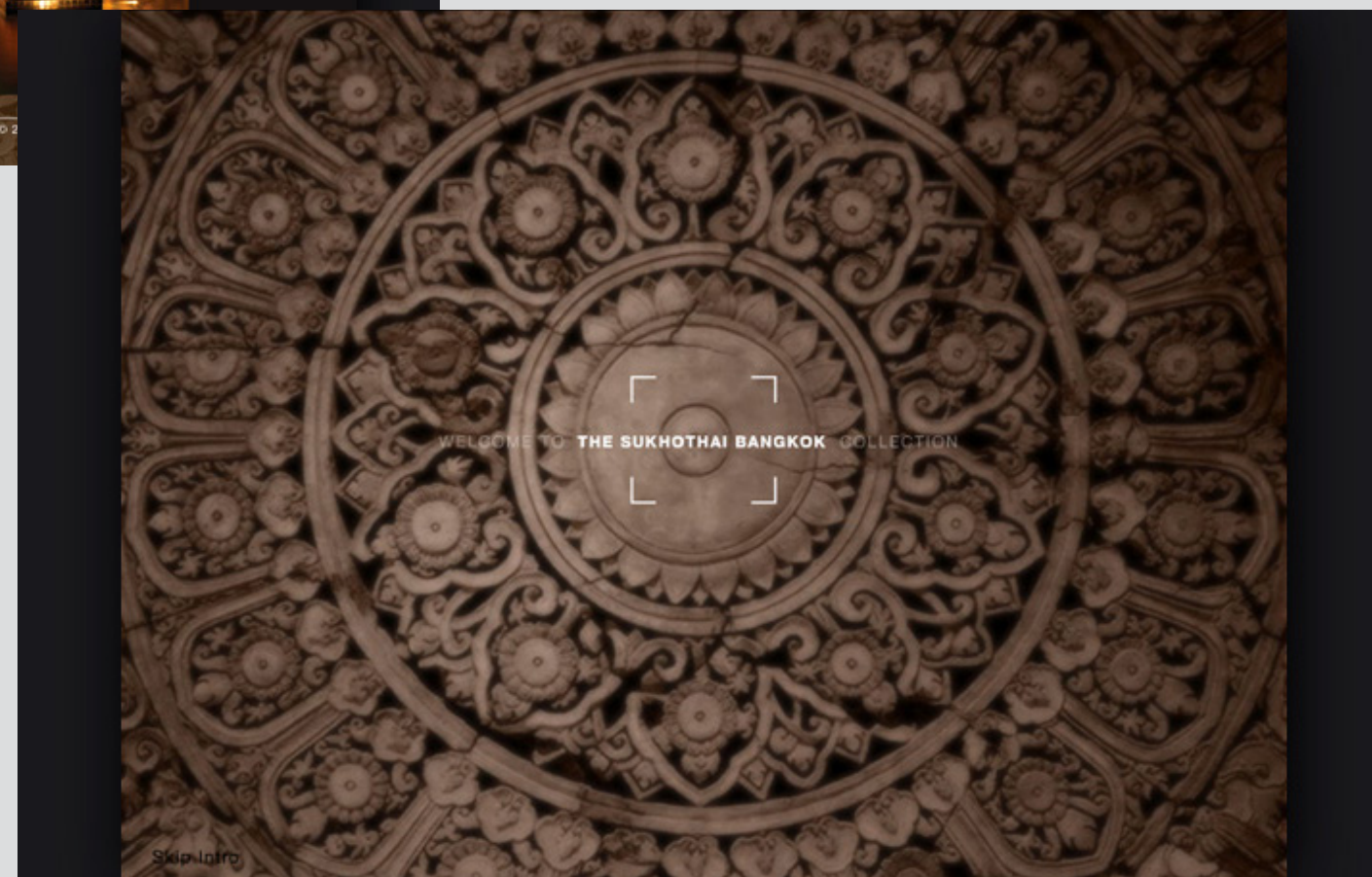
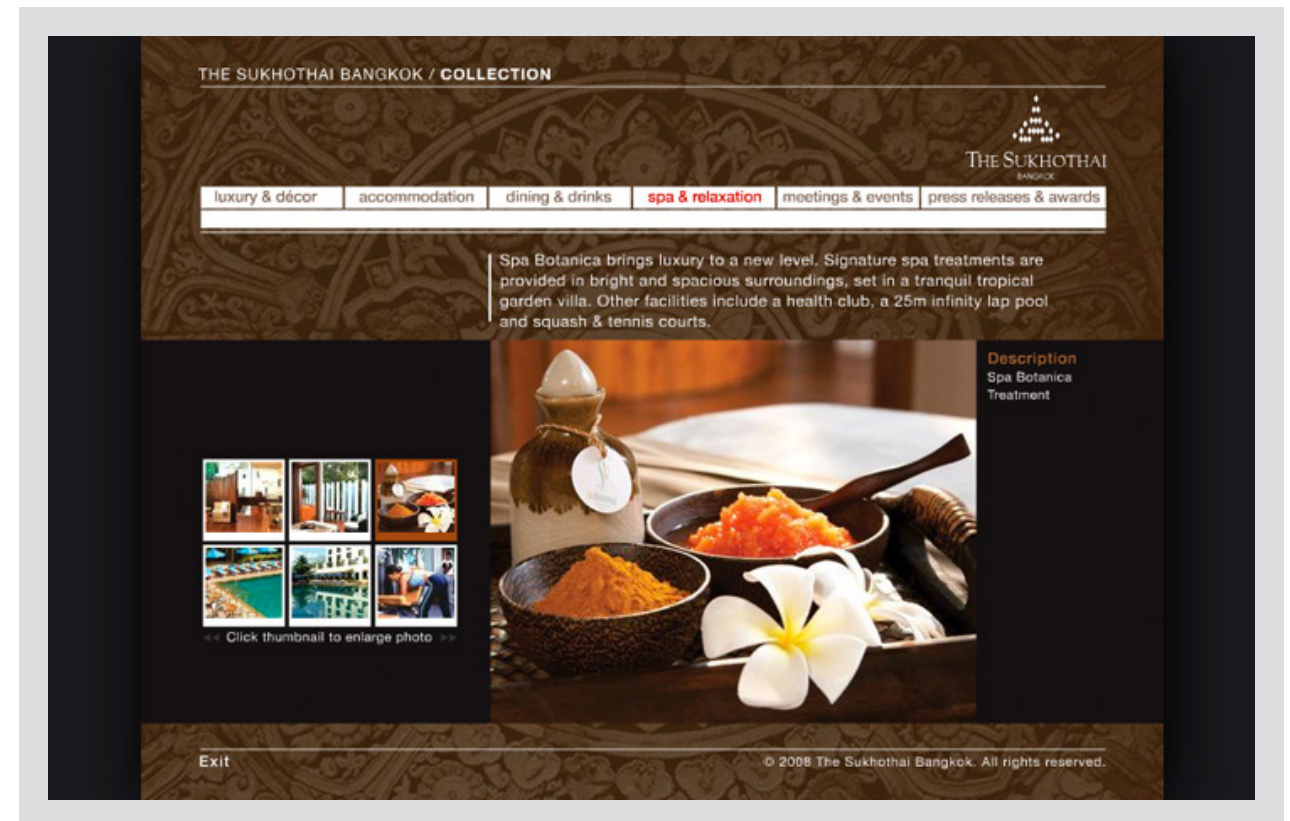
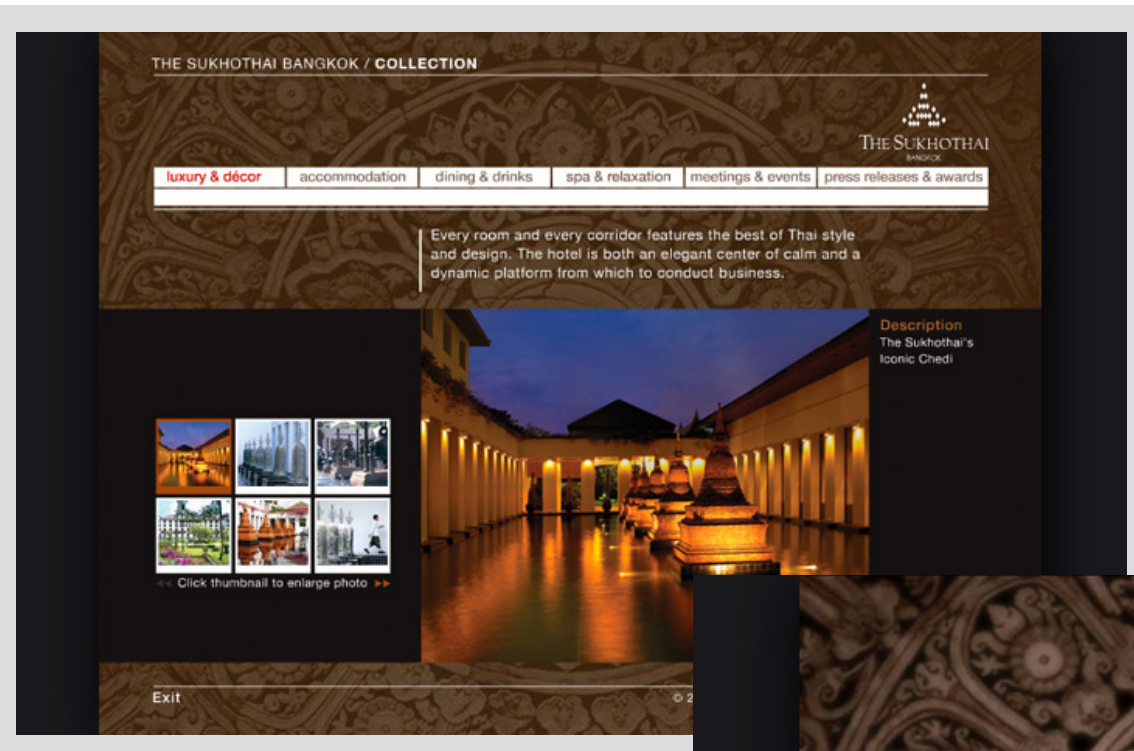
The Sukhothai Bangkok

Identity Pack (continued)

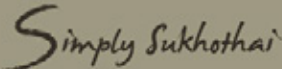



The Sukhothai Bangkok


CD Presentation



EDM

ISSUE: APRIL 2012




THE ART OF DINING

La Scala | Colonnade
April 24 - 29, 2012

The highly anticipated, exceptional cuisine of 3-Michelin star Chef Alain Passard

[More...](#)




SUMMER ESSENTIAL "KHAO CHAE"

Celadon | April 2 - 30, 2012

Delicious treats for the hottest month of the year

[More...](#)




CELADON CHEF'S TABLE

Celadon | 2012

An exclusive outdoor dining experience

[More...](#)



SPA BOTANICA'S SUMMER EXPERIENCE

Spa Botanica | April - June 2012

Experience the art of Thai massage this summer

[More...](#)

CONTACT

For more information, please contact:

Tel: +66 (0) 2 344 8888
Email: info@sukhothai.com
Online: www.sukhothai.com

QUOTES

"Absolutely amazing every time I visit"

Trig Advisor, March 2012

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SPA BOTANICA'S SUMMER EXPERIENCE

Spa Botanica | April 1 - June 30, 2012



Nuad Thai Experience
Rejuvenate your mind and body with the best of Thai massage:

- Thai Massage, 90 minutes
- Thai herbal body scrub or Herbal foot compress, 30 minutes
- Refreshing lemongrass tea with honey

Baht 5,000++ per person

The Sukhothai Bangkok

New Identity



The Sukhothai Bangkok

Menus



“ TCP in a few words? Highly creative, original, imaginative, very ‘NOW.’ When I first selected them to re-brand our marketing materials, I was impressed with how quickly they caught on to the positioning of The Sukhothai and were able to come up with a creative concept exactly to brief. They, then, expertly crafted this concept to create a complete design solution across a wide spectrum of work.

Working with the TCP team day-to-day, I find them pro-active, helpful and prompt, as well as unpretentious and genuinely fun to work with. Also their insight and knowledge of the hospitality industry is a great asset – and their production is truly the best in Bangkok.

Most importantly, I trust them. I know they take pride and pleasure in what they do and in making sure the client is happy with the outcome. ”

Anne S. Lewinsky

Pullman Bangkok Grande Sukhumvit



Wedding Advertising



Wedding Brochure



Four Seasons Hotel Bangkok



Four Seasons Hotel Bangkok

Adverts



Adverts (continued)

Where's my steak?

Sorry cowboy... but the best steaks are always reserved for Madison

erved for Madison

MADISON

Four Seasons Hotel Bangkok
155 Rajadamri Road, Bangkok 10330
bangkok@fourseasons.com www.fourseasons.com

"Choose Your Weapon"

Madison
Contemporary American Steakhouse

Biscotti
Modern Italian Restaurant

Shintaro
Innovative Japanese Sushi Bar

Spice Market
Authentic Thai Cuisine

The Lobby
Elegant Lounge

Aqua
Relaxed, Open-Air Bar

Mocha & Muffins
Casual Deli and Wine Shop

Shintaro
Innovative Japanese Sushi Bar

Spice Market
Authentic Thai Cuisine

The Lobby
Elegant Lounge

Aqua
Relaxed, Open-Air Bar

Mocha & Muffins
Casual Deli and Wine Shop

FOUR SEASONS HOTEL
Bangkok

3 9195 | Email: restaurants.bangkok@fourseasons.com | www.fourseasons.com

Four Seasons Hotel Bangkok

Wedding Brochure



Four Seasons Hotel Bangkok

Brochures



Four Seasons Hotel Bangkok customer loyalty programme



“ TCP is highly creative, fun to work with, and excellent at scheduling. I have worked with them for more than five years on a variety of projects, including major hotel openings and key marketing projects, and they have always responded well to the creative challenge and delivered on time... without too much chasing on my part! They can provide a unique and original approach to design solutions. ”

Maria Kuhn

Former Director of PR, Four Seasons Hotels Thailand

Four Seasons Hotel Seoul



Hotel Banner Advertising



Four Seasons Hotel
Seoul

Opening Late September 2015

Countless
Facets of Luxury

끝없는 럭셔리의 순간들

www.fourseasons.com/seoul



Four Seasons Hotel
Seoul

OCTOBER 1
OPENING

RESERVATIONS 02.6388.5000 | FOURSEASONS.COM/SEOUL

Hotel Advertising



Four Seasons Hotel Samui



Hotel Advertising





INTRODUCING THE MOST STYLISH
SUNDAY BRUNCH ON THE ISLAND

Enjoy live jazz, free-flowing beverages and savour a fine selection of international cuisine. Indulge in a spa experience* or relax on the beach* while your children have fun learning at the kids club. Our Brunch is just one of the unique dining experiences to be discovered at Four Seasons Resort Koh Samui.

