



Hello !

Casio Rebranded

This is a Student Project, It is for Academic Purposes only. It is not intended to represent or replace Casio in anyway.

Brand History

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



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.

1957

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.

1972



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.

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.

1980



1989

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.

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



2024

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.

Our 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

UTILITY

MEANINGFUL



The Audience

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.
- [B] 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.



Leo Park	Location	Occupation
Age: 34	Seattle, WA	Architect

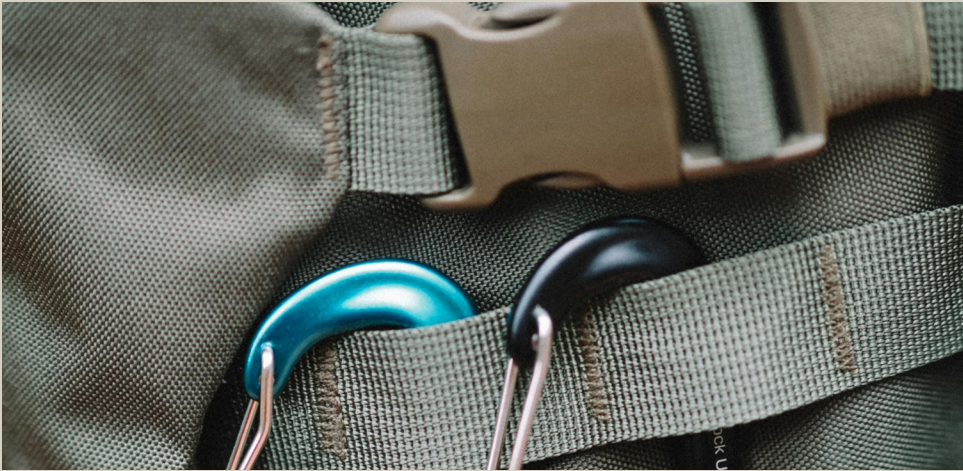
The Disciplined Minimalist

- [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 touchscreens 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.



