

Arc Communications Corporate Newsletter

funNOTE

october2009 vol.6

Feature: **New Corporate Identity Project**

A New Visual Identity for Arc Communications 5th Year

communication

Service: **CASE**studies

- #01 Document solution service
- #02 Sales promotion planning and productionn
- #03 Translation framework for handling large-scale projects with short turnaround times (IFRS)

Please don't hesitate to call or email us if you have any questions or would like to consult us.

+81-3-5730-6133
arc-c@arc-c.jp

Service Lineup >>>

Multiple-language Translation

Interpretation

Localization

DTP/Printing

Temporary Employment

Referral

Website Planning & Design

Graphic Design

arc communications

new logo

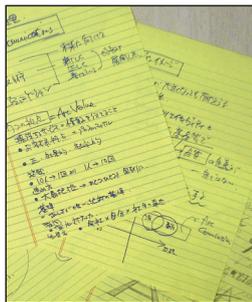
Arc Communications has entered its fifth year since it was established with the desire to create a flexible, prestigious company that provides finely-tuned services and make a contribution to society. We took this anniversary as a golden opportunity to reflect on Arc Communications and its services as well as the expression of its corporate value. We brought the staff together for a second look at our corporate identity.

Arc Communications' aim as a company is to provide "Accurate, Reliable and Cooperative" communication services as represented by its name. In order to give shape to our renewed determination to be true to this name, we decided to change the Arc Communications logo at this point in time. Here's a look at the process we followed in creating our new visual identity.

process

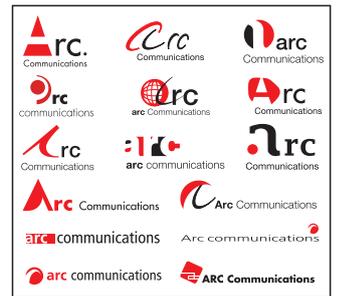
STEP 01 Sorting out our brand

We began the New Corporate Identity Project by asking ourselves, "What is Arc? What does it represent?" and came up with words such as "global," "trustworthy," "precise," "creative," "solutions," "proactive" and "professional," as descriptions of our brand. We established our direction after sorting out these words and confirming their positioning. As Arc is involved in several businesses of differing nature, narrowing things down to one brand image was incredibly difficult.



STEP 02 Creating the design

A new corporate color is a major change that affects many things. We decided to keep it to the same color – red – from an ecological standpoint as well. The lettering of the old logo was designed in thin lines as an expression of our flexibility. The new concept for our visual identity was to express, through unwavering universality, the spirit of innovation, the never-ending pursuit of the new and of creativity for devising solutions.



STEP 03 Selection

The logo's usability was also considered in the selection of the final logo. Consideration was given not only to how the logo would look on a website or on paper but also on promotional novelty goods. A simple, rectangular logotype without a symbol mark was chosen as a result. As for the corporate color "red," thought was given to how this, the color that represents energy and Japan, would look on the screen and on paper, and DIC2496 was chosen.



The intellectual capital and creative skills of the company were mobilized to the utmost to create our new visual identity, which we are finally able to reveal. The new design is an amassment of our many thoughts and feelings, which we will not forget as we provide clients with services that are only possible at Arc Communications.

Feel free to consult us!

We provide Corporate Identity and Visual Identity design services in addition to our translation, Web and temporary employment services, so don't hesitate to contact us if you are having problems with your graphic design projects.

Novelty goods giveaway

In commemoration of the renewal of our corporate identity, we are giving away an iPod Shuffle to **10** people chosen by lottery.



<http://www.arc-c.jp/stationarypresent/>



CASE studies

Recent examples of production work handled by Arc Communications

#01

Project for One-Source Multi-Use of User Manual Data

Document Solutions Service

Arc Communications provided support for a project by Yayoi Co., Ltd. (<http://www.yayoi-kk.co.jp>), known for its accounting application for small and medium-sized enterprises. The project was for the one-source multi-use of user manual data.

A new version of the Yayoi Kaikei accounting software is released every year in December, and a massive amount of work must be done each time to update the user manual and online help. Yayoi Co., Ltd. therefore decided to save the labor required each time a new version is released by launching a data centralization project for the development of its manuals.

