

noono

Brand presentation

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Basic information

# ／ Overview

noono is a  
tenugui brand  
in Europe.

noono is a brand of tenugui, a versatile and environmentally friendly product born in Japan. The brand's main market is Europe and its branding is based on the three key words that characterise tenugui: minimal, sustainable and essential.



# ／ Tenugui

To be honest,  
it is just a  
piece of cloth.  
But it is not just.

Tenugui is a rectangular cloth made of cotton. However, it can be used for multiple purposes - as a fashion item, as a dishcloth, as part of an interior design or as a mini-bag. Also tenugui is not disposable, but can be washed and used again and again, making it a sustainable product. There are various theories about the origins of the tenugui, but it is said that they were used as festival decorations during the Nara period (710-794), after which people started making tenugui from scraps of kimono and they became a necessity in daily life. It is still one of the products used in Japan.



## ／ Mission

Making people  
around the world  
aware of tenugui  
and incorporate it  
into their daily lives.



Target

# 20s and 30s of Western ladies.

The target is Western ladies in their 20s and 30s. This is because, in order to get more people to use the product, it is easier for younger people to adapt and spread the product than older people and, through continued use, it is more likely to become 'normal' for the next generation.



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Materials

# / Cotton

## 100% Organic.

Cotton may have an eco-friendly image, but in fact it is one of the plants that has a huge environmental impact through its cultivation, as it uses a lot of water and pesticides in the process. noono has sustainability as a key word, so it is important that the environmental impact is minimised as much as possible. We use 100% organic cotton. This is not only environmentally friendly, but also gentle on people's skin, so we can approach our target audience from both sides.

