

# CASIO

**VISUAL  
STRATEGY  
GUIDE**





01

02

## The Brand

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Brand Overview	04
History and Timeline	06
Brand Soul	08
The Rebrand	09

## Evolution

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The Audience	11
Brand Personas	12
Brand Grid	18
Competitive Analysis	22
Brand Buzzwords	30

# Brand Overview

Casio is a global technology company founded in 1946 in Tokyo, Japan. The company began with a small invention designed to solve a practical everyday problem in post-war society. This early focus on functional problem-solving shaped Casio's long-term direction. As Japan entered a period of rapid technological growth, Casio expanded into electronic innovation while maintaining its commitment to simplicity and usability. Over time, the company developed a diverse product range that includes calculators, watches, musical instruments, and other digital devices. Despite this expansion, its central mission has remained consistent: to design tools that are clear in purpose and accessible to a wide audience.

A major turning point in Casio's history was its development of compact electronic calculators. By producing reliable and affordable devices, the company helped make mathematics and scientific calculation more accessible in schools, universities, and professional environments worldwide. These calculators became standardized tools in education, reinforcing Casio's reputation for accuracy and durability. In the area of timekeeping, Casio introduced digital watches that emphasized function and resilience. Its approach challenged traditional ideas of watches as delicate accessories by focusing instead on toughness, long battery life, and technological features. This shift reflected the company's broader belief that everyday products should be practical and long-lasting.

**Casio's core value is the belief that technology should improve everyday life through creativity, accessibility, and reliability. The company focuses on developing practical tools that are affordable, durable, and easy to use. Rather than creating products for exclusivity or status, Casio designs technology that supports learning, time management, and creative expression for a broad and diverse audience.**

Casio also played an important role in expanding access to music technology. Through the development of electronic keyboards, the company allowed beginners and non-professional musicians to experiment with sound and composition. By lowering technical and financial barriers, Casio contributed to greater participation in creative practice. This approach aligns with its broader philosophy of democratizing technology—ensuring that innovation is not limited to experts, but available to the general public.

Today, Casio operates globally while remaining rooted in its founding principles. Its products are used in classrooms, workplaces, outdoor environments, and creative studios around the world. The brand is recognized for combining engineering precision with user-centered design. By maintaining a focus on reliability, affordability, and clarity, Casio continues to create technologies that support everyday activities and long-term use. Through this consistent approach, the company demonstrates how practical innovation can shape both daily routines and broader cultural practices.



# Historic Timeline

## Founding of Kashio Seisakujo

Tadao Kashio founded the company and created the Yubiwa Pipe, a ring that allowed smokers to smoke efficiently while working with their hands.

**1946**



## The Casio Mini

The Casio Mini made advanced computation affordable for individuals, selling millions and effectively democratizing the power of math for students and the public.

**1957**

## Release of the Casio 14-A

The company released the 14-A, the first compact electric calculator, which successfully replaced mechanical gears with electrical relays for faster, quieter digital logic.



**1972**



## The Casiotone 201

The Casiotone 201 democratized musical expression by offering affordable synthesis to amateurs, eventually influencing global pop, hip-hop, and indie music genres significantly.

**1974**

## The Casiotron (QW02)

Casio introduced the Casiotron, the first digital watch featuring an automatic calendar, treating timepieces as functional information devices rather than just ornamental luxury jewelry.



**1980**



## The Casio F-91W

The F-91W was released as a reliable, inexpensive digital watch that became a global icon, worn by people across all social and economic backgrounds.

**1983**

## Birth of the G-SHOCK

Inspired by a broken pocket watch, engineer Kikuo Ibe designed the G-SHOCK to survive ten-meter drops, creating the modern "absolute toughness" category in electronics.



**1989**



## The QV-10 Digital Camera

Casio debuted the QV-10, the first consumer digital camera with a rear LCD screen, fundamentally changing photography by enabling instant image review and selfies.

