



# SMARTageCARE

**Toolkit for Caring and Empowering European Older Adults: Ecosystem, Handbook  
and Digital Platform in Digital Transition, e-Health and Citizenship**





# Summary



## PROPOSAL FOR THE BRAND/LOGOTYPE OF THE SMARTAGECARE PROJECT

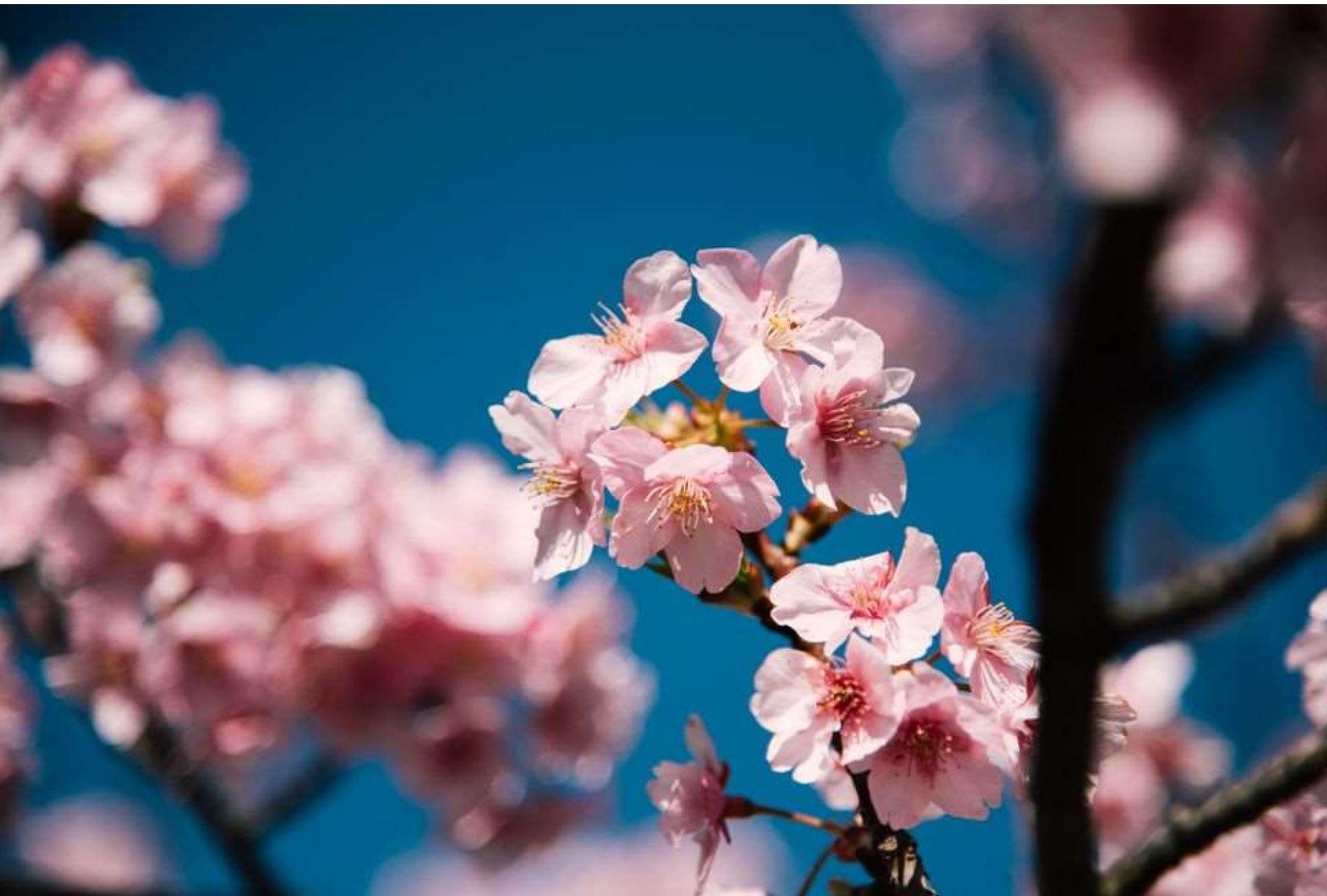


Co-funded by  
the European Union

# Inspiration



## SAKURA FLOWERS



To design this logo we were based on the IKIGAI concept and its connection to Japan. In Japan, the SAKURA tree (Japanese cherry tree) is closely linked to the concept of aging. We chose the SAKURA flower for its ephemeral beauty. Like life itself, its beauty is short-lived and very precious and should be appreciated to the fullest.

