

## The official logo of the “Japan Autumn Festival in Hong Kong – Rediscovering Nippon”



### **Message from the Logo Designer**

Perhaps most people associate autumn with the colour brown. However, since ancient times, the impression of autumn in Japan has been one of bright colors: soft white clouds moving across a clear blue sky, ranges of green mountains covered with red and yellow leaves, and the mirror-clear surface of rivers and lakes that reflect the colorful autumn scenery...

I expressed the brightness of autumn in the logo by scattering chrysanthemums, which symbolize Japan's autumn. Just like cherry blossoms in spring, chrysanthemums are a representative flower of Japan in autumn. I would like more Hong Kong people to know about this different aspect of Japan.

Chrysanthemums first came from China as a kind of medicine. Later, having been substantially improved through plant breeding techniques in Japan, the beautiful form of chrysanthemums has long been favored as a pattern in Japanese traditional crafts; Therefore, I believe that chrysanthemums, for the Japanese people, also symbolize a “sense of creativity”.

Also, each petal of a chrysanthemum is an individual floret and a cluster of these florets composes a chrysanthemum blossom. This characteristic of chrysanthemums best describes the spirit of Japanese companies and Japanese society, which emphasizes consideration for others and teamwork.

Through the “Japan Autumn Festival”, I sincerely hope that Hong Kong people will rediscover the appeal of Japanese culture, Japanese products and service which are full of creativity and consideration.

### **Logo Designer Profile (as of 18 July 2016)**

Kazuo OKUNO

Mr. Kazuo Okuno is a graphic designer currently residing in Yokosuka City, Kanagawa Prefecture of Japan. Having worked in industrial design and interior design, Mr. Okuno set up his own company “Okuno Design Room in 1993 (later renamed “Okuno Design Room Limited Company)”. He designs logos as well as creates school badges and school songs for schools in Japan. Recently, as Tokyo will host the 2020 Tokyo Olympic and Paralympic Games, Mr. Okuno designed the logo for the branding strategy of Koto, a district of Tokyo. Other design credits include the official logos for “the 60th anniversary of the establishment of the diplomatic relationship between Japan and the Kingdom of Saudi Arabia” and “the 60th anniversary of friendship between Japan and Cambodia”.

(END)