

Company Profile

We are a creative company driving branding and design.

From corporate branding to digital strategy, hotels and commercial establishments,

About

Company Name	Ligh. Inc.
Established	May 5, 2006
CEO	Sugahara Daisuke
Capital	¥3,000,000

Location & Contact

Location	2F3-9-5 Minamiaoyama Minato-ku, Tokyo 107-0062
Tell	03-6434-0626
Web	www.ligh.jp
Mail	contact@ligh.jp

Business Services

- Corporate Branding
- Corporate Identity and Visual Identity Development
- Product Branding
- Commercial Branding and Business Consulting
- Concept Planning and Design

Our Approach

1 Brand Strategy & Concept

We provide consultation and develop strategic plans to meet the needs of businesses—both ventures and renewals. This covers everything from market to internal business, and from digital domain to physical reality.

- Brand Vision
- Brand Positioning
- Communication Strategy
- Digital Strategy
- Internal Branding
- Community Plan Development

- Contents Development
- Research and Insight
- Social Branding
- Brand Advisory

2 Brand Identity Development

The core of a company's identity is the logo and messaging. In order to effectively communicate a clear brand vision, we establish a look and feel consistent with its voice and messaging.

- Logo Design
- Brand Guidelines
- Brand Messaging
- Tag lines and Copywriting
- Key Visual Development
- Visual Identity Systems

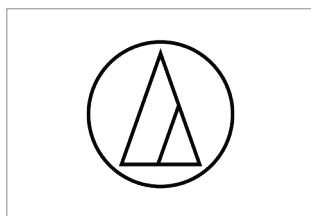
- Brand Naming Strategy
- Motion Design
- Sound Design

3 Brand Experience

Through diverse approaches and mediums, we design customer touchpoints. Our pride and responsibility starts from shaping the strategic branding and continues to the moment users interact with the brand.

- Art Direction
- Graphics
- Web
- UX / UI
- Apps
- PR Campaigns

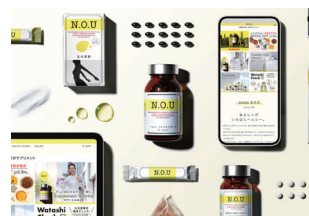
- Catalogs, Posters
- Products
- Packaging
- Events
- Space
- Enviromental Systems
- Movies
- Motion Graphics



Audio-Technica Corporation
Corporate Identity Strategy



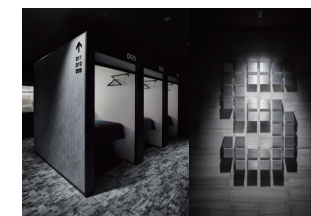
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NAVISION



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