

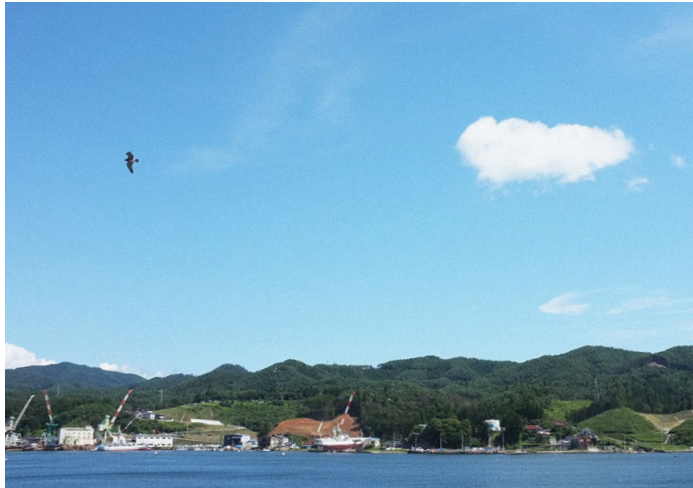
## Design Proposition

# YOKOTAYA HONTEN

横田屋本店

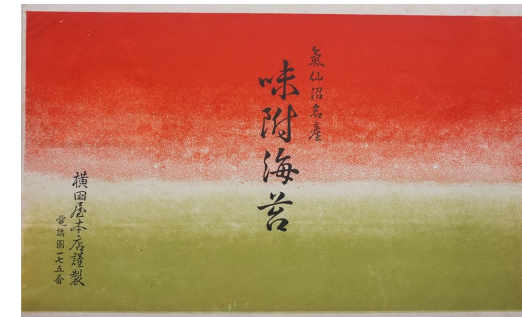
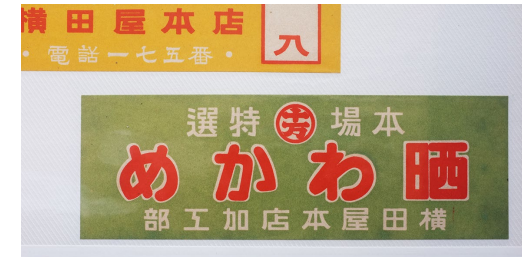


