

Clear-cut graphics. Crystal clear concepts.



NOZOMI AKUTSU

Art Director / Designer

Creator of MU Design Store

HYPER ISLAND



Stockholm/Tokyo based.

My expertise is

Art direction,

graphic design including

logo, leaflet, business card,

poster, brochure, package,

web and product design.

I love music,

travelling and cats.

Branding

Printing & Editorial

Digital

Logos

Products (MU)



PROJECT GROUP

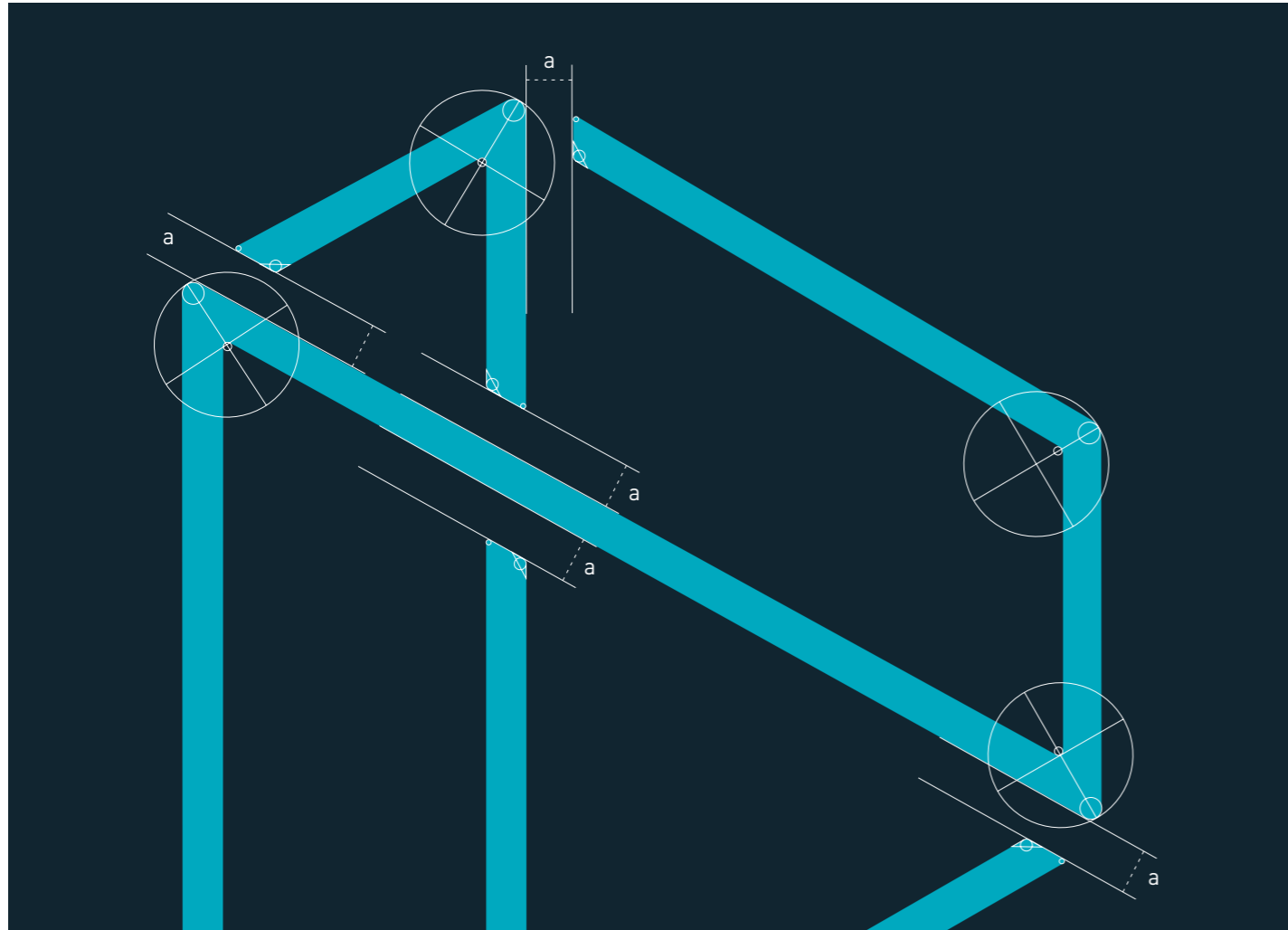
Business cards, logo, goods, packaging, document templates and stationery design

Compliments cards, polo shirt, safety hat, USB cards, handover box, induction stickers



Mesh banner/hoarding design for the construction sites





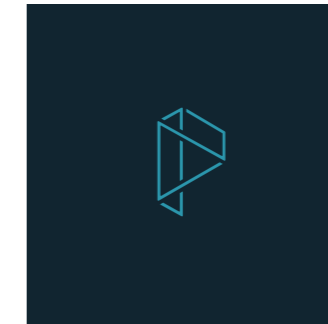
Logo Suite

Logo 2 - Symbol

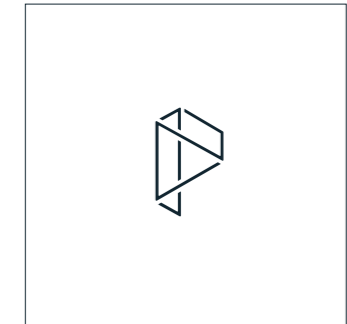
This symbol is used as a background for most of our branding including our profile covers and site signage. Our logo should never appear in any other versions and it not to be misused or misrepresented. It is imperative to maintain consistency, which means our logo should never be distorted in anyway.

Primary Logo Suite

Full colour - Project Group blue symbol x charcoal background



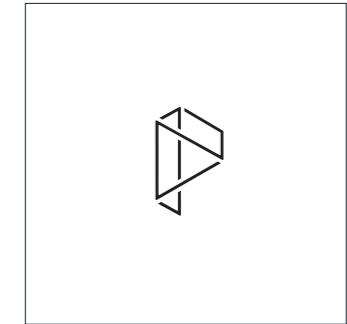
Full colour - Project Group charcoal



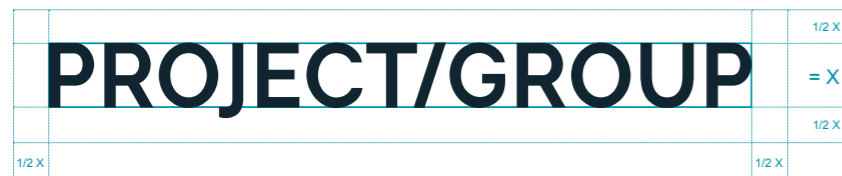
Mono colour - reverse



Mono colour



Primary Logo Suite



Logotype

Symbol

AaBbCc01234

Arial Regular

abcdefghijklmnopqrstuvwxyg
 abcdefghijklmnopqrstuvwxyg
 1234567890!~" '()*+_-*&^%\$#@

Arial Bold

abcdefghijklmnopqrstuvwxyg
abcdefghijklmnopqrstuvwxyg
1234567890!~" '()*+_-*&^%\$#@

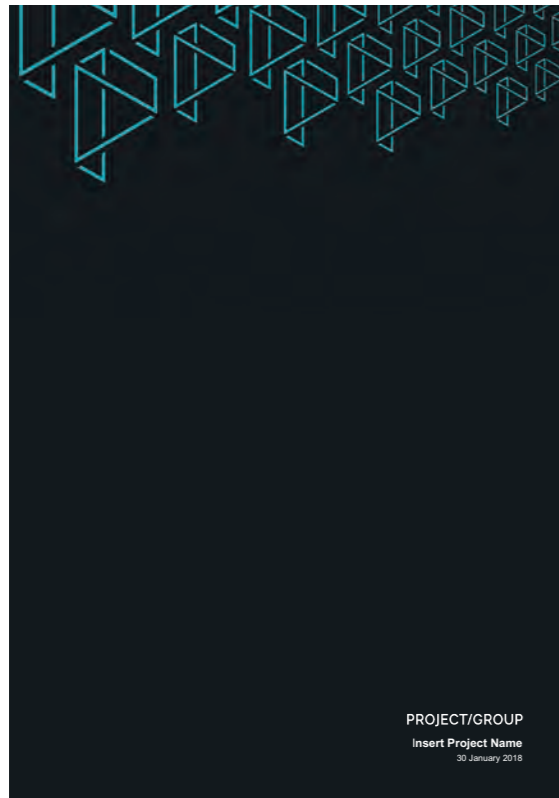


Place



Other





<Hero Message 40pt>
We keep the process simple, taking the stress out of building. Project Group make the best projects happen.



Work in Hand

Current Projects

Project Group is setting a new benchmark in construction projects. We are delivering enviable projects in the most desirable urban areas.

Rockingham
22 Rockingham Street, New
Complete September 2017
Architect City North Architects
Client Justin Abraham
Value \$5.5 million
Design and construct delivery of five luxury townhouses each with its own lift serving three levels with a basement car park.

Peel by Millsie
107-109 Wellington Street, Colingwood
Complete October 2017
Architect DDC Architecture
Client Millsie Property
Value \$10.5 million
Thirty-six apartments in a distinctively shaped building varying from seven storeys on one side and five on the other.

Tooronga
279-281 Tooronga Rd, Glen Hills
Completed February 2016
Architect Bayly Ward
Client Baser Corp
Value \$5.9 million
Sixteen apartments over three levels and upper and lower level basement for resident storage.

Nightingale 1
6 Florence Street, Brunswick
Complete October 2017
Architect Inhabitable Architecture
Client Nightingale 1
Value \$6 million
Five storey building containing 20 Green apartments using solar renewable energy.

Parks Victoria
Albert Park Office & Depot
Aughton Drive, Albert Park
Complete January 2016
Architect Harrison and Whites & Archer
Client Parks Victoria
Value \$5 million
The new two level sustainable home for Parks Victoria is a showcase of construction systems - in situ concrete for the tower level and Cross Laminated Timber for the upper.

Little Oxford Street
7-15 Little Oxford Street, Collingwood
Complete April 2016
Architect Kennedy Neale
Client Outline Projects
Value \$5.5 million
Nine storey building of 30 apartments designed thoughtfully to reduce its scale, ground floor residential entry and a cafe.

