



ISHIKAWA TRAVEL

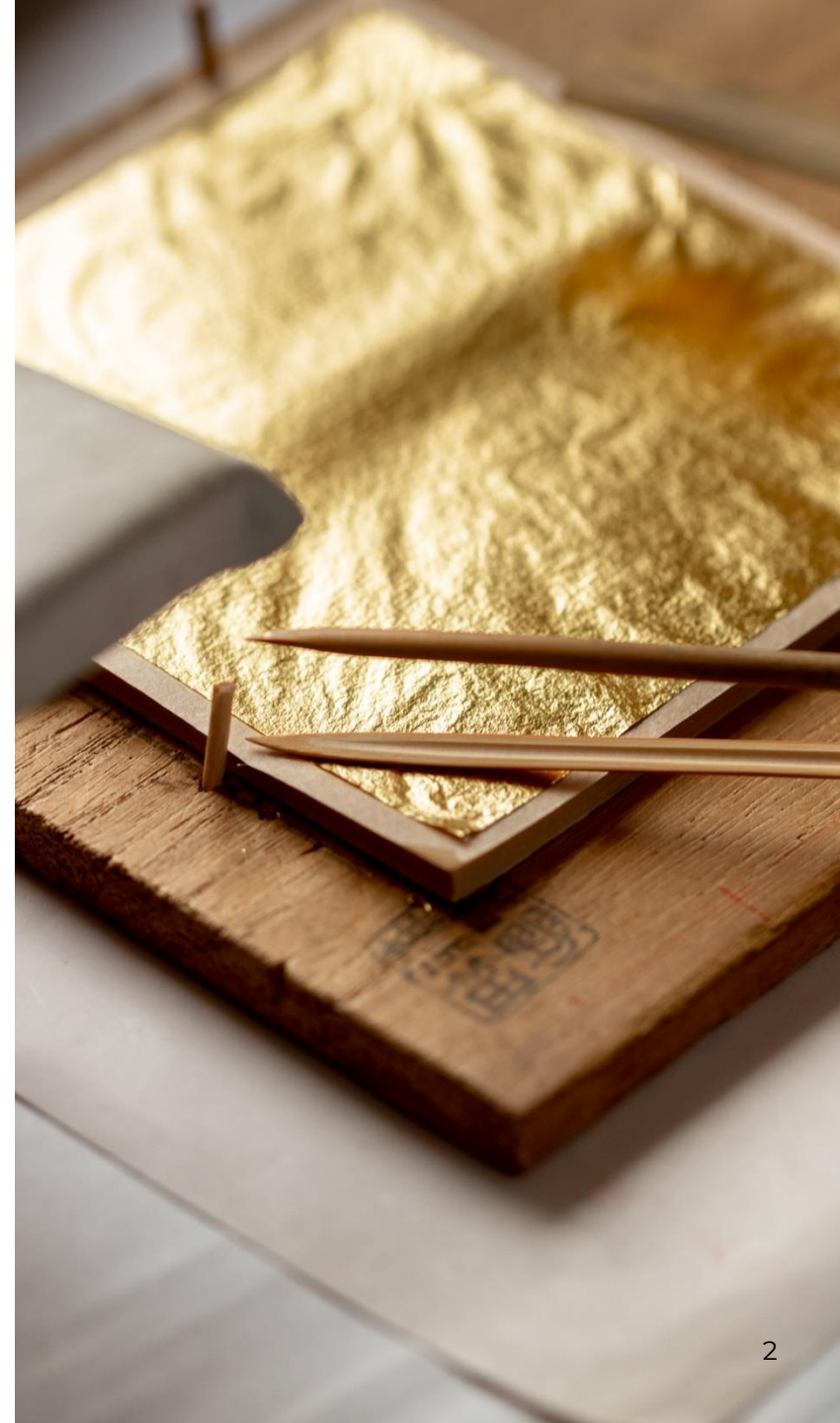
# BRAND BOOK

Version 1.0

# TABLE OF CONTENTS

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- Where We Are
- Our Story
- Our Mission
- Our Promise
- Our Values
- Our Guests
- Our Personality



# WHERE WE ARE

**Take a trip to Ishikawa, located in the center of Japan's main island Honshu, facing the Sea of Japan. Accessible from Tokyo in just 2.5 hours via bullet train, in Ishikawa you will experience culture and traditions passed down from generation to generation.**

## **Kanazawa: A cultural center with beautiful historical districts**

The vibrant city of Kanazawa still retains an Edo period (1603-1867) atmosphere, when samurai ruled Japan. Throughout history, the beautifully preserved cityscape avoided damage from war and major natural disasters. It is the centerpiece of Ishikawa.

