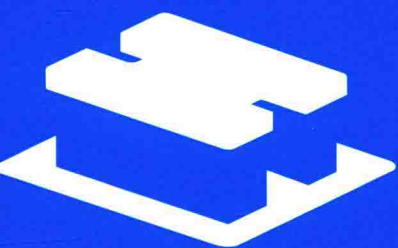




LOGO TACKS III 标志新语



深圳市艺力文化发展有限公司 编



广西美术出版社

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标志新语 III

Logo Talks III

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"Tomorrow's world will be designed by the design students of today and while this is a great opportunity, this is also a great challenge and a great responsibility" Dieter Rams says.

We live in a world oversaturated with products and services, the battle to win consumer's attention is quite difficult. Products, services and brands seem to be infinite, whereas consumers seem less and less. All companies need to communicate their attributes, ideas and values. Our goal as designers is to create these communication channels for companies to successfully reach and connect with their future clients.

How to connect with consumers? Logo and Brand strategy. A company logo is the company's face to the world. It's the first thing someone will see when they visit the company's website or look at its product packaging. The logo represents the company and it defines its identity, its purpose. It is an integral part of a company's brand strategy. It should be simple, memorable & timeless. "Simplicity is the ultimate sophistication." It's a quote of Leonardo da Vinci.

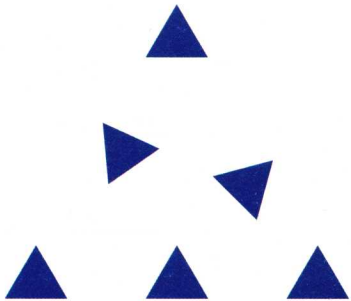
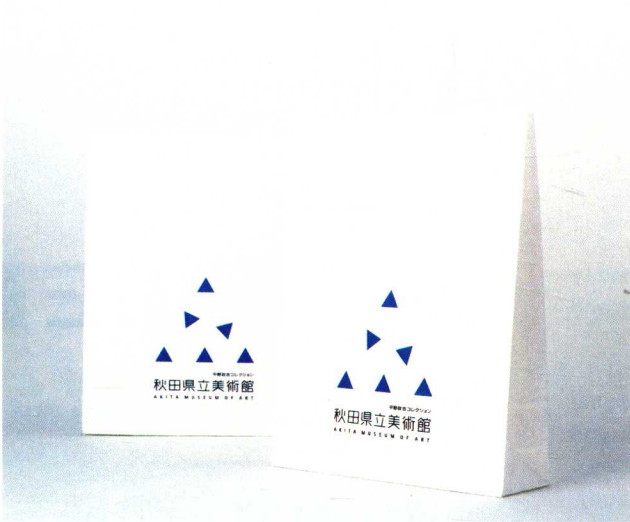
A logo is a mental note that reflects the personality, attributes and desires of a company, but also it reflects what people perceive, feel and think of it. All brands need a strategic management, and this management must be aligned to the strategy of the company in order to position the brand in the mind of the consumers and to influence on their decision of purchase. A logo is a great story. A great logo inspires. A true logo connects, excites and attracts the consumer.

But above all, it is no longer enough to think of logo design alone, designers also need to consider current social behavior patterns and how to deal with cultural values' relationships. Today's main challenges are the protection of the natural environment and overcoming mindless consumption. This is a matter that must be taken seriously nowadays. In conclusion, I would like to come back to the importance of designers to improve the society and entrepreneurs in this process.