Federation Square Digital Facades
Federation Square, Melbourne
Complete February 2016
Architect DDA
Client Federation Square
Value \$2.5 million
New facade and LED screens installation over the existing Transport Building facade.

Mantou
225-227 Williams Road, South Yarra
Complete November 2017
Architect CDO
Client Maku Property Group
Value \$7.5 million
Fourteen three bedroom homes provided in three separate buildings over a common basement.

King & Godfree
Corner Lygon & Faraday Streets, Carlton
Complete November 2017
Architect Herbert & Mason
Client Lamson's Family
Value \$15 million
Redevelopment of the 1884 King & Godfree building, the historic building and exterior works to house an express bar, retail food store, cafe/restaurant and office.

HWKR, EQ Tower
137 Albion Street, Melbourne
Complete November 2017
Architect Craig Tan
Client ICC Property
Value \$2.5 million
Futuristic south east asian food hall with four rotating terraces located on Ground Floor of the EQ Tower in Melbourne's CBD.

“The market for this sophisticated development are those wanting to follow a more sustainable approach to living, those with a commitment to the environment but also wanting creature comforts of modern living. Merri Green is one of the first multi-residential projects in Australia to introduce Tesla battery-operated units within each dwelling. Operated from photovoltaic roof panels, these units will ensure continuous power and low bills for residents.”



Bill Plant Construction Manager

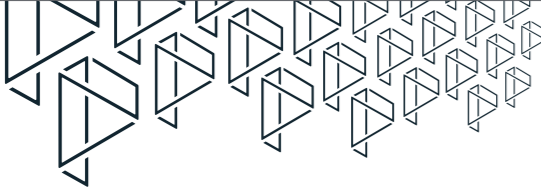
Bill has worked in the industry for over 30 years. His skills in forward planning, team leadership, project control and developing strong relationships are invaluable to the team. Prior to joining Project Group in 2016, Bill worked as a Senior Project Manager at Building Engineering and Walton Construction. He brings to Project Group technical expertise and experience across all facets of the industry having held positions of Project Manager, Construction Manager, Commercial and Contracts Manager and Procurement Manager.

Qualifications

- Masters of Engineering (Project Management), Victoria University
- Masters of Building, University of Melbourne
- Diploma of Building and Project Management, Victoria University
- Certificate III Occupational Health and Safety
- Qualified Carpenter and Joiner

Experience

- Federation Square Digital Facades, Melbourne** (\$2.5 million)
New facade and LED screens over the existing Transport facade, decommissioning and reinstatement of catenary lighting to the plaza, and removal of existing stage canopy.
- Parks Victoria Office and Depot, Albert Park** (\$5 million)
Two level sustainable office & depot including workplace and space for use and storage of equipment and vehicles.
- Kisume, Melbourne** (\$4 million)
New three level Japanese restaurant.
- Chin Chin and GoGo Bar Refurbishment, Melbourne** (\$2.1 million)
Full renovation completed in two week programme.
- Gold Moon Restaurant, Brighton** (\$1.3 million)
Construction management delivery of new Chinese restaurant for Gilbert Lau.
- 356 Collins Street, Melbourne** (\$2 million)
Facade and foyer upgrade while the building remained fully occupied and operational.
- 818 Glenferrie Road, Hawthorn** (\$5 million)
Alterations and additions to a three level, 1,500m² mixed use building.
- Latrobe City Council Community Revitalisation Project, Moe** (\$14 million)
New library, council services centre, public meeting and research rooms, consulting suites, public toilets, cafe, public plaza and green roof.
- Parliament of Victoria Legislative Assembly Chamber, Melbourne** (\$2.5 million)
Complex refurbishment with heritage overlay.
- Globe Headquarters, Port Melbourne** (\$1.5 million)
Refurbishment into an industrial inspired, multi-faceted creative hub encompassing new office and warehouse, skate ramp, cafe and film and production suite.



PROJECT/GROUP
 Induction Manual
 Name Name
 Commencement Date
 00 September 2017

Our passionate team of highly skilled people bring fresh thinking to every project. Project Group draw on our extensive experience across commercial fitout, hospitality and high end residential sectors to make the best projects happen.

PROJECT/GROUP

Inspection Test Plan: Pre Pour Concrete

Project Information

Project: _____ Date: ____ / ____ / ____

Site Address: _____

Subcontractor: _____ Area/Grids: _____

Attachments

Pour Date: ____ / ____ / ____ Project Engineer Sign Off / Report

Floor/Pour: _____ PIT Sign Off and Test Results

Weather Summary Formwork and Formwork Engineer Sign Off

Monitoring Approved Changes

Afternoon Vetted Drawings

Concrete Pour Structural Contractor QA

Start Time: _____ am / pm Concrete Cylinder Test Results (post pour)

Finish Time: _____ am / pm Confirmation Inspection Report Closed Out

Checklist

No.	Description	Subcontractor			Project Group		
		Pass	Fail	Rec'd	Pass	Fail	Rec'd
1.00	No access under pour with signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.00	2 no. points of access from top deck maintained where practicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.00	Clear access to pour maintained including aprons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.00	Post pour handrail heights checked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.00	Concreters / pump operator correct PPE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.00	Lighting arranged if finishing after dark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.00	Screens / handrail / edge protection in place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.00	First aid kits (including eye wash modules) available on top deck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.00	Timber walk boards/ hold mesh laid down over steel where required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.00	Set downs / beams meshed (or bird wire used) to prevent stepping in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.00	Bars capped	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.00	Adequate water supply, drinking and WC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.00	Crane and first aid box available (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.00	Subcontractor plant maintenance records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.01	Service records on Static Pump current	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.02	Concrete Pipe thickness test current	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.03	Concrete Boom maintenance records current	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DL11.03.02 ITP Pre Pour Concrete.docx 1
 WARNING: PRINTED DOCUMENTS ARE UNCONTROLLED

PROJECT/GROUP

Sample Approval

Project Number: _____


Project: _____

Specified Product: enter specified product details

Alternative Specification: enter alternative product details

Note: attach relevant technical data if applicable.

