

NAGOMI Japan corporation



BRAND STYLE GUIDE

2023

MARKETING
STRATEGIES

www.nagomijapan.com

Prepared by:
Mai Kodama

4R7 7G5

123 Anywhere st., Vancouver, BC, Canada

TABLE OF CONTENTS

Wellcom to the NGOMI Japan corporation brand guidelines.

These guidelines are designed to help our goal, for everybody improve in health balance both business and individual.

- 1. About us 01**
 - 1-1. About company
 - 1-2. Target audience
 - 1-3. Brand Attributes
 - 1-4. Bussiness goal

- 2. Product 05**
 - 2-1. About product
 - 2-2. Product goal

- 3. ViSual Identy 07**
 - 3-1. Logo vidual
 - 3-2. Logo Visual benefit
 - 3-3. Simbole meaming
 - 3-4. Colour Theory
 - 3-5. Logo color code
 - 3-6. DON'Ts use colour
 - 3-7. Logo Typefaces / Fonts
 - 3-8. DON'Ts use typography
 - 3-9. Others

- 4. Brand Tone 14**
 - 4-1. Natural and relaxing
 - 4-2. Image



1. About Us

1-1. About company

Nagomi Japan Corporation

NAGOMI Japan corporation was established with the ambition to carry Nagomi to Canada from Japan in 2007.

Nagomi means in Japanese “**Calm**”, “**Relax**”, “**Peaceful**”, “**Harmony**”, and “**Good balance**” like when we have a deep breath.

Our product is high-quality Japanese products, foods and beverages. It includes Japanese healthy habits and culture. In particular, we are important to following 3 keywords in our company.

- Heartfelt
- Polite
- Cooperation

1. ABOUT US

1-2. Target audience



All Restaurants, especially, where the customers care about health but like alcohol.

Gender is over 35 years old women.
They inquire about healthy and good quality, but they hope the taste and their feeling also improve.

TARGET



1.ABOUT US

1-3. Brand Attributes

- **Company Identity**

NAGOMI means atmosphere and feeling become **soft** or **calm down**. We We carry the products from Japan to give NAGOMI people in busy life. In order to value the balance between the external and internal environments, we always judge and improve our business from objective perspective.

- **Market positioning**

Our positioning is importer and wholesaler industry from Japan. The number of wholesalers in Vancouver is within 20 companies.

- **The brand beliefs**

We have 3 keywords for our business. That is Heartfelt, Polite and Cooperation.

These words help us, our customers and nature. We don't give our product without keywords.

We believe them to keep GOOD POWER BARANCE.

1-4. Bussiness goal

- UPC

Simple × Refine

Simple :

Japanese products include the creator's commitment and specific process so some people find it difficult to treat. Japanese has difference words we can't explain about it with English. We promise to provide we will simplify Japanese products so that they can be used in their daily life.

Refine :

Japanese tend to have a lot of strong desire when we create something.

It sometimes interferes it to start or final decision. On the other hand, the process makes a high and special quality. We promise to carry refined products and give you an impression throuw our company.

2. PRODUCT

2-1. About product

Japanese Sake

We searched about how many restaurants have sake or not. The result of the number was that restaurants don't have Sake, 51% of the restaurants that carry alcohol in Vancouver. We found many chances to expand Sake and decided to start it for the target.



2.ABOUT PRODUCT

2-2. Product goal

1) We aim to achieve a **10% increase** in the number of Asian Restaurants in Vancouver carry Sake **by meeting owners, and SEO or PPC ads.**

Our goal is to accomplish this **within the 1 year but traffic and summarize the result of each 3 months.** We'll improve the way following the result.

2) We aim to achieve that **60 Western Restaurants start to carry Sake** (5 ones start to carry per month) **by having events** in which customers come to the restaurant and enjoy the pairing course we selected meals and sake. The event will be launched **by using SEO and running targeted PPC campaigns.**

PRODUCT GOAL

3. VISUAL IDENTITY

3-1. Logo visual



Main Logo



Sub Logo

3-2. Logo Visual benefit

Simple and impact designs easily remind the company logo for consumers. It can be built they familiar to our company, so the main logo can remind us of Japanese products.

3. VISUAL IDENTITY

3-3. Simbole meaming



Main Logo



Sub Logo



This yellow symbol means **Rice** and **Arrows**.

Rice is very important in Japan. There are many things made from rice, and it is essential part of Japanese cuisine.

Arrows are a lucky charms. Samurais often used when they fights. It's also mesure pattern on kimonos so on. In modern times, it can be obtained at shrines to protect against bad luck.