We received an order to convert and consolidate existing online help data into user manual data on Adobe FrameMaker and attach conditional tags during the process for identification purposes. This was to allow multiple manuals to be extracted from the consolidated data. We were able to complete the order, consisting of about 5,000 pages, in three months. We are now providing support for future technical writing and software testing by dispatching specialized temporary employees.

If you are considering projects like this, including manual and online help data sharing or Web and catalog/pamphlet data sharing, please consult Arc Communications.



#02

From Website Design to Pamphlet Production

Sales Promotion Planning and Production

Arc Communications produced a corporate pamphlet for Sojitz Logistics Corporation, which deals in a wide-range of solutions as a logistics arm of a general trading company. We proposed a plan that took notice of the fact that Sojitz Logistics covers a broad range of solutions and that the required solution differs from customer to customer. Furthermore, we made sure that the expressions used to describe the business were standardized.

We later produced an English version of the corporate pamphlet and then developed the project further to include Web production. By leveraging our other services, such as consulting, design, writing and printing, we were able to meet the client's requests regarding multi-language translation and Web production as well. We took full advantage of Arc Communications' strengths as a company that realizes the one-stop multiuse of resources, and we achieved the lessening of costs and the alleviation of labor hours for the customer. We are also scheduled to provide support for Sojitz Logistics' media strategy.

#03

Arc Communications and International Financial Reporting Standards (IFRS) related Translations

Translation Framework for Handling Large-scale Projects with Short Turnaround Times

International Financial Reporting Standards (IFRS) are currently adopted in full or in part in over 100 countries and regions around the world, including the EU, where it was adopted in 2005. There is more and more mention of IFRS in Japanese newspapers and magazines, and it appears that preparations are steadily underway here for a shift to this international standard. Arc Communications began preparations about two years ago for translations related to IFRS by creating its own reference materials, such as a glossary, and identifying and nurturing translators with specialized knowledge, including CPA license holders.

As a result, we built a framework that is capable of handling a wide-range of requests including large-scale translations with a short turnaround time. We have accumulated much experience, and our past record includes the translation of a 500,000 word document in three months (under a 10 translator framework). Arc Communications has received the high recognition of major accounting firms and business schools in IFRS related translations. We will continue to further reinforce our framework and respond flexibly to customer requests.

NEWS

We were featured in various magazines!

When we look back on the year just past, we find that each year had a particular characteristic. The past year for Arc Communications was one in which the company was featured in various magazines. An article appeared in a translation magazine introducing a day in the shoes of an Arc Communications' translation coordinator, while an Arc Communications translator was introduced in AERA English. Meanwhile, the lifestyle of Arc Communications CEO, Mariko Ohsato, was featured this year in Precious and AERA.



EDITOR'S NOTE

Farewell, Old Logo!

"Make a list of all the materials that use our logo." This assignment is a staggering task for anyone in charge of general affairs, as it was for me. My conclusion upon completion of this task was that a company uses its logo in just about everything! It turned out to be a valuable experience from an ecological viewpoint as well. One of the things we did was carry out a campaign to systematically use novelty goods, envelopes and other items containing the old logo in order to avoid waste as much as possible. I hope that I will be able to utilize this experience in the future.

We look forward to your continued patronage of Arc Communications, with its new logo and a renewed commitment to what it stands for. (Kato)

This issue's theme

Since the theme of this issue is “corporate identity,” we decided to ask everyone to tell us what their personal identity is.

“Me? I am...”

• President and CEO

Driven by My Vitality

I'm always thinking about doing fun things, doing new things and doing the right thing. And you know what? I can try doing all of those things because I have a lot of energy and vitality. Well, maybe child rearing might be an exception because my child has more energy than I do! (Mariko Ohsato)

• Translation/Localization Department

A Canteen Carrying Man

I recently found out that people like me who carry around a canteen filled with water are in the news lately. They even have a special name for men like that—Suito Danshi, which means a man with a canteen. I'm not quite sure how I feel about that name, but at least I'm playing a small part in environmental conservation in my own way. (Masanori Itoh)

A Lover of Solo Traveling (Sans Backpack)

