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COMD 1112

Digital Media Foundations

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### **The creation of Uniqlo's logo and brand**

Uniqlo is a textile manufacturing company which started in 1949 in Japan. It then has grown to one of the most iconic clothing brands today, with a whopping 1000 stores worldwide and counting. The logo for Uniqlo consists of two squares that are red, with white text inside, that spells the company's name in both Japanese & English. It is easily recognizable. Who was the master mind behind this design? Kashiwa Sato, the designer, explained that the CEO of the company, Tadashi Yanai, wanted the logo to have Japanese branding so the colors are similar to the Japanese flag.

Before Uniqlo got its iconic name it was called the "UNIQUE CLOTHING WAREHOUSE" which was called like that from 1984 to the early 1990s(Amy Lamare). Later The company decided to shorten its name. Originally the company was going to be called Uni-Clo as an abbreviation for the words "unique clothing" but something happened due to a technical glitch that was changed. In the process when registering the name the registration Office that company sent the brand name to misread the original naming of the company changing the letter C to an A. Due to the technical error Uniqlo had to rebrand all their stores which ultimately worked for the best(Kashiwa Sato). The company's original logo appeared in 1991 with one square and the

words UNIQLO located in the center with the sans serif font Futura Std Extra Bold for the company today.

At the timeframe of the company's growth lots has changed and with that change came a new image. What's that change you may ask? Expansion, growth and innovation. Uniqlo with its rapid growth in the 21<sup>st</sup> century came a fresh new vibrant look as well. In 2006 UNIQLO's logo was redesigned incorporating a second square to its look with a more vibrant red and white aesthetic to make it stand out (Japan Branding). The redesigned logo is still used today. Unlike most stores today Uniqlo is different from other brands such as Zara or H&M that mainly focuses on its style. Uniqlo's unlike many other clothing companies sells clothing for your day to day life in short comfortable and reliable simple and to the point which essentially translates to companies branding and logo design.

## Work cited page

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