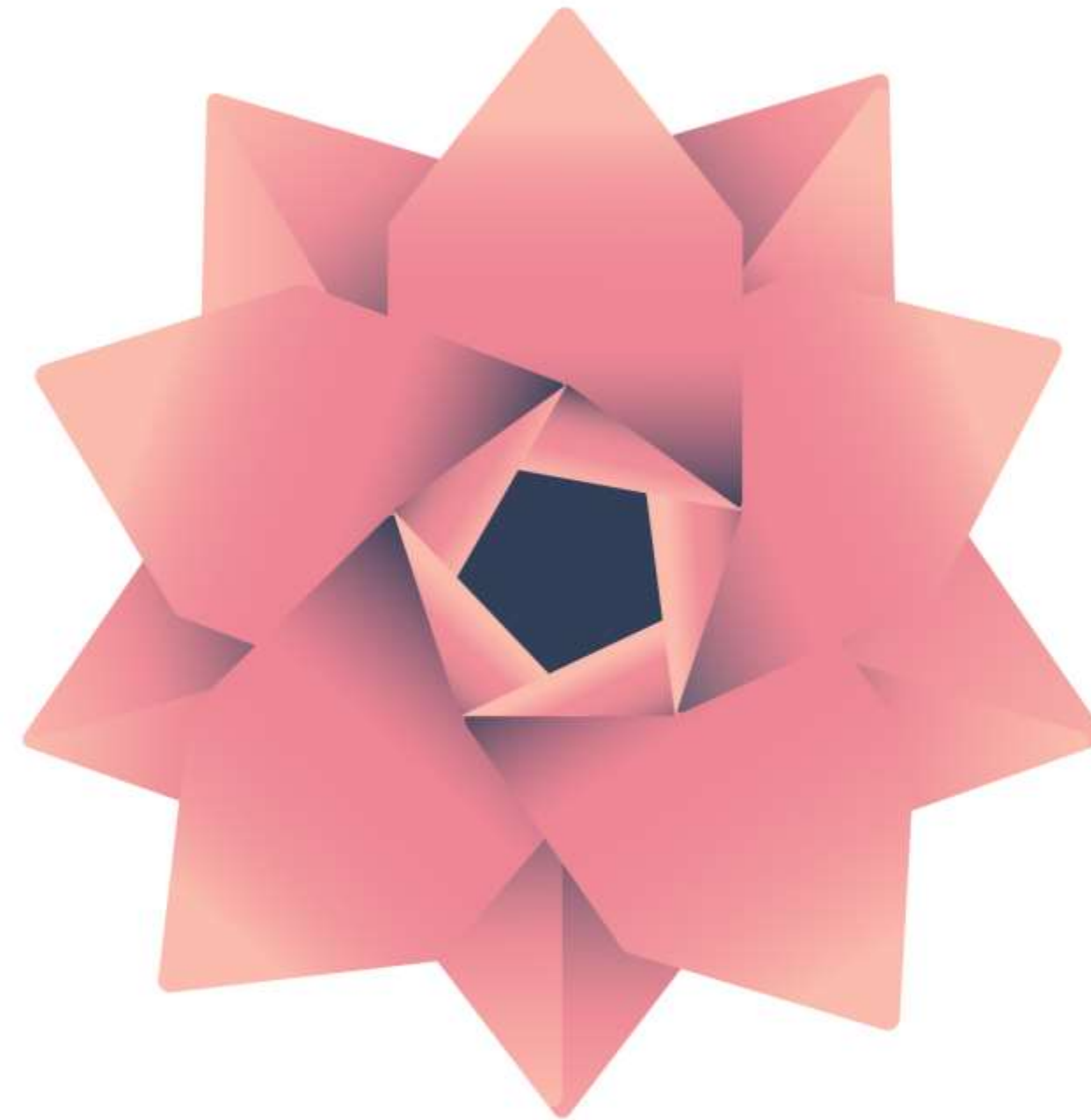


# Development of the Logo

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**SAKURA FLOWER + COLOR SQUEME**



# Development of the Logo



TYPOGRAPHY [JAPANESE]

SMARTAGECARE

FONT: KATSUMI



# Inspiration



## THE BRAND [IMAGE + TYPOGRAPHY]



# Inspiration



THE BRAND [BLACK & WHITE]



# Inspiration



## THE BRAND [BLACK & WHITE]