I love traveling alone. However, when I was on my way back from South America, I tried to check-in 20 minutes before my flight was to depart and was told, “I'm sorry, ma'am, you're too late.” On my way back from Canada, I was told “Your flight was yesterday.” It's amazing that I always somehow manage to make it back in one piece. Maybe, just maybe, my talent for getting myself out of a pinch will come in handy someday. (Manami Saito)

Ambidextrous

Well, the truth is, I only use my left hand when writing and do everything else (use chopsticks, play sports, etc.) with my right. I've never had to write while eating with chopsticks, but I think I'll try it if the opportunity ever arises. (Justin Shuard)

A Lover of New Things

It doesn't have to be a new product. If it's something rare or unusual, I have to have it any cost. I'm always keeping a watch out for something new. (Hiroaki Baba)

A Soon-to-be Househusband

My second child is due in November, and I am going to take a one year paternity leave next year. I wasn't sure if our president would agree to it, but I pushed for it anyway and succeeded in getting it approved. I feel a little guilty about taking such a long time off of work, but I do appreciate the understanding and cooperation of everyone affected. I am going to make sure that I fully enjoy the time with my children and having my wife support us. (Takahide Hoshi)

A Walker

I started taking walks for my health after my father had a heart attack. My aim is to walk 10,000 steps a day. During the cherry blossom season, I enjoy walking amid the falling petals, and in high summer, I relish the invigorating feeling of working up a sweat. I've been doing this for ten years now. In fact, I take walks during my lunch break with my iPod as my companion. (Kazuo Hosoe)

A Professional Hobbyist

As you probably know, I make my own wine and beer, but my hobbies don't stop there. Right now, I am growing and harvesting Japanese yams and Kyoho grapes. In other seasons, the list includes cranberries, Myoga ginger, Ashitaba leaves and Okinawan shallot. In the past I also gave growing Shiitake mushrooms a shot. Then, there are the wild grapes and the cross between a French and Japanese grape that I am growing for wine-making purposes, and I'm looking forward to enjoying a big harvest next summer. My deep-sea fishing hobby is on hiatus right now, but I'm dreaming of enjoying the ocean by boat after I retire. (Kazutoshi Honda)

Dreaming of Being Like Milk

It tastes good as is, but you can add some milk to coffee to make it mild or to stew to make it creamy. If you pour it over cereal it will make the cereal soggy! I want to be like milk—someone who will enhance the other person and have an influence that will make a bit of a difference. (Toko Miyagi)

Characterized by Polo Shirts

I am a polo shirt fanatic who enjoys wearing them throughout the year – short sleeves during spring, summer and autumn, and long sleeves during winter – in a wide range of colors. I wonder if people, when they hear my name and try to remember what I look like, think, “Oh, yeah, the guy in the polo shirt!” (Yasuyuki Yamamoto)

• Web & Cross Media Department

Hoping for the Following Adjectives

I am making an effort to carry out work swiftly and with integrity. I hope that these adjectives will one day become the adjectives used to describe me. (Sachiko Iwata)

Clearing My Tarnished Image

“Unno's desk is always messy.” In order to clear this tainted image of me, I recently did a major cleanup of my desk. The result is unbelievable. Having an organized desk has speeded up my work, and people even tell me that I'm nicer now. (Tomoyuki Unno)

Characterized by My Beard (Or So I Want to Be)

I've had a beard since I was 23, so that makes it 13 years now. It's been so long that I can't really remember what I used to look like without one. I grew my beard when I became a designer, and this is probably the look that I'm going to keep for the rest of my life. So, when I think “beard,” I think “me.” Of course, some say that my pot belly is a more noticeable characteristic of mine... (Koichi Ogawa)

Identified by My Driver's License

My proof of being “me” is my driver's license. My second license renewal is coming up even though the only use I get out of it is as a picture ID. I hope that I will have a chance at least once in my life to use it for its intended purpose! (Kentaro Ono)

A Bit Strange

Or so people often tell me. Being called “strange” has a negative ring to it in Japan, but it helps in my line of work; the ability to think differently is necessary in a creative profession like mine. In fact, being a unique individual can sometimes make it possible to create some really fantastic work. Websites that capture people's attention are often those that contain great originality. (Misuzu Kodama)

