

CASIO

VISUAL  
DEVELOPMENT  
GUIDE





01

02

03

## The Brand

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Rebranding Objective	04
Our Mission	07

## The Exploration

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Round 1 Sketches	11
Round 2 Sketches	17
Round 3 Sketches	21
Digital Exploration	23

## The Rebrand

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The New Identity	26
Visual Research	30
Similar Logos	39

# Rebranding Objective

The aim is to change CASIO from a collection of consumer electronics into a unified brand known for utility and function. Instead of making disposable products, the focus is on tools built for meaning and prioritize function. This rebrand positions as a reliable brand that provides utility and meaning creatively.



# Brand Phrases

## Built to Endure

Built to Endure reflects the brand's focus on strength and reliability. Solid forms and bold structures create a visual language that feels durable, stable, and consistent with Casio's long tradition of dependable products.

## Crafted for Function

This highlights the balance between function and visual character. Rhythm, pattern, and confident typography create a design language that feels energetic, technical, and clearly connected to Casio's engineering heritage.

## Simple Efficiency by Choice

Simple Efficiency by Choice focuses on clarity and purpose. By removing unnecessary elements and using simple structures, the visual system remains clean, precise, and aligned with Casio's tradition of practical and efficient design.



Casio exists to place tools in everyone's hands that inspire creativity, delivers real utility, and supports user for a lifetime of meaningful work.

**Our Mission**

# Development of the Identity

This section contains the initial sketches for the Casio rebrand. The drawings test three different design rounds of iteration and exploration of logomarks and also a digital round to flush out the ideas.



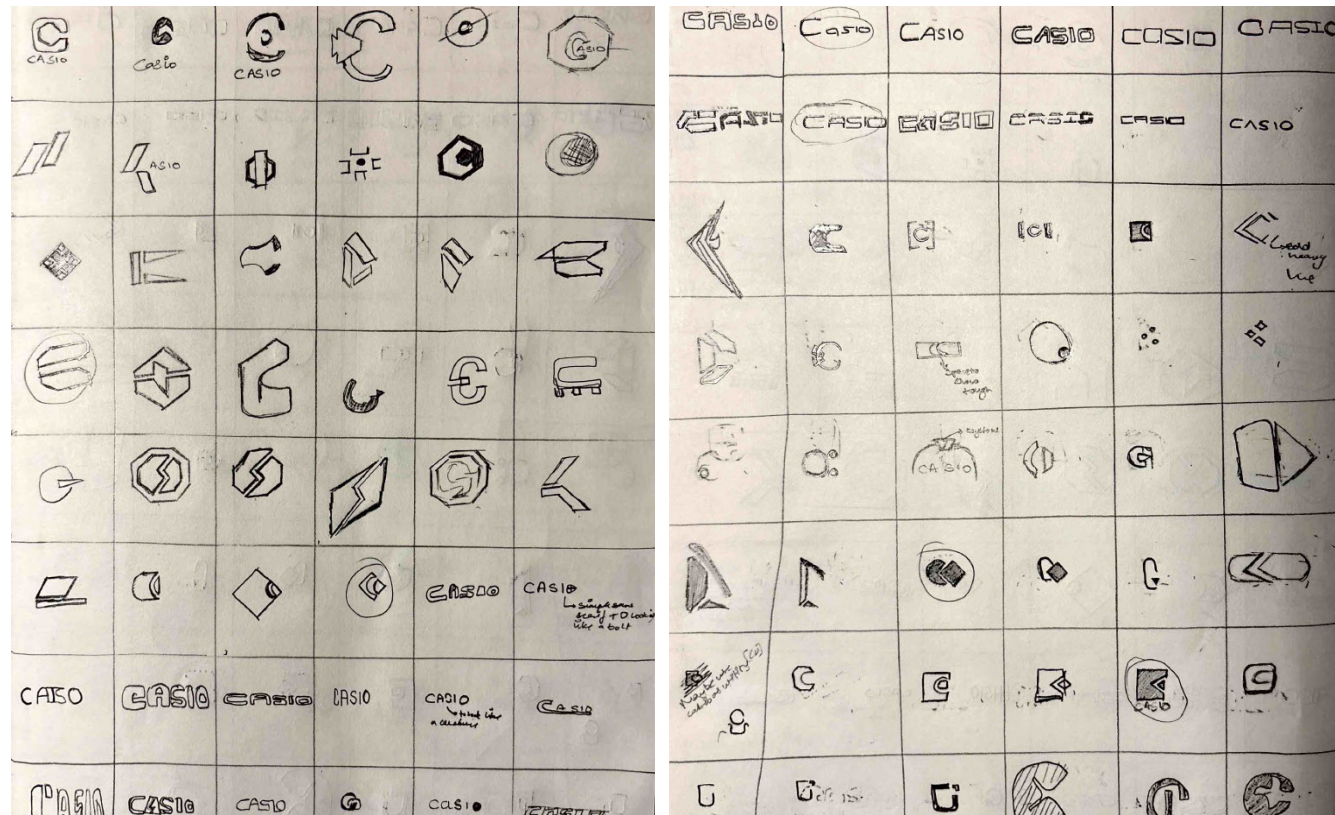
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# Round One Sketches