Find out more at:
fourseasons.com/kohsamui

*additional charge

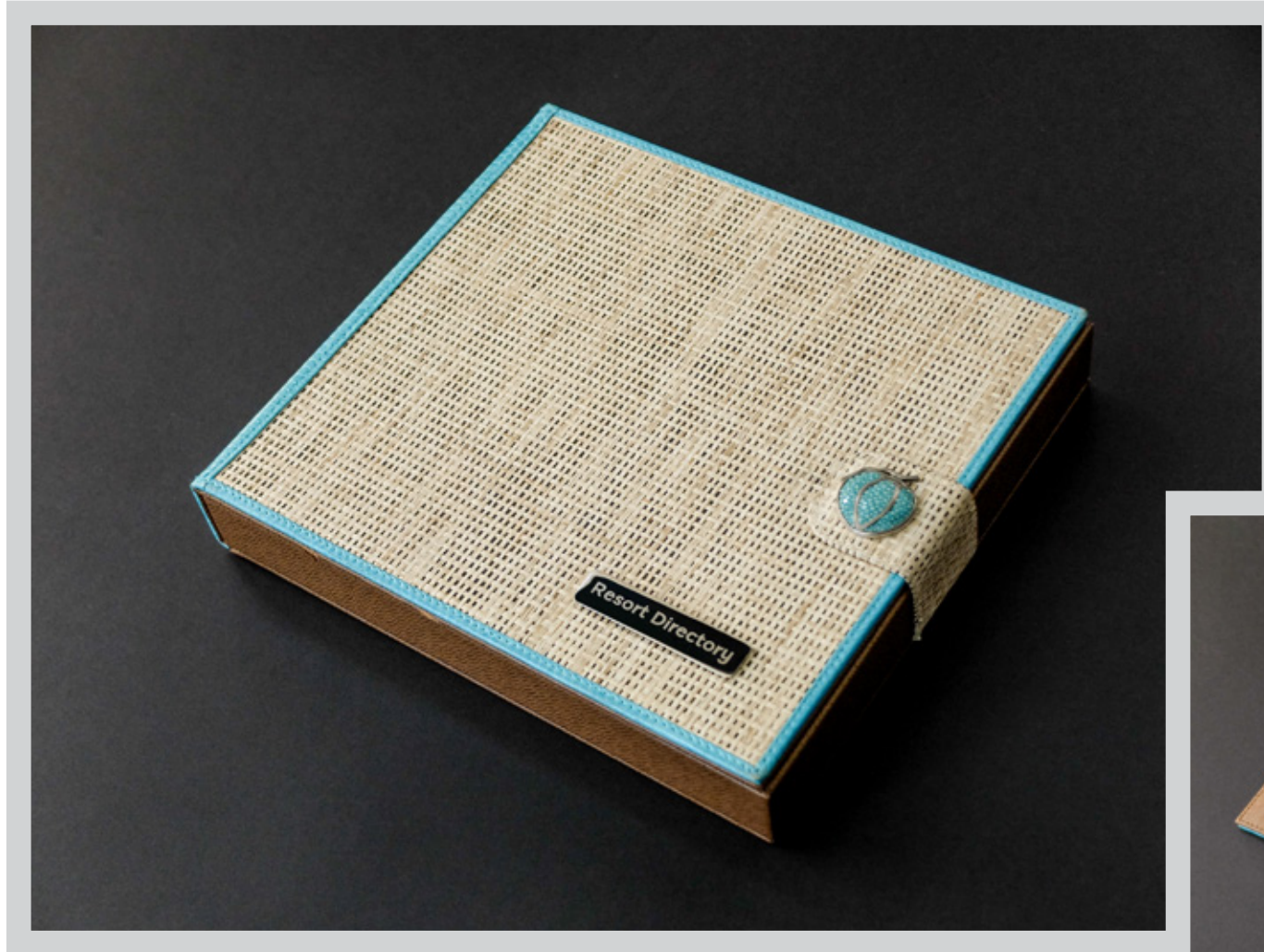


BEAUTY BENEATH THE SURFACE

Vibrant and awe-inspiring, the Gulf of Thailand is home to a wide variety of enchanting marine life. With the launch of a coral conservation project, expert marine biologists at the Resort are rescuing coral fragments, reviving them in an underwater nursery, and reintroducing them into the reef. Guests can participate in guided snorkelling tours or enlightening coral talks on the beach. It's our way of ensuring the reef continues to be a source of wonder for generations to come.

Find out more at:
fourseasons.com/kohsamui

Resort Directory Box



Four Seasons Hotel Samui

Resort & Island Map
Jogging Map



Brochures



Four Seasons Hotel Samui

Frisbee
Toffee Packaging



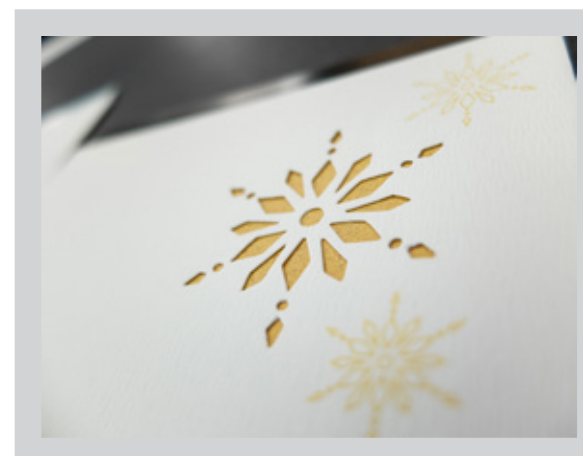
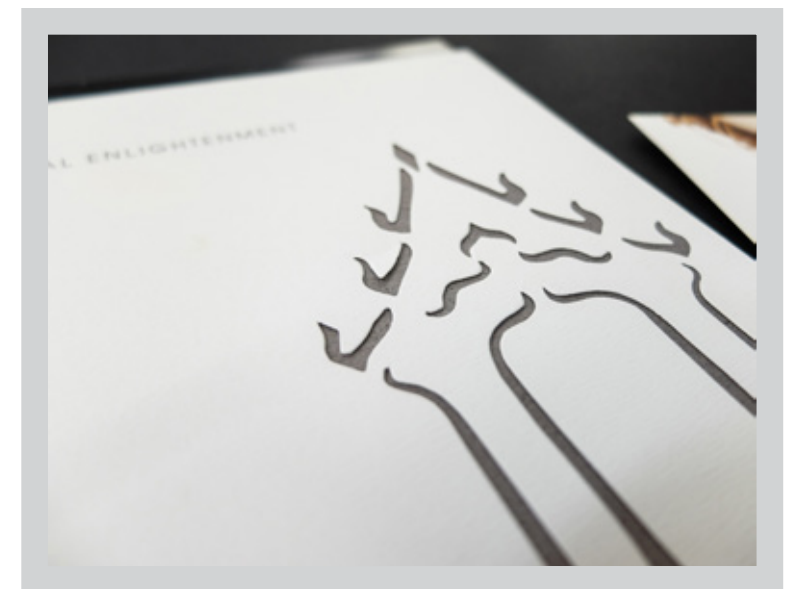
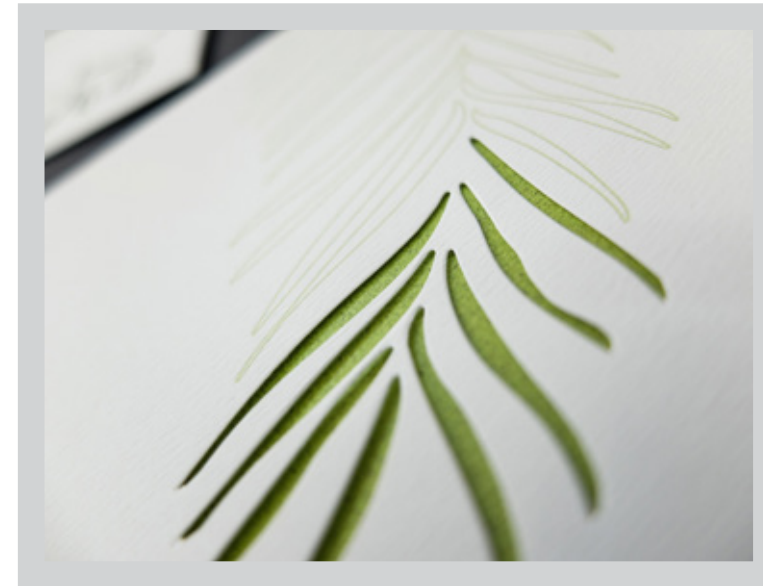
Pool Menu



Activities Cards



Activities Cards



Invitation Ticket

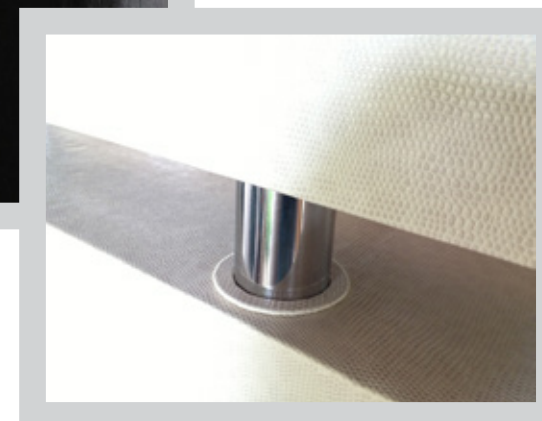


Airport Booth



Four Seasons Hotel Samui

Airport Booth



Muay Thai Logo



The Beach House Logo



 *The Beach House*

The Beach House

The Beach House Signage



Four Seasons Hotel Samui

Promotion Menu Labels



Signage



Four Seasons Tented Camp



A unique identity for the launch of this breathtakingly beautiful resort and elephant camp on the border of Thailand, Laos and Burma. The luxurious tents overlook all three countries and these products perfectly capture the culture of that region.

Logos



Burma Bar



The Wine Cellar



NONG YAO

Logos (continued)



THE SPA



THE TRADING POST



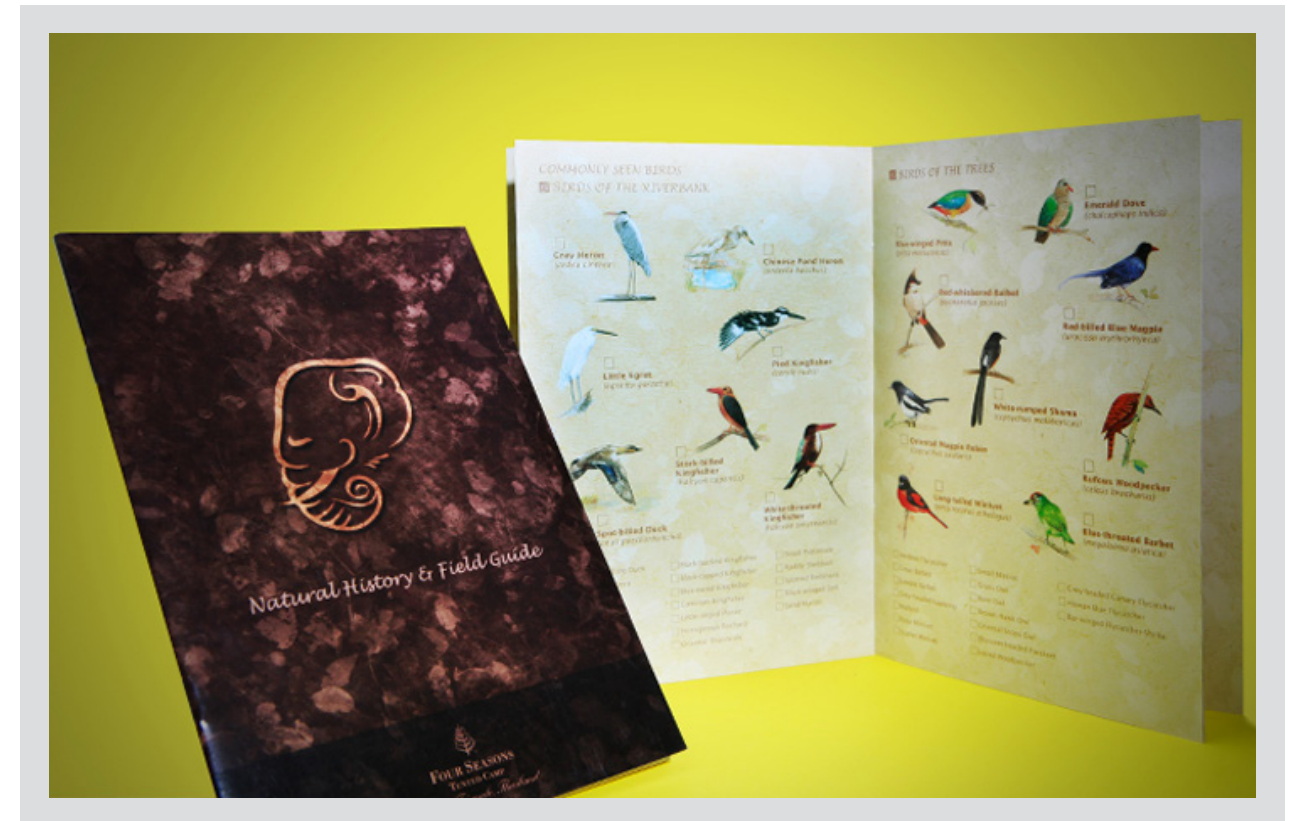
Four Seasons Tented Camp

Collateral



Four Seasons Tented Camp

Collateral (continued)



Four Seasons Tented Camp

Menus





The Okura Prestige Bangkok




The Okura Prestige Bangkok

Hotel Advertising





HARMONY IN THE HEART OF THE CITY






The Okura Prestige Bangkok offers serene elegance and tranquility which combines contemporary Japanese style and refined Thai hospitality to bring guests a 5-star luxury experience like no other. Guestrooms begin on the 26th floor with spectacular views of the Bangkok skyline, modern décor and the latest technology.

Enjoy exquisite dining at our signature Japanese restaurant, Yamazato and the world-class European cuisine at Elements. Up & Above offers a sumptuous lunch buffet and traditional afternoon tea with a twist. Relax at our chic bar on the 24th floor with a fabulous outdoor terrace where you can unwind and view the city from a new perspective.




Park Ventures Ecoplex, 57 Wireless Road, Bangkok 10330, Thailand
T. +66 (0) 2687 9000 F. +66 (0) 2687 9001 E-mail. info@okurabangkok.com
www.okurabangkok.com







HARMONY IN THE HEART OF THE CITY




The Okura Prestige Bangkok blends modern Japanese elegance with refined Thai hospitality to bring you a 5-star luxury experience like no other. Guestrooms offer contemporary design and comfort as well as spectacular views of the city.

Enjoy exquisite dining at our signature Japanese restaurant, Yamazato and the world-class 'modern logical' European cuisine at Elements. Up & Above offers a sumptuous lunch buffet and traditional afternoon tea with a twist. Relax at our chic bar on the 24th floor with a fabulous outdoor terrace where you can sip cocktails under the stars.



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www.okurabangkok.com



Wedding Advertising

縁
DESTINY

THE HARMONY OF TRUE LOVE

The Okura Prestige Bangkok, located in the heart of the city, offers elegant surroundings and dedicated Wedding Consultants to ensure that your day will be a memory that you will treasure forever.

We have a variety of venues which are perfect for a small, intimate wedding as well as a lavish ceremony in our stunning ballroom. Our Wedding Consultants will work with you to create the celebration of your dreams – from exquisite catering options and cake design to décor and floral arrangements – we strive for perfection in every detail.

The Okura Prestige
BANGKOK

Park Ventures Ecomplexx, 57 Wireless Road, Bangkok 10330, Thailand
T. +66 (0) 2687 9000 F. +66 (0) 2687 9001 E-mail. info@okurabangkok.com
www.okurabangkok.com

Okura
HOTELS & RESORTS

THE LEADING HOTELS
OF THE WORLD

The Okura Prestige Bangkok

Inroom Dining



The Okura Prestige Bangkok

Inroom Collateral



The Okura Prestige Bangkok

Inroom Collateral



The Okura Prestige Bangkok



The Okura Prestige Bangkok

Marketing Kit



The Okura Prestige Bangkok

Fact Sheet



The Okura Prestige Bangkok

Menus



The Okura Prestige Bangkok

Menus



The Okura Prestige Bangkok

Menus



“ The Creative Partnership were the right company for our project. We were impressed by their professional approach, their creative ideas and their technical as well as specialist knowledge, and most of all, their understanding of our needs. Opening a luxury property such as The Okura Prestige Bangkok, needed a partner of the highest calibre and we needed to be confident that we would have a professional partner on board with the resultant work meeting also value for money. We are and remain extremely pleased with the resulting work and David and his very professional team managed to interpret our ideas exactly by creating work that had a modern and clean professional look in line with our requirements. Throughout the project The Creative Partnership were always ready to suggest new ideas that would add value to the Hotel and what impresses me personally most was their passion to please the client by providing at every occasion numerous options to choose from for every task that had been assigned to them.

