

Brand Identity
Teijin Smart Safety



BACKGROUND

In 2014, a separate department was established within Teijin Aramid to develop new markets / products. This department was called Solution2.0 and emphasized on the development of solutions and not on materials. Solution2.0 specifically aimed to develop products/applications with a focus on the realization of more safety for professionals working in very dangerous circumstances; fire brigade, police, army but also within the industry.

QUESTION TO SKYBOX

Create first of all a name and then an identity with which this department of Teijin can present itself more individually, but above all for the benefit of the Teijin brand strengthening can present.

APPROACH

Our approach characterized itself in this as a phased one. First of all, it was essential to understand which preconditions apply to the corporate brand. Also, we specifically made the proposition of this Teijin part 'own'. We then, through a workshop with various stakeholders, we sharpened the positioning as well as translated it into distinctive brand values. Here with we determined a strategic brand framework in order to with the right focus provide this entity with a name and then to be able to start the more be able to start up creative work.

IDENTITY

Subsequently, in three steps; sketch, focus, and definition phase, we developed a basic identity that was 'supported' within the organisation in line with a predefined strategic framework.

CORPORATE LOGO VS DIGITAL LOGO

TEIJIN

CORPORATE LOGO

TEIJIN
TEIJIN SMART SAFETY

RESULT NEW LOGO

IDENTITY

To support the identity, we have developed a graphic design language with which we can give Teijin Smart Safety more 'individuality' in the various communication means, both offline and online.

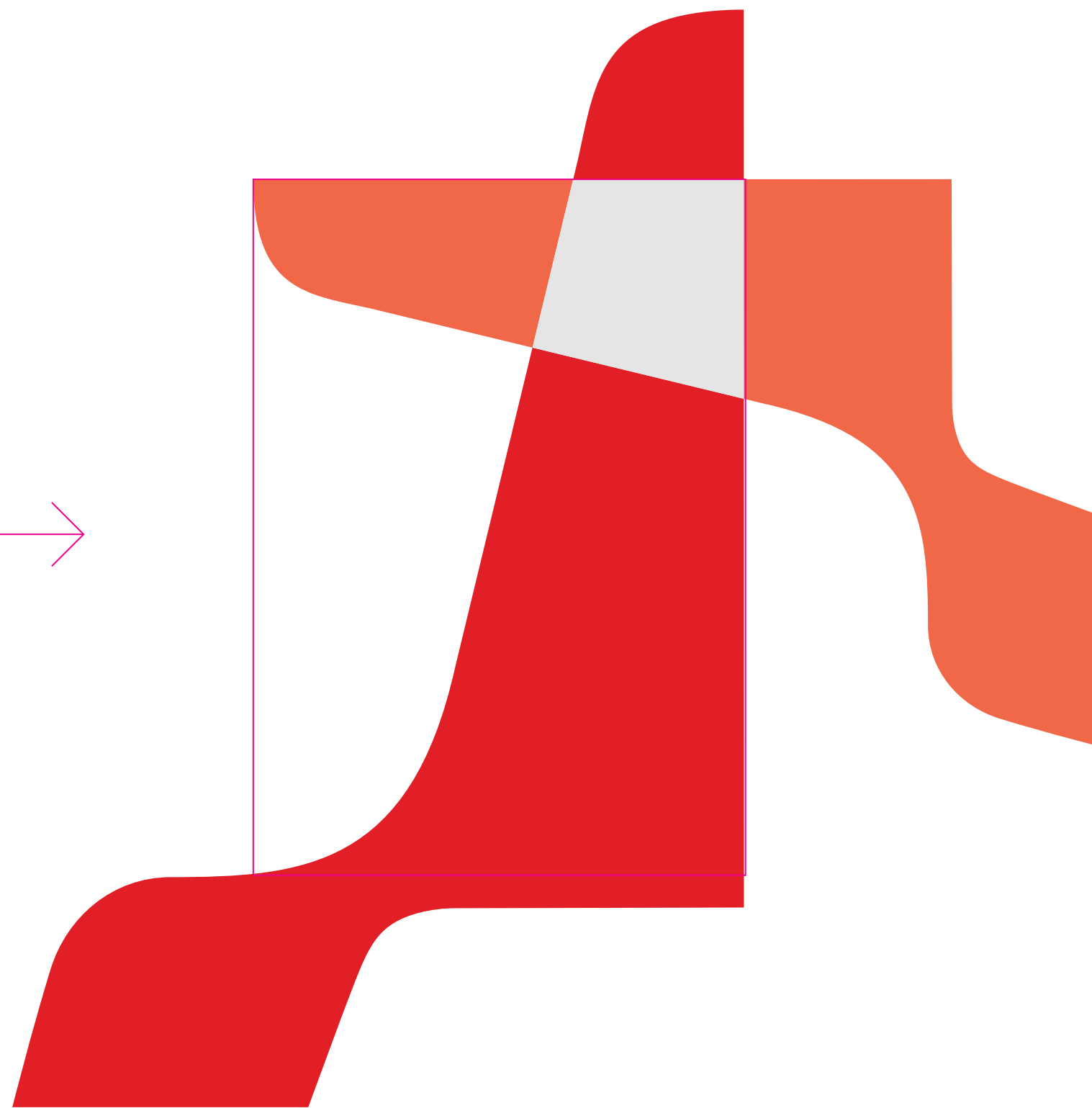
This symbol language is derived from Teijin's word mark (in particular letter J).



