

TableWorks Media Kit

Company origins, brand and logo guidelines

What is TableWorks?

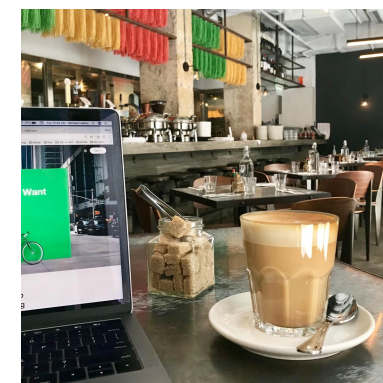
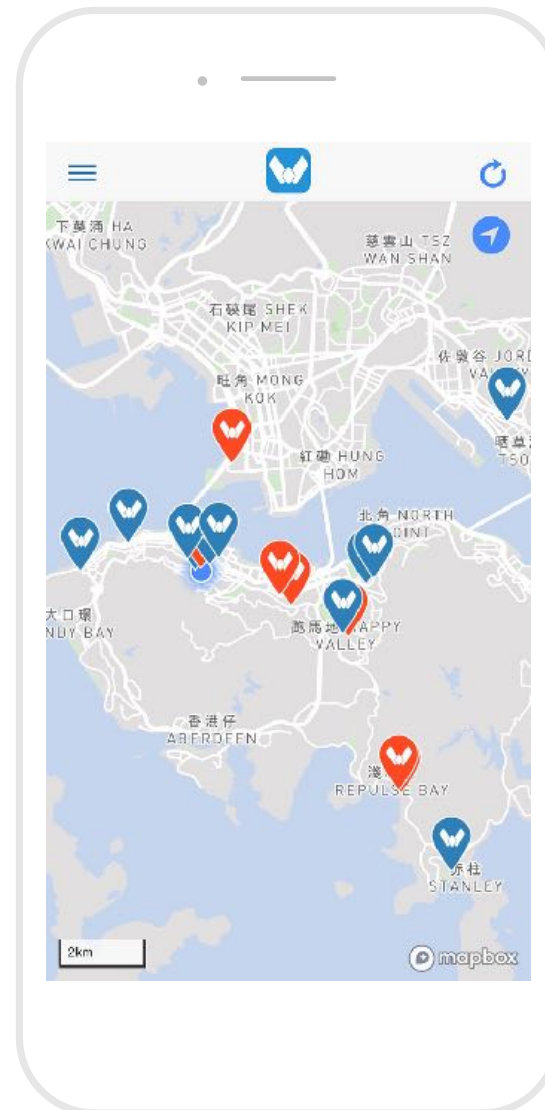
TableWorks is revolutionising flexible work. A pioneer of Work 3.0, this platform frees up hot desking, giving members access to 410+ available seats at 38 convenient work venues all over Hong Kong.

Available for just US\$50 (HK\$390) per month with no contracts, this is an accessible alternative, or even a great addition, to offices and traditional co-working spaces.

TableWorks membership comes with a handy mobile app that provides pass holders with information on where they can work, as well as maps showing them where to go.



“ we work for you ”



About Us

Seeing a shift in what it means to be productive was what led father-and-son duo Adrian and Mike Halkes to build TableWorks. The pair are pioneers of Work 3.0, the era of on-demand work, where people can work virtually and remotely – unrestricted by the 9-to-5, or by physical office locations.

TableWorks began because Adrian and Mike saw a problem: freelance creatives, digital nomads and the self-employed were often camped in crowded coffee shops, using patchy WiFi, or they were working from home. Neither of these environments is conducive to productive, effective or creative work.

With TableWorks, however, that has changed. This truly fluid and revolutionary mobile work platform allows members to work at hot desks all over Hong Kong, in restaurants and other inspiring venues. A TableWorks pass gives the user instant access to nearly 40 carefully curated, creative spaces, enabling a change of scenery from day to day, or even hour to hour – and giving flexible workers the ability to work in an agile, activity-based way without the burden of expensive monthly rent.

TableWorks already has a network of locations everywhere from Repulse Bay, Causeway Bay and Kennedy Town to Sai Kung, Mongkok, Lai Chi Kok, and Discovery Bay. The company's goal is to have TableWorks locations in so many places that pass holders will be able to access them with ease, no matter where they are in the city.

Partnering with Classified, Cali-Mex, Castelo Concepts and other innovative and independent operators and co-working spaces such as R-One, Coffice, and Co-Read, TableWorks is a place for everyone to work from. Its range of locations is growing rapidly, too – and member-benefits will only increase as TableWorks expands.

TableWorks pass holders get a complimentary cup of coffee or tea to get their day going, plus great F&B benefits while working and relaxing. Members have access to reliable Internet connections, comfortable locations and an easy-to-use, live mobile app which maps available venues – making it simple to decide where to work today, even when you're on-the-go.

Contact

For all inquiries, contact Mike Halkes, Co-Founder, at Mike@TableWorks.app

Visit www.TableWorks.app for information.

Download the free app here:

<https://tableworks.app.link/web>

All TableWorks Logos are available here:

www.TableWorks.app/media-kit

The TableWorks Logos

The Logo should only be used when talking about TableWorks as an overall brand or partnership. Please make sure that the logo does not compete with other elements in the design.



Preferred Registered Logo

The app logo is the preferred version and should be the first option when selecting a logo.



Alternate Logo

The horizontal logo should only be used where there is limited vertical space like in emails and when the square app logo does not work with the layout.

“ we work for you ”

Tagline

The “we work for you” tagline is used to enforce our mission to always put our TableWorks members first. It should always be in lower case.

Application

The blue version of the logo is preferred for usage. In cases where a the black logo or a reversed out logo is needed then make sure the TableWorks can be seen in regards to the background.



“ we work for you “



“ we work for you “

Preferred Registered Logo

1 black and reversed out example

Alternate Logo

1 black and reversed out example

Tagline

1 black and reversed out example