Nicolás Vasino
Creative director of empatía®

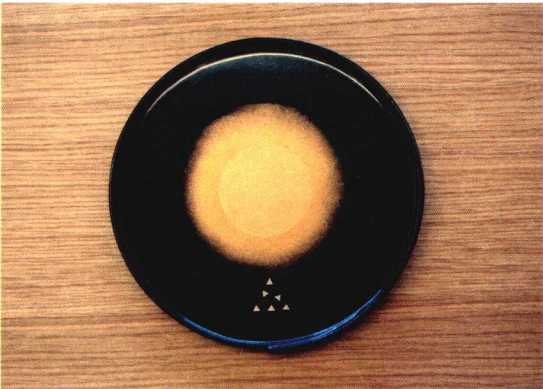
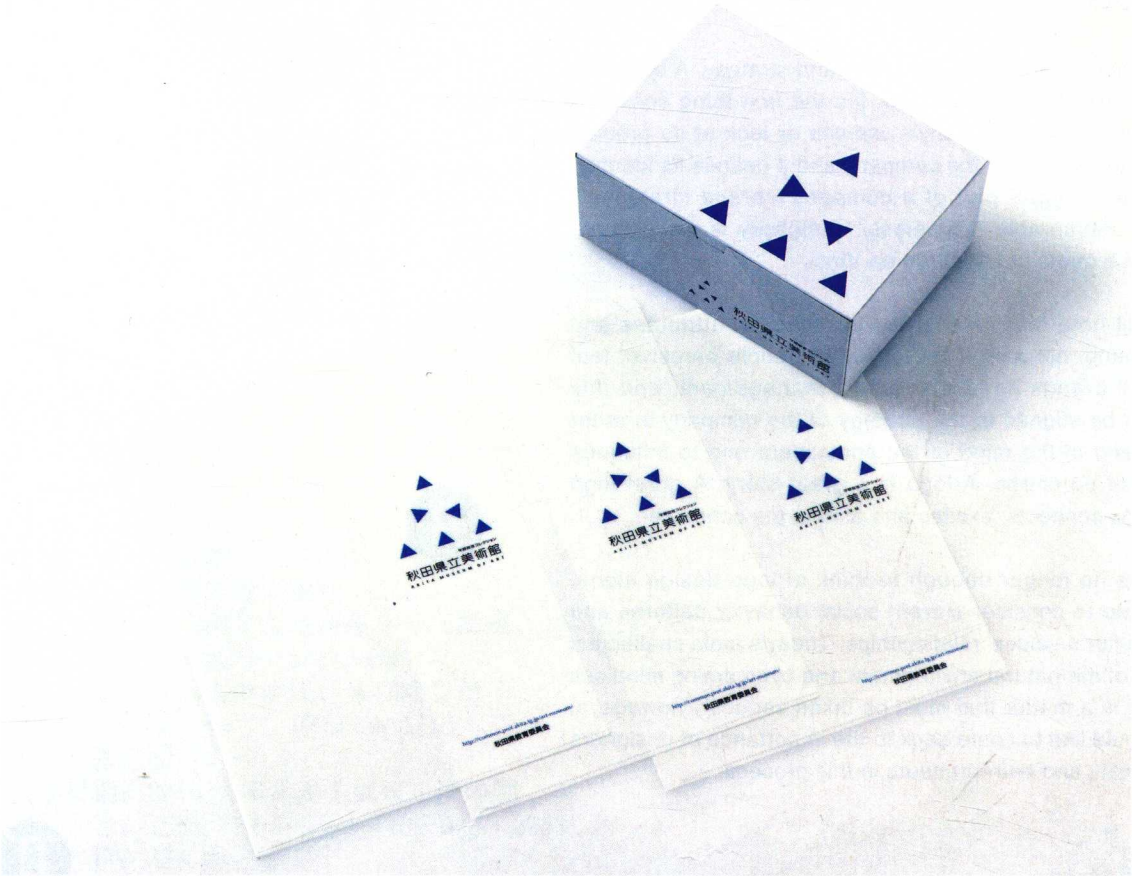
PREFACE





秋田県立美術館
AKITA MUSEUM OF ART

Art Museum
Design Agency
Taste Inc
Designer
Toshiyasu Nanbu,
Mayuka Nanbu, Masahiko Muto
Architect
Tadao Ando Architect &
Associates
Product
Akita Lacquer-ware Industry
Cooperative
Client
AKITA MUSEUM OF ART

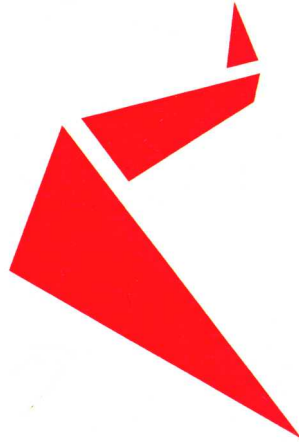


Building for the Future
Design Agency
Taste Inc
Designer
Mayuka Nanbu
Client
KESENUMA CITY
001

Tsugaru Seihokugo
Region Union
Design Agency
Taste Inc
Designer
Mayuka Nanbu
Client
Tsugaru Seihokugo Region
Union
002

Environmental
Associated
Equipment
Design Agency
Taste Inc
Designer
Toshiyasu Nanbu
Client
ENECITY
003

気仙沼市震災復興計画

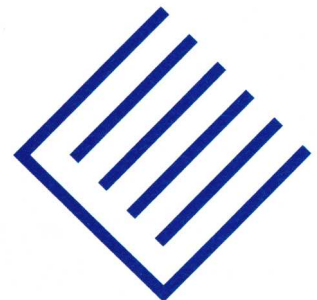


001



つがる西北五広域連合
Tsugaru Seihokugo Region Union

002



ENECITY

003

Kimono Work Company
Design Agency
Taste Inc
Designer
Mayuka Nanbu
Client
tocomarimo

t c marim

t c marim

t c marim

t c marim

t c marim

t c marim

www.tocomarimo.com

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kimono design office
2-9-16 koyogakita
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kyoto 617-0852
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+81.90.6666.1058
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w i j b w c t

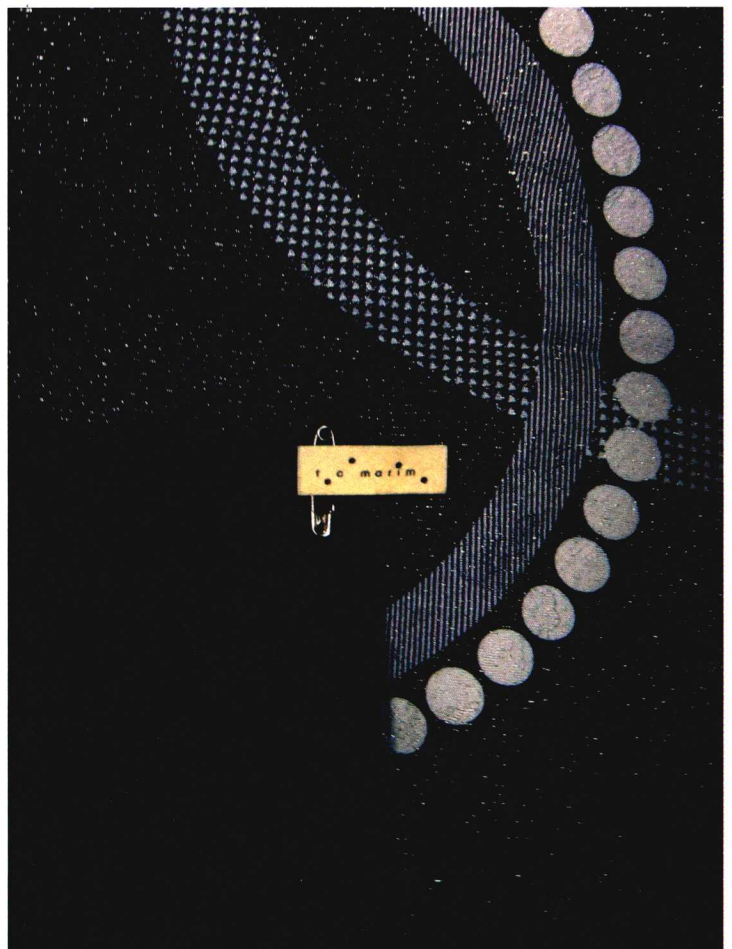
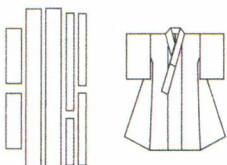
t c marim

