

# Visual Identity

## Signs "visible et invisible"



A sign "visible" has been given a form  
and reacts intensely in deep side of watcher mind.  
Call her a letter, or a number, or a shape beyond image.  
An appointed designer can get the reaction right ?  
and create a symbol that is the shape the times expect clearly?  
The answer is not "YES".  
Even if a sign "visible" will be optimized visually by plan,  
she will be always swept away with trends tide.

Important is the other sign "invisible" internally and externally.  
He is client philosophy or communication between users.  
Metaphysicizing him, that is quality, that is origin of necessary design.  
He has no shape, but heat, sometimes bold, sometimes nervous.  
He is alive like dragon, noble and sensitive.  
A sign "invisible" must be eternal.

SPLUSO spends much of imaging sign "invisible".  
The more of "invisible" originality, flexibility and simplicity,  
a sign "visible" must surely shine the better, I believe.  
Because design is co-tuning between client and designer.