This section contains the initial sketches for the Casio rebrand. The sketches are divided into three different design directions one according to each brand phrase.

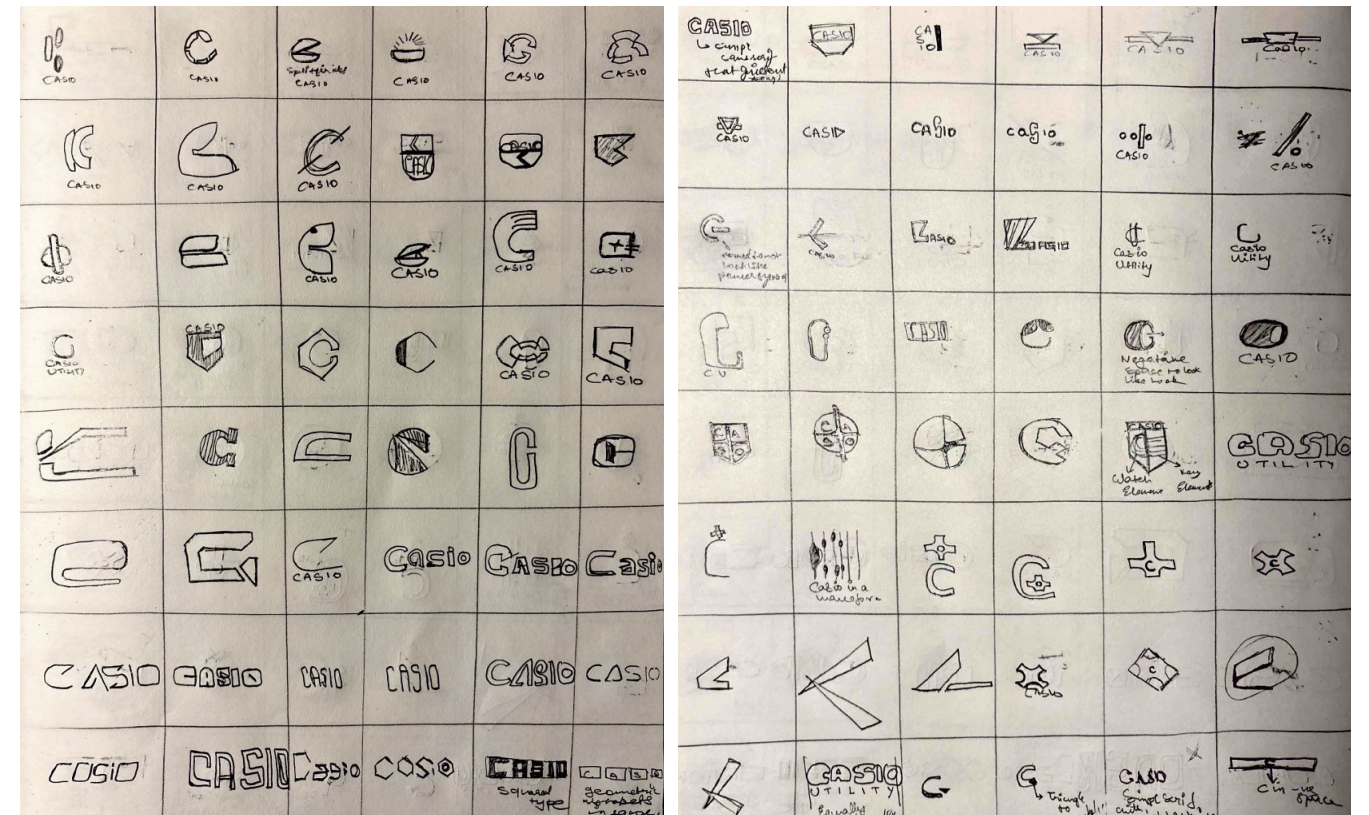
Camp One focuses on a strong, durable shape that feels solid and dependable.

# Camp One



Camp Two explores a more rhythmic and technical look, forms and clear structure.

