



Classii.mu BRAND BOOK

Edition 0.1 2026.05.10

MISSION

To connect the knowledge and experience of classical music, creating a place where each individual can discover and express their own music.

A place where one' s relationship with music becomes freer.

Where music lives naturally within everyday life, alongside thought and emotion.

VISION

A place where the desire to express and the desire to explore are never constrained, but can grow and evolve at each person' s own rhythm.

VALUES

Connection: Reconnecting diverse information through relationships

Exploration: There is never only one path in, nor only one destination

Expression: Expressing one' s own experiences and knowledge

Preservation: Recording culture and carrying it into the future



Brand Story

The globalization of society has revealed the diversity of the world more vividly than ever before, sometimes appearing in the form of conflict and division.

Yet we possess the ability to cultivate culture upon that diversity. Even when language and background differ, art has the power to transcend those boundaries.

Classical music is one symbol of that possibility. Through the meeting of different places, different eras, and different people, it has continuously evolved and developed over time.

And that music continues to stay close to us today — comforting us, encouraging us, and at times giving us strength beyond words.

Behind every work lies a history built layer upon layer over a long span of time. That continuity is the very essence of classical music as a culture, and a reflection of the intelligence and sensibility humanity has cultivated throughout history.

Classii becomes a medium for weaving together individual experiences and knowledge.

It organizes, connects, and reconstructs knowledge related to classical music into a unified structure.

As each person's perspective and interpretation overlaps with others, culture grows upon a foundation of "living experiences."

Encounters with music heard for the first time, or performances that deeply move us, always bring new sensations and discoveries.

Those sensations themselves are the driving force that nurtures culture.

Classii.mu is a place filled with such encounters.

Relationship

From those encountering classical music for the very first time, to passionate listeners who enjoy it as part of everyday life, to performers and researchers who engage with it professionally —

each person approaches music with their own unique point of entry and sense of distance.

Classii.mu embraces these diverse relationships with music, supporting the processes of exploration and expression — sometimes subtly, sometimes powerfully.

The relationship between Classii.mu and its users is not simply that of a service and its consumers. Together, they are “co-creators” — collaborators who record, interpret, and share culture with the world.





Value Proposition

FUNCTIONAL VALUES

- A foundation that structures and connects knowledge related to classical music
- An exploratory experience that develops from curiosity into deeper discovery through relationships
- The expression and sharing of knowledge and experiences

EMOTIONAL VALUES

- The joy of discovering new music
- The feeling of gradually deepening understanding
- Experiences that resonate with the perspectives of others

SOCIAL VALUES

- The reintegration of fragmented musical knowledge
- The expansion of culture through supporting diverse ways of engaging with music
- A continuously growing archive of culture



Brand Personality

Classii.mu is not a presence that pushes itself to the forefront or insists on being the center of attention.

The true focus is always the user and their experience.

Classii.mu stays close like a companion performing alongside you — an intelligent and sincere friend you can casually turn to for guidance.

It is open and sociable, yet never overly intrusive.

It always treats users, performers, and culture itself with respect.

VOICE

- Be concise
- Use metaphors, but never excessively
- Leave space for the reader' s own interpretation

tone

- Keep technical terminology to a minimum
- Ensure definitions are clear
- Maintain consistency of meaning across languages

Visual Identity

The visual design of Classii.mu does not seek to assert itself excessively.

