

Project On

PEACE JAM

**By Jay Guan-Jie Peng
For DOOR to ASIA 2017**

Background

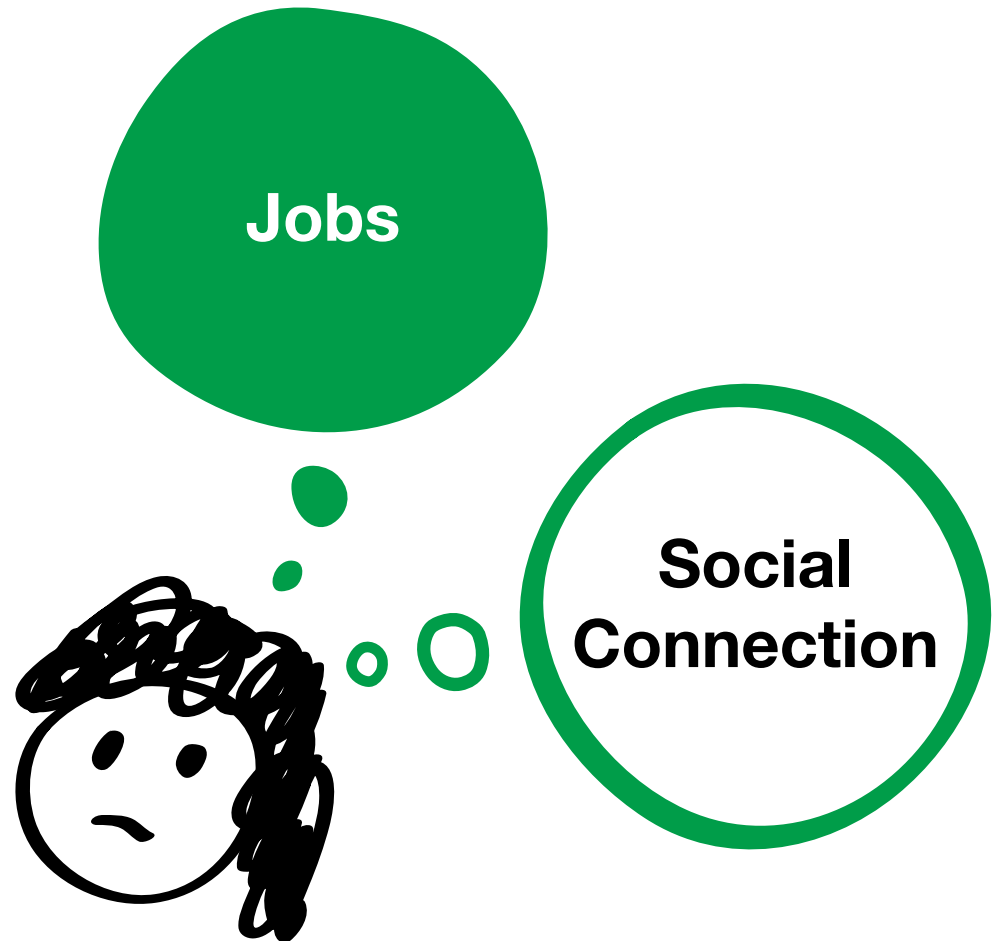
Background

In 2011, the tsunami hit Tohoku area, lots of people are affected. As one of the victims, Mr. Sato Ken devoted himself for helping local people especially moms with babies after the disaster.



Background

He realized that local moms not only need supplies but also need jobs and social connections.



Background

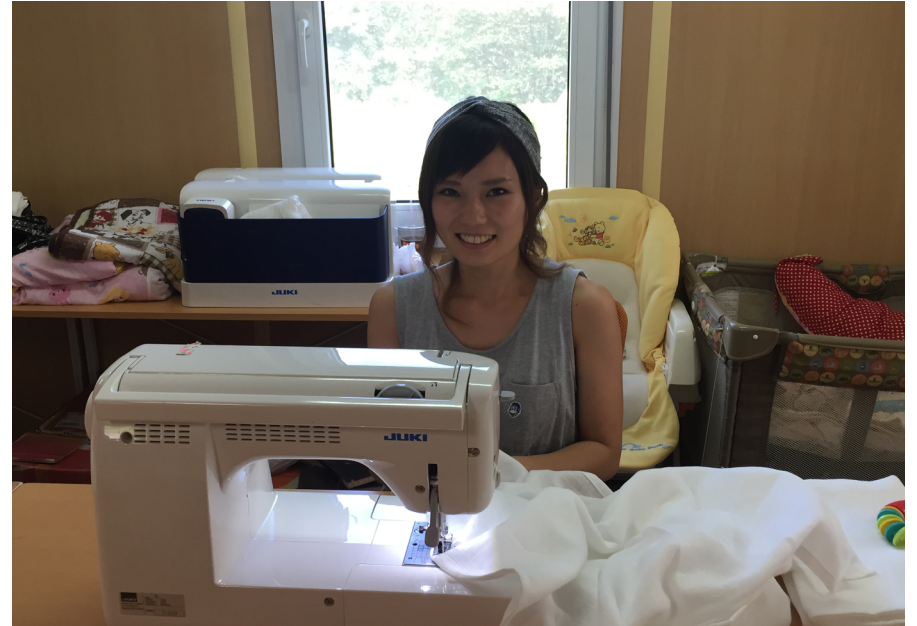
He decided to found a non-profit organization "PEACE JAM" and build a working space to help local moms in 2012.



