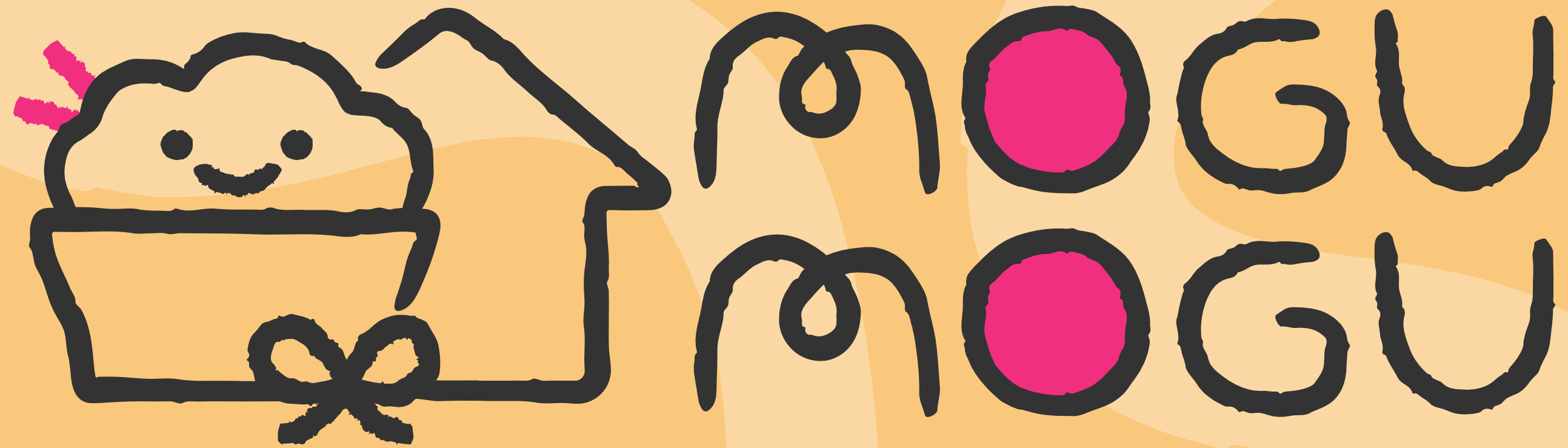




Rebranding Process Book

Ellie Mineta

Content



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Apron
Mug

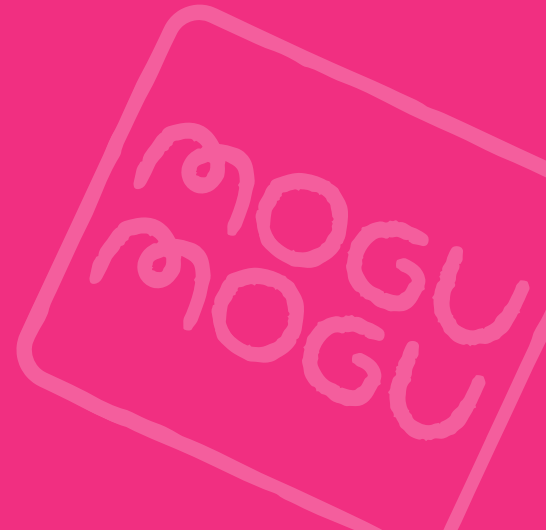
06

Advertising

Three Posters Series
Website Banners
Event Advertisement



Brand Assessment



Name

Nagomi Visit

Location

Japan

Goal

To create meaningful, cross-cultural interactions that transcend traditional tourism, enriching both guests and hosts through personal connections and authentic experiences in Japanese homes.

Tagline

We build friendships not business transactions

History

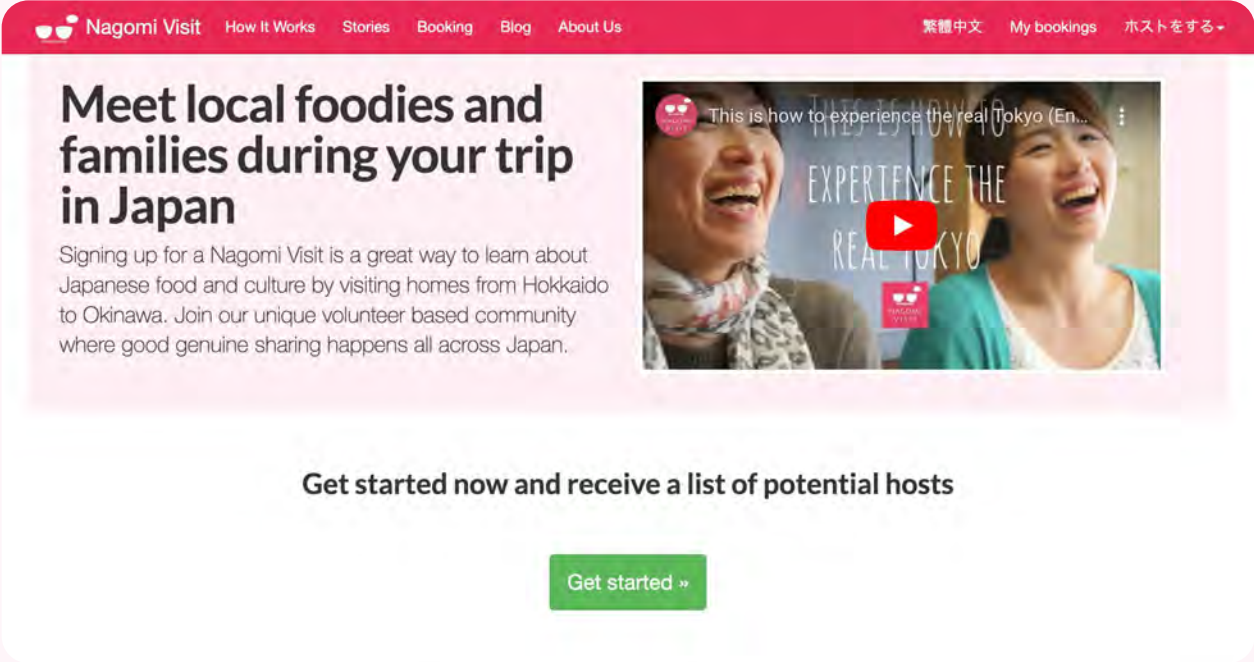
In 2009, Nagomi Visit was inspired by founder Megumi's experience of dining with a local family in Denmark. The first visit took place in September 2011 with four guests and hosts in Tokyo, offering a unique cultural exchange through home-cooked meals. This simple idea has since led to lasting friendships and global reunions, demonstrating the power of sharing a meal to connect people across cultures.

