# Samurai Packer: Visual Identity

In October 2021, Kohei F. got in touch with me through a recommendation of Luis S. – Kohei interviewed me for his upcoming book about new ways of working, traveling, and lifestyle.
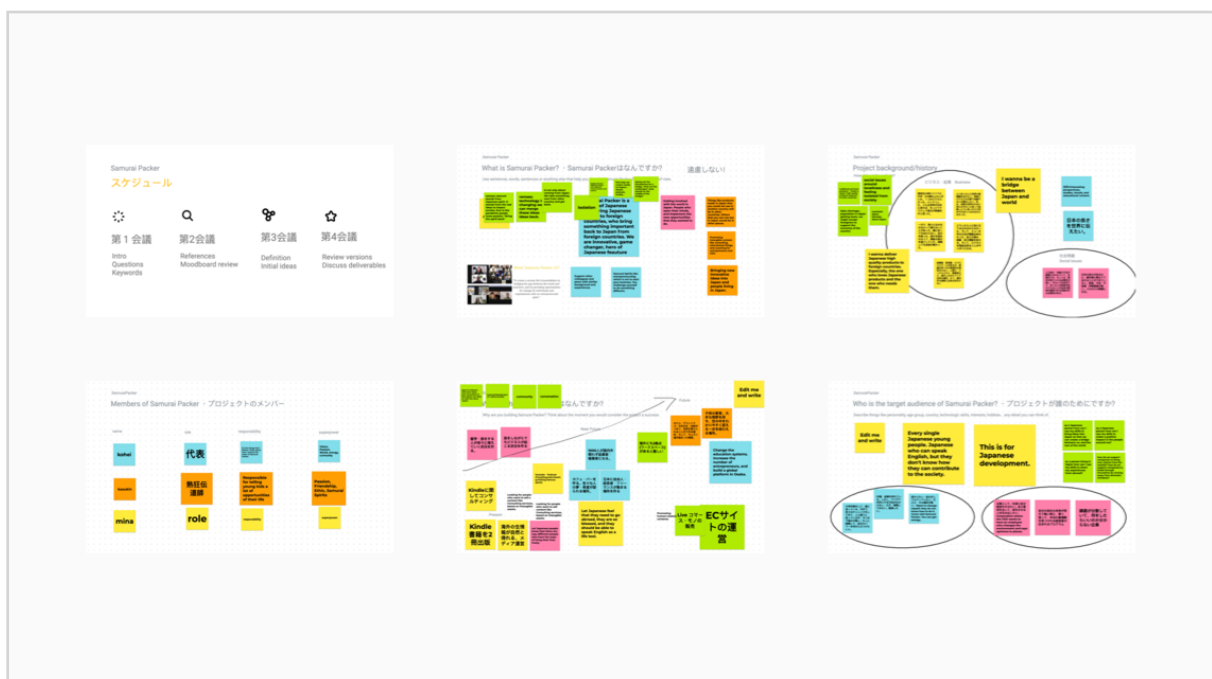
That interview led us to a conversation about my design work and Kohei's passion project in Japan: Samurai Packer. During a month, we have been collaborating on exploring the essence of Samurai Packer to create a visual identity that can be used for the project.

