

Clear-cut graphics. Crystal clear concepts.



NOZOMI AKUTSU

Art Director / Designer  
Creator of MU Design Store



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.

Visual identity

Digital, Marketing (Hem)

Printing, Editorial

Products (MU)

Hyper Island



**PROJECT GROUP**

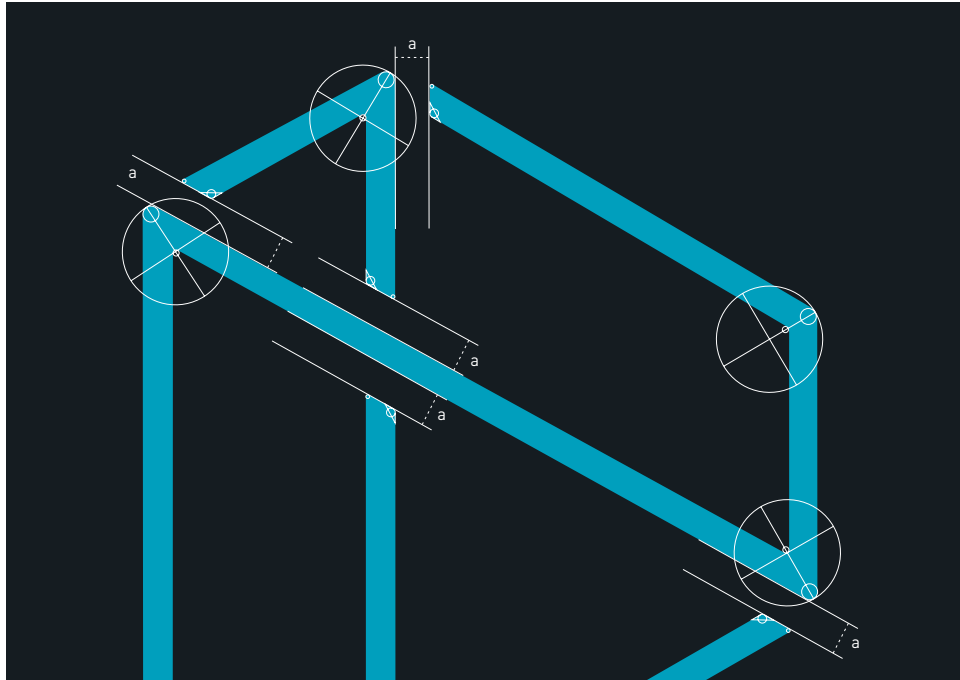
Business cards, logo, goods, packaging, document templates and stationery design



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



Brand guidelines



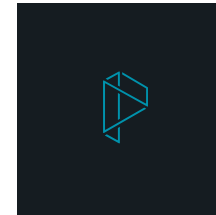
Logo Suite

Logo 2 - Symbol

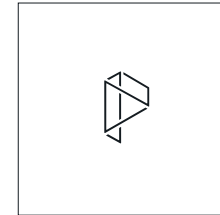
This symbol is used as a background for most of our branding including our profile covers and site signage. Our logo should never appear in any other versions and it not to be misused or misrepresented. It is imperative to maintain consistency, which means our logo should never be distorted in anyway.

Primary Logo Suite

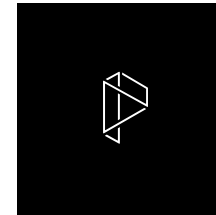
Full colour - Project Group blue symbol x charcoal background



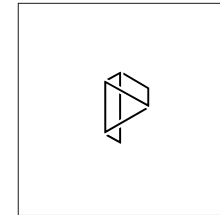
Full colour - Project Group charcoal



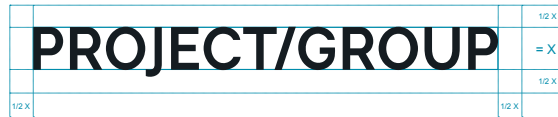
Mono colour - reverse



Mono colour



Primary Logo Suite



Logotype

Symbol

AaBbCc01234

Arial Regular

abcdefghijklmnopqrstuvwxyz  
 1234567890!?"~" ()+ = \_ \* & ^ % \$ # @

Arial Bold

abcdefghijklmnopqrstuvwxyz  
 1234567890!?"~" ()+ = \_ \* & ^ % \$ # @

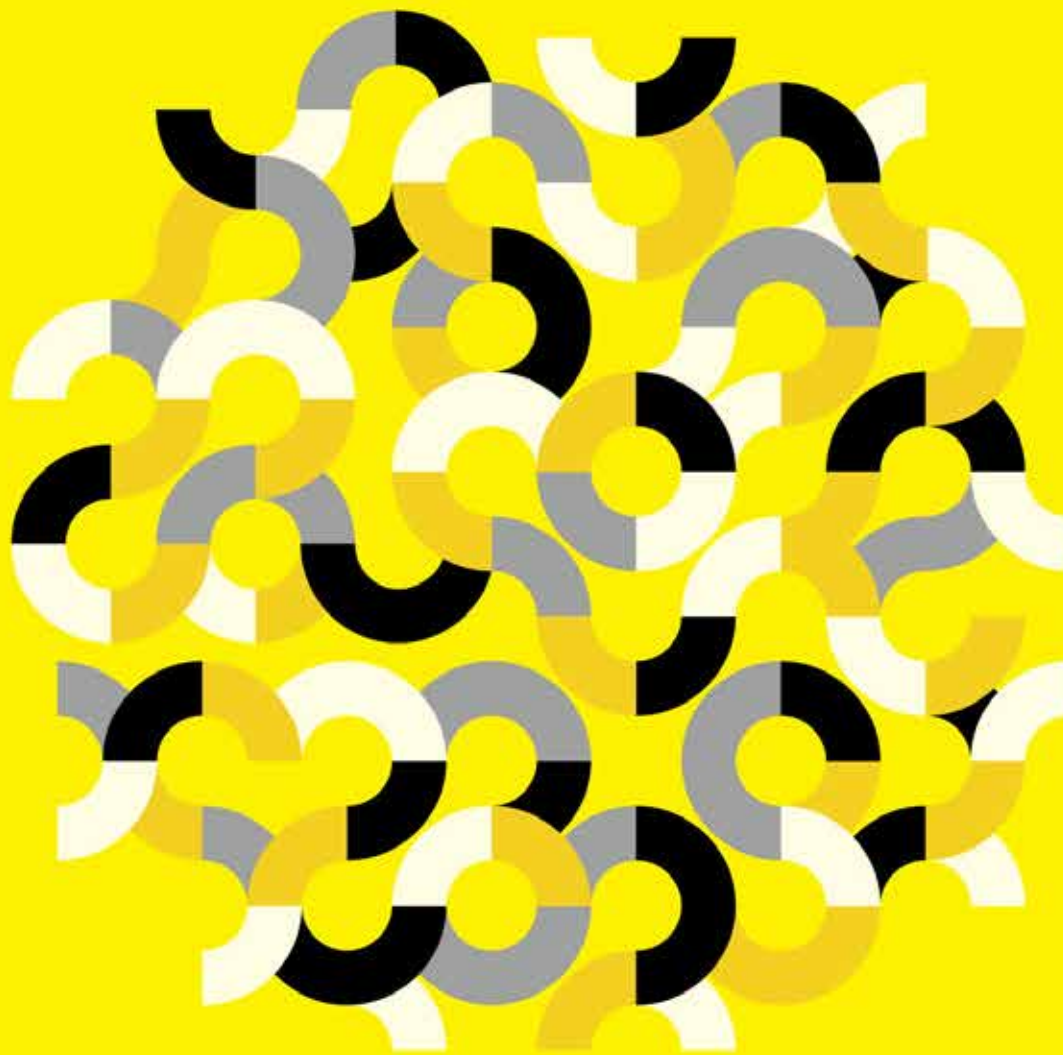


Place



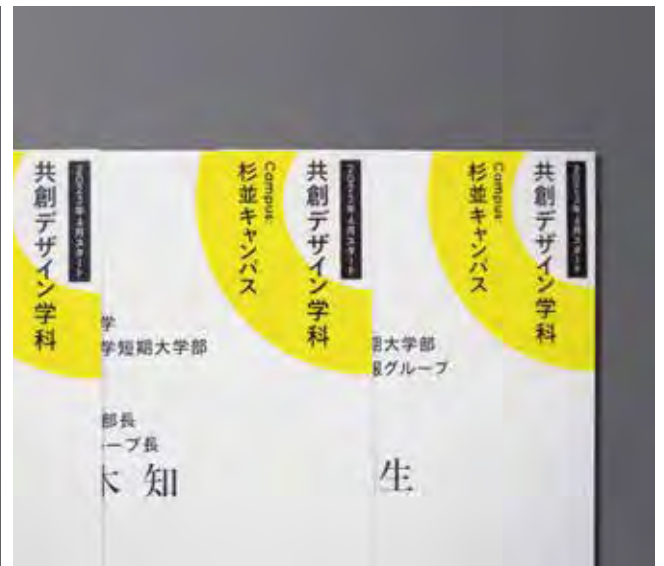
Other





JOSHIBI collaborative design department  
Visual identity, logo, goods, packaging, pamphlet and stationery design

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







NIHO

Logo and visual design for the startup project of a company







# DAMBO

DAMBO

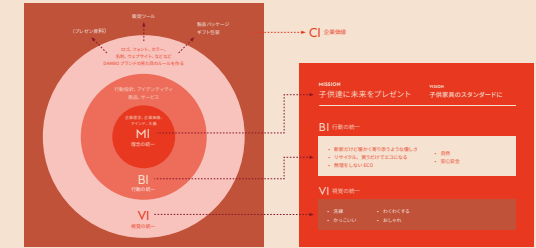
Visual identity includes stationery design



01 - 2. THE LOGO PRINCIPLES

9

コーポレートアイデンティティ (CI) は、その要素から成り立ちます。MI・VI・理念、そしてVI・視覚、これらが統一されたロゴシステムのもと、事業の目的を最も効果的に表現する物があります。その中VI・ビジュアルアイデンティティ・視覚の統一を最も大切に必要なのが今回定義する