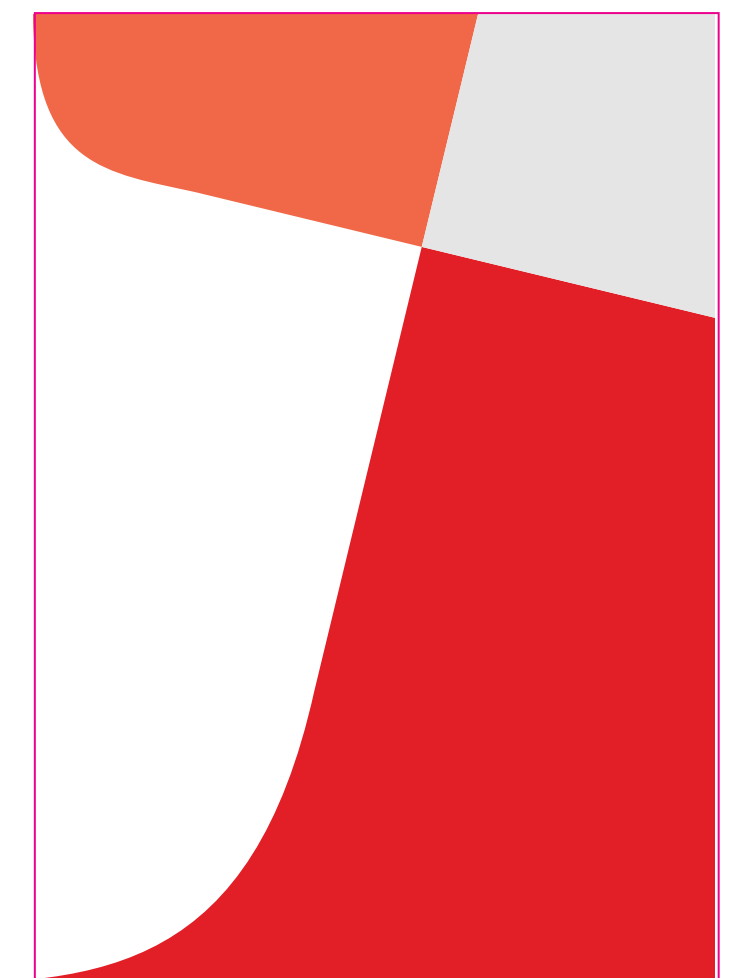
BRAND ELEMENT



PART ENLARGEMENT OF LETTER J
FROM THE TEIJIN WORK MARK



CREATE A DYNAMIC PATTERN WITH
LETTER J FROM THE TEIJIN WORD MARK



MASK THE DYNAMIC PATTERN
TO A DESIRED END FORMAT

IDENTITY

From the basis of the design, we extracted several shapes with which subsequently a number of dynamic shapes were developed. These shapes, provided with a renewed colour spectrum have together translated into varied templates which are at the basis of elaboration into various means.



COLOUR

In addition to the basic shape, as reflected in the word mark and the device, we also based the colours on previously defined core values and translated this into the accompanying colour palette.

