

Kevin Chen

Logo research: UNIQLO

Clothing has been an essential part of our lives throughout the existence of humanity. It serves many purposes, from covering our bodies to protecting us from the weather of all kinds. Over the years, clothing has become more than just a simple cloth we wear to face the climate, it has become an essential part of fashion, something that people of today care greatly about. Despite the numerous expensive high fashion brands, one company by the name of UNIQLO holds its popularity with the people without the need of expensive collabs and purely through their own production of clothing.

UNIQLO was founded in March 1949 in Ube, Yamaguchi, Japan, as a textile manufacturer, but only started taking off in 1984. The store was originally a male-oriented store before its change in 1984 to a unisex clothing store, in an attempt to cater to a wider audience. It was also in this change that UNIQLO would get its first logo. The logo serves to represent the rebranding from a male-oriented store to one that targets both genders. The name of the store was also different back then as instead of UNIQLO, it was simply called Unique Clothing Warehouse.



The name UNIQLO came into effect in 1988, when the company underwent another rebranding which in the process meant a change in name. The name was originally meant to be called UNI-CLO, which is just a shortened version of Unique Clothing, but during the process, the registry miss read the C as a Q instead which resulted in the name UNI-QLO instead, and the company decided to keep it that way



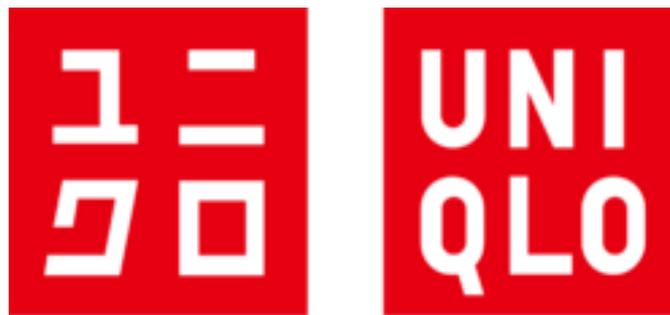
In 1997 UNIQLO logo went through some major changes due to its expansion overseas. The new logo used by UNIQLO was simply a red box with the word UNIQLO placed inside with UNI being on top and QLO on the bottom. The Logo was developed by Richard Seireeni and Sy Chen who are designers from The Brand Architect Group. The design of this logo was also “borrowed” from the GAP clothing brand logo



In 2006 UNIQLO once again redesigned its logo into what we see today. The logo was designed by Kashiwa Sato, who is a Japanese designer known for his work involving other Japanese companies such as Nissin(cup noodles), Seven-Eleven, and more. The font used for this design was their own custom font simply called Uniqlo sans. Kashiwa Sato has stated that he wanted the logo to represent the sense of “Cool-Japan” with its modern simplicity. He also stated that the logos' Japanese letterings were intentionally placed to resemble the Japanese red seal and that the placing of both the English and Japanese side by side is to give it the “international flavor”.



Kashiwa Sato “Nissin” logo



Current UNIQLO design

Resources:

- Domae, Nobuo, Uniqlo General Information, April 2007, <https://en.wikipedia.org/wiki/Uniqlo>
- About UNIQLO, UNIQLO, 2021, <https://www.uniqlo.com/eu/en/info/about.html>
- Marino, Toni, Kashiwa Sato and Other Design Works, Samurai, Tokyo, <https://kashiwasato.com/>
- UNIQLO Logos, Logopedia, 2021, <https://logos.fandom.com/wiki/Uniqlo#1984.E2.80.931999>

- UNIQLO Logo Design by Kashiwa Sato, <https://tonimarino.co.uk/uniqlo-logo/>
- Logo history, 1000logos, 2016-2020, <https://1000logos.net/uniqlo-logo/>

- Uniqlo 1997 Logo designer, The Brand Architect Group, 2020, <https://www.brandarchitect.com/work>