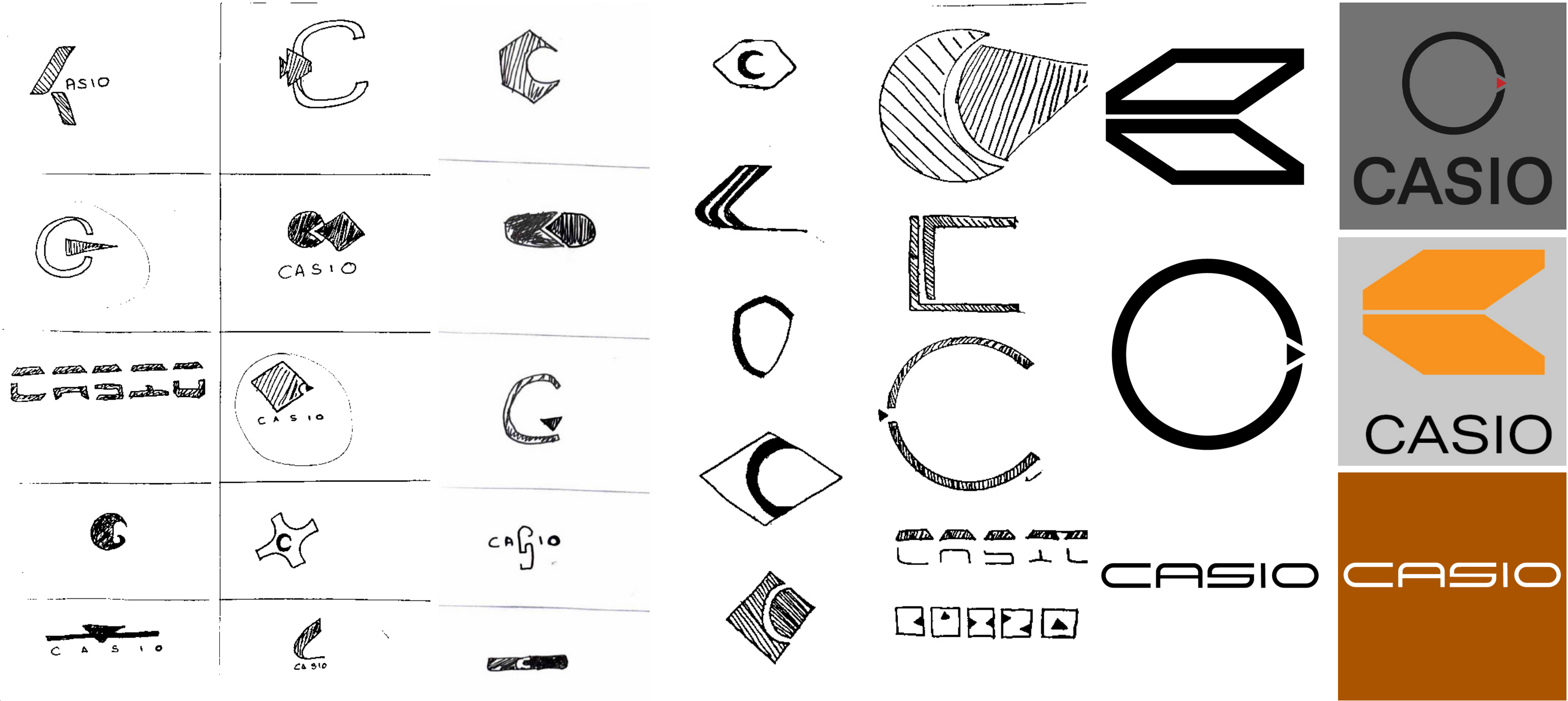
Brand Visualization

The grid serves as a framework for engineered order. In this rebrand, the system functions as a visualization of the updated brand mission.



Identity Development

A collection of refined that were made in logo development process for the rebrand. Each sketch was refined after a diverse exploration.



The Story of the New Logo



CIRCLE - SYMBOLIZES UNITY



TRIANGLE - CONVEYS UTILITY



C FOR CASIO and Creativity.

The Final Logo

The Casio logo is clean, balanced, and easy to recognize. Its simple geometric structure reflects clarity and precision.