PRIMARY TEIJIN CHALLENGE RED

SECONDARY TURKISCH GREEN

SECONDARY PEACH - CORAL

SECONDARY TAUPE

SECONDARY WARM GREY

SECONDARY SLATE BLUE

SECONDARY PETROL

SECONDARY PERU

SECONDARY SHELL PINK

BLACK

WHITE

TYPOGRAPHY

By applying a more multi-layered font use within the font type Myriad Pro family, we have shifted the emphasis in copy formatting to a to a more dynamic and expressive level. This comes benefits visibility and recognisability.

Myriad Pro

Font family

Bold Semibold Regular Light

Working
together towards
a safer society.

24



PHOTOGRAPHY

Photography is an important part with which within a palette, resources can be expressed of its own brand character. For Teijin Smart Safety we defined for this purpose regulations defined and then translated these into concrete photography. Both at brand and product level. Herewith, an extensive database of very database of very useful material was created.







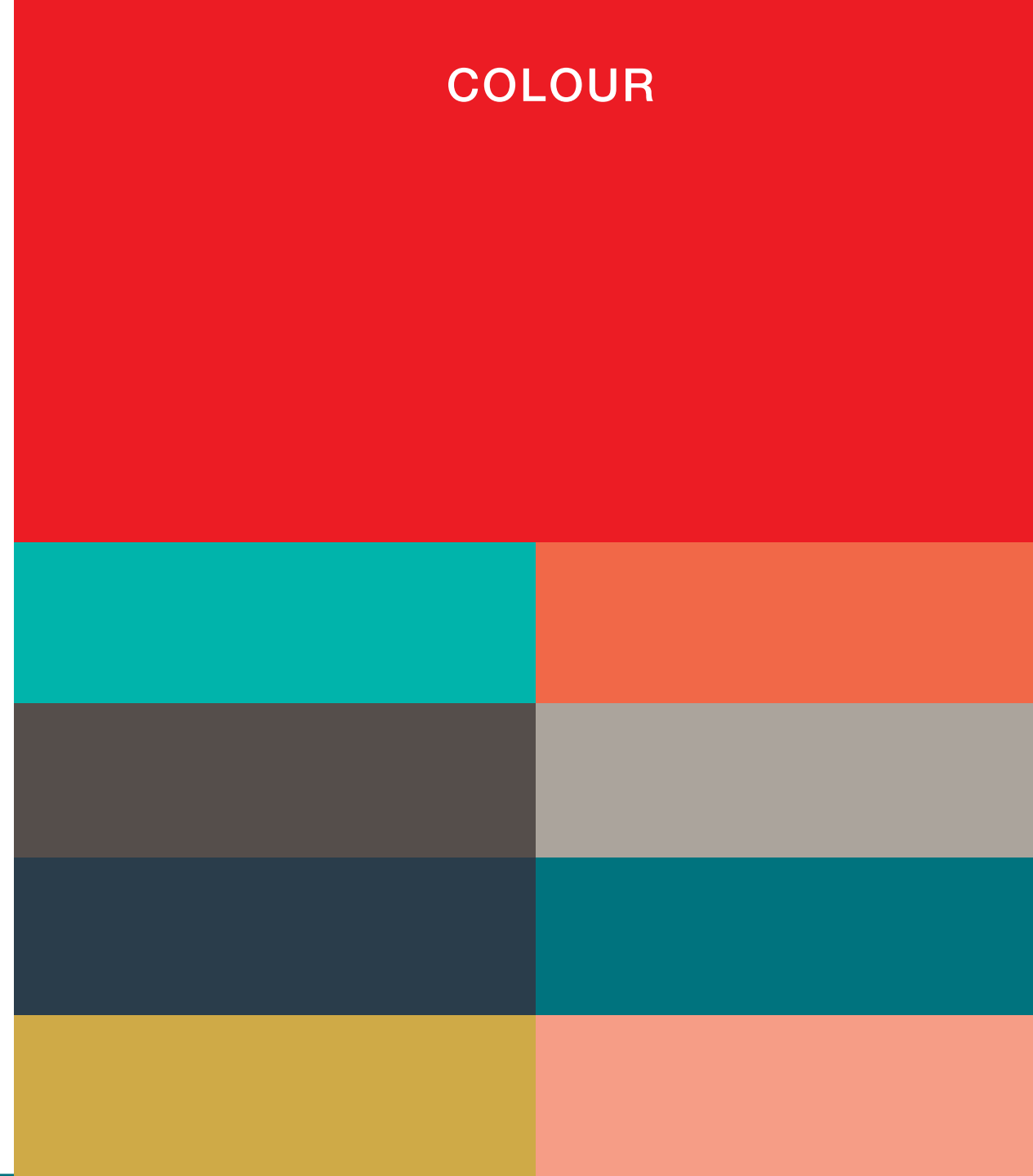


Identity Framework
Teijin Smart Safety

LOGO

TEIJIN
TEIJIN SMART SAFETY

COLOUR



TYPOGRAPHY

Myriad Pro

Font family

Bold Semibold Regular Light

PHOTOGRAPHY



BRAND ELEMENT



PHOTOGRAPHY



MEANS

1. BROCHURE
2. ABRI / POSTER
3. BROCHURE
4. WEBSITE DESKTOP
5. WEBSITE MOBILE



1.



2.

