

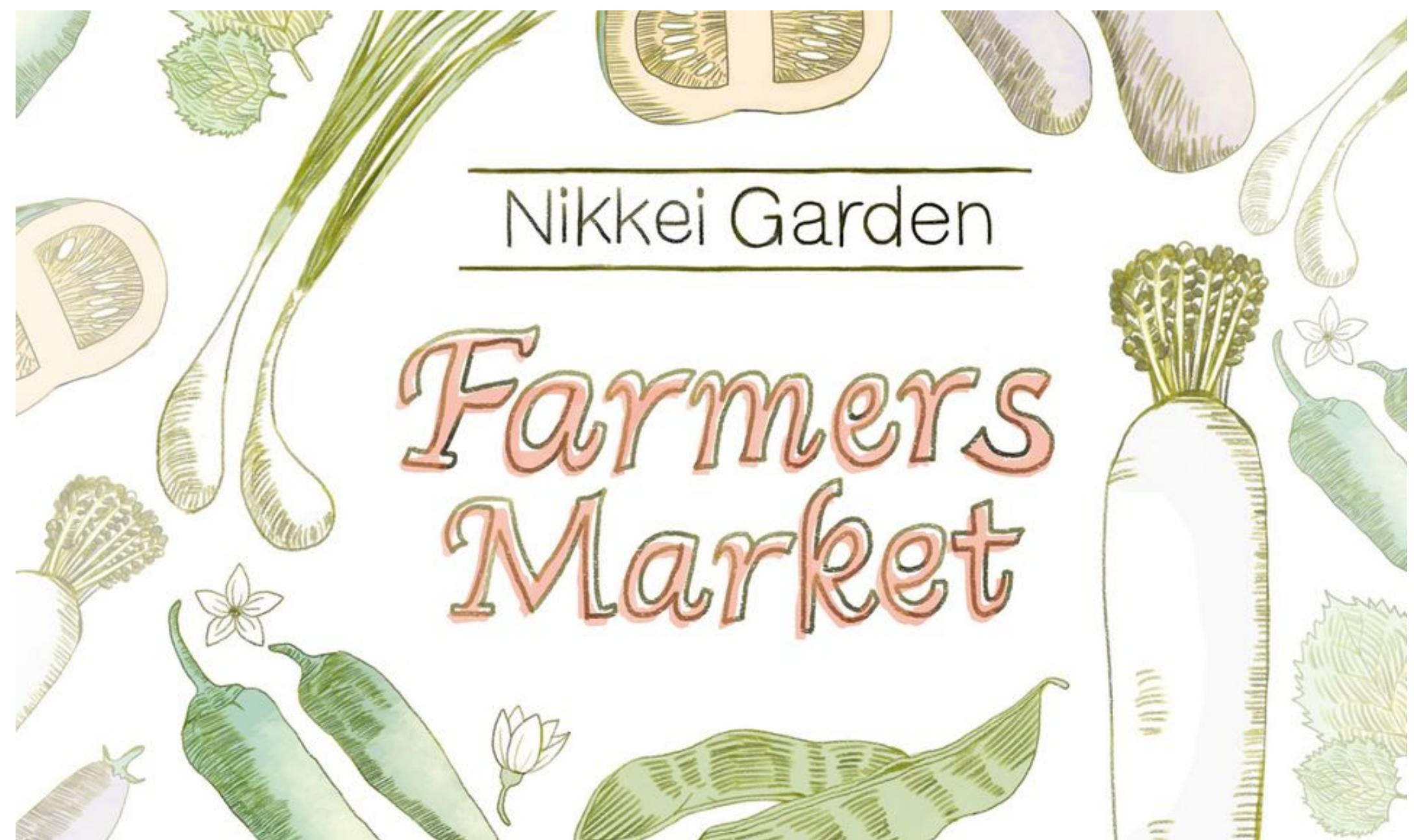
Nikkei Garden Farmers Market

LOGO DESIGN PROPOSAL



产地直送

The inaugural edition of the Nikkei Farmers' Market “产地直送” is being held in the Japanese Garden at the Nikkei National Museum and Cultural Centre in Burnaby. Focusing on bringing together the local community, the market has 14 to 16 vendors offering both food and artisan crafts. Incorporating monthly themes and cultural celebrations where possible, the Nikkei market will also feature live music and educational family-friendly workshops. Market goers can buy fresh produce and handmade items and they can also get an exclusive peek at the gallery and museum's shop since the space is closed to the public on Sundays.