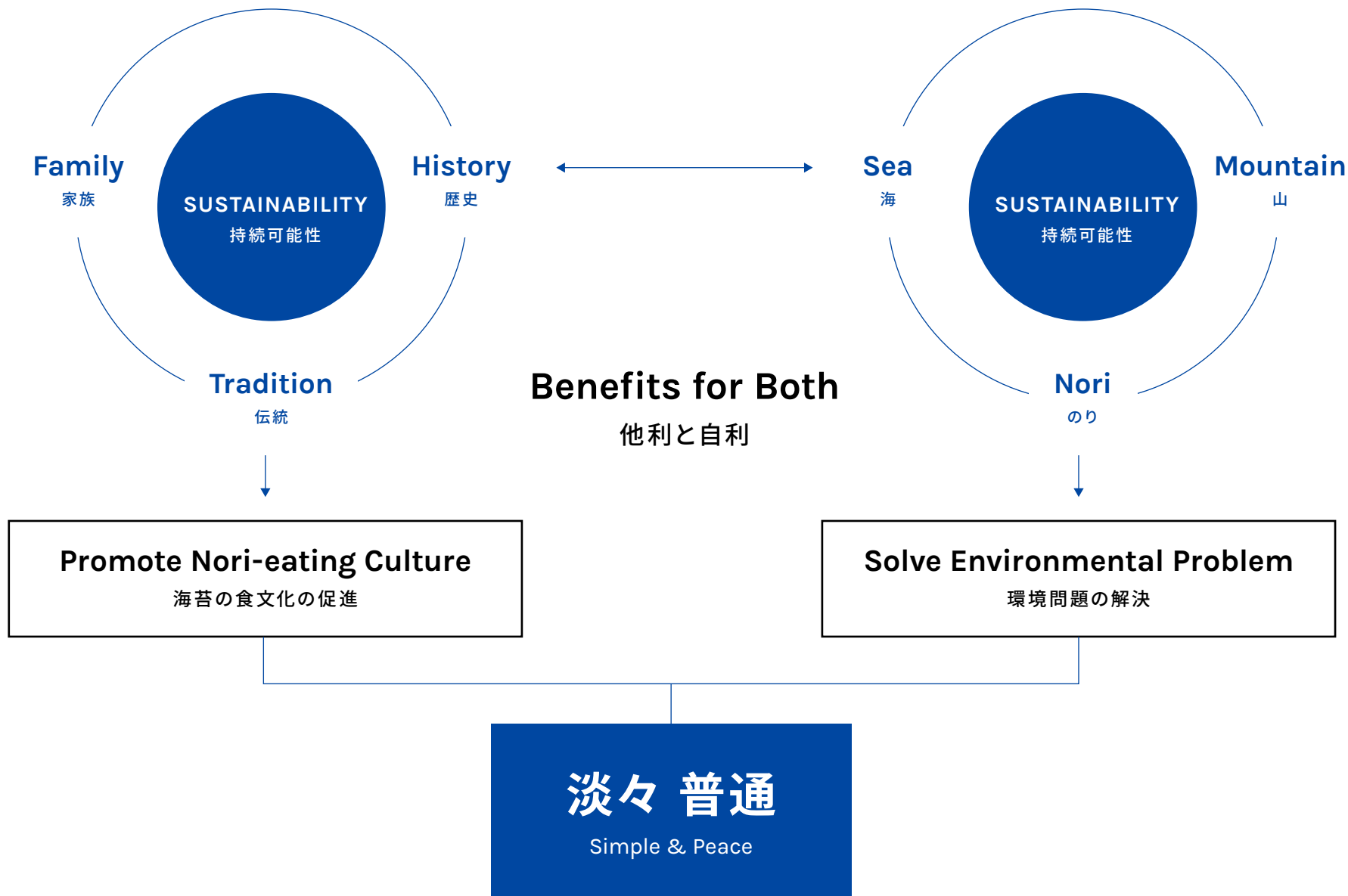
## Experience with Ikari San





## Experience with Ikari San







## Problems

1

Inconsistency in  
packaging

2

Nori perceived as  
traditional/ old product

3

Customers ranged  
above 60 years old



Proposal 1

# Visual Identity System

VIシステム

# Logo



Traditional Mark  
旗印

Geographical Position  
of Kesenuma  
気仙沼の地理 (淡々)