# Camp Two





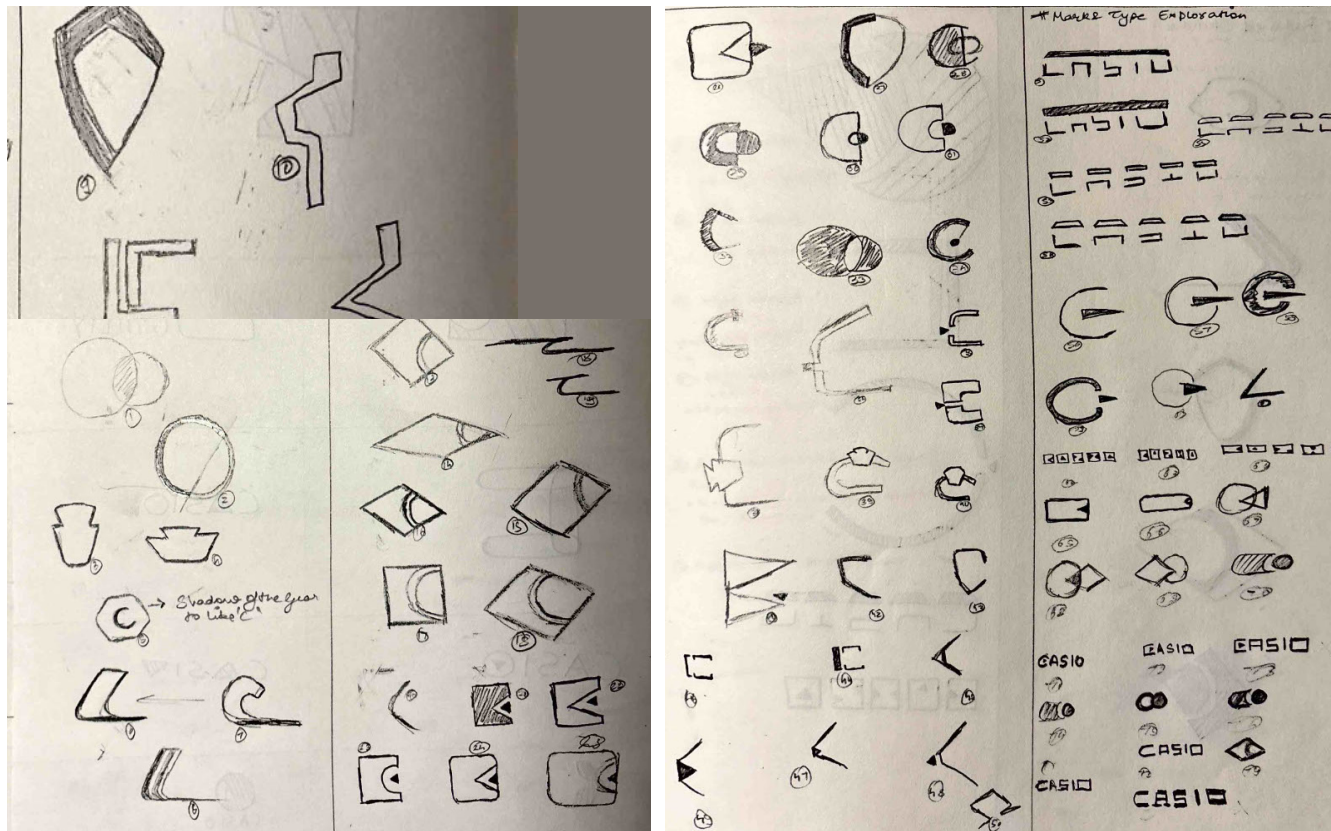
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# Round Two Sketches

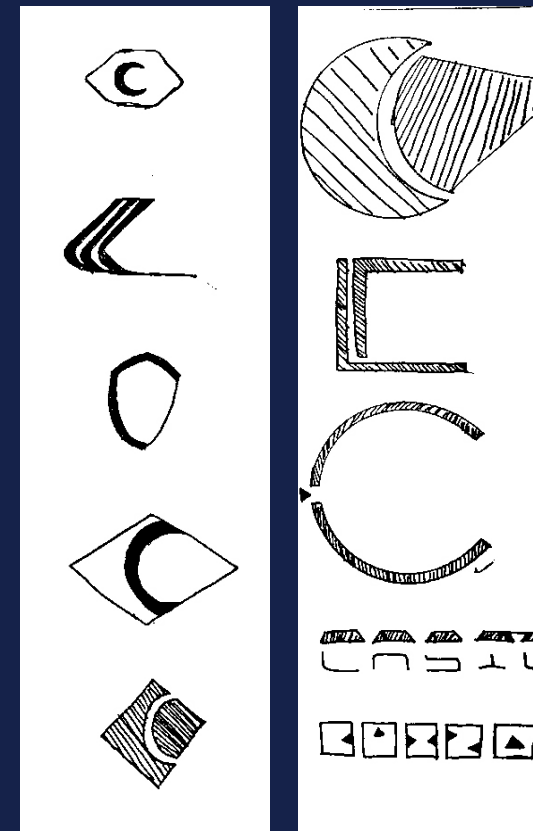
This section contains the second round sketches for the rebrand. These are further explorations and omission of ideas doing one more round of rough sketching and refinement.