How we work

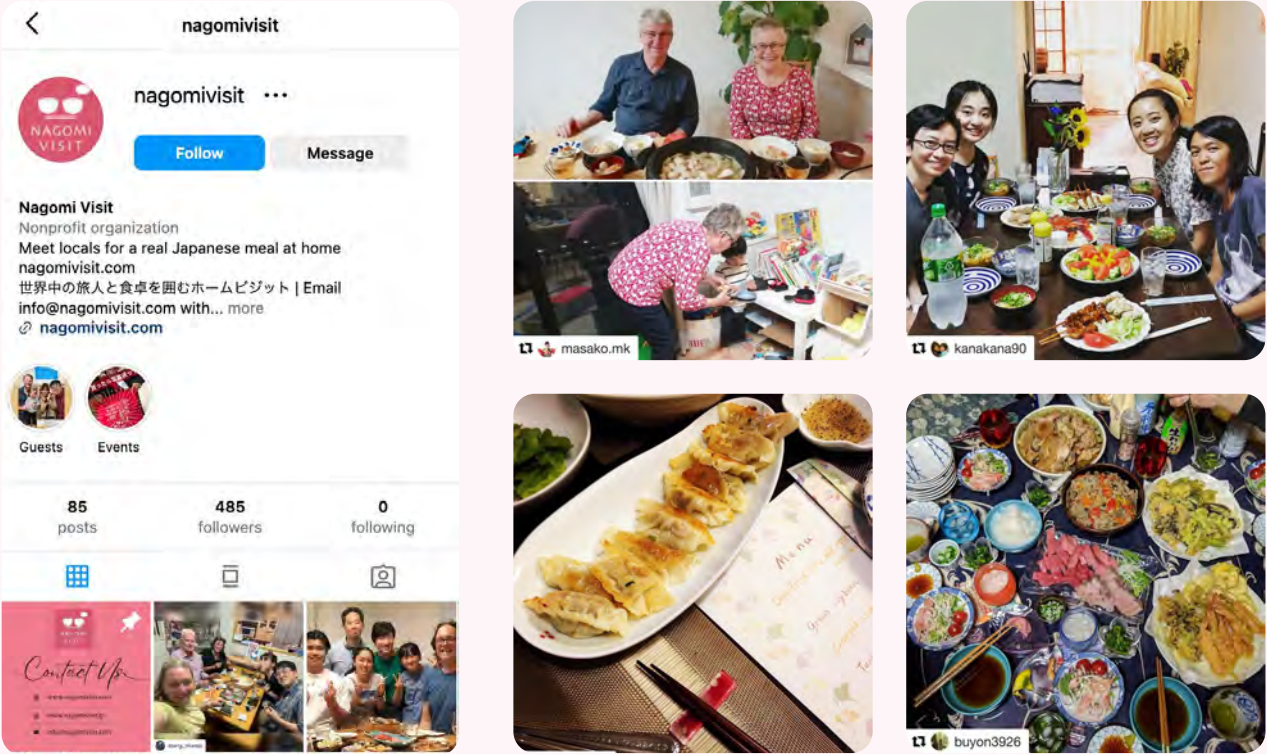
Nagomi Visit links travelers with Japanese families for home-cooked meals. Guests can select a host online based on location and preferences, sharing a meal that fosters cultural exchange and personal connections.

Original Graphics

Website



Instagram



Logo



What's working?

- 1200+ volunteer hosts are located all over Japan from cities to rural areas
- Strong concept
- Introduced in a lot of TV shows and magazines and have great media supports
- Social media and blogs are frequently updated and can see the experience

What's not working?

- Outdated and unprofessional graphics
- Typography and color is inconsistent
- Website is text heavy
- The brand name is confusing for non Japanese speaker
- Only available in Japan

Brand Objectives

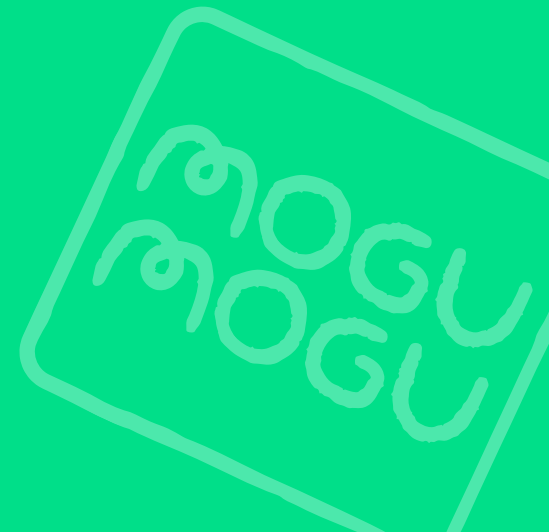
- Rename to an understandable and impactful name
- Stronger social media presence to engage audience and raise awareness
- New campaign and events to promote
- Make it a global organization and expand the business

Design Objectives

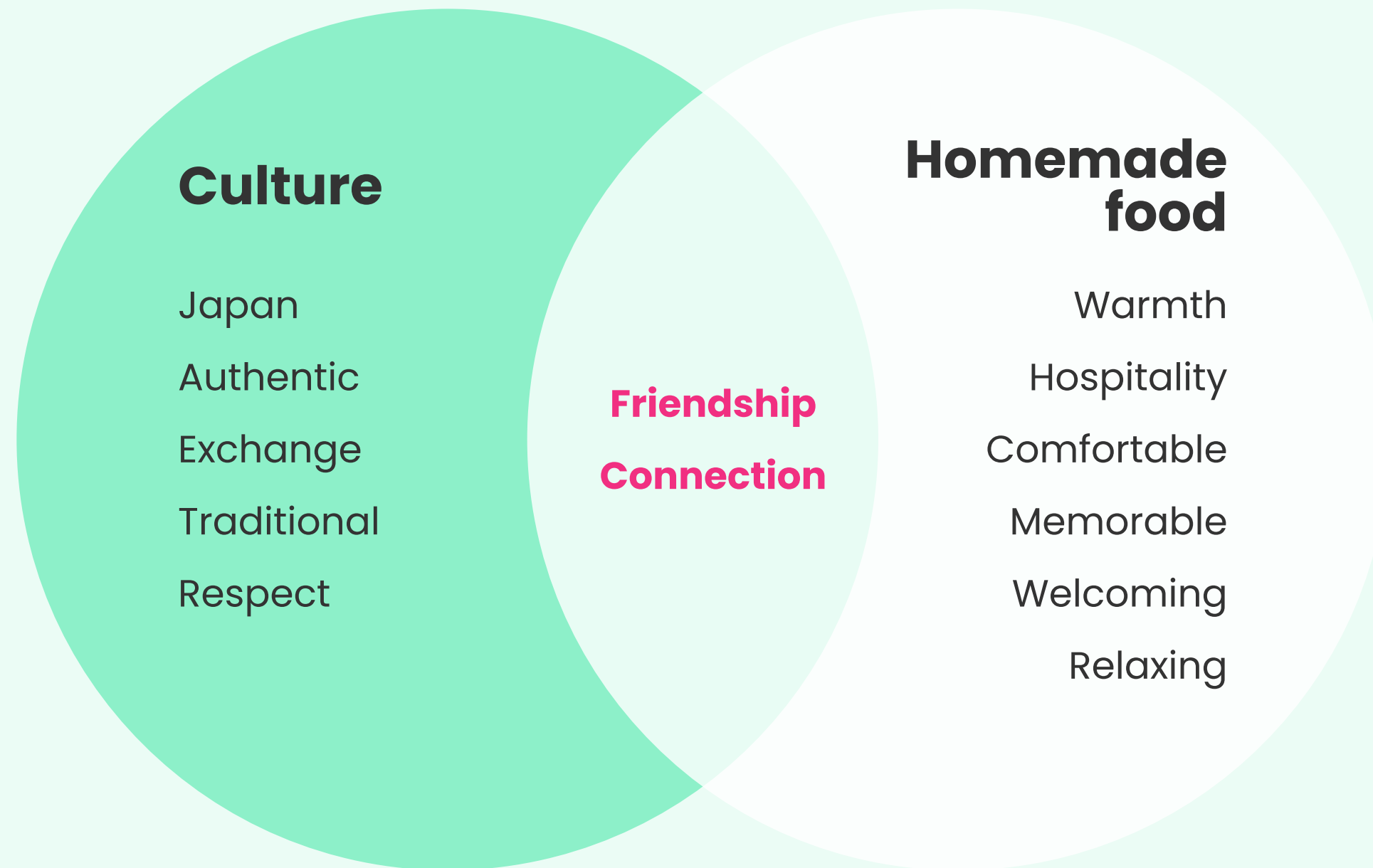
- Update the visuals to effectively convey the brand's message and story
- Improve UX design on the website
- Keep the design consistency across all media
- Make the look and feel more heart warming, welcoming, relaxed, authentic, memorable and unique



