

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



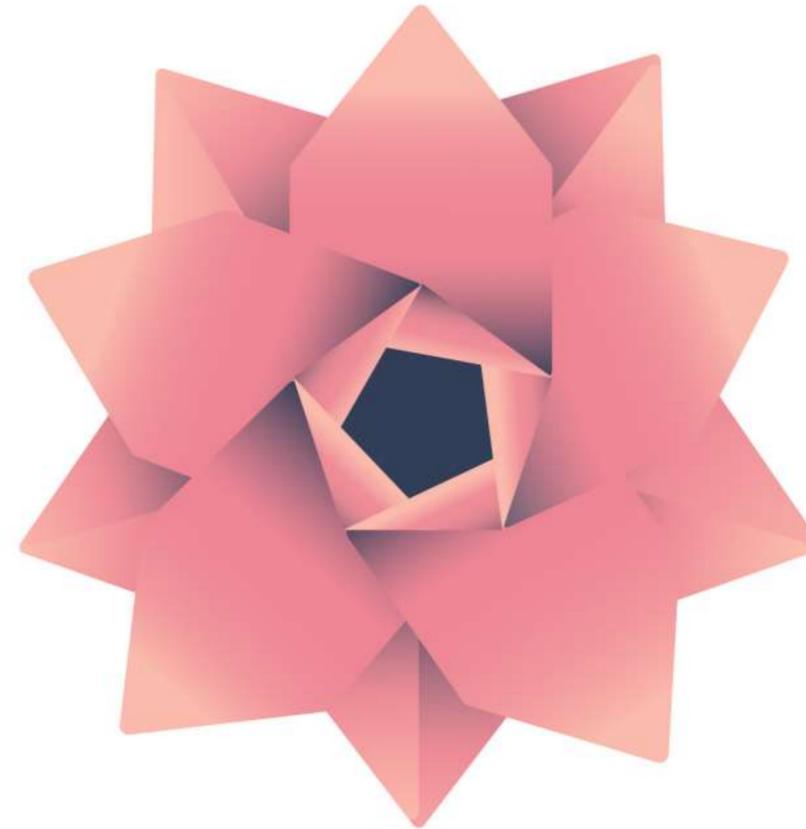
To design this logo we were based on the IKIGAI concept and its connection to Japan. In Japan, the SAKURA tree (Japanese cherry tree) is closely linked to the concept of aging. We chose the SAKURA flower for its ephemeral beauty. Like life itself, its beauty is short-lived and very precious and should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



Development of the Logo



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]

