

Clear-cut graphics. Crystal clear concepts.



NOZOMI AKUTSU

Art Director/ Designer

Creator of MU Design Store



I do Art direction,
graphic design includes
logo mark, leaflet,
business card,
brochure, web
and product design.

I do love music,
travelling and cats

Branding

Print & Editorial

Digital

Logos

Products (MU)

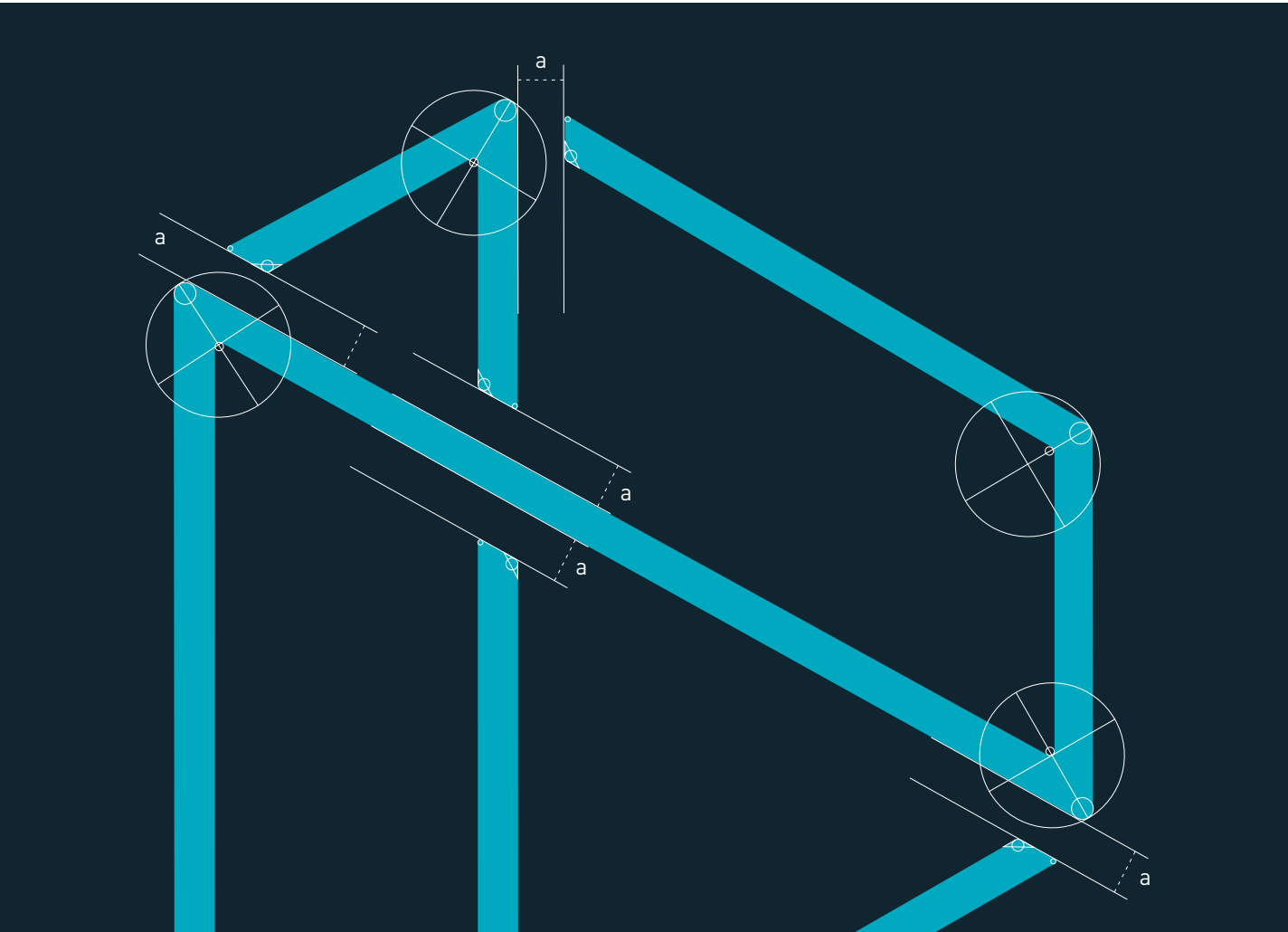


PROJECT GROUP

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

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





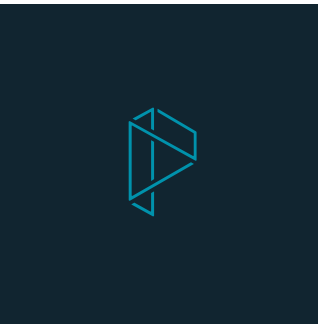
Logo Suite

Logo 2 - Symbol

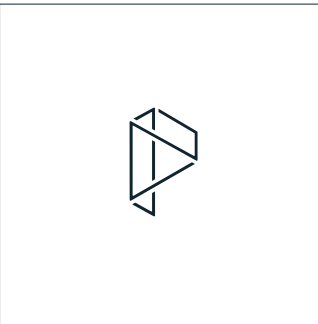
This symbol is used as a background for most of our branding including our profile covers and site signage. Our logo should never appear in any other versions and it not to be misused or misrepresented. It is imperative to maintain consistency, which means our logo should never be distorted in anyway.

Primary Logo Suite

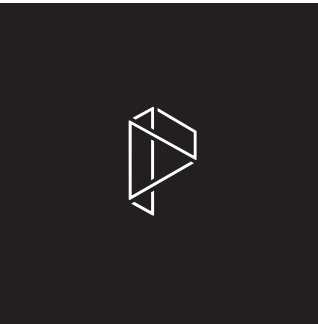
Full colour - Project Group blue symbol x charcoal background