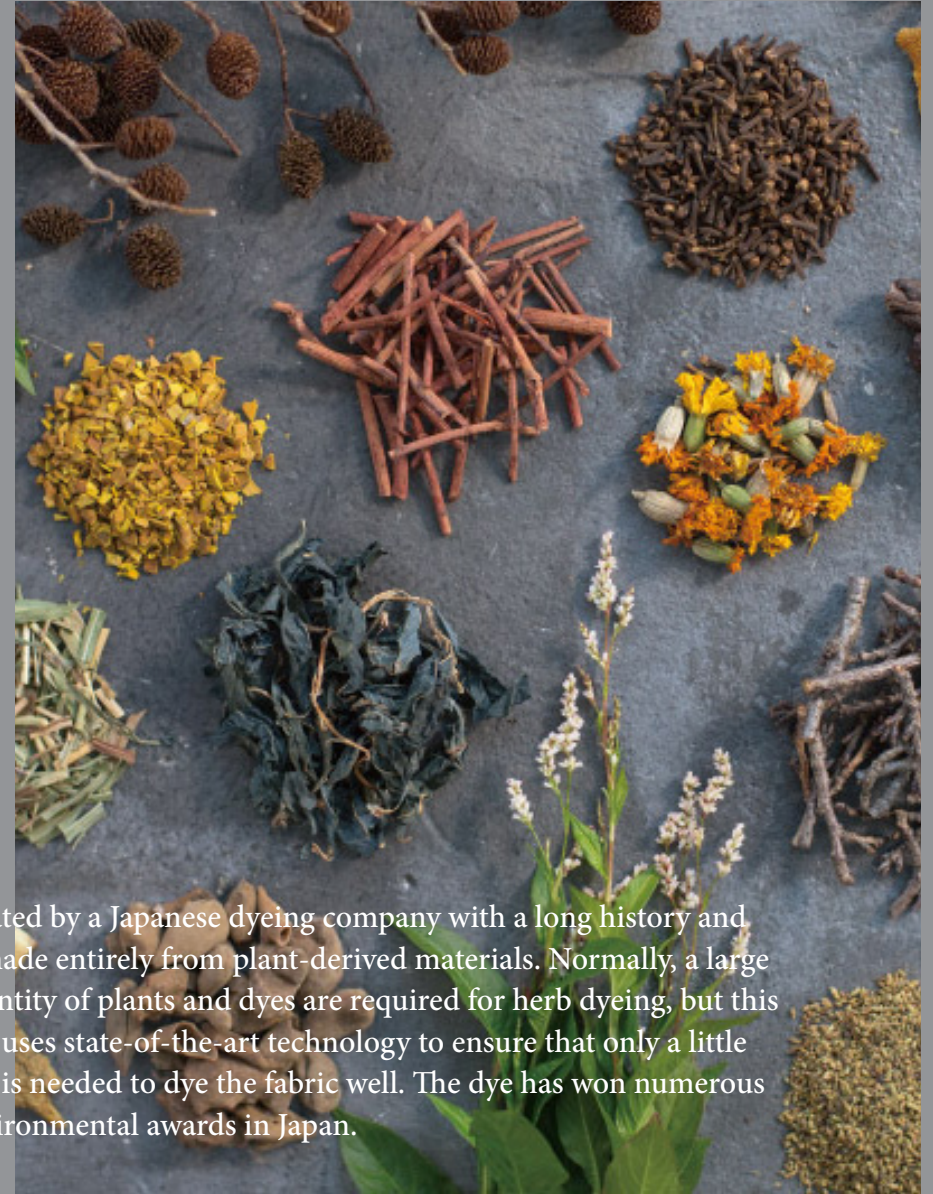


# / Dyes

## Fusion of tradition and advanced technology

As with cotton, environmental pollution from dyes in the textile industry is also an issue. This is because the water discharged during the dyeing process with chemical dyes contains large quantities of toxic substances, and approximately 200 tonnes of water from a single factory is discharged into the sea without being purified. The choice made by noono to address this issue is to use the state-of-the-art natural dye which is called 'Shin Manyo Dye'. This dye was

created by a Japanese dyeing company with a long history and is made entirely from plant-derived materials. Normally, a large quantity of plants and dyes are required for herb dyeing, but this dye uses state-of-the-art technology to ensure that only a little dye is needed to dye the fabric well. The dye has won numerous environmental awards in Japan.



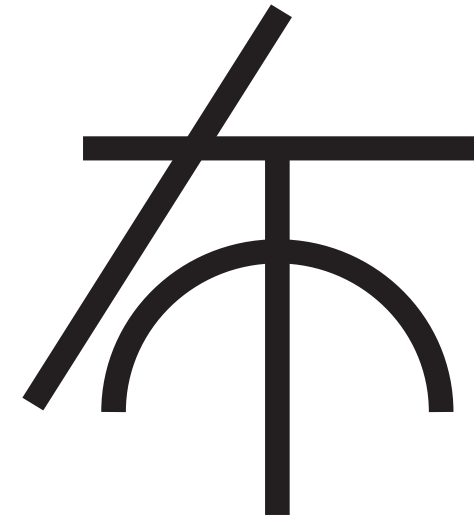
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Design

/ Logo

Japanese  
×  
Western =

When creating the logo for noono, I was conscious of the fact that the design should contain Japanese elements but also fit in with European society. In recent years, many brands, including luxury brands, have changed their logos. Most of them have a simple sans-serif impression. I wanted to reflect this in my own logo. Not only because they are a very minimalist way of doing things, but also because such designs are in line with current consumer trends and can be accepted by the target group. For these reasons, the logo for the brand is a minimalist symbol of the Kanji character for cloth, and a bold sans-serif font was created to match it.



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noono primary logo



noono secondary logo with gray background



# / Colours

## Just basic.

The noono branding used white as the main colour, with black, brown (the colour of kraft paper) and grey as secondary colours. In doing visual research on different brands for the project, I found that brands that use white as a base colour are able to emphasise the colours of their products. I wanted noono's colours and patterns to stand out the most, so I adopted white as the main colour. I also chose three colours that are basic in daily life and go well with white, in terms of the keywords for this project - minimal and essential.

R:255 G:255 B:255  
C:0 M:0 Y:0 K:0  
#ffffff

R:136 G:136 B:136  
C:53 M:44 Y:42 K:0  
#888888

Material: Kraft paper

R:0 G:0 B:0  
C:93 M:88 Y:89 K:80  
#000000

# / Fonts

Simple  
but warm.

The noono branding emphasises simplicity, but because the products are handmade, they themselves have a warm impression. When pursuing simplicity alone, the fonts used tend to be sans-serif only, but in order not to destroy the products' characteristics, I aimed to create a simple yet warm branding throughout by mixing not only sans-serif fonts but also serif fonts.

Title:

Objektiv Mk1 Light

Body copy:

Minion Pro Medium

Packaging:

Acumin Variable Concept

Other:

Objektiv Mk1 Light

# ／ Packaging

## A kraft paper strip is enough.

The packaging is simple and made of 100% recycled kraft paper not only because it is sustainable, but also because I believe it is very effective, as the lower costs in the packaging reduce the price of the product, making it easier for consumers to buy it. I also adopted this method because I believe that, from the consumer's point of view, items packaged in kraft paper naturally give an eco-friendly impression and have a visual impact. The content of the packaging is a good balance between what the brand wants to communicate and what consumers want to know, such as what kind of brand noono is, what kind of product tenugui is, and precautions for use.