Not What I Used to Think

Whether a trackball or legal pad, when I do a deep search for things that are really convenient to use, I usually end up with items that are far from being in popular use. I used to like this quality of myself, but when I looked around me at the office recently, I realized that the people around me use these items even more than I do, so I can't say this about myself anymore! (Yoshihiro Sato)

The Tanned Guy

Right? I recently got really into fishing and ended up getting very tanned from my visits to sea embankments. My skin color is the result of being in the sun a lot, but you can remember me as the new guy with the dark complexion. Oh, and by the way, of the fish I've caught, the tastiest so far has been the tiny sardines that I made anchovies with. (Shinichiro Shibata)

A Credit Card Otaku

I am a credit card Otaku, obsessed with credit cards. I don't just collect them; I use a specific card to upgrade its rank. I also know a lot about mileage and points, so if you have any questions, feel free to ask me! (Takahisa Suzuki)

A Person with a Confusing Last Name

My last name is confusing because it doesn't sound like a surname. One of its meanings is “within,” and so sometimes saying my last name in a Japanese sentence makes a sentence that ends up looking like it has a grammatical error in it, like “This will be handled by within Arc Communications.” I sometimes wonder if I should call myself by a more popular last name like “Nakamura” for business purposes. It would certainly make things a lot less confusing. (Akinori Naka)

• Temporary Employment Department

A Coordinator in the Temporary Employment Team!

I meet many people who have registered as temporary employees with us. I of course ask them about the type of work they can do, and this is the moment when I catch a glimpse of what kind of life they have led. I've come into contact with many different life histories, and I think I have become a very good listener as a result. Feel free to contact me if you want to take inventory of your work! (Ikumi Kitamura)

Great at Remembering Names

I am really good at remembering people's faces and names, so if you ever forget, ask me, okay? It's a trait that you may not be able to tell from my looks, but it seems to manifest itself in my personality and behavior. I am extroverted and have no problem talking with someone I've just met, and as a result people seem to think of me as a friendly person. The trick to remembering names and faces is to create a first impression immediately. (Ai Saito)

Clumsy

In my first year as a working adult, I tripped at the office after sticking my foot in a wastebasket. I was often scolded back then by my superiors, who would ask me, “How on earth did you manage to do that?” I think I got much better and settled down as I got older, but my husband still calls me Sazae-san after the animated character. I wonder, what is it that I do at home that makes him call me that? (Yumiko Sasaki)

A Lover of Buddhist Statues

I love Buddhist statues, especially those from the Tenpyo period. Don't ask me why, because I don't know myself. Whether made of clay, dry lacquer or carved from wood, they all bring me comfort. I want to live in Nara; I want to become a Buddhist monk; I want to live a life filled with peace. (Takayuki Yamaguchi)

Gray Haired

When I used to work for a manufacturer, I was still in my 20s and my hair was not as gray as it is now. Still, the security guard always used to stand at attention and salute me when I passed by. In my 30s, with my hair quite gray, I had a young female student offer me her seat at the priority seat section on the train. Sigh. Such is life. (Hiroshi Watanabe)

• Business Administration Section

A Dying Breed

I type on my computer using the Kana keys, and I am a dying breed; most people nowadays prefer the convenience of entering Japanese text using Romaji. My typos, however, can get rather interesting when Gozaimasu becomes Gozaimasuru and I end up talking like a Samurai; or a sentence in a serious document can suddenly turn casual when Sorede becomes Sorede ne. These are both typos that result when I don't press the shift key hard enough when typing a period or comma. (Michiru Kato)

A Sports Otaku

I love spectator sports, although I'm afraid I no longer play myself. I'm glued to the TV during world sporting events like the Olympics and World Cups—who cares if I don't get any sleep! I'm looking forward to seeing the “Samurai Blue” in action at the 2010 football World Cup! (Kazuhiro Seimiya)

arc communications

7F Moriden Bldg., 3-9-9 Mita, Minato-ku,

Tokyo 108-0073 Japan

Phone int-81-3-5730-6133 Fax 5730-6134

<http://www.arc-c.jp/eng> arc-c@arc-c.jp