**1995**

## 100 Million G-SHOCKS

Shipping its 100 millionth G-SHOCK unit, the company proved that its design philosophy of resilience and utility outlasts fleeting trends in the global fashion market.



**2017**



## 50th Anniversary (TRN-50)

The TRN-50 release celebrated fifty years of watchmaking by blending original digital aesthetics with solar power and Bluetooth technology for a new era.

**2024**



**Brand**  
Soul

**Casio stands for meaningful design and purposeful utility that inspires creativity and make function accessible to all.**

**The**  
Rebrand

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.

**Casio's** Mission

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



**Brand** Keywords:

**CREATIVE  
MEANINGFUL  
FUNCTION  
UTILITY**



# The People Behind the Brand

This audience is split into two distinct groups. First, the Loyalists like creators and first responders who see the rugged design as a sign of quality. To them, a simple tool allows for better focus because it doesn't have distractions.

Second, the Skeptics. These users often view plastic as "cheap" and offline tools as "outdated." They want constant connection to the internet. The goal of this rebrand is to change that perception.

## Areas of Concern:

- [A] Durability & Longevity
- [B] Functionality & Focus
- [C] Aesthetics & Honesty

**Leo Park**      **Location**      **Occupation**  
**Age: 34**      Seattle, WA      Architect

## The Disciplined Minimalist

[A] Leo retains tools for decades because he values objects that demonstrate permanence.

[A] Leo appreciates physical wear so that his equipment reflects a history of utility.

[B] Leo utilizes tactile interfaces in the case that touch-screens disrupt his cognitive focus.

[B] Leo minimizes digital notifications because professional concentration requires silence.

[C] Leo selects industrial designs so that the object prioritizes honesty over decoration.

[C] Leo prefers neutral aesthetics in the case that his workspace requires visual discipline.



## Areas of Concern:

- [A] Durability & Longevity
- [B] Functionality & Focus
- [C] Aesthetics & Honesty

**Sia Jones**      **Location**      **Occupation**  
**Age: 22**      Austin, TX      Music Producer

## The Lo-Fi Creator

[A] Sia requires portable durability because creative inspiration often occurs outside the studio.

[A] Sia relies on impact resistance in the case that performance environments are unpredictable.

[B] Sia utilizes battery-operated equipment so that artistic expression is not bound by location.

[B] Sia values intuitive interfaces because complex software creates barriers to entry.

[C] Sia adopts vintage aesthetics so that unique tools distinguish her artistic identity.

[C] Sia showcases distinct visual styles in the case that her equipment reflects her energy.



## Areas of Concern:

- [A] Durability & Longevity
- [B] Functionality & Focus
- [C] Aesthetics & Honesty

**Marcus Vettel**      **Location**      **Occupation**  
Age: 41      Chicago, IL      Paramedic

## The Everyday Protector

- [A] Marcus demands shock resistance because equipment failure is not an option during emergencies.
- [A] Marcus requires water-sealed casing in the case that environmental conditions impede operations.
- [B] Marcus prioritizes high-contrast displays so that immediate legibility is ensured in crisis.
- [B] Marcus depends on extended battery life because shifts often endure longer than expected.
- [C] Marcus adopts robust silhouettes so that the form factor signals operational readiness.
- [C] Marcus avoids reflective materials in the case that he must maintain a discreet profile.



## Areas of Concern:

- [A] Durability & Longevity
- [B] Functionality & Focus
- [C] Aesthetics & Honesty

**Elena Mathews**      **Location**      **Occupation**  
Age: 29      Philadelphia, PA      School Teacher

## The Equity Advocate

- [A] Elena invests in durable hardware because longevity maximizes limited educational budgets.
- [A] Elena maintains uniform equipment sets in the case that replacement costs become unmanageable.
- [B] Elena implements standardized tools so that equal access promotes academic equity.
- [B] Elena utilizes offline technology because internet connectivity invites classroom distraction.
- [C] Elena selects neutral designs so that the academic tool does not resemble a toy.
- [C] Elena values visual simplicity in the case that the learning curve must be minimized.