Rice



Lucky Arrow



3.VISUAL IDENTITY

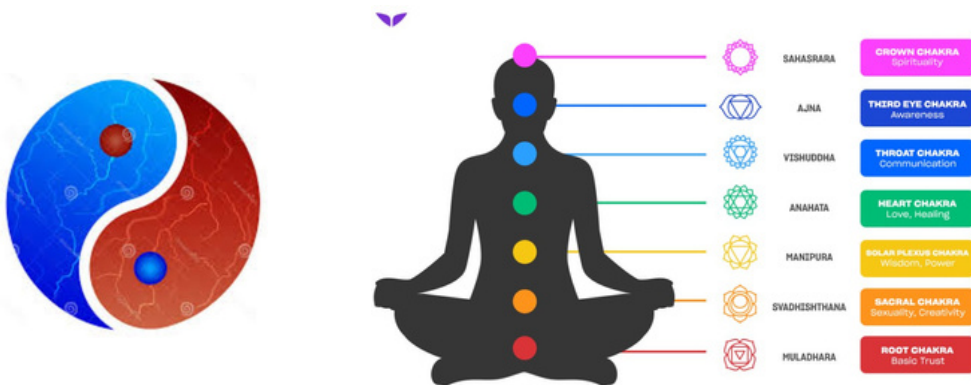
3-4. Colour Theory



Red is one of the Japanese symbol colours. And Yellow is a happy and fancy colour. One of the aims is to give Japanese attractive and polite products in Canada.

Blue means honesty and spirituality colour. These colours establish our customer's credit.

The reason we have two types of colour is blue is the opposite of red. **We are important to have the balance of yin and yang.** In the chakra, red means men, and blue means women. Japanese products often include the yln and ydng. We use this logo properly for each product and event.



3.VISUAL IDENTITY







3-5. Logo color code

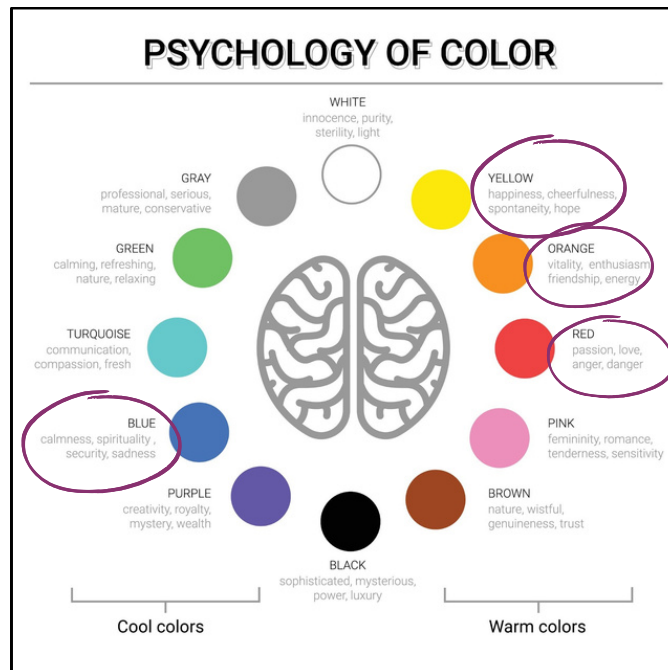


Main Logo



Sub Logo

Main Logo color	Sub Logo color
<ul style="list-style-type: none"> Red : #E93230 Japan image color 	<ul style="list-style-type: none"> Blue : #004AAD Lofty color 
<ul style="list-style-type: none"> Yellow : #F7EE32 Rice and happiness color 	<ul style="list-style-type: none"> Yellow : #F7EE32 Rice and happiness color 
<ul style="list-style-type: none"> Blue #004AAD Lofty color 	<ul style="list-style-type: none"> Pink : #FF66C4 Fancy and cute image like the mind of strong women 