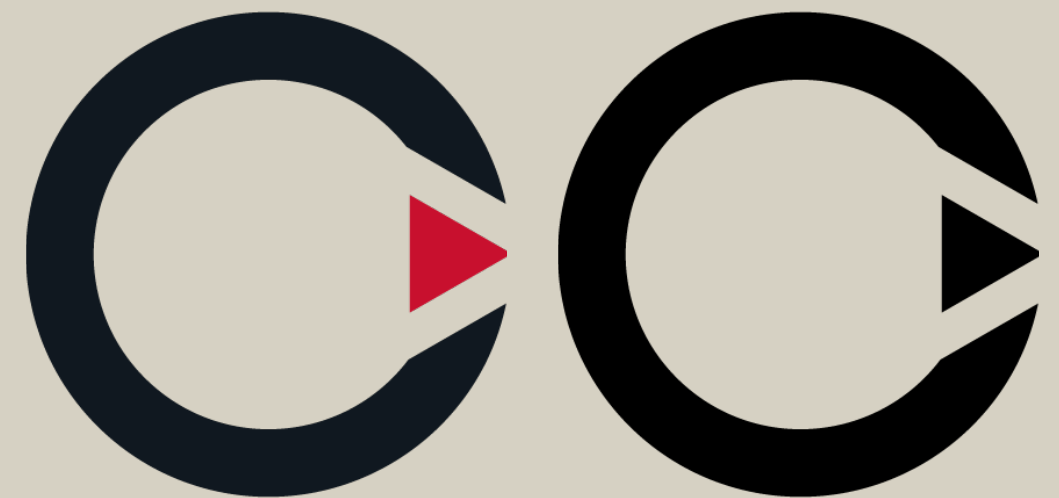
CASIO

The Brand Mark

CASIO

CASIO

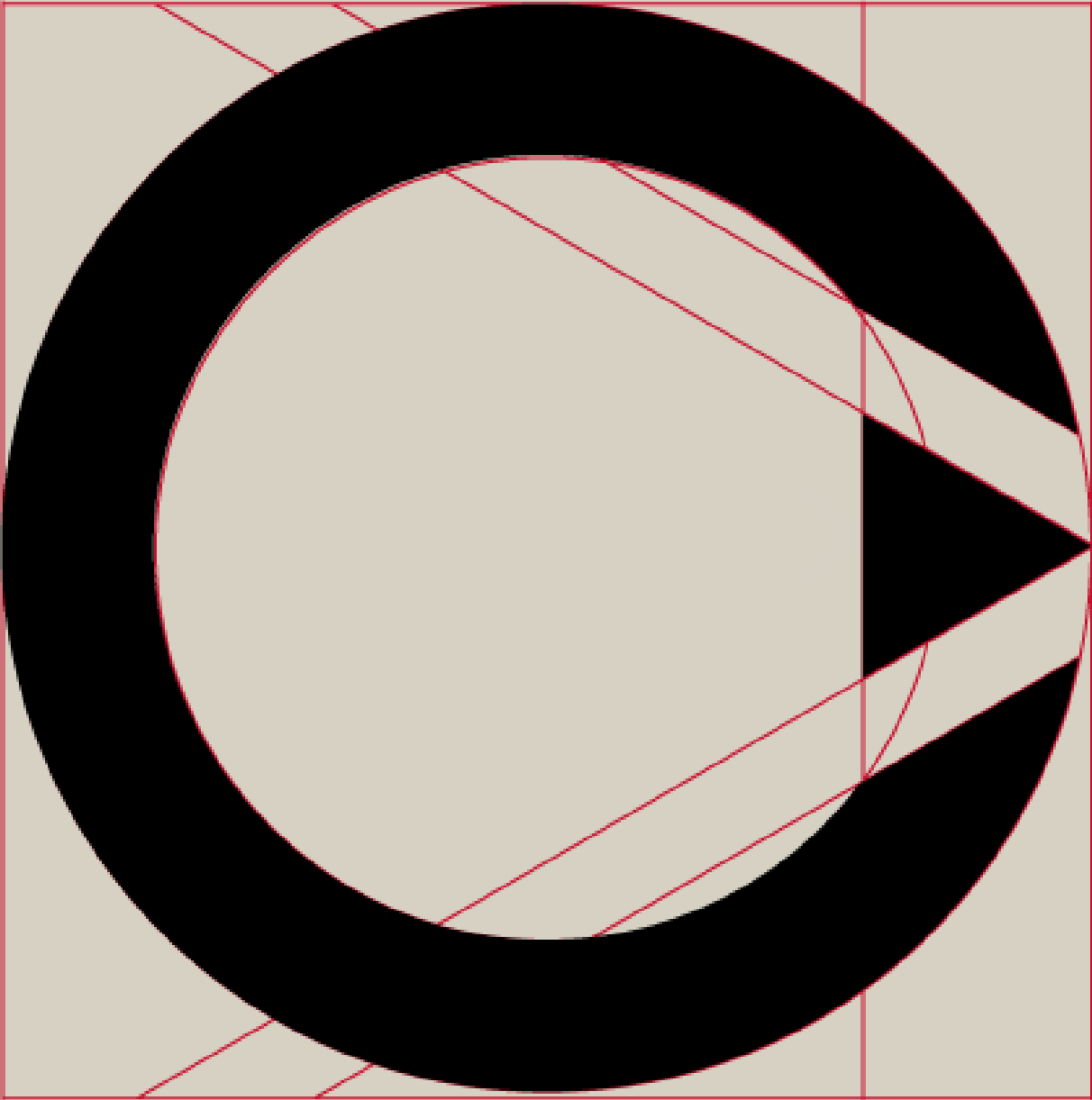
The Word Mark



The Icon

Logo Anatomy

The new Casio icon is created by subtracting a triangle—representing utility and direction—from a circle, leaving behind a form that suggests the letter “C.”