Brand Exploration



Brand Character



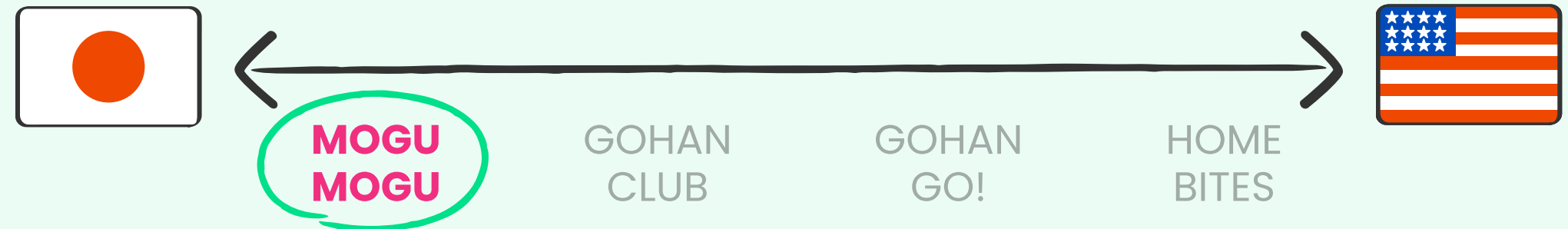
The brand values are centered on cultural exchange and warm hospitality. At the heart of these values are the friendship and meaningful connections formed between travelers and local hosts.

Brand Mood Board



Improvements

I renamed Nagomi Visit to MOGUMOGU, keeping the essence of “Nagomi” in mind. In Japanese, “Nagomi” carries various meanings, including “Japan,” “to befriend,” and “to feel at home”. The goal remains to bring people together at the same table, sharing a meal and fostering connection through the idea of “onaji kama no meshi o kuu”—eating rice out of the same pot.



“Mogumogu” is an onomatopoeia that describes the sound and action of chewing food. It conveys someone munching or chomping on food in a cute and endearing way. This kind of cute onomatopoeia is expected to create a warm and relaxed atmosphere.

Logo Concept

Original Logo



Improvements

I appreciated the original logo's elements for their reflection of Japanese culture and the organization. However, the elements felt somewhat disconnected.

To create cohesion, I introduced a ribbon that links the chopsticks, bowl, and house. In Japan, a ribbon symbolizes "friendship", which adds unity to the design. I also hand-wrote the text to convey a friendly and warm feel.

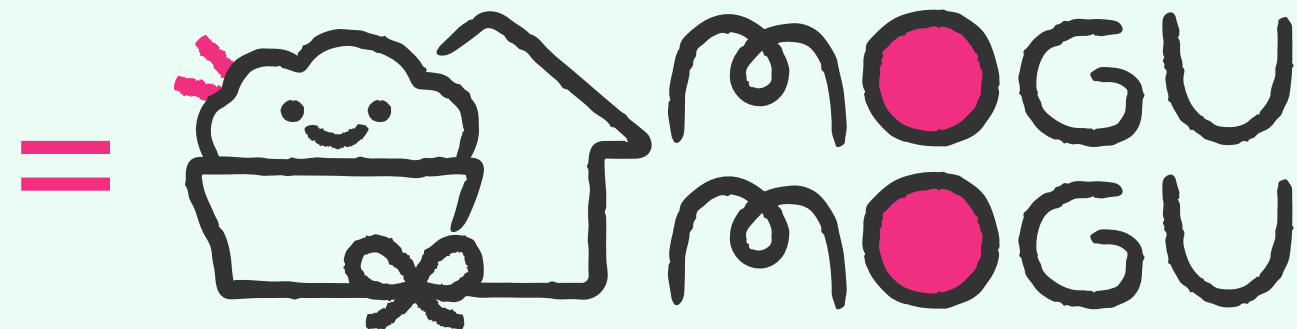


Ricebowl

Chopsticks

Home

Ribbon

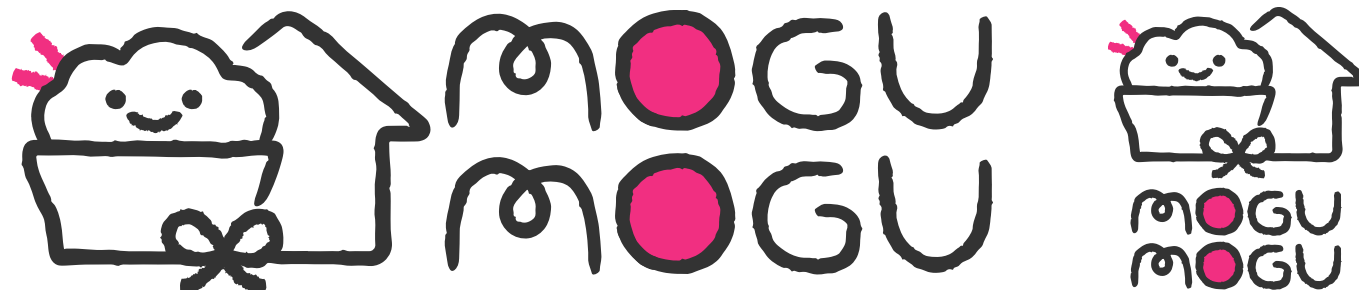




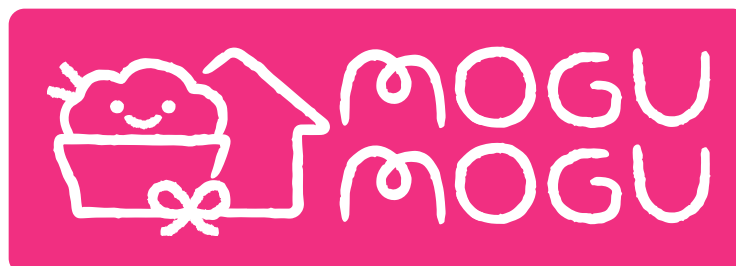
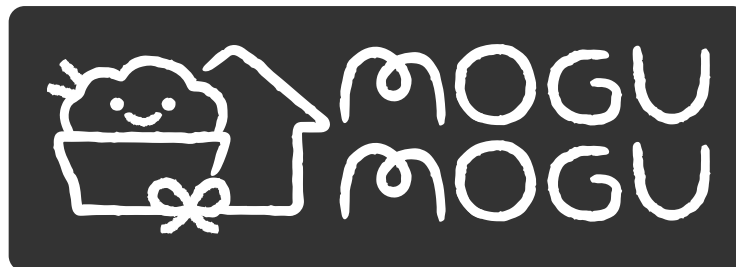
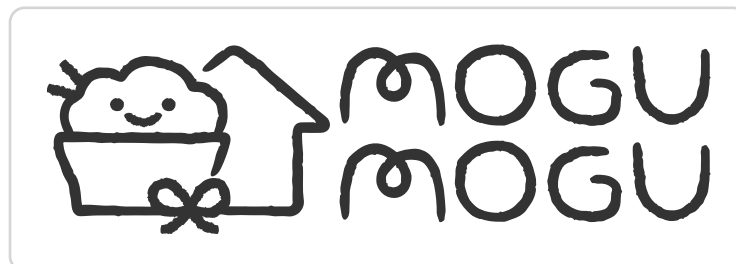
Style Guide