During a hotel opening there are obviously endless matters to focus on and I was able to trust and be guided by their creative judgment, allowing myself and my team to focus our input elsewhere where it was needed. I would have no hesitations in recommending The Creative Partnership - for their creativity, customer service, business acumen, for taking the burden off me, for progressing the project and for understanding the clients requirements at every instance. ”

Samir R. Wildemann

General Manager

The Okura Prestige Bangkok

CP ALL



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BY 24 SHOPPING

24 Shopping
24 Catalog

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Amulet 24.com
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TAIWANG 24.com
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24 Shopping



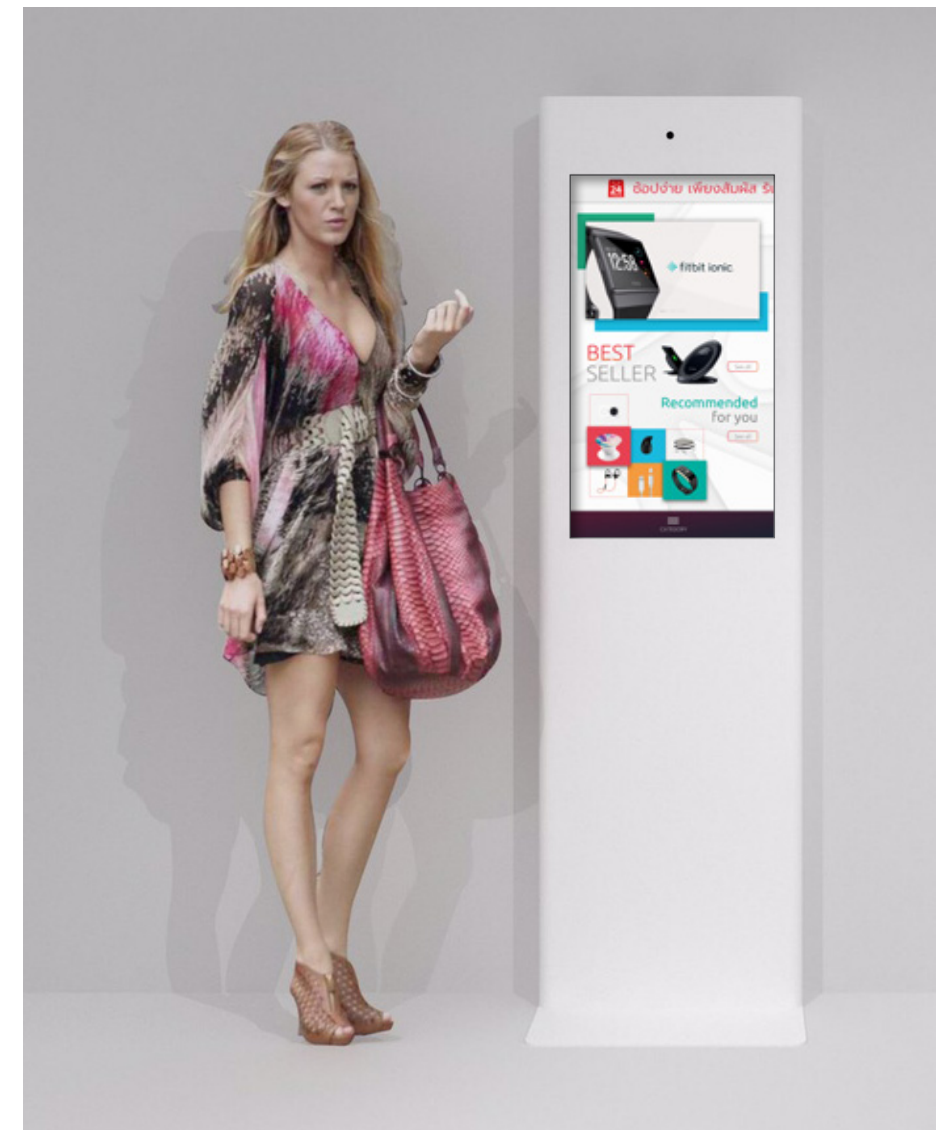
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**BEST
SELLER**



ช้อปง่าย เพียงสัมผัส รับของเลย

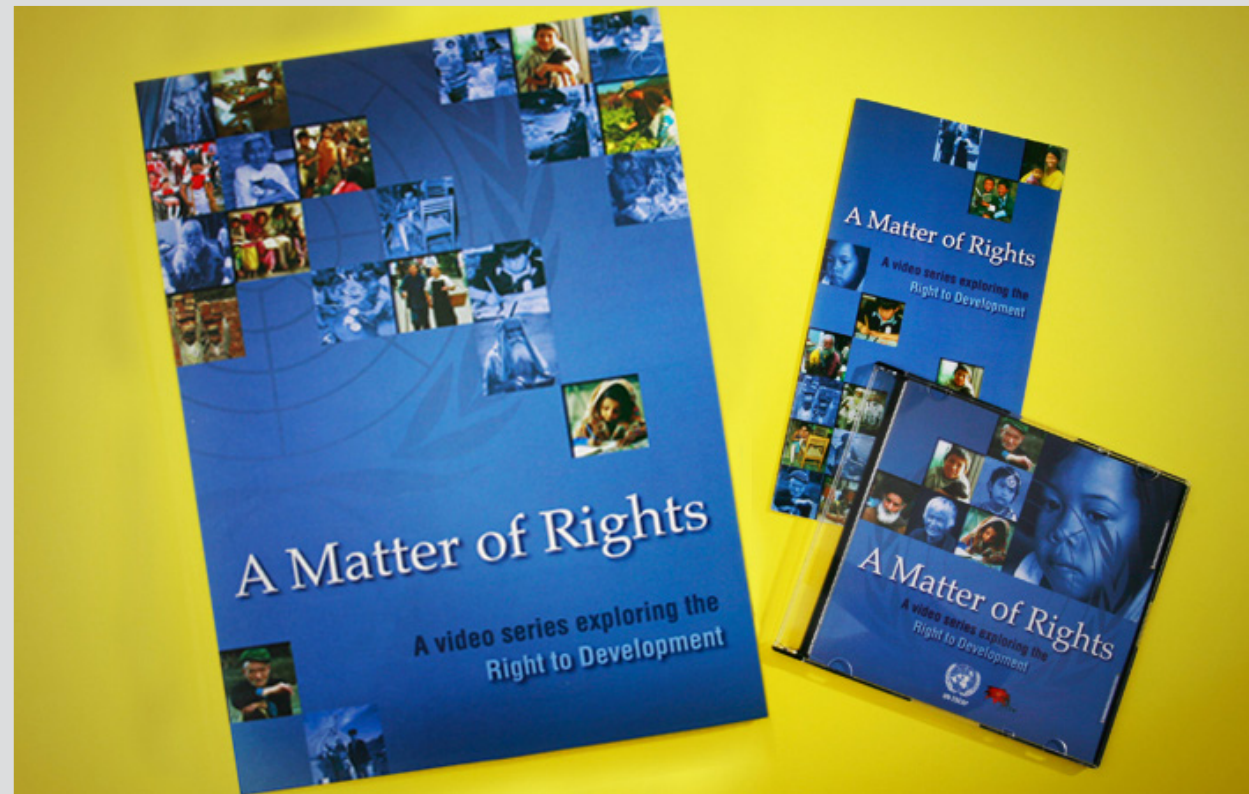
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UN ESCAP







UNICEF

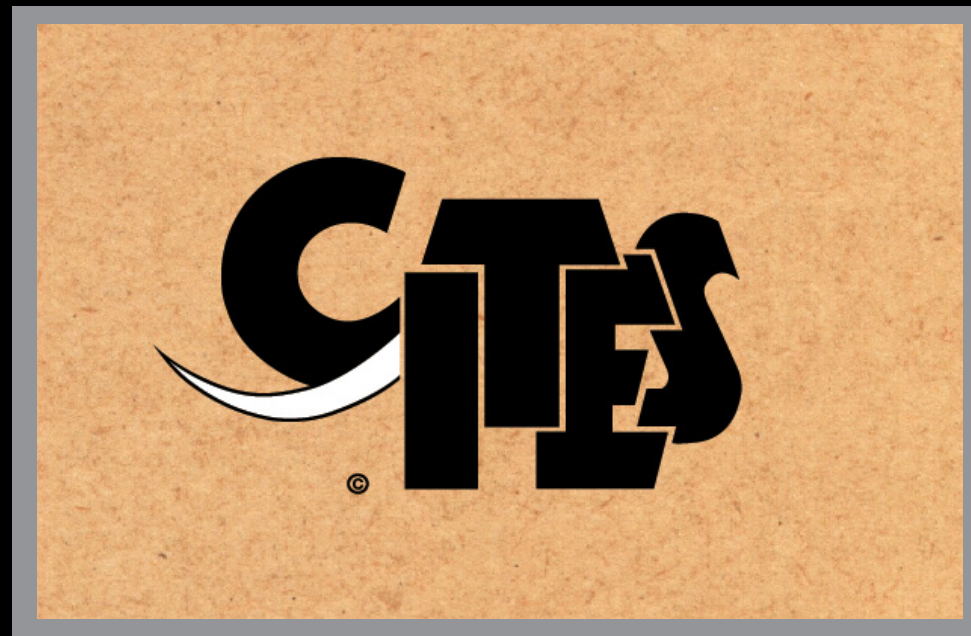


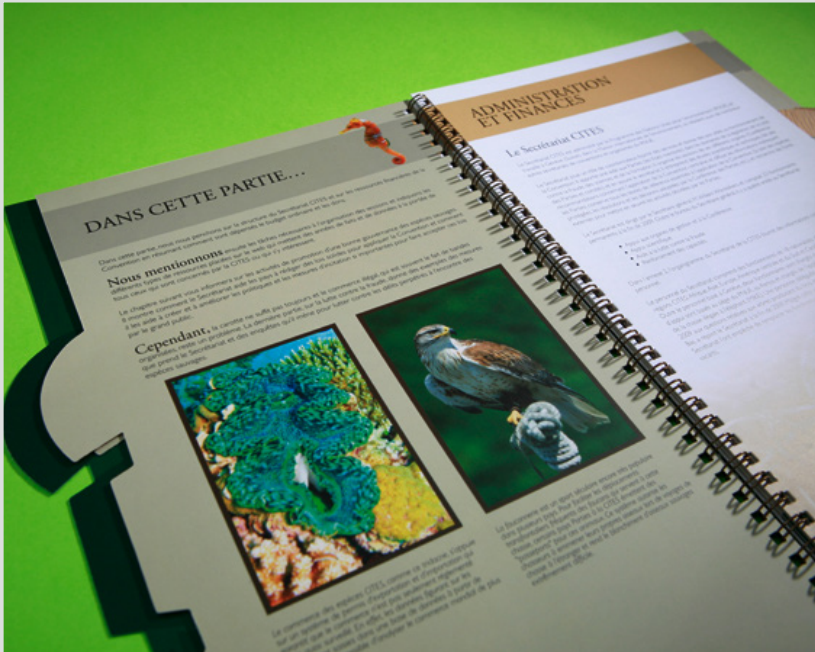






CITES









Accor Asia Pacific











Accor Hotels Advertising



ACCOR HOTELS

Feel Welcome



Tee Time
IS ALSO ONE OF
OUR SPECIALTIES.

Because we share the same taste for excellence, AccorHotels is a proud sponsor of the AccorHotels Vietnam World Masters Golf Championship.

accorhotels.com



ACCOR HOTELS

Feel Welcome



**Feel
WELCOME**

Discover AccorHotels' outstanding hospitality, modern comfortable facilities and warm service throughout Upper Southeast Asia. Whether travelling to vibrant city centres, stunning beaches or tucked away forest escapes, enjoy the best choice of hotels and resorts from affordable to the most luxurious. Feel welcome at more than 100 AccorHotels around Upper Southeast Asia.

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Sofitel Brand Advertising

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Sofitel Angkor Phokeethra Golf & Spa Resort

Sofitel Plaza Hanoi

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Sofitel Bangkok Sukhumvit

Life is Magnifique in Asia!

Sofitel Krabi Phokeethra Golf & Spa Resort

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Pullman Brand Advertising



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Pullman Bangkok King Power	Pullman Pattaya Hotel C	Pullman Phuket Arcadia Naithon Beach	Pullman Khao Lak Resort and Spa
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Big decisions are mostly made around tables, but not necessarily meeting ones.

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Pullman Danang Beach Resort	Pullman Hanoi	Pullman Saigon Centre
Vu Nguyen Giep Street - Kim My Ward Ngu Hanh Son District - 55000 DANANG	40 Cat Linh Street - 10000 HANOI	148 Tran Hung Dao Boulevard District 1 - 70000 HO CHI MINH CITY

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HOTELS AND RESORTS

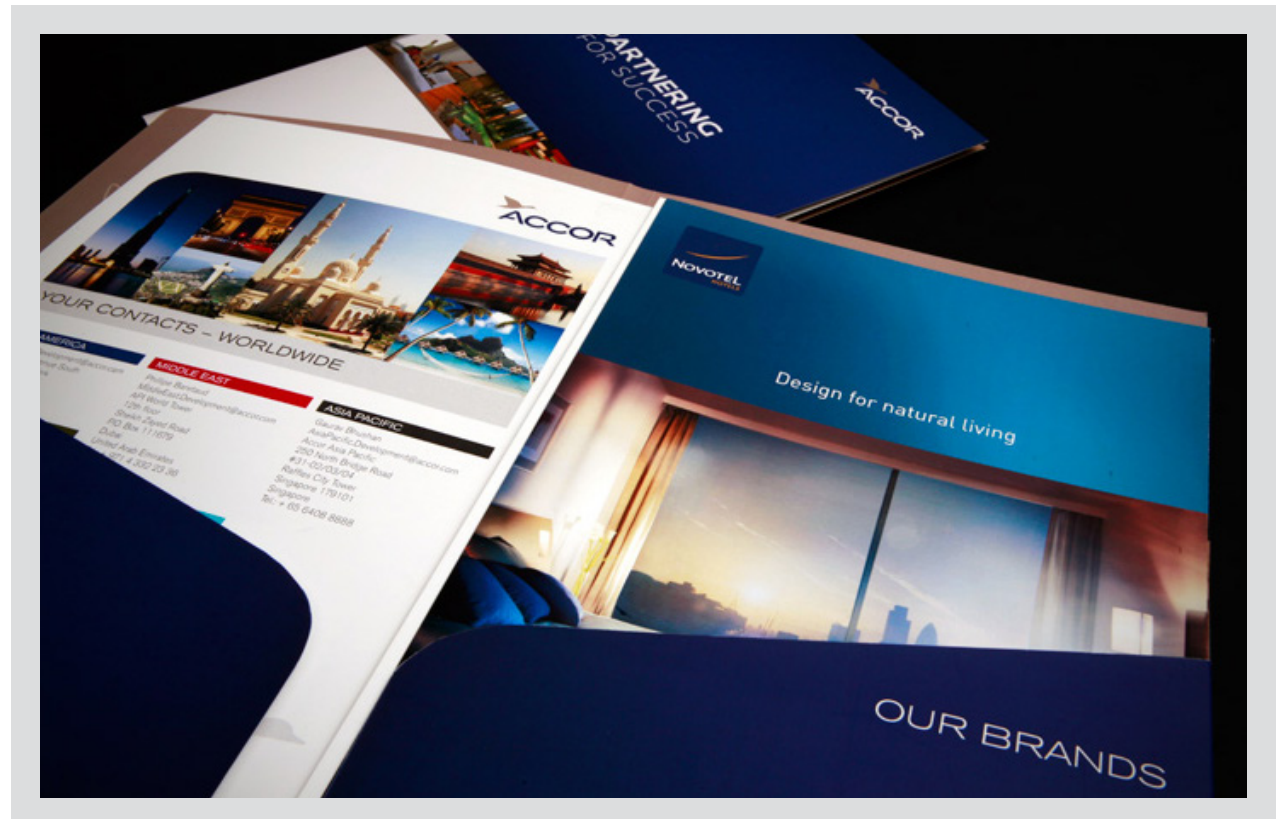
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MGallery Brand Advertising