These sketches present fresh variations with quick, loose testing of new forms and directions.

## Rough Sketches



## Refined Sketches



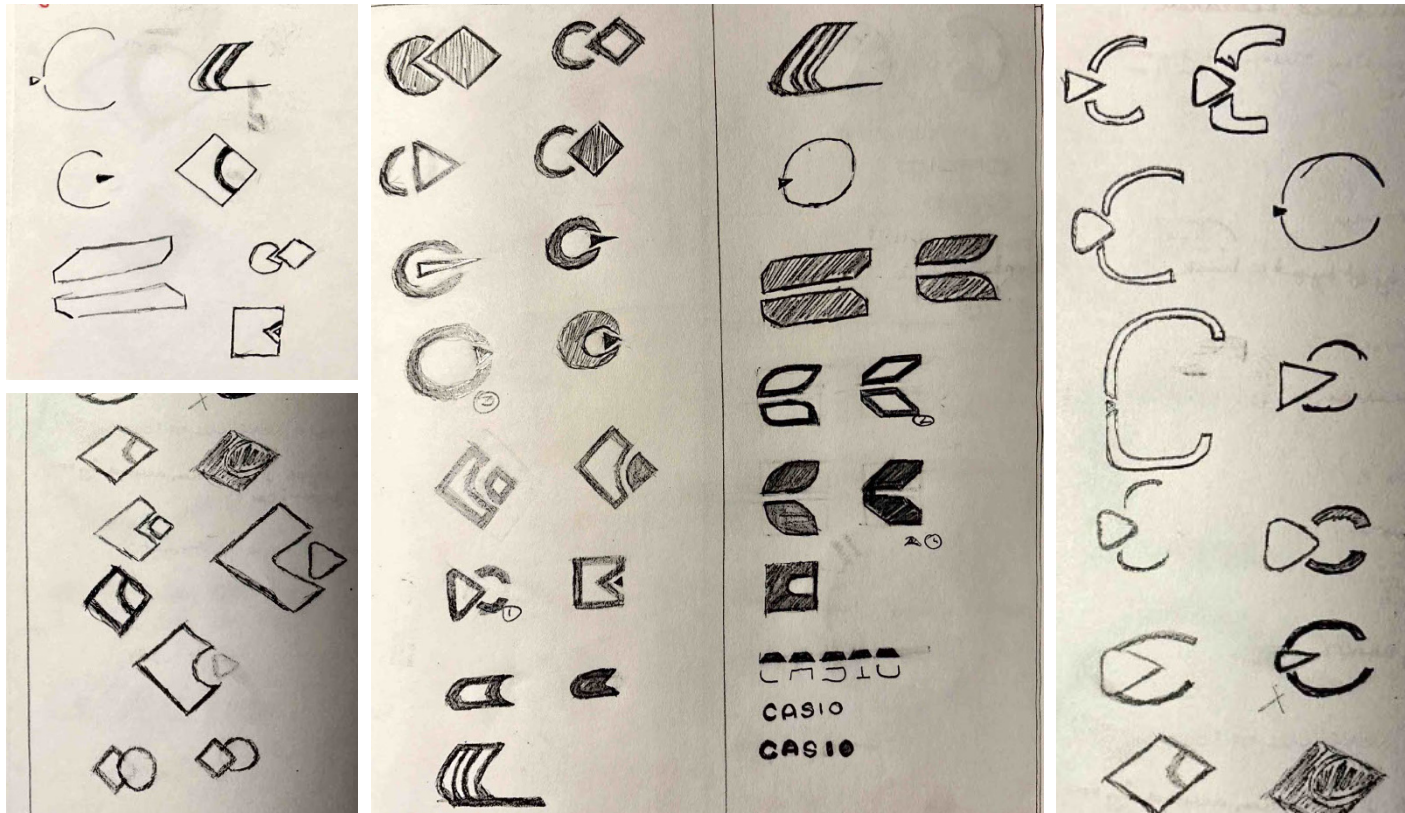
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# Round Three Sketches