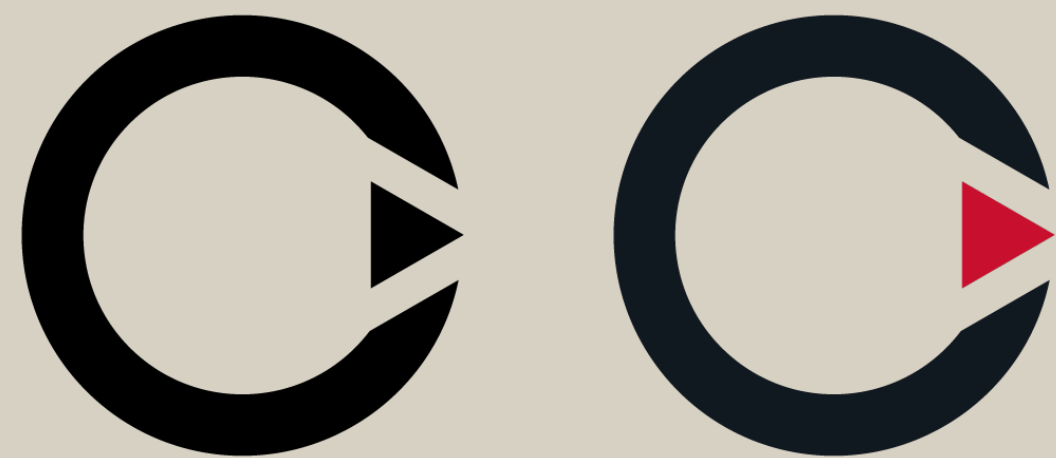


The new Casio wordmark is built using a modular geometric system. Simple shapes and consistent strokes create a clean, balanced form that reflects precision, clarity, and a strong digital character.



Logo Variations

Icon Variation



Horizontal Sytems:



Wordmark Variation



Centric Sytems:



Sizing and Scale

Different circumstances call for different logos. This chart should help you navigate when it is appropriate to use which one. The chart optimizes visibility and legibility at all size levels.