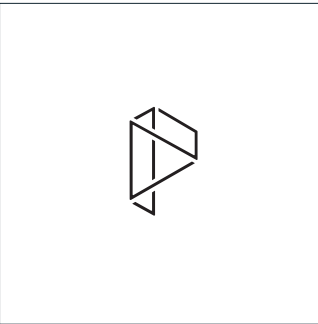
Full colour - Project Group charcoal



Mono colour - reverse



Mono colour



Primary Logo Suite



Logotype

Symbol

AaBbCc01234

Arial Regular

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

Arial Bold

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

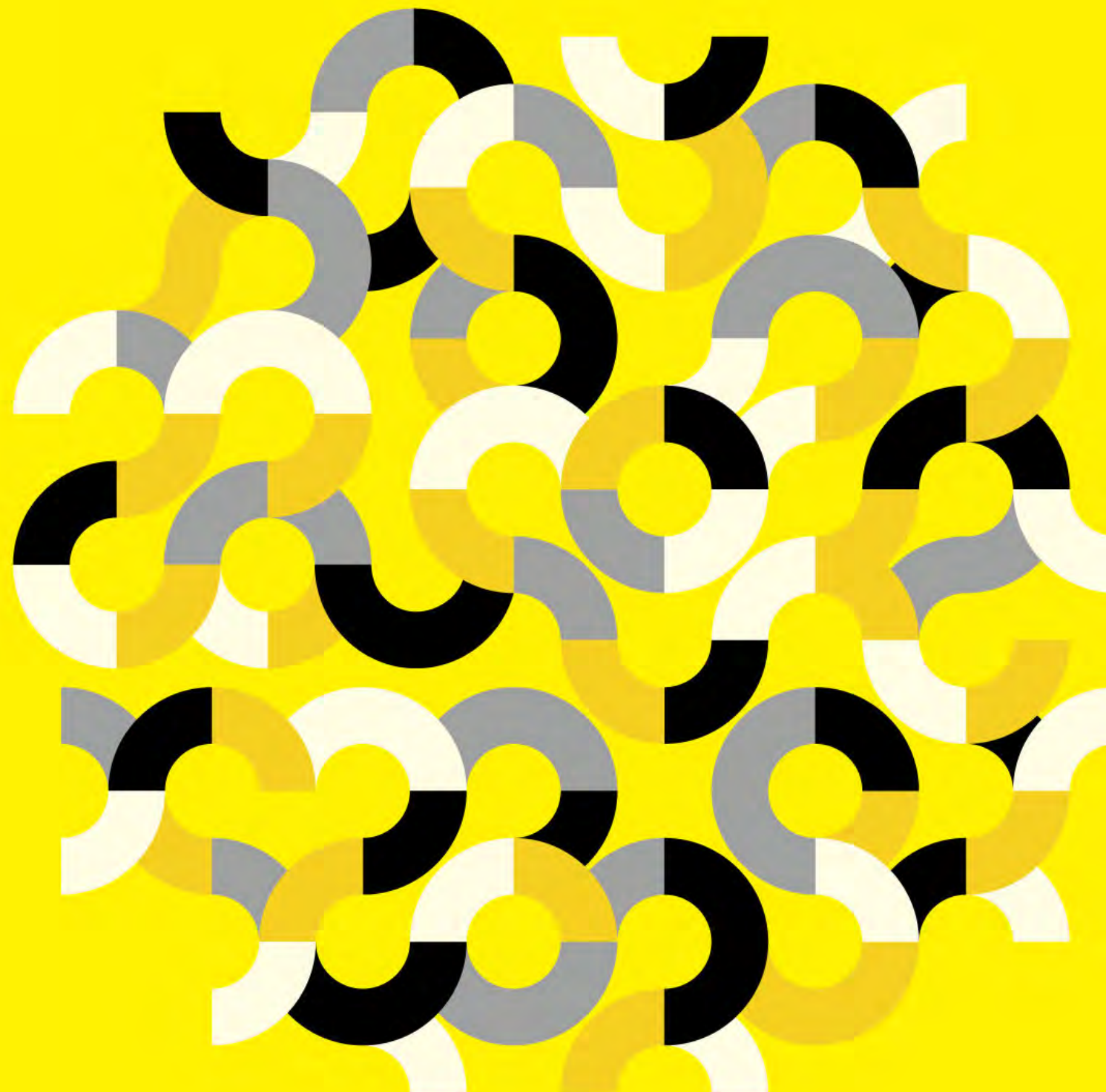


Place



Other

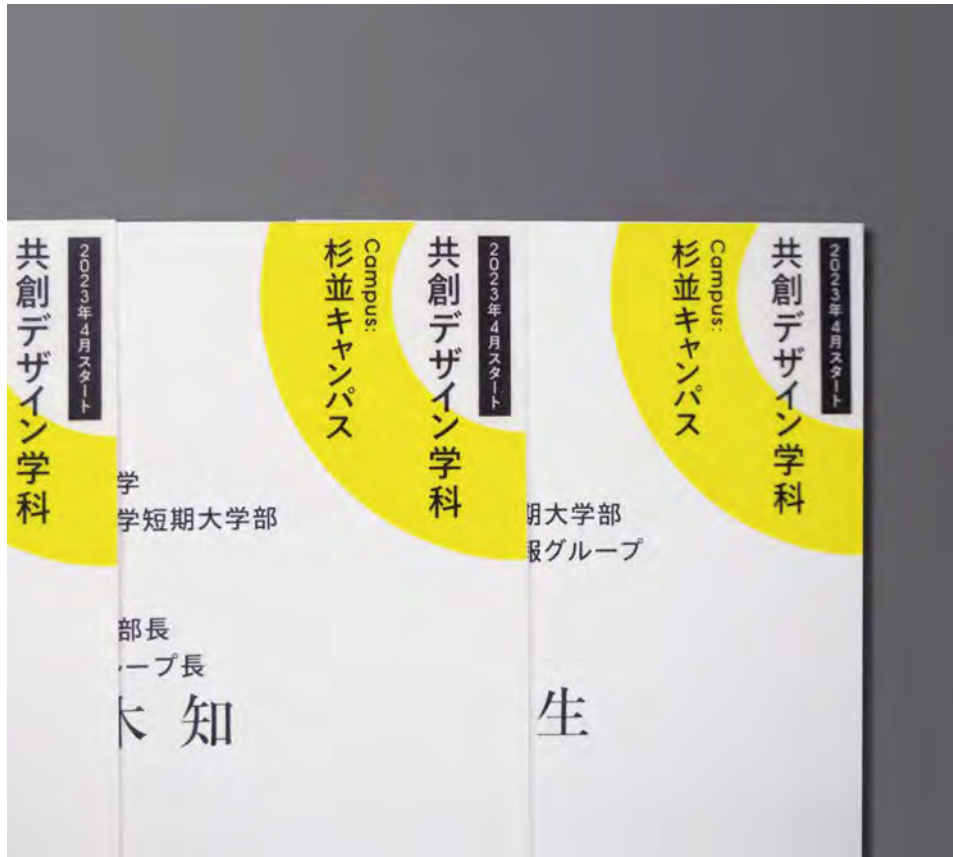




Mesh banner/hoarding design for the construction sites



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





NIHO

Logo and visual design for the startup project of a company



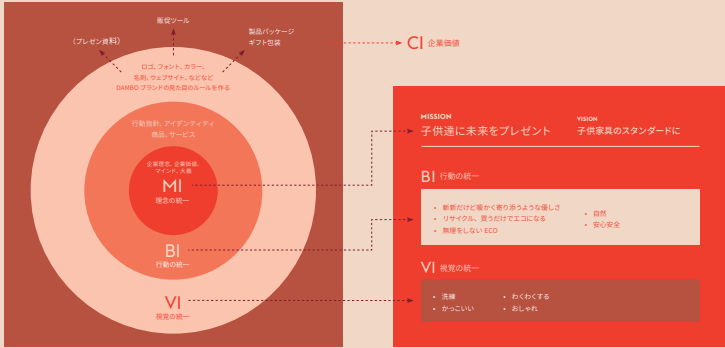


DAMBO



コーポレートアイデンティティ (CI) は、三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、事業の目的を最も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

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。



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 K85 R84 G0 B87 #C00000 Pantone 7637C DIC-R17 | DAMBO SOLID-DARK RED M10 Y10 R84 G0 B84 #C00000 Pantone Warm Red C DIC-S46 | DAMBO MOTHER ORANGE C14 M14 Y14 K14 R84 G14 B14 #F47A7A Pantone 485C DIC-M78 | DAMBO BACKGROUND-OI H18 Y17 R84 G14 B109 #F4E0D1 DIC-R142 | DAMBO TEXT COLOUR-OI C30 M85 Y85 K85 R15 G14 B13 #37A335 Pantone 440C DIC-M80 |
| DAMBO BACKGROUND-O2 C0 M0 Y0 K0 R0 G0 B0 #FFFFFF | DAMBO TEXT COLOUR-O2 C44 M00 Y83 K85 R84 G0 B87 #C00000 Pantone 7637C DIC-R17 | | | |



| | |
|------------------------------------|--|
| PRIMARY LOGO - COLOUR | PRIMARY LOGO - COLOUR |
| SECONDARY LOGO - COLOUR | SECONDARY LOGO - MONOCHROME |
| INVERTED LOGO - WHITE | INVERTED LOGO - WHITE |