DAMBO

05-1. EXAMPLES (THANK YOU CARD)

26



DAMBO

03-4. COLOUR PALLETTE

16

DAMBOを参照するものとして、色は適切に利用することが重要で、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。

<p><b>DAMBO LOGO - DARK RED</b></p> <p>色 #002060 CMYK 100/0/0 PMS 286 RICHMOND 485C DIC 807</p>	<p><b>DAMBO TEXT - DARK RED</b></p> <p>色 #002060 CMYK 100/0/0 PMS 286 RICHMOND 485C DIC 807</p>	<p><b>DAMBO TEXT - DARK RED</b></p> <p>色 #002060 CMYK 100/0/0 PMS 286 RICHMOND 485C DIC 807</p>	<p><b>DAMBO BACKGROUND - DARK RED</b></p> <p>色 #002060 CMYK 100/0/0 PMS 286 RICHMOND 485C DIC 807</p>	<p><b>DAMBO TEXT - DARK RED</b></p> <p>色 #002060 CMYK 100/0/0 PMS 286 RICHMOND 485C DIC 807</p>
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DAMBO

05-1. EXAMPLES (PACKAGE DESIGN)

27



DAMBO

03-2. LOGO VARIATIONS

15

<p>PRIMARY LOGO - COLOUR</p>	<p>PRIMARY LOGO - COLOUR</p>
<p>SECONDARY LOGO - COLOUR</p>	<p>SECONDARY LOGO - MONOCHROME</p>
<p>INVERTED LOGO - WHITE</p>	<p>INVERTED LOGO - WHITE</p>

DAMBO





SOOKI

Logo, business cards, company profile, web page and vision design

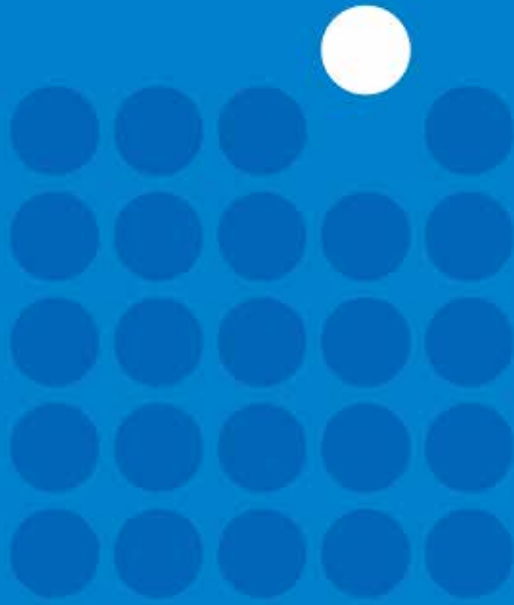
# OPEN



オープンコミュニケーションを当たり前に

多様な背景と能力が集まるチームで積極的に意見を交わすことで、お互いの成長を促すことができます。また、課題を共有することで、チーム全体の成長を促すことができます。

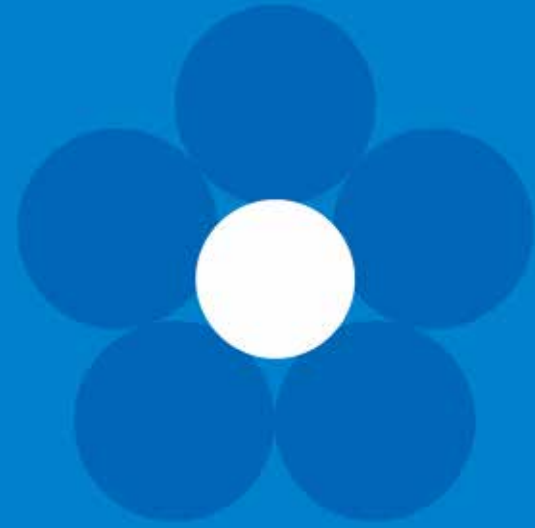
# CHALLENGE



自分から一歩踏み出そう

成長を促すには、自分から一歩踏み出すことが大切です。また、課題を共有することで、チーム全体の成長を促すことができます。

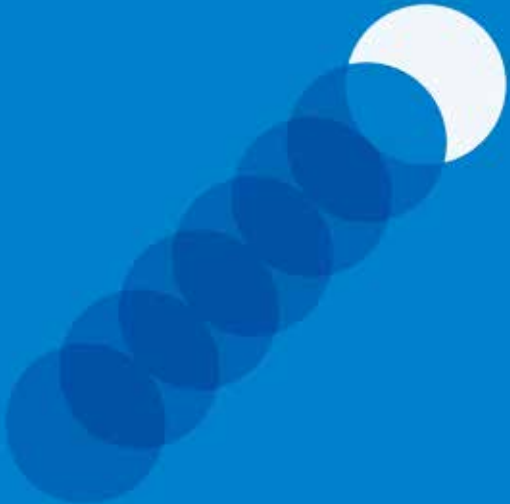
# CO-CREATE



共創力のあるチームになろう

お互いの強みを活かして、お互いの課題を解決するために、一緒に考え、一緒に行動することが大切です。また、課題を共有することで、チーム全体の成長を促すことができます。

# PROFESSIONAL BEYOND



成長し続けるプロフェッショナル

成長し続けるプロフェッショナルになるためには、常に新しい知識やスキルを身につけることが大切です。また、課題を共有することで、チーム全体の成長を促すことができます。

# BEYOND



常に期待を超えるソリューションを

お客様に期待を超えるソリューションを提供するために、常に新しい知識やスキルを身につけることが大切です。また、課題を共有することで、チーム全体の成長を促すことができます。

# THINK NEXT

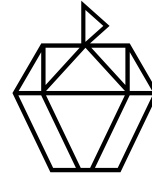


「はかる」の可能性に挑み続ける

「はかる」の可能性に挑み続けるためには、常に新しい知識やスキルを身につけることが大切です。また、課題を共有することで、チーム全体の成長を促すことができます。

Visuals of company's mission

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

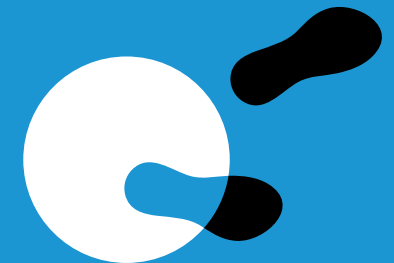


ORIZURU  
THERAPEUTICS

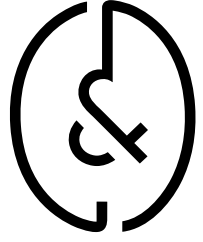


Next  
Lighter  
Design  
2013

240<sup>TH</sup>  
SUSTAINABILITY  
CHALLENGE



niho



# センス。オブ。ファンダ

Visual identity

**Digital, Marketing (Hem)**

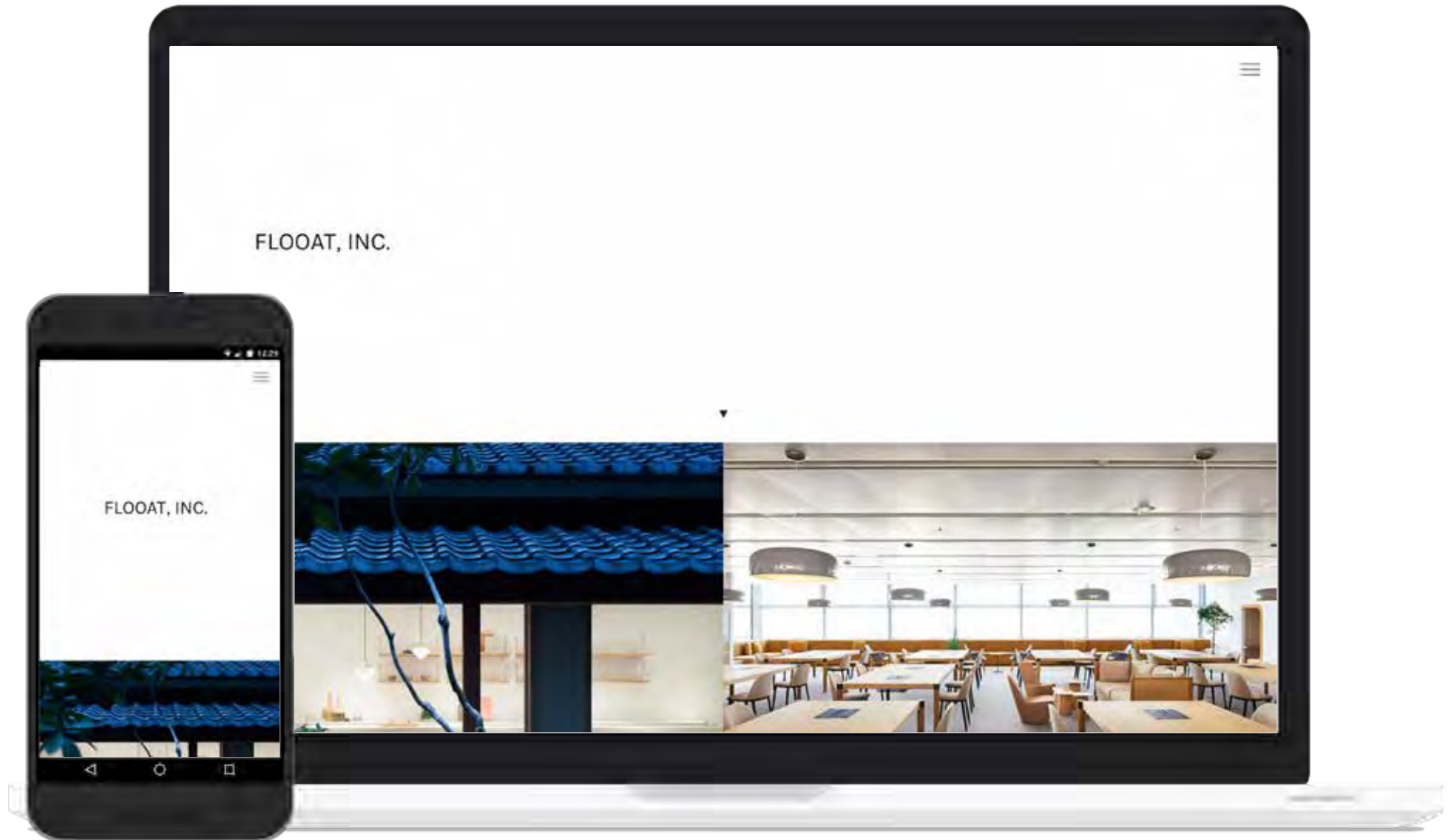
Printing, Editorial

Products (MU)