This article will cover the exploration, the process, and a first look at the design for Samurai Packer.
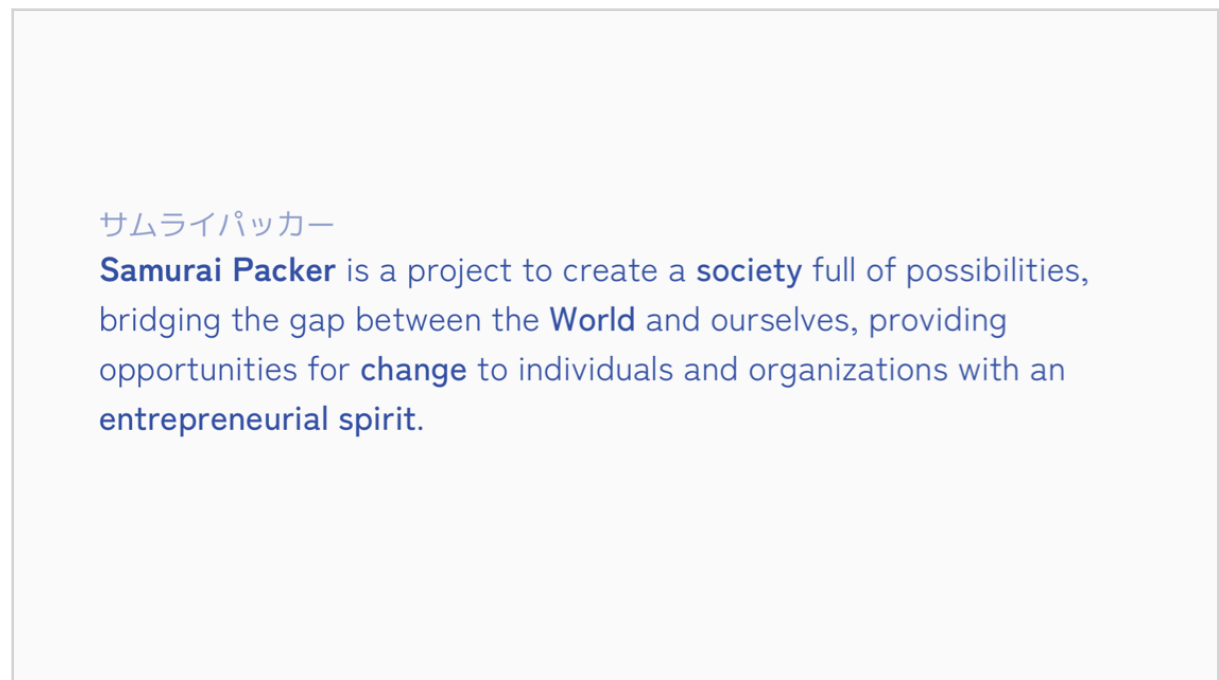
## Unfolding Samurai Packer

As a designer, I believe that my role in this project is to have conversations and listen to the team at Samurai Packer to understand: what they do, who they are, and how they work.

I designed an exercise with prompts and questions that the team at Samurai Packer could get together and answer at their own pace. This is especially important since their team is in Japan and I am in Europe; we had to find a dynamic to work asynchronous – we achieved this by using Google Jamboard.
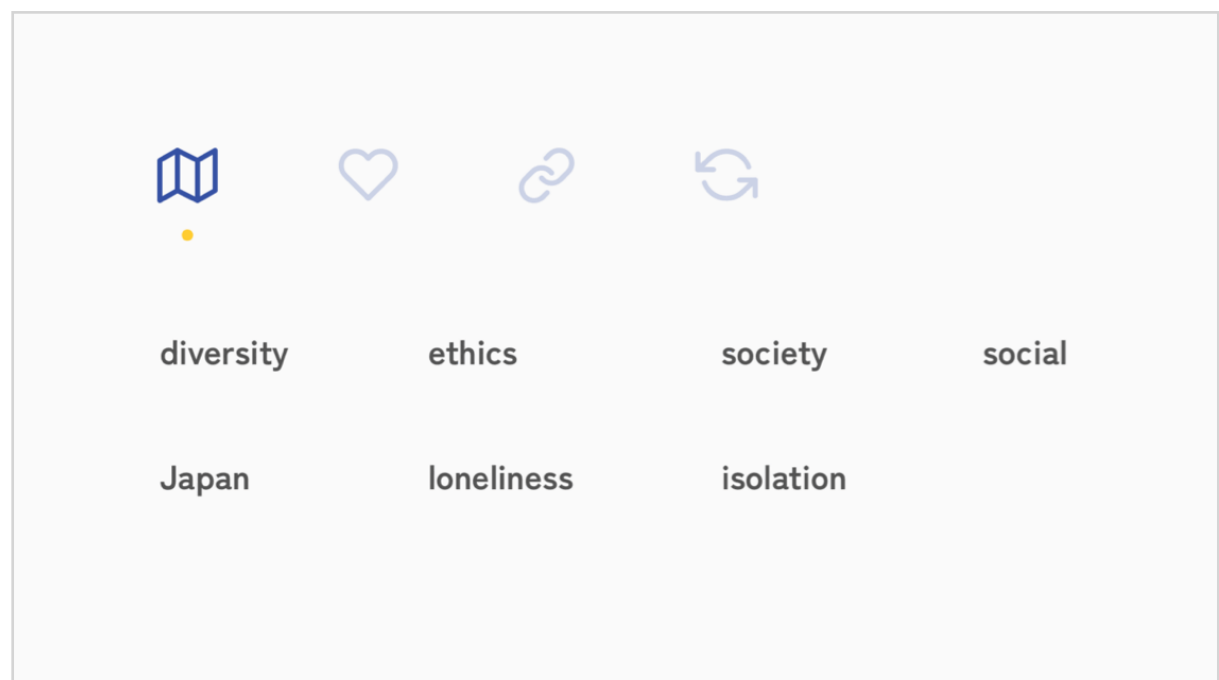


