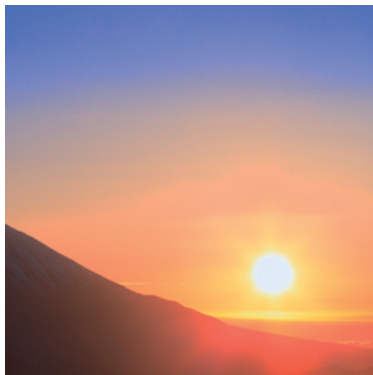


About the Unified Logo of National Parks

Design concept



The logo depicts the sun rising over the horizon. The gradational vivid colors represent mist-shrouded scenery typical of Japan. The use of geometric figures to abstract the sunrise effectively conveys the essential quality of national parks as “a space that encompasses rich diversity.”

A brief profile of the designer

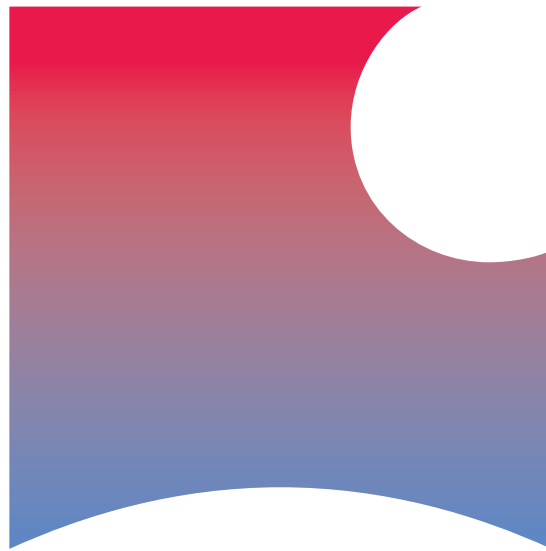
Yoshiaki Irobe

Graphic Designer / Art Director

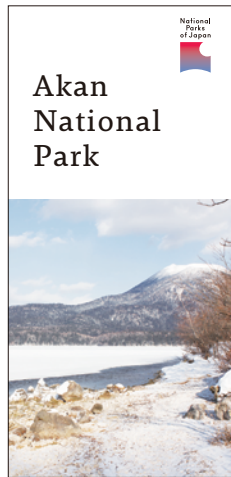
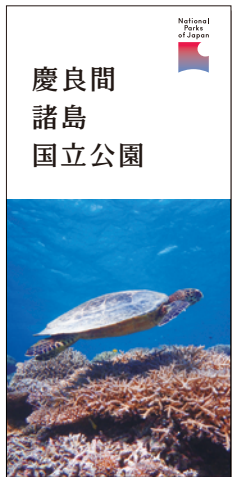
Mr. Irobe was born in Chiba Prefecture in 1974. He completed the Master's program at the Tokyo University of the Arts. He presides over the Irobe Design Institute, Nippon Design Center Inc., and is a part-time lecturer at the Tokyo University of the Arts. His major works include visual identity (VI) and signage planning for the Ichihara Lakeside Museum and the Tenri Station Plaza CoFuFun, VI for the Tokyo University of the Arts, and design direction for the Takeo Paper Show 2011 (“Books”) and the Naka-Boso International Art Festival (Ichihara Art x Mix). He undertakes design work across a broad spectrum, applying his graphic design techniques with his editorial perspective, from two- and three-dimensional graphics to spatial design such as the product package design for HAKUTSURU SAKE Brewing Co., Ltd. and Ezaki Glico Co., Ltd. He pursues excellence and enhancement of the quality and functionality of information design in public spaces through diverse projects such as the Ginza Navigation Tags System and the TOKYO PROJECT.

Mr. Irobe has won numerous design awards both in Japan and abroad, including awards from the Tokyo Art Directors Club (ADC), Japan Graphic Designers Association (JAGDA), Japan Sign Design Association (SDA), One Show Design, and British Design and Art Direction (D&AD). He serves as a member of the design awards jury for the Good Design Awards, ADC Awards, Design Excellence Awards, D&AD Awards and others and as a lecturer in the design workshop at the Meguro Museum of Art, Tokyo. Mr. Irobe is a member of the Alliance Graphique Internationale (AGI), ADC and JAGDA.

National Parks of Japan



Use in brochures (conceptual)



Use in signboards in the park (conceptual)