Hyper Island

FLOAT, INC.  
Art direction, web design

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



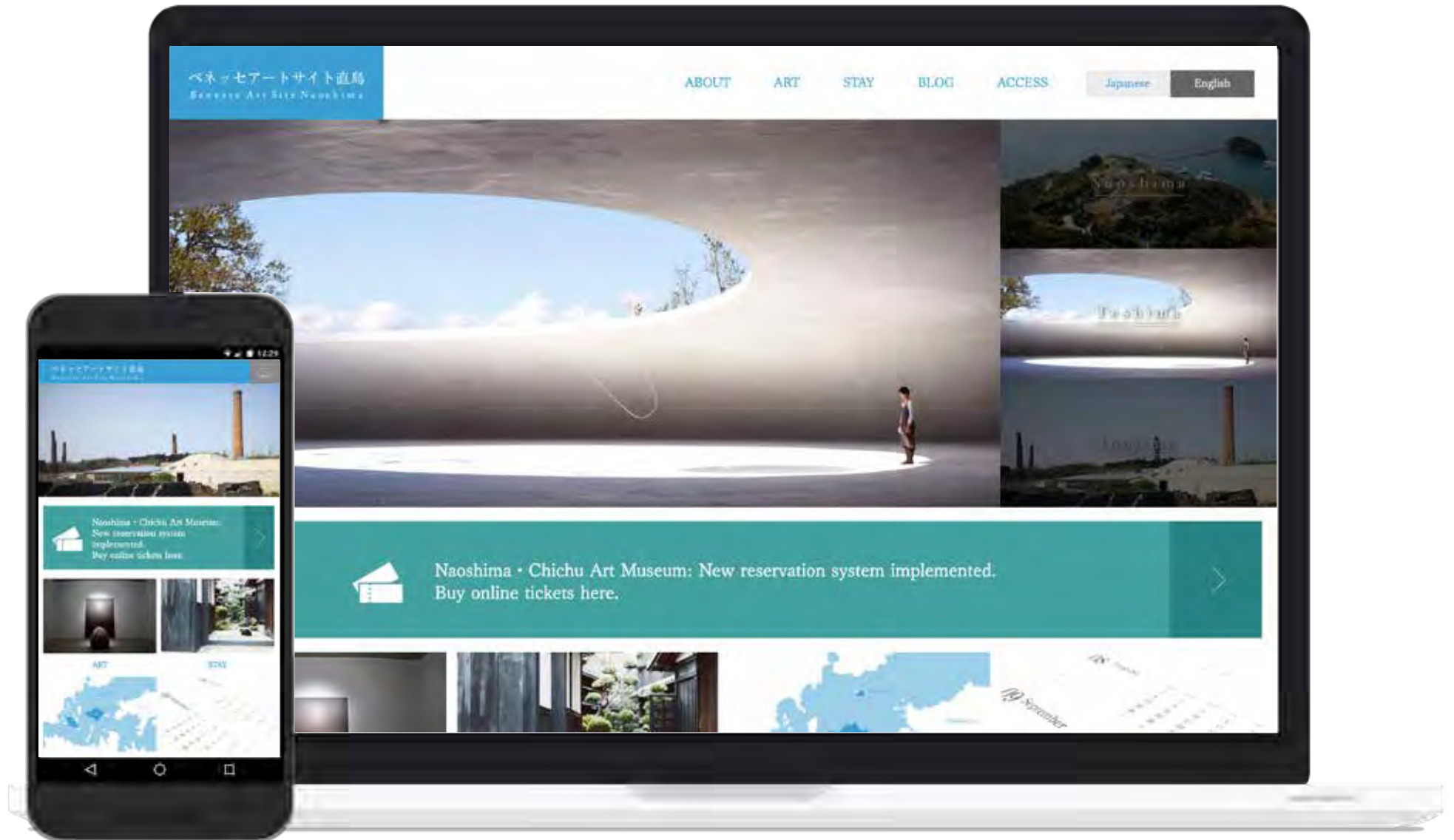
DX SOLUTION

Art direction, web and logo design

VIEW THE WEBSITE  
<https://www.jns.inc/dx/>

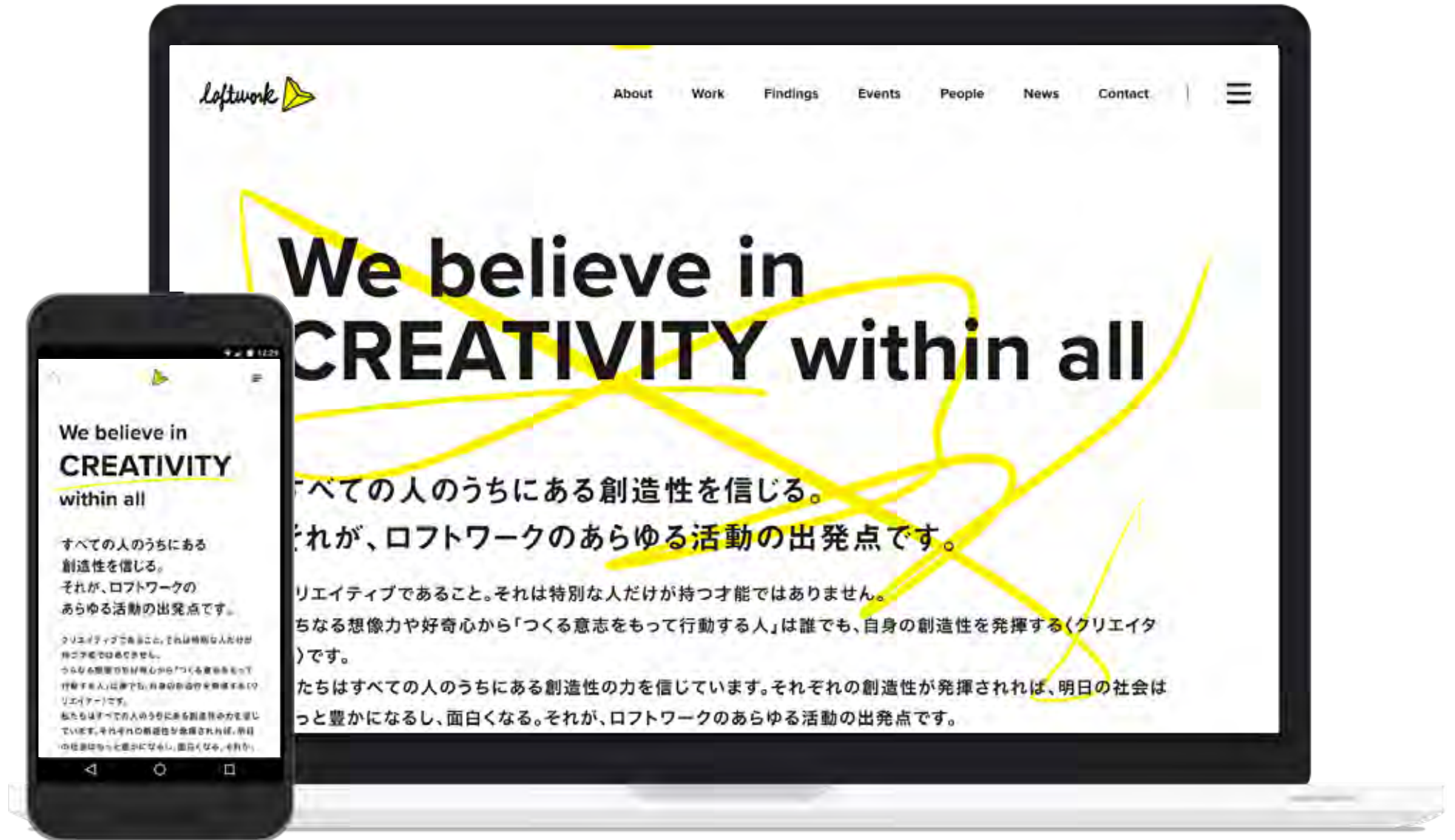




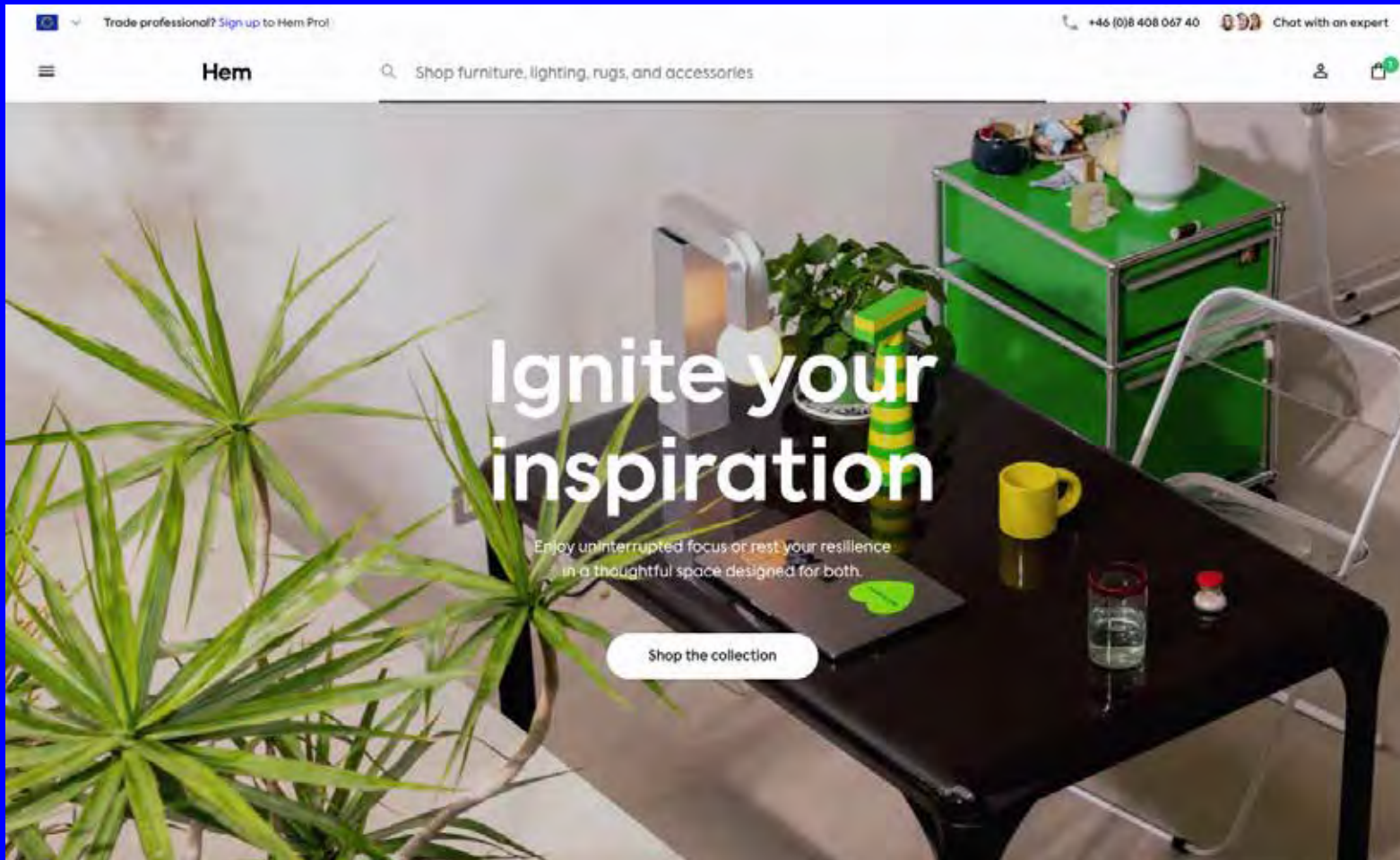








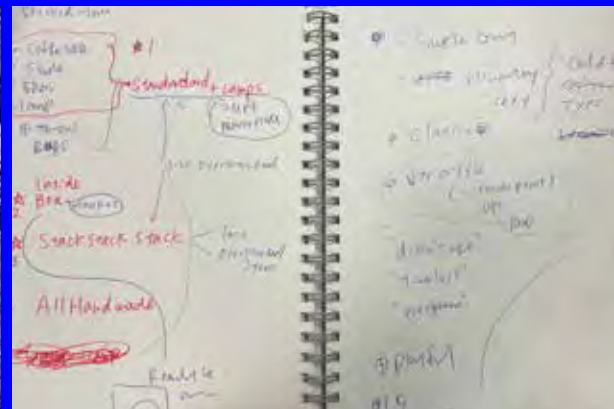
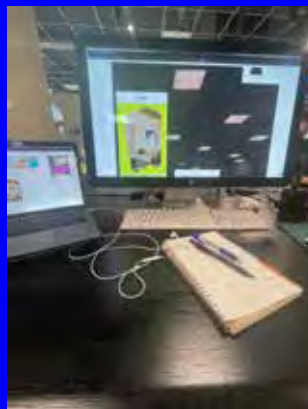




Hem is a Swedish furniture distributor with headquarters in Stockholm. I worked there as a design intern for three months between March to June in 2023.

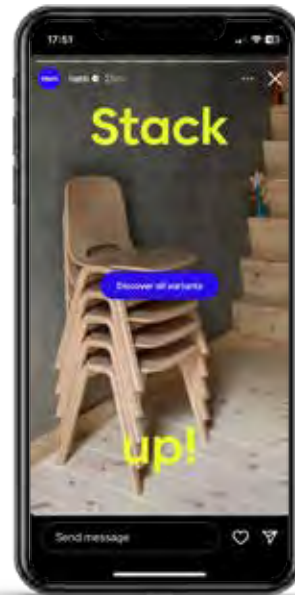
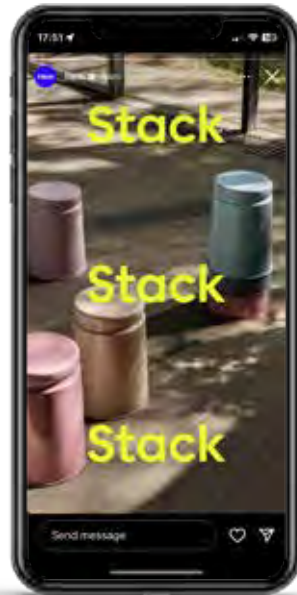
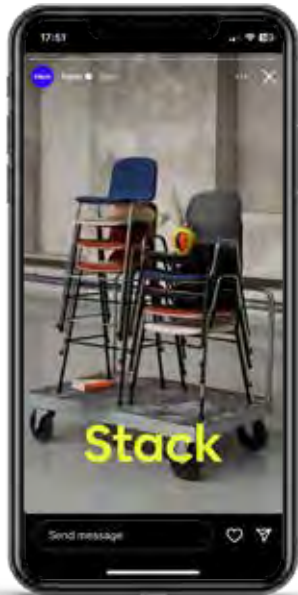
I worked in the creative department, where I was involved in a wide range of design work, from marketing to branding.

- As a part of the creative team, I was involved in all graphic design, **from marketing to product-related assets.**
- I proposed to migrate the template to **Figma** as the in-house digital design had previously been done in-design, and created a huge template for the in-house digital design.
- I was involved in the **new product treatments** (art direction of the shoot) from planning to shooting.
- I made a **design template** for a sales planning document in **PowerPoint.**



INSTAGRAM STORIES for Hem

I proposed campaign adverts for Instagram, many ideas were selected and I designed the content myself.





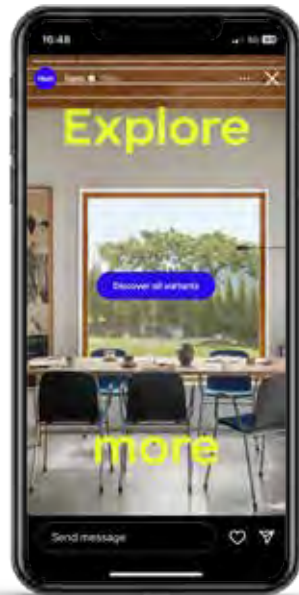
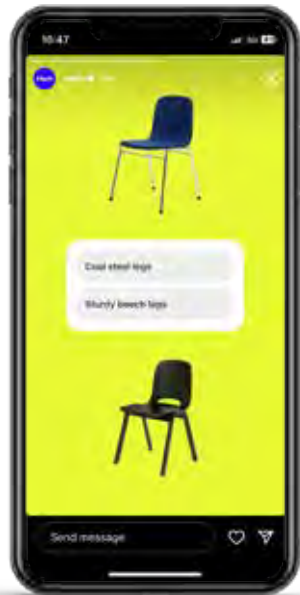
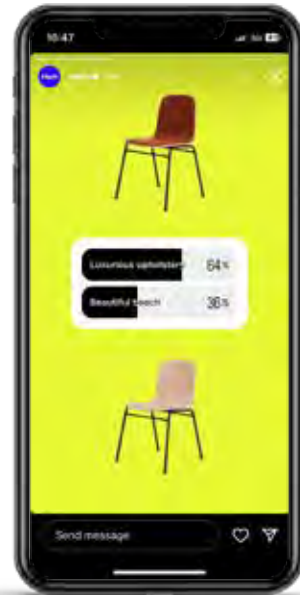
INSTAGRAM STORIES for Hem

I proposed campaign adverts for Instagram, many ideas were selected and I designed the content myself.



INSTAGRAM STORIES for Hem

I proposed campaign adverts for Instagram, many ideas were selected and I designed the content myself.



