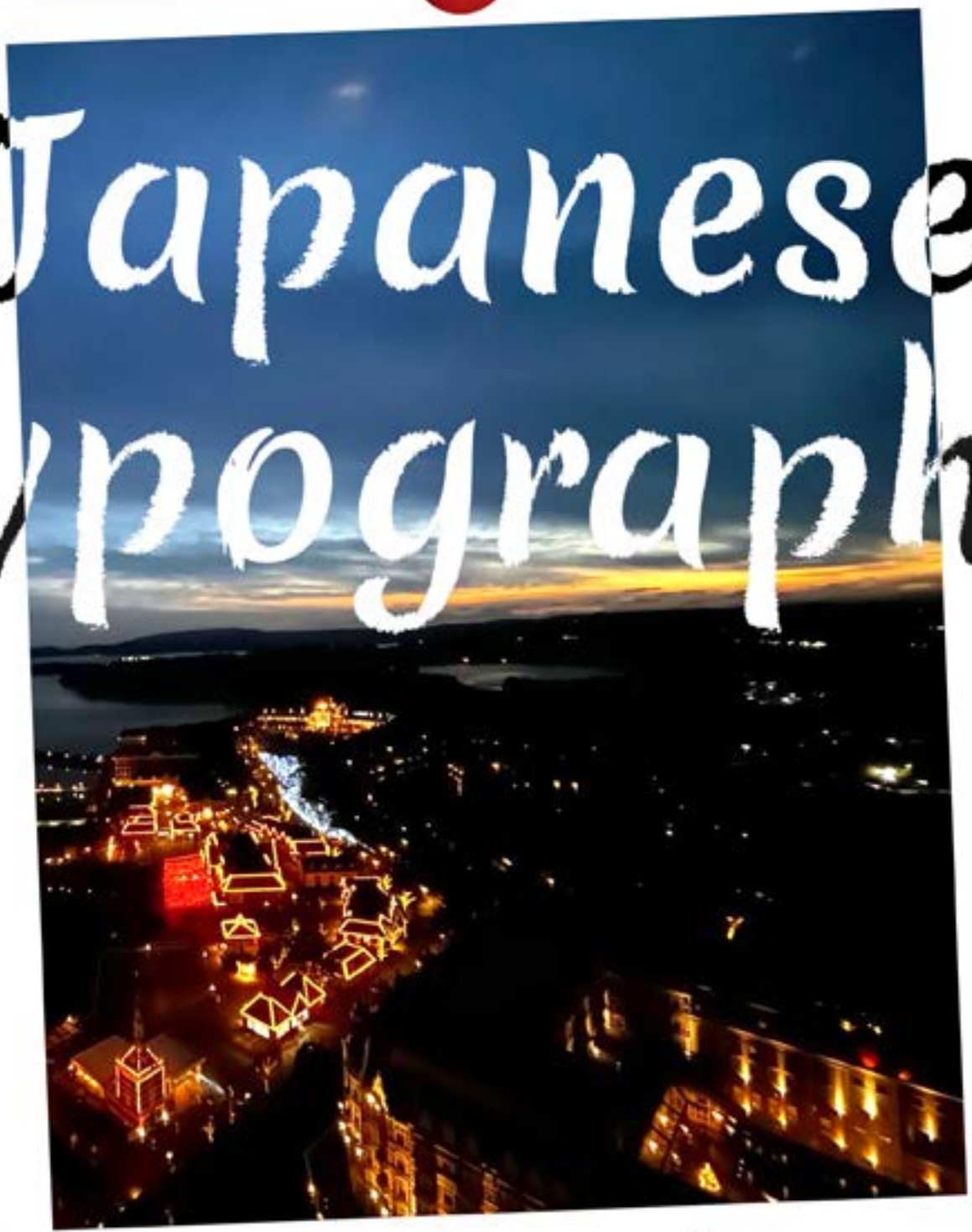




Japanese Typography



@Fukuoka

2025

The Origin of Japanese Font Style

Japanese Typography @ Fukuoka Type Zine

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Night view in [Fukuoka Canalcity Hakata](#)

The traditional style of Japanese letter usually goes with rounded shape. The reason is Japanese characters especially Hiragana type are mostly created in rounded shape. As a result, when they are picking typefaces which shows the association with their culture, they often pick rounded typefaces. For example, ramen is one of the most cultural signature dishes to represent Japan, and the ramen store chose a rounded shape typeface for their shop logo design.

Apart from reminding the customers about the signature dish of Japan, using such strong connection with traditional rounded shape typeface style brings a great concept to the customers that they are cooking a traditional ramen noodle soup instead of some fusion style. That gives the audience like travellers a good impression that it can persuade the customers their ramen is good, local, and traditional.



Ramen noodle soup in [ShinShin KITTE Hakata](#)



Count Chocolat's Mansion in Fukuoka Huis Ten Bosch



Huis Ten Bosch limited express



The Chances

In Japan, or more specifically in Fukuoka, of course they not only stick with traditional Japanese culture, but also including other cultures and that is the place to show the true value of typography and make things shine. Surely when they want to bring their own cultural mood to the audience they use rounded shape typefaces. But when they are presenting something with other countries' cultures, they choose the typeface wisely. They are bold to use slab serif to create a playful mood on a chocolate shop obviously because chocolate brings us joy and I am sure children definitely love it. When they need

to take the objects seriously, they are willing to use all caps and also in sans-serif to make the word stand out and on the other hand not too strong. Their choices are great, but more importantly is they care about the users experience the most. They always try their best to make you feel comfortable throughout the whole journey. Therefore, they also pay attention to what feeling they wish to bring to the customers from the design of their products.