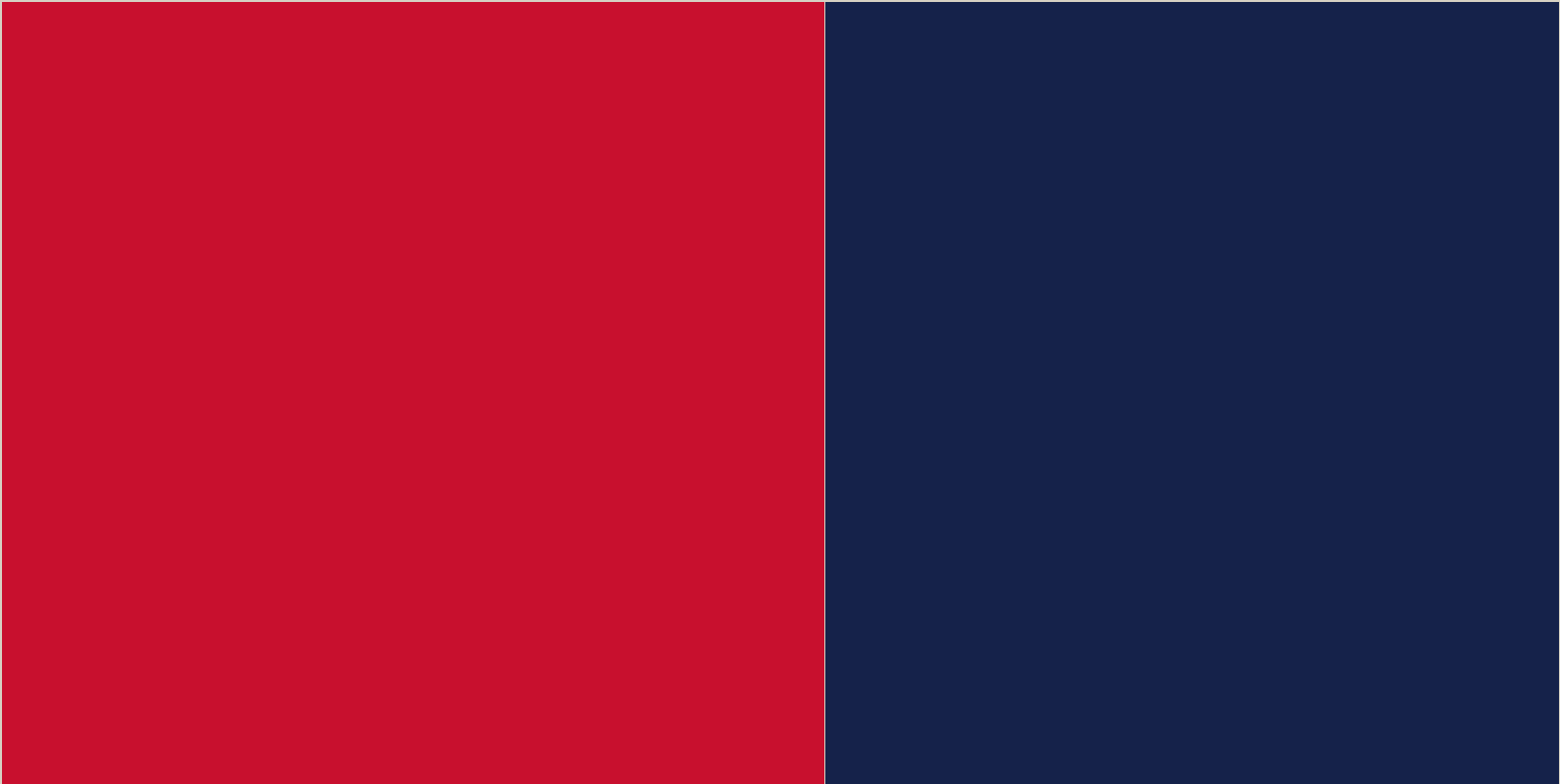
Signature	Icon	Wordmark	
			Above 1 inch
			1 Inch
			1/2 Inch
			1/4 inch
			Below 1/4 inch

Clear Space

Leave enough space around the logo so it stays clear and easy to see.



