

Interbrand

Press Release
April 4th, 2022
Interbrand Japan, Inc.

Interbrand Japan and the Japanese Olympic Committee Sign TEAM JAPAN Official Supportership Agreement

Interbrand Japan, Japan's largest branding company (headquartered in Shibuya, Tokyo, President and CEO: Masahito Namiki), has signed a TEAM JAPAN Official Supportership Agreement with the Japanese Olympic Committee (President: Yasuhiro Yamashita; hereinafter "JOC"). In the development of the "TEAM JAPAN Brand," we have provided support for the formulation of the brand concept and the development of the team emblem, tagline, graphic elements, and more. The brand became operational at the Olympic Winter Games Beijing 2022. Interbrand will continue to support TEAM JAPAN and its athletes into 2024.



*Some images are included.

Outline of TEAM JAPAN Official Supportership Agreement

Contract Program	TEAM JAPAN Partnership Program
Contract details	Official Supporter: Brand strategy, development, and management services
Contract period	From the date of signing to December 31, 2024
Coverage	Competitions and the TEAM JAPAN <ul style="list-style-type: none"> - XXIV Olympic Winter Games (2022/Beijing) - 31th FISU World University Games (2022/Chengdu) - 19th Asian Games Hangzhou 2022 - Lake Placid 2023 FISU World University Games - 32nd FISU World University Games (2023/Ekaterinburg) - 6th Asian Indoor and Martial Arts Games (2023/Bangkok, Chonburi) - 1st East Asian Youth Games (2023/ Ulaanbaatar) - 2nd ANOC World Beach Games (2023/to be determined) - 4th Winter Youth Olympic Games (2024/Gangwon) - The Games of the XXXIII Olympiad (2024/Paris)
Territory	Japan

Yasuhiro Yamashita, President, Japanese Olympic Committee

We are pleased to welcome Interbrand Japan as the TEAM JAPAN Official Supporter. We launched the TEAM JAPAN branding project in 2019, working together with Interbrand on many projects to build a new brand in the sports world. We believe that the new emblem design for the Olympic Winter Games Beijing 2022 highlighted the brilliance of the athletes even more. I hope that the TEAM JAPAN Brand, which we have created together, will be a source of pride for the athletes and a source of admiration for children, and that we will continue to contribute to the creation of a better society through sports.

Masahito Namiki, President and CEO, Interbrand Japan Inc.

We're dedicated to providing branding support to companies and organizations in Japan to help them become drivers of growth in their business activities. We will make the most of our consulting experience to help TEAM JAPAN communicate the essential value of sports through its activities, to help people lead better lives and create a more affluent society, and to help athletes thrive and deliver more excitement to the world. I'm delighted to continue to work with TEAM JAPAN to make the world a better place.

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Interbrand Branding Support Contents

The following is an excerpt of the TEAM JAPAN Brand announced by the JOC on October 27, 2021.

TEAM JAPAN is a community consisting of the Japanese Olympic Delegation and the representatives of Japan in each sporting event, which is the focal point of all stakeholders in sport.

- The Mission of the TEAM JAPAN Brand

We will share with people around the world the courage, inspiration, and hope that the best performance of the Japanese national team can bring while connecting people through sport and spreading the essential values of sports.

- Team Emblem https://www.joc.or.jp/teamjapan/#visual_identity

The two-color red and gold frame is constructed in the shape of the initials “T” and “J” of TEAM JAPAN. The emblem symbolically expresses the identity and pride of the representatives of Japan, as well as the hearts of every one of its supporters, coming together to create a bond and connection under the banner of TEAM JAPAN. The red, which is also used in the national flag, represents the passion of athletes and supporters, while the gold symbolizes TEAM JAPAN’s desire to be a light that shines on people and illuminates the future. The emblem expresses mutual understanding, a sense of unity, and centripetal force.



- Word Mark “TEAM JAPAN”

The authentic and confident appearance of the design expresses TEAM JAPAN’s role as a light that illuminates people and the future and connects the timeless value of sports to the world ahead. The “A” curve, which bulges out to the left and right, is intended to convey a sense of familiarity and the bond between people who transcend national borders and praise each other’s efforts to do well.

TEAM JAPAN

- The Tagline “RISING TOGETHER”

The original font expresses the spirit of TEAM JAPAN, in which athletes and all those who support them unite and rise like the morning sun toward greater heights, in a uniquely Japanese way. Here “rise” means to stand up, to move up, and to feel elevated.

RISING TOGETHER

- Graphic Element “Tension & Motion”

This element consists of a straight line and a curved line trimmed from a circle. The straight line represents the tension of the athletes and their pursuit of the path they believe in, while the curve represents the dynamic bodies of the athletes and the sense of unity that is created when people are connected.



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About the Japanese Olympic Committee (JOC)

The JOC was established under the Olympic Charter as a National Olympic Committee (NOC) approved by the International Olympic Committee (IOC) to contribute to the maintenance of world peace, international friendship and goodwill, and the development of harmonious humanity through sports and other activities by the Olympic philosophy.

To promote the Olympic Movement in Japan, the JOC holds Olympic Classes and Olympic Day Runs, trains and supports athletes and staff, sends Japanese delegations to international all-around competitions such as the Olympic Games and Youth Olympic Games, and invites international multi-sport events.

In August 2021, the JOC announced JOC Vision 2064, “Cherish, create, and convey the value of sport,” looking ahead to 2064, 100 years after the Games of the XVIII Olympiad held in Tokyo in 1964. Based on this vision, the JOC will continue to work toward the realization of a society in which Olympism permeates society, the development of athletes to be admired, and the contribution to solving social issues through sports. <https://www.joc.or.jp/english/>

TEAM JAPAN: <https://www.joc.or.jp/teamjapan/> (Japanese only)

About Interbrand

Interbrand is the world’s leading brand consultancy, established in London in 1974. For more than forty years, Interbrand has helped clients drive growth for both their brands and their business through a combination of strategy, creativity, and technology.

In this era of an unprecedented abundance of choices and rapid innovation despite increasing social uncertainty, customer expectations and values are changing faster than businesses are. At Interbrand, we believe it is crucial to explore the truth hidden behind these ever-changing human insights, understand customer thoughts and expectations as quickly as possible, make the decision to provide an experience that exceeds those expectations, and take action. We call this decisiveness and action Iconic Moves™.

At Interbrand, our strategic team, which employs cutting-edge analyses measures such as Brand Valuation™, recognized by ISO as the world’s first global standard for measuring the monetary value of brands, has come together with our award-winning creative team to work on projects where we handle everything in-house, from analysis to strategy building, creative development, internal and external engagement, and support for incorporating the brand into management indicators to create innovation throughout the organization.

About Interbrand Japan

Interbrand Japan was established in 1983, the third office in Interbrand’s global network, following London and New York. Together with C Space (headquartered in Boston and London, Japanese office in Shibuya, Tokyo), a customer agency that has developed globally to help companies incorporate the customer’s perspectives into its business through online community management and co-creation workshops with customers, we provide total branding services for a variety of organizations including Japanese enterprises, international companies, governments, and public agencies. Please visit <https://www.interbrandjapan.com> to learn more.

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