## Areas of Concern:

- [A] Durability (Lack of Care)
- [B] Functionality (Connectivity)
- [C] Aesthetics (Modernity)

**Aditya Sehgal**      **Location**      **Occupation**  
**Age: 27**      San Francisco, CA      IT Engineer

## The Connected Skeptic

- [A] Aditya upgrades devices frequently because he prioritizes innovation over product longevity.
- [A] Aditya rejects synthetic materials in the case that they suggest inferior manufacturing quality.
- [B] Aditya demands software integration so that data synchronization is seamless across devices.
- [B] Aditya prefers haptic interfaces because mechanical buttons appear technologically obsolete.
- [C] Aditya avoids legacy aesthetics in the case that his personal brand reflects modernity.
- [C] Aditya requires high-resolution displays so that visual fidelity indicates premium status.



## Areas of Concern:

- [A] Durability (Lack of Care)
- [B] Functionality (Connectivity)
- [C] Aesthetics (Modernity)

**Claire Weszler**      **Location**      **Occupation**  
**Age: 38**      New York, NY      Marketing Exec

## The Luxury Traditionalist

- [A] Claire avoids resin construction because she associates material weight with value.
- [A] Claire invests in precious metals in the case that the object functions as a financial asset.
- [B] Claire disregards complex utility because she prioritizes symbolic brand power.
- [B] Claire avoids auditory alerts in the case that they disrupt professional decorum.
- [C] Claire prefers analog dials so that the interface retains traditional sophistication.
- [C] Claire displays heritage logos because professional status is immediately recognized.



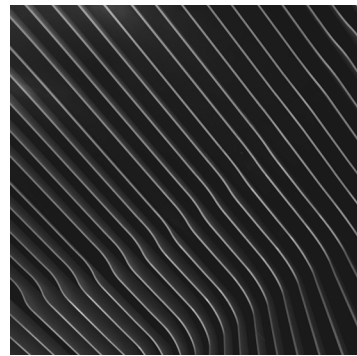
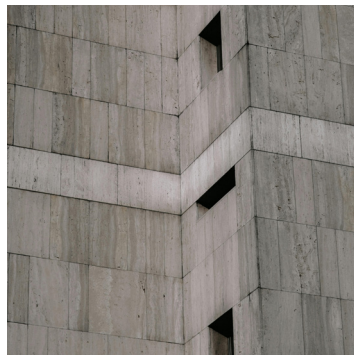
# Creating Visual Logic

The grid serves as a framework for this rebrand, the system functions as a visual manifestation of the brand's core values. By applying a unified grid across all platforms, the identity achieves immediate recognition. This approach ensures that every piece of communication remains purposeful and technically consistent.



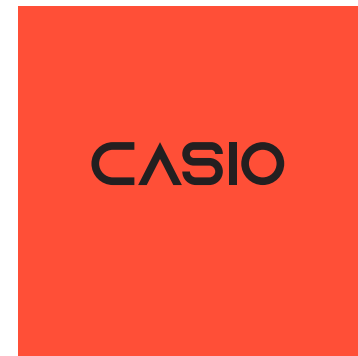
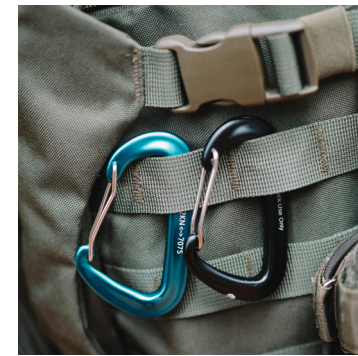
## Current Brand Grid

- [A] Brutalist
- [B] Carbon
- [C] Safe



## Aspirational Brand Grid

- [A] Durable
- [B] Connectivity
- [C] Unified





## Mapping the Competitive Ecosystem

The Casio rebrand differentiates itself by focusing on creativity and meaningful utility, this new identity positions Casio as a provider of essential, meaningful tools. By merging industrial toughness with a sophisticated, grid-based aesthetic, the brand fills a unique gap between high-end fashion and heavy-duty utility.