## **Noto Peninsula: Traditional lifestyles in harmony with nature**

The northern part of Ishikawa Prefecture comprises the Noto Peninsula, which juts out into the Sea of Japan. The area has many breathtaking seascapes and traditional farming and fishing villages.

## **Kaga and Hakusan: A hot spring resort town with rich nature and sacred mountains**

This area is made up of four hot spring resorts surrounded by nature and is home to traditional handicrafts. Mt. Hakusan, a sacred mountain, towers above and provides an abundant water supply.

Ishikawa is a destination where you can experience the entire spectrum of Japanese culture, including lifestyle, the arts, and traditions that have been carried on in the region for generations.



## **Culture**

Lifestyle   Custom   Tradition   Cuisine   Nature   Art

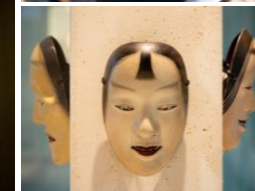
# OUR STORY

## 400 years of culture and tradition

The history of Ishikawa is one in which people have melded the spirit of the times into age-old traditions, creating a rich new culture. This multilayered culture cannot be found in any other region of Japan.

### 17th to 19th Centuries: The Samurai Era

The Maeda family, who ruled Ishikawa, used their enormous financial resources not for military force but for developing industry and culture. As a result, the town developed into a peaceful and prosperous place, with a wide variety of traditional crafts. The tea ceremony and Noh plays - pastimes of the samurai - flourished as part of Ishikawa's culture.



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### 19th to 20th Centuries: Japan's Modernization

Many of Japan's leading scholars and authors appeared on the scene, creating the foundation for learning from the past and creating a new culture. Even as Japan rapidly modernized, the cityscape and culture created during the time of the samurai and a lifestyle that values living in harmony with nature were preserved through the efforts of the region's people.



### 21st Century: Present Times

The culture that our predecessors have preserved continues to evolve. Today, Ishikawa proudly holds the highest number of traditional townscapes, living national treasures, and people who are dedicated to the practice of tea ceremony and flower arrangement in Japan. The Noto Peninsula is the first designated United Nations Globally Important Agricultural Heritage site in Japan. Communities here promote a lifestyle that values living in harmony with nature.

\*Number of important preservation district of historic buildings:

No.1 in Japan (2021)

\*Number of living national treasures per one million people:

No.1 in Japan (2021)

\*Percentage of people who enjoy tea ceremony:

No.1 in Japan (2016)

\*Number of tea ceremony and flower arrangement schools:

No.1 in Japan (2016)

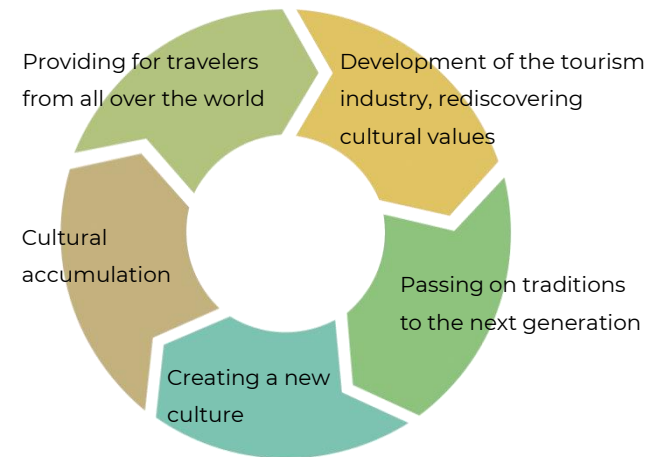


# OUR MISSION

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The distinctive and peaceful society of Ishikawa has enriched our lives. It was created by refining the traditions inherited from the past and incorporating new ideas. Ishikawa is one of the few places in Japan where this process is continuously repeated in our daily lives.