Concept

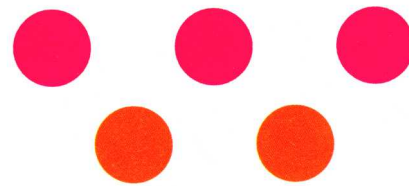
時代を再構築する
-Reconstruct a Time-

伝統への理解と今の時代だからこそ可能な技術や感性を最大限に生かし、
時代を再構築した現在進行形の伝統を追求。
着物は1つの反物を8つのパーツに分解し、仕立て上げることによって1枚の着物が
作られます。1つの反物を分解、そして衣服として着物へと再構築する。1枚の
布を余すことなく使い、新たな価値を生み出す。そんな着物の精神を現在と
いう時代に受け継ぐ。

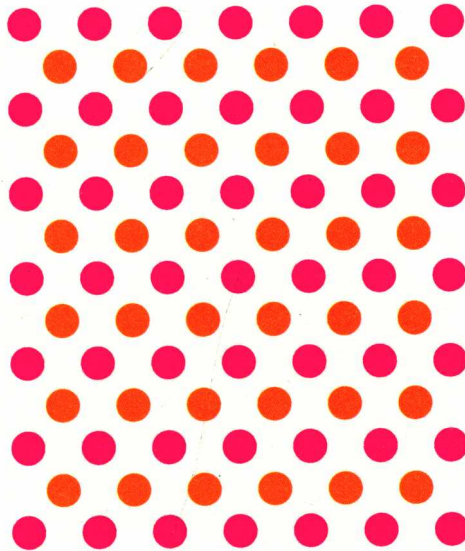
The tradition which united the present with tradition and reconstructed
the time is proposed.
A kimono completes a kimono by being judged by eight parts and
sewing up one cloth.
One cloth is reconstructed to a kimono as decomposition and clothes.
It uses without leaving one cloth and produces new value.
The soul of such a kimono is inherited in the time of the present.



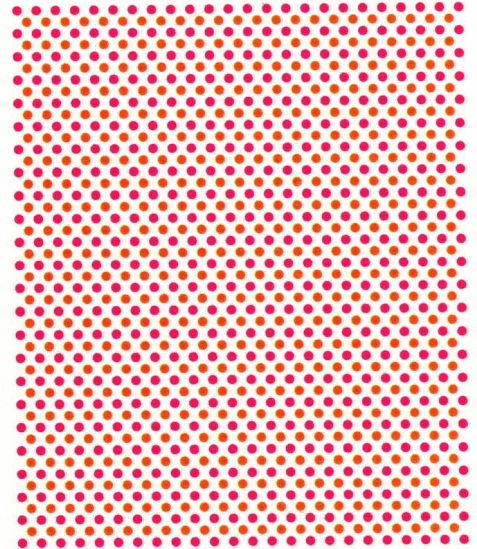
The Society of Women
Civil Engineers
Design Agency
Taste Inc
Designer
Mayuka Nanbu
Client
The Society of Women
Civil Engineers



