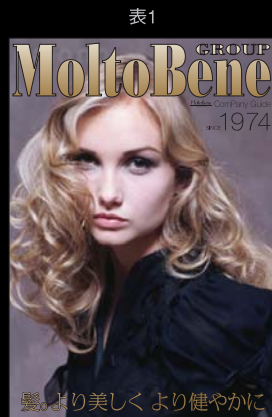


ヘアケア製品のメーカー、モルトベネ社の会社案内表紙。全面にメタリックの特色を刷り、中央にカンパニーロゴをシンボリックにエンボスで表現した。女性の髪を美しくするという企業姿勢を、端的に美意識を持って表現した。

The company guidance cover of the manufacturer of the hair care product, the MoltoBene company. The feature of metallic was printed in the whole surface, and company logo was expressed with emboss in the center in symbolic. It had beauty consciousness straightforwardly, and the enterprise posture that woman's hair was beautified was expressed.



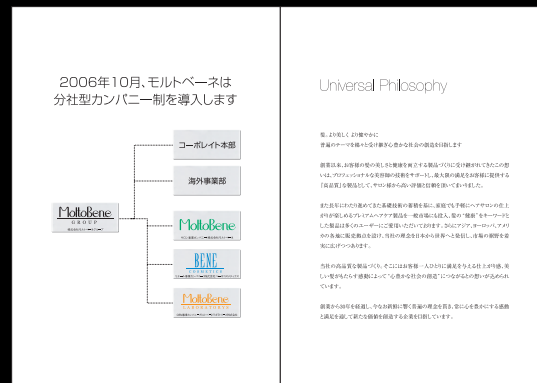
A案



B案



C案



MoltoBene

26.03

会社案内のプレゼン案。

A案_ファッション誌のような表紙を構成。「髪」=「ファッション（ビューティ）」と考えている企業であることを、インパクトのある表現で強くアピールする。

B案_中央にカンパニーロゴをエンボス加工。中面では、分社化した各カンパニーをそれぞれ衣類の「タグ」で表現

C案_表情が極力見えない横顔の写真を用いることで、「女性の髪」を記号的・象徴的に表現。中面では、様々な年代の女性に「髪」や「髪型」、「髪についてのこだわり」について語ってもらい、髪をケアする商品が、女性の「美」や「健康」や「健やかな精神」にとっていかに重要かを再認識していただく。

The presentation plan of the company guidance. A plan_Compose a cover like a fashion journal. It appeals that they are "hair"="fashion/beauty" and a thinking enterprise strongly with the expression with the impact. B plan_In the center, companylogo, emboss processing. Express each company which an advantage company turned to respectively in the middle surface in "tag" of the clothes. C plan_Express woman's hair symbolically like a sign by your using the photograph of the profile that an expression can't be seen the extreme power. It has the woman of the various generations talk about "hair" and a "hair type", the "hitch about the hair", and has how the goods which care for hair are important for the woman's "beauty", the "health" and the "sound mind" realized again in the middle surface.



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