# The Direct Competitors

These brands offer similar products, such as watches and calculators, at a similar price.



**Citizen:**  
Uses light-power technology but lacks Casio's rugged, modular design language and identity.



**Timex:**  
Rival in the affordable watch market, focusing on classic American heritage rather than engineering.



**Swatch:**  
Competes for casual consumers, Uses "plastic-fashion" approach instead of a "built-to-last" philosophy.



**Lorus:**  
A brand that targets the mass market with simple, functional timepieces, lacks a strong narrative.



**HP (Calculators):**  
Competes in engineering segment, valued for specialized math functions and technical reliability.



**Seiko:**  
Focuses on traditional mechanical heritage rather than the digital utility and "tough" persona of Casio.



**Texas Instruments:**  
The Calculator competitor, prioritizing classroom standards over ruggedized industrial product design.



**Armitron:**  
Challenges Casio in the budget digital segment by offering basic features at a lower price point.



**Nixon:**  
Focuses on sports and youth lifestyle, competes with Casio's more fashion-forward digital collections.



**Soner:**  
This brand specializes in rectangular watches that challenge Casio's iconic geometric digital silhouettes.

# The Adjacent Competitors

These brands sell different products but share a similar "functional lifestyle" space.



**Garmin:**  
Compares to Casio through GPS features and specialized fitness tracking for outdoor professionals.



**Suunto:**  
Produces rugged outdoor computers for divers, directly overlapping with Casio's professional "Pro Trek".



**Apple (Watch Ultra):**  
Threat in the "tough wearable" category, merging advanced technology with rugged materials.



**Victorinox:**  
Built on a reputation for multi-functional tools, much like the "utility-first" Casio mindset.



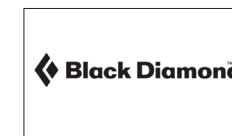
**Patagonia:**  
Shares a "built to last" philosophy, appealing to environmentally conscious consumers.



**Maglite:**  
Valued for simple, mechanical reliability in harsh environments, mirroring Casio's core values.



**Leatherman:**  
Positioned as an essential problem-solving tool that users carry daily for its high practical utility.



**Black Diamond:**  
Focuses on professional climbing equipment for users who require gear that absolutely cannot fail.



**Yeti:**  
Turning heavy-duty utility products into a premium, high-status lifestyle brand.



**Pelican:**  
Protective equipment cases, competing on the promise of unbreakable storage and resistance.

# The Aspirational Competitors

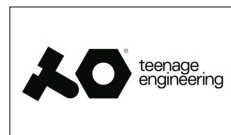
These brands represent the high-end design that we aim to achieve.



**Braun:**  
The benchmark for functionalism; their logical, grid-based design is a primary inspiration for the rebrand.



**Rimova:**  
Transformed a functional aluminum suitcase into a global symbol of engineered luxury.



**Teenage Engineering:**  
A leader in modern electronics that makes synthesizers and calculators feel like high-art objects.



**Vitsoe:**  
Founded on modularity and logic, representing the peak of functional and sustainable industrial systems.



**Bell and Ross:**  
A brand using aircraft instrument logic to create a distinct, professional, and square-case aesthetic.



**Leica:**  
Represents "tool-as-luxury," where exceptional performance and industrial build quality justify a premium price point.