SMARTSHOULDER
WWW.TEIJINSMARTSAFETY.COM/SMARTSHOULDER

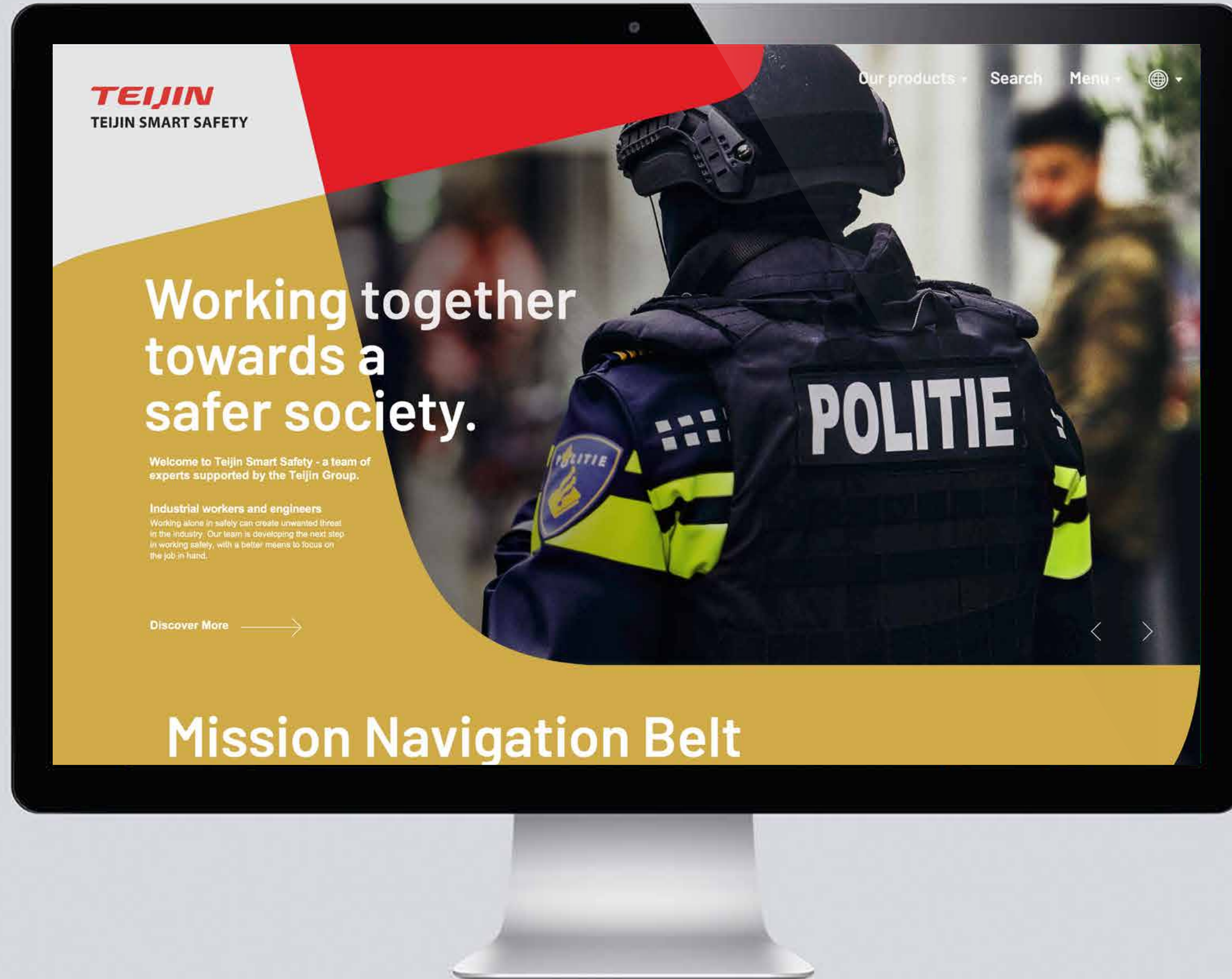
TEIJIN

Next generation protection

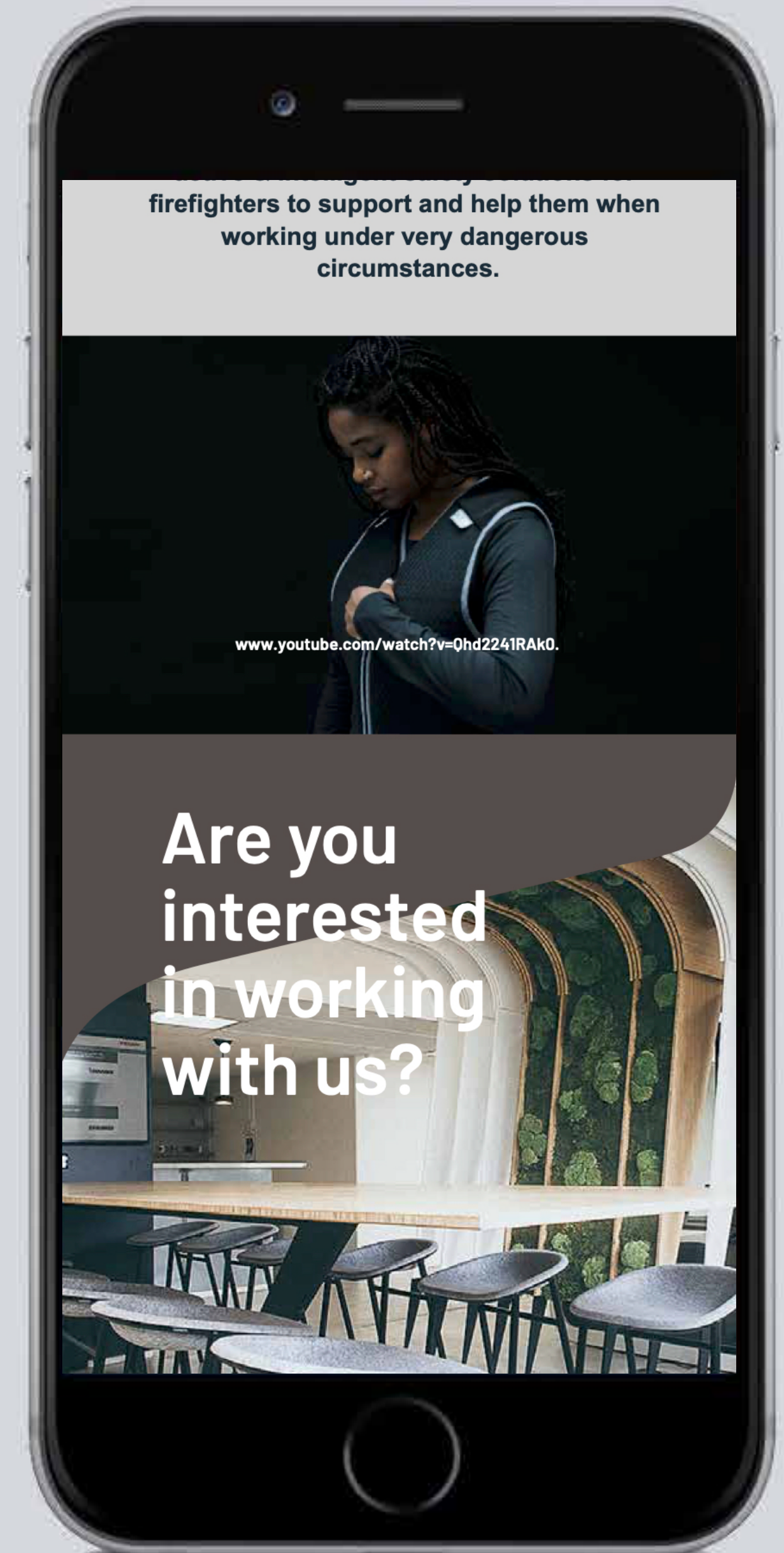