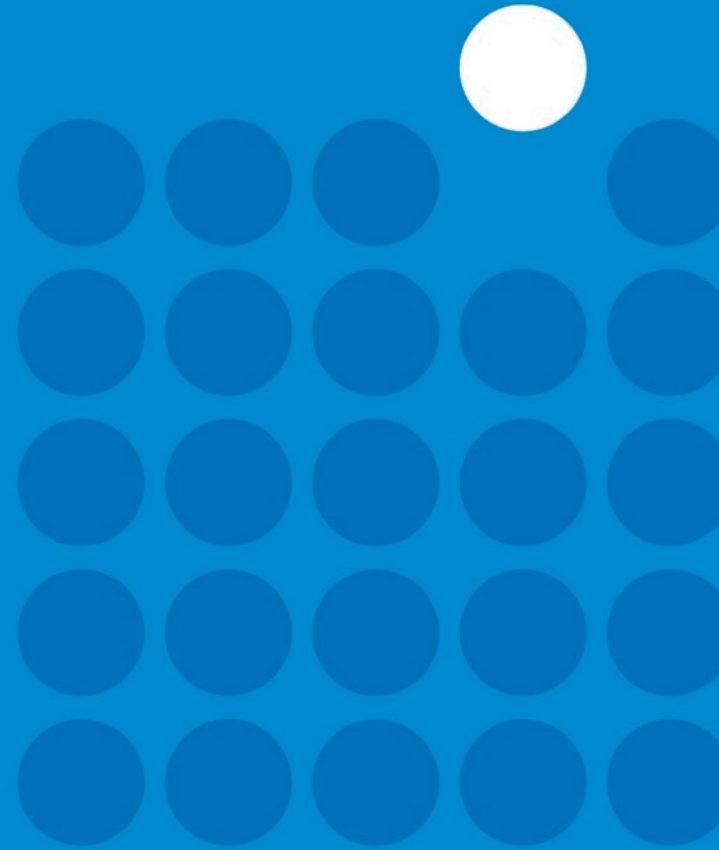
OPEN



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。

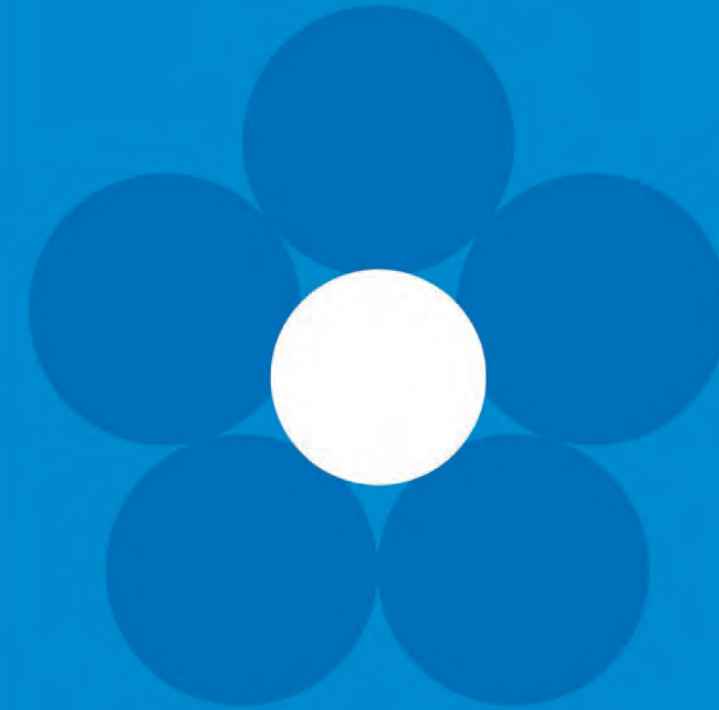
CHALLENGE



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、
柔軟な頭と攻めの心で、自分から考え行動しよう。

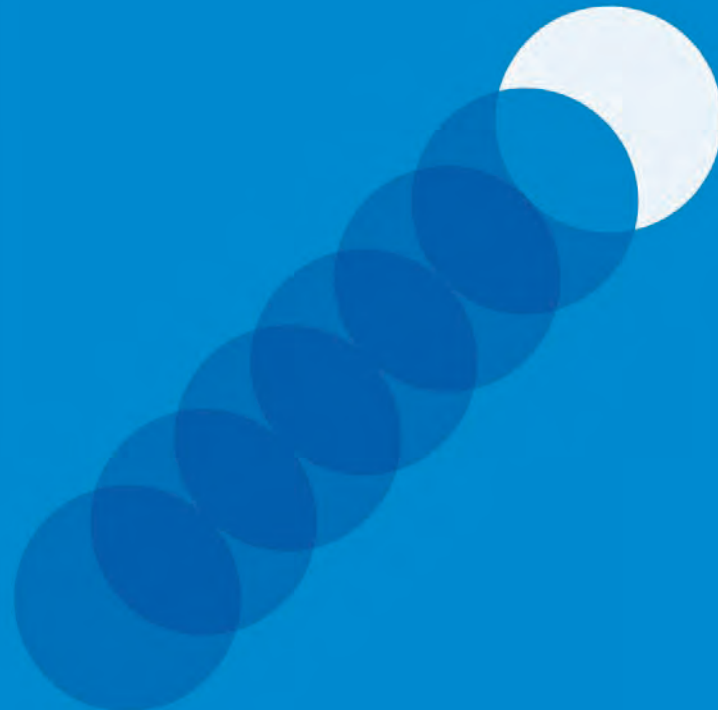
CO-CREATE



共創力のあるチームになろう

異なる視点をぶつけ合い、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。

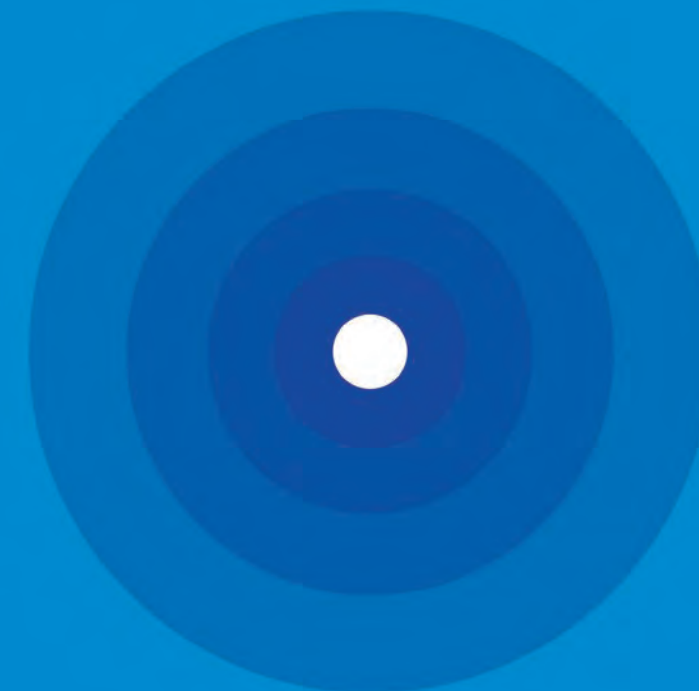
PROFESSIONAL BEYOND



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。

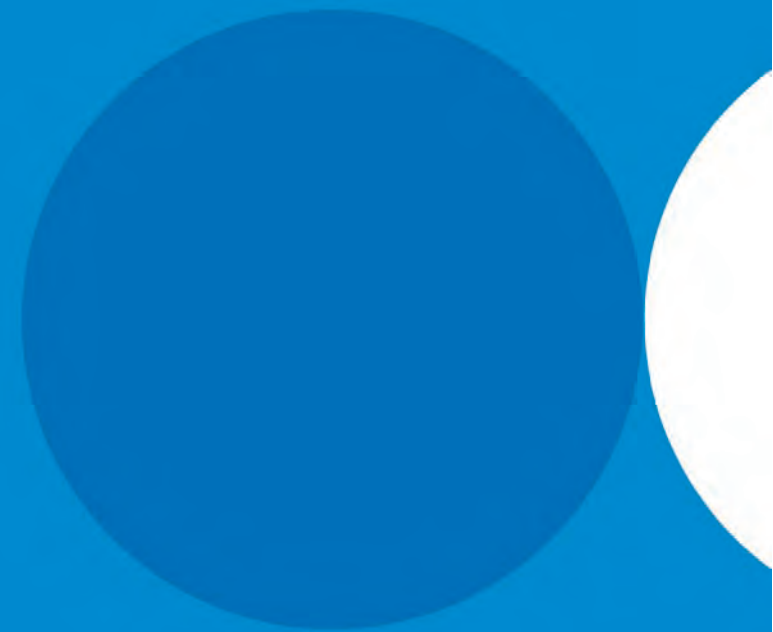
THINK NEXT



常に期待を超えるソリューションを

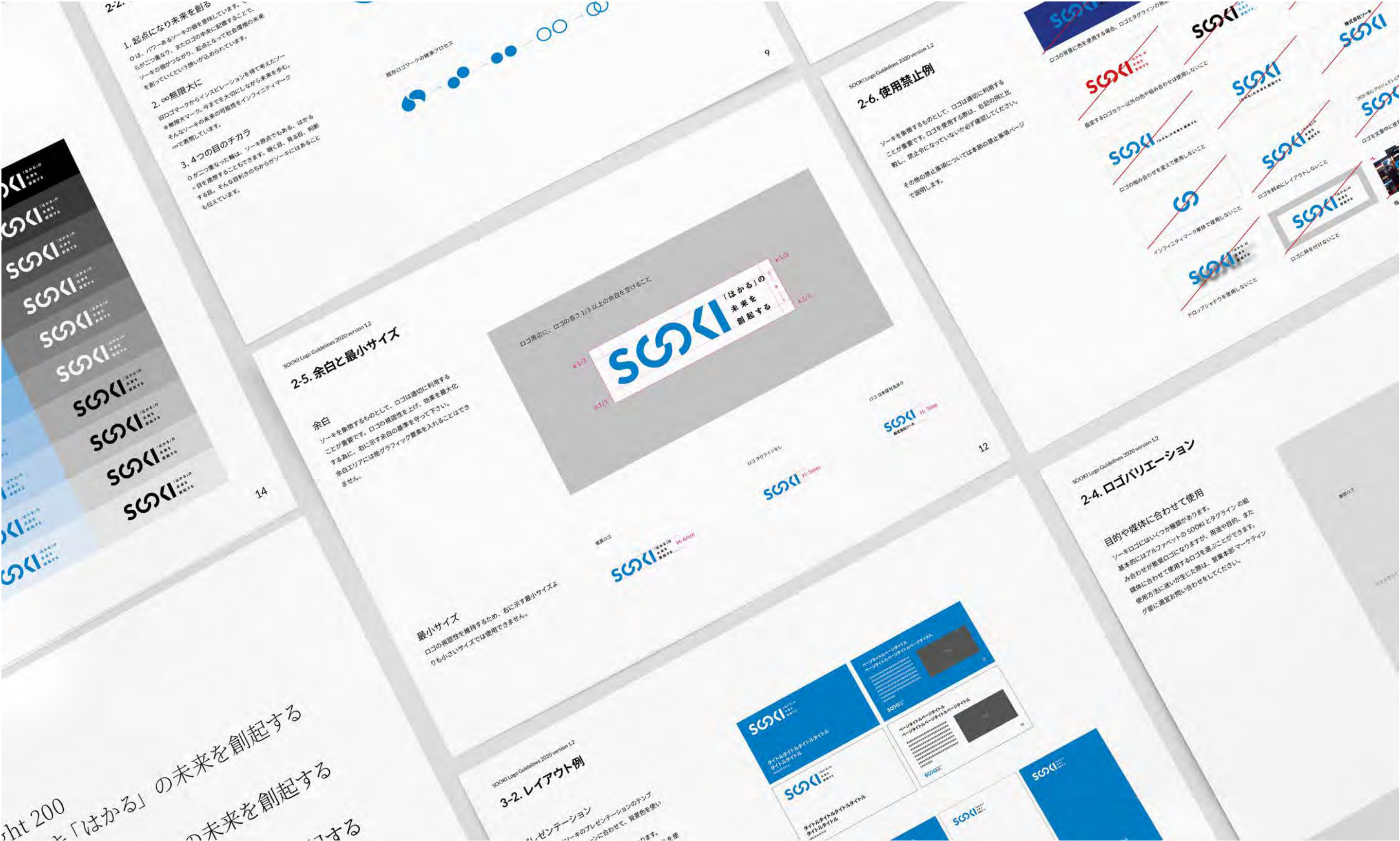