**Hem**



**Pure functional elegance**

There's just the one piece of the table with just four legs tucked into a soft piece designed by Henk Looze and Juan Pardo in a mix of metal, natural and plastic materials and a variety of colors from soft white to vibrant red. It's just what you need to go with.

[View our table](#)



[View our table](#)



Imaginative designs of obsessive quality.

[f](#) [i](#) [t](#) [in](#)

© 2020 Hem

Imaginative designs of obsessive quality.

**Hem**



**Made of 100% natural materials**

Discover the beauty of natural materials in our new collection of furniture. We've created a range of pieces that are both functional and beautiful. They're made from natural materials like wood, stone, and metal. They're also made in our factory in the Netherlands. So you can be sure they're made with care and attention to detail.

[View our sofa](#)




**More on the design**

Discover the beauty of natural materials in our new collection of furniture. We've created a range of pieces that are both functional and beautiful. They're made from natural materials like wood, stone, and metal. They're also made in our factory in the Netherlands. So you can be sure they're made with care and attention to detail.

[View our sofa](#)


Imaginative designs of obsessive quality.

[f](#) [i](#) [t](#) [in](#)

© 2020 Hem

Imaginative designs of obsessive quality.


**Hem**



**Discover Palo Modular Sofa**

Imagine if your living room was the only in your dream? Our Palo Modular Sofa is designed to be a perfect fit for your living room. It's made from natural materials and is available in a variety of colors. It's also made in our factory in the Netherlands. So you can be sure it's made with care and attention to detail.

[View our sofa](#)





**Palo Modular Sofa**

[View our sofa](#)

**Too many options? Order samples today!**

[View our sofa](#)

Imaginative designs of obsessive quality.

