

Britney Bent
September 18, 2020
COMD 1112, Section OL 07
The Logo Research Paper
Professor Bauer

Sanrio Takeover

Sanrio has changed the lives of many individuals all over the world. Sanrio has affected us in so many ways with their Kawaii products. Sanrio to me is a brand that has lots of cool and Kawaii things; to make people feel like they have a piece of Japan's amazing and unique culture. Which is so interesting to me because growing up I have always wanted to go to Japan. Only to buy their really unique products and explore their fun country. There are numerous things you can do there, it's almost impossible to get bored. You can see why people love it there so much. People always adore Japan for their happy and pastel nature, they have things people living in other places don't have, like Japanese quality items and more; anyone would be lucky to experience it. Japan has so many different companies out there in the world that ship their goods to people all over the world. But my favorite company from Japan is Sanrio. They ship their goods in cute packaging, the packaging is so cute you would want to keep it.



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Which is why Sanrio comes in handy. Japan also has lots of kawaii characters to help entertain the people that live in Japan and to entertain the visitors as well. What is impressive is that Sanrio can think of so many different characters in so little time, it's all so unique and never before seen, that almost everyone wants to know more.

Sanrio wasn't always so popular; until Sanrio hired the famous and talented designer Yuko Shimizu. She is the creator of Hello Kitty. Hello Kitty made her first appearance when Yuko Shimizu made a vinyl coin purse where you can see Hello Kitty on it between a bottle of milk and a goldfish bowl. After this, Sanrio blew up and to this day Hello Kitty is still the most popular Sanrio character ever to be made. Sanrio has the ability to make many new characters in so little time to attract more customers, and they blow us away every time. There is a lot of good benefits to this, many people don't want to travel to Japan because they are too scared. But they would enjoy their products, with Sanrio you can have Japanese products shipped to you. Hello Kitty is so popular that you can find Hello Kitty all over the world. Hello Kitty is on lunchboxes, cars, diapers, television, there is no limitation for Sanrio's popular character Hello Kitty.



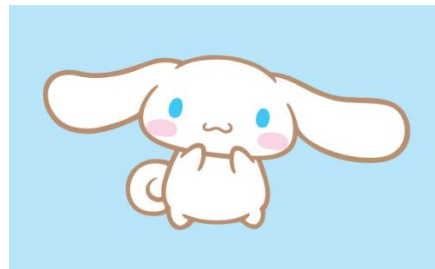
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Sanrio brings peace and love and joy to everyone's hearts worldwide. The logo represents the brand because it gives you the same vibe as their products do, and that is a Kawaii vibe. Just by looking at the logo you can see how much it represents what they sell to people. Kawaii means cute and cute is literally originated from Japan.

My research question is how did Hello Kitty help Sanrio become so popular? As time went on Hello Kitty was becoming less and less popular. Not all times will one character make a difference, Sanrio is a huge company with lots of interesting ideas and they never fail to amaze us with their work. They have a lot of merchandise, plushies, utensils, furniture, games, clothing, accessories, and so much more. Not just of Hello Kitty but of other characters by Sanrio as well. Hello Kitty was the first character and she helped boost Sanrio to the point where they were in business and needed something else besides Hello Kitty. So, they created other characters such as Cinnamoroll, My Melody, Pompompurin, and even Chococat, and Sanrio is still creating more every day.



My Melody



Cinnamoroll

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Hello Kitty Products:



My Melody Products:



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They make stuff for all ages and it gives you a piece of Japan. It's as if you have travelled there and came back with all this Kawaii merchandise. But in reality, it was sent to your door. They have a motto and I think It's really cute and very accurate, it goes, "small gift, big smile." this is very accurate and true because nowadays you can either buy a boring purse or you can buy a Sanrio purse. The difference with the boring purse is that everyone has it and everyone has seen it already. But Sanrio purses are better because Sanrio makes whatever we use day to day Kawaii and more unique and it makes you stand out in a good way. Sometimes it's good to be apart from the crowd, in Sanrio's case it is. Sanrio actually means three rivers, San is three in Japanese and rio is river in Spanish. This is an interesting choice for a brand name. Sanrio defines as all things Kawaii, and even the logo is Kawaii too. Shintaro Tsuji named the company and Sanrio is joining the three rivers of the world.

Sanrio's motto "small gift, big smile," is so much more than a motto. "It's more than just a catchy phrase, it's the foundation of everything we do, and we're proud to say we've been creating smiles for over 40 years." (Sanrio. (2020). Small gift, big smile.

<https://www.sanrio.com/pages/about-sanrio>) The Sanrio logo didn't always look like this; it has taken many turns before they picked the right one for the company. The official logo that they use today for Sanrio is the one that only says Sanrio and is colored blue, its font type is cursive. The Sanrio logo started out dark black and then it got more creative and more Kawaii just like the brand itself. The images surrounding the Sanrio logo are intended to complement it by showing all the interesting features Sanrio has in store for everyone who purchases from this

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brand. As you can see, the typeface changed as well. In the first logo, they used a sans serif font.

And it is colored black with a heart at the top of it.



The new logo for Sanrio is written in cursive font and is colored blue.



The Sanrio logo is so beautiful, it went from really dark and it didn't match their brand at all, to very cute and creative and has everything to do with the brand. I love the final logo. The Sanrio company doesn't add their logo onto their products because they want it to be as enjoyable as possible. If they do add a logo it's not an official one. Sanrio continues to be one of the most popular brands all over the world; because Sanrio is so unique, and it captivates everyone. There is just something so special about having their products, it makes you feel like a kid again. "At Sanrio, we believe a gift is more than just a gift, rather, a gift is a means of expressing our heartfelt feelings for others. This philosophy guides all of our activities, whether

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we're designing a stationary set, a retail store, or an animated television series.” (Sanrio. (2020).

Small gift, big smile.<https://www.sanrio.com/pages/about-sanrio>) Sanrio is such a welcoming and friendly company. They invite everyone to come along and get something they like. It's not just for kids. It's for adults and teens too. There are many things Sanrio can help with. Sanrio makes many different things; their products are perfect for people who want to stand out a little more from the crowd. It's worth buying if it is Sanrio; since they have good quality stuff; they most likely have something you need on your shopping list except way cuter. There are Hello kitty cafes and dentists and more.



Hello Kitty started to become unpopular because she doesn't have a mouth and seems like she has no emotions. But after the new characters came in and Sanrio was starting to sell more, people started to love Hello Kitty again. They like that Hello Kitty is a part of everyday lifestyles now. Hello Kitty is the number one favorite character from Sanrio because people realized she's cute the way she is, and she brings life to their everyday lives.

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In conclusion, Hello Kitty is so popular and it is not only popular for being cute; but its popular for bringing up this amazing company called Sanrio, if it wasn't for Hello Kitty, Sanrio wouldn't have became so popular all around the world. Hello Kitty is what got everyone to start loving Sanrio, before Sanrio even came about. Ever since, Hello Kitty was made, there was new characters, new products, everyday items, cars, clothing, accessories, technology, and so much more from Sanrio. Hello Kitty plays a big part in Sanrio, and it is keeping Sanrio in business, although the other characters help too; this company wouldn't be the same without Hello Kitty.

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