お客様に寄り添い、考え抜き、最適解を提供する。
潜在的なニーズまで掘り起こし解決できるように力を尽くそう。

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、信頼を基礎として、
勘測の起点となり、社会の役に立つ「はかる」を次々と創起していこう。



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



WA NO OMOTENASHI

Logo, packaging, pattern graphic and leaflet design

Logo and packaging







鳥田 修
CEO
OSAMU KARASUDA

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Asakusabashi, Taitou-ku
Tokyo 111-0053 JAPAN
www.gargle.jp

gargle inc.

gargle
Zoule
for.
ISS

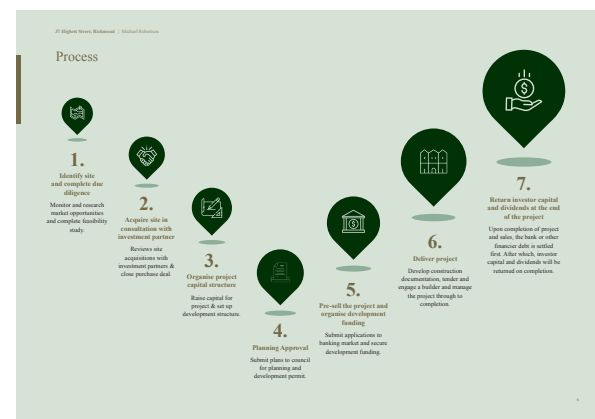
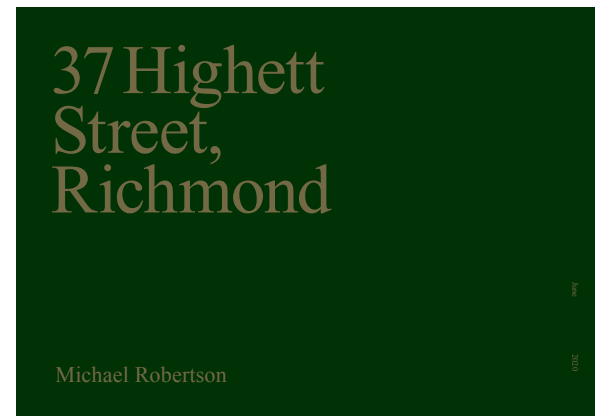