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The Emulation

Fried boneless chicken bought in Family Mart

Apart from using slab serif typeface to create the playful and optimistic mood, they played with font and create an exotic feel. In this photo, we can see the product is a fried chicken. While the customers know that fried chicken is popular and common in America, they used a script typeface to create an association with an English speaking country handwriting. Therefore, it makes the customers easier to remember their product.

Besides, they improved the typeface by changing the tittle, which means the dot of letter i, from a dot to a star shape. Star shape also has a connection with America as the flag of United States has 50 stars on it. We can tell that the change is intentional because the tagline below the logo "Famichiki" used the original tittle. It is brilliant.

The Writer Pick

To me, I really like the traditional handwriting style on the Japanese character. We can see that they really focused on every stroke, from thick to thin like using the traditional writing brush for calligraphy. I think the presentation of the characters in this way is so poetic and beautiful.

Meiji Oishii Gyunyu, a fresh tasty milk made in Japan

07



The Conclusion

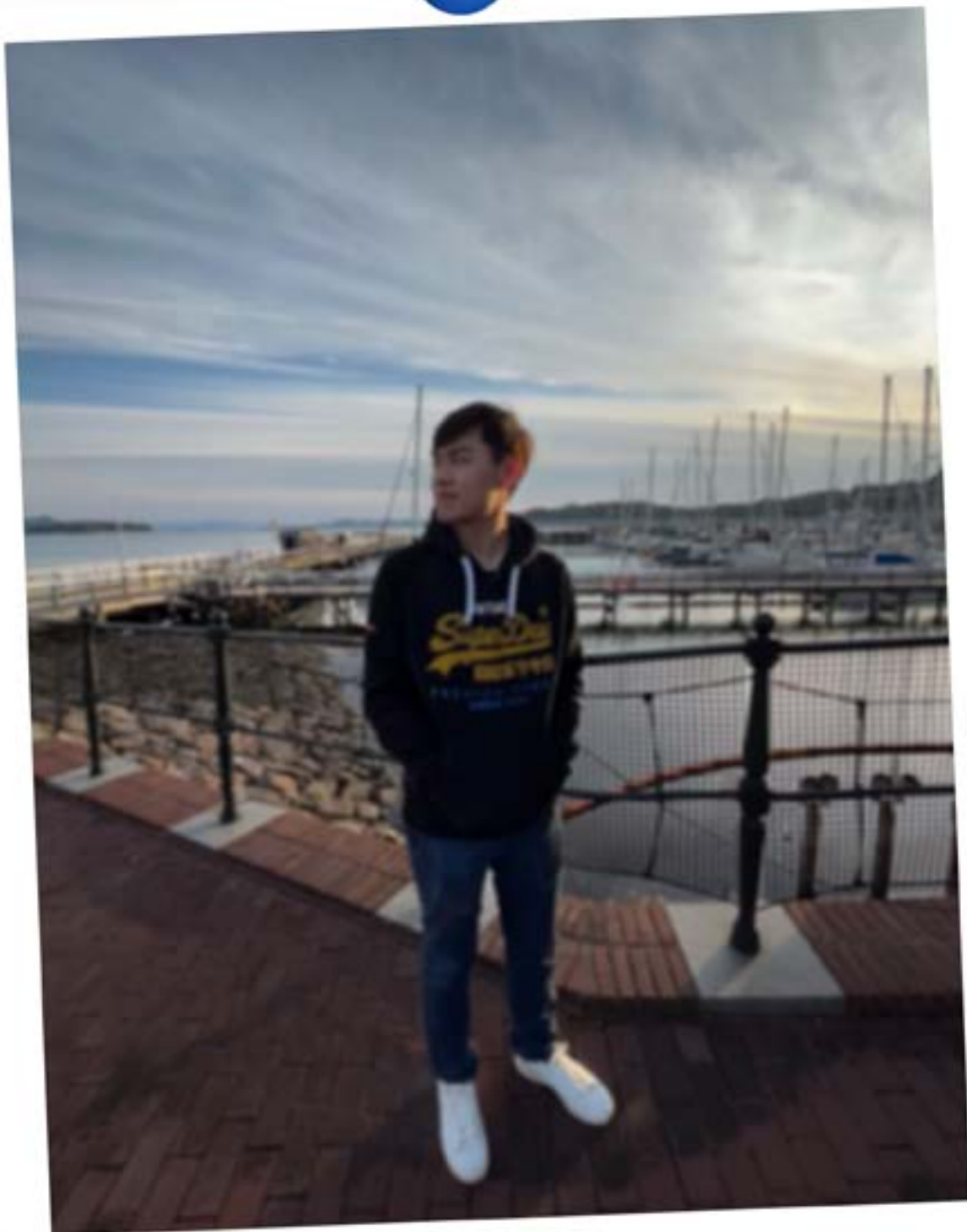
Typography is a common language. And what I mean by that is even if the languages are different, they share similar identities and treatments to become a specific typeface. We may not read Japanese. But we can feel the emotion from the typeface. Like this photograph, the name of the product shows

an emotion of elegant because the characters are neat and the strokes are in high contrast. As a result we can tell how high quality this product is. In our daily life, we are too busy that we always take something for granted and so as designs. We may keep getting impressed by the designs around us but we chose to ignore. So lets share the beauty of typography to others and bring more fun to our lives.

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Yufuin No Mori Limited Express and the well-known Wagyu Beef Bento. Watch the video [here](#)



Zine Writer and Designer :
Terrance Au - A beginner designer
who wishes to make a lot of
WOW designs

2025