





- 3 Brand name : Cocoa no Zeitaku (Cocoa)
Client : Meiji Co., Ltd.
- 4 Brand name : Cocopresso (Cocoa & Espresso)
Client : Meiji Co., Ltd.



5 Brand name : BlueMountain (Coffee)
Client : UCC UESHIMA COFFEE Co., Ltd.

6 Brand name : Americano BLACK (Coffee)
Client : UCC UESHIMA COFFEE Co., Ltd.



5 Brand name : SINGLE SPIRIT (Coffee)
Client : UCC UESHIMA COFFEE Co., Ltd.

6 Brand name : UCC COFFEE (Coffee)
Client : UCC UESHIMA COFFEE Co., Ltd.





Designing Smartly

This is the core ideal of SiO DESIGN.

Amidst the turbulent changes of these times, to offer designs that cut away all waste to provide the ideal posture for the future, that is what we see as our mission.

In package design, the issue is how to visualize the product concept and convey it to the consumer. What is required is the capacity to hold the maker's IDENTITY and to communicate the features of the product effectively.

Too much expression (information) would blur the focus and dull the force of communication.

Based on visual design of the information quantity to match the scale, we imagine a package that provides that something extra in its image.

That something extra is the "what it resembles", "the appearance of tasting good", and other elements entrusted to the sense of the consumer.

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