Colors



RGB: 200 / 16 / 46

CMYK: 0 / 92 / 77 / 22

Pantone: 186 C

RGB: 21 / 34 / 74

CMYK: 72 / 54 / 0 / 71

Pantone: 2767 C



RGB: 16 / 24 / 32

CMYK: 50 / 25 / 0 / 87

Pantone: Black 6 C

RGB: 214 / 209 / 195

CMYK: 0 / 2 / 9 / 16

Pantone: Warm Gray 2 C

RGB: 43 / 82 / 52

CMYK: 48 / 0 / 37 / 68

Pantone: 5535 C



Business System



Creativity

Utility



Meaning

Our Future

Interval — PRO-01

Swatch Kit — PRO-02

Lumen — PRO-03

Making Foundations — EDU-01

Instrument Study Program — EDU-02

Residency in Practice — EDU-03

Open Make — EVN-01

Build Discourse — EVN-02

Exchange Floor — EVN-03

Casio GROUND— SUB-01

Casio SEAM — SUB-02

Casio CAST — SUB-03

Casio × MUJI —COL-01

Casio × MIT Media Lab — COL-02

Casio x Samsung — COL-03

CAST- SUB_03



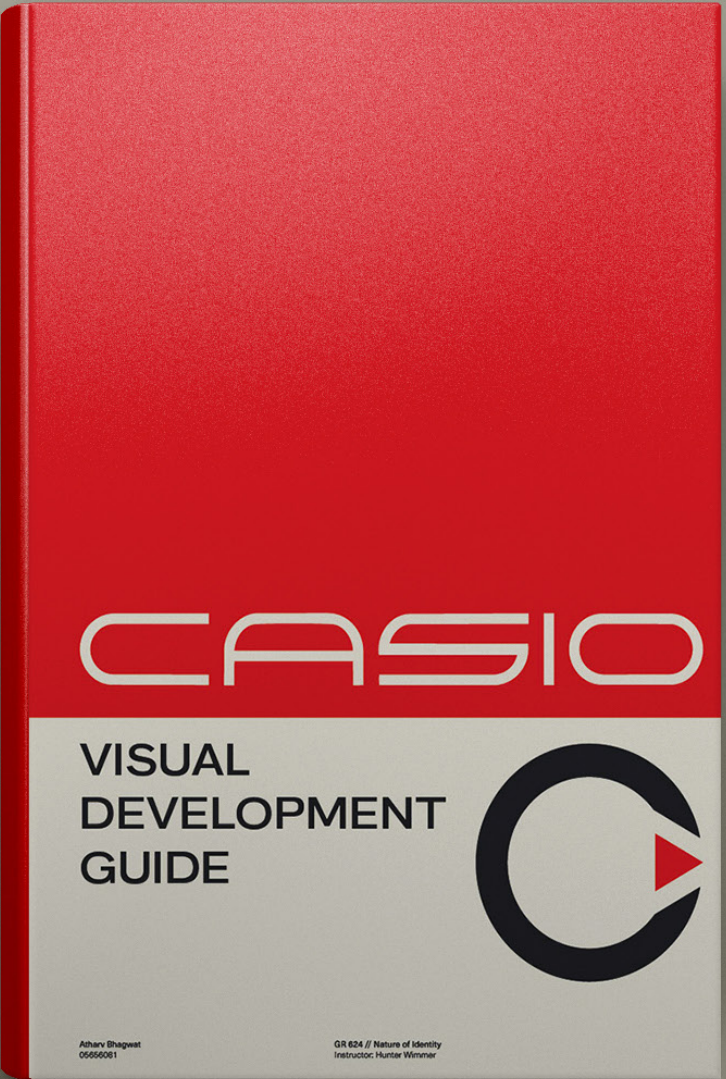
Build Discourse- EVN_02



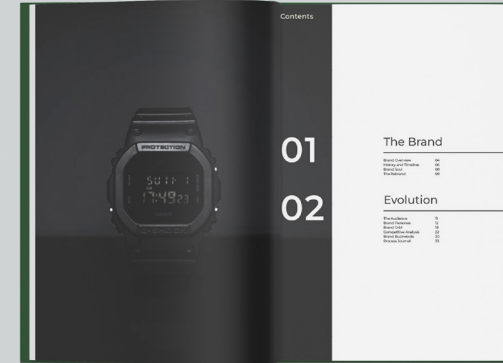
Measure- COL_03 - Samsung x Casio



Our
Guides



Strategy Guide



Development Guide



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02	The Exploration
03	The Rebrand

Brand Phrases

Built to Endure
The brand's enduring legacy is a testament to its commitment to quality and innovation. It has stood the test of time, becoming a symbol of reliability and performance.

Crafted for Function
Every detail is meticulously designed to ensure optimal functionality. From the precision of the movements to the durability of the materials, the brand is dedicated to creating tools that are both aesthetically pleasing and highly effective.

Simple Efficiency by Choice
The brand's philosophy is rooted in simplicity and efficiency. It believes that the best tools are those that are easy to use, reliable, and capable of getting the job done with minimal effort.



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

Our Mission

The Final Logo
Black and White



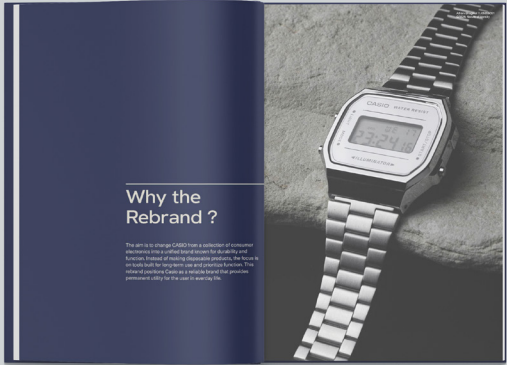
CASIO

Logo Variations
Black and White



CASIO

Standards Guide





The New
Webiste

Thank You

Visit Our Website: Toolsthatinspire.net

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