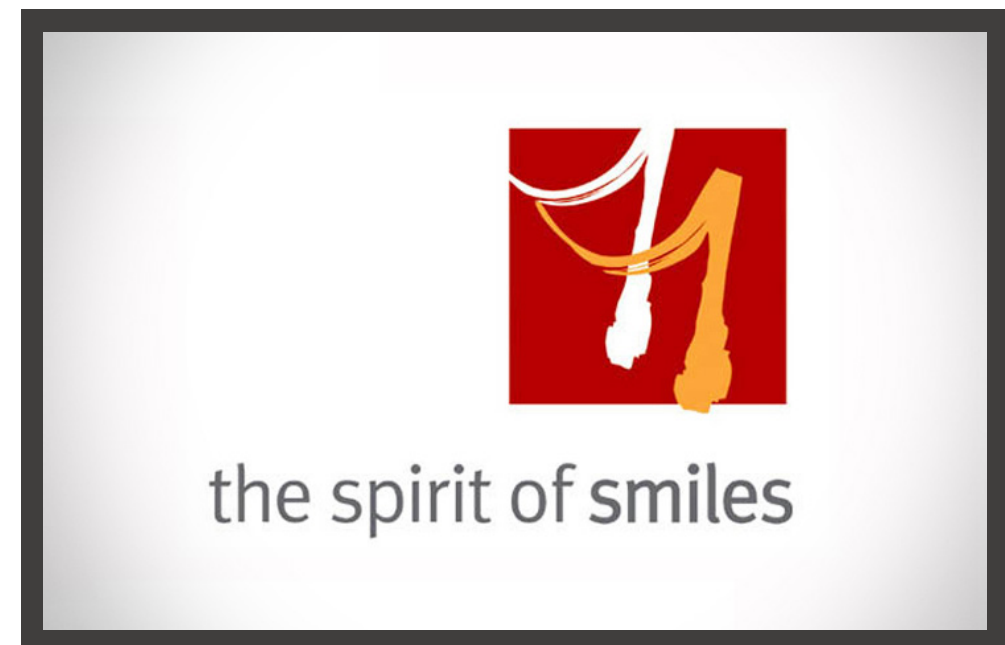
Brands Development



Communication



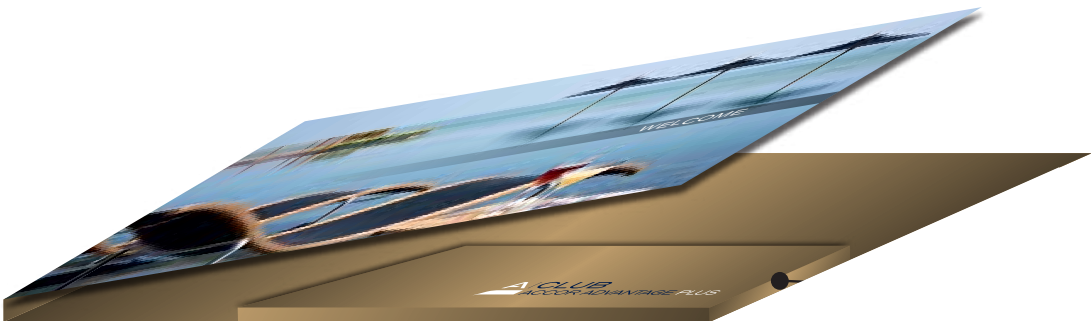
Logo Design



Logo Design



A|Club Accor Advantage Plus Member






Yim Kids




Social Media

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Until December 31, 2017, earn x3 miles at AccorHotels' luxury and upscale brands Sofitel, Pullman, MGallery and Grand Mercure and x2 miles at their other brands around the world — plus a chance to win one of four USD 250 dining credits valid at their luxe hotels in key destinations served by Thai Airways.

Whatever you yearn for, you'll find it with AccorHotels!

[ESCAPE NOW](#)



To take advantage of this offer, you must be a member of both Royal Orchid Plus ("ROP") and Le Club AccorHotels ("LCAH"). Le Club AccorHotels membership is free and instant; [click to sign up today](#).



Royal Orchid Plus & Le Club AccorHotels
Featured Destinations





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[EXPLORE MORE](#)



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with Accor Plus

Redeem 25,000 Royal Orchid Plus miles and enjoy the incredible benefits of an Accor Plus membership for an entire year.

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- a complimentary one-night stay
- 10% off room rates all year round
- up to 50% off dining at over 1,000 hotel restaurants
- and much more...

Accor Plus gives you access to 18 countries, 700 hotels and 1,000 hotel restaurants — including over 70 hotels and 130 restaurants in Thailand.

Redeem today — 28 February, 2018



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Get Inspired! Explore Hotels



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[EXPLORE MORE](#)

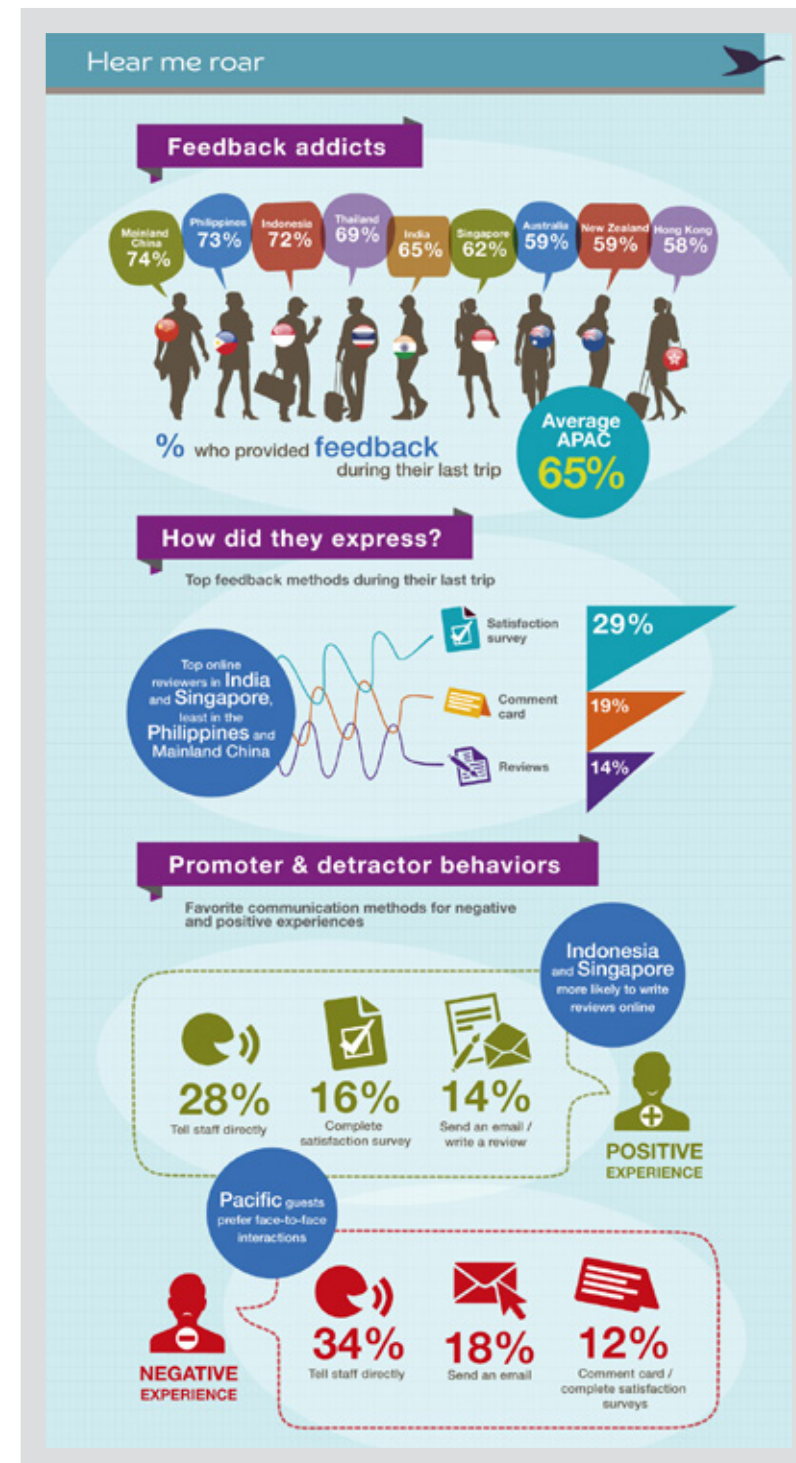
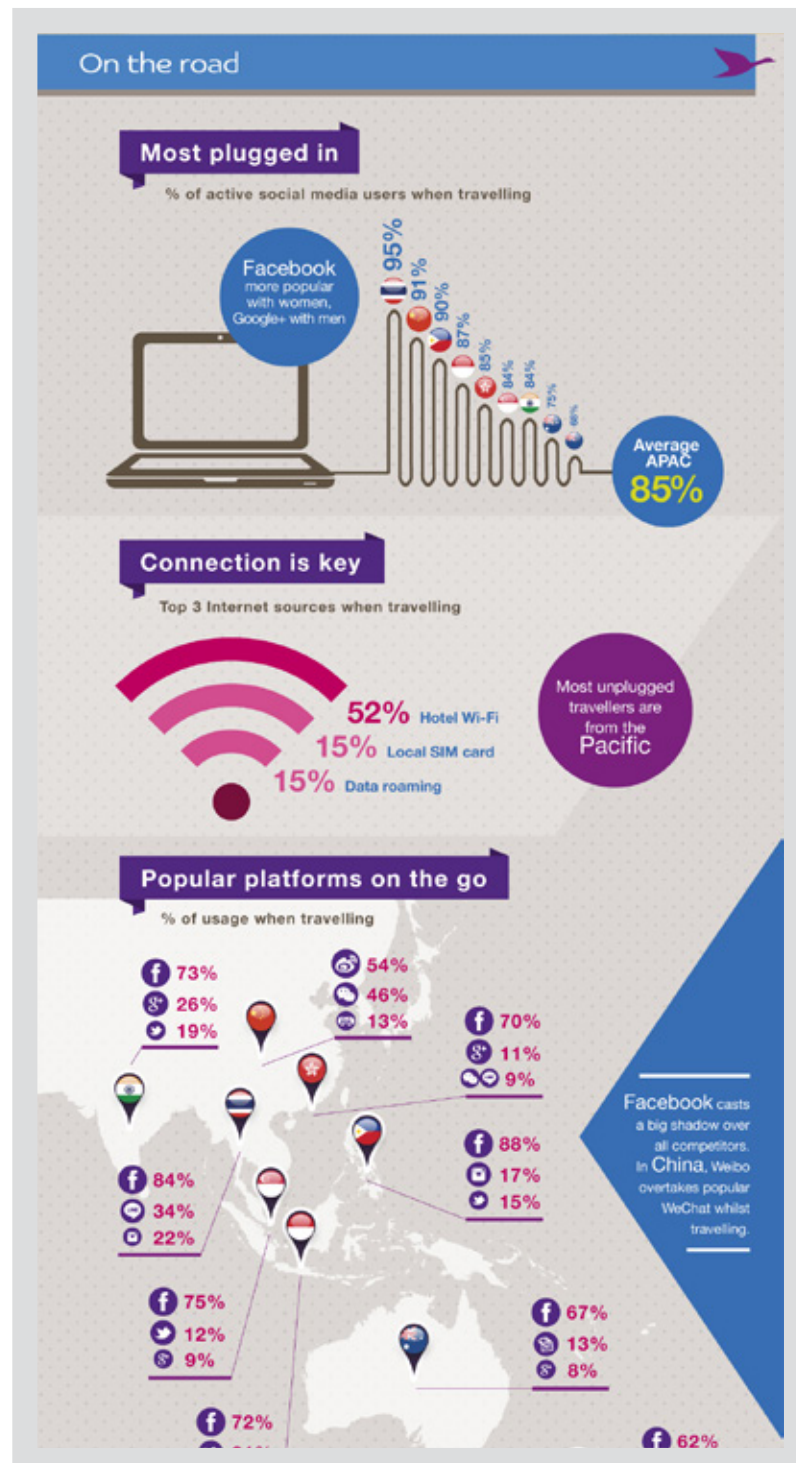



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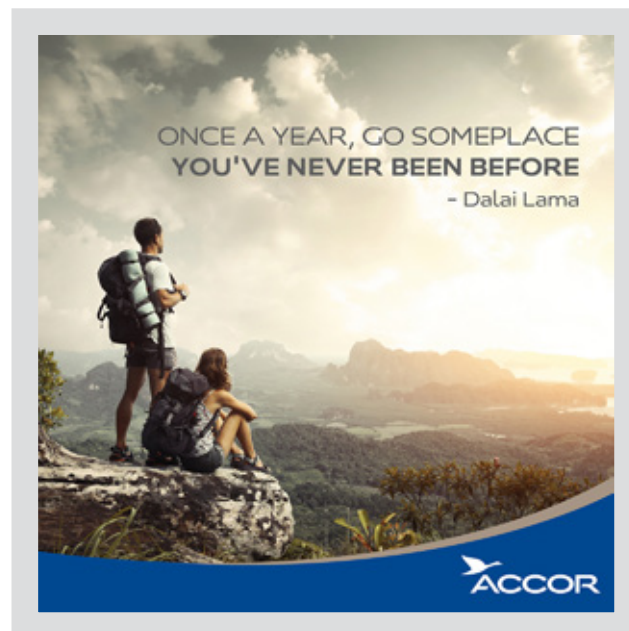
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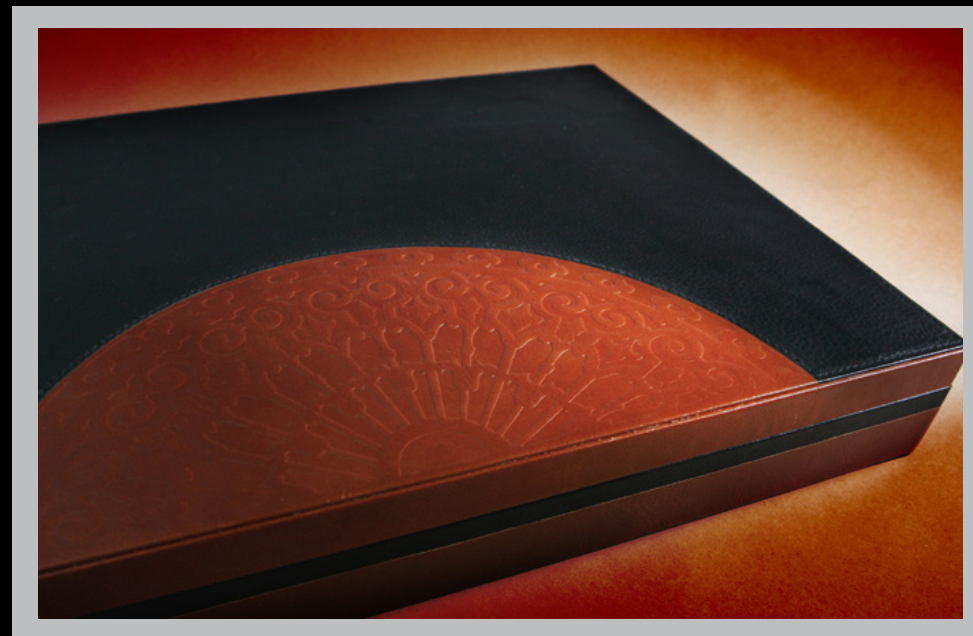
Social Media