企業色

## Corporate Colours

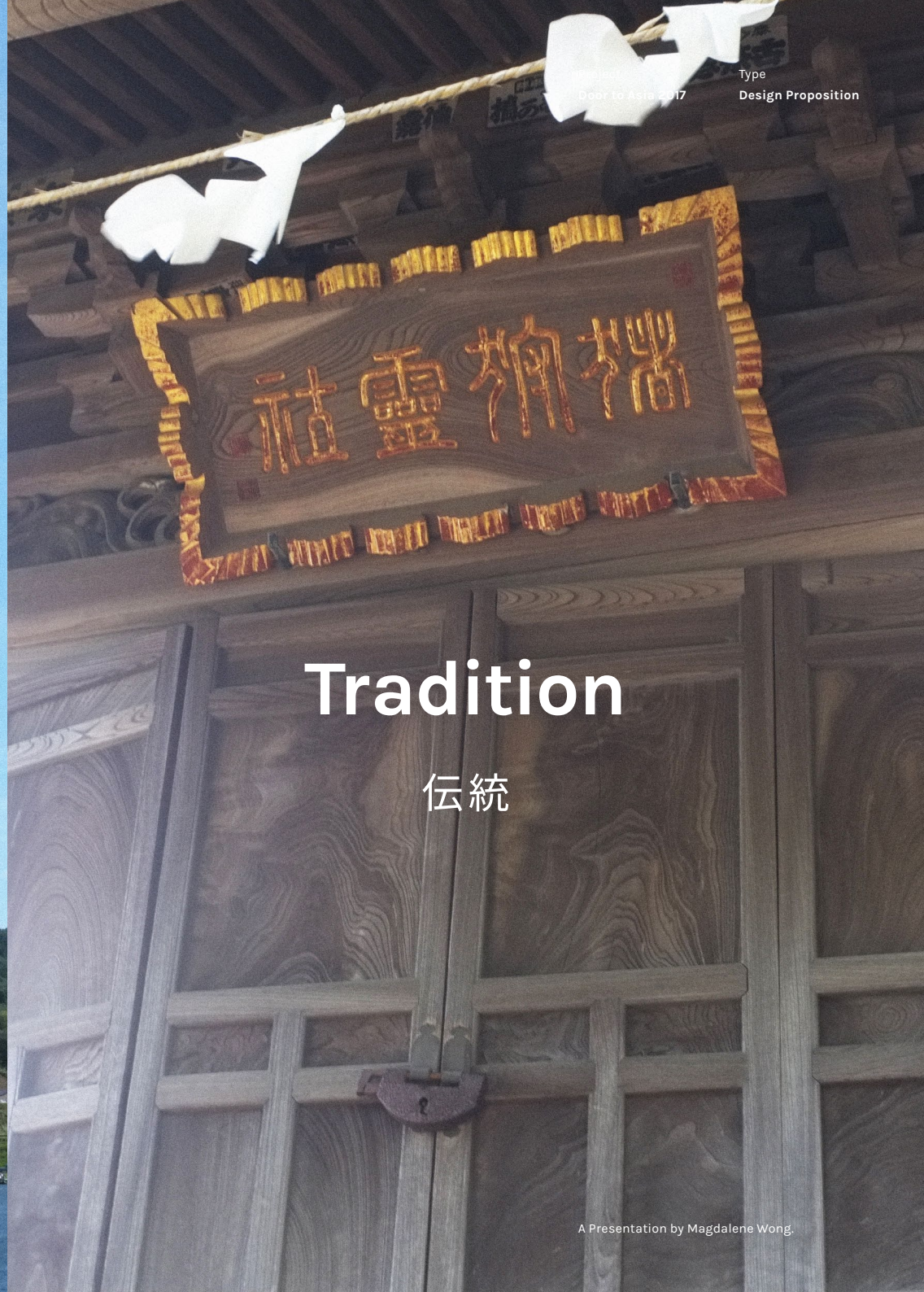
## Nature

自然



## Tradition

伝統





## Bilingual





## Typography

1

Title

横田屋本店

Original Calligraphy

YOKOTAYA

The Serif Bold

2

Bodycopy

三陸  
気仙沼

Noto Sans Japanese

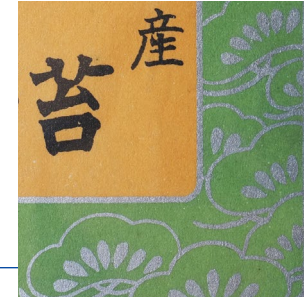
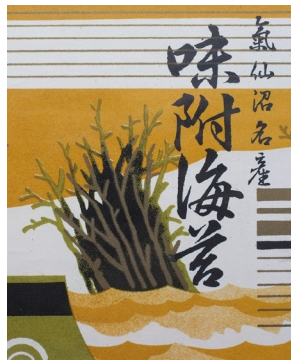
KESENNUMA,  
SANRIKU