Previous year's logo of Nikkei Garden Farmers' Market

Target Audience

The target audience reflects the brand's desire to be inclusive and empower the local community.

How could these values be incorporated in the logo?

Anyone of all ages interested and enthusiastic about farmers' markets and supporting local.

Atmosphere

With vendors consisting of those who are not only Japanese but also who come from different ethnic backgrounds, the market creates an atmosphere that is inviting to all people. It acts as a time and place where people can come together to celebrate Japanese culture while sharing their work with the local community.



Nikkei National Museum Logo

The logo for the Nikkei National Museum (NNM) uses what appears to be Avenir as its typeface. The geometric typeface gives a modern look with the round lowercase letters evoking a friendly tone. The word “日系” stamped in red with a white font color depicts a look that is familiar to Japanese culture.

I believe the combination of these two visual elements illustrate what is modern and tradition, which successfully reflect the NNM brand. My goal with the NGFM logo is to translate these qualities of NNM while expressing the market's warmth and humaneness.



Logo of Nikkei National Museum

Things to Communicate

I organized the given list of things to communicate into three themes in order to synthesize NGFM's brand core values.

THEME 01

Fresh
Nutritious
Organic

Nourishment

THEME 02

Artisans
Craft
Garden

Craftsmanship

THEME 03

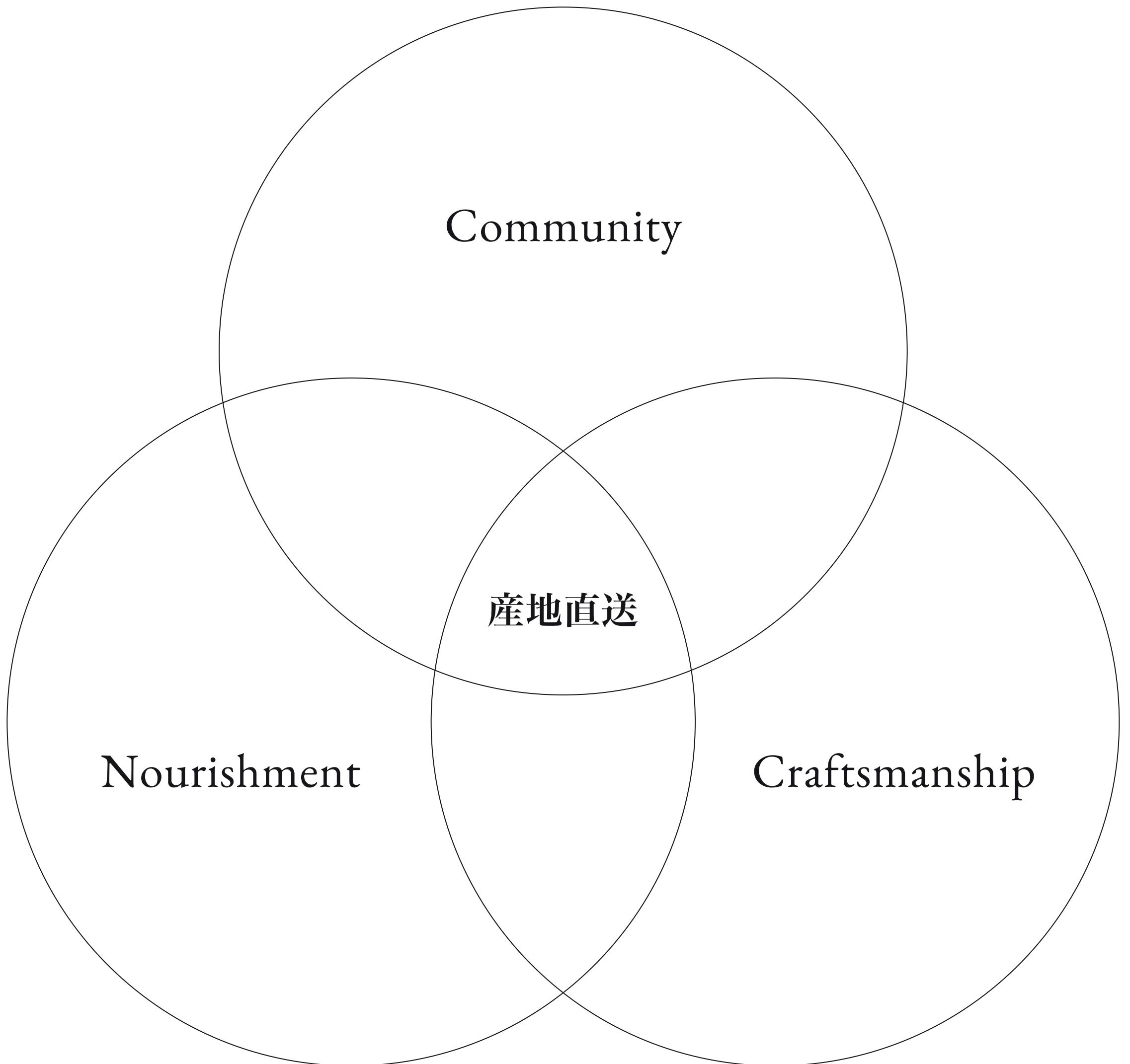
Japan/Japanese
Local
Community
Connection/Engaging