1. We enable travelers from all over the world to directly interact with and experience Ishikawa's authentic culture.
2. We sustainably develop the tourism industry, which is built on the foundation of culture.
3. We reassess the value of our traditions while creating a constantly evolving culture that will last for generations to come.
4. Allow the world traveler to participate in the process of cultural creation.



# OUR PROMISE

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## The Golden Destination

A place where a distinctive culture has been refined and accumulated generation after generation.

Ishikawa, Japan's Golden Destination, is where an inimitable abundance of culture that has been continuously refined and accumulated over the centuries grows in our daily lives. Our culture is open to all: travelers can experience its true colors firsthand, just as the residents do. Experiences await that will enrich the intellectual curiosity and sense of wonder in every traveler.





# OUR VALUES

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1

An authentic culture that has  
blended with modern times

2

Life in harmony with nature

3

A journey where you can  
uncover your own joy  
in the gentle passage of time.





# OUR VALUES

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## 1. An authentic culture that has blended with modern times

Our inimitable culture makes us unique. It is present under the surface in our daily lives and is constantly evolving based on our heritage and is adapting to new values and traditions.

- People live a modern lifestyle while preserving traditional townscapes.
- Traditional handicraft vessels are displayed on tables in homes and cafes every day.
- Tea rooms and museums are everywhere, so both children and adults can feel free to experience authentic art.
- State-of-the-art architecture melds into the traditional townscape.
- Many young artists learn from traditional methods and take on new challenges.



# OUR VALUES

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## 2. Life in harmony with nature

Living in harmony with nature has been passed down through the generations in Ishikawa and has largely escaped modernization. We are making great efforts to preserve these values for the future. We hope to share this precious heritage with people around the world and share the concept of “living with nature.”

- Sustainable agriculture, forestry, and fisheries that maintain beautiful landscapes in harmony with nature—Terraced rice paddies and sustainable fishing practices.
- A unique culture deeply connected with agriculture, forestry, and fishery—Festivals to pray for a good harvest and a big catch.
- Farmer's guest house stays and cycling tours to learn about farming, harvesting, and cooking locally grown vegetables.
- The best ingredients from nature create Kaga cuisine of high quality in both taste and presentation, in combination with the skills of chefs and traditional artistry.
- A top-level food experience with a rich history and new interpretations from exceptional chefs in a wide range of genres.





# OUR VALUES

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## 3. A journey where you can uncover your own joy in the gentle passage of time.

The prefecture's comfortable, laid-back feel remains unchanged since olden days, then it's the perfect place for travelers to spend a mindful moment.

- Less than three hours away from the bustling Metropolitan hub that is Tokyo, you will find beautiful Ishikawa, where time passes slowly.
- Whether you are listening to the sound of the rain, the flowing river, the swaying plants, or the ever-changing form of the Sea of Japan at a seaside café, you can spend time while letting the beauty of nature take care of you.
- The people of Ishikawa are peaceful when interacting with the locals, whether it is through a ryokan stay, a meal at a ryotei (traditional Japanese restaurant), or a stroll through town.





# OUR GUESTS

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Ishikawa is a destination for world travelers who:

- Have traveled extensively and want to see more than just famous sightseeing spots.
- Value authentic experiences, such as encountering people from different cultures.
- Wish to discover a destination in its true form to satisfy their intellectual curiosity. Not something manufactured for tourists.
- Seek new ways to enjoy life.



# OUR PERSONALITY

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## **AUTHENTIC**

Everything about Ishikawa is authentic. Our culture is expressed in our daily lives, and travelers can witness this first-hand.

## **INNOVATIVE**

While we value tradition, we are not bound by it and continue to innovate within our culture. We are not afraid to change to keep progressing.

## **SOPHISTICATED**

A sense of refined beauty is imprinted in our DNA, rooted in the traditions of the samurai period. It manifests itself in Ishikawa's arts, gardens, architecture, and landscapes.

## **RELAXED**

Ishikawa and its people live life at their own pace. Travelers can relax and enjoy each destination here at their leisure.