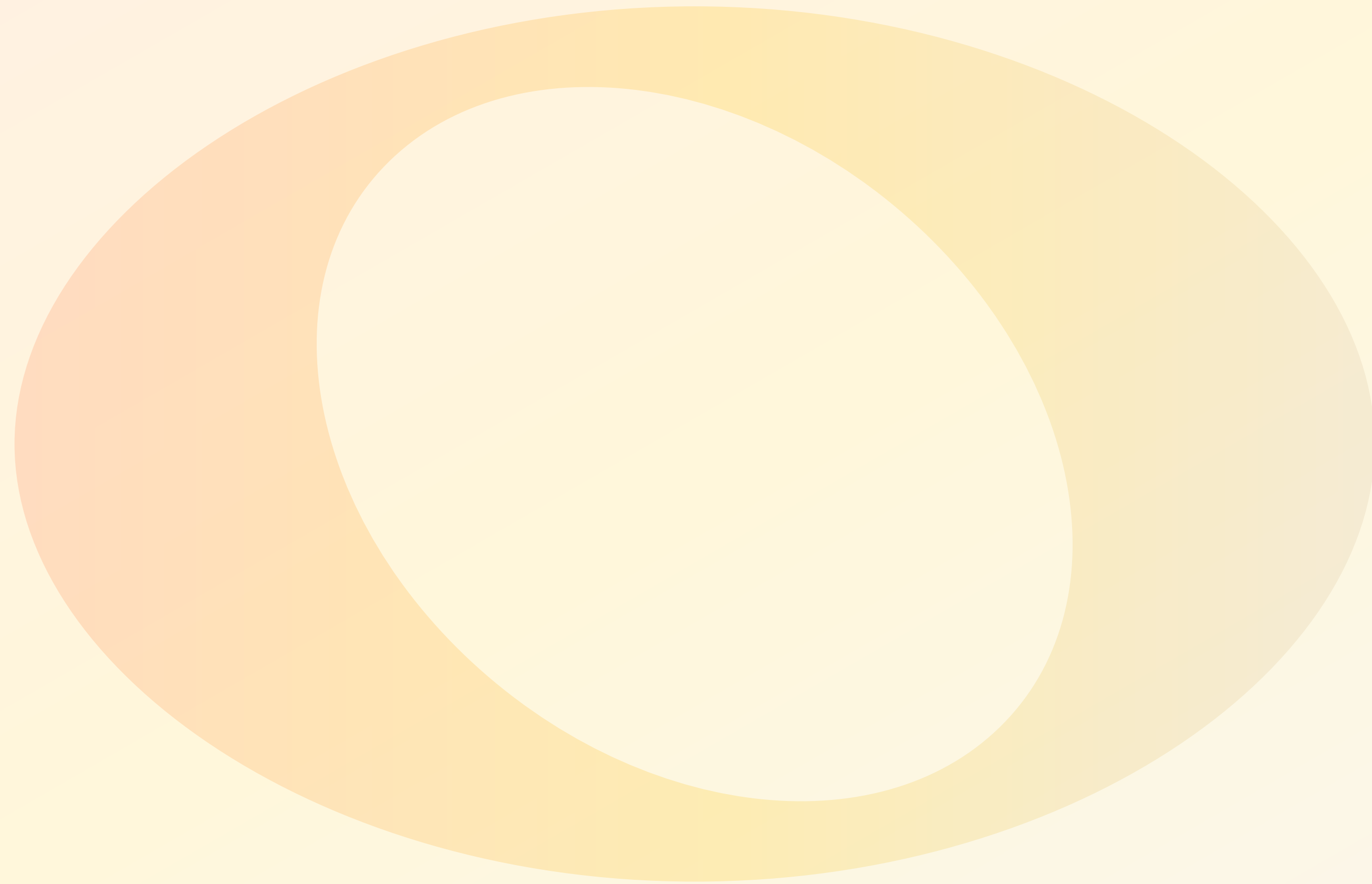
It values simplicity and a quiet sense of immersion.

Its composition aims to create a balance that conveys calmness and refinement, while still remaining approachable and human.

Through the use of whitespace, line spacing, and contrasts in element sizing, it creates a visual rhythm.

That rhythm exists to organize information clearly, without interrupting the user's thinking or exploration.

