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05/22/25

Business Storytelling and Brand Development

Brand Identity

## Brand Identity

### Section 1: Creative Brief

#### 1. Add Your Brand Positioning Statement (from Brand Strategy Canvas)

Adapt Nihon is for foreigners living in Japan who want to gain exposure for their brand or learn about the Japanese language and culture. It is a marketing consulting and language culture/learning company for foreigners living in Japan. Adapt Nihon is a rare example of a marketing consulting firm and language learning business designed for foreigners living in Japan to be successful. It is an all-in-one stop for integrating into Japan. This is because foreigners want to take risks with their brands, but aren't sure how to go about marketing themselves in Japan. They also want to learn the Japanese language and culture. They will be able to communicate brand ideas and general connections with Japanese people respectfully. Marketing and language/culture learning equals integration.

#### 2. Define the scope of the project and what you want to accomplish

- a. We are seeking to provide marketing consulting and language/culture learning for foreigners living in Japan. The customers will be foreign businesses or brands, expats, students, and foreign athletes playing for professional sports teams in Japan.
  - b. Adapt Nihon wants to create a future in Japan where foreigners understand what the Japanese public wants out of products and services. This future will also have many foreigners able to communicate in Japanese with natives, making new relationships in the process and integrating into society.
- #### 3. What is your brand strategy? What are your brand goals? (from Brand Strategy Canvas)
- a. Adapt Nihon will provide excellent services to our foreign clients, including marketing consulting for their business or brands, and teaching them the Japanese language/culture.

- b. We desire to become a well-known entity among foreigners living in Japan, who know us for being famous for assisting them with their marketing and language/culture learning needs.

- 4. Define the deliverables you will need (examples: logo, images, social media graphics, file formats, etc.)

There are many deliverables that will be needed for the success of our company. The logo will be used to state ourselves among our potential clients. Images, social media posts, videos, etc. will all be used to showcase the skills we provide.

- 5. Include the details on the tone, message, and style. Provide any other factors or requirements that might affect the creative direction.
  - a. Tone: Supportive and attentive to the ideas and needs of our clients.
  - b. Message: We are knowledgeable in both marketing consulting and Japanese language/culture learning, so you can rely on us to help you pursue your goals.
  - c. Red and white to showcase the passion we have for assisting our clients who need our services. It is also the Japanese flag colors that show the theme for our entire brand identity.

- 6. Provide the timeline if you have specific requirements. Not required.

N/A

- 7. Budget. If you have a set budget and any specific project costs include here. Not required.  
To be determined in the future.

## Section 2. Trademark: Pursuing Strong Brand

- 1. What are the **two best options** for the brand name? What are the strengths and weaknesses of each brand name? Explain in detail.

The two best options for the brand name are “Adapt Nihon” and “Engage Nihon”. First, Adapt Nihon shows how a foreigner can overcome the hurdles that come with moving to Japan and starting a business. They can slowly integrate with society to be more in line with the norms. It also has “Nihon,” being the Japanese word for Japan. This shows the brand’s location and the learning experience they will embark on. The negative of this brand name is that “Adapt” may be too strong of a word to use. Next, “Engage Nihon” shows how a foreigner can take Japan head-on and interact with the Japanese society. Similarly, “Nihon” shows the brand location and the journey that will take place. It is potentially a weak name due to sharing the name of a wedding engagement. People may get confused between the two words, leading to less exposure of the brand.

2. Have you searched for the names and all variations on **USPTO.gov** and on the Internet?

What testing and other research have you done to ensure the success of this brand name?

What results did you find? How did this impact your decision? Are the names protectable?

Why or why not? Attach screenshots from TESS and any other applicable Internet searches.



Searching through both the US trademark database and the Japanese trademark database, no names matched mine. I also checked Instagram for these names, and nothing came up.

Also, the domain names for both of the company names are available. Due to the nonexistence of these names on the internet, it makes the most sense to utilize these, specifically Adapt Nihon.

engage nihon

for you   Accounts   Reels   Au

No results found for "engage nihon"

<p>日本規格「<b>藤</b>」</p> <p>Wordmark</p> <p>Status <b>NOT</b> <b>ABANDONED</b></p>	 <p>Wordmark <b>N</b></p> <p>Status <b>YES</b> <b>REGISTERED</b></p>	 <p>Wordmark <b>N</b></p> <p>Status <b>YES</b> <b>REGISTERED</b></p>
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A screenshot of the Instagram search results for the query "adapt nihon". The top status bar shows the time as 12:21 and various connectivity icons. The search bar at the top contains the text "adapt nihon" with a magnifying glass icon to its left. Below the search bar, there are navigation tabs: "For you", "Accounts" (which is underlined), "Reels", "Audio", "Tags", and "P". The main content area displays the message "No results found for 'adapt nihon'" in a light gray font.