Noto Sans Bold

## Graphic Element



## Graphic Element



横田屋本店

YOKOTAYA

KOTAYA

横田



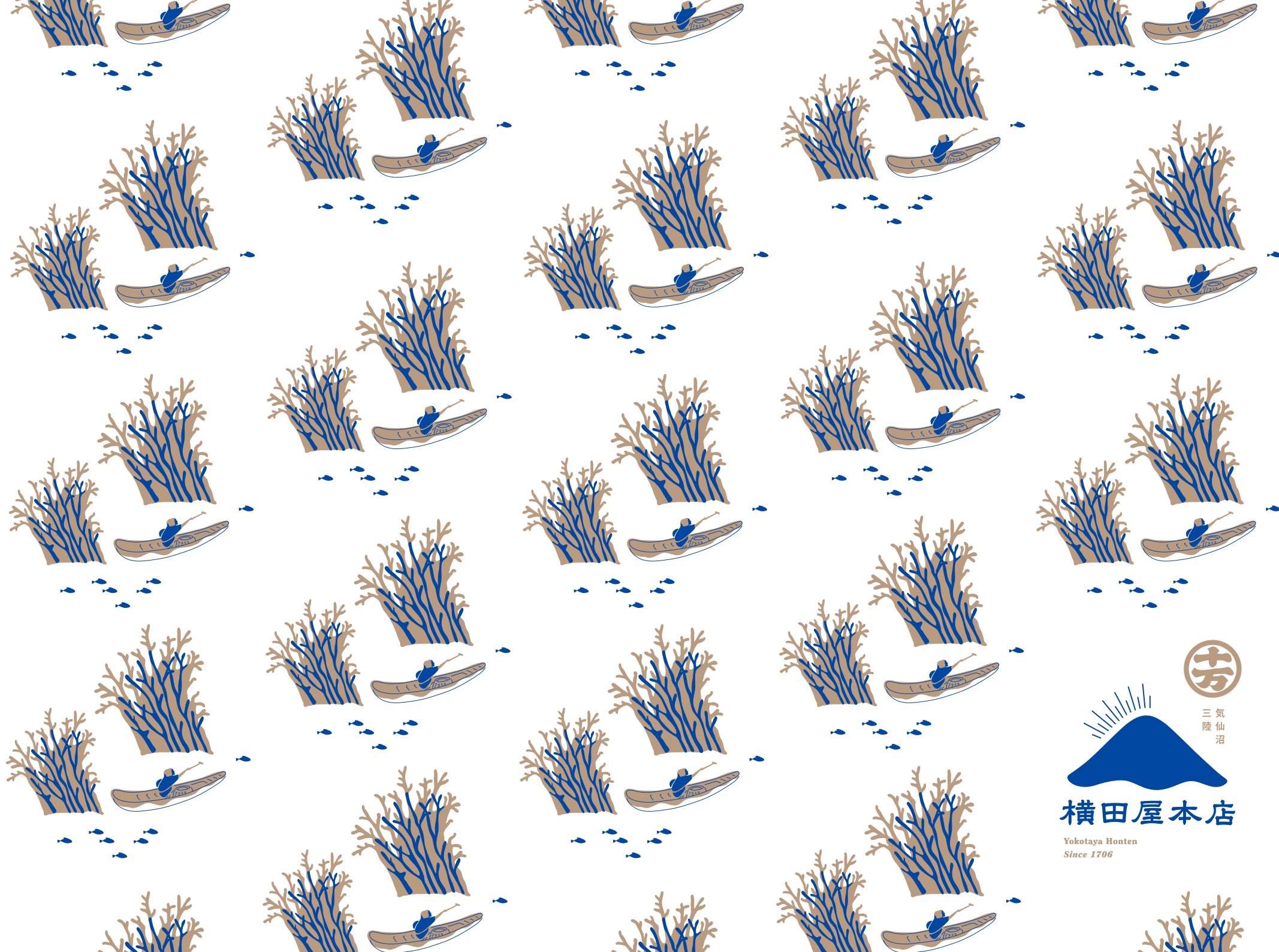
横田屋本店

YOKOTAYA

YOKOTAYA

横田屋





三  
陸  
仙  
沼



横田屋本店

Yokotaya Honten  
Since 1706





# Design

デザイン

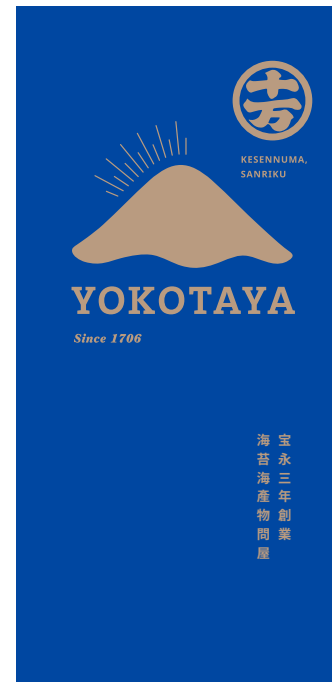
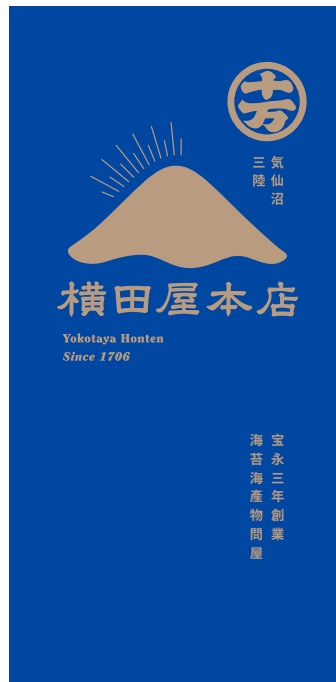