[f](#) [i](#) [t](#) [in](#)

© 2020 Hem

Imaginative designs of obsessive quality.

**Hem**



**Soft curves, crisp lines**

Discover the beauty of natural materials in our new collection of furniture. We've created a range of pieces that are both functional and beautiful. They're made from natural materials like wood, stone, and metal. They're also made in our factory in the Netherlands. So you can be sure they're made with care and attention to detail.

[View our table](#)



**Glyph Side Table**

[View our table](#)





Imaginative designs of obsessive quality.

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© 2020 Hem

Imaginative designs of obsessive quality.


**Hem**



**Make space on your walls!**

Discover the beauty of natural materials in our new collection of furniture. We've created a range of pieces that are both functional and beautiful. They're made from natural materials like wood, stone, and metal. They're also made in our factory in the Netherlands. So you can be sure they're made with care and attention to detail.

[View our clock](#)



**Speculo Wall Clock**

[View our clock](#)



**Major Scribble** **Major Scribble**

[View our clock](#) [View our clock](#)

**Created by**

**AREA**  
**MAKING**  
**THE**  
**NOISE**

Imaginative designs of obsessive quality.

[f](#) [i](#) [t](#) [in](#)

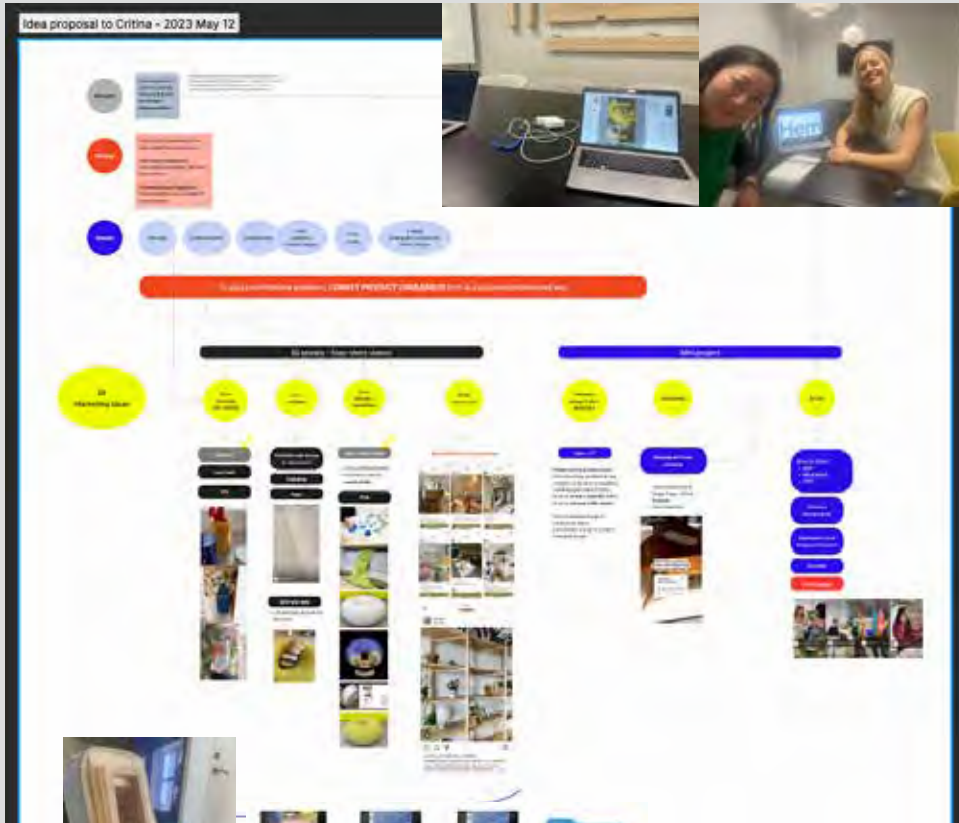
© 2020 Hem

Imaginative designs of obsessive quality.



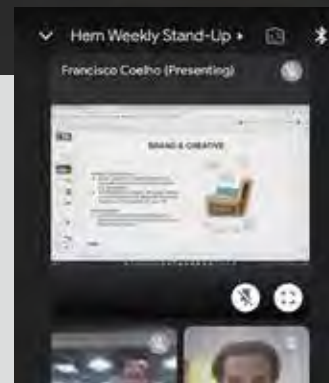
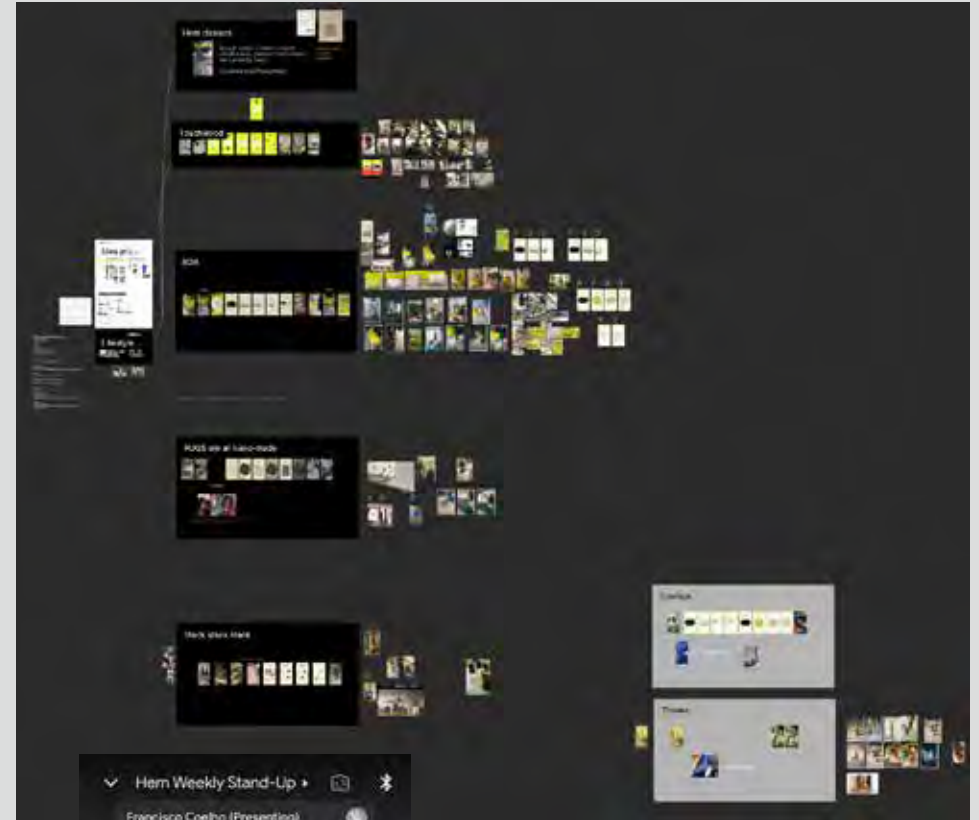
# PROCESS

1. Proposed campaign ad ideas for Instagram to Creative Director. I picked the products based on the list of overstocked items of Hem.



Did test shooting to propose ideas

2. After the first proposal, tried out a few ideas using photos in Figma. I liaised with other departmental personnel responsible for product design to ensure there were no mistakes.

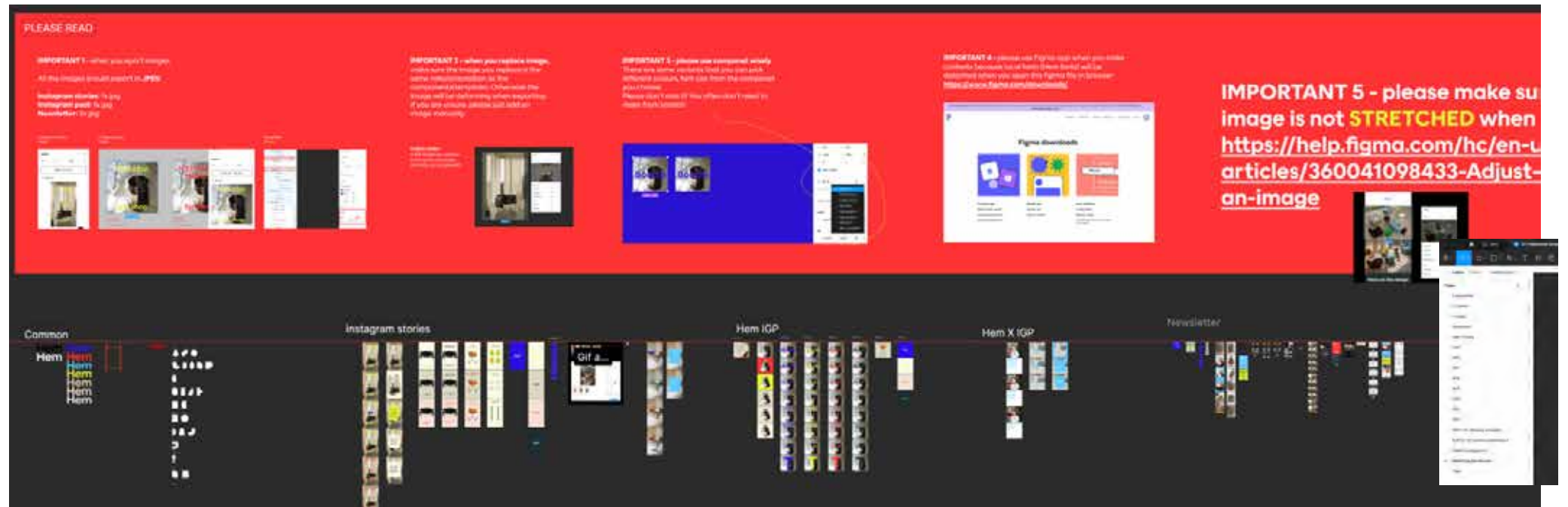


Introduced my idea on company's conference



## DIGITAL DESIGN TEMPLATES for Hem

I suggested that the digital design had been created in-design until then, and that we could re-create the templates in Figma. I created design templates for all digital design, including newsletters.



