Hakken 発見

We write about your work. You show our name.

PARTNER KIT · 2026
hakkenmag.com

Free, online for good, credited to you.

Hakken covers design and branding from Japan and the world. If you make it, we would like to see it.

02

01
Studios

Branding · Identity · Graphic design · Editorial design · Type foundries

02
Makers

Packaging · Product · Objects · Furniture · New brands

03
Places

Exhibitions · Design weeks · Awards · Schools · Books · Shops

The subject line of your email.

Start the subject, and the first line of your release, like this. Put one tag where the pink box is.

YOUR SUBJECT LINE

For Hakken · PRESS RELEASE · TAG — who, what

PICK ONE TAG

Branding	Packaging	Type	Graphic
Editorial	Product	Interior	Exhibition
Award	Studio	Book	Design week

03

How it works, in five steps.

You do three things, we do two. The whole exchange is free.

04

YOU

01
Send
Your tagged release, by email

HAKKEN

02
Read and publish
If it fits, the story goes up on hakkenmag.com

03
Send you the link
And our logo files

YOU

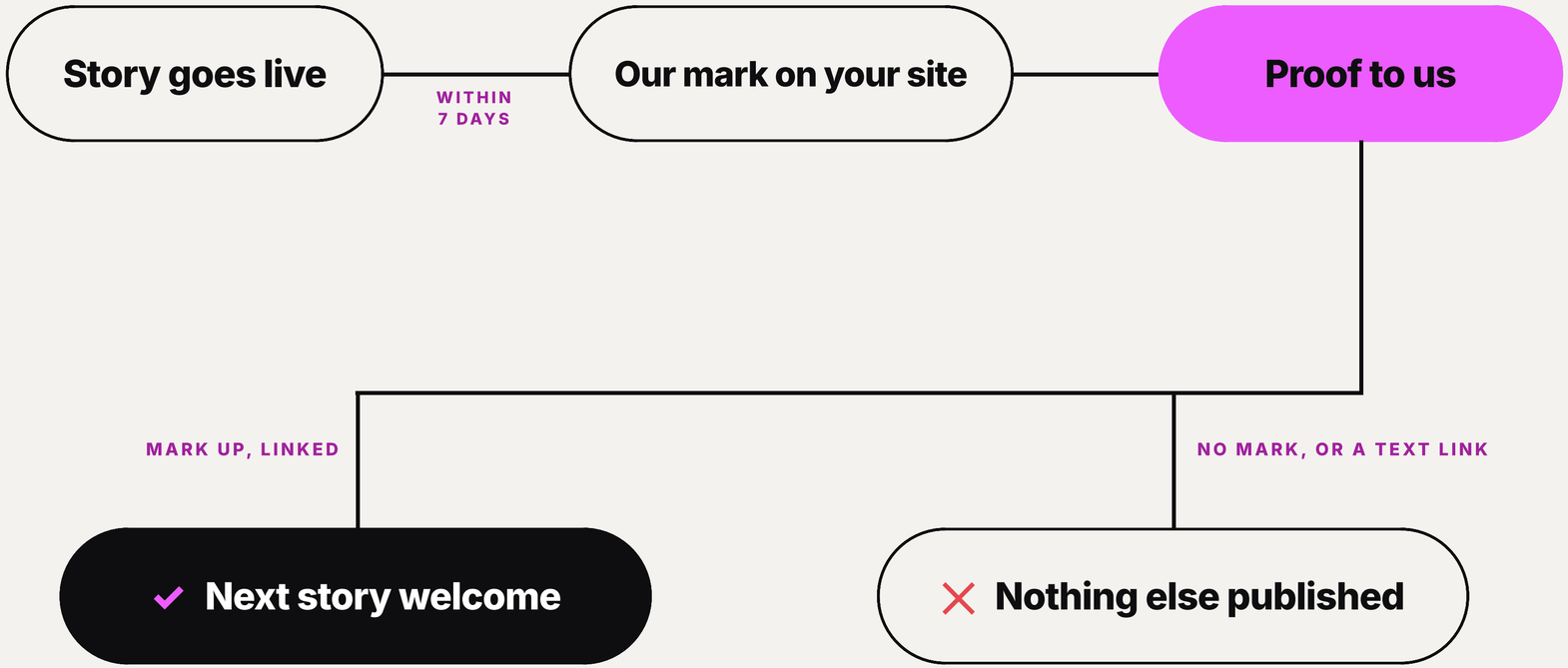
04
Place our mark
On your site, linked to the story, within 7 days

05
Send the proof
A screenshot and the link. Required.

No proof, no next story.