3.VISUAL IDENTITY

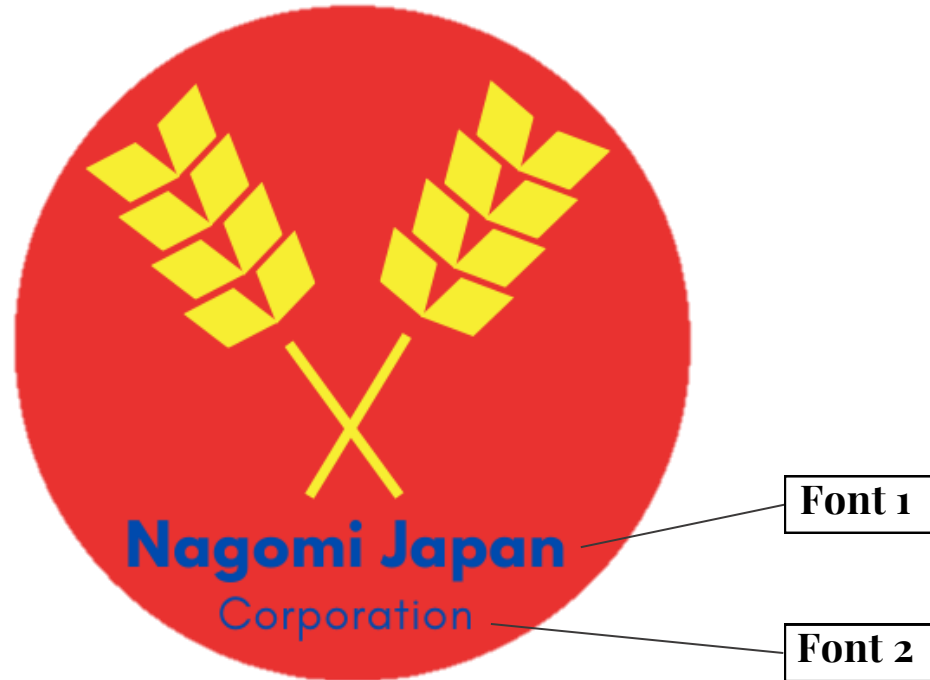
3-6. DON'Ts use colour - Unacceptable uses of the visual identity



These colours don't match our ambitious image.

3.VISUAL IDENTITY

3-7. Logo Typefaces / Fonts



- Font 1 (Nagomi Japan) :

League Spartan

- Font 2 (Co-poration) :

Glacial Indigfference

These two types of fonts give expressions on **stability** and **sustainability** but are **soft** images. It is friendly and close.

3.VISUAL IDENTITY

3-8. DON'Ts use typography - Unacceptable uses of the visual identity



- 1. Playfair Display
- 2. The Seasons



- 1. League Spartan
- 2. Glacial Indifference



- 1. Edward Script
- 2. Italian Breakfast



- 1. Futura
- 2. ITC AVANT Garde Gothic



- 1. Cooper BT
- 2. Space Mono

Our logo expression is necessary to be not overly modern and casual, but it's necessary to obtain an image for credibility and friendliness.

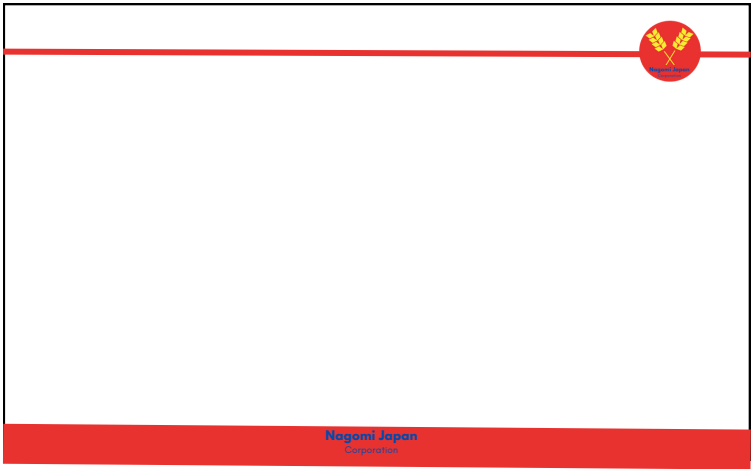
3.VISUAL IDENTITY

3-9. Others

- Apparel



- PPT Template



4. BRAND TONE

4-1. Natural and relaxing

- Tense body in a busy life will be changed to natural and relaxing.
- Feeling and mind change to positive

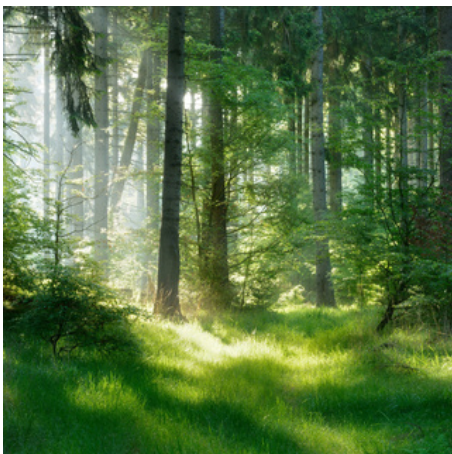
4-2. Image



Her mode looks slow, calm down and freedom.



This image expresses relief and safety feeling.



This image gives a natural feeling and deep breath.



This picture expresses open hearts to each other.

We're continuing to improve in the future.

THANK YOU