Community

Brand Core Values

Out of the three themes, I extracted key words that represent each group of words in order to articulate the foundational values of NGFM. My proposal is to develop an identity that visually conveys a sense of Community, Craftsmanship, and Nourishment.

These core values should be visualized by maintaining a balance of modern and tradition while being inviting.



Precedent Study

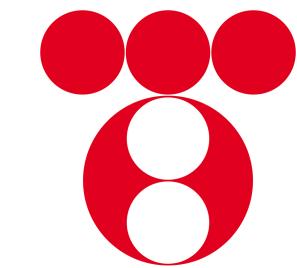
The logos that intend to give a sense of Community have round and soft form that are familiar and approachable.

The logos that aim to communicate Craftsmanship use elegant typographic styles and artistic shapes that give a sense of tradition and professionalism.

The logos that intend to represent Nourishment are kept clean with graphics that help convey freshness.

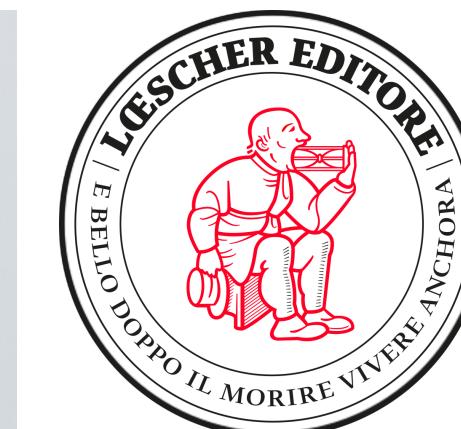
How could we extrapolate these ideas onto the new logo?

COMMUNITY



TAKAO 599 MUSEUM
山の学校

CRAFTSMANSHIP



RAKSUL



TAKEO

NOURISHMENT



Exploration

I kept the three themes—Community, Craftsmanship, and Nourishment—in mind to explore what the logo could look like.

On the right are some of the sketches I made to synthesize the core values into a visual representation.

These iterations appeared inelegant and were not communicating the three themes as effectively as I had wanted.



Final Design

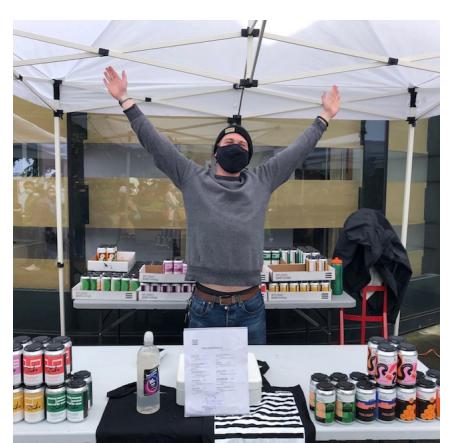
The logo is a personified plant/flower that is protuding out of a stamp. It is an articulation of NGFM's core values that achieve a balance of modern and tradition.

The open leaves create an inviting gesture as if it is welcoming the audience with open arms. The stamp, or “印鑑”, reflect the human touch which is the backbone of the event. The overhanging figure in the stamp is an expression of excitement and enthusiasm the market brings.

This design captures NGFM's aim to be inclusive while empowering the local community by portraying a friendly yet professional tone.



KEY INSPIRATION



Colors

Shades of green and red were chosen for the logomark. The green helps convey the message of nourishment while the red reflects Japanese culture.

Black and white versions are available depending on the context and purpose.



Primary Symbol

The primary symbol is in a vertical layout that includes the “日系” mark. It is contained inside two layers of rectangles to resemble an emblem, which act as a distinctive badge for the organization.