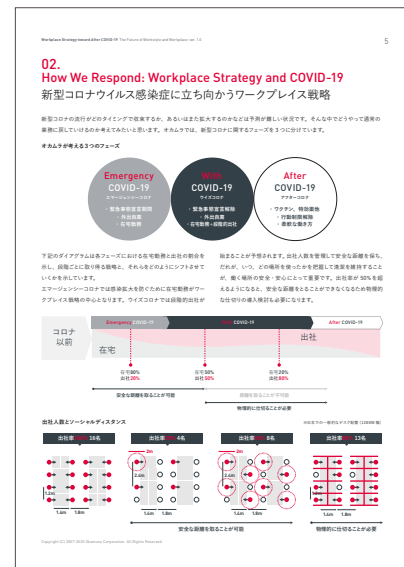
Coaster, brochure and original goods



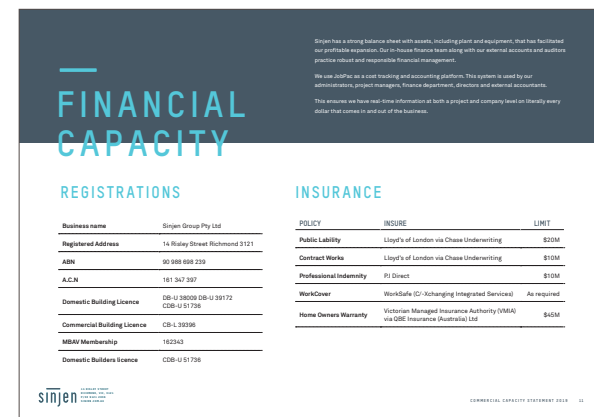
CL:
Michael Robertson



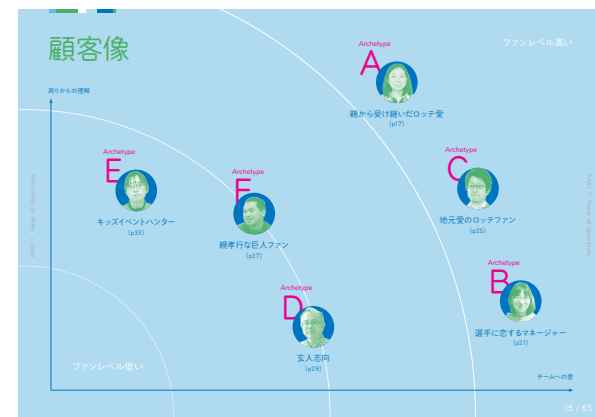
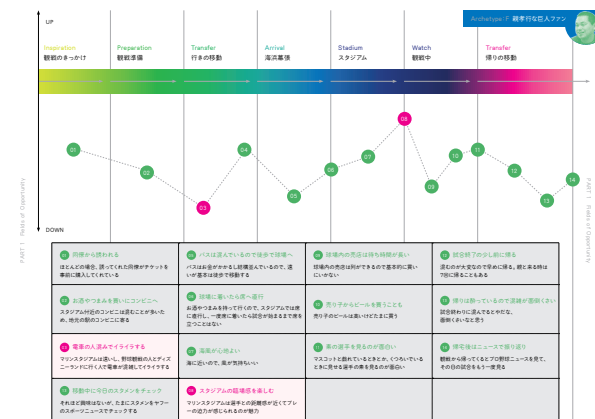
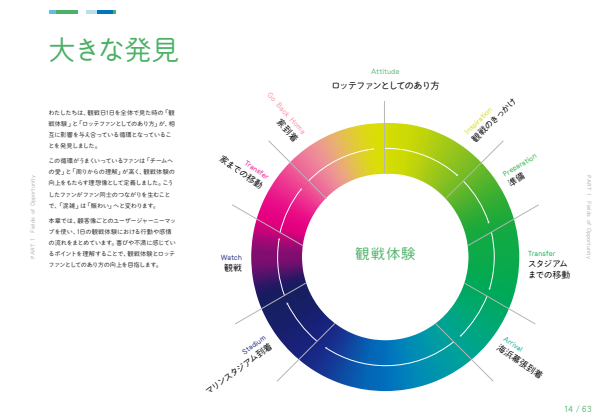
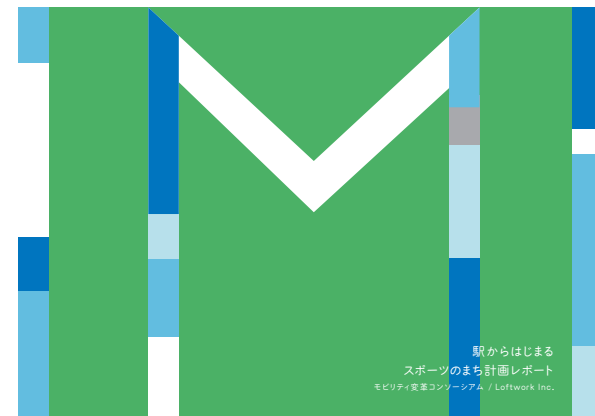
| | NSA | (£'m) NSA | Sale Price |
|--------------------------------|--------------------|-----------------|--------------------|
| GROSS SALES REVENUE | | | |
| Townhome 1 | 146 | \$12,500 | \$1,825,000 |
| Townhome 2 | 142 | \$12,500 | \$1,775,000 |
| Townhome 3 | 142 | \$12,500 | \$1,775,000 |
| Townhome 4 | 142 | \$12,500 | \$1,775,000 |
| Townhome 5 | 142 | \$12,500 | \$1,775,000 |
| Apartment 1 | 62 | \$12,500 | \$775,000 |
| | 776 | | \$9,760,000 |
| <i>less</i> | | | |
| SALES COSTS | | | \$246,000 |
| MARGIN SCHEME FOR GBT | | | \$1,709,091 |
| NET PRODUCT REALISATION | \$1,457,485 | \$11,249 | \$8,744,909 |