Social Media



Mandarin Oriental Bangkok

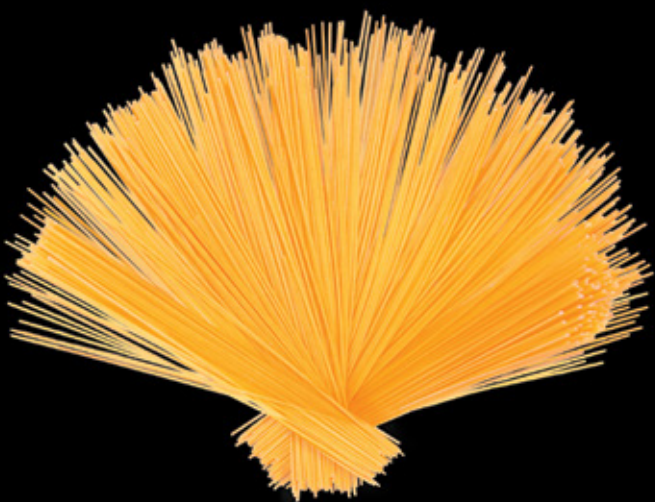


Logo Design




Advertising Design

Delicious Italian Seduction
Coming January 2013

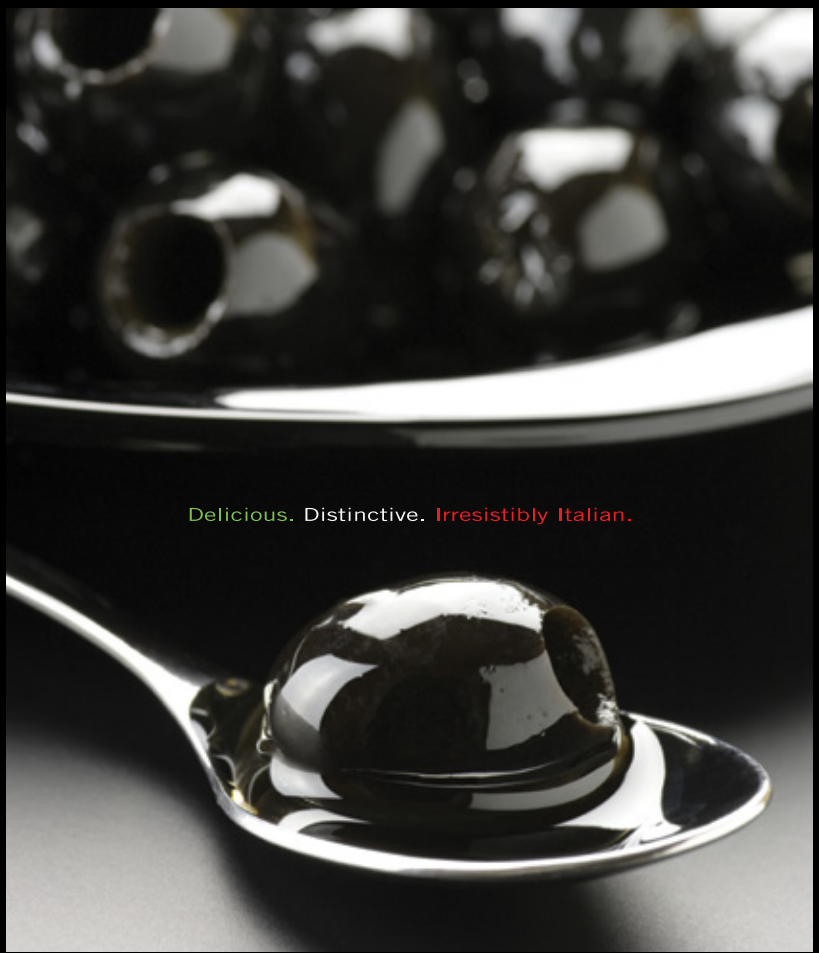


Will you be a fan?




ITALIAN RESTAURANT

48 Oriental Avenue, Bangkok 10500, Thailand
T. 66 (0) 2659 9000 E. mobkk-reservations@mohg.com
www.mandarinoriental.com/bangkok




Delicious. Distinctive. Irresistibly Italian.

The singular style of the all new Ciao will seduce you.
Savour the finest Italian cuisine in the chic,
modern décor of our outdoor terrace by the river.



MANDARIN ORIENTAL
BANGKOK

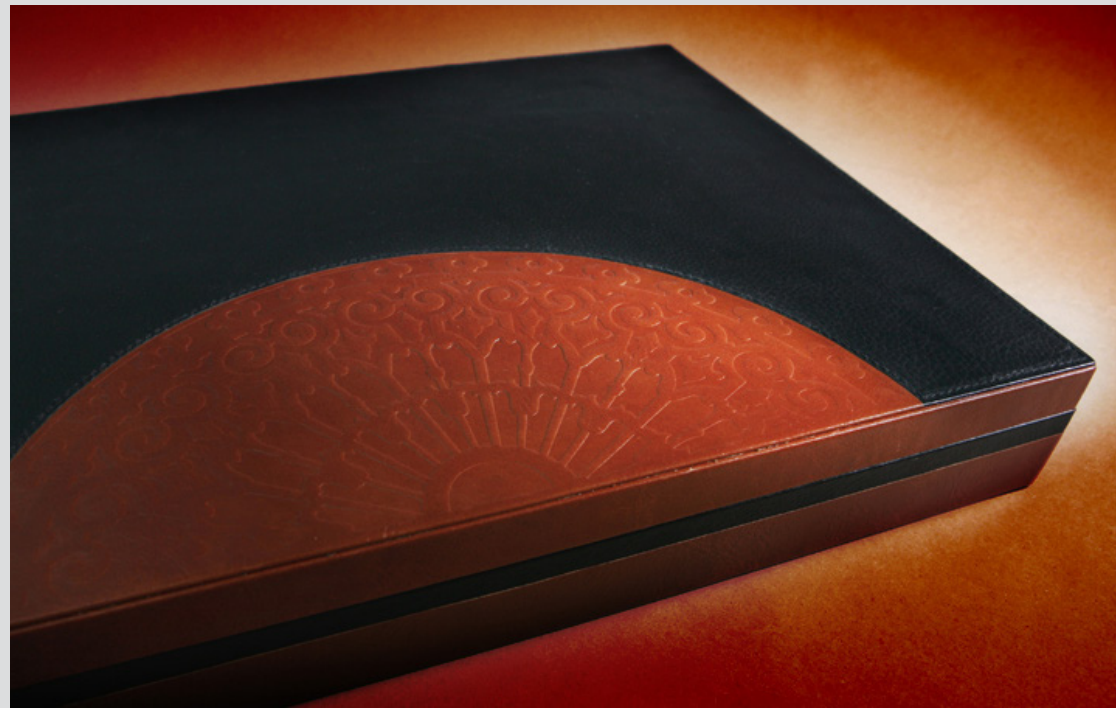
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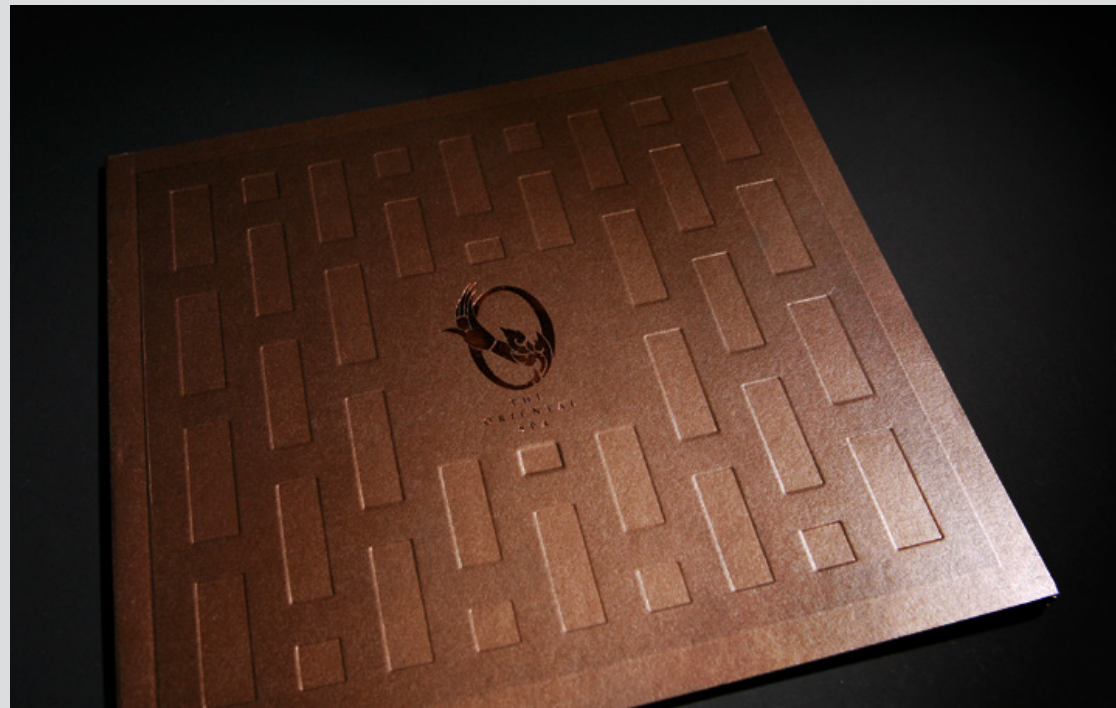
ITALIAN RESTAURANT

Mandarin Oriental Bangkok

Compendium Box: Inroom Dining & Room Directory



Spa Brochure

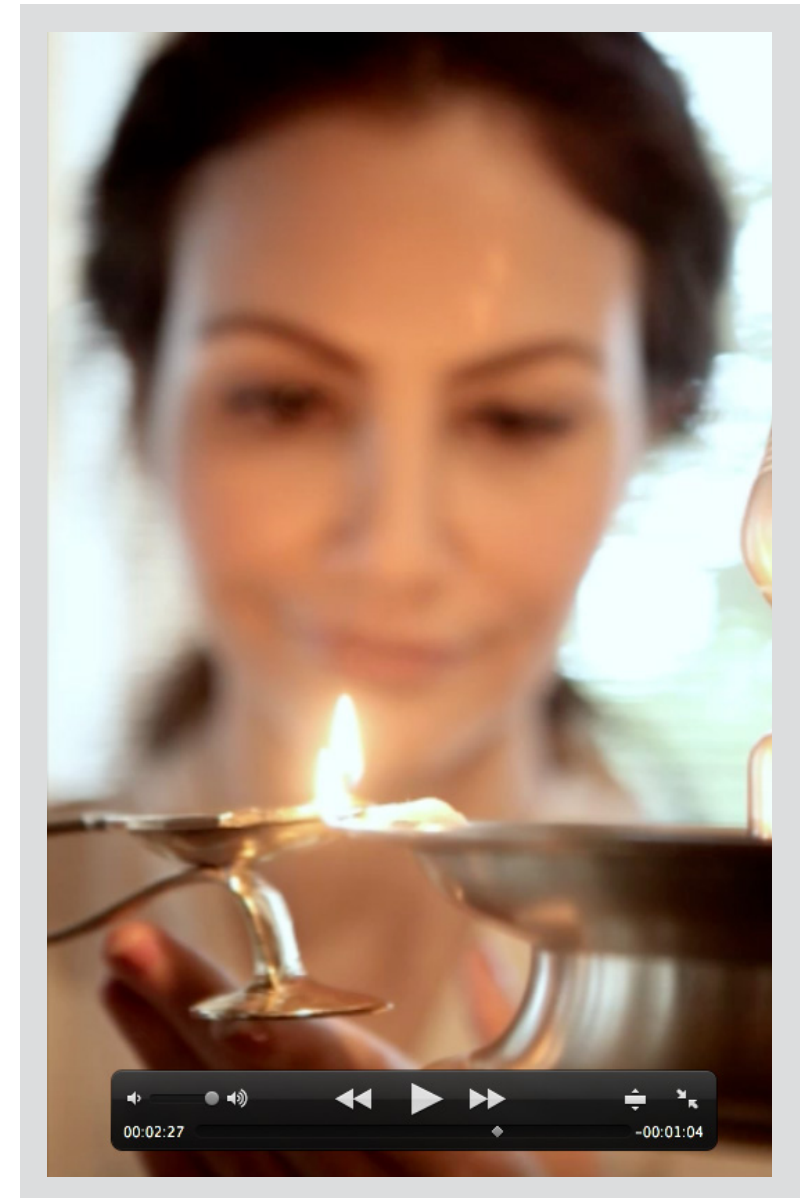
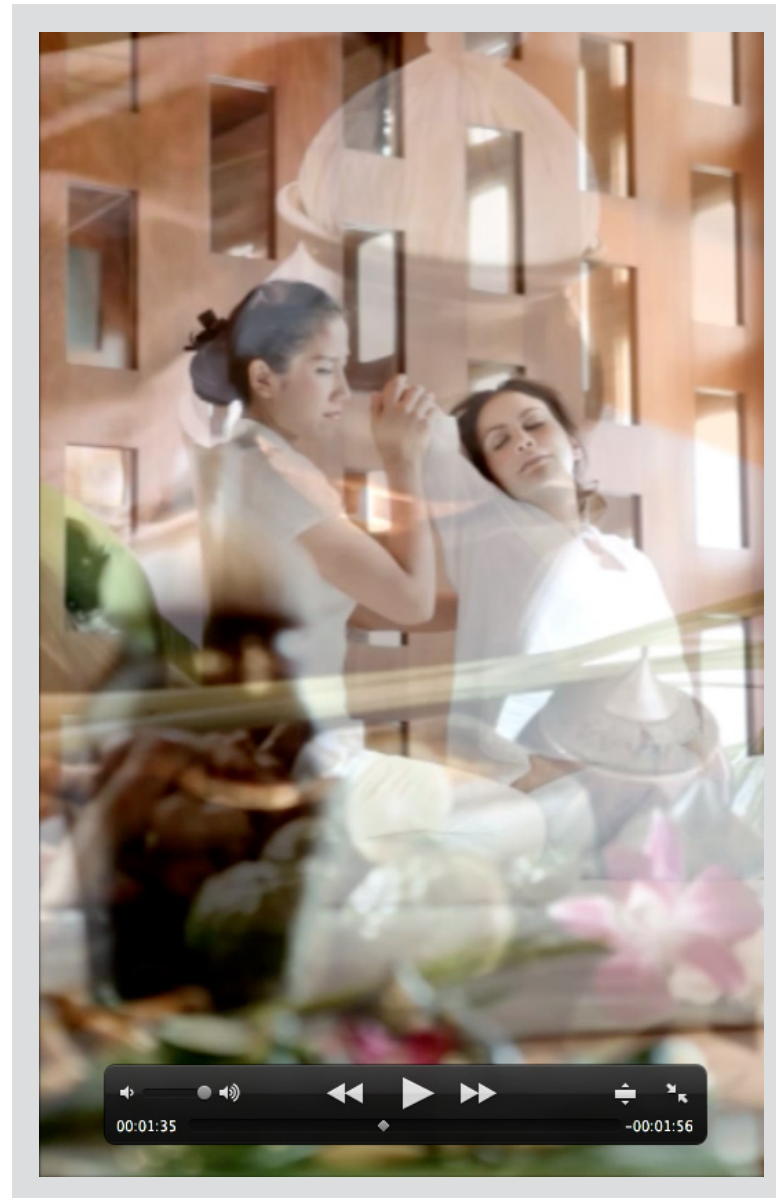
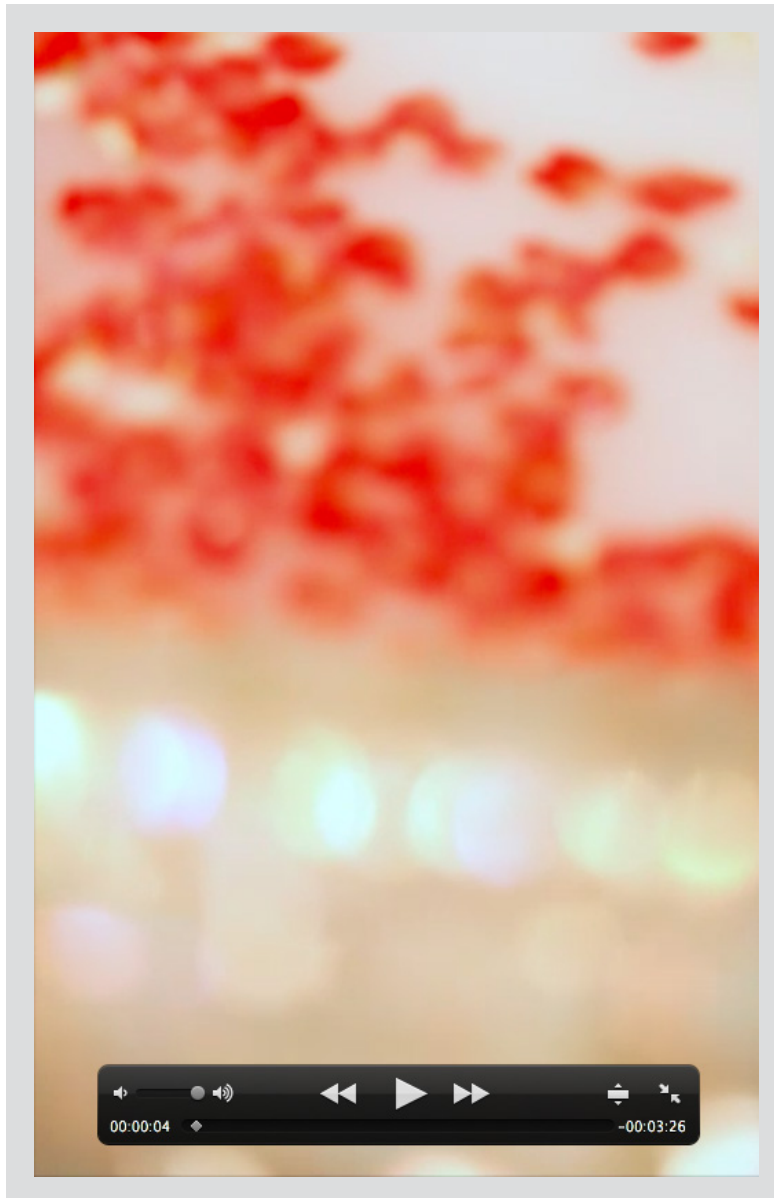