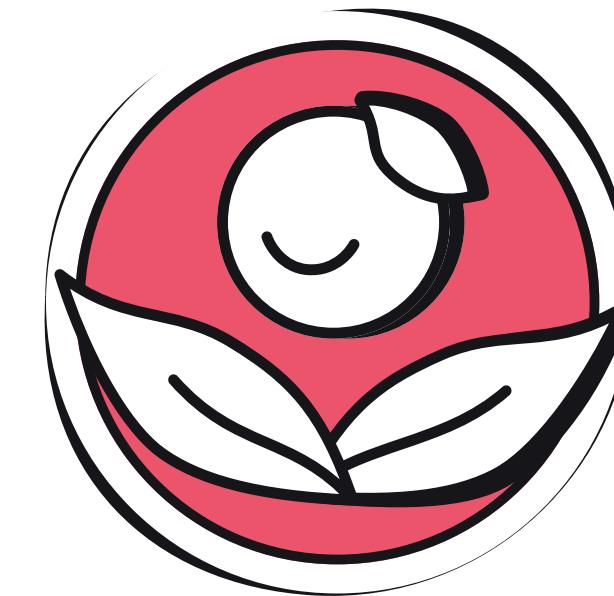


Simplified Version

A simplified version of the logo is available to support different use cases.



**NIKKEI GARDEN
FARMERS MARKET**



**NIKKEI GARDEN
FARMERS MARKET**

Horizontal Layout

The logo can also be used in a horizontal layout depending on the context.



**NIKKEI GARDEN
FARMERS MARKET**



**NIKKEI GARDEN
FARMERS MARKET**

Spacing

Spacing around the logo is equal to a quarter of the width of the logo. An example can be seen on the right diagram.



Placement

The logo choice and placement depends on the type of communication and use.*

*Please note that these are just recommendations of how the logo can be used for different purposes.

This is an example header.

This is an example sentence that goes under the header.



NIKKEI GARDEN
FARMERS MARKET

BOTTOM LEFT

This is an example header.

This is an example sentence that goes under the header.



NIKKEI GARDEN
FARMERS MARKET

BOTTOM RIGHT



CENTERED



This is an example header.

This is an example sentence that goes under the header.

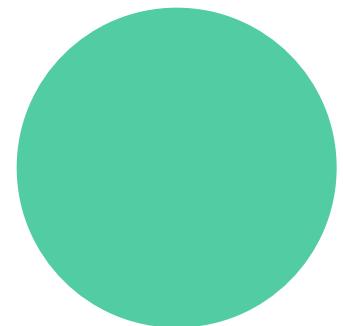
TOP LEFT

Application

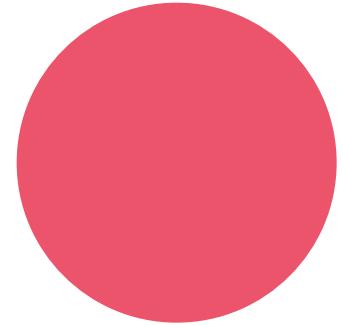
Examples of different versions of the logo and how they might look on different materials.



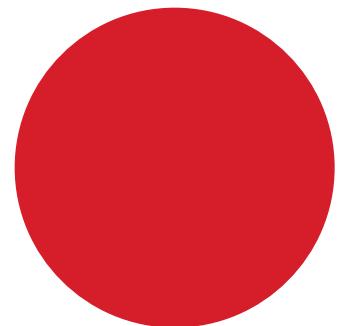
Style Guide



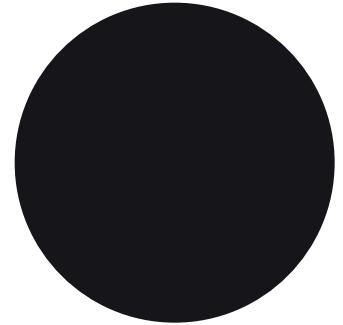
Spring Green
#52CCA3
R:82 G:204 B:163



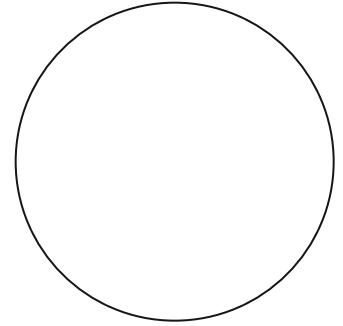
Rose
R:235 G:84 B:106
#EB546A



Nikkei Red
R:213 G:30 B:42
#D51E2A



Rich Black
R:22 G:22 B:26
#16161A



White
R:255 G:255 B:255
#FFFFFF

MAIN HEADLINE

Tisa Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

NIKKEI SYMBOL

Hiragino Sans W6

あいうえおかきく
アイウエオカキク
四字熟語一期一会



BNIK
GLOBAL
ONLINE