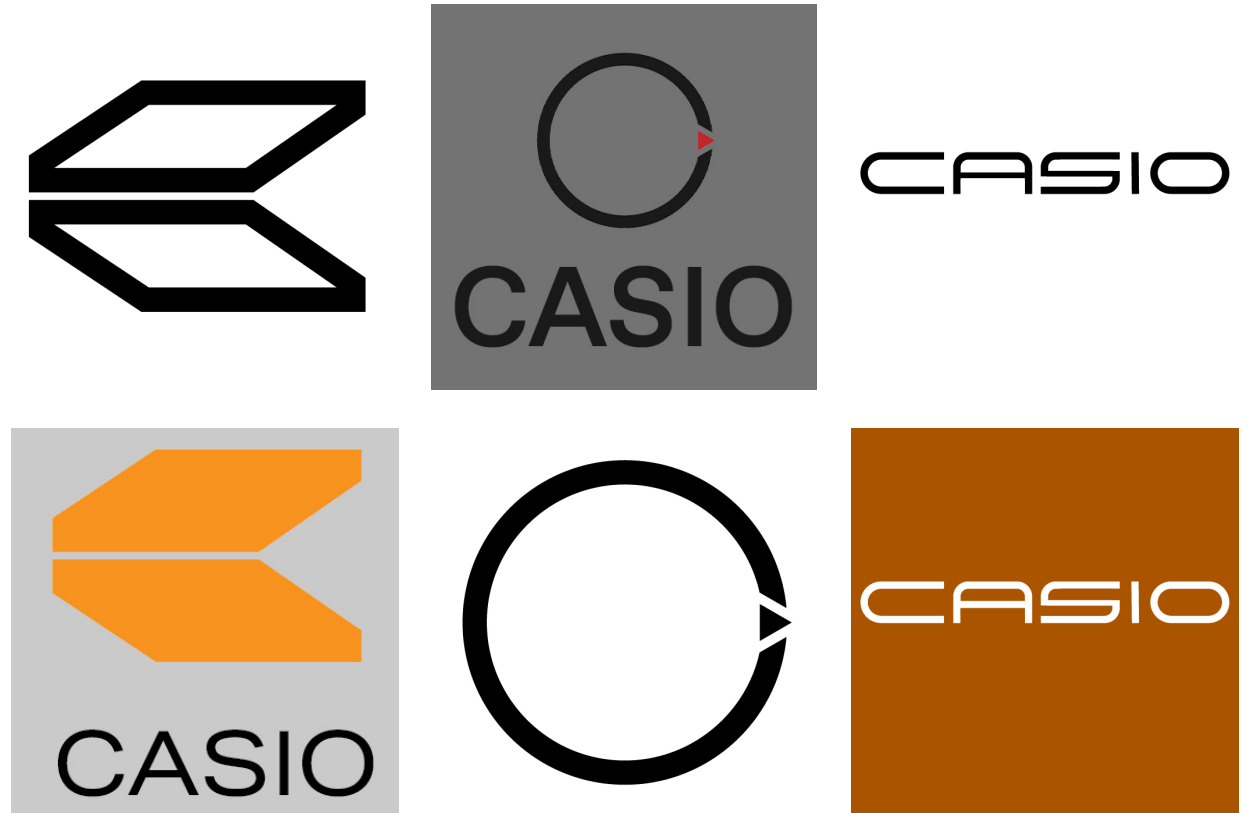
This section contains the third round of the exploration for the rebrand. This round consisted of one final round of sketching and then taking it on the screen to create digital variations of three selected directions.

This is rough sketches to test the strongest ideas that have stood out in all rounds before moving to the computer for further exploration.