Primary Logo



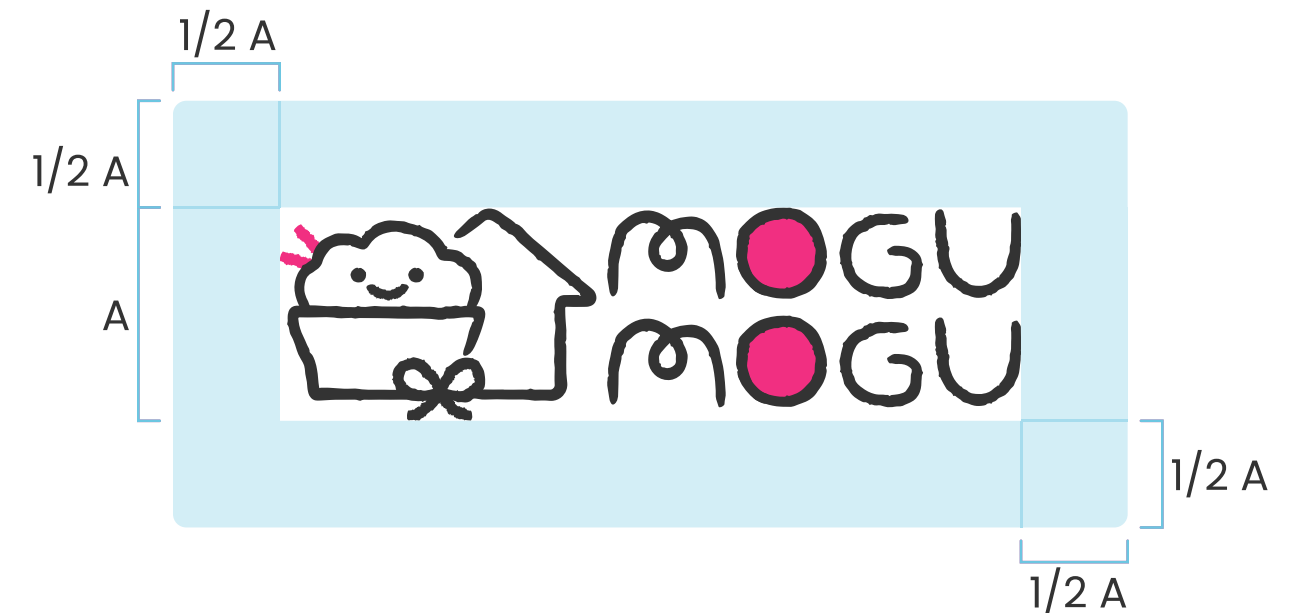
Solid Mark



Social Icon



Safe Zone



Minimum Size

8px for digital
2.2mm for print



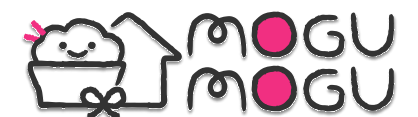
Misuse



No transforming



No complicated background



No effect

Logo Animation



<https://dribbble.com/shots/24799399-Logo-Animation-for-MOGUMOGU>

Color Palette

Miso Glaze

HEX

#DF982E

RGB

233,152,46

CMYK

11,43,96,0

Pantone

7563 C

Yuzu Honey

HEX

#FBC97E

RGB

251,201,126

CMYK

0,22,57,0

Pantone

148 C

Pickled Plum

HEX

#F23081

RGB

242,48,129

CMYK

0,92,16,0

Pantone

191 C

Matcha Fresh

HEX

#00E08A

RGB

0,224,138

CMYK

65,0,67,0

Pantone

7479 C

Ramune Blue

HEX

#6DC7E2

RGB

109,199,226

CMYK

52,2,7,0

Pantone

Blue 0821 C

Sesame Black

HEX

#333333

RGB

51,51,51

CMYK

69,63,62,58

Pantone

447 C

**MOGUMOGU
connects
travelers with
locals over
home-cooked
meals.**

**Roca One is the identity carrier,
reflecting the brand's authenticity,
respect, and friendliness.**

Roca One

Thin

Light

Regular

Bold

Black

Heavy

Aa

01234

56789

Poppins is used as a secondary complement to the body copy. It is primarily used for subheadlines and longer text in both print and digital environments.

Poppins

Thin

Extra Light

Light

Regular

Medium

Semibold

Bold

Extra Black

Black

abcdefghijklm

nopqrstuvwxyz

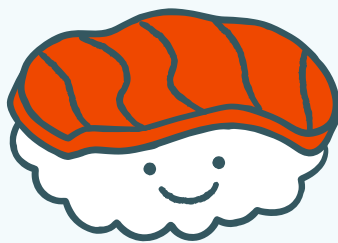
ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789!?!&()

Aa

Normal Version



Stroke color
HEX #345861
RGB 52,88,97
CMYK 81,53,49,26
Pantone 7545 C

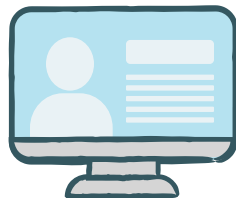
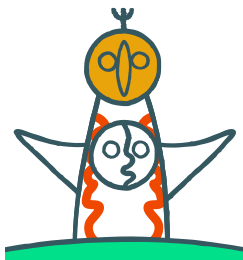
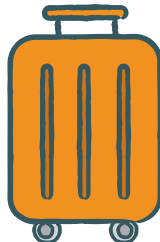
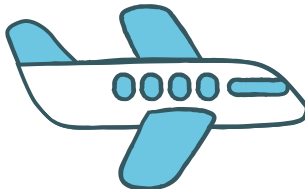
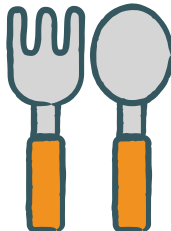
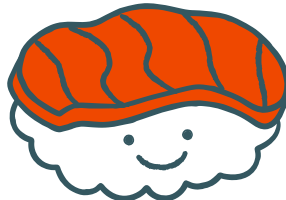
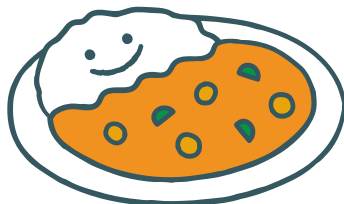
Outline Stroke Version

