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When it comes to well-crafted animated movies there aren't that many companies that can compare to the talent that is "STUDIO GHIBLI". According to closinglogos.com, "Studio Ghibli" is a Japanese animation film studio that reside in Koganei, Tokyo. Some of their most famous movies include such things as "Spirited away", "Princess Mononoke", and "My neighbor Totoro" pretty clear to see were there logo came from. The logo contains the beloved character "Totoro" from "My neighbor Totoro" and uses Japanese katakana with Century Gothic and Futura with its English font. Eventually the changed it by adding a few more katakana characters and settling with their blue background. The studio was founded in1985 by animator Hayao Miyazaki and director Isao Takahata, after they worked on several television shows, animations, manga and movies together. The thing about this company is that they have a way of making their characters really dynamic and relatable, especially on an emotional level.

As far as the logo is concerned, I feel one of the main reasons why they used the character Totoro is not just because the movies is there biggest success, but because what he represents to the audience. In the movie Totoro represents hope, curiosity and many warm feeling that the Ghibli franchise is known for. I'm also a fan of how simple the logo is, the profile view of Totoro and the strong simple use of san serif type draws you in. not to mention the dark blue really works with the overall tone that try to set for their movies. Along with things like artwork and products plush toys its now wonder Totoro became a well-known and well beloved character, and the prefect symbol for the Studio Ghibli brand.