Within seven days of your story, show us our mark on your site. Until it is up, we publish nothing else of yours.

FROM YOUR STORY TO YOUR NEXT ONE



The mark stays on your site for as long as the story is online. A plain text link does not replace it.

05

Copy the Hakken paragraph.

Put it at the end of your release. Fill in the two brackets; leave the rest as it is.

For Hakken: when this story runs on hakkenmag.com, [Name] will place the Hakken mark on [its website / the project page], linked to the story, will credit “Hakken (hakkenmag.com)” wherever the coverage is shared, and will send proof to hello@hakkenmag.com.

YOUR PART: THE TWO BRACKETS

06

Our mark, three ways, on four backgrounds.

07

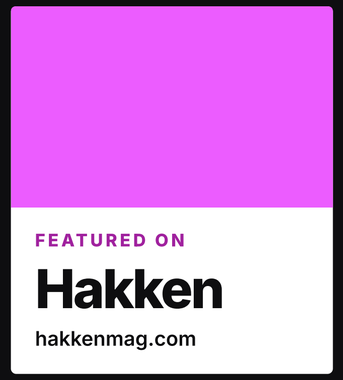
	ON INK	ON PAPER	ON MAGENTA	ON WHITE
Primary Site headers, documents	Hakken 発見	Hakken 発見	Hakken 発見	Hakken 発見
Stacked Stickers, square posts	発見 Hakken	発見 Hakken	発見 Hakken	発見 Hakken
Mark Avatars, favicons, seals	発見	発見	発見	発見

FOUR BACKGROUNDS, NEVER A FIFTH

SVG · PDF · PNG · JPG IN 01-LOGO

Six plates. “Featured on Hakken” for your site.