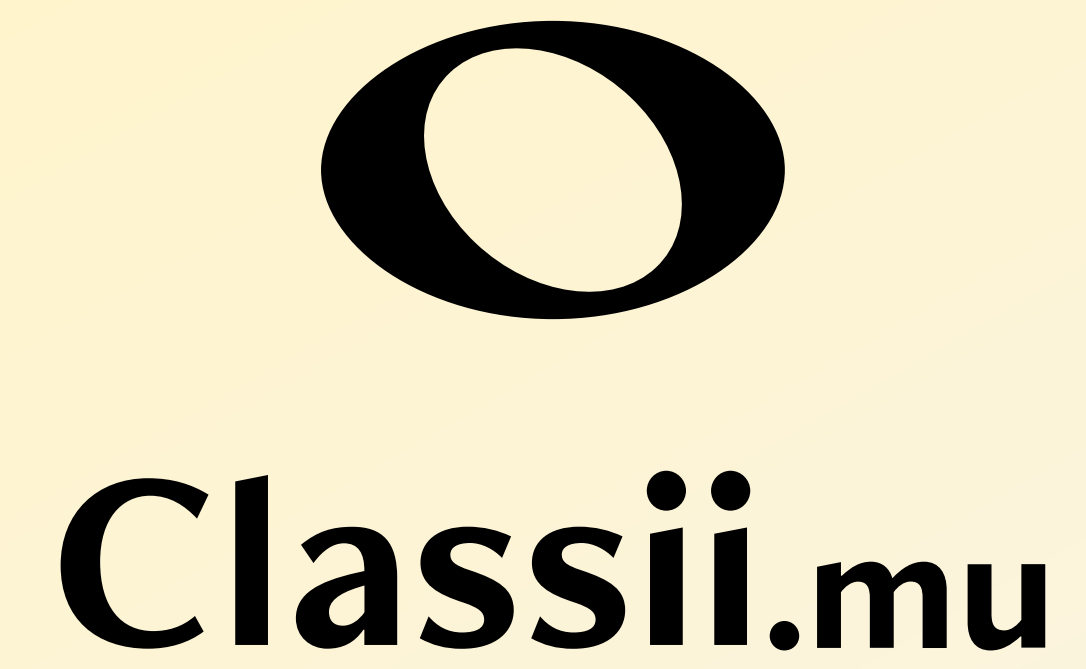
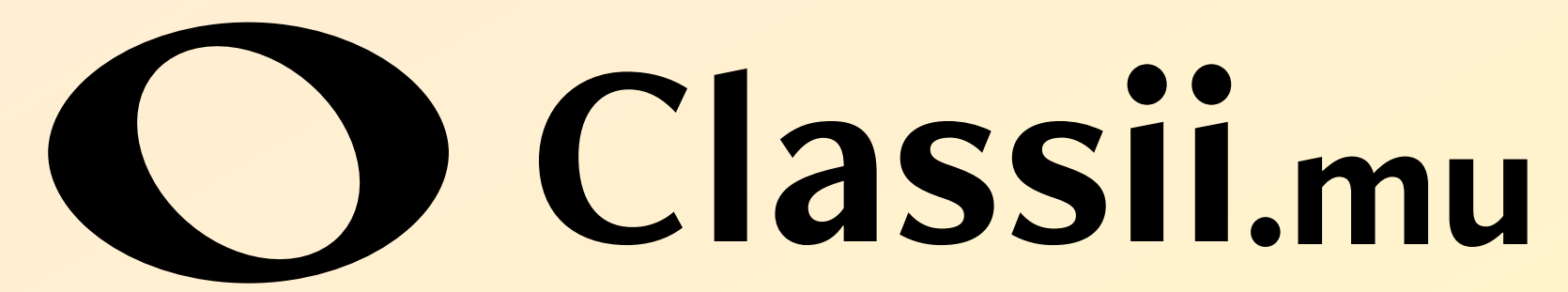




Symbolmark

A symbol mark inspired by a whole note.

It represents the interconnected and integrated body of knowledge surrounding classical music.



UI / UX

The UI of Classii.mu is not designed to hide the complexity of information, but to organize it and present it through relationships and structure.

