

ABOUT OUR DOJO

Tokushikai is dedicated to teaching and promoting of laido, a traditional Japanese martial art passed down through generations of instructors.

We practice both the standardized “seitei” set as prescribed by the All Japan Kendo Federation, as well as the traditional “koryu” set of Muso Jikiden Eishin Ryu, that is passed down in an unbroken line spanning several hundred years.

While the lessons and principles that come from traditional Japanese martial culture are timeless, at Tokushikai, we focus the application of this learning on developing your mind and body for the modern age.

Members of Tokushikai (Toronto) have led and organized national and international laido initiatives and programs, including the 1st Canadian National laido Championships (2013), 1st Pan-American laido Championships (2018), Team Canada laido (2019-), as well as countless seminars and community events.

Tokushikai laido Dojo is affiliated with the Mu Mon Kai laido Club (located in the Japanese Canadian Cultural Centre) in Toronto, where our head instructor and senior students all made their start under Goyo Ohmi Sensei (Kyoshi 7-Dan) and Sandra Jorgenson Sensei (Renshi 6-Dan).

Our dojo is also a branch of Muso Jikiden Eishin-Ryu Tokushikai (Tokyo) in Japan, under Atsumi Hatakenaka Sensei (Kyoshi 8-Dan); and a registered member of the Canadian Kendo Federation.

Colour

Black and Green (see left)

Dojo Name: Tokushikai (篤志会)

- “Toku (篤)” means STRENGTH, PASSION, SINCERITY, DEPTH
- “Shi (志)” means WILL, RESOLVE, LOVE, and ASPIRATION
- Kai (会) means organization.



Visual Content

- Try to incorporate the Japanese sword (katana)
- Text prefer ‘lower-case’; do NOT use asian stereotypical fonts.
- Possible to incorporate both a Canadian and Japanese theme?

Logos I Like



Single letter logo; One colour; Large & Small components; Open

Logos I Don't Like



Too many points on the leaf — all the same, just repeated;
Circle feels enclosed





The lettering here I like; lower case seems non-pretentious; image is simple but captures the essence of the location and includes the first-letter



Two colours separated by the outline of the letter 'P'



Microscope with a 'nature' bend to it (looks like a leaf)

The lettering is too bold and looks cartoony; the arrow looks like a banana and feels unbalanced in width from the lettering



Even though it's just two components (P & arrow), how they cross makes it into too many directions

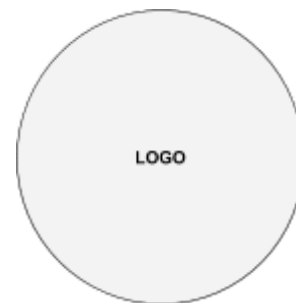


Smoothed out character looks cartoony; Font in all-caps and too sharp looks to aggressive; conflicting message with the circle that is supposed to imply harmony

Shapes or Symbols



Example layout:



tokushikai
IAIDO DOJO

Example: Negative Image/Silhouette



篤志会

TOKUSHIKAI
-- IAIDO DOJO --

Fonts (examples)

'Open Sans', sans-serif;

	<div>'Lato', sans-serif; 'Source Sans Pro', sans-serif; 'Noto Sans KR', sans-serif; 'Hind Siliguri', sans-serif; 'Hind Madurai', sans-serif; 'Oxygen', sans-serif; 'Hind Vadodara', sans-serif;</div>
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