Alternative Control Sample



Client Approved

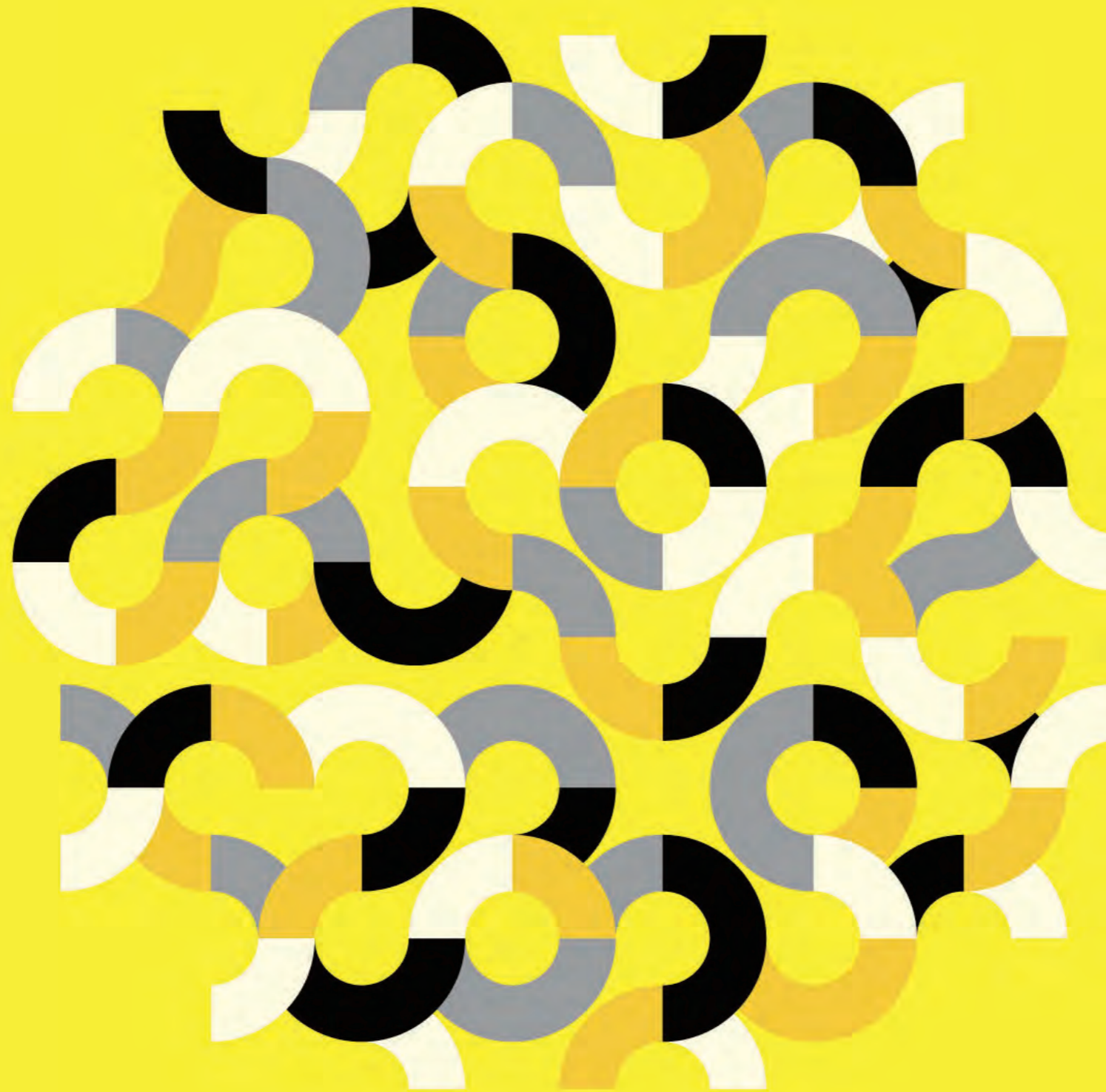
Client: _____ Date: _____

Signature: _____

DE02.22_R2 Sample Approval.docx 1
 WARNING: PRINTED DOCUMENTS ARE UNCONTROLLED

Signages





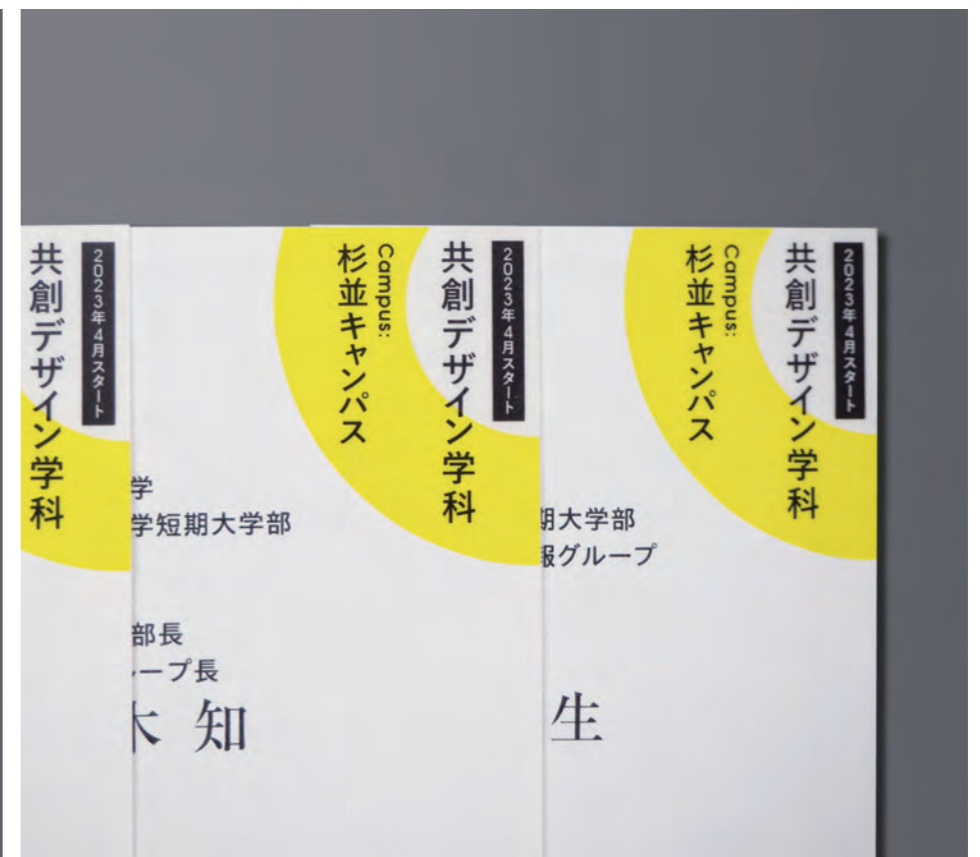
JOSHIBI COLLABORATIVE DESIGN DEPARTMENT

Visual identity, logo, goods, packaging, pamphlet and stationery design

Mesh banner/hoarding design for the construction sites



Compliments cards, polo shirt, safety hat, USB cards, handover box, induction stickers



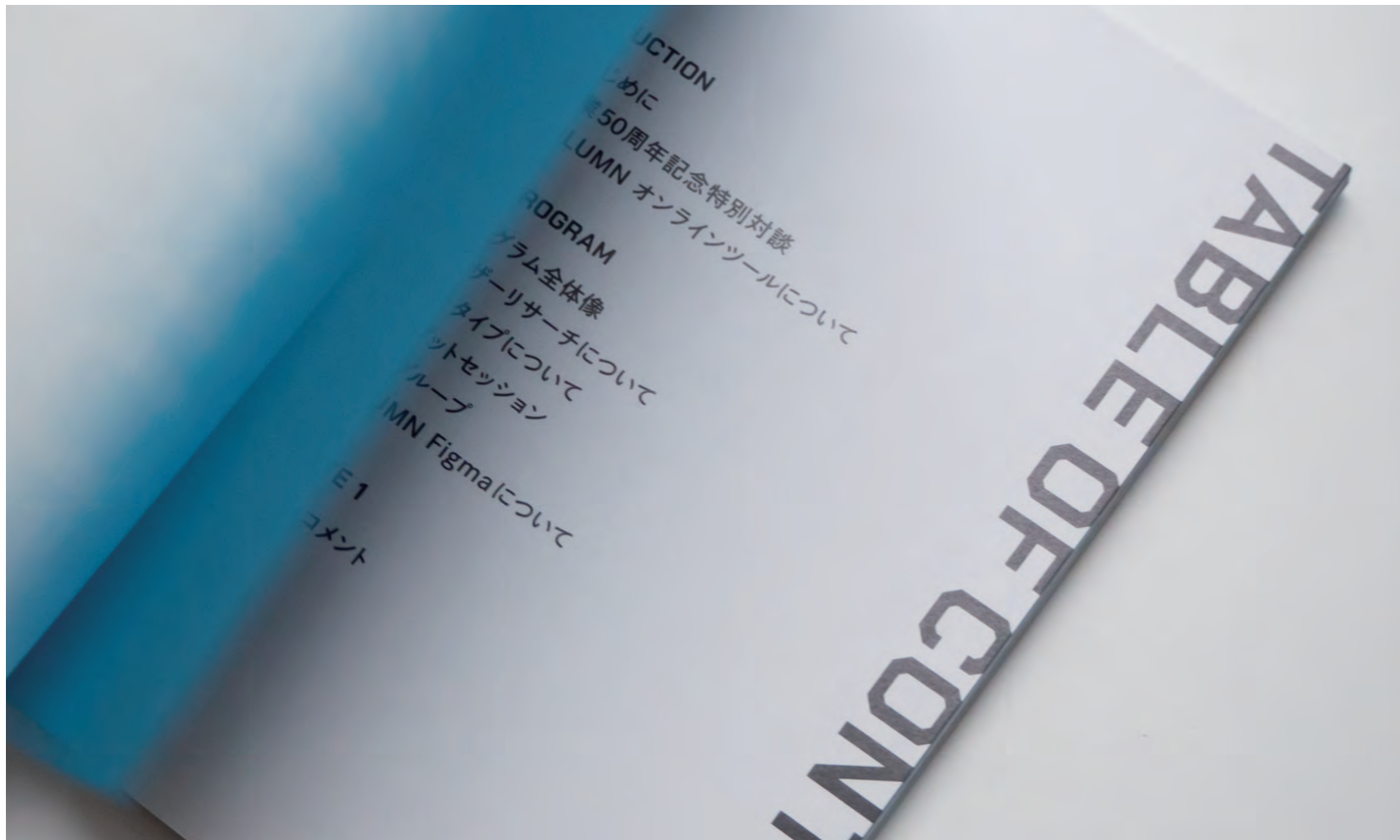


NIHO

Logo and visual design for the startup project of a company



Poster, logo and brochure design





DAMBO

DAMBO

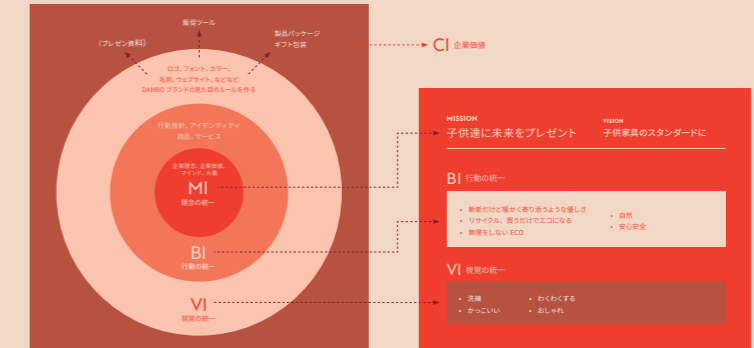
Visual identity includes stationery design





01-2. THE LOGO PRINCIPLES

コーポレートアイデンティティ(CI)は、正つの要素から成り立ちます。BI=行動、MI=理念、そしてVI=視覚。これらが統一されたビジネスモデルのもと、事業の目的を踏まえ最適な物が作られています。その中でVI=ビジュアルアイデンティティ視覚の統一を図るために必要なのが今回定義するガイドラインです。ここで定義するルールや考え方は、ブランドコミュニケーションツールを作る上で大変重要な指針となります。



05-1. EXAMPLES (THANK YOU CARD)



03-2. LOGO VARIATIONS



03-4. COLOUR PALLETTE

DAMBOを象徴するものとして、色は適切に利用することが重要です。下記の数値を参考に、ルールを守り適宜使用してください。

DAMBO SOLID-DARK RED C44 M00 Y83 K83 R84 G0 B87 #C00000 Pantone 732C DIC-R17	DAMBO SOLID-DARK RED R90 Y90 B84 G90 B84 #C00000 Pantone Warm Red C DIC-R48	DAMBO MOTHER ORANGE C14 M38 Y74 K18 R84 G54 B10 #F67F28 Pantone 695C DIC-N78	DAMBO BACKGROUND - OI H8 Y27 B84 G84 B80 #F6E0D1 DIC-R48	DAMBO TEXT COLOUR - OI C00 M85 Y85 K85 R85 G85 B85 #373737 Pantone 480C DIC-M80
DAMBO BACKGROUND - O2 C00 M0 Y0 K0 R0 G0 B0 #FFFFFF		DAMBO TEXT COLOUR - O2 C44 M00 Y83 K83 R84 G0 B87 #C00000 Pantone 732C DIC-R17		

05-1. EXAMPLES (PACKAGE DESIGN)





DAMBO

DAMBO

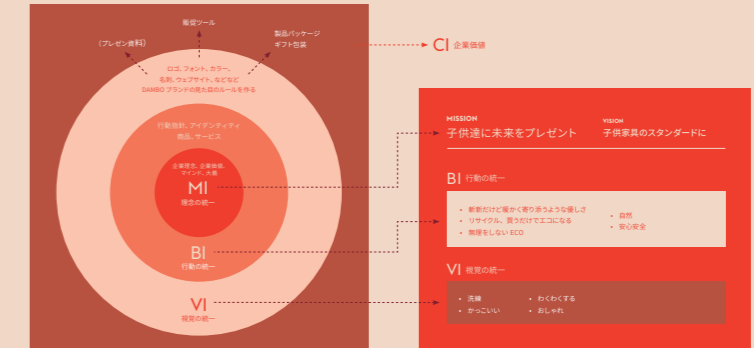
Visual identity includes stationery design