## Rough Sketches



## Digital Comps



# The Convergence

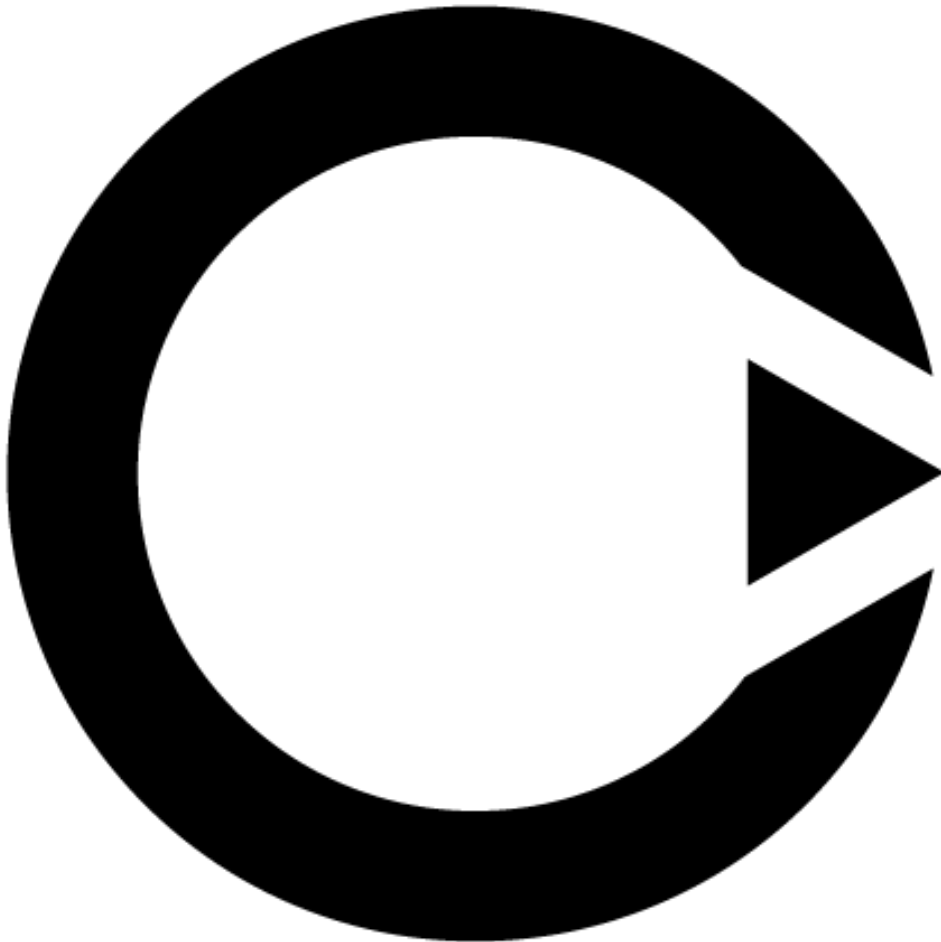
This is where we finally select our final logo for the rebrand.  
This sections contains b/w and color variations for the new  
brand identity of Casio



