

“静岡MUGEN” CI(Corporate Identity)について

About the “Shizuoka MUGEN” CI Logo Mark



SHIZUOKA MUGEN

商標登録申請中

～ 豊かな地形と共に生きる、生命力溢れる街「静岡」～

SHIZUOKA : A city brimming with vitality, living in harmony with its rich topography

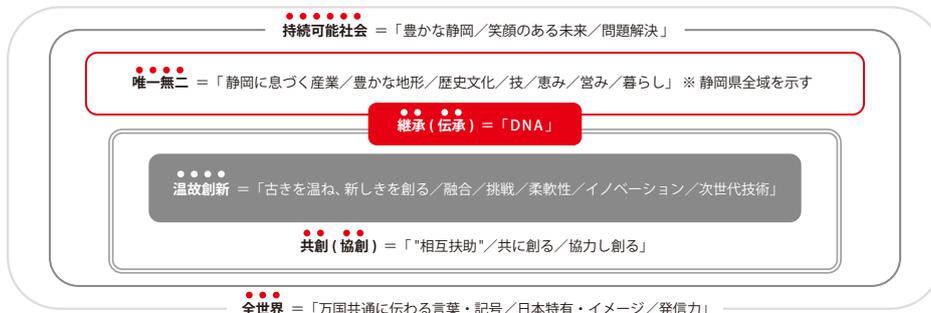
静岡の唯一無二の「歴史・文化・産業・そして営み」を力強く未来へ紡ぐことを目的とし、世界共通の数学記号である「∞ (mugen/infinity)」を採用。又、日本最高峰の富士山のある静岡 (SHIZUOKA) は世界的にも広く認知されている地名であり、法人名の「静岡 ∞ / SHIZUOKA MUGEN」は万国で認識しやすく、示す言葉の意味や活動コンセプトもダイレクトに伝達できるものです。配色は「日本・DNA・伝承」をイメージできるものとし、国内外へ強く発信できるCI(コーポレーションアイデンティティ)として設計しています。

更に静岡の「宝」(歴史・文化・環境・恵み・営み)は長い時を経て形成され育まれてきたものであり、コンピューターによる図形や解釈で表現することは不相応であると判断し、日本の伝統である書による「洗練された匠の筆運び + 時の軌跡」をロゴデザインの表現に用いています。静岡の「歴史・文化・営み」は長期の継承を経て守り継がれてきたものであり、そこには静岡のDNA(伝承)があります。

現代を生きる私たちは、歴史や文化を守りつつ、持続可能な未来を考えなければなりません。地域の皆様と共に創(協創)にて静岡の無限大の可能性に挑戦し、世界に誇ることができる笑顔あふれる未来を築きたいと考えています。キーワードは皆様の「無限の挑戦力」と「温故創新」。

さて… この「静岡MUGEN」CI・Logo Mark は命を宿し進化を続けます。山、海、空、街、デジタル空間、未来へ。
(※上記 LOGO MARKは Simple Typeの一例パターン / (商業書道家 CHIEMI 作+響: HIBIKI PROJECT Design Studio)

静岡 MUGEN (CI) + Philosophy Map



With the goal of powerfully weaving Shizuoka's unique "history, culture, industry, and way of life" into the future, we adopted the universal mathematical symbol "∞ (mugen/infinity)". Furthermore, Shizuoka (SHIZUOKA), home to Japan's highest peak, Mount Fuji, is a globally recognized place name. The corporate name "Shizuoka ∞ / SHIZUOKA MUGEN" is easily recognizable worldwide and directly conveys the meaning of the words and the activity concept. The color scheme evokes "Japan, DNA, The Inheritance of Traditional Culture," designed as a strong corporate identity (CI) that communicates powerfully both domestically and internationally.

Furthermore, Shizuoka's "treasures" (history, culture, environment, blessings, and way of life) have been formed and nurtured over a long period of time. We determined that expressing them through computer-generated graphics or simplistic interpretations would be inappropriate. Therefore, we employed the Japanese traditional art of calligraphy —its "refined masterful brushwork + the traces of time"—as the expression for the logo design. Shizuoka's "history, culture, and activities" have been preserved through long-term inheritance, embodying Shizuoka's DNA (The Inheritance of Traditional Culture).

We who live in the present must preserve history and culture while envisioning a sustainable future. Through co-creation with our local community, we aim to challenge Shizuoka's infinite potential and build a future brimming with smiles that we can proudly present to the world. The keywords are your "infinite capacity for challenge" and "learning from the past to create the future."

This "SHIZUOKA MUGEN" CI Logo Mark will continue to evolve without end.

To the mountains, to the sea, to the sky, to the city, to the digital realm, to the future.

(※The above LOGO MARK is one example pattern of the Simple Type / (Created by commercial calligrapher CHIEMI + HIBIKI PROJECT Design Studio)