CL:
OKAMURA

CL:
Sinjen



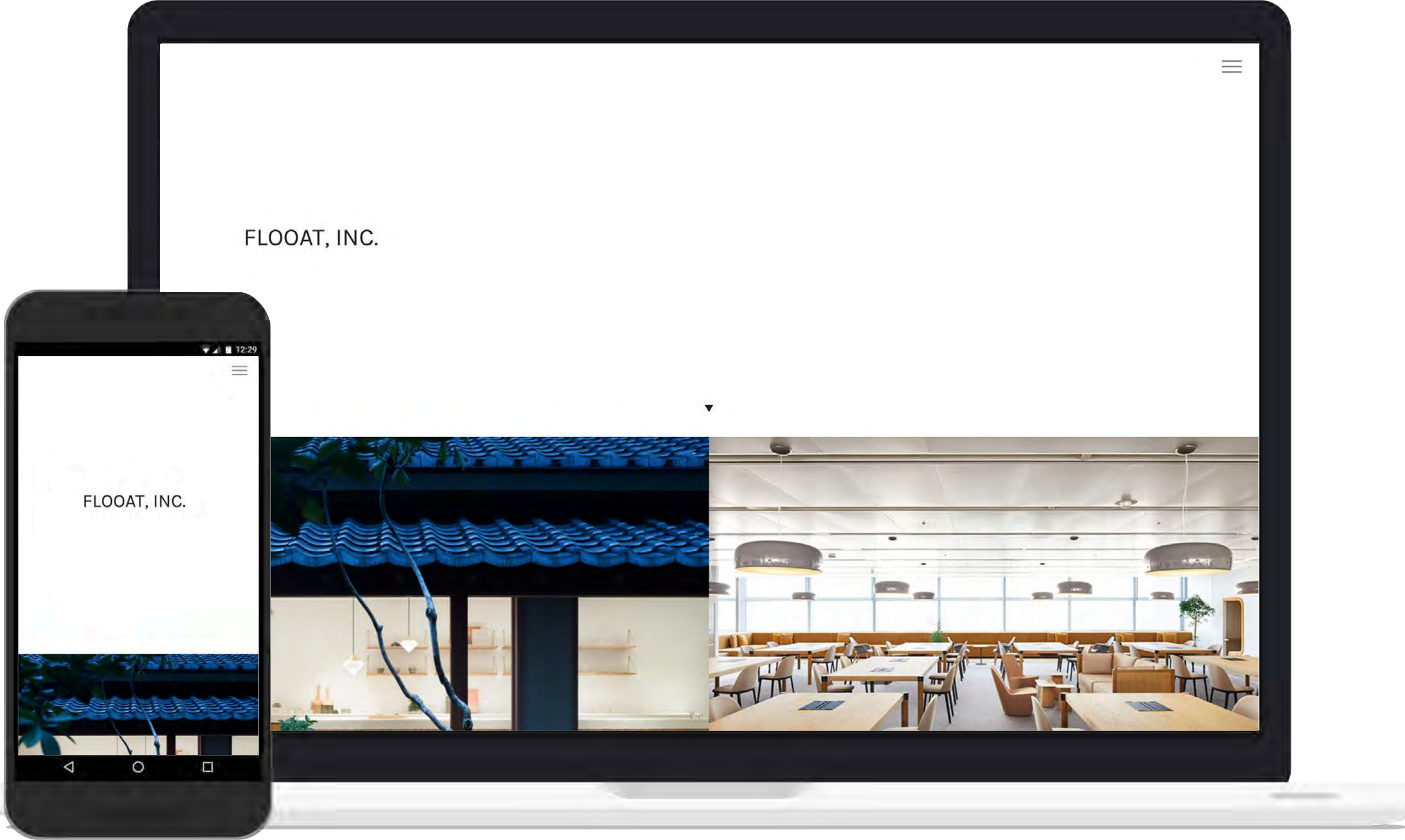
CL:
JR East / Loftwork

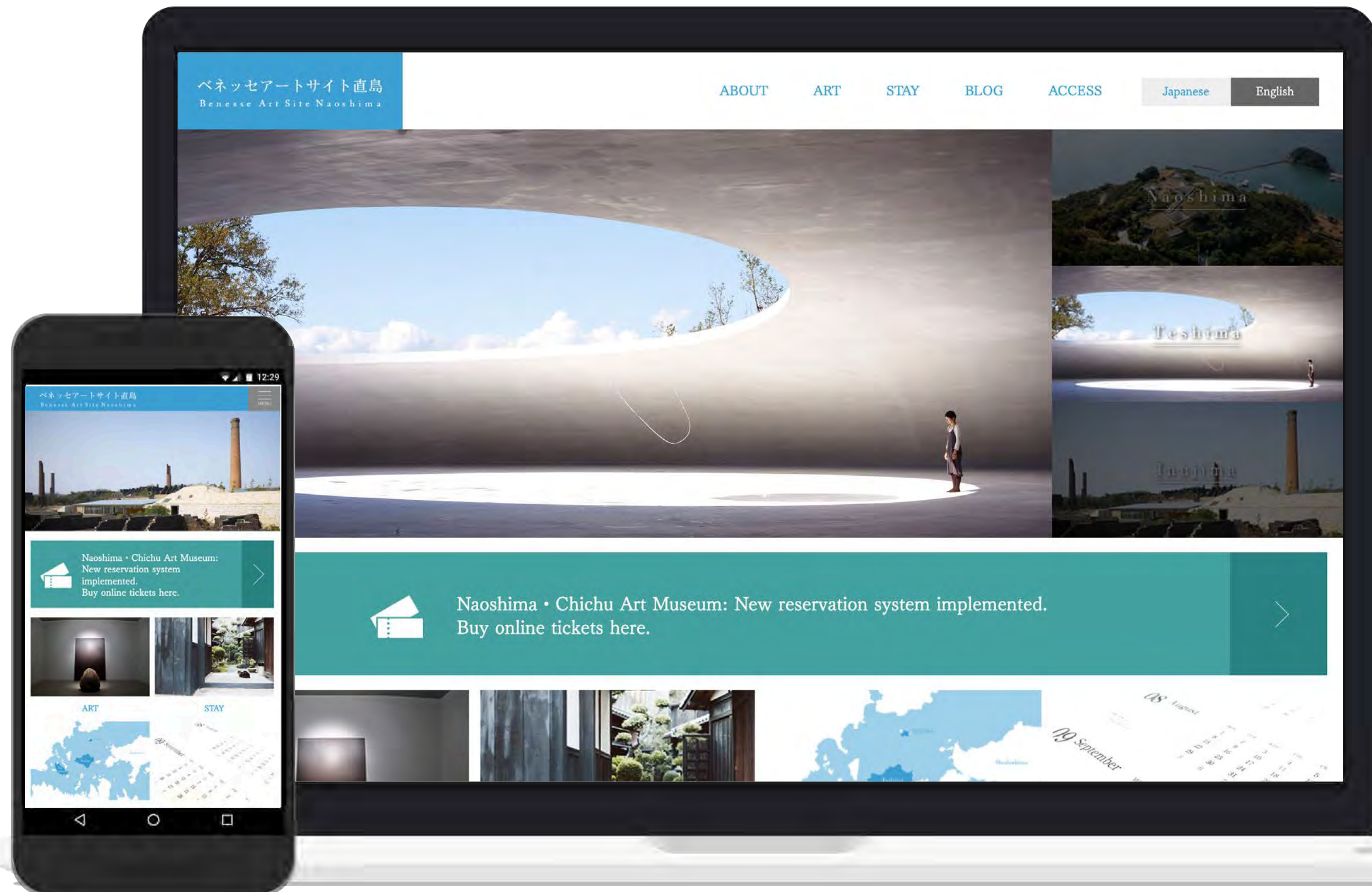


Re-branding
Print & Editorial
Digital
Logos
Products (MU)

FLOAT, INC.
Art direction, web design

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

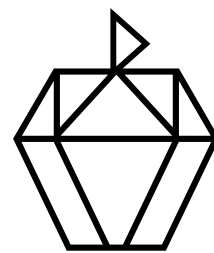






Re-branding
Print & Editorial
Digital
Logos
Products (MU)