PRODUCTS TREATMENT for Hem's digital catalogue

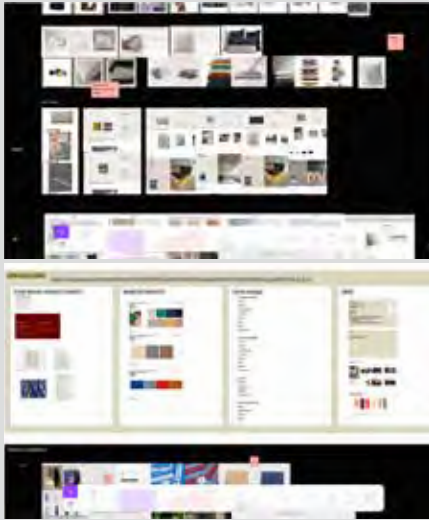
I was in charge of the new product treatments including art direction during the shooting.



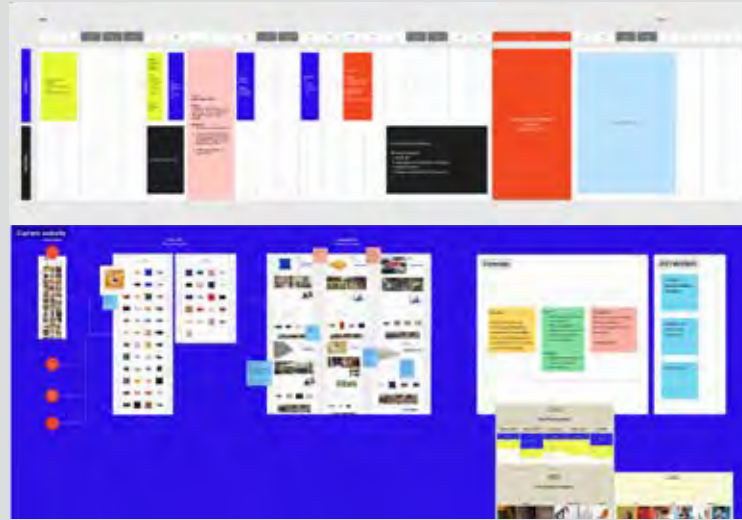
## MAKING PROCESS

From concept, research and photography, I proposed and realised a new way of photographing a new product (cushion) that had not been done before.

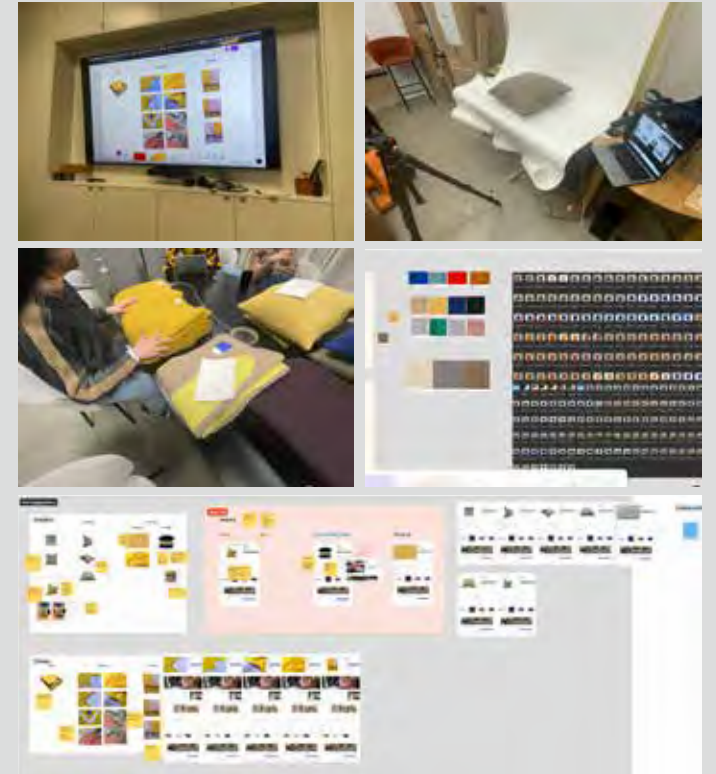
### 1. Briefing and research



### 2. Scheduling and concept making



### 3. Test shooting and presentation



### 4. Create a formula for each product



### 5. Direct a shooting



Visual identity

Digital, Marketing (Hem)

**Printing, Editorial**

Products (MU)

Hyper Island





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



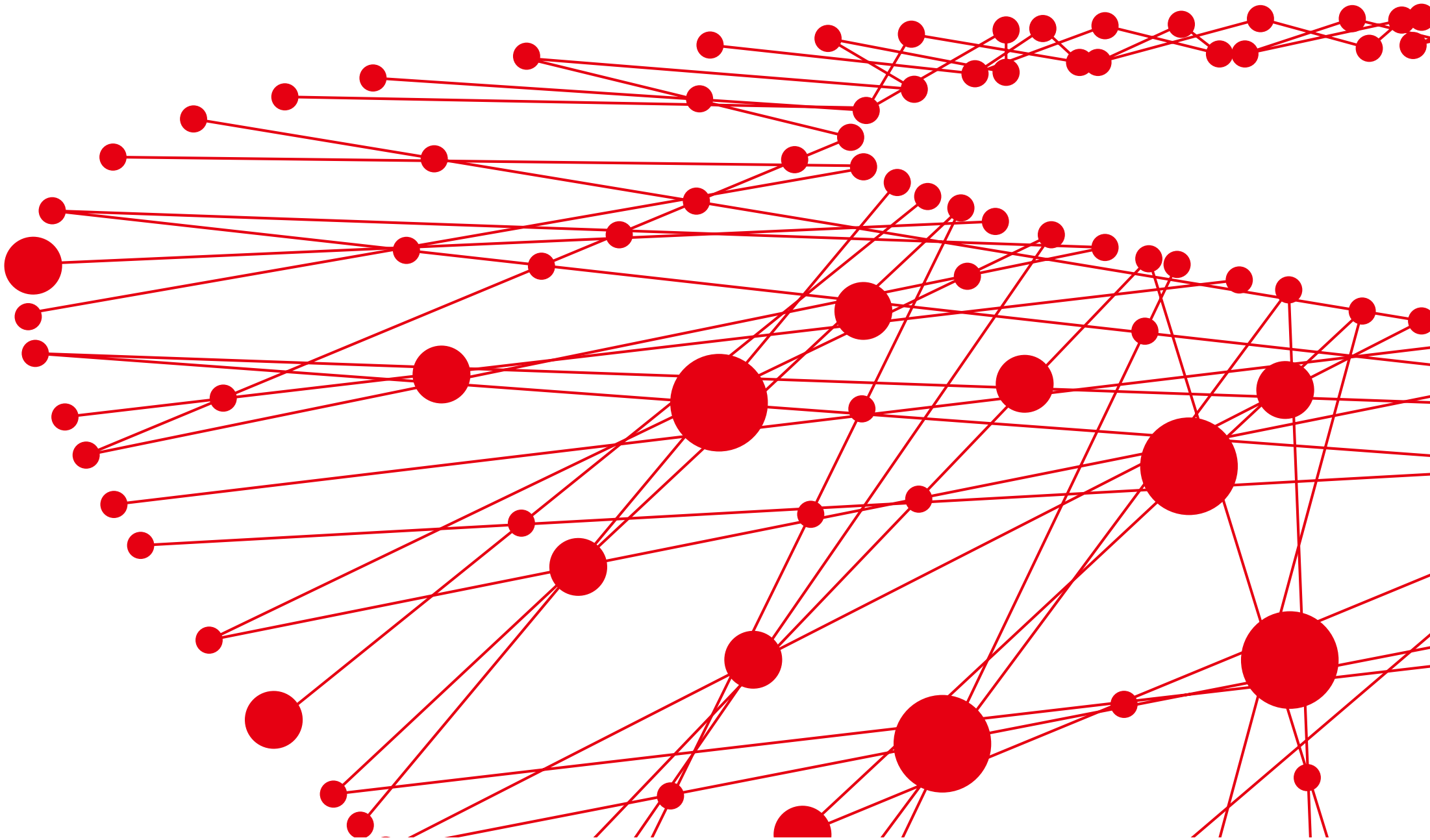




GARGLE  
Business card design

Business cards





FUJITSU PLY  
Core graphics, booklet and goods design

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](http://www.loftwork.jp/en/case/detail/product/20160704_ply.aspx)

Coaster, brochure and original goods





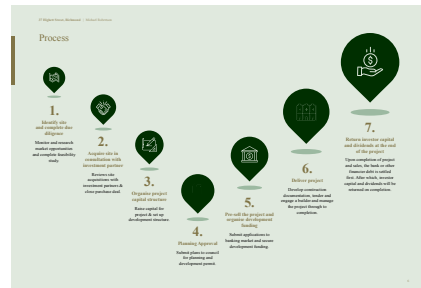
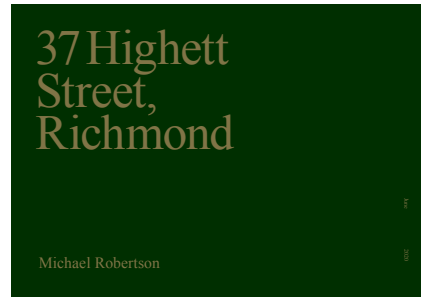


& KALITA  
Logo and brochure design

Designed for the long-established coffee machine manufacturer in Japan, 'Kalita's original project called '& Kalita' which promoted the brand's new image through the graphics/websites/short movies, etc.  
<http://www.and-kalita.com>