Mandarin Oriental Bangkok

Collateral



Spa Video



Signage for Staff Area



The Author's Lounge



Afternoon Tea Menu



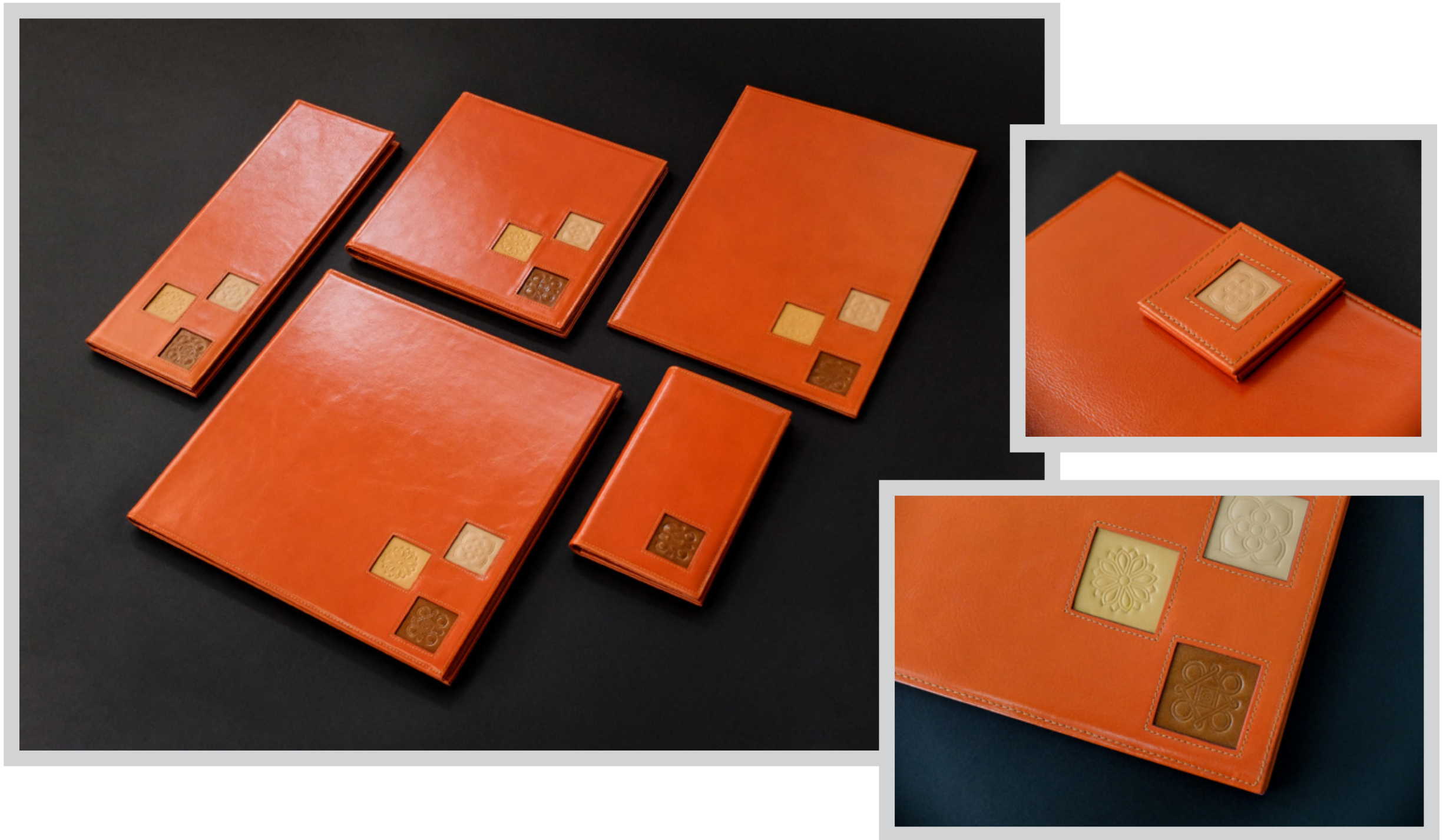
Afternoon Tea Menu



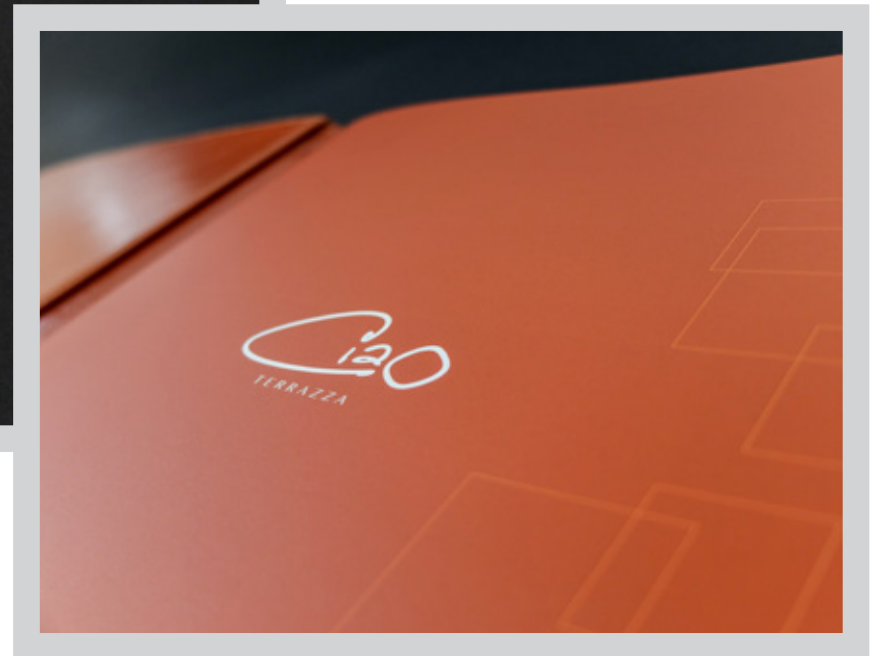
Drink Menu



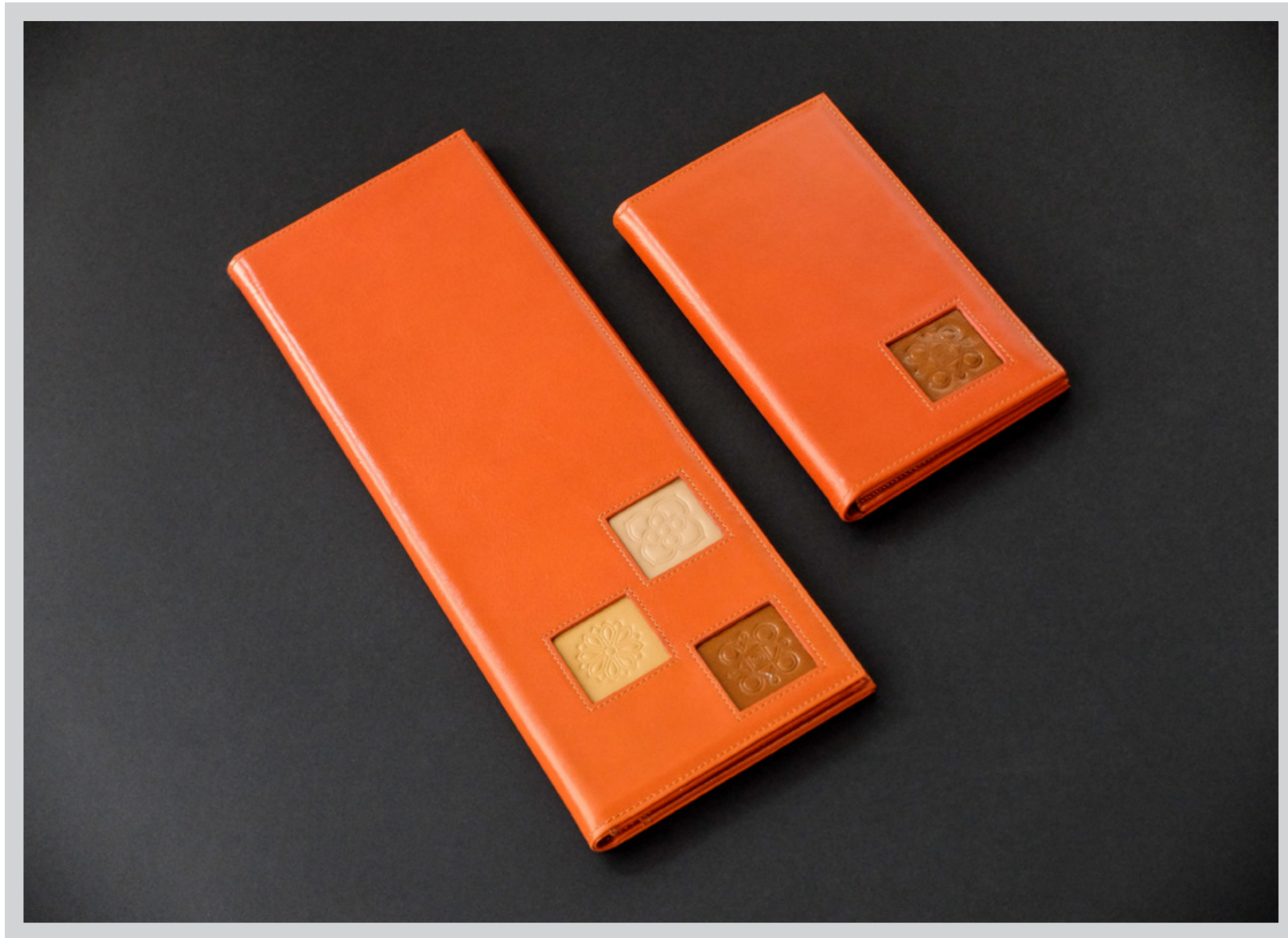
Ciao Menus



Ciao Menus



Ciao Menus



Ciao



Le Normandie Menus



The Oriental Times



140th Logo



Phulay Bay - Ritz-Carlton Reserve



Phulay Bay - Ritz-Carlton Reserve

Compendium Box Set: Stationery, Postcard, Room Directory, Inroom Dining, Spa Menu, Activities Guide, Guest Survey and Resort Map