# Application

応用

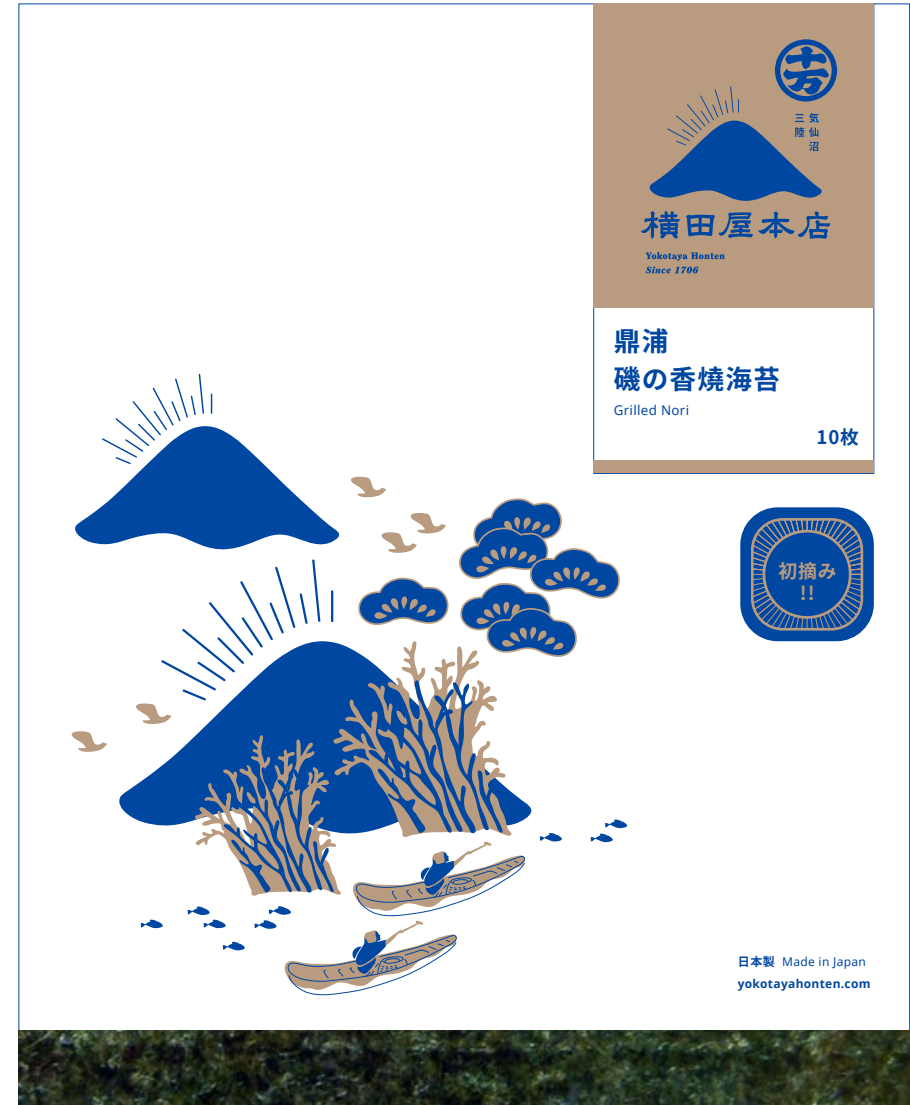


# Namecard



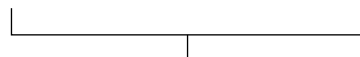
# Product System

Nori Packaging



# Product System

Nori Packaging



1

Seaweed Product

