

The Brand

Identity, marketing, and interior.

When this project first began I knew I wanted to accomplish more than just a graphic identity for this brand. However as I progressed, the complexities of the brand took me through quite a journey on forming it's graphic presence. In the end I realized that with Makoto Grove's hybrid nature the delivery of its graphic elements (the logo and logo type) needed to be clean yet embedded with personality. The logo elements needed to be able to be universal and applied to many different ideas, independent designers, and mediums. The type face should then be contemporary with the realization of the brand. To meet these qualifications, I used two sans serif type faces.

The aesthetic and cultural ties to things like Asian brush fonts, the Japanese sun logo, and Asian letter forms were all enticing, but they just weren't right for the identity of this brand. Some of these elements can fall into sub brands, limited production runs, and other aspects of the brand. But as a whole, taking the unifying identity in this direction was too literal, slightly pastiche, and an easy of a solution.

The realization of the brand on these next pages is the compilation of all these thoughts.

Type Logo fonts

A combination of Stefani EHYO sans rounded and Cennerik.

makoto grove

version 1 horizontal

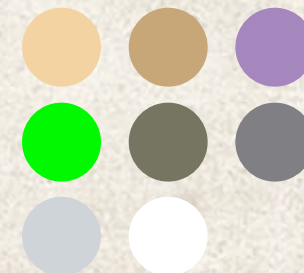
version 1 vertical

makoto
grove

Color Palette primary



secondary and accent



makoto grove

version 1 color 2

makoto grove

version 1 color 3

makoto grove

version 1 color 4