# ／ Patterns

## Inspiration from the logo.

noono offers products in 15 colours and 3 different patterns. All patterns are inspired by the noono logo. The subtle colours contrast with the bold patterns, but their harmony will attract the target audience. The patterns are also printed entirely by hand using silkscreen printing, which gives them a unique hand-printed look and feel. As each piece is made by hand, the finish is not uniform, but that is why each product is a unique noono in the world.







/ Products

The magic  
of  
noono









>As a head band





>As a scarf







>As a wrapping



> As a lunch box bag







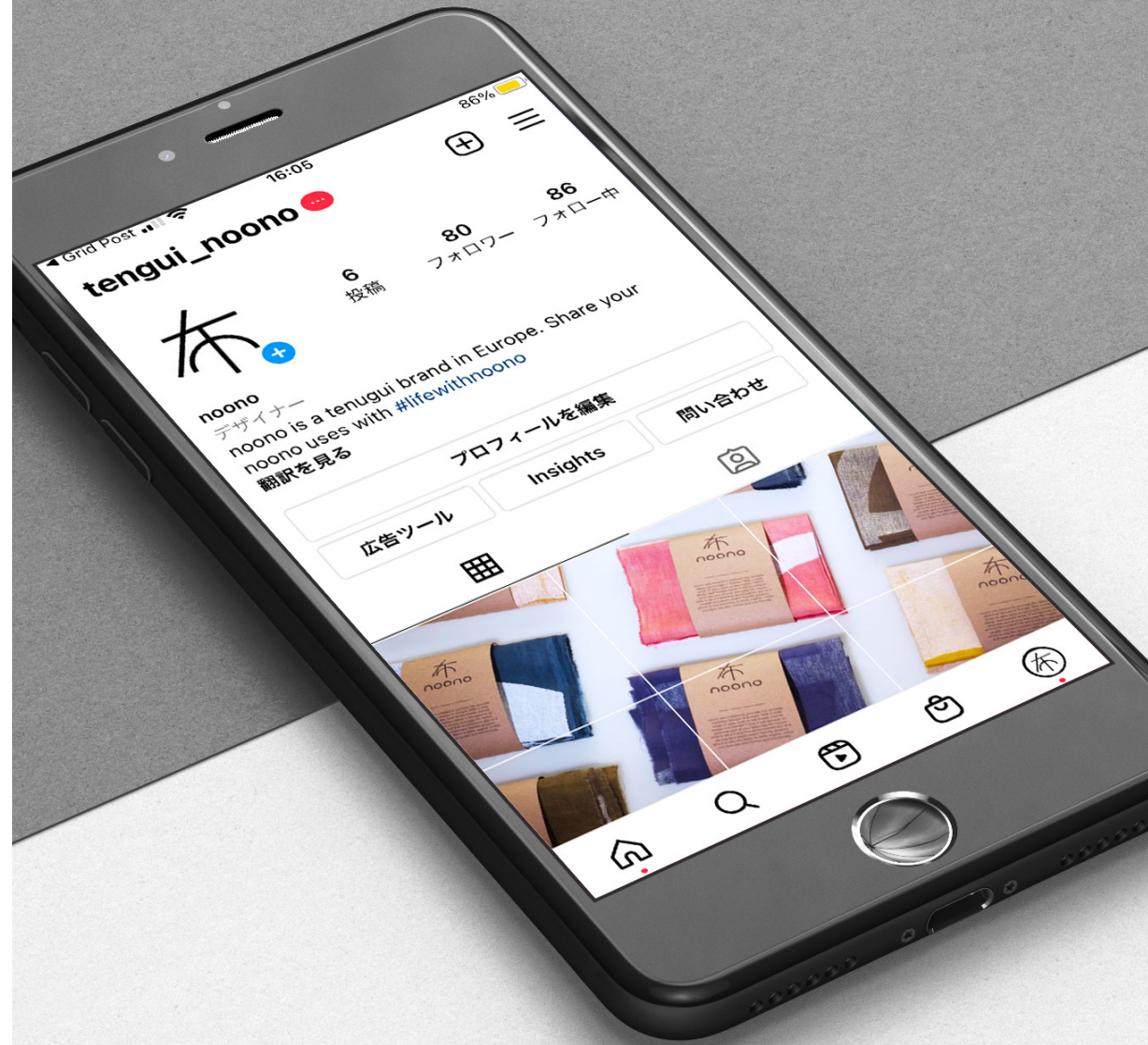


# Instagram

## Everything about noono is here.

The noono Instagram account provides a variety of information about noono, including product particulars, how to use the products and how to care for the tenugui. If a product is mass produced, it can of course be purchased from here. Also, by using #lifewithnoono, users can transmit their own ways of using noono, and the ways of using noono will expand infinitely beyond what we can introduce here.

 @tenugui\_noono



Enrich your daily life with

**noono**