The Society of Women Civil Engineers



土木技術者女性の会



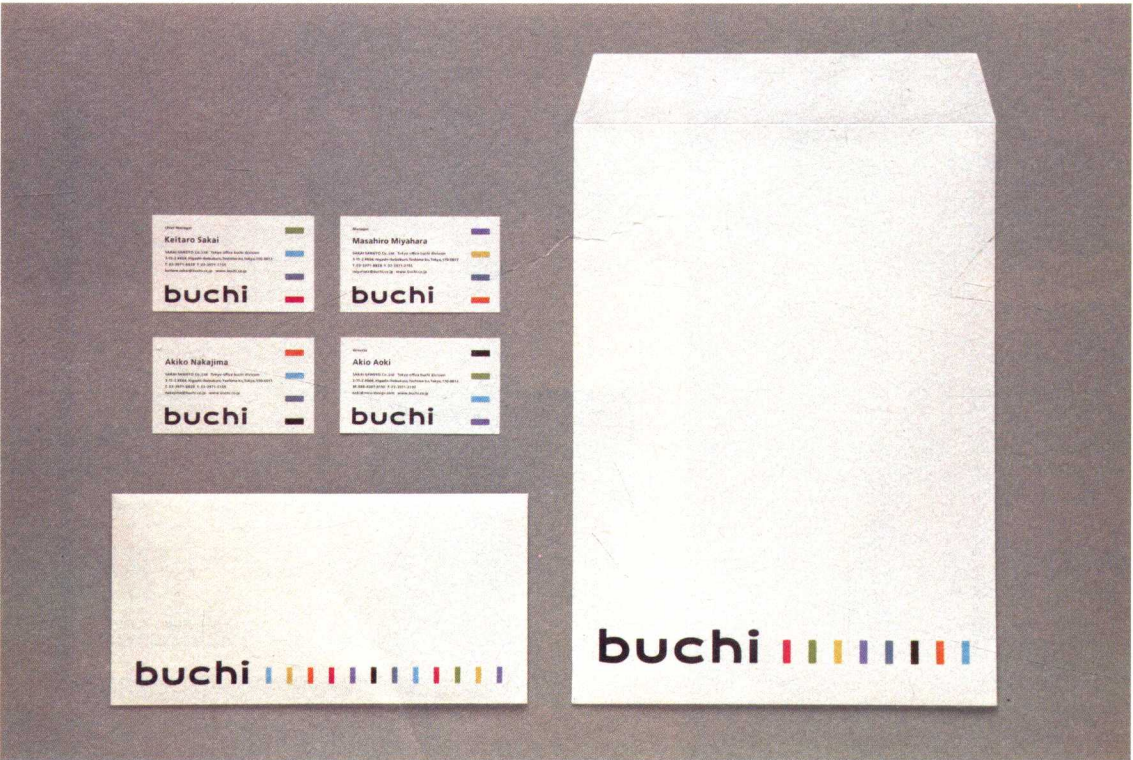
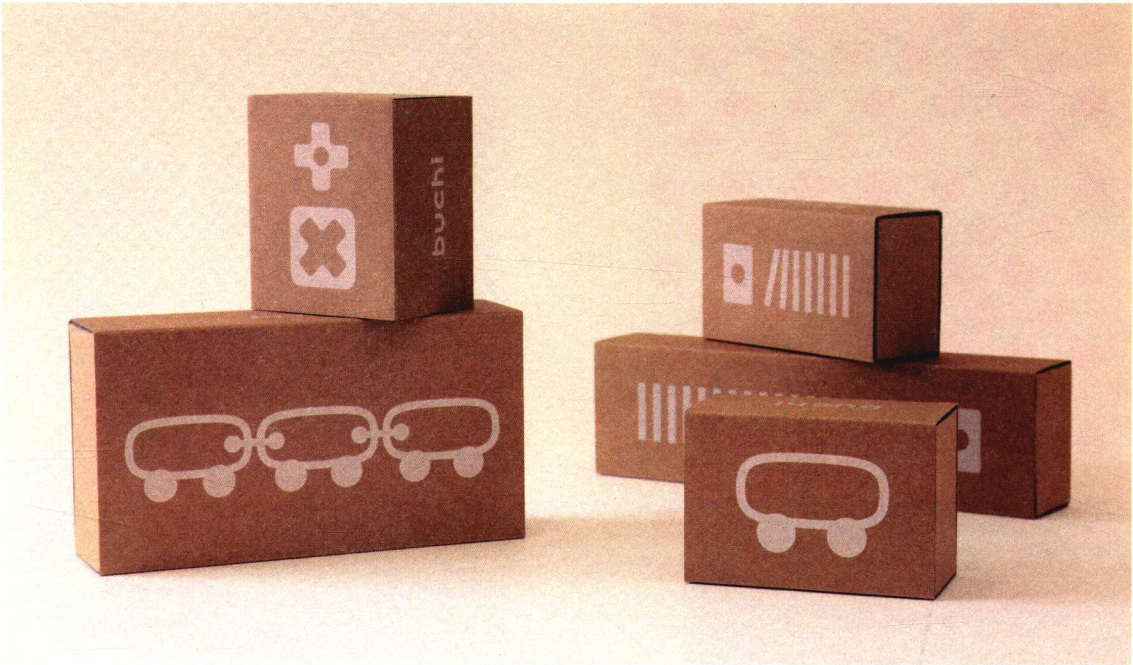
土木技術者女性の会



buchi

buchi
Designer
(included Logo Design)
Hiromura Design Office
Product designer
Fumie Shibata
Photographer
Akihiro Ito