01-2. THE LOGO PRINCIPLES

コーポレートアイデンティティ(CI)は、正つの要素から成り立ちます。BI=行動、MI=理念、そしてVI=視覚。これらが統一されたビジネスモデルのもと、事業の目的を踏まえ最適な物が作られています。その中でVI=ビジュアルアイデンティティ視覚の統一を図るために必要なのが今回定義するガイドラインです。ここで定義するルールや考え方は、ブランドコミュニケーションツールを作る上で大変重要な指針となります。



05-1. EXAMPLES (THANK YOU CARD)



03-4. COLOUR PALLETTE

DAMBOを象徴するものとして、色は適切に利用することが重要です。下記の数値を参考に、ルールを守り適宜使用してください。

DAMBO SOLID-DARK RED C44 M00 Y83 K83 R84 G0 B87 #C00000 Pantone 732C DIC-R17	DAMBO SOLID-DARK RED R90 Y90 B84 G90 B84 #C00000 Pantone Warm Red C DIC-R48	DAMBO MOTHER ORANGE C14 M34 Y74 K14 R84 G54 B14 #F47A3E Pantone 695C DIC-N78	DAMBO BACKGROUND-OI H8 Y27 B84 G84 B80 #F4E0D1 DIC-R48	DAMBO TEXT COLOUR-OI C00 M85 Y85 K85 R85 G85 B85 #333333 Pantone 40C DIC-M80
DAMBO BACKGROUND-OI C00 M0 Y0 K0 R0 G0 B0 #FFFFFF		DAMBO TEXT COLOUR-OI C44 M00 Y83 K83 R84 G0 B87 #C00000 Pantone 732C DIC-R17		

05-1. EXAMPLES (PACKAGE DESIGN)



03-2. LOGO VARIATIONS



「はかる」の未来を創起する

お客様の創造の起点として、
新たな価値をお届けするために。

一人ひとりが力を合わせ、
つながり合い、
「はかる」の無限の可能性を切り拓いていく。

私たちは、未来に向けて創起していきます。

次の「はかる」を。
次のものづくりを。



SOOKI

「はかる」の未来を創起する

私たちは、お客様の創造の起点として、新たな価値をお届けするために、一人ひとりが力を合わせ、つながり合い、「はかる」の無限の可能性を切り拓いていく。私たちは、未来に向けて創起していきます。

次の「はかる」を。
次のものづくりを。

TOP MESSAGE

「はかる」の未来を創起する。私たちは、お客様の創造の起点として、新たな価値をお届けするために、一人ひとりが力を合わせ、つながり合い、「はかる」の無限の可能性を切り拓いていく。私たちは、未来に向けて創起していきます。

