

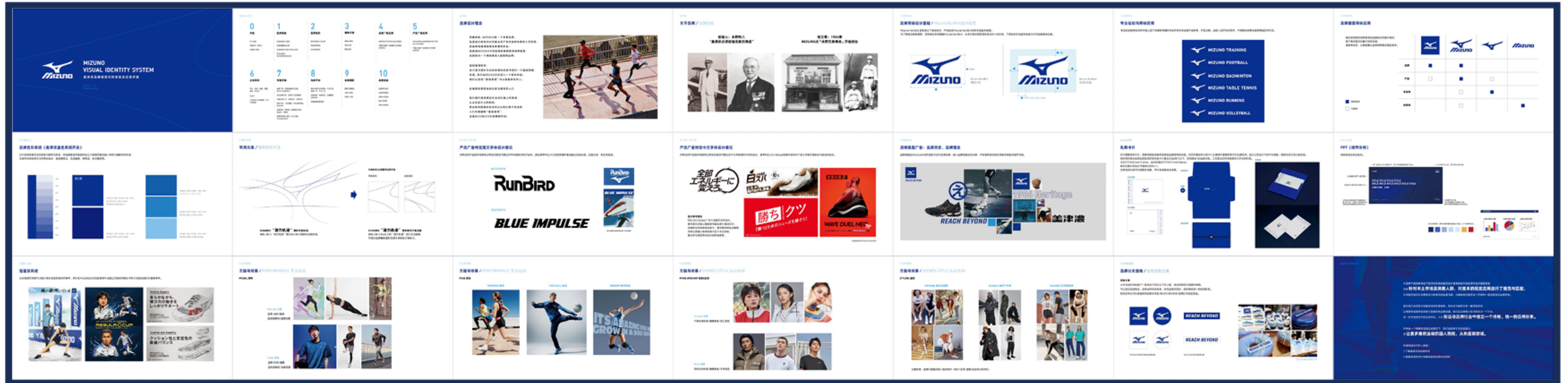
REBRANDING

VISUAL IDENTITY SYSTEM (CHINA)



THIS PROJECT FOCUS ON REBRANDING FOR MIZUNO. COMBINE WITH THE ORIGINAL MIZUNO BRANDING CONCEPT AND OUR REASERCH ABOUT MARKETING ANG TARGET PEOPLE IN CHINA MAINLAND. WE RENEW THE VISUAL IDENTITY SYSTEM FOR MIZUNO. THIS SYSTEM WILL BE THE DIRECTION THAT MIZUNO GOING TO COMMUNICATING WITH THEIR TARGET PEOPLE.

OVERVIEW



THE NEXT 10 PAGES WILL DISPLAY SOME KEY PARTS OF THIS PROJECT OF BRAND RENEW.