[image 01]

Through this exercise and synthesizing the answers from this initial phase, we arrived at the definition:



サムライパッカー
**Samurai Packer** is a project to create a **society** full of possibilities, bridging the gap between the **World** and ourselves, providing opportunities for **change** to individuals and organizations with an **entrepreneurial spirit**.

[image 02]

## Exploring Samurai Packer

Using the Samurai Packer definition as a foundation, we zoomed in again to look at concepts that we could use to draw inspiration for the logo.



| diversity | ethics | society | social |

| Japan | loneliness | isolation |

[image 03]

How do we visualize these words? We collaborated in creating a mood board of photographs and visuals that represented the majority of these concepts. We kept each other updated using collaborative features of the Sketch App.
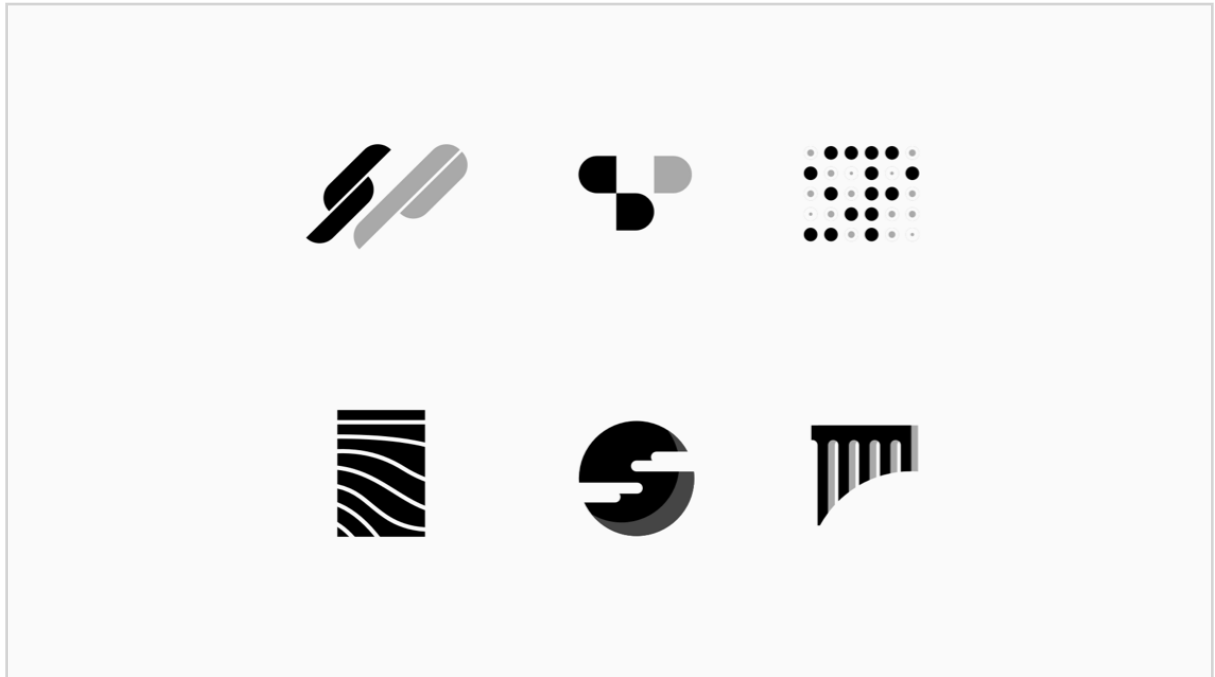