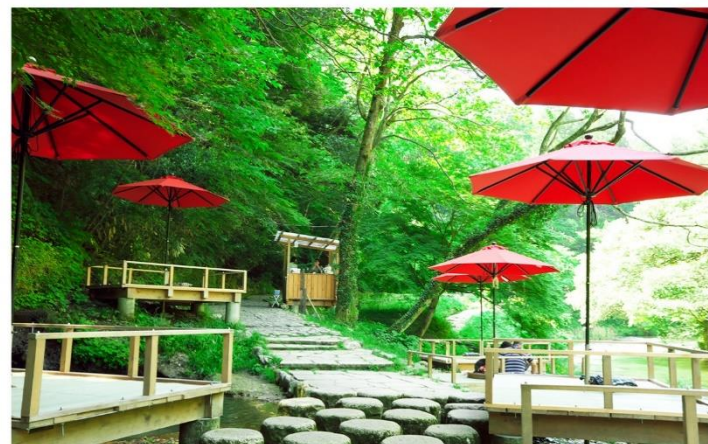


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# LOGO VARIATIONS

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Our logo is inspired by Kenrokuen Garden's Kotoji lanterns and the Yukitsuri ropes that protect the garden's trees in winter.

## VERTICAL



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## HORIZONTAL



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## ICON



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# OUR BRAND COLOR

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**Primary color**  
**#c5b37f**

**R 197**  
**G179**  
**B127**

**Secondary color**  
**#25283b**

**R 37**  
**G40**  
**B59**

**Tertiary color**  
**#f4f3ec**

**R 244**  
**G 243**  
**B 236**



# TYPOGRAPHY

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The "Bodoni" font should be used for titles and headings, and the "Sofia Pro" font should be used for body text. If Bodoni or Sofia Pro font is not available, Prata, Montserrat, or similar fonts may be used.

## Bodoni URW Light font

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## Prata

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## Sofia Pro Semi Bold

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## Montserrat

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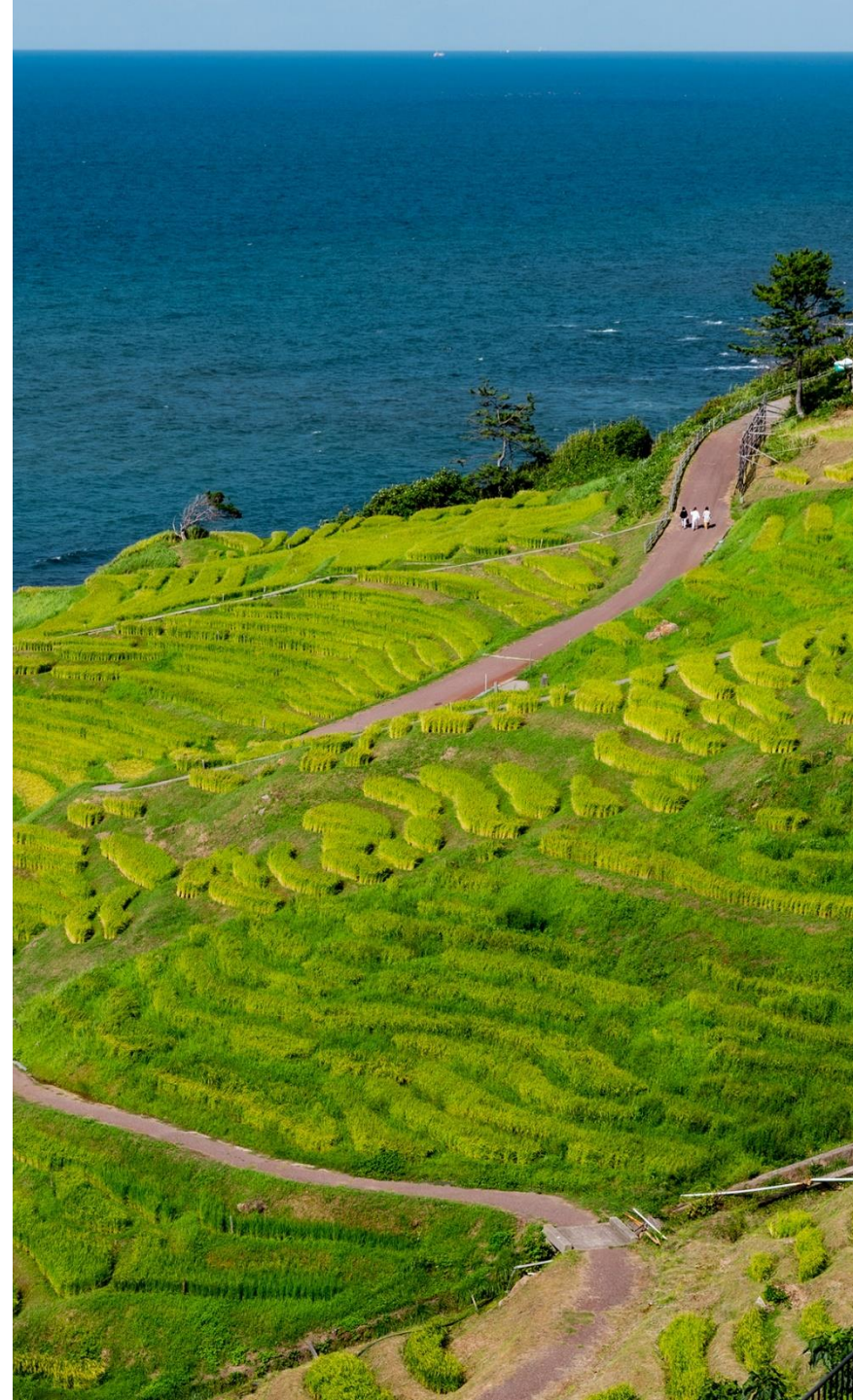
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# IMAGERY