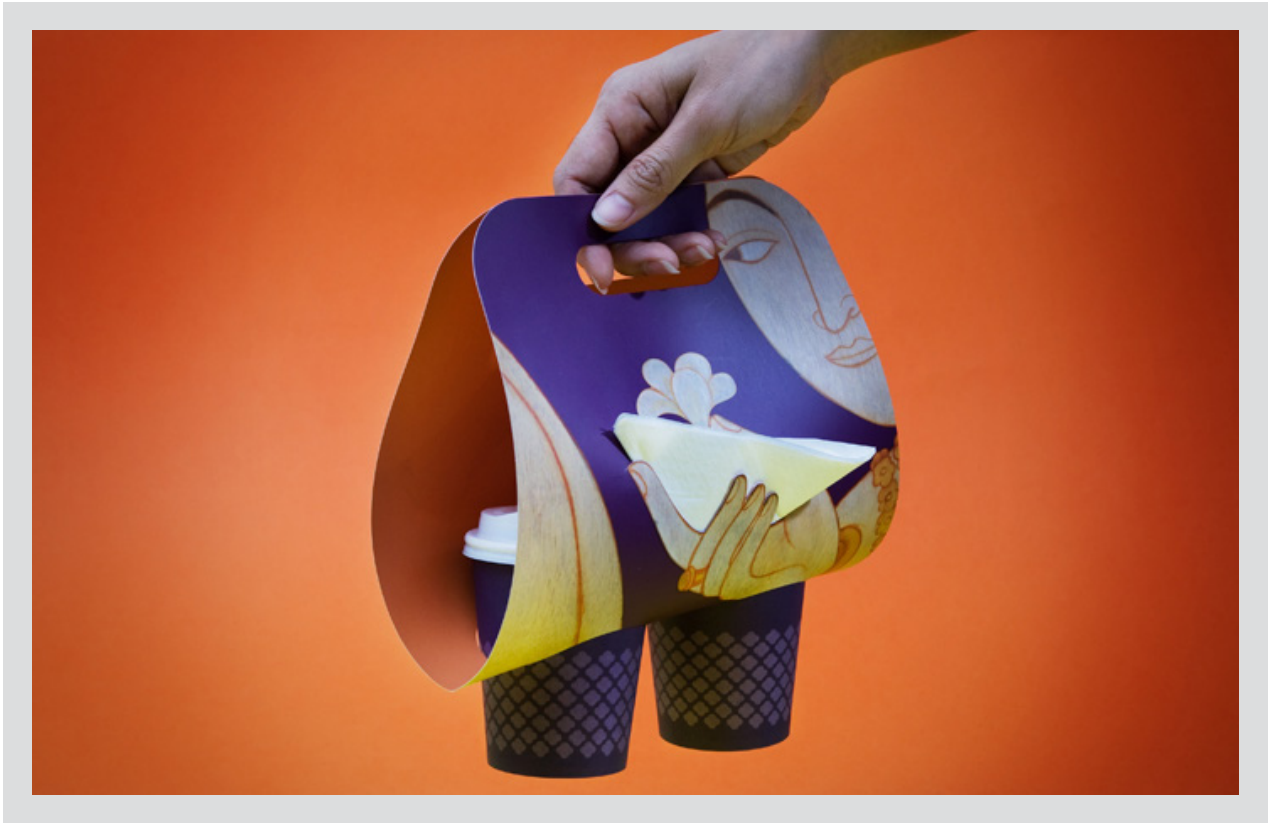


Phulay Bay - Ritz-Carlton Reserve

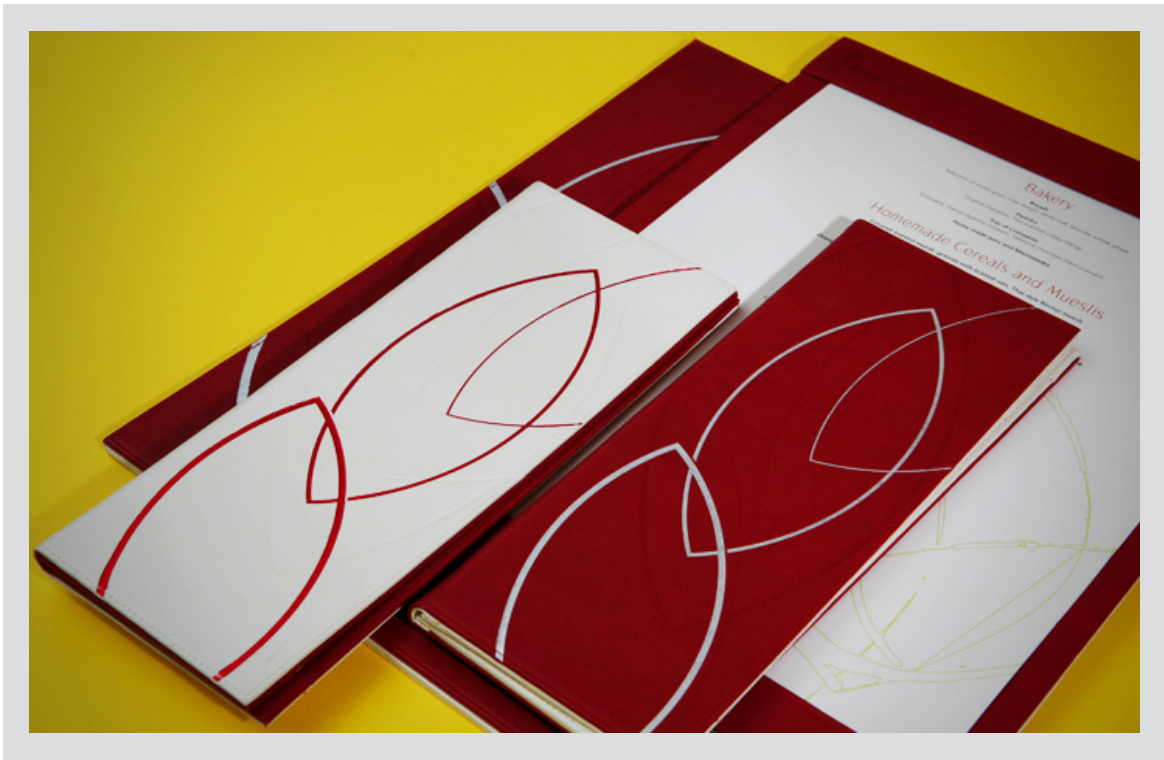


Phulay Bay - Ritz-Carlton Reserve



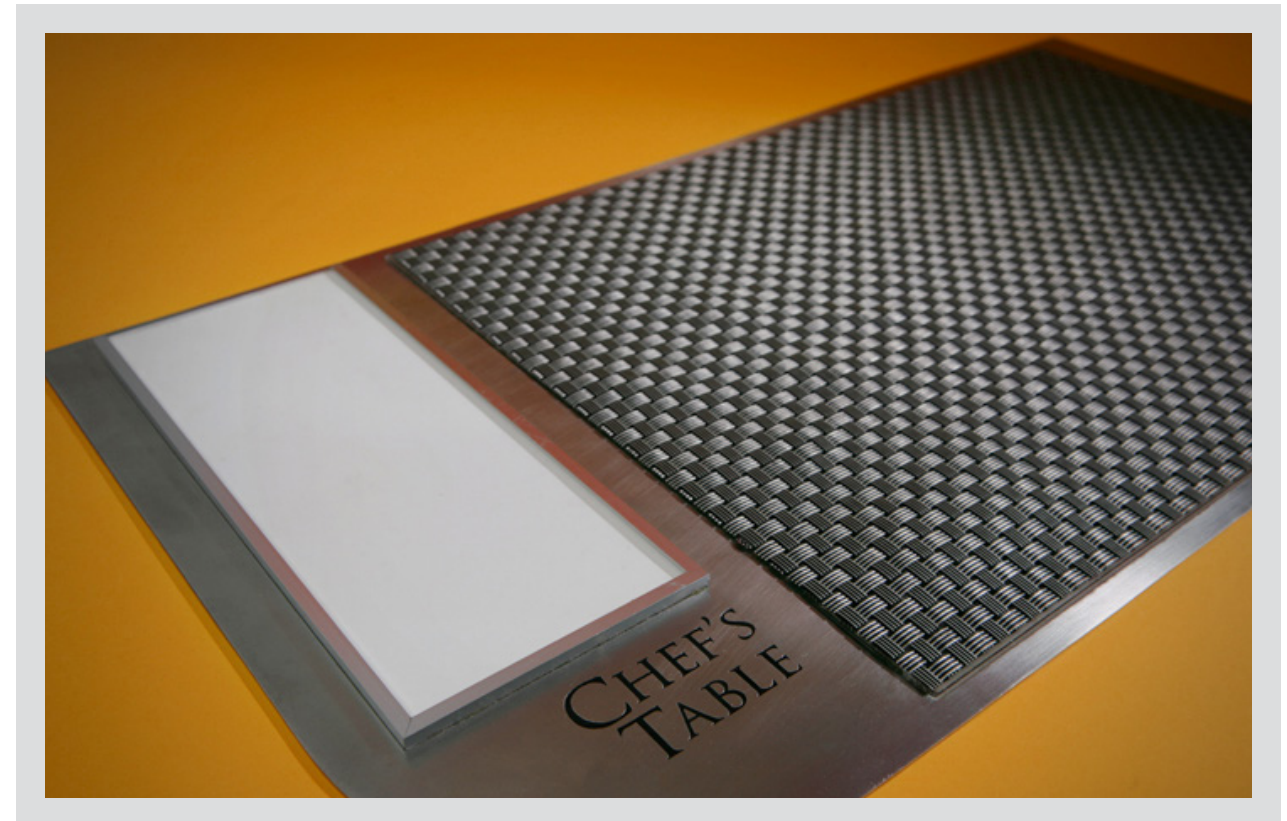


Menus



The Sukhothai Bangkok

Menus



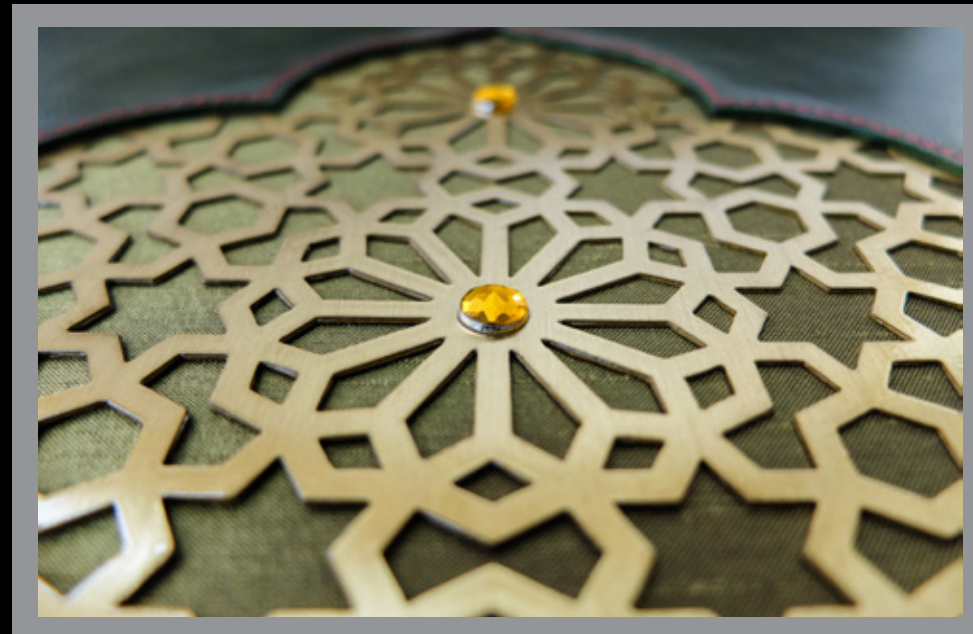
“ TCP is one of the most creative, quality driven and dedicated team I have ever worked with! Not only do they put all efforts to deliver a unique product but they take pride in delivering superb quality. Phulay Bay - a Ritz-Carlton Reserve has accomplished a refined yet relaxed sense of place with modern Thai flair thanks to the impeccable job TCP had delivered while opening our first Reserve in the World. ”

Estelita Seбето

General Manager

Phulay Bay, a Ritz-Carlton Reserve

Ritz-Carlton Bangalore



Logo



THE MARKET



THE LOBBY LOUNGE



Riwaz



THE
POOL BAR



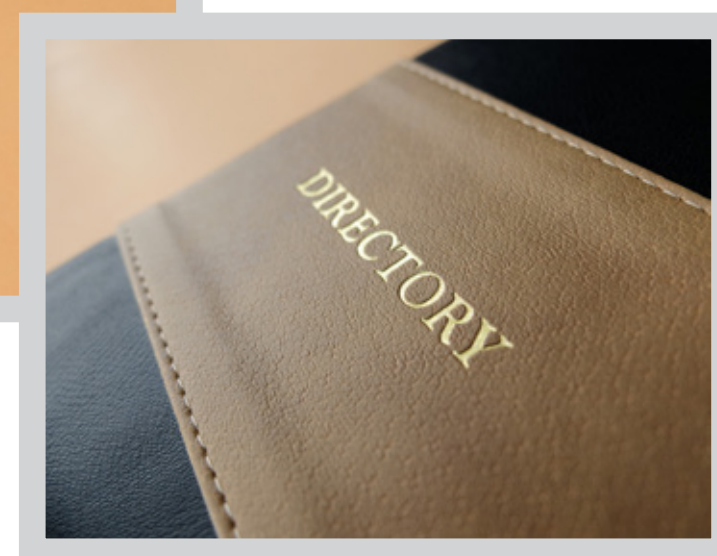
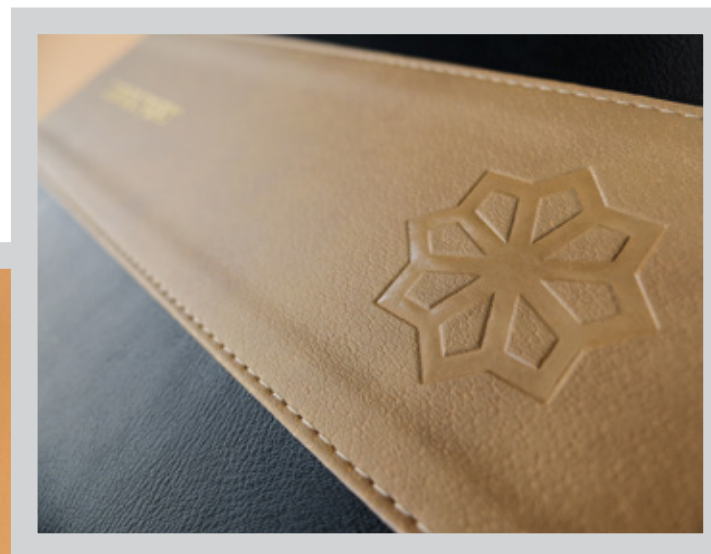
THE LANTERN

