

# AEDI COMPANY PROFILE

2024

Think. Make. Play.

**AEDI**



# PHILOSOPHY

# Make Things More Interesting and Attractive

## Think. Make. Play.

Our corporate philosophy at AEDI is to "Make Things More Interesting and Attractive" for our clients and their services/products, by continuously creating innovative and superior offerings.

Under this guiding philosophy, AEDI, based in Kurashiki, Okayama, specializes in designing various elements and making websites. Through graphic design and web design, we bring out the value and charm of our client's services/products, presenting new propositions. We assist in branding, and strategizing mechanisms for continuous selection and success.

Our assistance aims to create things that become user-friendly and functional tools for our customers, evolving into symbols of our company, services, and products. We aspire to make things that you would consider indispensable and essential in your work.

Never forgetting the spirit of play, let's embark on new projects together.





**A WEB AND  
GRAPHIC  
DESIGN  
COMPANY**

**AEDI**

# SERVICES

## Good Design Makes Your Business Stand Out

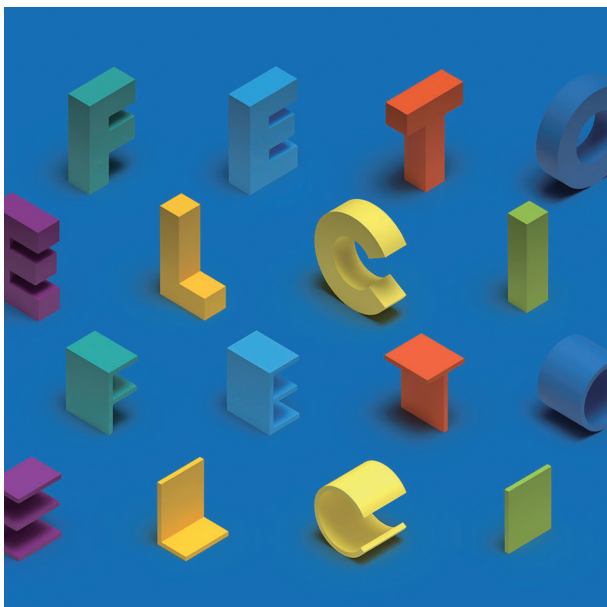


## Web Design

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**Transforming businesses through more appealing and effective websites.**

We create attractive and effective websites that leave a lasting impression. Our websites are cutting-edge and make a strong impact. They deliver necessary information in a clear and understandable manner. We can develop websites of various types, tailored to meet your specific requirements, including multilingual support for hundreds of pages. Our goal is to serve as the foundation and starting point for your business's information dissemination, helping you steer your goals and business in a positive direction. Additionally, we offer UI/UX design services for not only websites but also apps and software.



## Graphic Design

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**Attract people with the power of design. Graphic design that makes people want to see more.**

From logos to business cards, shop cards, flyers, leaflets, brochures, catalogs, tags, menus, posters, packaging, wrapping, signage, stationery design including envelopes and letterheads, and even diagrams and infographics - whatever requires graphic design, we provide designs that evoke excitement, maximize the appeal of your services or products, and make people want to see more. We can create graphic designs that captivate and attract individuals.



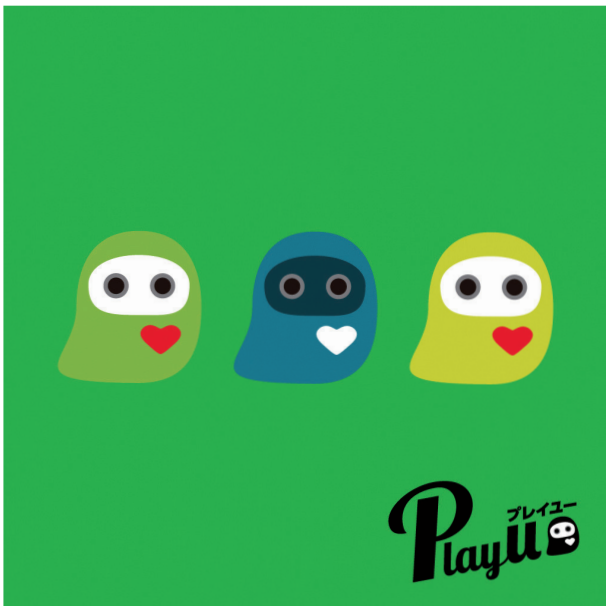


## Motion Design

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Convey your services and products impressively and concretely through motion graphics and animation.