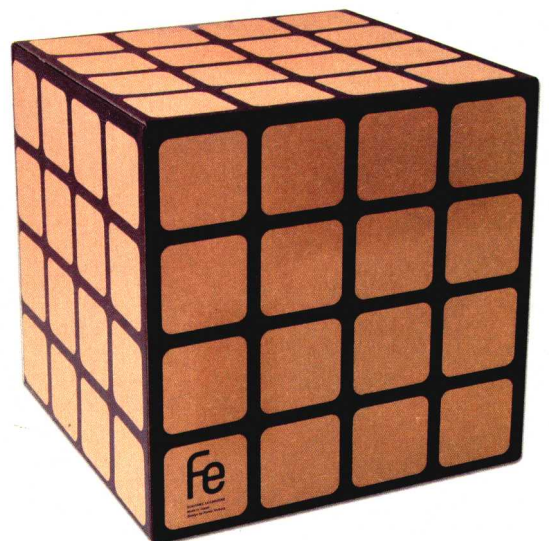
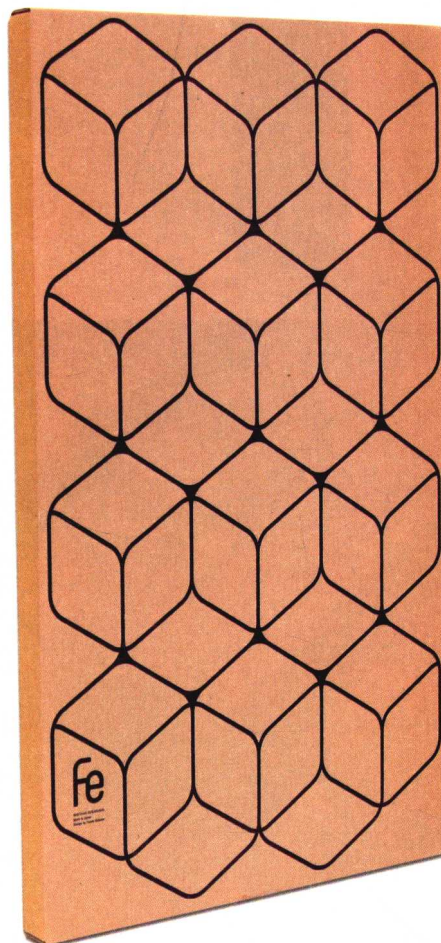
buchi 

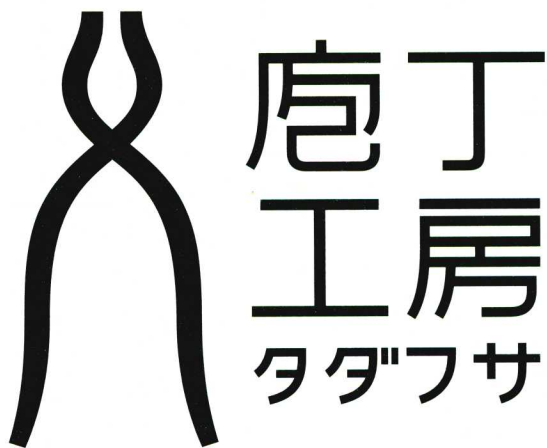


Fe
 Designer
 (included Logo Design)
 Hiromura Design Office
 Product designer
 Fumie Shibata
 Client
 SUGIYAMA SEISAKUSHO CO.,Ltd.

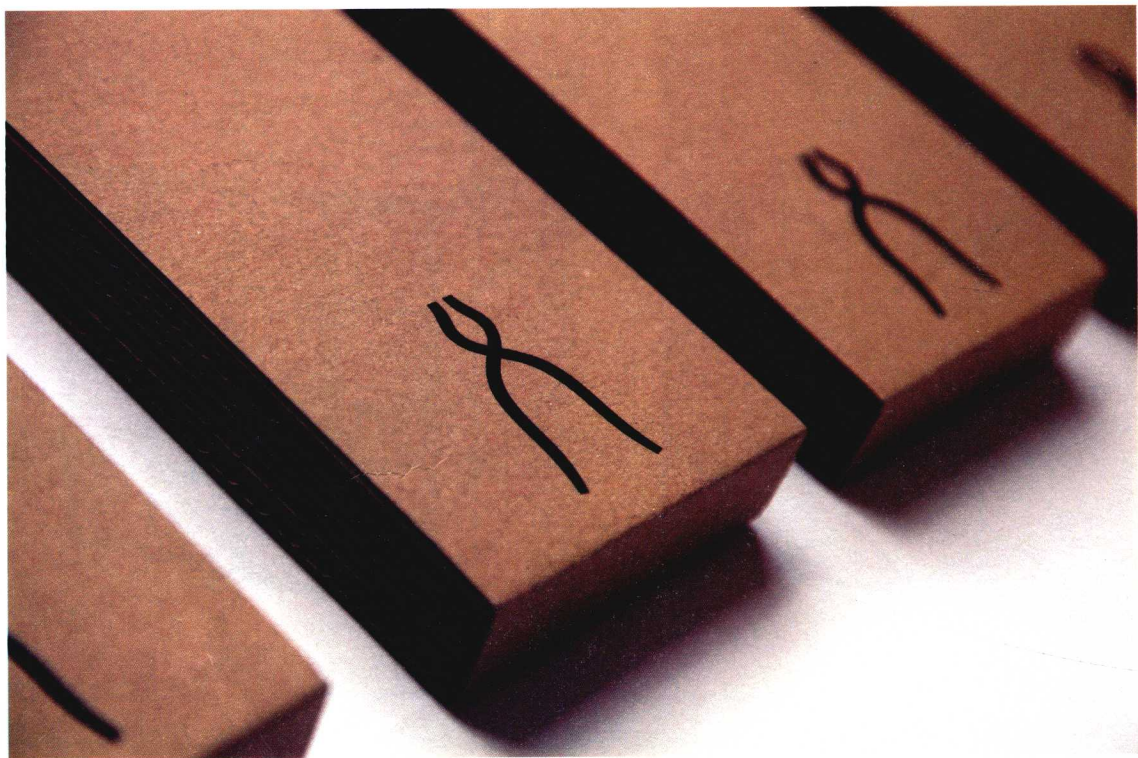
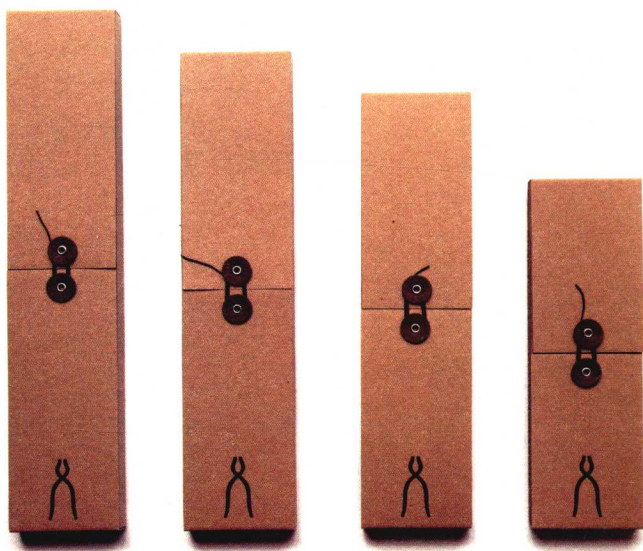
Fe