DAMBO



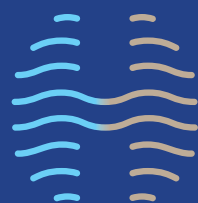
林檎班



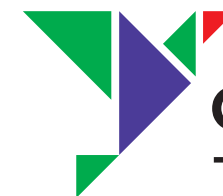
WANO
OMOTENASHI

ACIG

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



長谷川医院



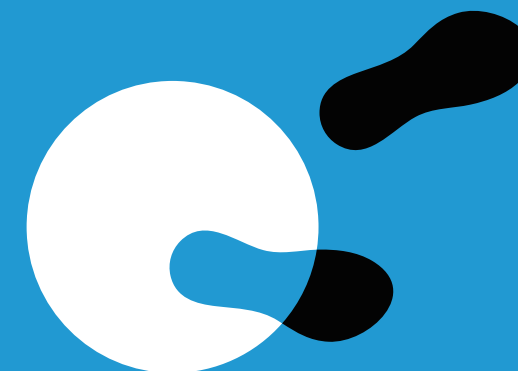
ORIZURU
THERAPEUTICS



Next
Lighter
Design
2013

240TH

SUSTAINABILITY
CHALLENGE



niho

Re-branding
Print & 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。

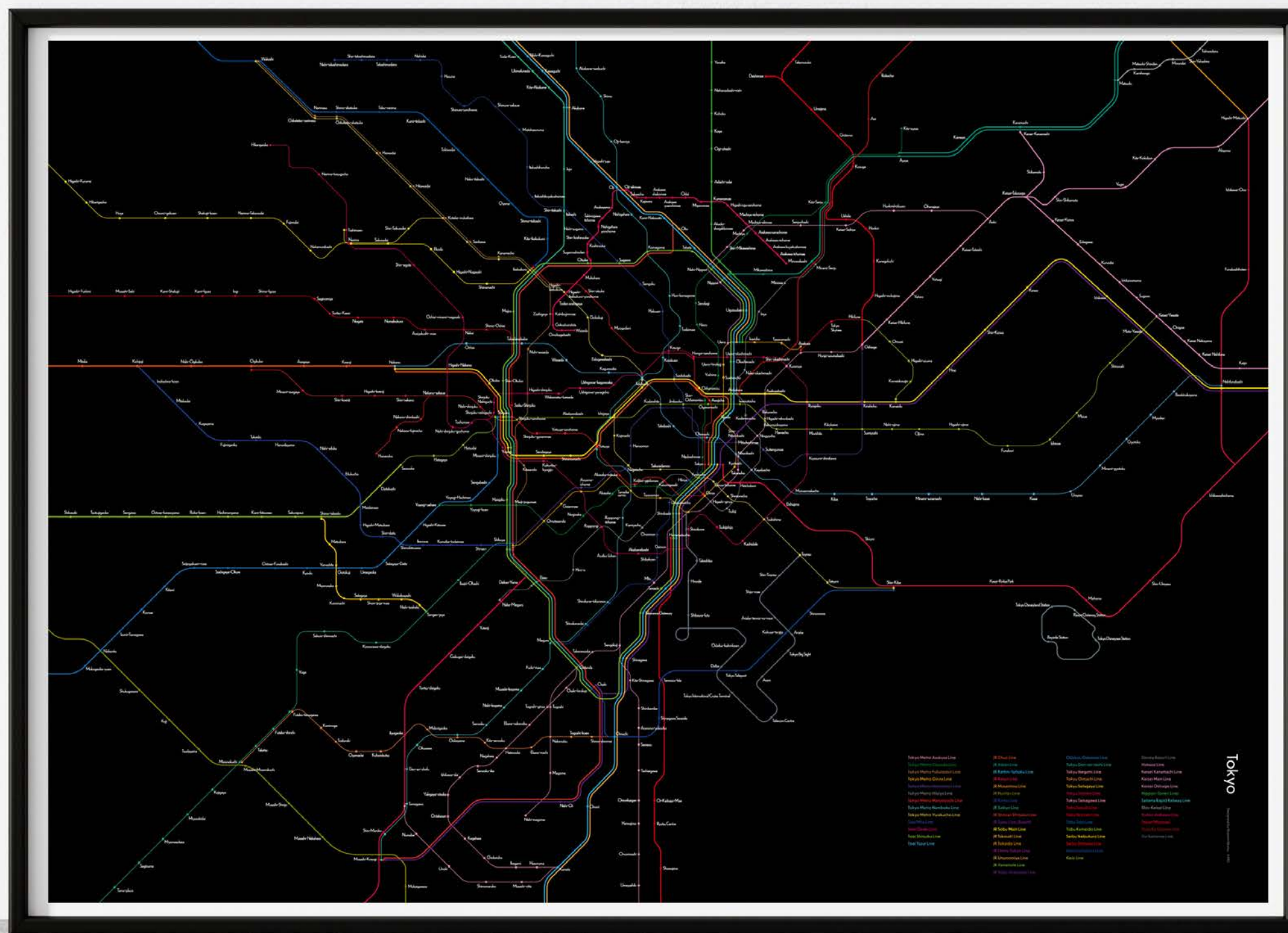
MUは、グラフィックデザインの力によって 日常をより豊かにすることを目指したデザインプロダクトです。時代の進化により、携帯やパソコンひとつで様々なことが可能になりました。日常を管理することも可能になりました。しかし、どんなに時代が進化しても、カレンダー、時計、地図など 実質的な物に価値を見いだす人はまだ多いはずです。

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。

そんなことを想い、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.



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, visuals, 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 a Graphic Designer. She was in charge of the company's re-branding and marketing collaterals. In 2018, she returned to Japan to start her own business as 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 has started a new design brand called 'MU' in order to enrich peoples surroundings through graphic design. In 2022, Nozomi has relocated to Sweden (Stockholm) with the aim of making a further leap forward. She attends business school locally and is 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)

OTHERS

ELVINE TOKYO CITY JACKET

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

COOL COUSIN TOKYO

An Israel-based tourism web platform. Nozomi participates in Tokyo version as an ambassador. She was also involved in launching the Tokyo version in 2018 such as headhunting for candidates, setting-up, scheduling, location scouting for photo-shootings.

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. Launched a wide range of works from old to new, and sold the products as well.

MU DESIGN STORE

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.

Please scan for contact info



MU Design Store