DOCUMENT DESIGN

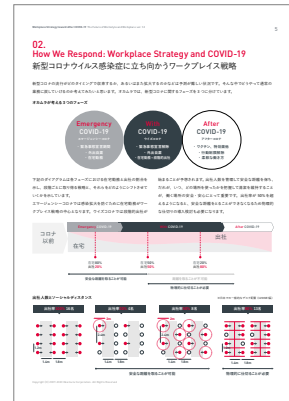
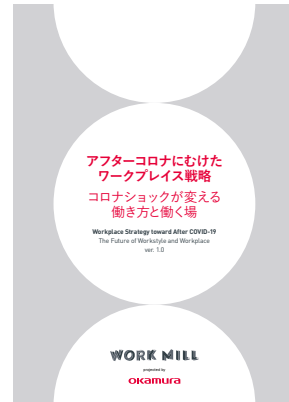
CL:  
Michael Robertson



	2020	2019	2018
<b>GROSS SALES REVENUE</b>			
Development 1	146	\$12,246	\$1,432,000
Development 2	142	\$12,246	\$1,773,000
Development 3	142	\$12,246	\$1,773,000
Development 4	142	\$12,246	\$1,773,000
Development 5	142	\$12,246	\$1,773,000
Apartment 1	42	\$12,246	\$773,000
<b>Net</b>		<b>716</b>	<b>\$6,788,000</b>
<b>SALES COSTS</b>			\$2,348,000
<b>MARGIN SCHEME FOR GST</b>			\$7,500,000
<b>NET PROJECT REALIZATION</b>	<b>\$1,467,000</b>	<b>\$1,204</b>	<b>\$8,744,000</b>



CL:  
OKAMURA

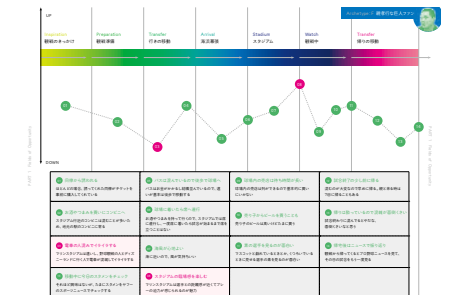
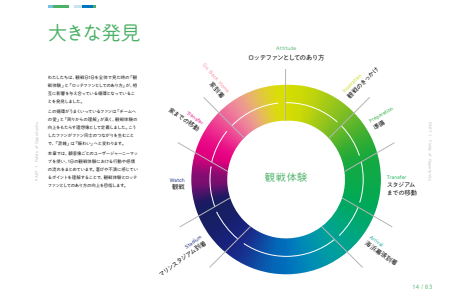
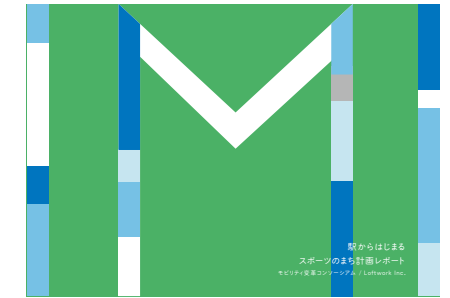


CL:  
Sinjen



REGISTRATIONS		INSURANCE		
Business name	Sinjen Group Pty Ltd	PROJECT	INSURE	LISTED
Registered Address	14 Healey Street Richmond VIC 3121	Public Liability	Legal & Professional Indemnity (LPI)	\$100
ABN	58 608 898 110	Contract Works	Legal & Professional Indemnity (LPI)	\$100
A.S.N.	753 14 787	Workers	Accident & Sickness (Temporary Disability)	\$100
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CL:  
JR East / Loftwork



Visual identity

Digital, Marketing (Hem)

Printing, Editorial

**Products (MU)**

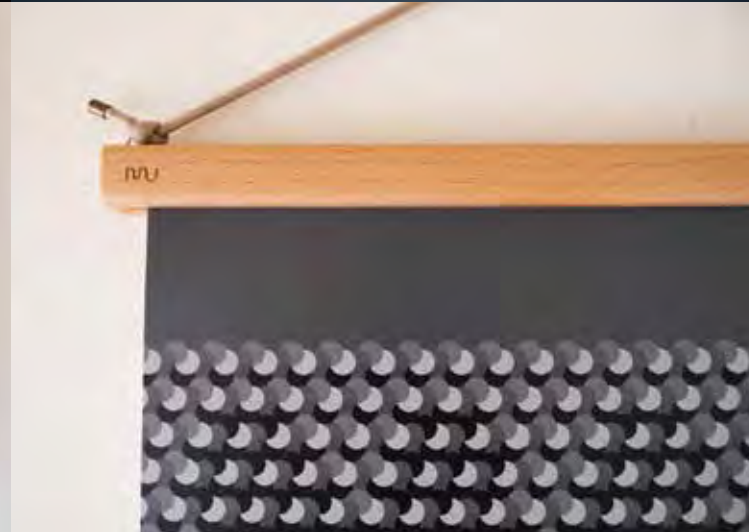
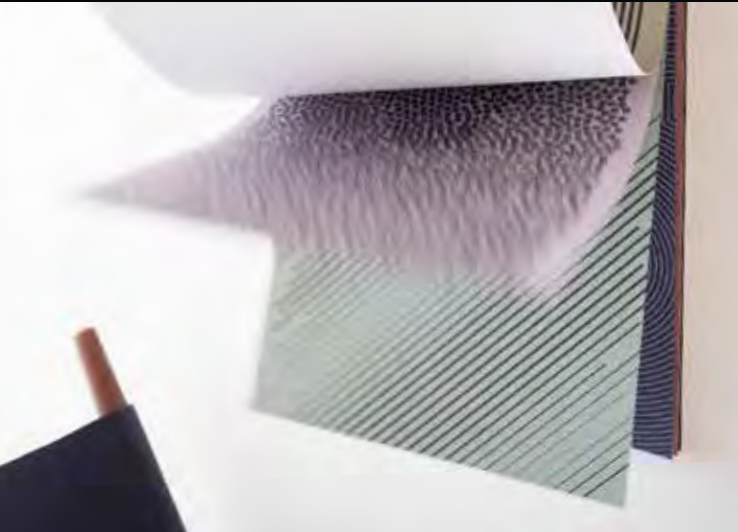
Hyper Island



**Takejiku inspired dateless calendar**

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







**Flight Map Poster - Global Cities**

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

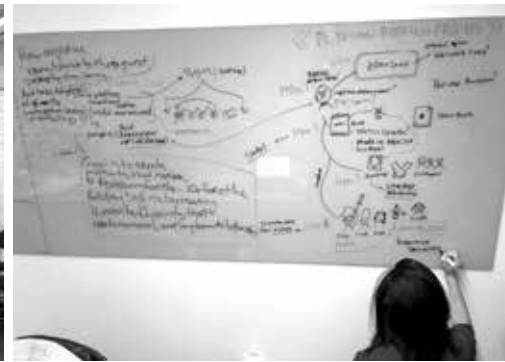
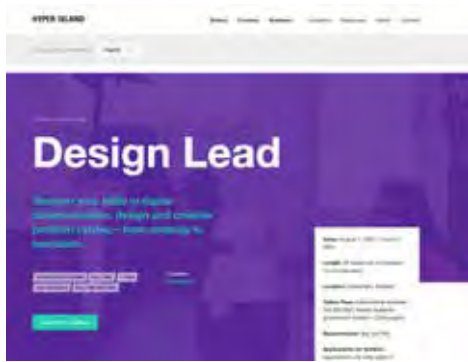
Visual identity

Digital, Marketing (Hem)

Printing, Editorial

Products (MU)

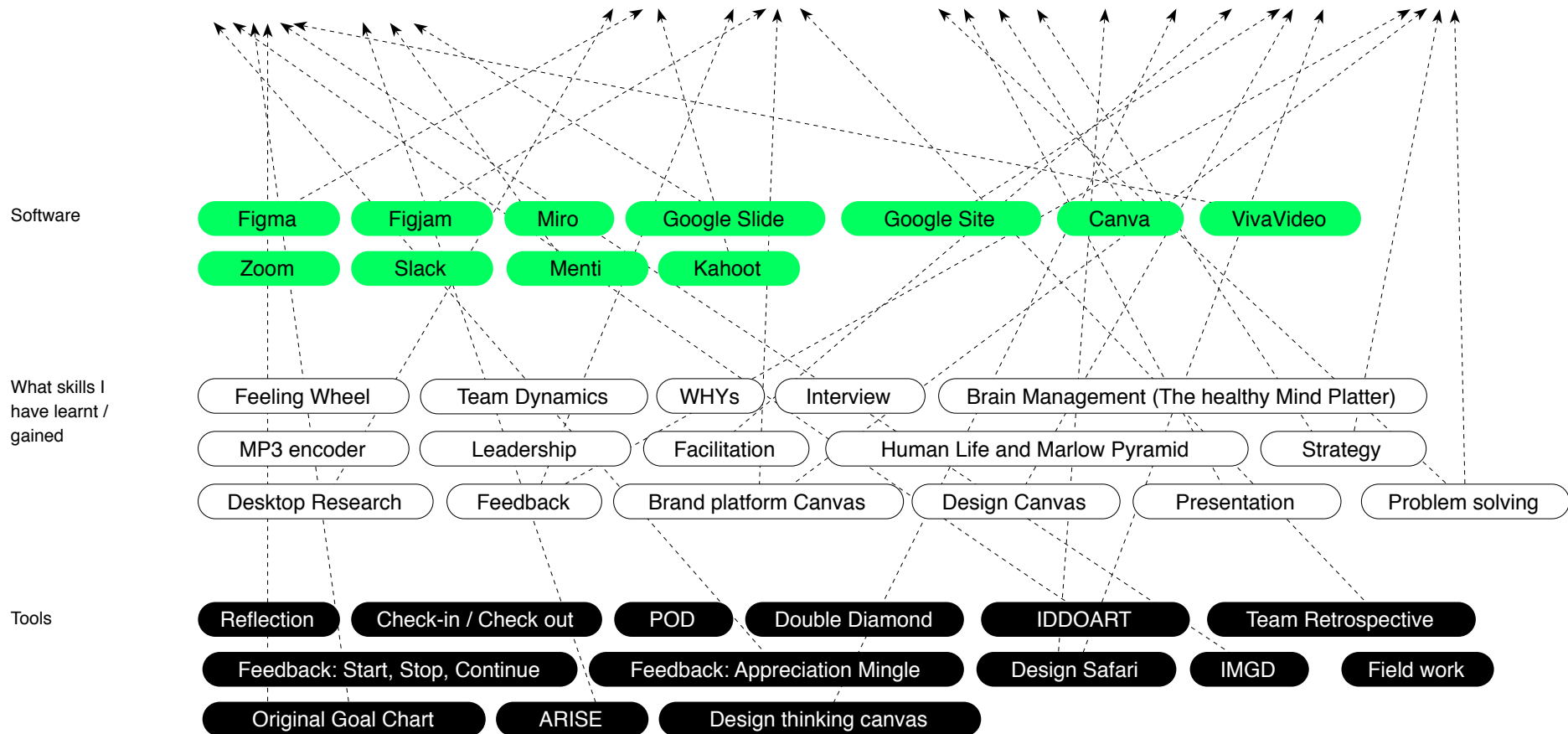
Hyper Island



At Hyper Island, the Design Lead programme taught me a lot about strategy, management, leadership and team building in the creative industry through group work.

