

Morisawa Inc. becomes Official Supporter of the Olympic and Paralympic Games Tokyo 2020

in category of FONT DESIGN & DEVELOPMENT SERVICES

Morisawa Inc. (Headquarters: 2-6-25 Shikitsuhigashi, Naniwa-ku, Osaka-shi, Osaka, Japan; Tel: 06-6649-2151 President and CEO: Akihiko Morisawa) concluded a "Tokyo 2020 official supporter" contract in the "FONT DESIGN & DEVELOPMENT SERVICES" category of Tokyo 2020 sponsorship program with The Tokyo Organising Committee of the Olympic and Paralympic Games.



FONT DESIGN & DEVELOPMENT SERVICES

Morisawa Inc. has lived together with typography and has contributed to inheritance and development of typography culture since foundation in 1924 based on our corporate motto, "contributing to society through typography." Morisawa Inc. designs, develops and offers fonts which is an important tool to support people's communication as digital fonts to the various fields.

In recent years, we are working on the realization of an inclusive society by presenting rich and colorful digital fonts to various fields such as graphic and electronics including UD (universal design) fonts which have concepts such as "easy to understand the letter shape," "difficult to make a mistake in reading," and "easy to read sentences."

As our action related to sports, we have sponsored Japanese Para-Sports Association ("JPSA") as a JPSA official partner since January, 2015 by agreeing to their activity gist as "To make a society that anyone can enjoy the value of sport."



Morisawa will support the information to be conveyed correctly and promptly through presentation of the design of unique fonts at the Tokyo 2020 Olympic and Paralympic Games, all while contributing to success of the Tokyo 2020 Games and the development of sports as an official supporter.

■ Agreement Overview

Agreement Program	Tokyo 2020 Sponsorship Program
Agreement Details	Official Supporter: FONT DESIGN & DEVELOPMENT SERVICES The Partner will promote the Olympic and Paralympic Movements, support the Japan Olympic and Paralympic teams, and contribute to the success of the Olympic and Paralympic Games Tokyo 2020 by using official designations, trademarks and services.
Agreement Period	Contract commencement date through December 31, 2020
Coverage	•Sponsored Games The Games of the XXXII Olympiad (Tokyo 2020) The Tokyo 2020 Paralympic Games •Japan Olympic and Paralympic teams The Third Winter Youth Olympic Games (Lausanne 2020) The Games of the XXXII Olympiad (Tokyo 2020) The Tokyo 2020 Paralympic Games
Territory	Within Japan

Morisawa Inc.

Morisawa Inc. (HQ : Osaka, Japan) was founded in 1924 by invention of Japanese photo type setting machine which is one of printing technology. We are currently working on inheritance and development of typography culture by presenting rich and colorful digital fonts to various fields such as graphic and electronics and holding a type face design competition and so on.

●Contact

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