

# ***Brand Identity***

## **Why do we do what we do:**

In today's fast-paced world, it's essential to slow down, reflect, and restore balance in our minds. Like the delicate leaves of the Sakura, we embody the beauty and simplicity of nature, which inspires our designs. Our goal is to pass on a sense of harmony and mindfulness to our customers.

Cherry blossoms symbolize renewal and the promise of new beginnings. We believe in a better future and are dedicated to helping your company create one. By reducing visual clutter in our designs, we aim to bring clarity and simplicity, allowing you to focus on what truly matters. This commitment is at the heart of everything we create.

**How do we do it:** By combining clean, modern Japanese aesthetics, flowy animations, and white space with innovative branding and web design tailored to meet clients' needs.

**What exactly do we do:** We specialize in branding and website design, delivering creative solutions that emphasize balance, and modernity through minimalistic, Japanese-inspired designs.

## **What is the mission and vision?**

- **Mission:** The mission of Sakura Creative is to deliver solutions in line with customer's wishes, while merging them with the modern and minimalistic design style of Sakura Creative.
- **Vision:** Producing high-quality media products to support our clients' growth and success. Our ideology's ground and foundation lays on bringing fresh, clean unconventional styles to freshen our clients' views and needs.

## **What is the company's core message or value proposition?**

- **Key strengths and USP's:** We are a studio that focusses on creating interesting branding means and websites in a minimalistic, modern Japanese style, for reference, it encapsules clean design language using grids with flowy animations, which differentiates us from other modern companies. Using a good amount of white space to emphasize the feeling of peace, balance and focus.

## **What are the company's core values?**

Our brand has a clean, innovative and modern design language to emphasize tranquility and minimalism. These values are communicated using classic Japanese motives/illustrations which are derived from old design and art such as the authentic ocean waves, the calmness of the wind, and the Sakura itself which is an icon of peace, tranquil life, and rebirth.

## **Who are the competitors, and how are they represented?**

- What logos and branding styles are common in the industry?

Other web-design teams and teams whose target audience is the same as ours. The common approach to logos can be very vast depending on every individual person in each team. It can range from complex and chaotic to calm and clean and everything in between.

- How will your logo stand out from or align with competitors' designs?

Our logo signifies tranquility, calmness and peace since these are the symbols of the Sakura. Our logo contains the tree itself, which some competitors choose to have a totally abstract design, which is hard to guess exactly what they are trying to imply.

## **What tone or emotion should the logo convey?**

Since our name and logo contain the Cherry blossom tree Sakura, it needs to be relatively clean, artistic, minimalistic and calm to portray our visions and ideas of what we are as a company. The audience should remember us when they see the logo and get a feel for our general design style.

## **What are the practical applications for the logo?**

The logo will be used practically everywhere possible. Be it in website hero sections, header icons, favicons, business cards, billboards etc. Color-wise both black-and-white and colored variants must work to ensure compatibility and reach as many people as possible. It needs to be adaptable to most used sizes for the previously mentioned