遊角 孝

計測機器レンタル事業

ソークになれば、どこにもない。確かな「はかる」を、いつでもどこでも。

私たちがソークは、計測機器のレンタル・メンテナンスや、自動計測システムの提供を特化し、お客様が求めるあらゆる「はかる」を実現します。

5 ADVANTAGES

ソークを選ぶ5つのメリット

- 1 最短1日からレンタルが可能
- 2 設備時の代替機が手配可能
- 3 事務経費コストが削減できる
- 4 業界上の高い信頼性
- 5 豊富な在庫が確保

「はかる」の自動化が、ものづくりの環境を変える。

自動計測システムの開発/レンタル事業

- トンネル
- マンコン
- 実地
- 河川
- 海上

レンタルできる製品

2,000アイテム
30,000以上

機材管理・メンテナンス事業

安全・安心を、お客様のもとへ。確かな技術と品質を守る。

品質管理へのこだわり

- 01
- 02
- 03

新商品開発事業

かつてない「はかる」を、先進の技術と他にはないアイデアで。

サポート体制

- 01
- 02
- 03
- 04
- 05

お問い合わせ

フルサイトから

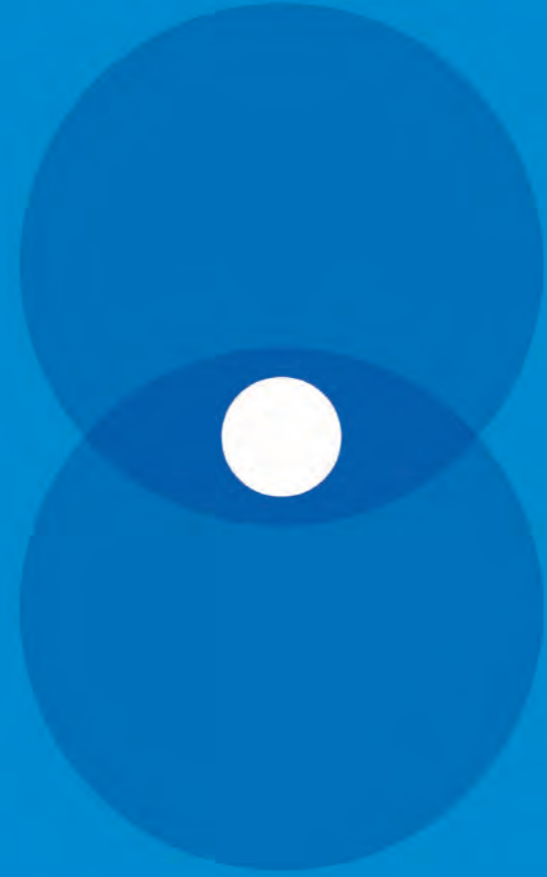
お電話から 0120-856-990

SOOKI



Company profile, business cards and logo

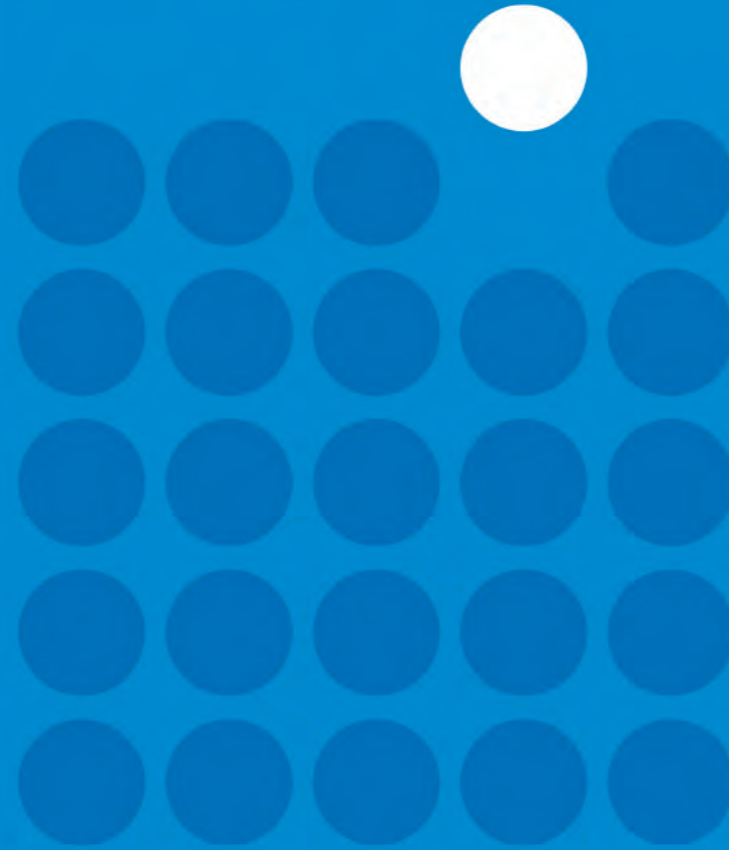
OPEN



オープンコミュニケーションを当たり前

多様な個性と能力が有機的につながり、仲間と協力し合えるように、あらゆる情報をシェアしよう。本音の対話を大事にしよう。

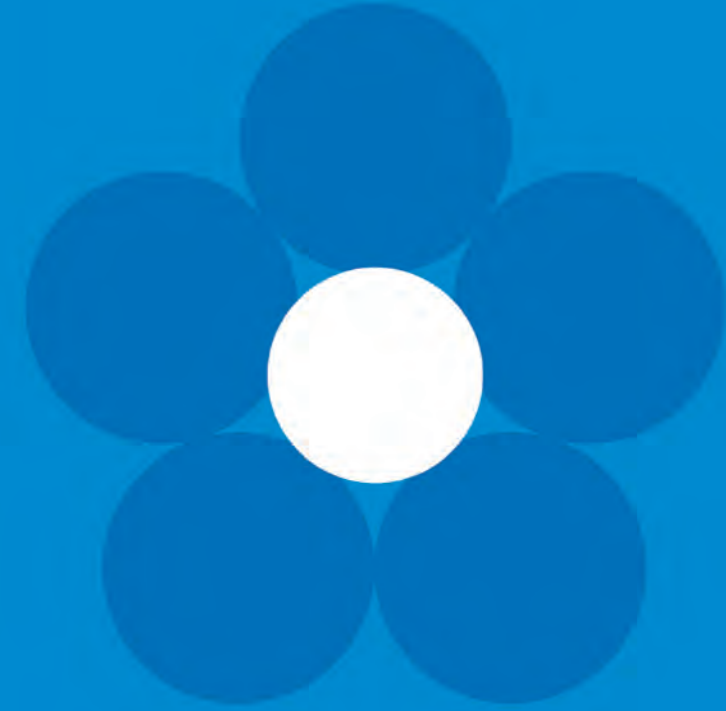
CHALLENGE



自分から一歩踏み出そう

固定観念にとらわれず、変化を恐れず、柔軟な諦めと攻めの心で、自分から考え行動しよう。

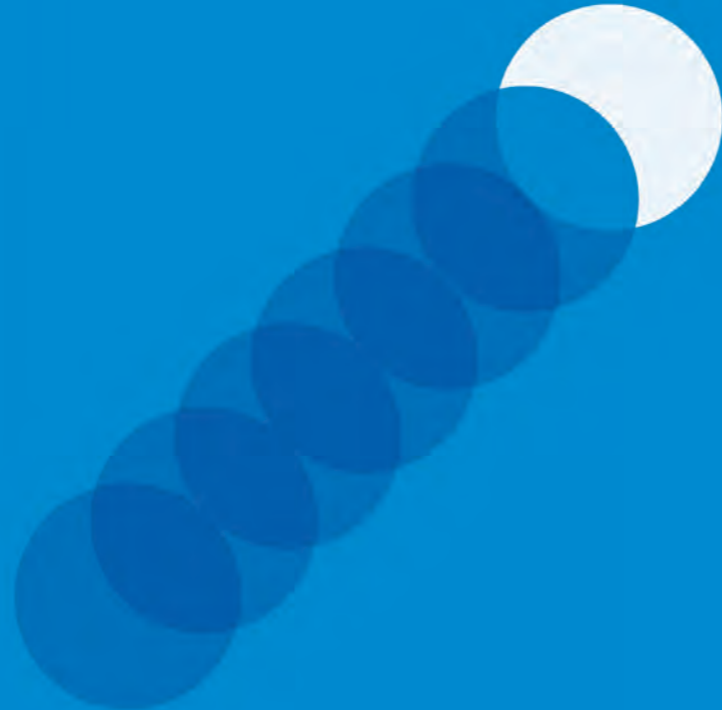
CO-CREATE



共創力のあるチームになろう

異なる視点をもつけ合い、新たな価値を生み出すために、志を一つに、全社を一つに、組織の垣根も立場も超えて、社外パートナーも巻き込んで、共創するチームになろう。

PROFESSIONAL BEYOND



成長し続けるプロフェッショナル

技術も、知識も、経験も、人間力にも磨きをかけて、一人のプロフェッショナルとして、とどまることなく成長し続けよう。

BEYOND



常に期待を超えるソリューションを

お客様に寄り添い、考え抜き、最適解を提供する。潜在的なニーズまで掘り起こし解決できるように力を尽くそう。

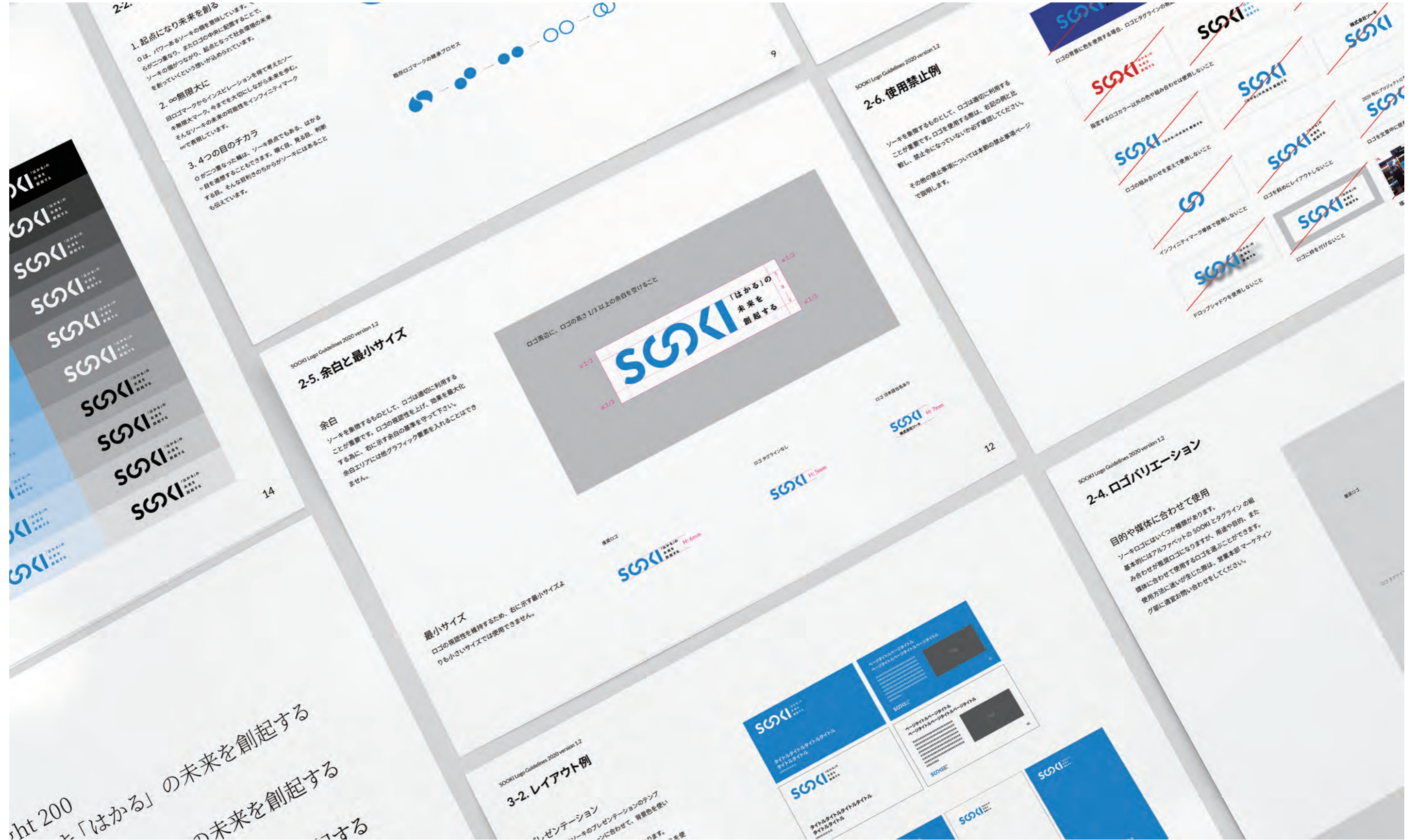
THINK NEXT



「はかる」の可能性に挑み続ける

これまで培ってきた安全・安心、信頼を基盤として、創造の起点となり、社会の役に立つ「はかる」を次々と創出していこう。

Visuals of company's mission





GRUST

GROW FOR TRUST.

Business cards, envelopes and credo



Re-branding

Printing & Editorial

Digital

Logos

Products (MU)



Little

Barn

Coffee

Good coffee

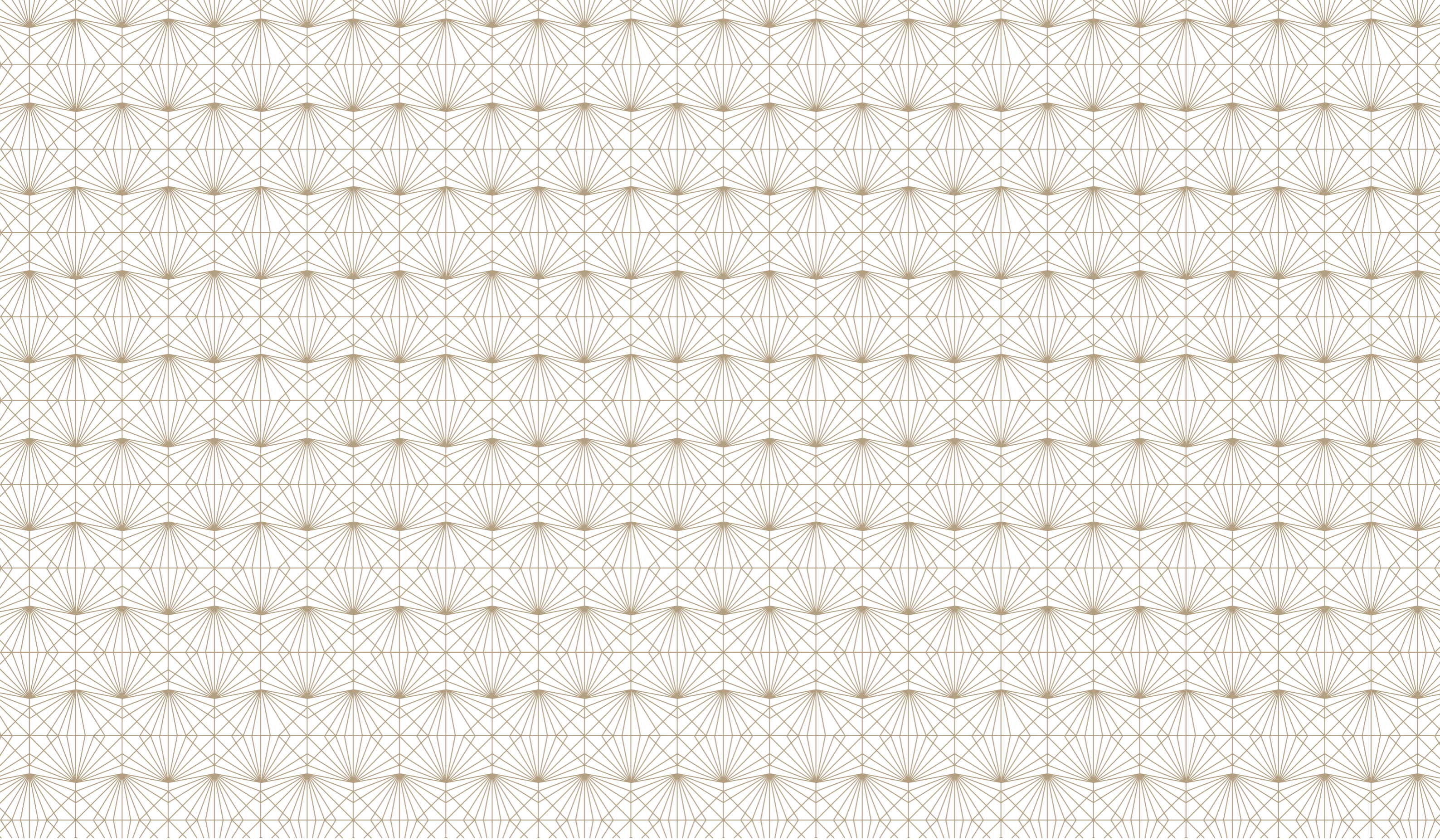
makes your day.

LITTLE BARN COFFEE

Logo, shop cards, web page, poster and cup design

Logo, shop cards, web page, poster, shopping bag and cups





WA NO OMOTENASHI

Logo, packaging, pattern graphic and leaflet design

Logo and packaging









Visual design for FUJITSU Knowledge Integration Base PLY a co-creation space established as part of the Fujitsu Solution Square. Dots express PLY's concept of 'An accumulation of contacts and knowledge'.
<http://www.fujitsu.com/jp/services/knowledge-integration/ply/>
http://www.loftwork.jp/en/case/detail/product/20160704_ply.aspx

FUJITSU PLY
Core graphics, booklet and goods design

Coaster, brochure and original goods



NIKKEI FORUM

ASIAN CONSUMERS

Winning the Hearts of Powerful Asians

BANGKOK OCTOBER 19, 2018



NIKKEI FORUM DESIGN GUIDELINES ©2018 Nikkei Inc.