**Land Rover(Defender):**  
An icon of "tough luxury"—a tool built for mud but respected in high-end urban settings.



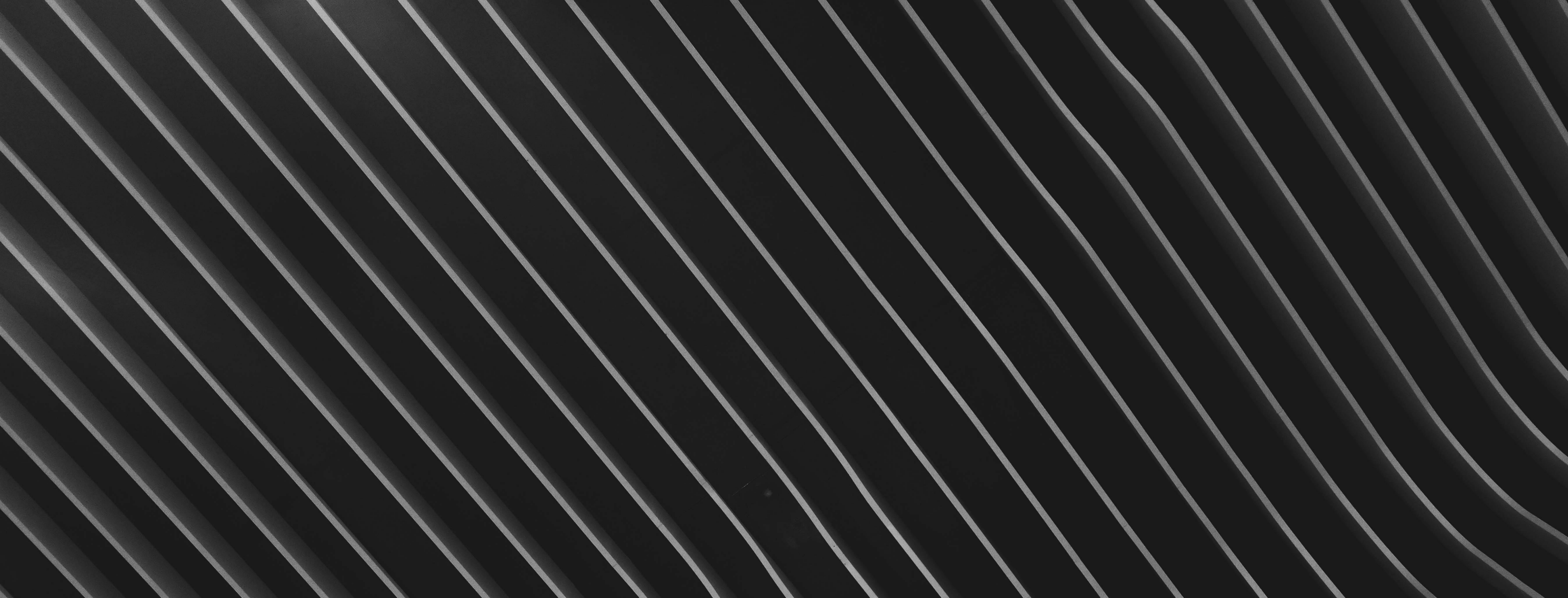
**Lamy:**  
Uses industrial Bauhaus principles to for pens that are both high-function tools and design icons.



**Hasselblad:**  
Professional-grade camera equipment that has become a symbol of technical prestige and precision.



**Sinn:**  
A brand famous for tech-first watch used by pilots, that emphasizes engineering over decoration.



# Brand Buzzwords

## Positive Attributes :

Rugged  
Primary  
Accurate  
Ordered  
Permanent

## Negative Attributes :

Temporary  
Ornamental  
Delicate  
Redundant  
Randomize

## Neutral Attributes :

Geometric  
Technical  
Functional  
Raw  
Fixed

## Ownership Attributes :

Absolute  
Resistant  
Standardized  
Rational  
Utility

These terms help us maintain a consistent voice across all brand communications.

# Diversity Audit

Page	Race [Gender]	Age
05	Asian [M]	38
10	Large Diverse Audience	35-60
12	Asian [M]	34
13	Black[F]	22
14	White[M]	41
15	Hispanic[F]	29
16	Indian [M]	27
17	White [F]	38