2

Seaweed Product  
(Exclusive)

3

Others

4

Important  
Message

# Product System

Nori Packaging



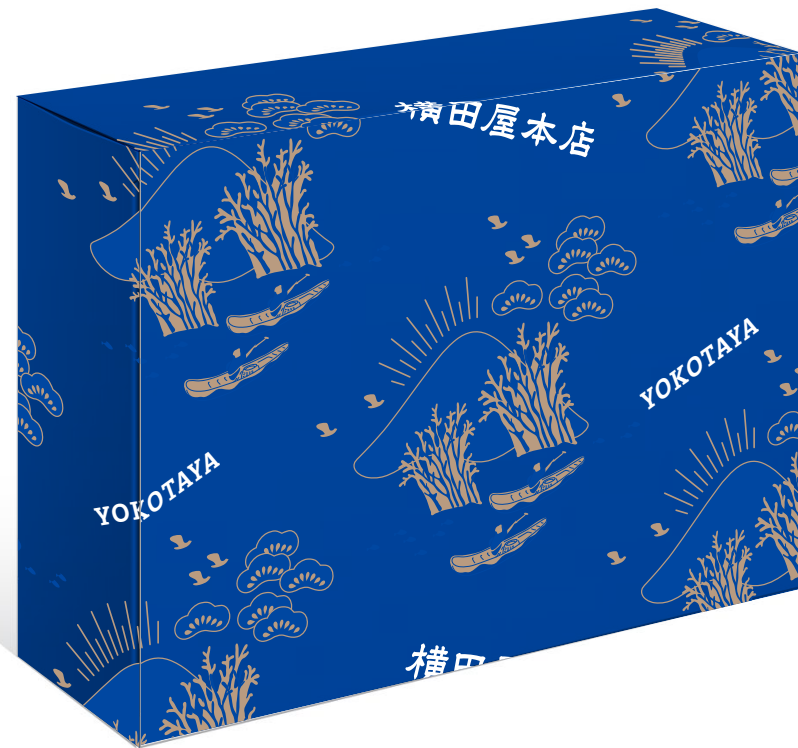
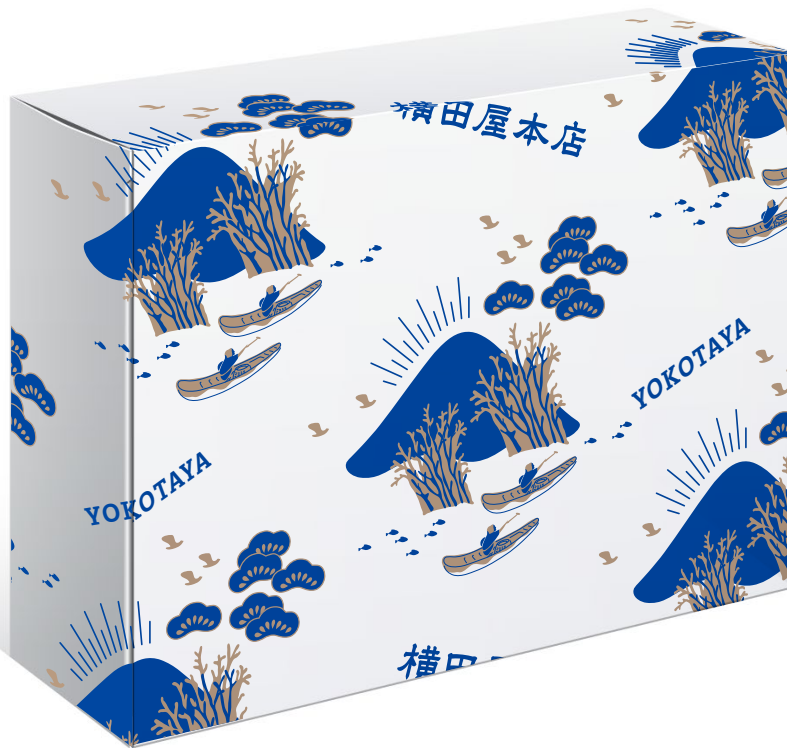
# Product System