Logo

NIKKEI FORUM logos are designed simply by typesetting. Basic components are event title, date and location. Subtitle may also be added if necessary.

Use the design guidelines and templates to create your event logo. Changing fonts, font size, weight, layout and colour are prohibited. "NIKKEI FORUM" is invariable.

NIKKEI FORUM ではシンプルな文字組みのロゴタイプを使用します。イベントタイトルと開催地、開催日時のセットを基本形として、任意でサブタイトルを付けることができます。各パーツのフォント、線数(大きさ)やウエイト(太さ)、配置やカラーは変えずに、ガイドラインとテンプレート(Adobe Illustrator ファイル)に沿ってロゴを制作してください。なお「NIKKEI FORUM」部分は変更不可です。

- A Uneditable**
- B Event title**
Font: Sanomat Sans Medium, Stroke: 0.1pt
Colour: Black
- C Stroke**
Colour: Grey
Adjustable - align to the Event Title above
- D Event sub title (Title Case)**
Font: Source Han Serif Sibold
Colour: Black
- E Location (e.g. TOKYO, BANGKOK, etc.)**
Font: Sanomat Sans Medium
Colour: Black
- F Date**
Font: Sanomat Sans Light
Colour: Black

Examples

ver 1.0 | NOV 2018 | For inquiries, please contact: pr_global@nex.nikkei.co.jp 2

NIKKEI FORUM DESIGN GUIDELINES ©2018 Nikkei Inc.

Clear Space

To ensure visibility and maximize effectiveness, the logo has a defined exclusion zone within which no other elements should be placed (see right).

ロゴの視認性を保つため、右に示す余白の基準を保ってください。

Minimum Usage Size

The logo size must NOT be smaller than 18mm in print.

右に示す最小サイズよりも小さく表示してはいけません。

Example 1: NIKKEI FORUM ASIAN CONSUMERS
Winning the Hearts of Powerful Asians
BANGKOK, OCTOBER 19, 2018

Example 2: NIKKEI FORUM INNOVATIVE ASIA

ver 1.0 | NOV 2018 | For inquiries, please contact: pr_global@nex.nikkei.co.jp 5

NIKKEI FORUM DESIGN GUIDELINES ©2018 Nikkei Inc.

Print advertisement

Use design templates (Adobe Illustrator file) to create ads for Nikkei Asian Review print edition.

Nikkei Asian Review プリント版用の告知広告用デザインテンプレートを使って作成してください。

ver 1.0 | NOV 2018 | For inquiries, please contact: pr_global@nex.nikkei.co.jp 9

NIKKEI FORUM DESIGN GUIDELINES ©2018 Nikkei Inc.

Brochure cover

Use the design template (Adobe Illustrator file) to make your event's brochure cover.

Logos of sponsors and supporting organizations are printed on the back cover.

In combining not less than four logos, use grayscale versions for all the logos.

テンプレート(Adobe Illustrator ファイル)を使ってパンフレットの表紙を作成してください。スポンサーや協力団体のロゴは裏表紙に配置します。4つ以上のロゴを並べる場合はグレースケールにすることを推奨します。

ver 1.0 | NOV 2018 | For inquiries, please contact: pr_global@nex.nikkei.co.jp 13





ENCOURAGER

[ãkuraʒe]

Design Thinking Process

Week 1 | Week 6

How might we...

1. Create emotional touchpoints allowing the guest to explore Naviva prior and post stay.

2. Build a strong personal relationship between the guest and the Naviva community.

Brainstorming ideas

Scavenger hunt, Golden tequila phone, All night taco bar, No packing bags - Full closet available, AI technology to read guest minds, Non-seasonal fruits and veggies, One click booking, Welcome advisor, Dog walker, Hidden hotel, Invite celebrities as first guests, Follow up travel...

Visual Concept

NAVIVA 2022

Annual coffee table book

After check-out, we give an Annual coffee table book

Objective of this concept: How Key Insights connects to solutions

Human Interaction, Personalised Services, Meaningful deep relationships, Difficult booking process

HYPER ISLAND

How technology is changing in Retail Industry

Team 69

Disadvantages of Digital Marketing

- Real time customer complaints and feedback
- Security Issue
- Time consumption

Sustainable Digital Marketing

No ads popping up every time a web page is opened. No money-making promotions of the influencers.

Challenge and Future

- Rising threats of financial crimes
- Expensive for small retailers
- Do not own it
- one-size-fit-all approach
- Poor user adoption
- Too few players in the market
- Impersonal

Thank you for taking your time!

Team 69: Haastasia(CEO), Alex(AIBC), AITA(FED), Sitka(DA), Luvya(KR), Nozomi(OU)

HYPER ISLAND

Discuss the legal aspects related to the digital industry.

Team 8 - 2/9/2022

Our Focus

"Copyright Laws in the digital industry"

QUIZ TIME

10 Qs

Q1. Which of the following words did creators majorly associate copyright with?

A. Ownership B. Complex C. Unaware D. Protected

Thank you!

Team 8
Jessica Stephens, Johnny Bennett, Nozomi Akutsu, Sadad Sayad, Shruti Thakkar

Good to know

Desktop research
25 surveys
8 professionals interview

Branding Proposal for MAGNETALES

30.09.2022 Team 8

Table of Contents

Outline Strategy
Product ideas
Visual Identity
Marketing

Niche marketing

There is a HUGE potential

Structure w/ target audiences

Big companies, Launch parties, seminars, etc, Weddings Family gathering, Private events, Hyper Island, Photographers, Designers, Event managers of creative agencies, Other distributors, Bold SID, ICI

Let's make it look more fun and sexy.

Blank, w/ Designers, Lenticular Printing

- Personalisation
- Monochrome frames
- Aesthetically pleasing frames designed by designers
- People can CHOOSE
- Enjoyable
- Post it after the event

Thank you for taking a look!

Magnetales

Magnetales is a Creator and Explorer

Backdrop Competition

1. New shape design

Recognisable? Familiar? shape looks More casual, and fun.

MAGNET = Attract, Draws, Connects (PEOPLE)

Branding Proposal for MAGNETALES

30.09.2022 Team 8

Table of Contents

Outline Strategy / insight
Product ideas
Visual identity

Insights

During our research, we discovered that Magnetales visibility is what will give the brand access to a larger audience and create a market from a grassroots perspective.

The vacancy that the market is currently holding, and that's also where Magnetales will secure its placement and build bridges with future stakeholders, that will eventually have an investing hand in the expansion of the product and its services.

VIEW Brandbook

New service name

MAGNA

Tagline: Share the moment (with magnets?)

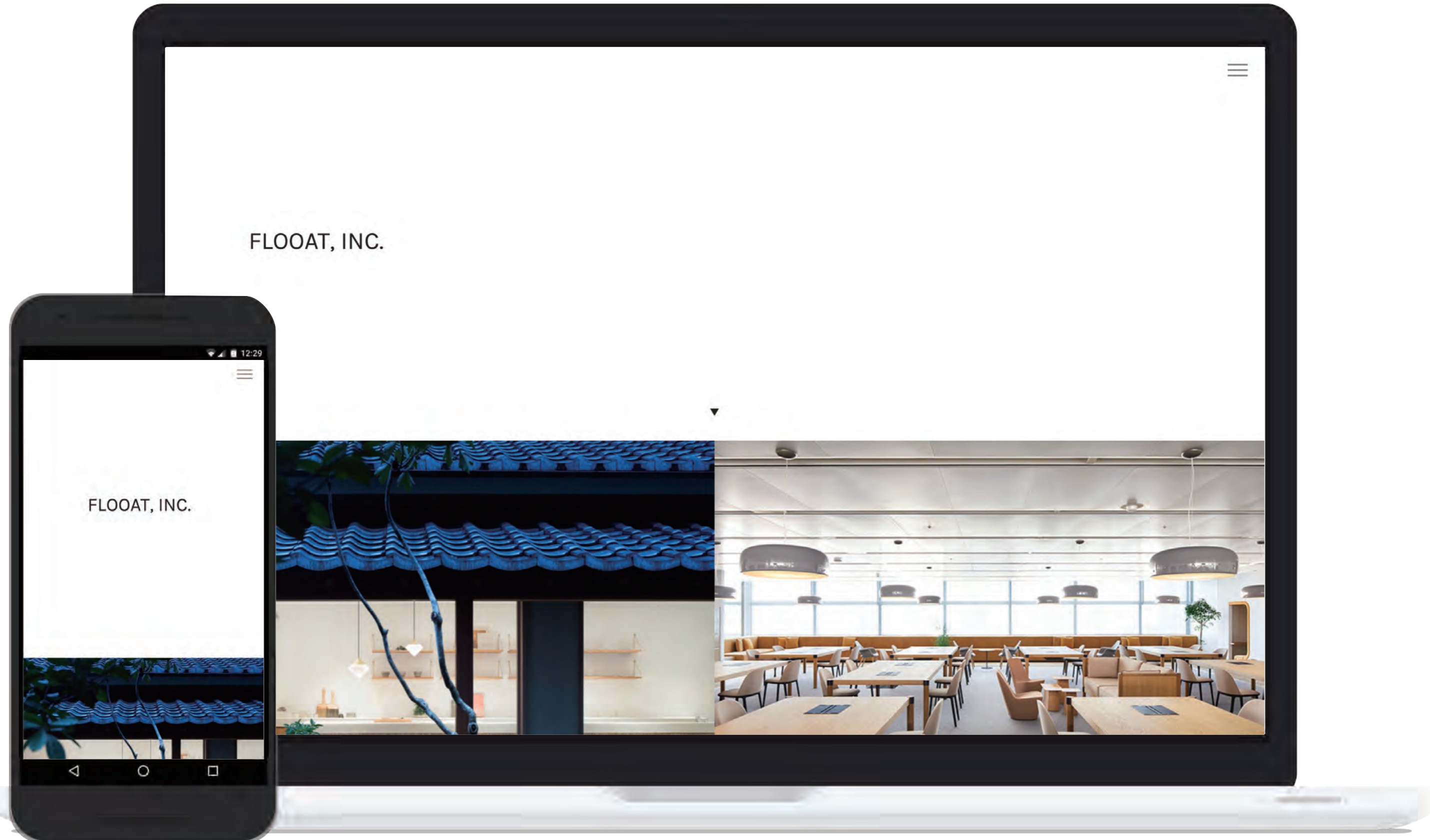
Description: Why MAGNA, we chose to refresh the name and focus on the importance and catchier part of it, since Magna means great in Latin, why not put extra emphasis on it and shortened by giving it a name that will stick around.