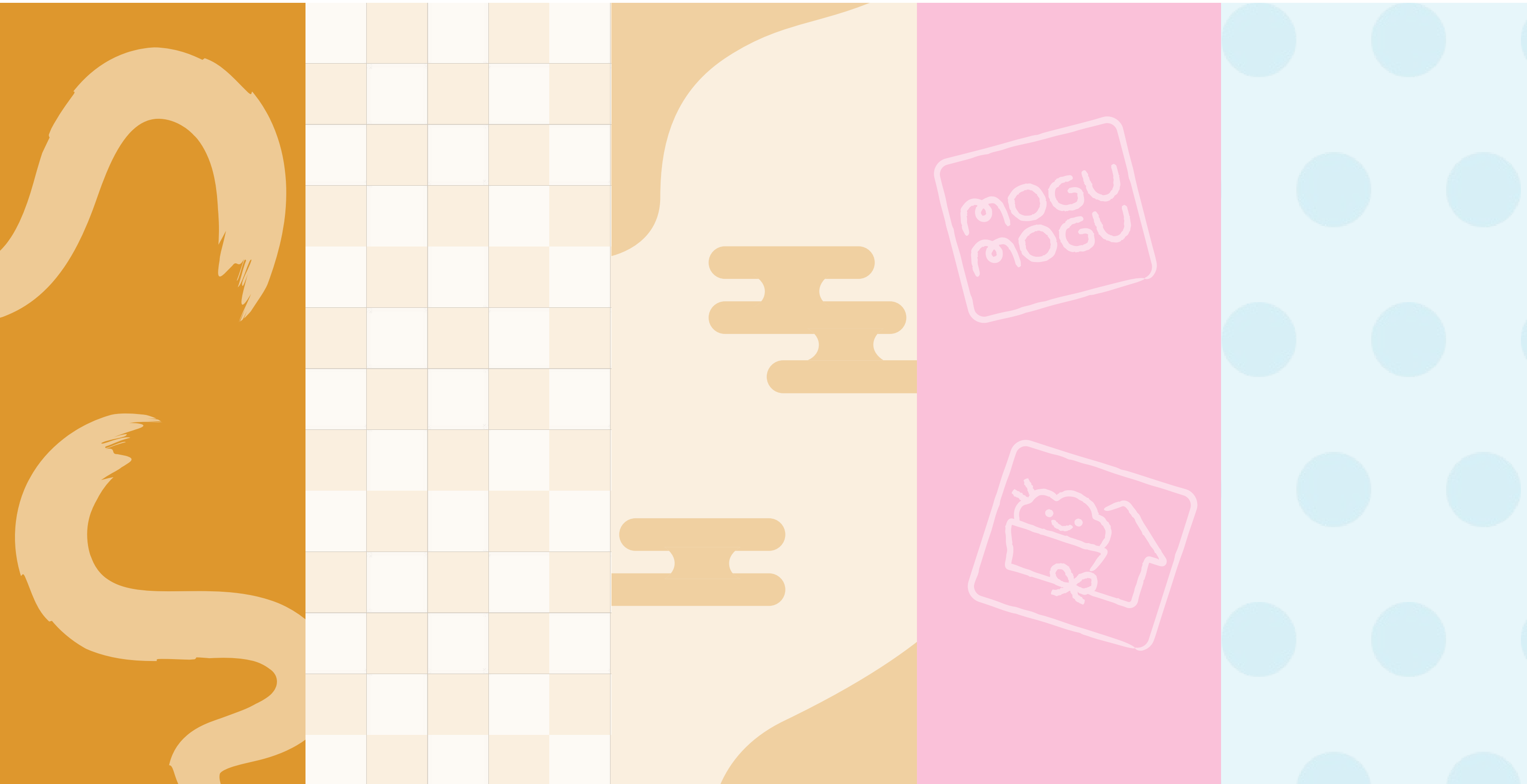


Outline Stroke Color
HEX #6DC7E2
RGB 109,199,226
CMYK 52,2,7,0
Pantone Blue 0821 C



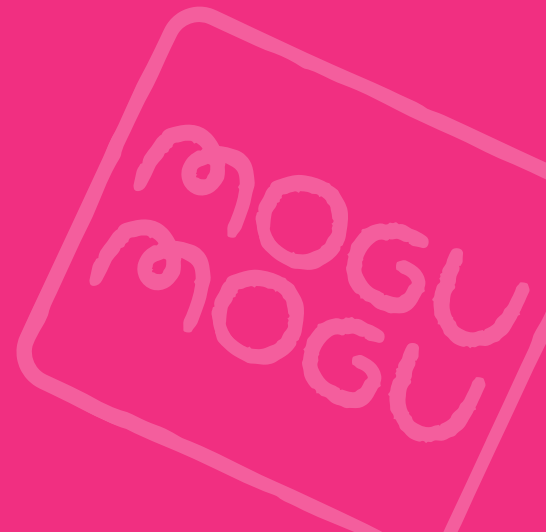
Outline Stroke Color
HEX #00E08A
RGB 0,224,138
CMYK 65,0,67,0
Pantone 7479 C

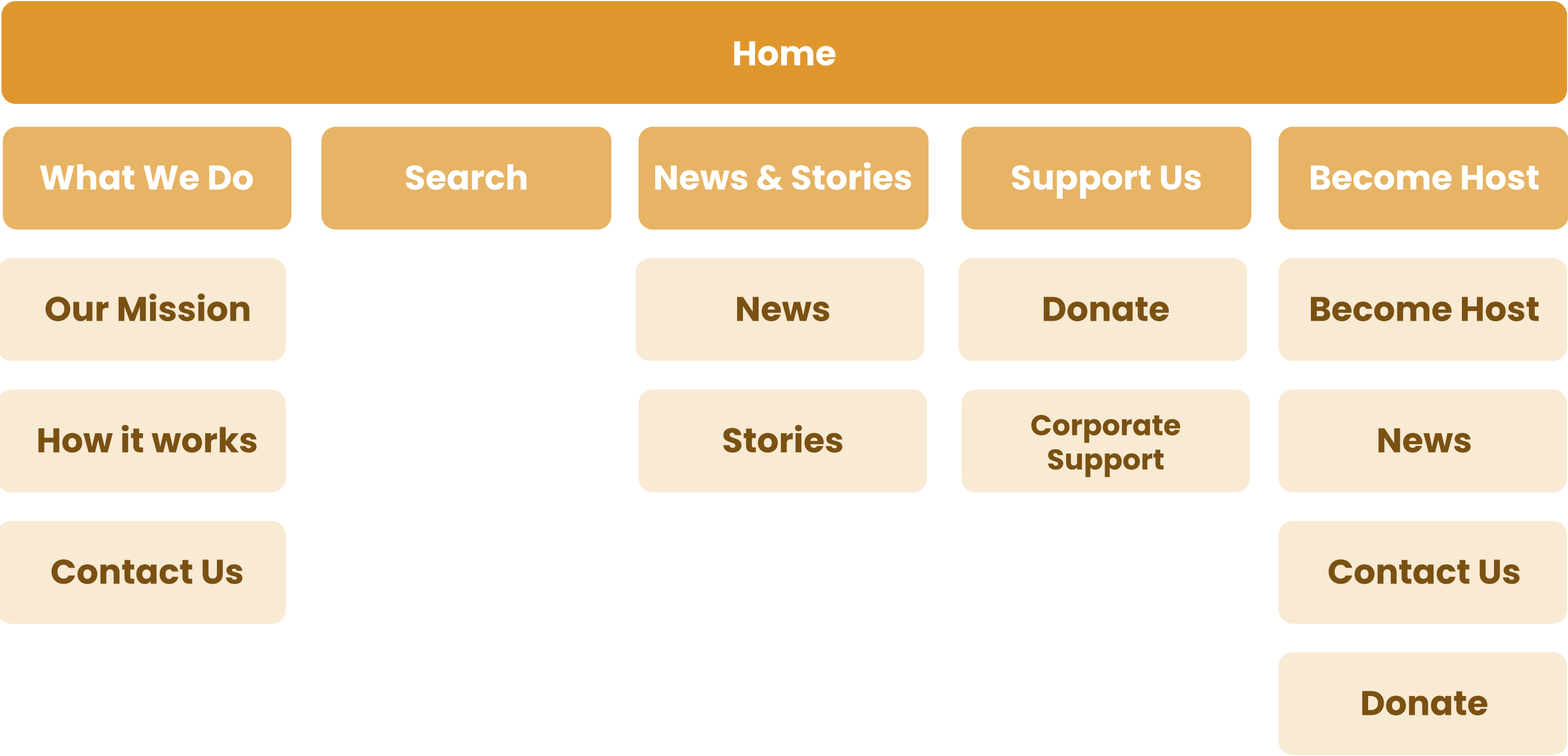






Websites and Socials





Main Page Design

[What We Do](#)
[Search](#)
[News & Stories](#)
[Support Us](#)
[Become a host](#)

Experience Home-Cooked Japanese Food

Eat and cook in local homes all across Japan

We build friendships not business transactions.

MOGUMOGU is a nonprofit which provides a home visit program where travelers from around the world are invited to Japanese homes and interacting and enjoying everyday home-cooked meals together.

MOGUMOGU's goal is to encourage locals in Japan to welcome and connect with people from around the world by sharing meals, fostering a friendlier global community.