08



01 Swatch
Footer, press page



02 Specimen
Light sites, print



03 Crop marks
Posters, exhibition texts



04 Badge
Profiles, portfolios



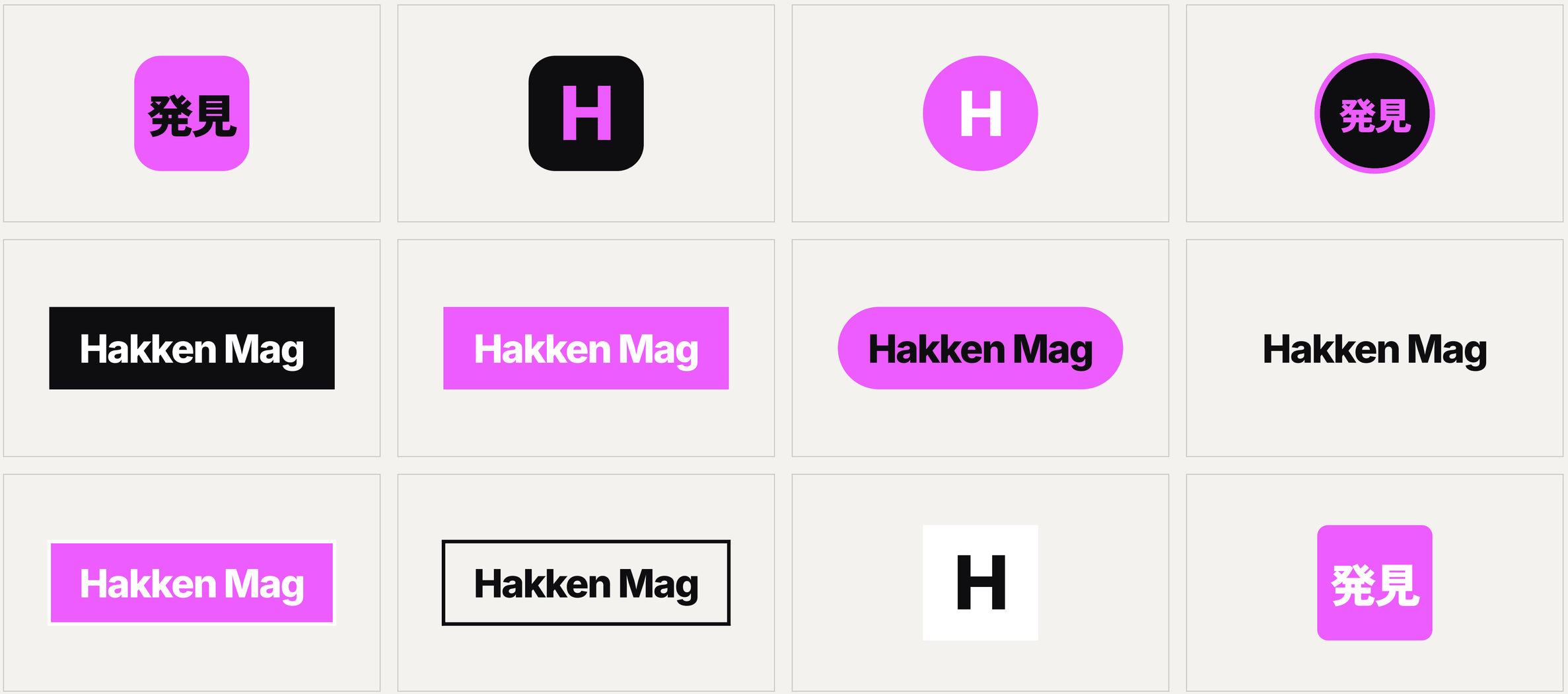
05 Mark
Avatars, small spaces



06 Footer strip
When space is tight

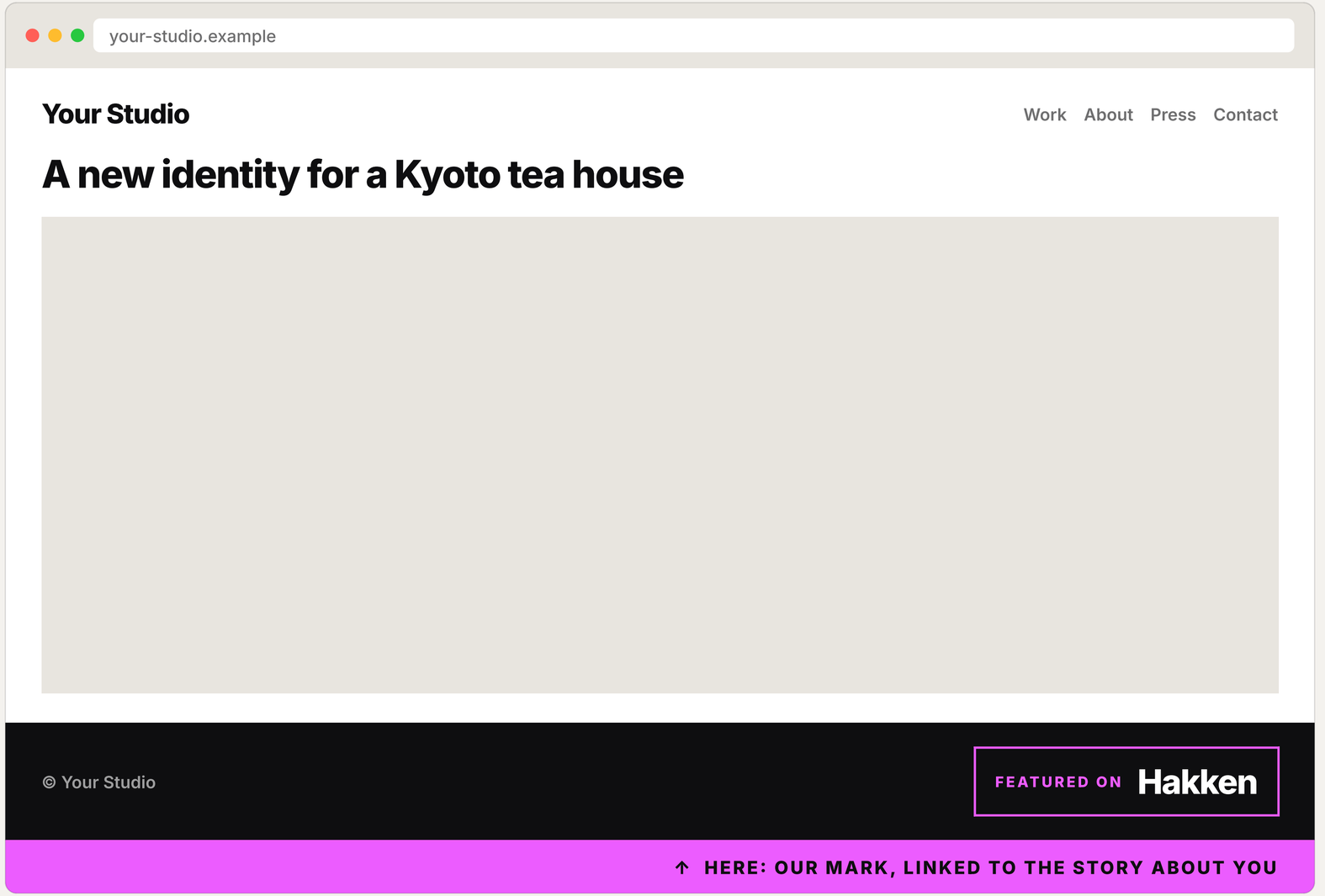
Twelve stickers. Hakken Mag, 発見 and the H.