[image 04]

As we worked on the mood board, I would just grab my iPad and start doodling some ideas.
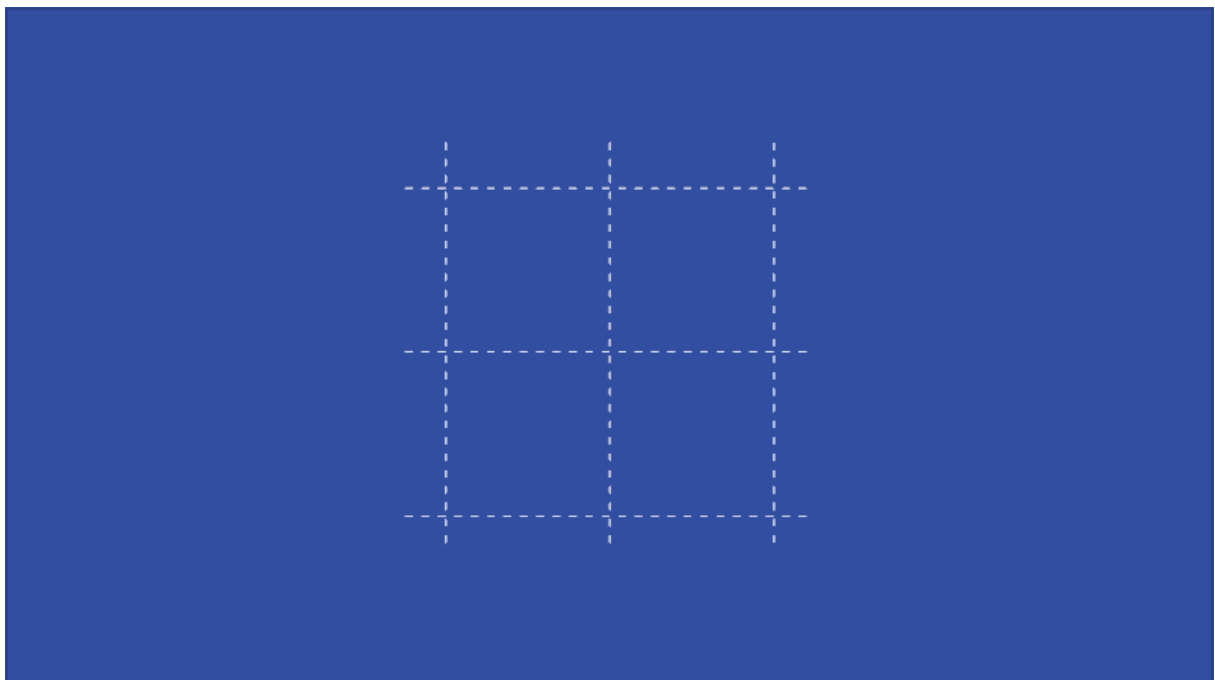

[image05]

# Visualizing Samurai Packer

We created multiple drafts for concepts using a combination of keywords and visuals. Rough drafts that could help to define the final direction for the logo.