[Check how it works](#)

We believe that sharing meals can make the world friendlier

Eat and cook in local homes

Where

When

Who

Eat and cook in local homes

Where
Search destinations

When
Add dates

Who
Add guests

Tokyo

Enjoy our favorite home cooked fish

Host : Yuri

Let's roll Temakizushi together

Host : Miwako

Experience the traditional taste of Nikujaga

Host : Taro

Osaka

Let's cook Osaka's soul food Okonomiyaki

Host : Yuri

Experience our home cooked Takoyaki

Host : Yoshihiko

Enjoy Osaka's Kushiyaki

Host : Taro

[See other locations](#)

Find your perfect experience

Let's cook Soba together!

Host : Yuri

Let's cook Tempura together!

Host : Taro

Let's cook home made Mochi

Host : Miwako

How your dollars helps

How your dollars helps

Category	Percentage
Ingredients for the host	30%
Operational costs	55%
Select a cause you care about	15%

Thirty percent of the fee covers ingredient costs for the host, fifty-five percent supports our nonprofit's operations, and fifteen percent is donated to causes chosen by you, like food banks, health issues, education, and housing. The fixed participant fee of 5,500 yen per adult reflects our commitment to building friendships rather than business transactions. We keep the program affordable, sustainable, and focused on sharing.

[Learn more](#)

Travelers love our locals

“When I booked the MOGUMOGU, everyone was very excited. No one was nervous or scared. Our children were comfortable with the host's home and children in a matter of minutes. They could not communicate verbally, but they had fun folding origami together and engaging in physical humor. As a parent, I was amazed at how well the children got along and played together. The activity was very different than any other activity we did on our trip, but was perhaps the most special.”

Gery from the US
with family of six with four kids

Cheryl from Germany
with partner

[See more reviews](#)

As seen on

BBC The Japan Times SWISS Wunderland Japan WAttention



[What We Do](#)[Search](#)[News & Stories](#)[Support Us](#)[Become a host](#)

Enjoy home cooked fish with Yuri

[Send a request](#)

About Host

About Yuri
My name is Yuri. I am a freelance host for events and reporter for television and radio. Used to be an actress for a theatrical company. Learn English conversation for over four years. Satoru (Husband, 46) technological researcher for a camera manufacturer. Likes cars and motorbikes. They both love traveling. They have traveled America, Canada, South Korea, Thailand, Taiwan, Indonesia, Singapore, Norway, Malaysia, Egypt, Israel and Cambodia. They have accepted over 50 groups from 20 countries.

Host type
Family



Languages
English, Mandarin, Japanese

Nearest Station
Shimokitazawa Station



Menu Examples



Available dates

<

September 2024

>

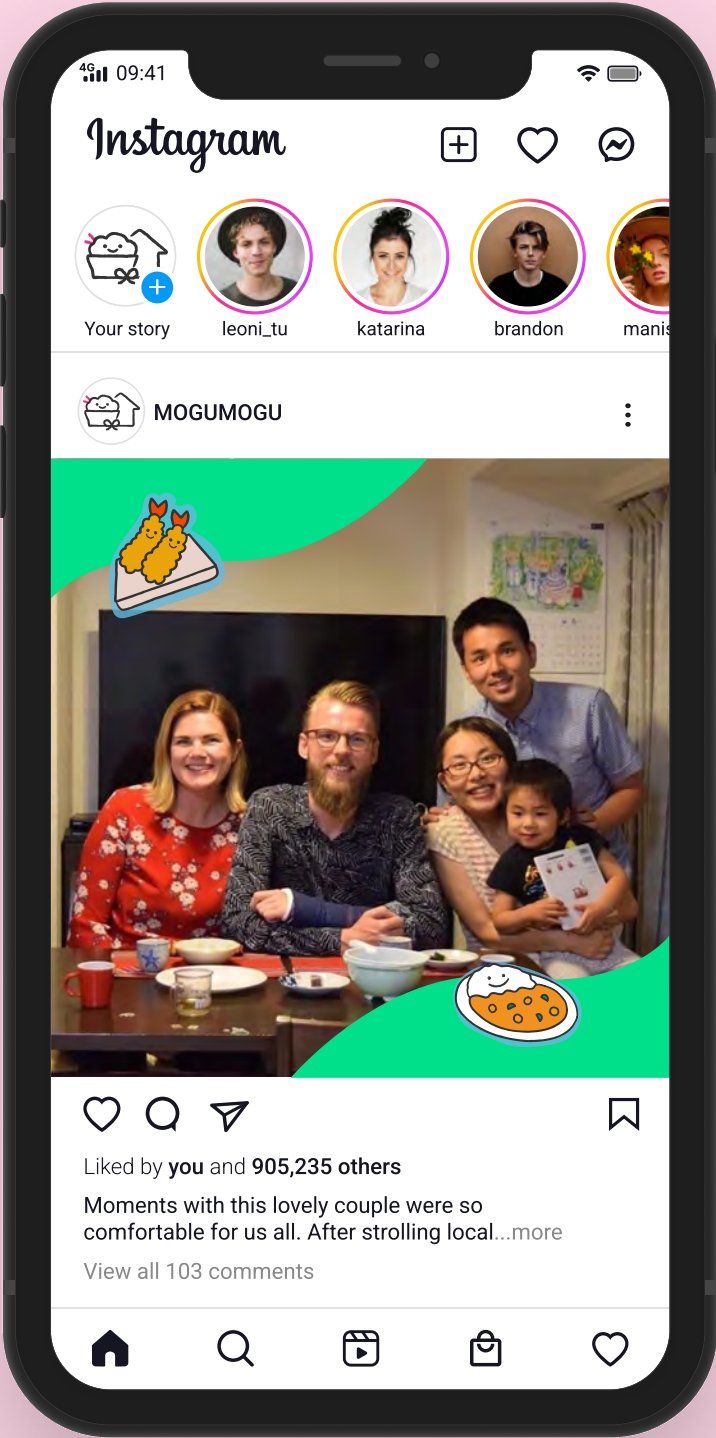
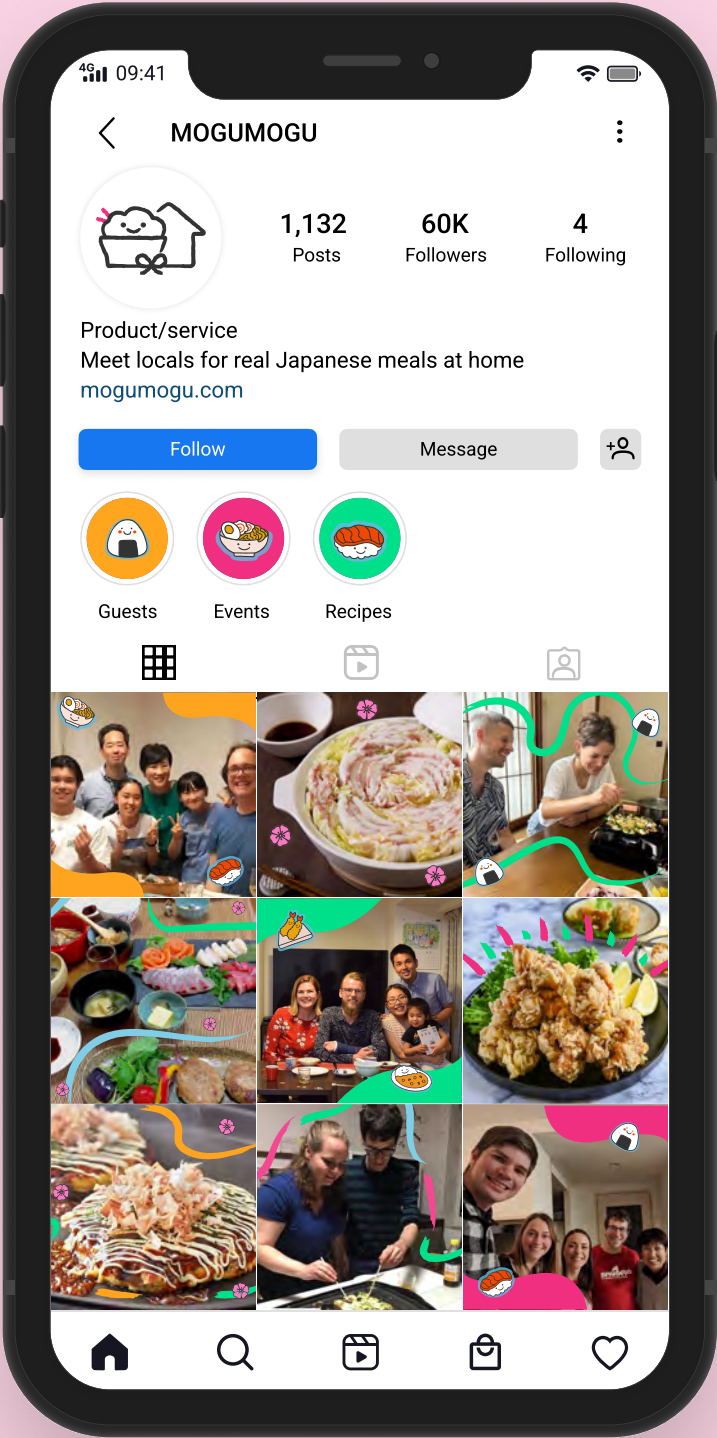
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	1	2	1	2	3	4	5
8	9	10	11	12	13	14	6	7	8	9	10	11	12
15	16	17	18	19	20	21	13	14	15	16	17	18	19
22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30						27	28	29	30	31		