09



Where our mark goes on your site.

An example: a studio website. Our mark sits in the footer, linked to the story about you, for as long as the story is online.



10

AT LEAST
120 px wide on screen

AROUND IT
Free space the height of 発

THE LINK
Opens our story, not our home page

THE FILES
From the kit, as they are

Please don’t.

Six things that break the mark. Use a file from the kit as it is, and none of this happens.

Hakken RIGHT

11



Don’t stretch or squash it



Don’t change the typeface



Don’t use other colours



Don’t add shadows or effects



Don’t use it without the link



Don’t imply we endorse

What you send us.

One email with your text and your pictures. The text comes from you: we edit it and lay it out, we do not write it in your name.

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TO hello@hakkenmag.com

SUBJECT For Hakken · PRESS RELEASE · Branding — Your Studio, a new identity for a Kyoto tea house

1 **Your text**

A short statement about the project in your own words, or written answers to our questions.

2 **Six to ten pictures**

At least 2000 px on the long side, attached as files.



photo-01.jpg photo-02.jpg photo-03.jpg photo-04.jpg photo-05.jpg photo-06.jpg

3 **A caption and a credit for each picture**

What it shows · who made the work · who took the photograph.

4 **Every fact in this first email**

Names, dates, places, links. We allow one correction within 30 days.

Before you write.

Three things to know, everything you can download, and where to write.

THREE THINGS TO KNOW

01
Sending is not publishing

We choose what runs, when and how, and we write back either way.

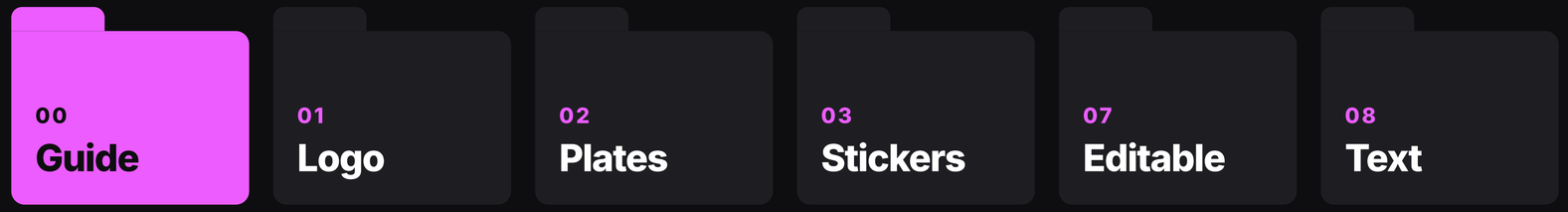
02
We keep the right to edit

For length and accuracy, and to decline what does not fit Hakken.

03
One correction in 30 days

Send every fact in the first email.

IN THE ZIP



SVG, PDF, PNG AND JPG OF EVERY LOGO, PLATE AND STICKER · START WITH THE GUIDE

WRITE TO US

hello@hakkenmag.com

hakkenmag.com/partners/

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