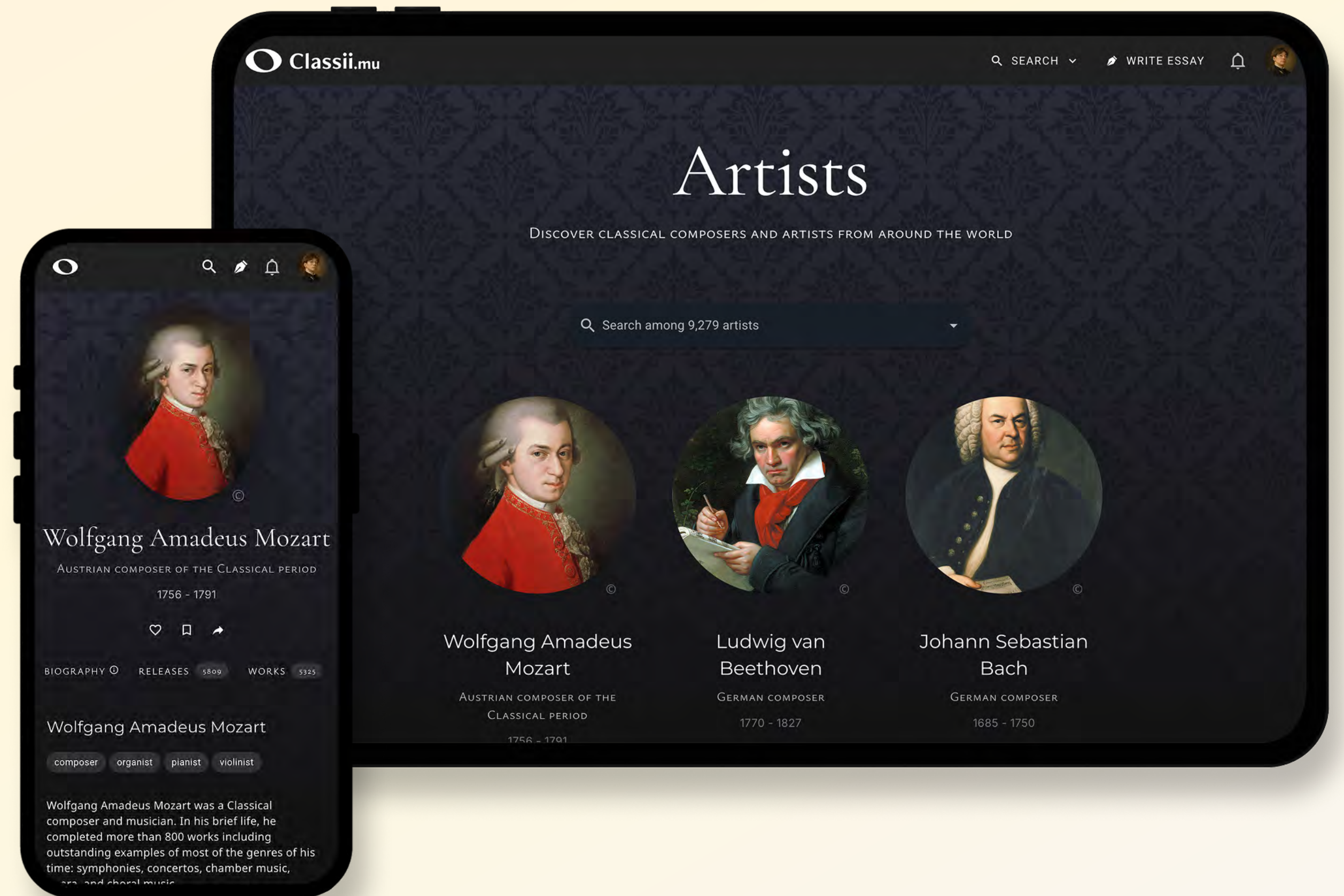
It seeks to structure vast and diverse information with clarity and balance, creating an environment where users can freely explore according to their own curiosity.

Related information is presented subtly and naturally within context, without excessive emphasis.

This allows continuous discovery to emerge organically.

Interactions are designed to be intuitive by default, with the highest priority placed on never interrupting thought or immersion.

At the same time, small pieces of copy, subtle interactions, and thoughtful visual details add a light sense of enjoyment and a comfortable rhythm to the experience.





Culture & Experience

CONTENTS

Content on Classii.mu is shared as the result of knowledge and personal experience coming together.

We value the following principles:

- Respect for copyright holders, contributors, and related institutions
- A clear distinction between fact and imagination, avoiding excessive certainty or denial
- Respecting subjectivity while communicating responsibly

By expressing ourselves while also engaging with the thoughts and feelings of others, we aim to create an environment where ideas and experiences are naturally shared through mutual influence.

COMMUNITY

Classii.mu is a place where users collectively nurture culture through ongoing interaction and inspiration. With collaboration as a foundation, we value respect for others and an open-minded attitude. As each person participates responsibly, quality naturally grows, and culture gradually takes shape.

EXPERIENCE

The Classii.mu experience begins with small actions.

Following a piece of music that sparks curiosity, recording an impression, or putting thoughts into words — each of these actions leads to new discoveries and deeper understanding, eventually creating resonance with others.

Through this ongoing accumulation, one's relationship with music becomes increasingly personal, meaningful, and rich.



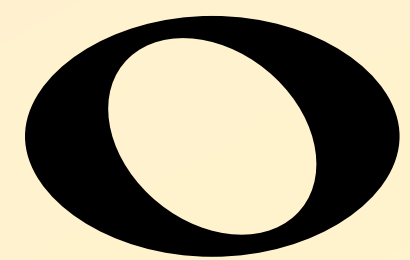
Future Vision

Classii.mu will continue to stay close to each user' s desire to explore, express, and discover — quietly supporting the first step of that journey.

Beyond the evolution of services and features, we will continue exploring new possibilities for deepening people' s relationships with music in many different forms, and we will spare no effort in bringing those possibilities to life.

Without being confined by the boundaries between online and offline experiences, we seek to create new connections — between people and music, and between people themselves.

What lies beyond is a world where classical music feels more familiar, living naturally within each person' s everyday life.



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