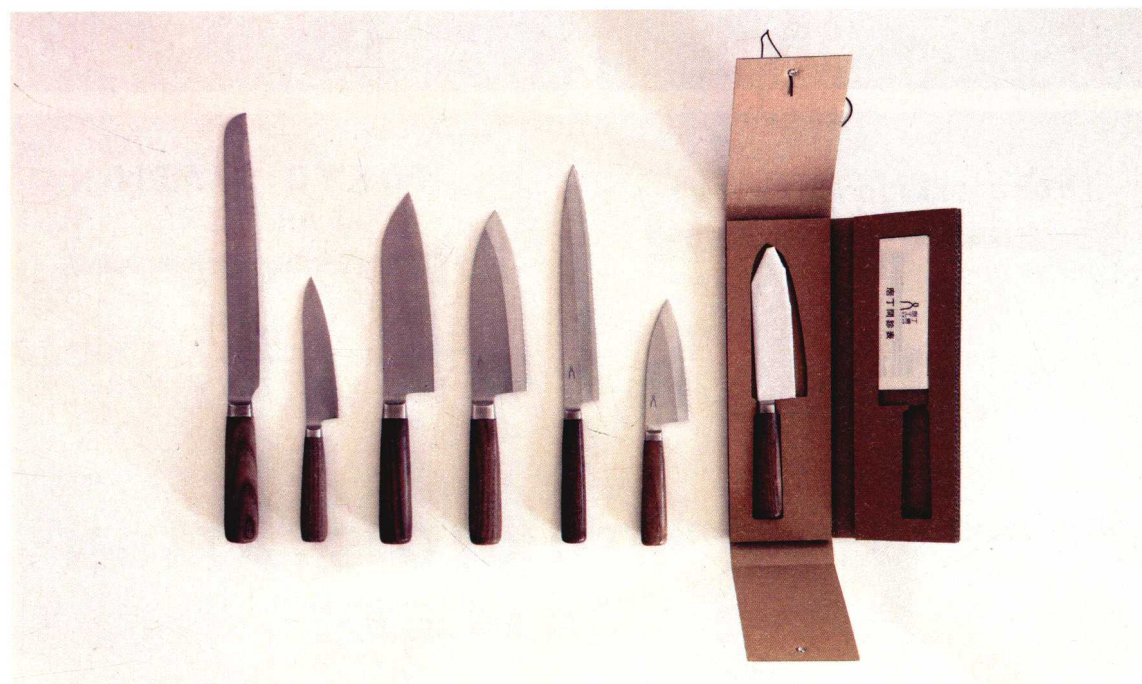
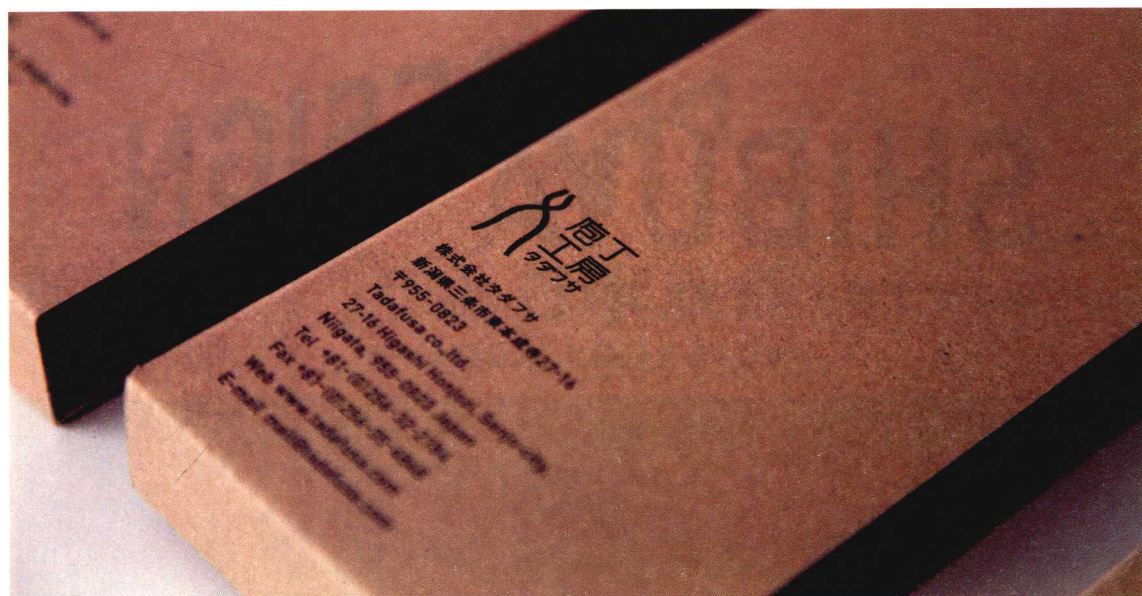
SUGIYAMA SEISAKUSHO
 Made in Japan
 Design by Fumie Shibata





Tadafusa
Designer
(included Logo Design)
Hiromura Design Office
Producer
Jun Nakagawa
Product Designer
Fumie Shibata
Client
Tadafusa co., ltd.