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# The Final Logo

Black and White



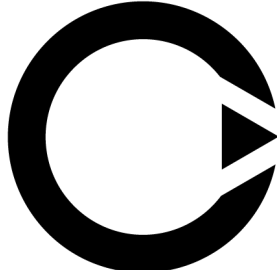
CASIO

# Logo Variations

Black and White

CASIO

 CASIO



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# The Final Logo



# Logo Variations



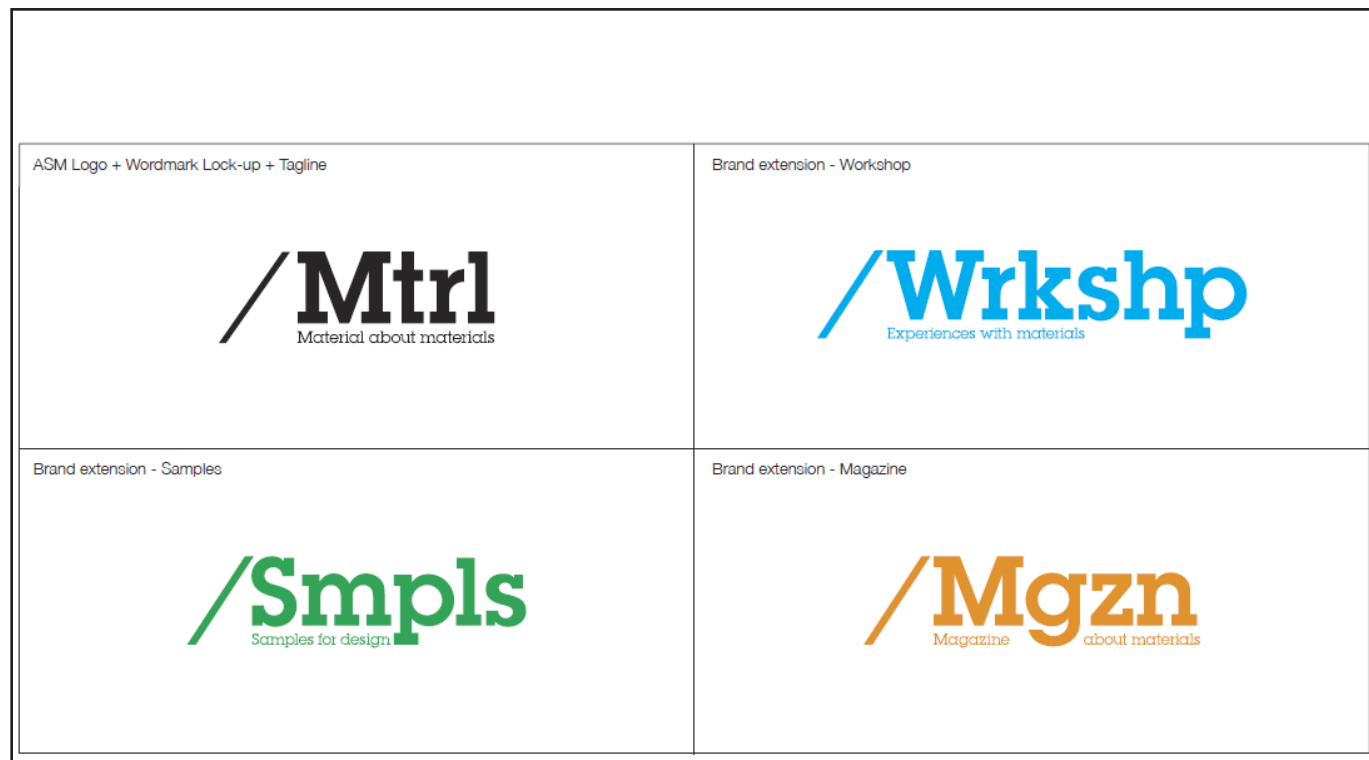
# Research for Visual Guide

This section explores the visual landscape surrounding the brand. It examines competitors, design trends, and historical references to understand how Casio communicates visually. The research helps identify opportunities, gaps, and directions that can guide the development of a distinct and are relevant to the brand identity.





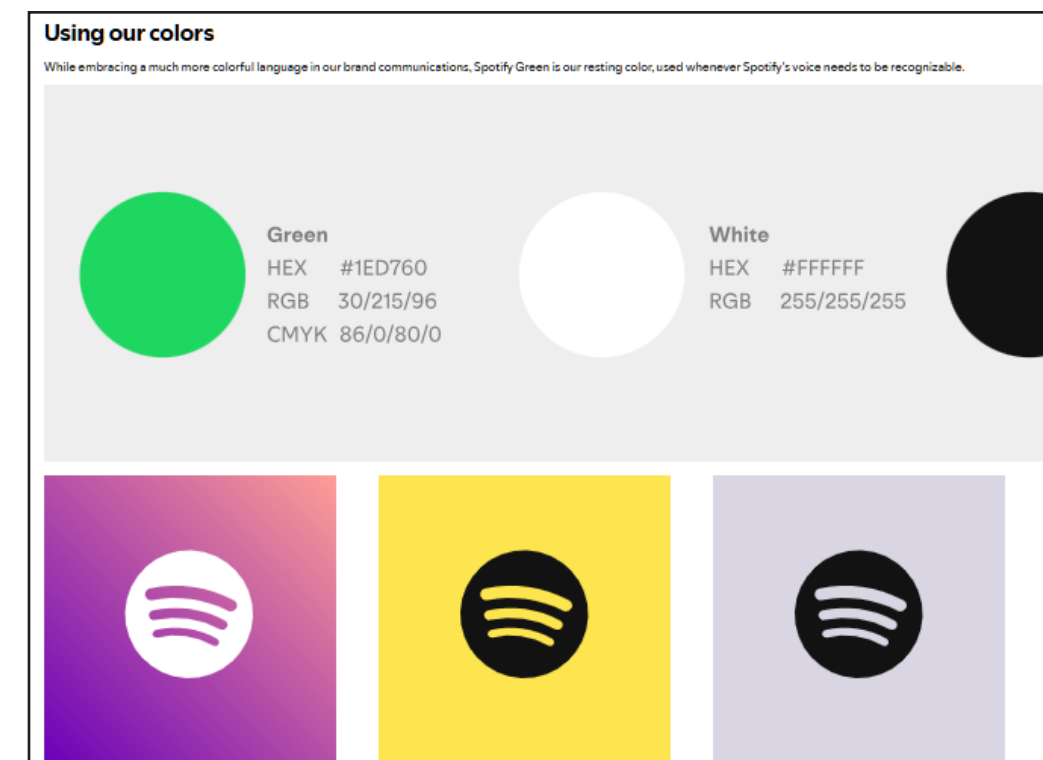
# MTRL



## Type Specs

Mtrl shows how typography can build a whole family of brands. By using a specific font and a forward slash (/), they created a consistent look for different sections like “Wrkshp” and “Mgzn.” It proves that simple text can be a powerful brand tool.