Nori Packaging



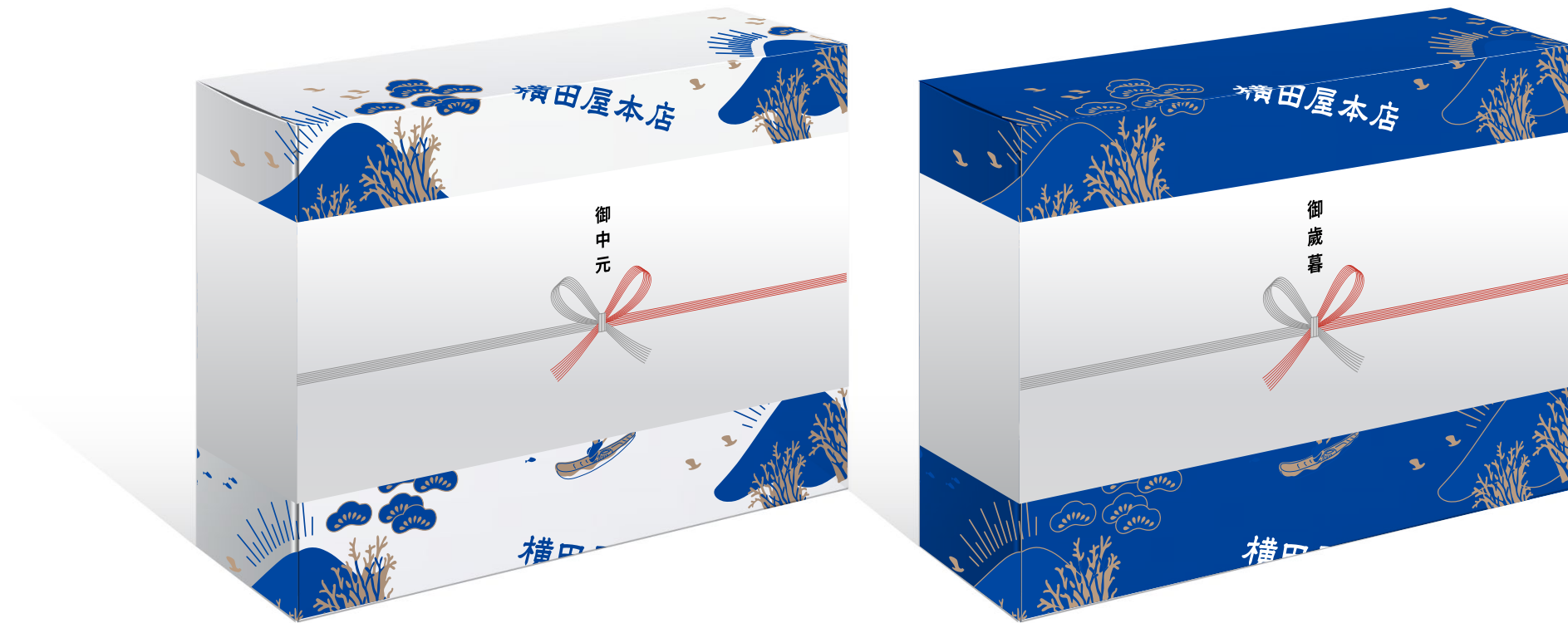
# Product System

Omiyage



# Product System

Celebration Gift



## Paper Bag





Proposal 2

# New Way of Eating

新しい食べ方

# Gift for Gathering

集まりの楽しさ



**Gift Box**

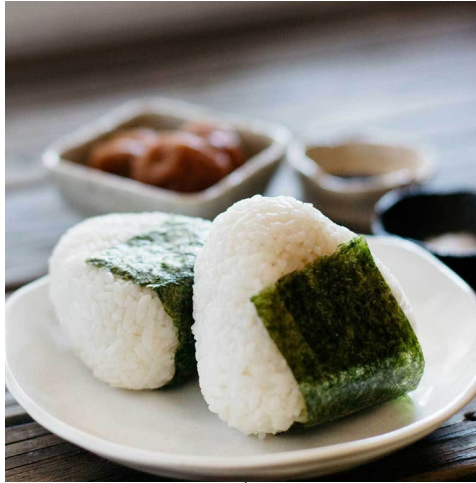
**Gathering**

# **Convenient Set**

詰め合わせセット

**Cooking/ Making  
Things Together**

**Young Mother/ Lady  
26—36 years old**



#### FLAVOURS

**Salmon**

**Mentaiko**

**Tuna Mayo**

**Konbu**

**Katsuo**

#### INGREDIENTS

**Rice**

**Nori**

**Pickled Plum**

**Dried Bonito Flakes**

**Dark Soy Sauce**

**Black Sesame Seeds**



# Get Everything in One Time!

すべての具材を一つに

FLAVOURS

Salmon

Katsuo

INGREDIENTS

Dried Bonito

Sesame Seeds



# Accurate Amount of Ingredients

必要な分に合わせて

FLAVOURS

**Salmon**

**Katsuo**

INGREDIENTS

**Dried Bonito**

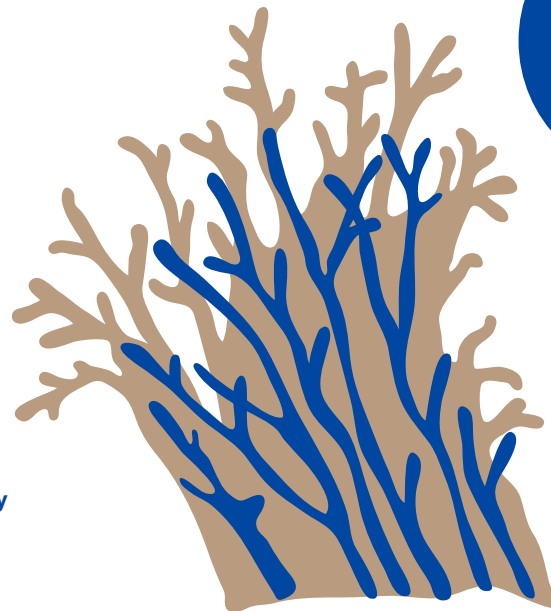
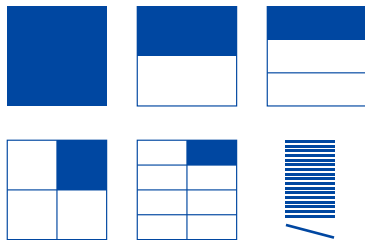
**Sesame Seeds**

# Convenient Set

Overall Products in Convenient Pack



## Facts of Nori



自然の  
恩恵

Seaweeds get nutrients  
flowing in the river from  
the mountain.

健康的な  
ライフ  
スタイル

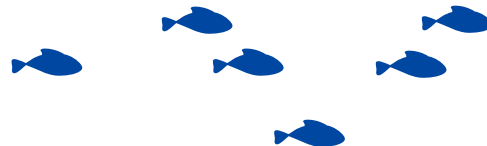
Rich in nutrition and it is likely  
to contribute to prolonging the  
healthy life of the Japanese

持続  
可能性

As a food & shelter for many  
forms of sea life, nori keeps  
the eco-system balance.

和紙と同じ  
な作り方

Nori does not naturally dry into  
flat sheets! Traditional techniques  
are similar to paper-making.