There are times when it's difficult to explain or convey information effectively through photos, illustrations, graphic design, or words alone. On the other hand, incorporating motion enriches the expression of the intended message, making it more impactful, understandable, and tangible. By leveraging motion graphics and animation, we can help enrich and make your content, including videos and website, more engaging and captivating.



## Character Design

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Let's go with cute. With an endearing and beloved character.

Even for services or products with less distinctive characteristics compared to competing services or products, using original characters can greatly contribute to differentiation from competitors. It becomes easier to tailor the target audience to the service or product and, with the right strategy, even expand the target audience. From creating original characters and mascot characters to illustrations and icons, we will propose cute, familiar, and beloved characters that perfectly align with your service or product.



## Brand Design

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Brand design for continuous success.

All of our services including web design, graphic design, motion design, and character design, contribute to branding. In other words, we consider all of our services as services that help build a brand. By incorporating corporate values, vision, mission, brand messages, and catchphrases, we will comprehensively design a brand that encompasses these elements and ensures that your service or product is continuously chosen by customers.



# COMPANY INFO

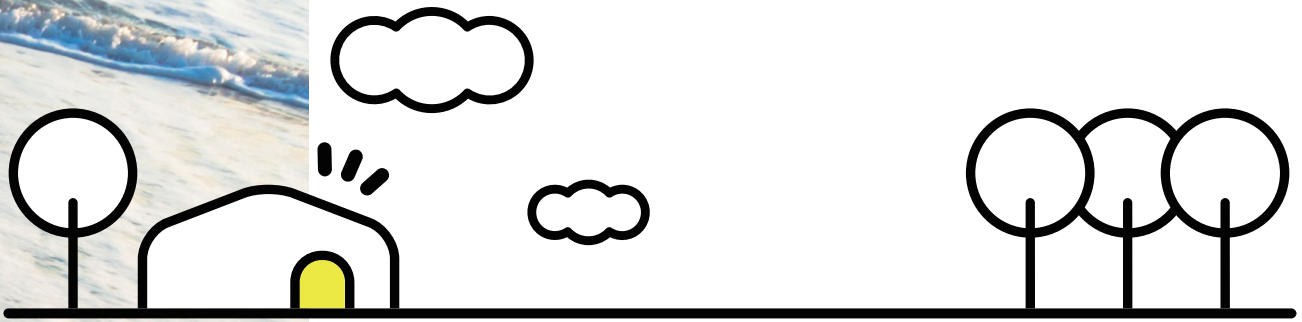
LEARNING

FROM

NATURE

IN OKAYAMA





In 2024, AEDI Inc. celebrates its 10th year since relocating its base from Shinjuku, Tokyo, to Kurashiki, Okayama.

From our experiences in Okayama, we've gained numerous lessons, but none have had a more profound impact than nature. Okayama, surrounded by the sea and mountains, is a land rich in nature, making it an integral part of our daily lives. Easily accessible regions like Hiroshima, Tottori, Hyogo, and Kagawa allow for simple visits, enabling us to fully enjoy nature. The sounds and colors of rivers and seas, the scent of the tide, the aroma and sounds of the mountains, the light and humidity in the forest, the shapes and calls of birds, and the colors and forms of plants and insects—all stimulate our senses, allowing us to fully experience the beauty of nature.

We aim to incorporate these lessons from nature into our work in web and design, putting in extra effort to provide our clients with the best services and products.

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Date founded : January 7, 2008

President : Shozo Karato







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[www.aedi.jp](http://www.aedi.jp)