[ image 06 ]

For the final version, we worked with the concept of connection, movement,  expansion, and a simple representation of the World, a space to explore and learn.  The construction and geometry of the logo are simple and easy to reproduce:



[ image 07 ]

[image 08]

The color scheme was decided together with the team. Using both cold and warm colors and all of it tied up with a typeface produced in Japan.
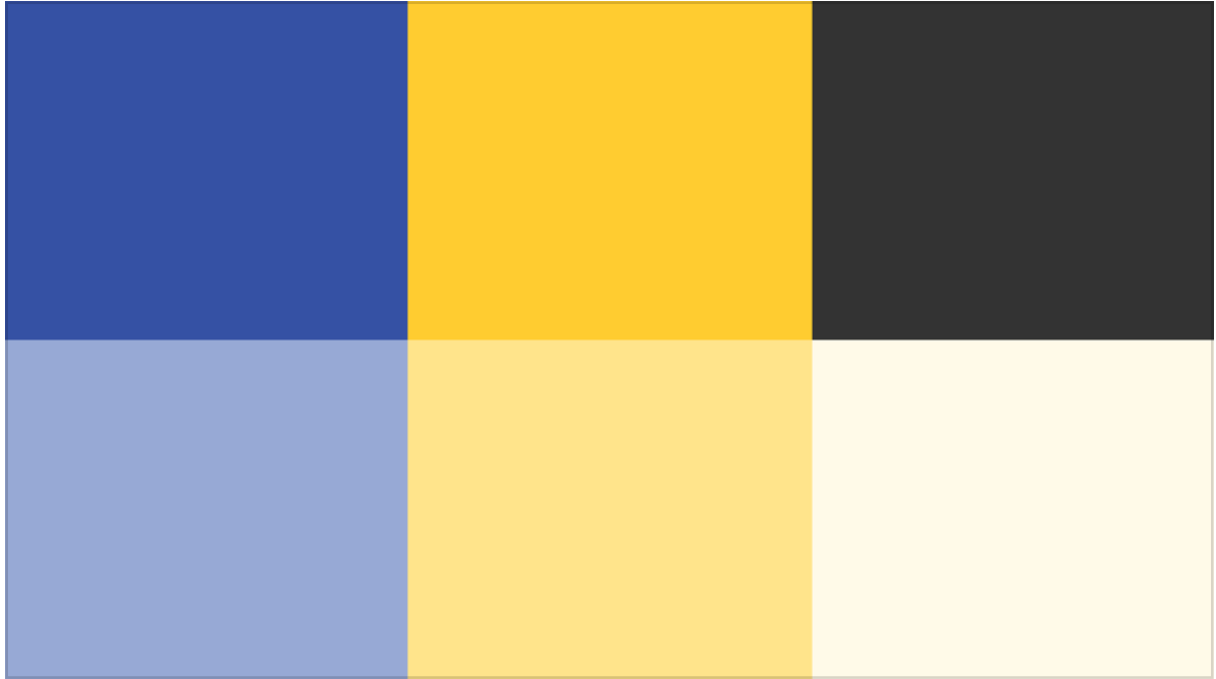


zen kaku gothic new

SAMURAI PACKER

サムライパッカー

Mplus1

[ image 09 ]

[ image 10 ]

## What's next?

From now on, this is the logo that is used by Samurai Packer. As the project grows, this logo will acquire meaning and be used in new ways.



[ image11 ]

Ultimately, the goal of the Samurai Packer logo is to carry the idea of what Samurai Packer

is. Moreso, these ideas come from the people, the community, and the activities of the project.

If you are interested in design, feel free to reach out and keep the conversation on Twitter.