# Spotify



## Color Use

Spotify makes color rules easy to follow. They provide the exact “recipe” for their green, white, and black. Most importantly, they show “Yes” and “No” examples to teach people how to use colors without making the brand look cheap or hard to read.

# Boeing

1. 2. 3. 4. 5. 6. 7. 8. 9.

Examples of unacceptable use of Flow Lines are shown here.

1. Do not alter the widths of the rule lines within a Flow Line unit.
2. Do not use colors outside the approved color palette for backgrounds or Flow Lines.
3. The rule lines within a Flow Line unit are always vertical. Do not alter the angle of the lines.
4. Do not place Flow Lines vertically across a layout.
5. Do not change the horizontal orientation of the Flow Lines.
6. Do not use more than one line weight within a Flow Line unit.
7. Do not alter the curves of a Flow Line unit.
8. Flow Lines should never appear in another shape.
9. Do not use more than three Flow Line units per spread.

## Logo Dont's

Boeing is the best at showing what not to do. They list nine clear mistakes, like stretching the logo or using the wrong colors. By crossing out these "unacceptable" versions, they make it impossible for designers to get the branding wrong.

# Fedex

## Alternate Versions

Fedex keeps the "Fed" the same but change the color of the "Ex" for different services like Ground or Freight. This makes it easy for customers to tell the branches apart while keeping the main brand famous.

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# Similar Logo Identities

This section involves researching at least 20 real company logos similar to the current concept to identify potential originality concerns. Each example includes a brief company description, clear similarities, and differences. These are organized into visual subsets based on shared characteristics to support critical evaluation and prevent duplication.

# Subset 1

## Folded / Engineered Geometry



SpaceX

Similarity: Sharp angled forms suggest forward motion and thinking.

Difference: Uses curves, less rigid planar structure.

Stripe

Similarity: Diagonal segmentation creates modular visual rhythm.

Difference: Primarily typographic, lacks symbolic abstraction and depth.

Nvidia

Similarity: Angular geometry communicates advanced technology.

Difference: Organic eye motif softens geometric systems and look.



Caterpillar

Similarity: Strong angular form conveys industrial durability.

Difference: Single accent shape, not full geometry.

Komatsu

Komatsu

Similarity: Bold geometry reflects engineered strength and stability.

Difference: Static typography, lacks layering.



Cisco

Similarity: Repetition builds structured, modular visual system.

Difference: Vertical bars instead of folded planes.



Mitsubishi

Similarity: Geometric construction creates strong recognizable structure.

Difference: Symmetrical composition, lacks directional motion.

# Subset 2

## Directional Circular Systems



Amazon

Similarity: Arrow element introduces clear directional movement.

Difference: Integrated within wordmark, not standalone symbol.



Beats

Similarity: Circular base with internal directional emphasis using b.

Difference: Letter-form-based, not abstract directional cut.



Pepsi

Similarity: Circle divided by internal dynamic shape.

Difference: Soft fluid division, lacks sharp precision and direction.



LG

Similarity: Circular enclosure with internal graphic elements LG.

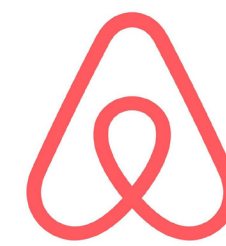
Difference: Humanized face concept, not directional motion.



Target

Similarity: Strong reliance on simple circles.

Difference: Static composition without directional interruption or elements.



Airbnb

Similarity: Continuous loop form within circular.

Difference: Soft organic curves, lacks mechanical precision and toughness.



BP

Similarity: Radial circular system suggests expansion outwards.

Difference: Organic petal form, not directional cut.

# Subset 3

## Rounded Typography



### Samsung

Similarity: Clean geometric wordmark displays modern technology.

Difference: Neutral tone, lacks expressive rounded detailing.

### Sony

Similarity: Strong wordmark central to brand identity.

Difference: Serif typography, not rounded geometric form.

### Panasonic

Similarity: Functional typography reflects engineering reliability.

Difference: Conventional type, lacks futuristic character shaping.



### Xiaomi

Similarity: Rounded shapes create approachable modern tech feel.

Difference: Playful tone, less precision-driven execution.

### Nokia

Similarity: Soft geometry balances technology and human accessibility.

Difference: Simpler forms, less customized typographic identity.

### Oneplus

Similarity: Minimal wordmark supports clean contemporary tech.

Difference: Relies on icon, not typography alone.