SHIBUYA DESIGN SITE

シブヤ デザイン サイト 2013



001



TOKYO STATION
GALLERY

002

SHIBUYA DESIGN

SITE 2013

Designer
(included Logo Design)

Hiromura Design Office

Client

Sogo & Seibu Co., Ltd.

001

TOKYO STATION

GALLERY

Designer

(included Logo Design)

Hiromura Design Office

Client

East Japan Railway

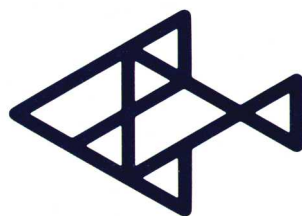
Culture Foundation

Photographer

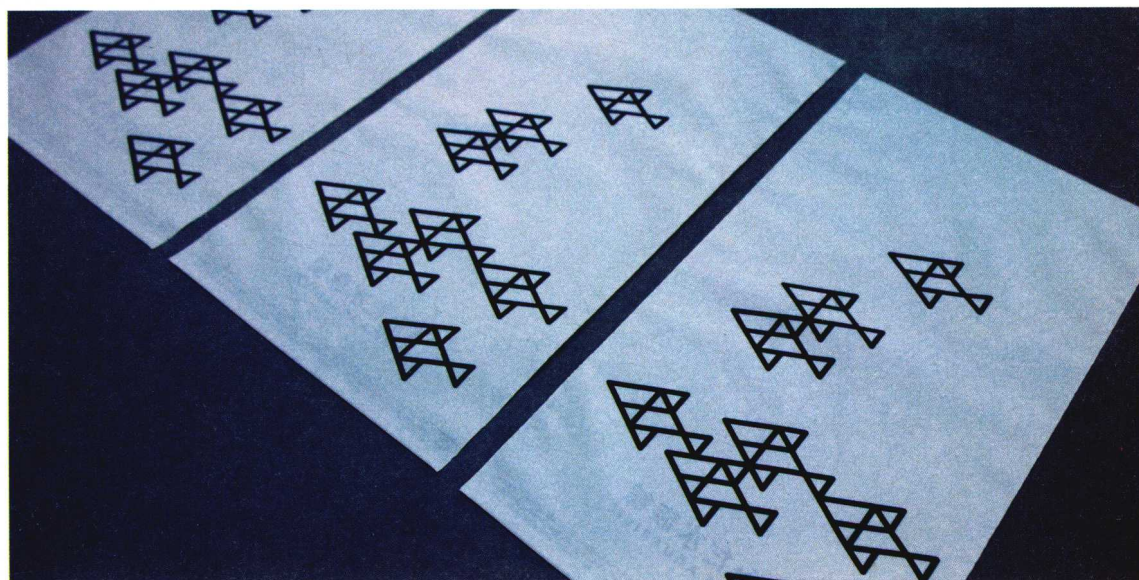
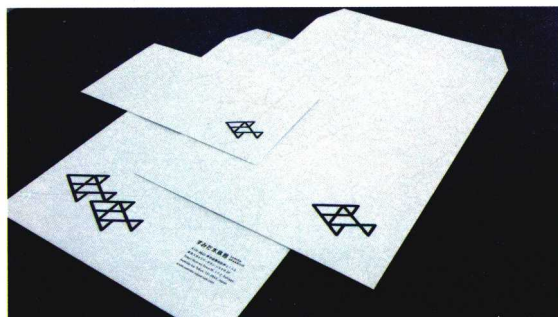
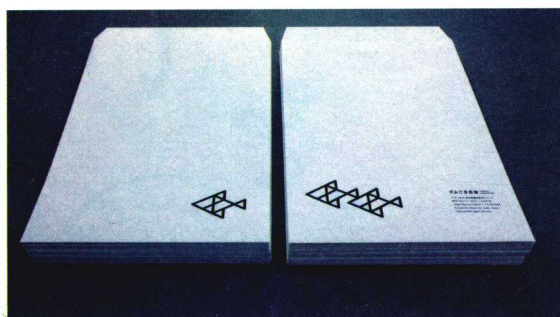
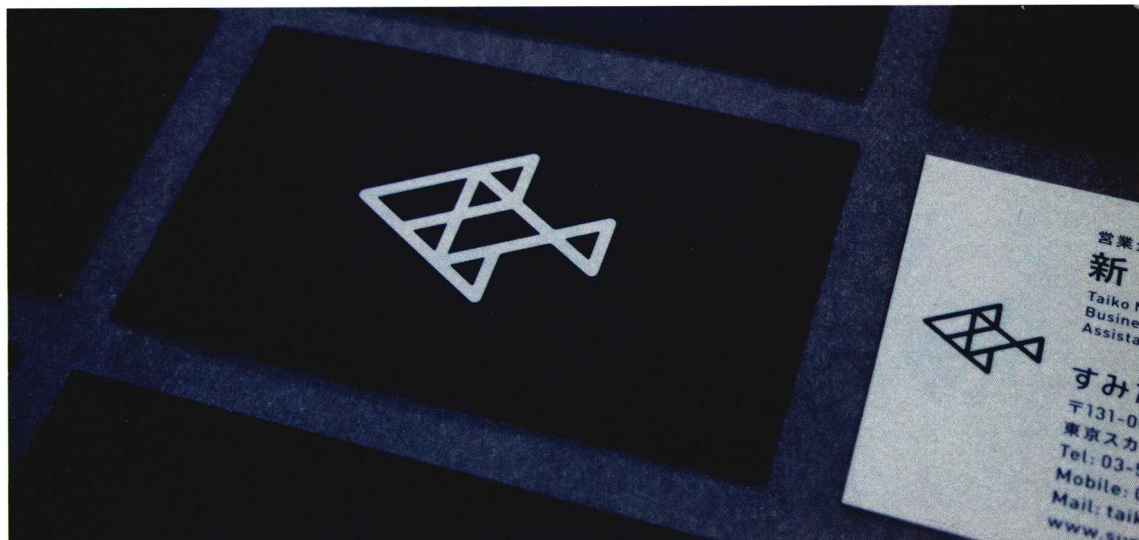
amana inc.