[Send a request](#)



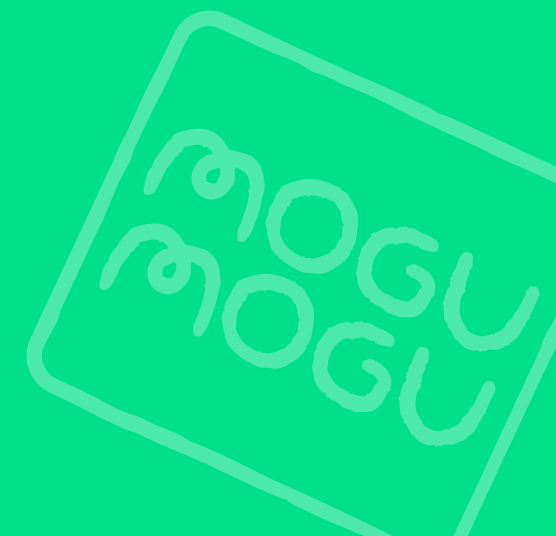


Social Media - Instagram





Print Collateral



Letterhead



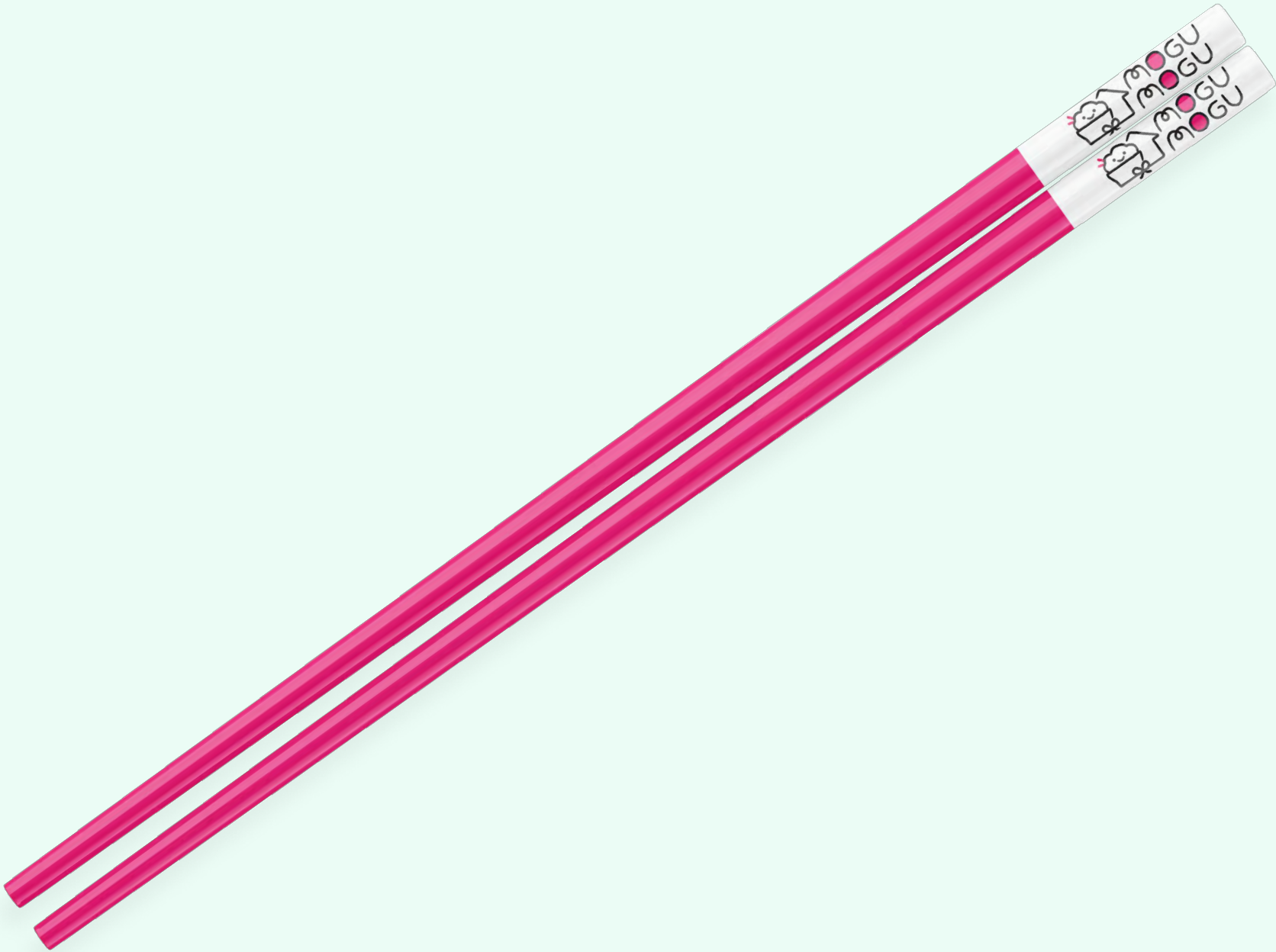
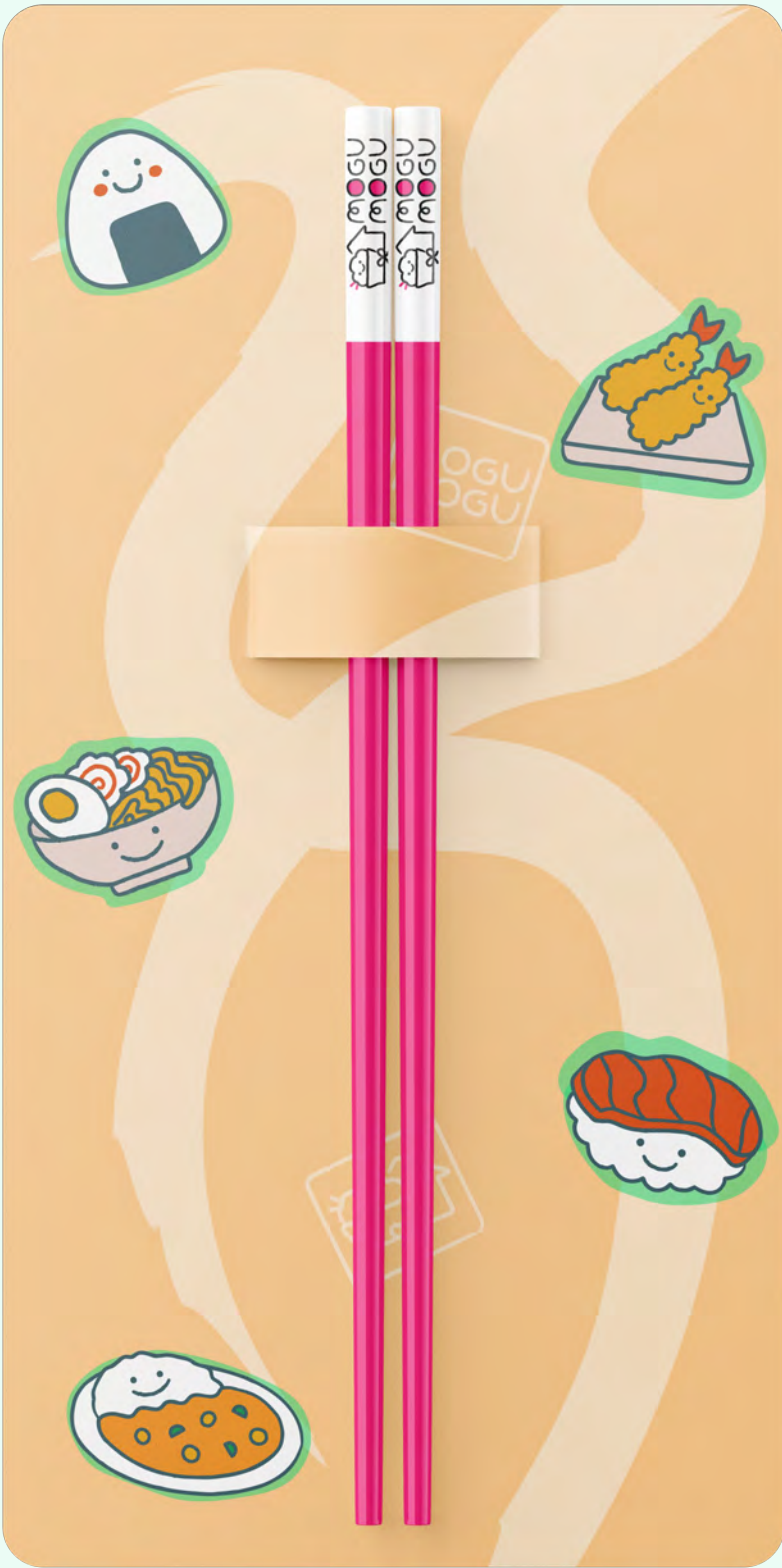
Business Card



