

Topic: Bridgestone Design

At Bridgestone, design has played an important role in its original foundation and second foundation, and has also been a driving force behind the Group's activities. Its new corporate identity, the Bridgestone logo, and the B Mark were introduced in 1984. At the time, it was a measure to transform not only visual design, but the entire corporate culture, and served as the cornerstone of its globalization.

The Bridgestone Design in the current third foundation — Bridgestone 3.0 — contributes in the following three areas for the internal and external implementation of the "Bridgestone E8 Commitment," that aims to realize the Group's vision of "Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company."

- Design strategy: Planning and execution of design measures that contribute to the enhancement of the Group's global brand value.
- Corporate design: UX (user experience) design development of customer brand experiences that enhance brand value.
- Product design: Development of product design that contributes to the development and innovation of Dan-Totsu Products.

Pursuing "circle aesthetics"

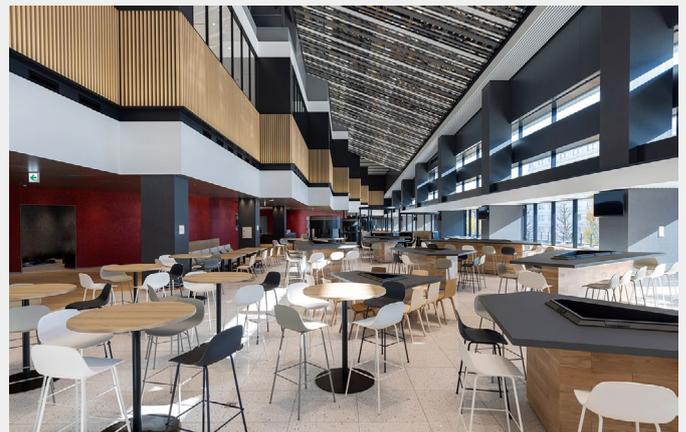
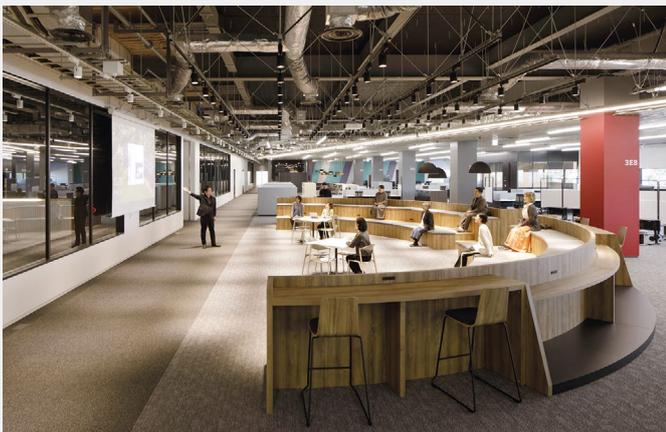
The Bridgestone Group's "circle aesthetics" is a visual series that express its ambitions toward a sustainable future, focusing on the functional beauty of Bridgestone's products, including tires, bicycles and sporting goods, with a particular emphasis on the circle and circulation. The Bridgestone Design started studying brand expressions in 2018 and won many competitions in Japan and overseas for its "circle aesthetics" portrayed in a calendar. Today, as one of Bridgestone's unique brand expressions, it is widely displayed at each business locations and in the Group's publications.



Special Exhibition "circle aesthetics"

Expanding into spatial design

The Bridgestone Design has also been participating in space design of [Bridgestone Innovation Park](#) in Kodaira, Tokyo to provide a Bridgestone-like customer experience. All aspects of Bridgestone Innovation Park – the facility design, entrance, workspace, signage systems, and various exhibits – contribute to delivering a new Bridgestone brand identity and an engaging Bridgestone-like experience.



Development of the corporate font “Bridgestone Type”

Bridgestone Type, the Group’s original corporate font, is based on its brand identity of contributing to society’s advancement with care, confidence and creativity. It was created by embodying this concept into the function and shape of the font using the Bridgestone Design’s original development method.

As fonts are the basis of printed communication, Bridgestone has been researching them since 2014 to ensure its versatility, visibility, and legibility, as well as being Bridgestone-like. The project has attracted attention from the design industry, including the achievement of the Good Design Award in 2021. This report is printed using Bridgestone Type.

Publication of *AXIS* extra issue “Bridgestone Design Declaration”

An additional issue of Design Magazine *AXIS* was published in December 2021 titled “Bridgestone Design Declaration.” This is the first attempt to show how design has helped shape Bridgestone’s history, reexamine its identity in common with its product and advertising design, and apply it to future brand expressions. The issue is used to communicate the Group’s design initiatives externally and is shared throughout the company.



The Bridgestone Design will continue to explore the essence of design to contribute to the Group’s business strategy, enhance brand value, further innovation and build trust with various stakeholders toward interaction with empathy.