Catchphrase: MAGNA MAGNA!

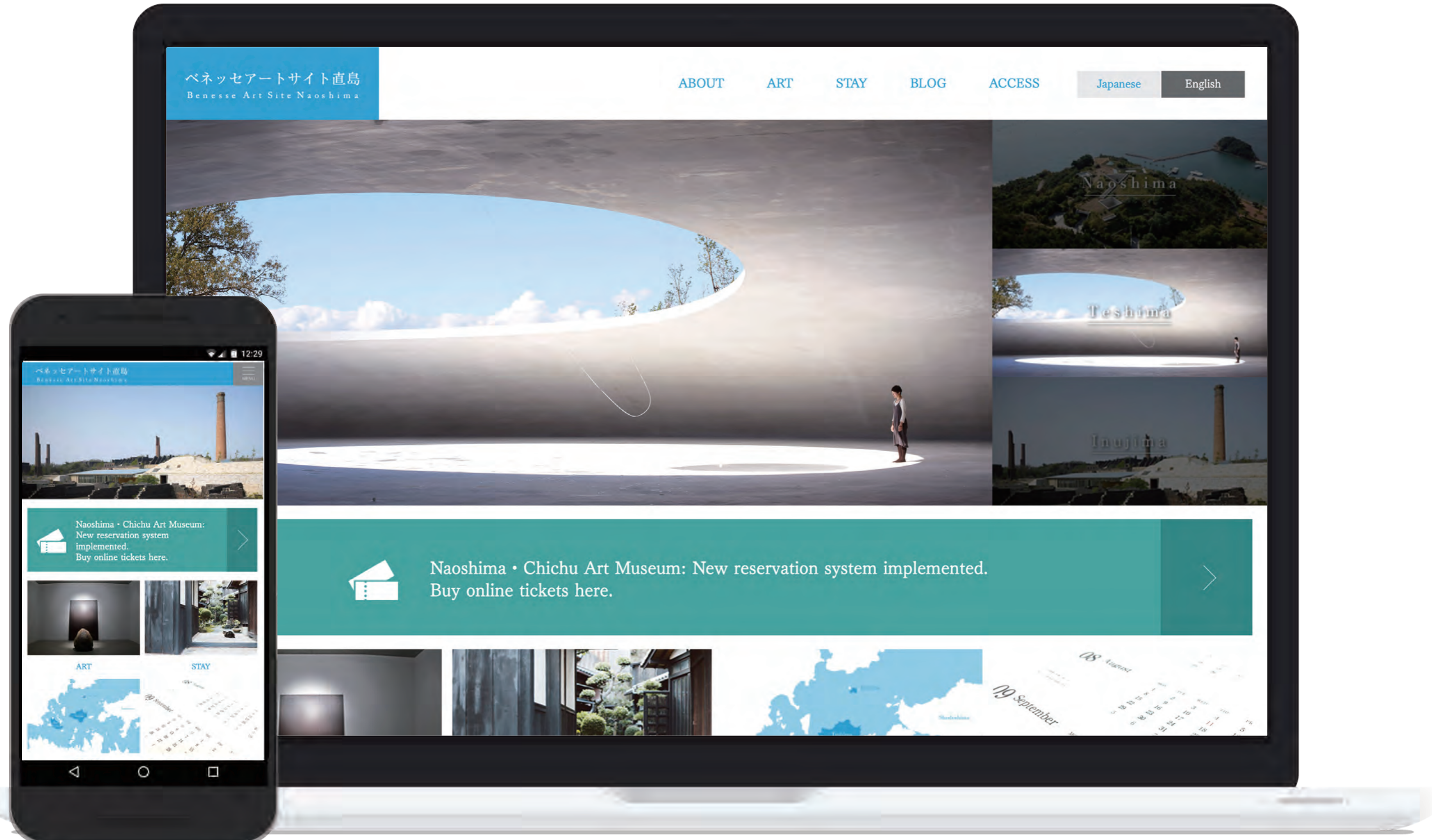
Re-branding
Print & Editorial
Digital
Logos
Products (MU)

FLOAT, INC.
Art direction, web design

VIEW THE WEBSITE
<http://www.float.jp>









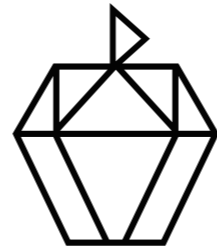






Re-branding
Printing & Editorial
Digital
Logos
Products (MU)

DAMBO



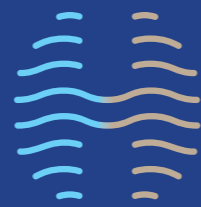
林檎班



WANO
OMOTENASHI

ACIG

一般社団法人 日伊櫻の会
ASSOCIAZIONE DEI
CILIEGI ITALO-GIAPPONESE



長谷川医院



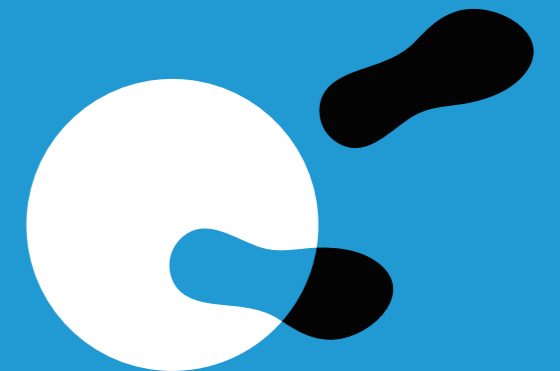
ORIZURU
THERAPEUTICS



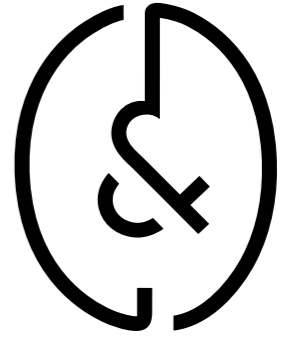
Next
Lighter
Design
2013

240TH

SUSTAINABILITY
CHALLENGE



niho



センス・オブ・オブジェクト

Re-branding

Printing & Editorial

Digital

Logos

Products (MU)



Enriching your surroundings
through graphic design.

MU is a design concept that aims to enrich people's lives through the creativity of graphic design. MU doesn't have a specific meaning in Japanese. It represents a discrete, physical absence. Inspired by MU, we eliminate unnecessary elements to give you product-focused designs that match your interior environment.

As technology continues to revolutionize the way we live, a lot of tools we use to manage our daily lives have become possible with a smartphone or laptop. However, there are many people who appreciate and still find value in tactile experiences, such as using calendars, clocks and maps... (just to name a few)

The goal of MU to give these necessities a different level of presence in your interior as a result of having a large amount of visual information focused on usability. Do you typically choose products based on convenience or aesthetic value?

Is it possible to enrich our lives with items that are useful, easy to comprehend but also aesthetically pleasing?

This is the inspiration behind MU, a combination of beauty and functionality.

When objects that usually function to just convey accurate information become a part of the design of our interior spaces, I hope that they can also spark our imagination and enhance the aesthetic pleasures of our everyday lives.

グラフィックデザインで、日常を豊かする。

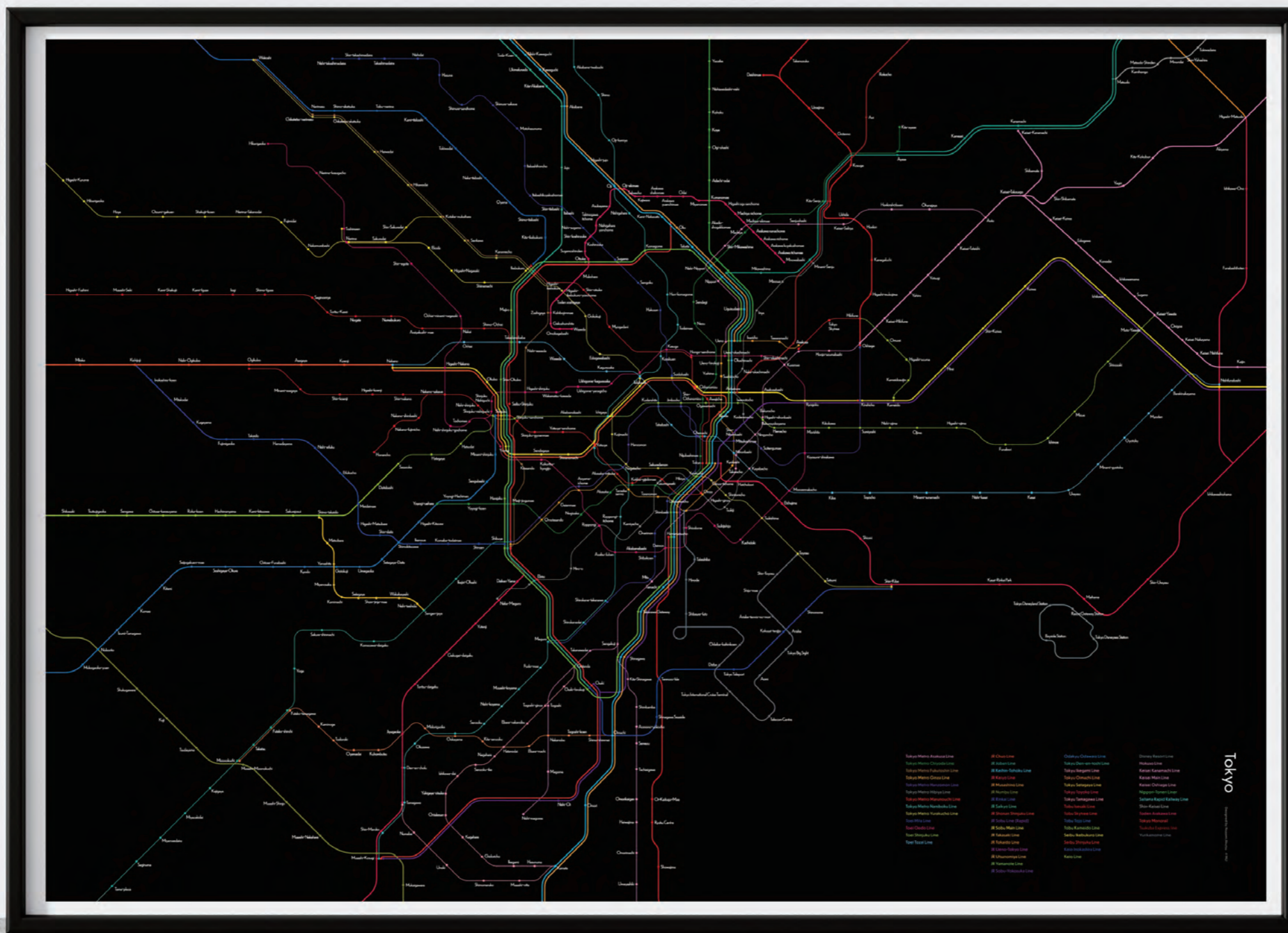
MUは、グラフィックデザインの力によって 日常をより豊かにすることを目指したデザインプロダクトです。時代の進化により、携帯やパソコンひとつで様々なことが可能になりました。日常を管理することも可能になりました。しかし、どんなに時代が進化しても、カレンダー、時計、地図など 実質的な物に価値を見いだす人はまだ多いはず。