Stationery



Chopsticks





Apron



06



Advertising



Three Posters Series at Airport

**Experience
Home Cooked
Japanese Food
with** 



Offering a home visit program in Japan where travelers enjoy authentic home-cooked meals and cultural exchange with locals.

www.mogumogu.com 

**Miho Awaits You!
Cook and Enjoy
Her Dishes
through** 



MOGUMOGU Host
Miho in Osaka

www.mogumogu.com 

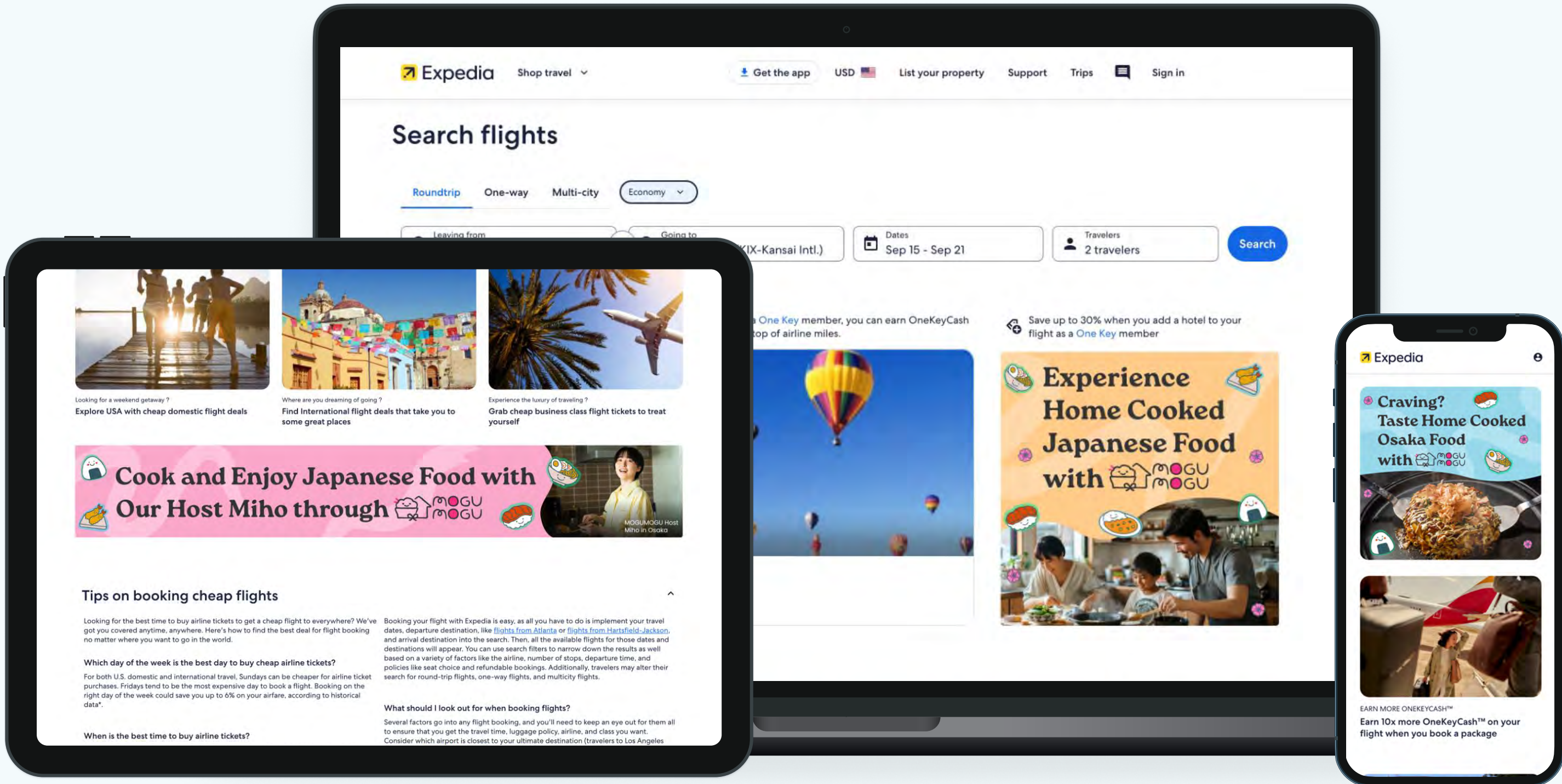
**Craving?
Taste Home Made
Osaka Food
with** 



Okonomiyaki
cooked with Miho's homemade recipe

www.mogumogu.com 

Website Banners



Limited-Time MOGUMOGU Experience

This is an exclusive weekend event where MOGUMOGU will bring authentic Japanese home-cooked meals directly to neighborhoods using a specially equipped motorhome. This initiative allows us to connect with local communities by offering MOGUMOGU experiences in nearby parks. Additionally, for early participants, we will provide the option to host a private MOGUMOGU event in their own backyard during home parties. This campaign not only promotes brand visibility but also creates memorable, personalized interactions with our target audience.