There are eight modules in total, and I learnt in particular how to achieve this effectively through practical group work, such as actually doing projects with clients, creating agencies and through practical group work.

Modules Industry ----- Branding ----- Presentation and Communication ----- Leading ----- Product Service design ----- Industrial Placement ----- Business





### Design Thinking Process

Week 1: Emphasize and define (Empathy, Define, Ideate, Prototype, Test)

Week 2: Prototyping and testing (User testing)

### How might we...

- Create **emotional touchpoints** allowing the guest to explore *Naviva* prior and post stay.
- 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, Personalized 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

Interrupts the user experience

### 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 even fit
- one-size-fit-all approach
- Poor user adoption
- Too few players in the market
- Imprisonal

### Thank you for taking your time!

## 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

## 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

### Let's make it look more fun and sexy.

### Thank you for taking a look!

### Magnetales is a Creator and Explorer

### Backdrop Competition

### 1. New shape design

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

### = 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.

### MAGNA

VIEW Brandbook

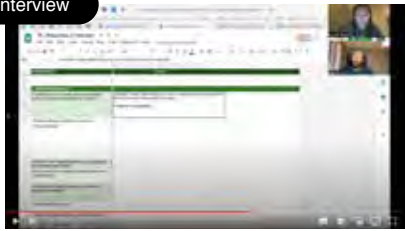
### New service name MAGNA

Tagline: Share the moment (with magnets?)

Description: Why MAGNA. We chose to refresh the name and focus on the importance and catcher 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!

Interview



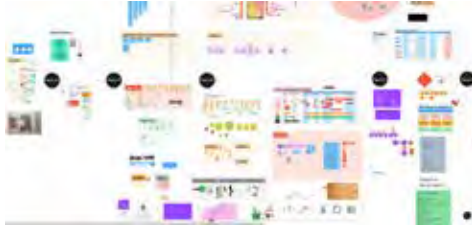
Project management / Facilitation



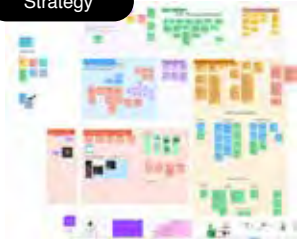
Team-building



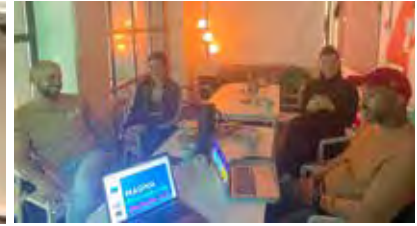
Cluster / Mapping



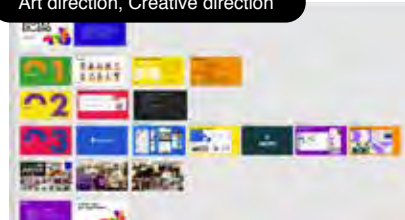
Strategy



Presentation / meetings



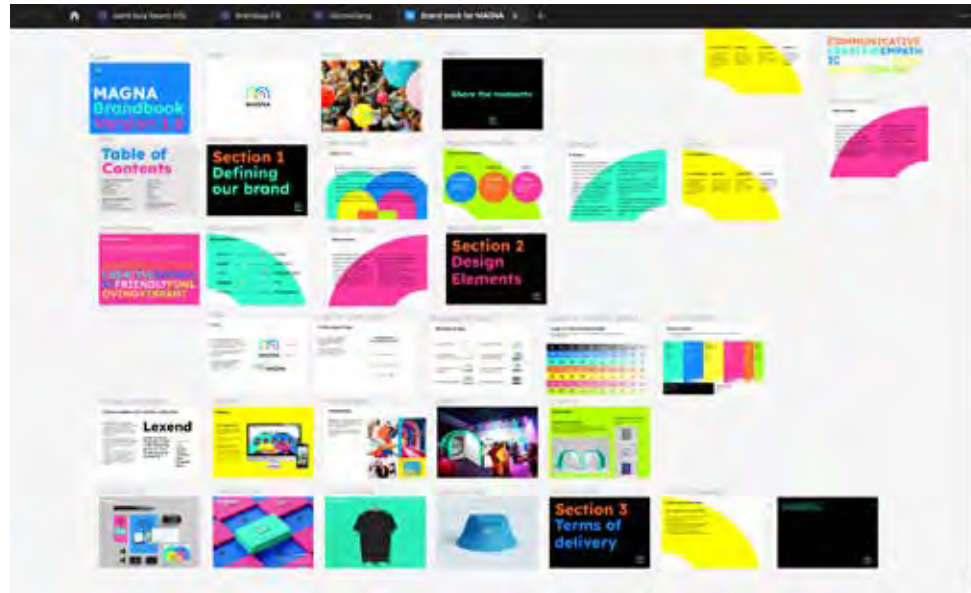
Art direction, Creative direction



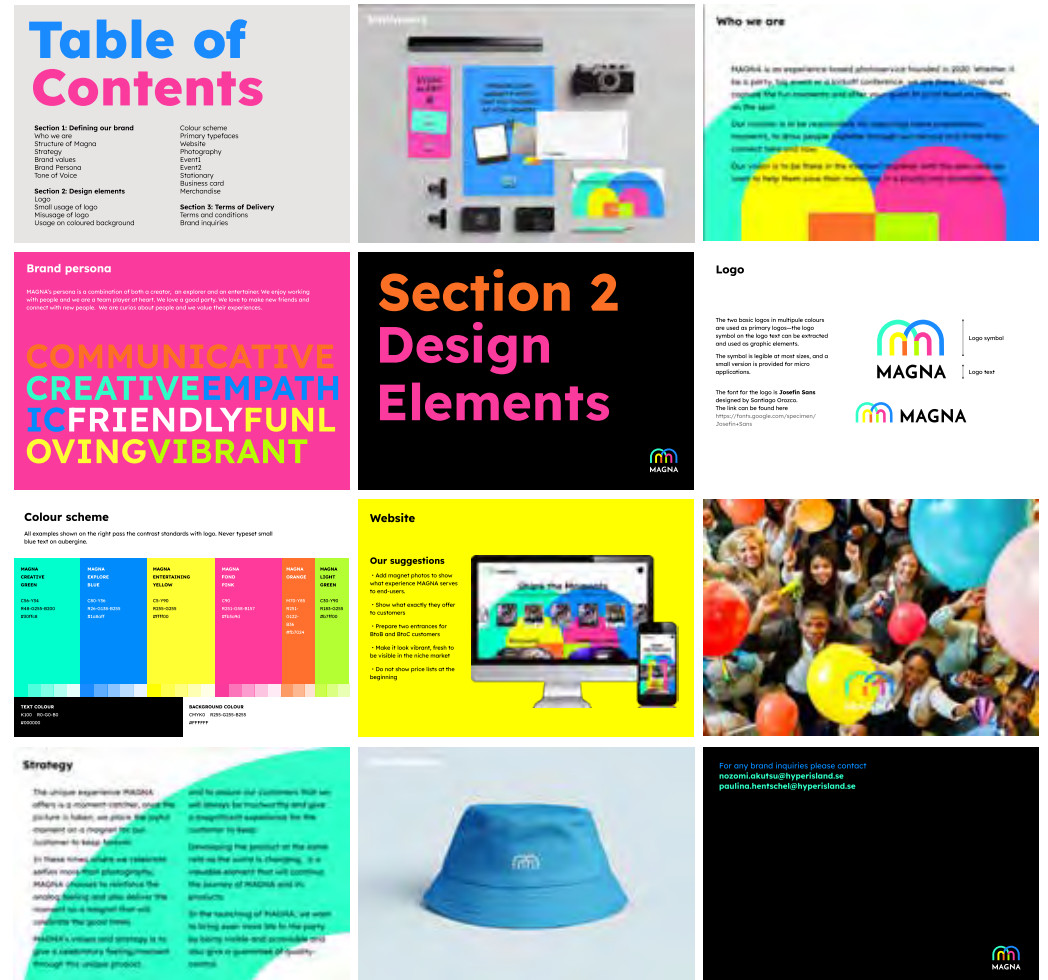


**NEW VISUAL IDENTITY AND GUIDELINES WE DELIVERED.**

At Hyper Island, there were many opportunities to actually work with clients. Many of these projects involved branding, and my team worked on Four Seasons (NAVIVA), Parakey and Magnetale.



In the process of brand book that I made during the Branding module in Figma that I had. Never used before.



## 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 went to a business school called HYPER ISLAND and working as a freelancer.

## 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.

### 2023 - GRAPHIC DESIGN LECTURER AT JOSHI ART UNIVERSITY

In April 2023, she will teach graphic design classes at the Department of Co-Creation Design, a new department established at Joshibi University of Art and Design. As an instructional leader, she taught 62 students.



Website  
Password: na



Linkedin



Instagaram



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info@nozomiakutsu.com



Thank you for taking a look!  
Please do not hesitate to  
contact me if you have any  
questions.