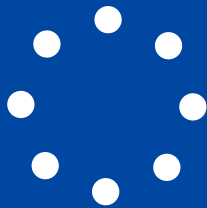


## Fillings for Sale



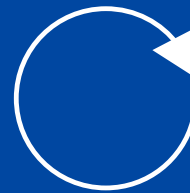
1

Encourage the gathering time  
while embrace the tradition



2

Spread the importance of  
balanced eco-system



3

Boost the sales of  
nori products



# YOKOTAYA CAFE

Omotesando  
Tokyo



Introduce nori-related dishes with  
ingredients from Kesennuma

# YOKOTAYA SHOP

Omotesando  
Tokyo



Introduce lifestyle products which  
reflect/ made in Kesennuma





# YOKOTAYA SHOP

Omotesando  
Tokyo



Proposal 3

# Online Buying System

ネットショップ



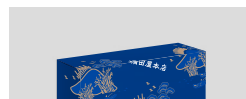
ホーム  
HOME

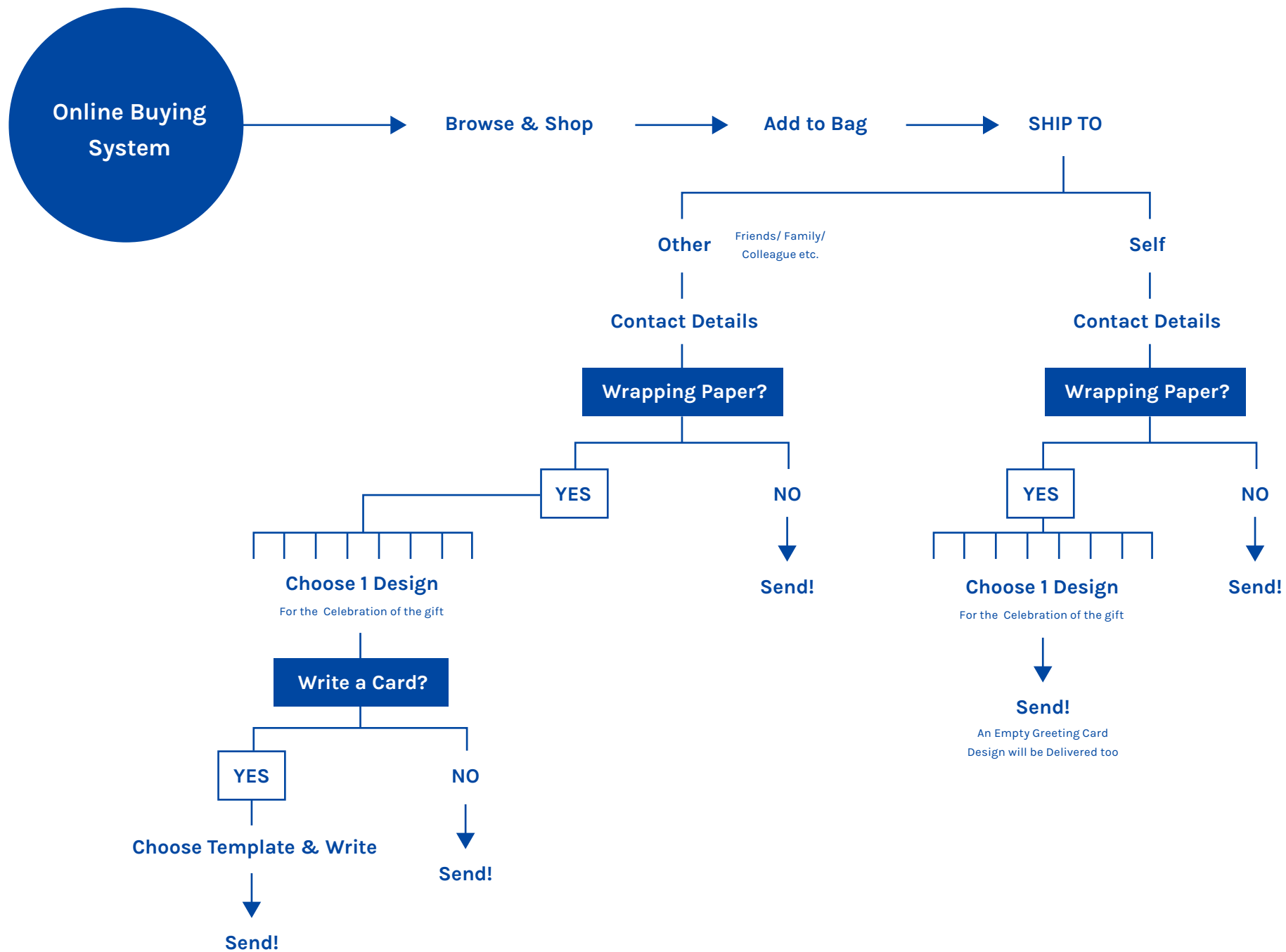
商品一覧  
PRODUCTS

品質  
QUALITY

お問い合わせ  
ABOUT

会社案内  
CONTACT



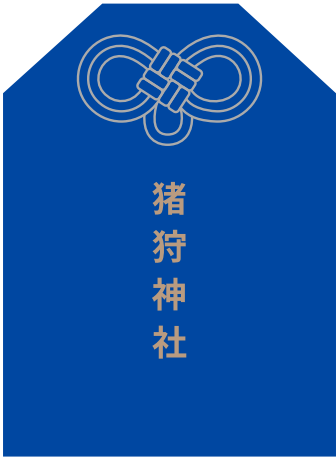
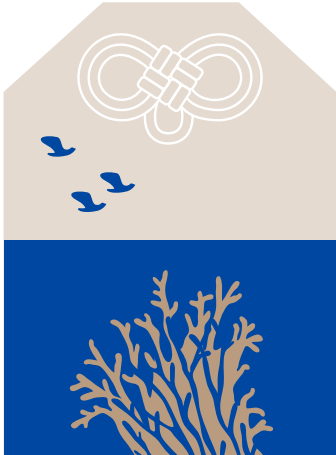
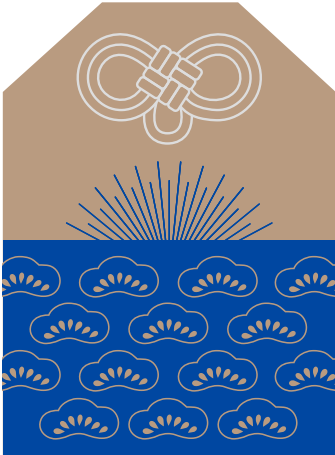
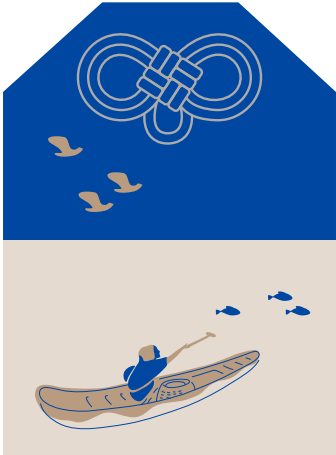




## Gift Materials




Omamori





## Conclusion

与えられることによって食べてはいけるが、  
与えることによって喜びの多い充実した人生を手に入れられる。  
情けは人の為ならず。良い行いは必ず自分に返ってくる。



We make a living by  
what we get, we get a life  
by what we give.

Good things will always  
come back.





ありがとうございます

Project  
Door to Asia 2017

Type  
Design Proposition

Thanks!