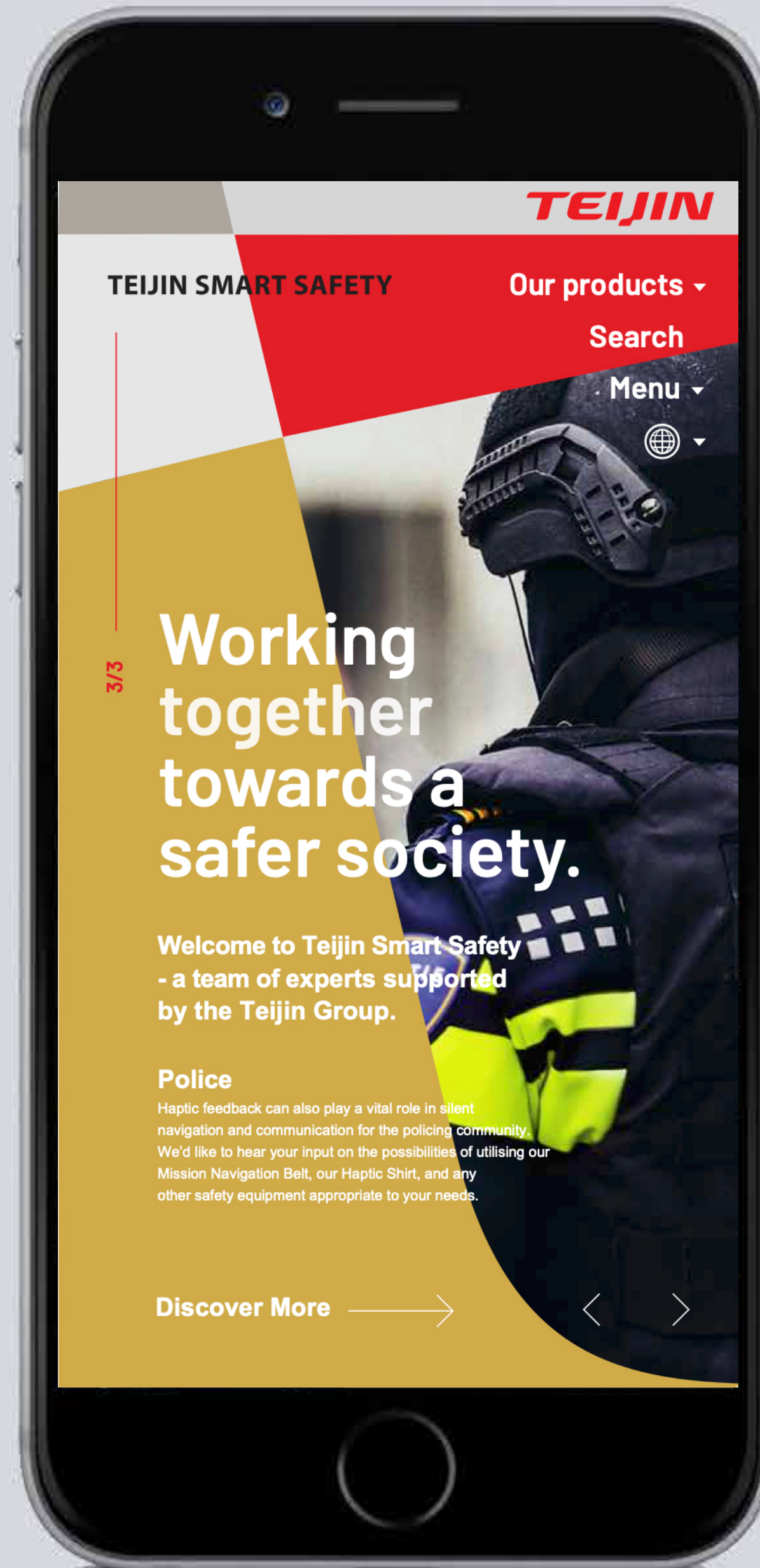
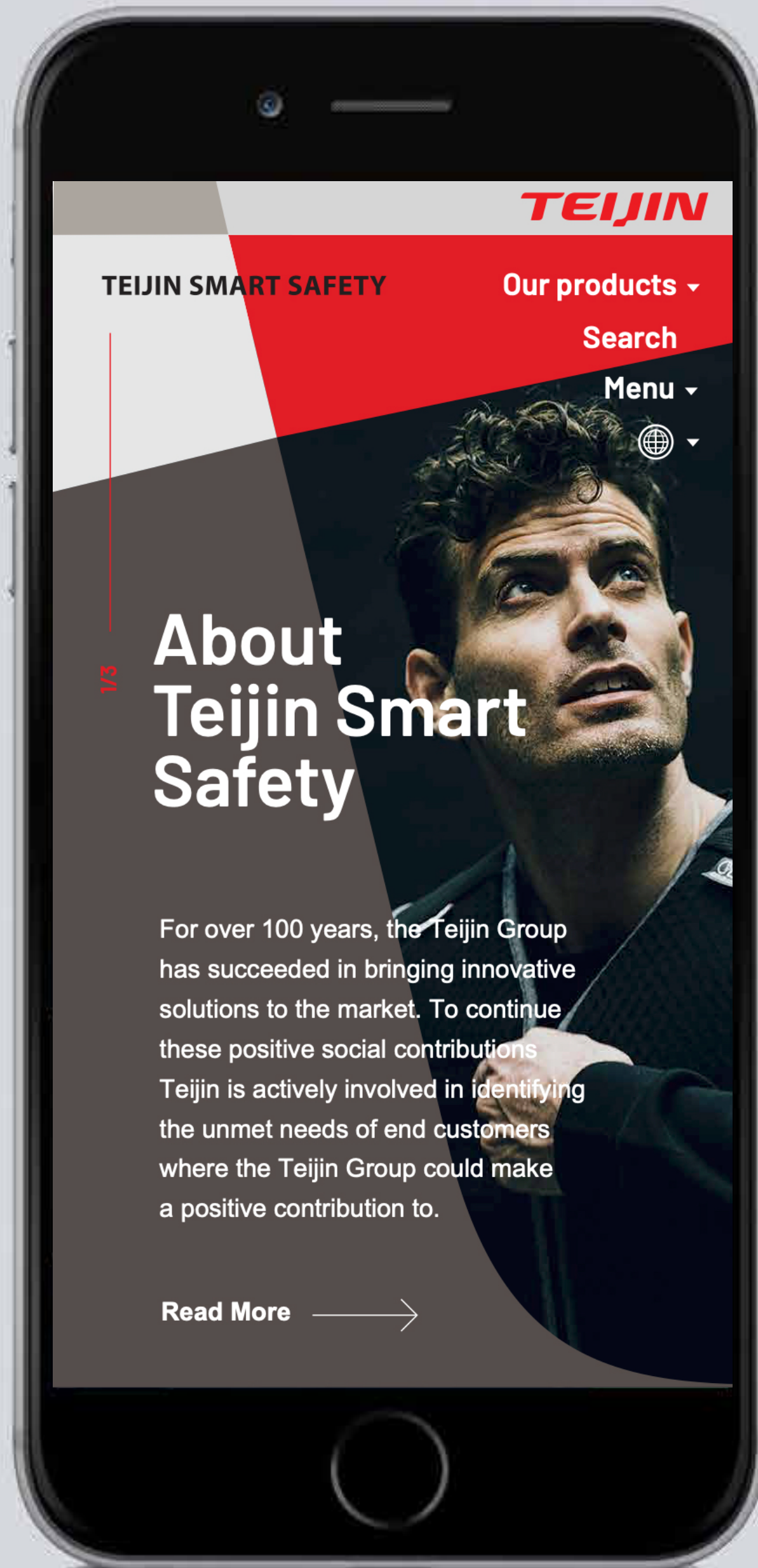
"SmartShoulder, an innovative wearable tool that increases safety for service engineers working alone or under dangerous conditions."

TEIJIN SMART SAFETY

4.



5.



CONTACT

Does your brand need a boost or maybe we can get you on one help in some other way?

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Get inspired or find out more
about Skybox on: www.skybox.org



Skybox
Design Agency