しかしそういった実用的な物は、使い勝手を重視するあまり、視覚的な情報量が必然と多くなり、室内に飾ると部屋での存在感がとても強くなります。

分かりやすさに囲まれて過ごすか、それとも少ない情報でも美しさのなかに囲まれて過ごすか。

便利さが果たして、私たちの生活に本当の意味で豊かさをもたらしているのか。

そんなことを思い、MU = 無という名のデザインプロダクトを作りました。正確な情報を伝えることのみで機能していた物が、インテリアという空間の一部になったとき、人々の想像力を掻き立て、日々の生活を豊かにする、ことを願って。



TOKYO RAIL MAP POSTER (BLACK / LIGHT GREY)

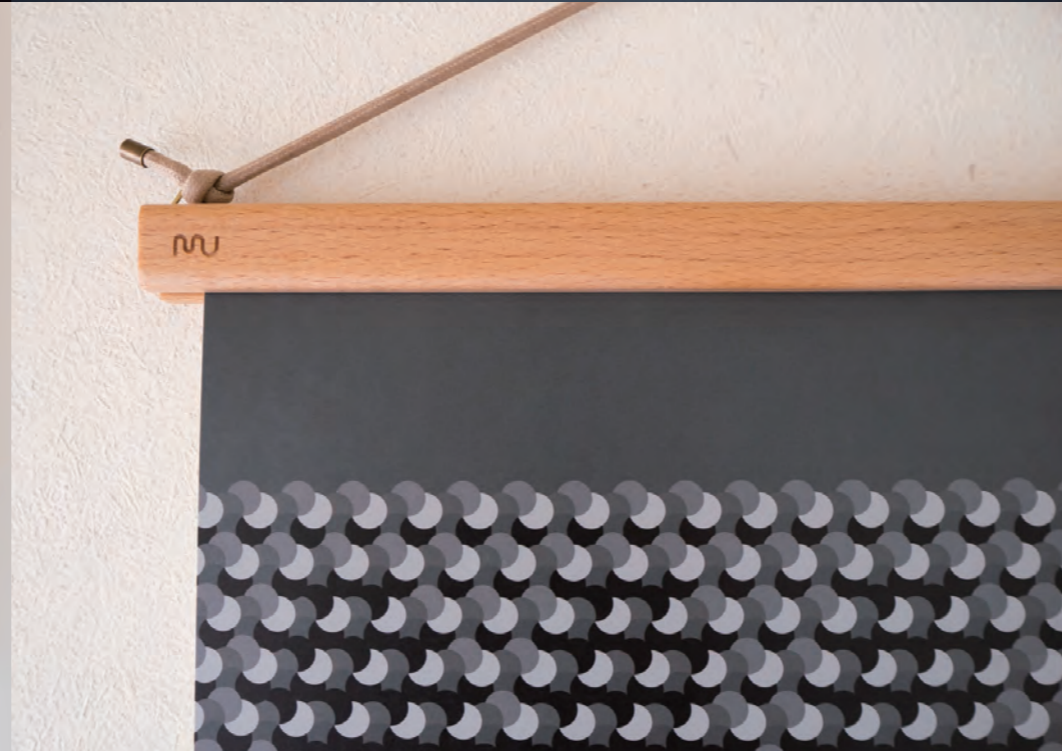
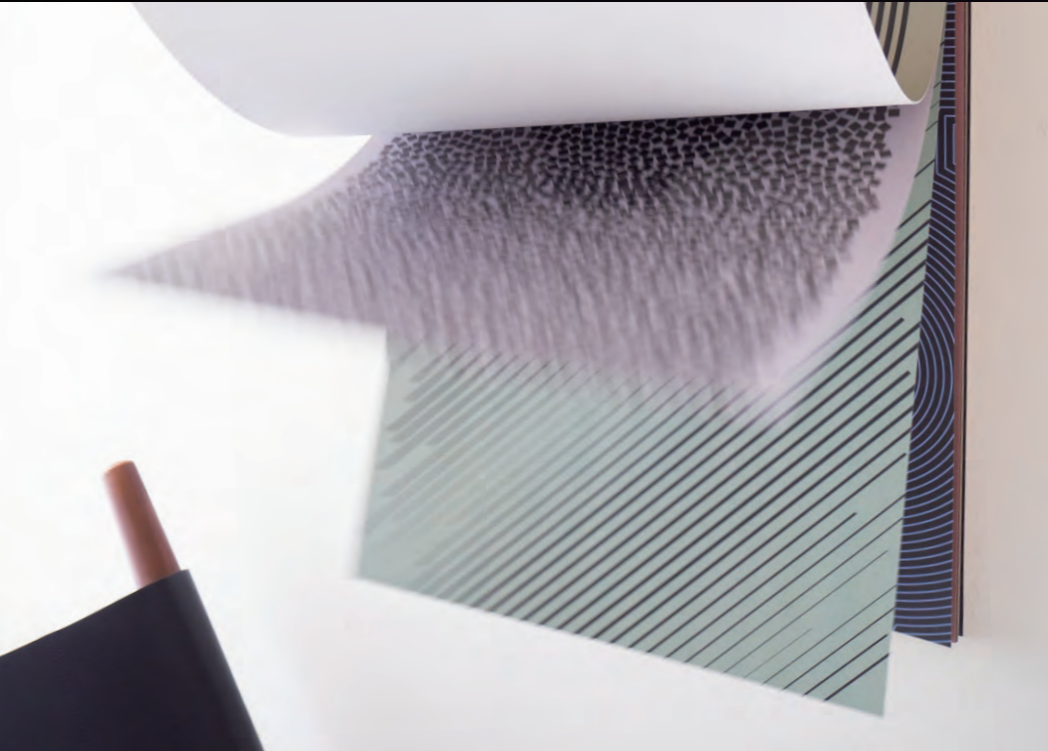
Size: 594 x 841 mm (A1) / Materials: YUPO / Wood-free paper





KAKEJIKU INSPIRED DATELESS CALENDAR

Size: 297 x 750 mm / Weight: 346g (12 sheets) / Materials: S Kinbishi (FSC)





FLIGHT MAPP POSTER - GLOBAL CITIES

A2 420x594mm *Frame is not included / Materials: S Kinbishi (FSC) / FMP01-2109 / Made in Japan / Printed by Sun M Color Ltd.



WE ARE ALL HUMAN BEINGS
Toilet sign

It is NOT about sex or gender and it is NOT about sexuality or sexual preferences. At the end of the day, we are ALL human beings. That's that. Royalty free, DM me if you would like SVG files for signs.



We are **ALL** human beings.



NOZOMI AKUTSU

Nozomi was born and raised in Tokyo. She joined Ideasketch in 2011 after working for another design studio for 4 years. There, she was responsible for designing websites, logos, pamphlets, cross-media projects, visual identity, and posters.

After working in Japan for over 10 years as a designer, she moved to Melbourne in 2016 to expand her design skills. She worked for a construction company in Melbourne as an in-house graphic designer. She was in charge of the company's re-branding and marketing collateral. In 2018, she returned to Japan to start her own business as a designer.

On the side, she was also involved in launching the Tokyo version of an Israel-based travel startup company called Cool Cousin. Her specialty is conveying information in a concise and minimalistic manner utilising pop and iconic graphics. In 2020, she started a new design brand called 'MU' in order to enrich people's surroundings through graphic design. In the summer of 2022, she relocated to Sweden (Stockholm) with the aim of making a further leap forward. She is going to a business school called HYPER ISLAND and working as a freelancer.

WORK EXPERIENCE

CONTEMPORARY PRODUCTIONS (as assistant designer)

HIRANO TETSUO (as graphic designer)

IDEASKETCH, INC. (as art director, graphic designer)

PROJECT GROUP CONSTRUCTION in AUSTRALIA (as art director, graphic designer)

OTHER ACTIVITIES

2012 - ELVINE TOKYO CITY JACKET

Nozomi participated as a local creator in a Tokyo City Jacket project produced by a Swedish clothing brand ELVINE in Tokyo.

2018 - COOL COUSIN TOKYO

An Israel-based tourism web platform. Nozomi participated in the Tokyo version as an ambassador. She was also involved in launching the Tokyo version in 2018, headhunting for candidates, setting-up, scheduling, and location scouting for photo-shoots with her friend Yurie.

2021 - DAIKANYAMA T-SITE BOOKBOX NO.82

A pop-up exhibition of MU was held at Daikanyama Tsutaya Books for a limited period of one month in October 2021. A wide range of works, from old to new, was launched at the exhibition, and products were sold as well.

2022 - JUROR FOR A DESIGN AWARD AT OCHABI

Participated as a special judge of the judging committee of "OCHABI Creative Solution Awards -2022 2nd Presentation-" held on July 24, 2022.

Please scan for contact info



MU Design Store



Thank you for taking a look!

CONTACT: Nozomi Akutsu
PHONE: +46 763269111 / +81 5058068728
E-MAIL: info@nozomiakutsu.com
www.nozomiakutsu.com

[Website](#)

[CV](#)

[LinkedIn](#)