**1779 results** for adapt nihon

662

1,007

## NIHON GOSHIN AIKIDO

**Wordmark** **NIHON GOSHIN AIKIDO**

**Goods & Services** **45A0 ABANDONED**

**Class** 041 Providing training in the martial art of Ninjutsu.

**Serial** 76443665

**Owners** Stabile, Michael A. (INDIVIDUAL/USA)

## AIKIDO SCHOOL OF SELF-DEFENSE

**Wordmark** **AIKIDO SCHOOL OF SELF-DEFENSE**

**Goods & Services** **45A0 ABANDONED**

**Class** 041 Providing self-defense training in the martial art.

**Serial** 78173714

**Owners** Stabile, Michael A. (INDIVIDUAL/USA)

## Nihon Spindle

**Wordmark** **NHONSPILE**

**Goods & Services** **IC006 REGISTERED**

**Class** IC006 [Metal materials used exclusively for ballistics or...

**Serial** 006,002 01, 019

**Owners** 79063272

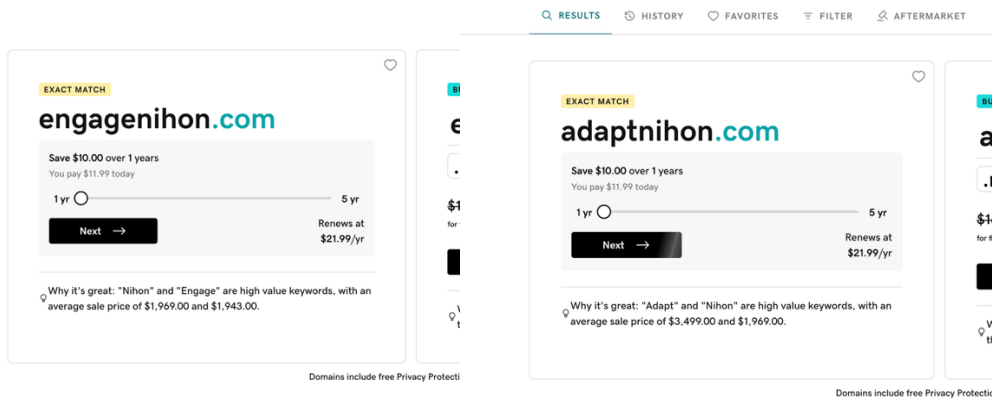
**NIHON SPINDLE MFG. CO., LTD.**  
CORPORATION, JAPAN

3. What categories do the names represent in terms of **USPTO protection**? (Fanciful, Arbitrary, Suggestive, Descriptive, Generic) If there's more than one included – explain in detail.

The 2 names both fall under the Suggestive Category. They do not directly state what the service does, so I would not put them under Descriptive. They both have a more abstract meaning, and someone would have to investigate the company to determine its function.

4. What will be the domain name strategy and what is the **specific domain name** you would use? Are there any other domain names that are similar? Provide a well-researched response. Be sure to research and discuss these options. Identify the specific URL you would use. Attach screenshots of your domain name strategy from a domain name reseller (GoDaddy, etc.)

On GoDaddy.com, both of my names are available with .com attached. adaptnihon.com and engagenihon.com. I would be more likely to purchase adaptnihon.com soon because it is the name the company will most likely be. The only other names that are close and taken would be adaptjapan.com, but that will not be the name of the company.



### Section 3: Brand Identity

1. Provide at least **two different logo concepts** of the visual brandmark solution for one of the new brand name options and include logo description, font choice, color theory and selection, and any specific details on the overall visual brand identity.

**Be sure to provide two different logo concepts AND a logo description for each.**



- a. The first logo shows a person's upward trajectory in Japan, as seen with the hand of the person being an arrow. The Sun in the back is the Japanese flag, also, there is a pagoda in the logo to show the location of the company and identity being Japanese-centric. The colors are white and red, Japanese colors that work with what the company wants to do. The font choice is **Garamond**, which works for showing the boldness of this type of business.
  - b. The second logo also shows a person, this type raising their hands to show the success they are having in Japan. The pagoda in the logo is stacked with an A and N for the company initials, but works to simulate the curves of a pagoda structure. This is all encompassed in a red circle to represent the Japanese flag. The font is **Futura** to make it easy to read for my clients. The color scheme is red and white, showing the Japanese theme, and the message of getting foreigners integrated in Japan.
2. The first logo is most likely to be used due to its unique design, representing a foreigner's upward success in Japan.





3. Hashtags used would be **#japan #learningjapanese #marketing #masterjapan #breakthebarrier #adaptjapan**
4. The core values on my website would be **learning, enjoyment, and results**. By employees of mine learning together to help clients and enjoying it at the same time. It will produce successful results and more business for us. One corporate culture tactic to be used would be incentives for us to go on company trips around Japan, experiencing the food and culture. This would give my employees a better learning experience of what they are working on, enjoying being able to go on trips with the company, and overall produce better results with our clients because of this.
5. The mission would be, “We guide and support foreigners in building confident, fulfilling lives in Japan- through language fluency, cultural understanding, and marketing insight.”  
The mantra would be, “Guiding success in a new world.”