002

SUMIDA AQUARIUM
 Designer
 (included Logo Design)
 Hiromura Design Office
 Client
 ORIX Real Estate Corporation

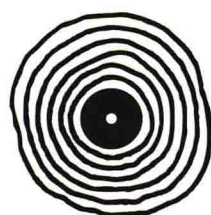


すみだ水族館
 SUMIDA AQUARIUM





001



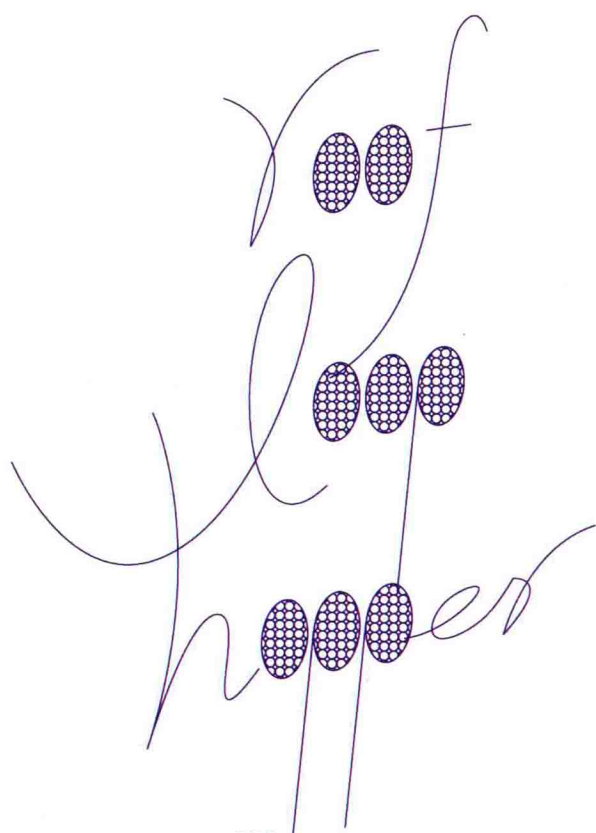
IN THE GROOVE
SHINSAIBASHI, OSAKA

002

Shyboy
Designer
Toshihiro Mori
001

IN THE GROOVE
Designer
Toshihiro Mori
002

RLH
Designer
Toshihiro Mori
003



003

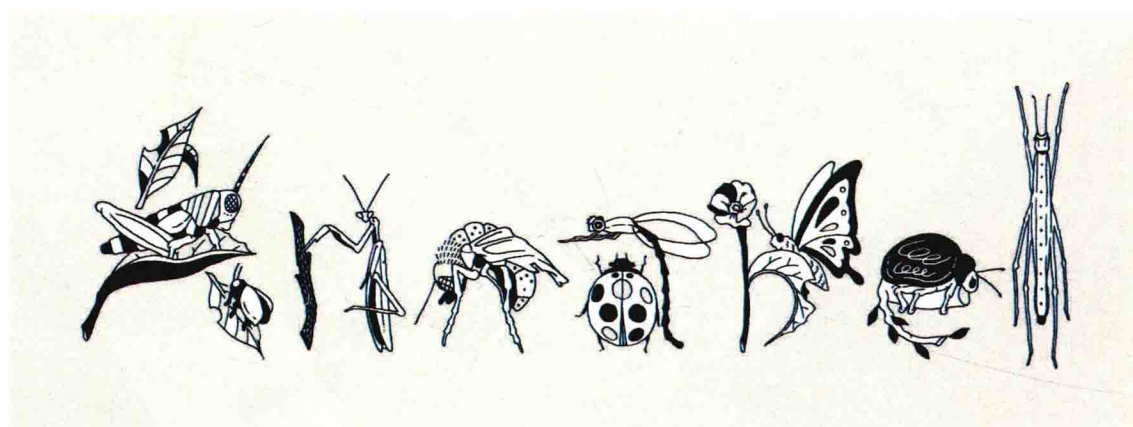
夜
に 願
い
を



004

Sal
Designer
Toshihiro Mori
004

Annabel
Designer
Toshihiro Mori
005



005