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- Imagery should show Ishikawa's uniqueness.
- It should be easy to see what is being expressed through the image at a glance.
- It should be easy for an overseas traveler to see and understand what a person is doing.
- The image should capture the uniqueness of the object.



# ON BRAND & OFF BRAND

## 1. Imagery should show Ishikawa's uniqueness.

### Examples of ideal images



Scenery found only in Ishikawa



Good photos that show the authentic atmosphere of a festival.



Unique to Kanazawa.



It is one of the best terraced rice fields in Japan, and the quality is good.

### Examples of images to avoid



## 2. It should be easy to see what is being expressed through the image at a glance.

### Examples of ideal images



The entire dish or vessel should be artistic.



The outdoor bath amid nature is fantastic.



A good photo of Japanese architecture and kimonos lined up nicely.



A hot spring by the sea is recommended. If there are people, even better.

### Examples of images to avoid



The atmosphere is there, but it is hard to tell if the main attraction is the tea, the sweets, or the dishes.



It's hard to tell whether the photo is meant to show a shrine or an outdoor activity.



Sushi is the main dish, but the hands stand out.



# ON BRAND & OFF BRAND

## 3. It should be easy for an overseas traveler to see and understand what a person is doing.

### Examples of ideal images



A cool photo of a craftsman at work.

A good photo of a happy atmosphere during an experience. The second image is good as it shows the whole scene.

The scenery is unique to Japan, and it is easy for readers to understand what they can do there.

## 4. The image should capture the uniqueness of the object.

### Examples of ideal images



The first image shows the craftsman's work, and the second one shows the whole scene. It would be even better if there were another image showing exactly what the craft is.

This gives a sense of the Sea of Japan's expansiveness. In the second image, it is easy to see the scale with people in the picture.

### Examples of images to avoid

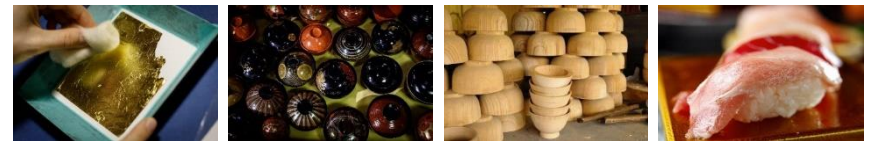


People who do not know Kanazawa City cannot imagine what it is like since the image does not capture the overall atmosphere.

It is not clear what the person is doing or what the photo is about.

It is hard for people to imagine stained glass windows in a hot spring for those who have not been at this onsen before.

### Examples of images to avoid



It would be better to have an image where the artisan uses tweezers to show how thin the gold leaf is.

The reflections in the photo make it lack a sense of luxury.

The photo would be better with finished Yamanaka lacquerware.

The composition is incomplete. It is neither zoomed in nor zoomed out. Ideally, include a typical Ishikawa vessel in the photo to show the artistry of sushi.