THE RITZ-CARLTON
BAR

Compendium Box



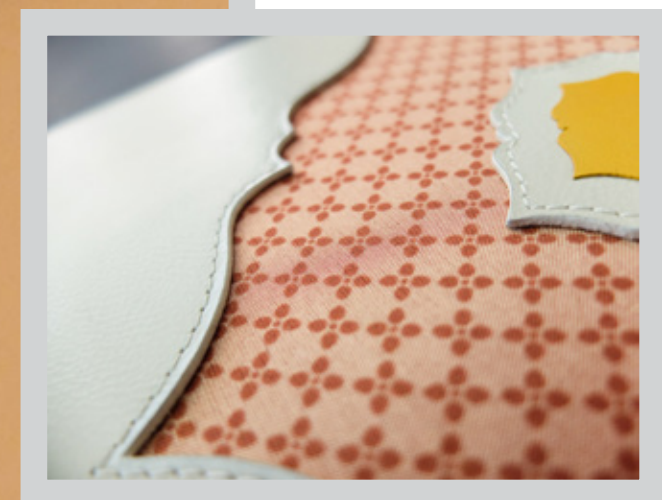
Compendium Box



Menus



Menus



Menus



Menus



Menus



The Ritz-Carlton Langkawi



Outlets Logo



Menu



Menu



Menu



Menu



Turndown Card



Pa Sak Tong



Room Directory



Remote Lands



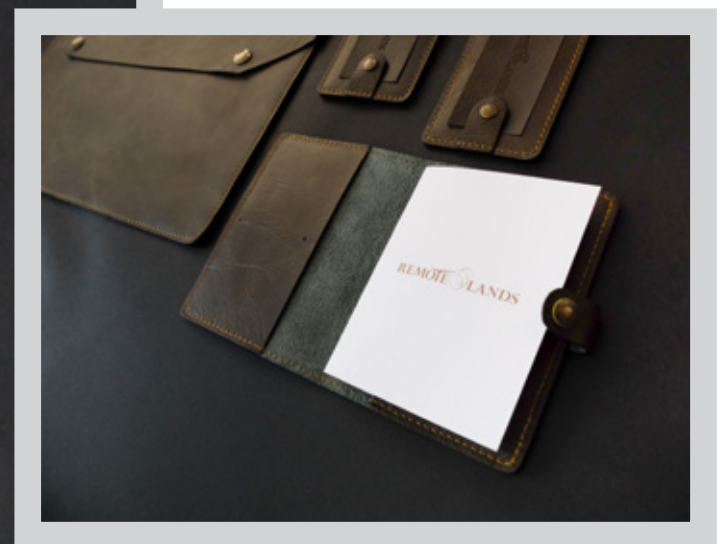
Gift Box



Gift Box



Gift Set



1823 Ronnefeldt Tea Lounge

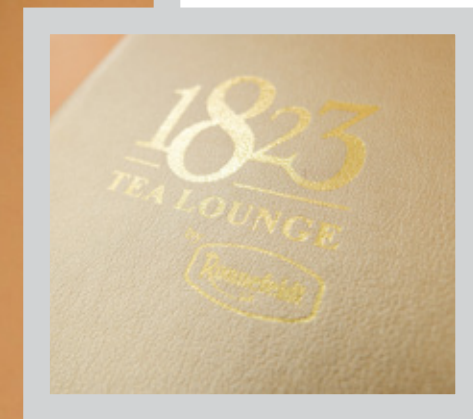


Logo

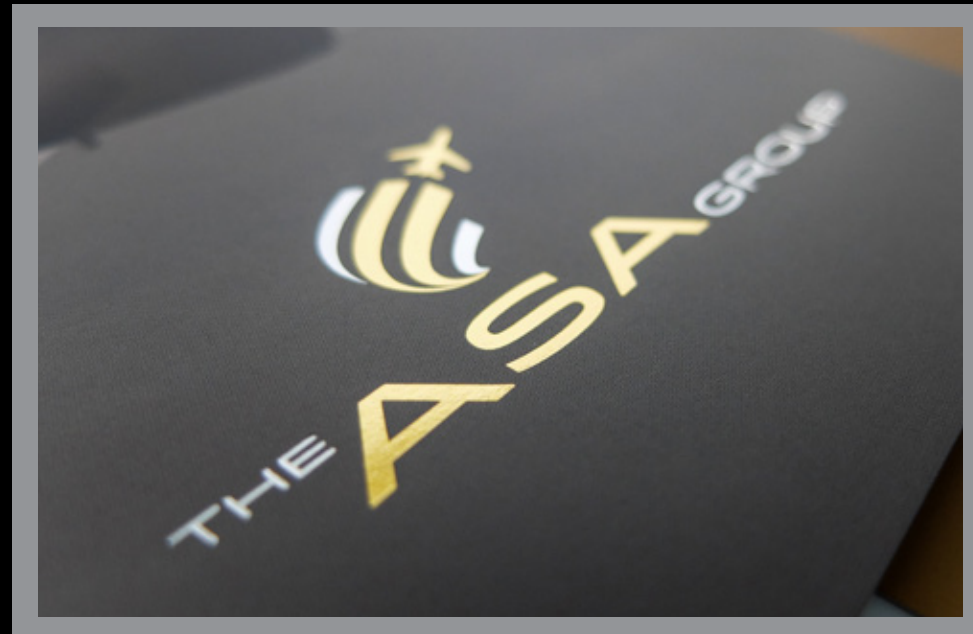


1823 Ronnefeldt Tea Lounge

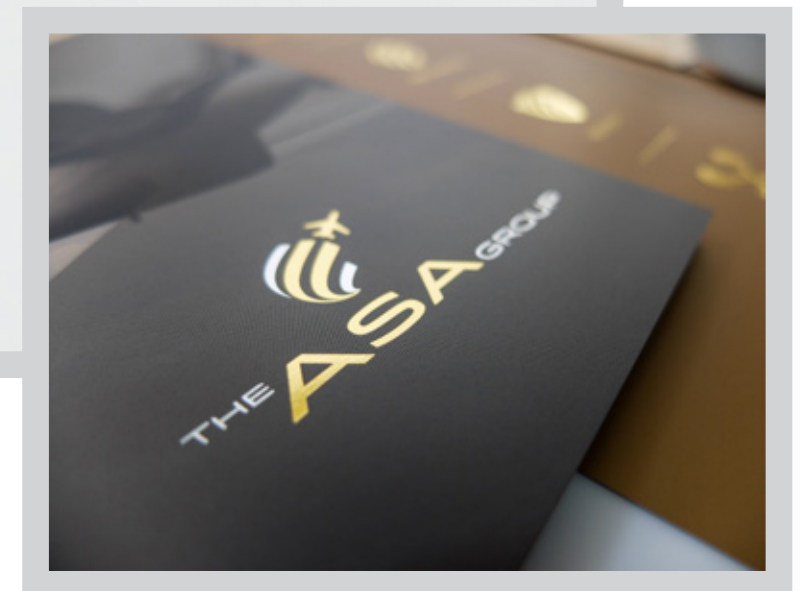
Menus



The ASA Group



Brochure

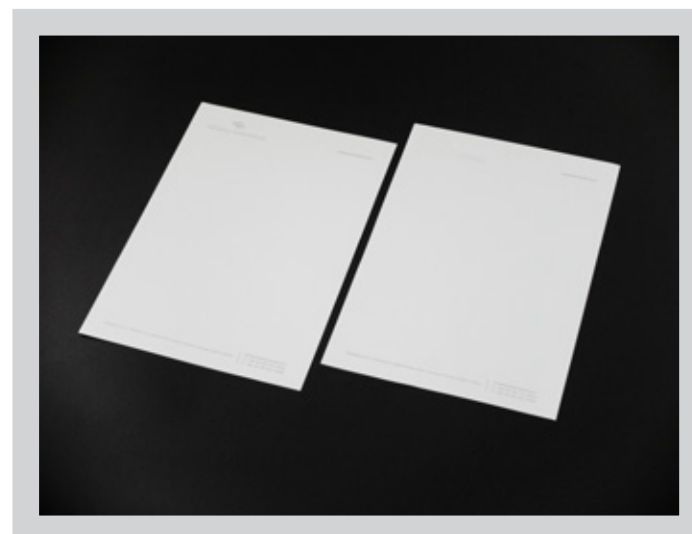
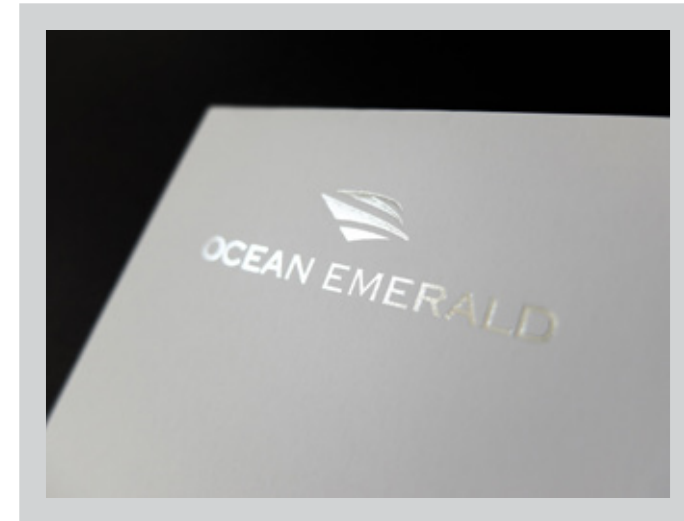


OCEAN EMERALD



OCEAN EMERALD

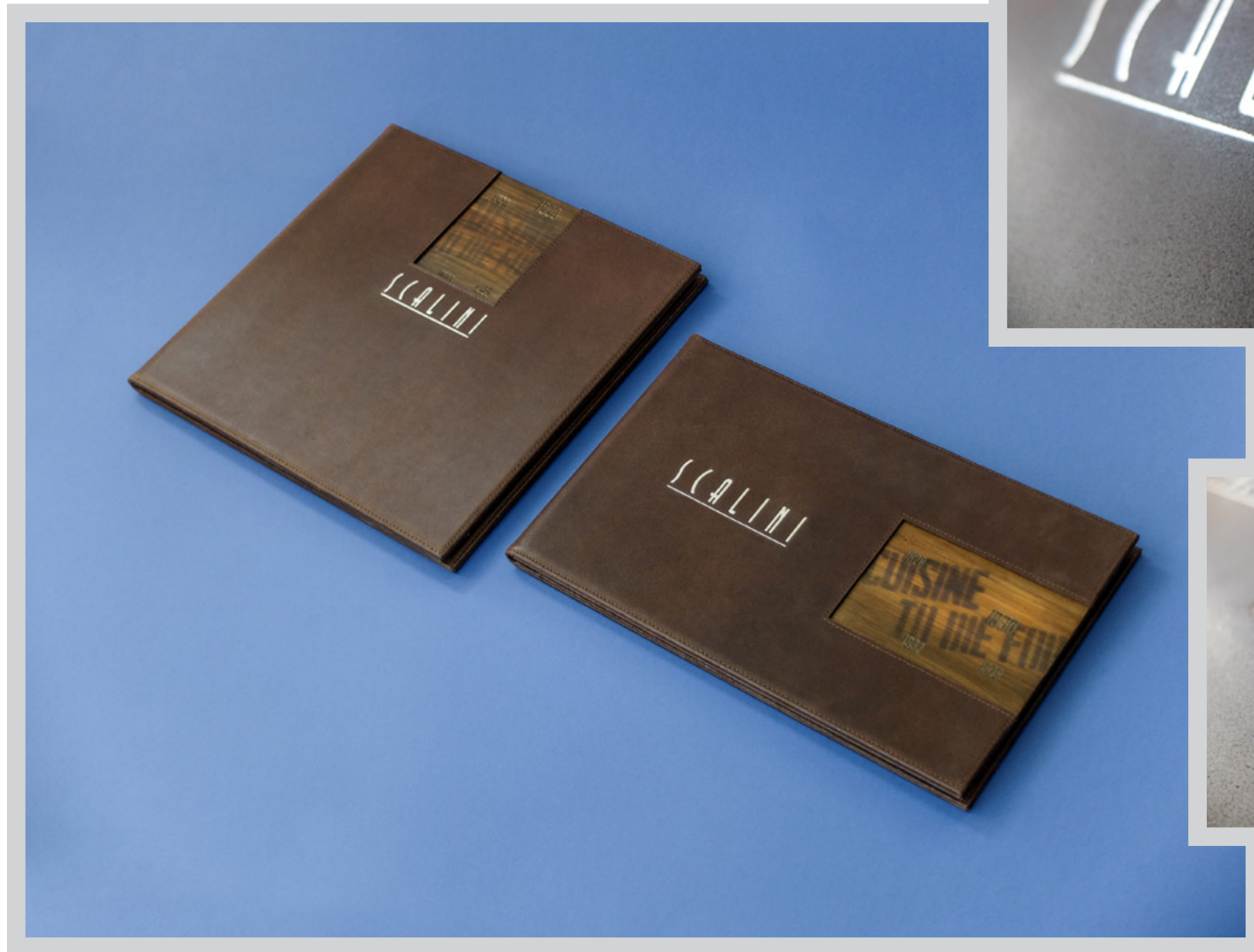
Brochure



Hilton Sukhumvit Bangkok



Menus



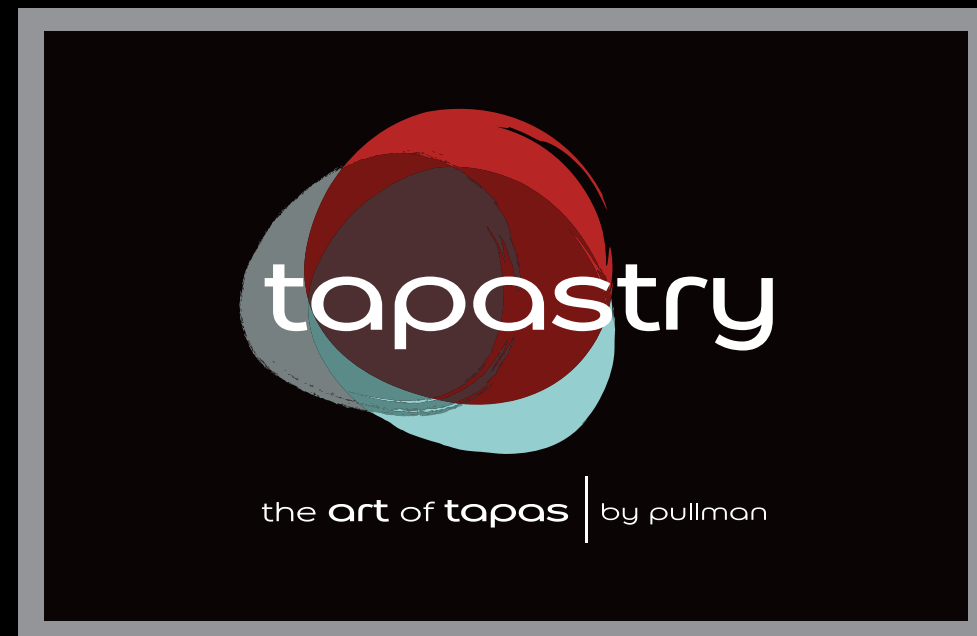
Menus



Menus



Tapastry



Menus



Carpe Diem

MALDIVES



Brand Logo



Cruises Logo



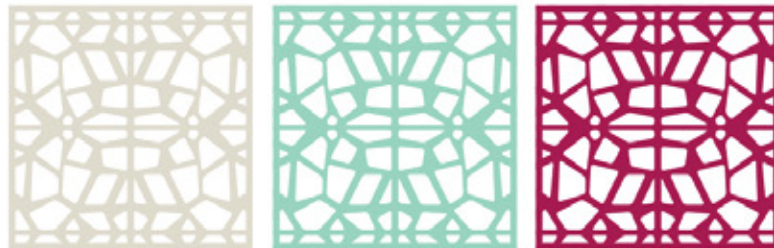
Resort Logo



Resort Pattern Design

PATTERNS

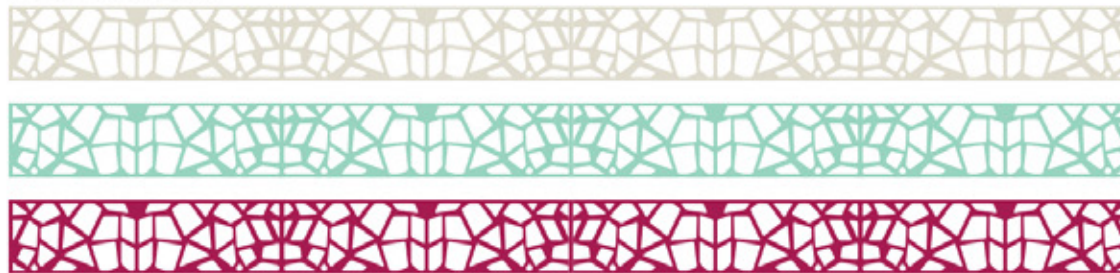
Decoration



Patterns inspired by the coral reef, both in the sea and in architectural elements found within the resort.

Patterns can be used with secondary colours, or printed with specialty techniques like spot UV for a subtle effect.

Horizontal Strip



Spa Logo



Pool Bar Logo



All Day Dining Logo



SAWAN



SAWAN

Logo & Icon



S A W A N

CONTEMPORARY THAI

SAWAN

SAWAN Set



SAWAN

Bill Box



Notepad Holder & Pen



Coat Tag



SAWAN

Matchbox



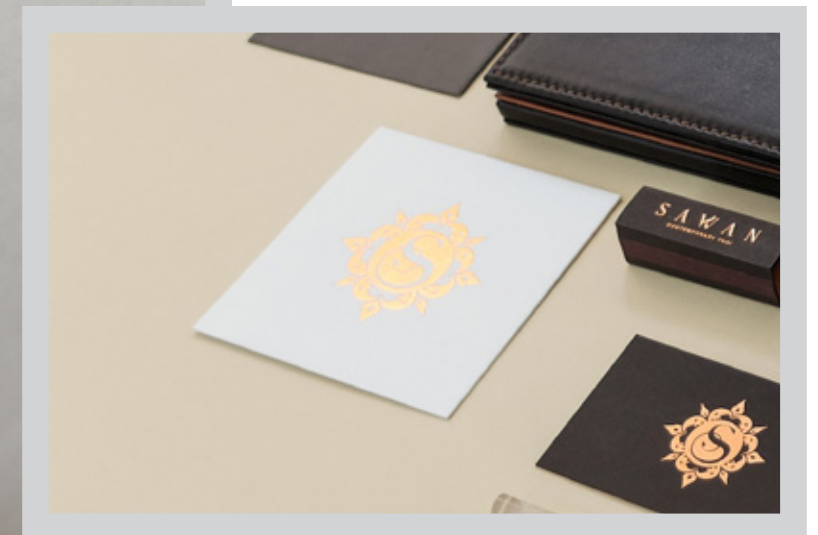
SAWAN

Pen
Stiring Stick



SAWAN

Coaster



SAWAN

Ribbon



Business Card



Gift Certificate



Bill Envelope



Envelope
Letter Head



EAT THAI



EAT THAI

Logo

EAT • THAI
A TASTE OF THAI TO GO

Package
Menus



Menus
Cutting Envelope



NOMADS



Logo

NOMADS
By SAWAN

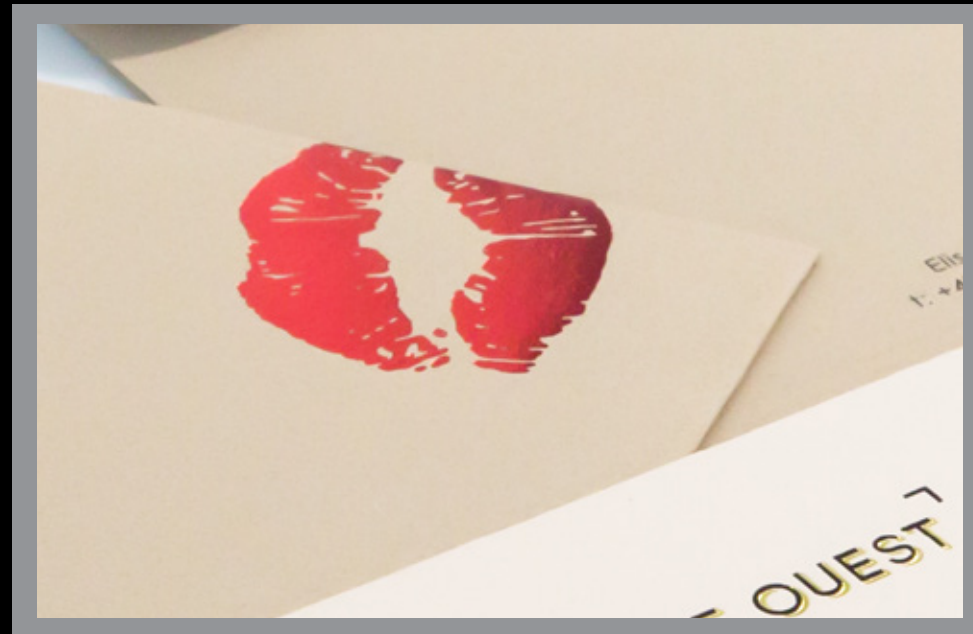
Icon







BRASSERIE OUEST



Logo

BRASSERIE OUEST

BRASSERIE OUEST





BRASSERIE OUEST



Stuffed

Deli Bazaar



Logo



STUFFED

Signage





STUFFED

Outlet Card