Situation

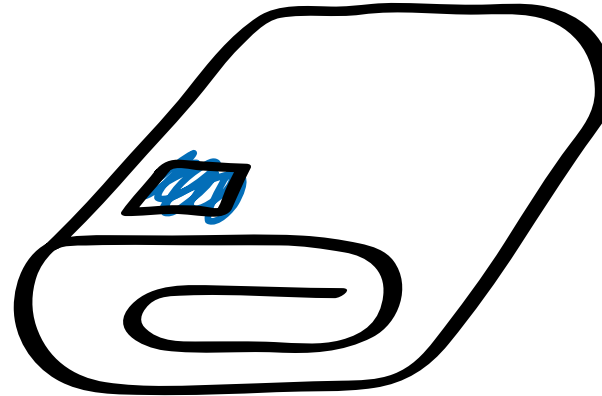
Situation

PEACE JAM provides an environment that moms can work with their children playing around. Thus moms can always take care of thier children.



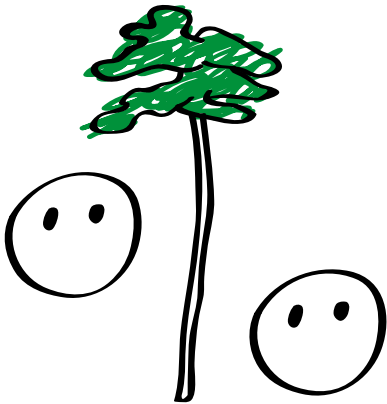
Situation

PEACE JAM sells two different hand-made products: jam and baby muslin.



Situation

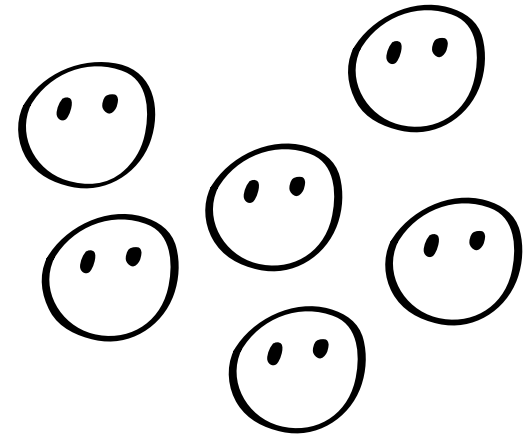
The core concept of PEACE
JAM is "Help moms and
babies"



Local Region



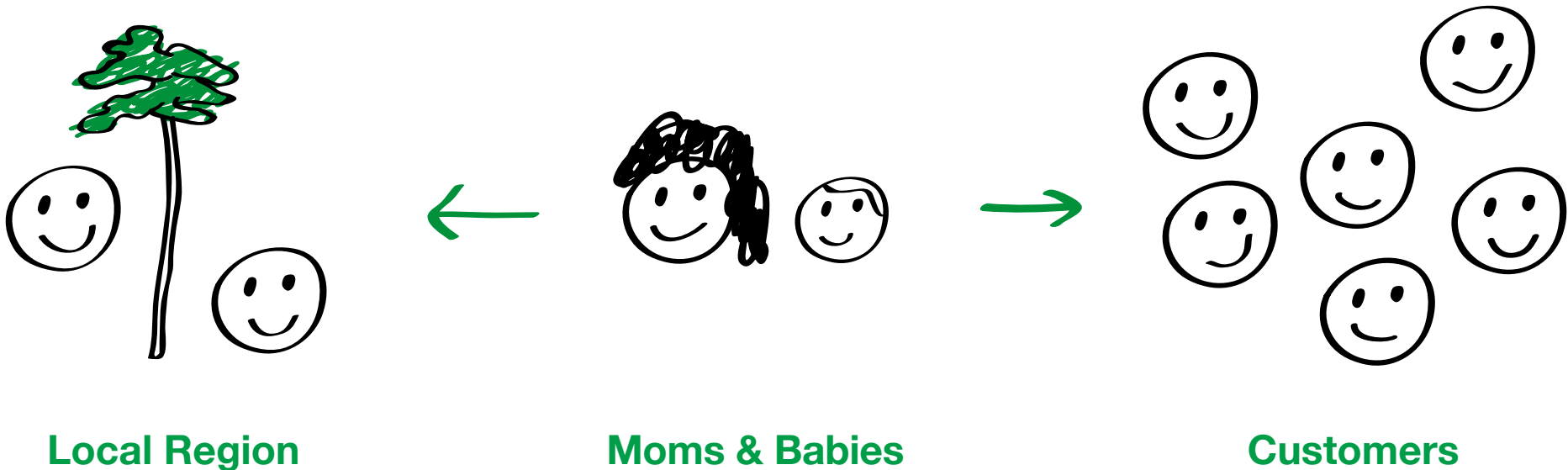
Moms & Babies



Customers

Situation

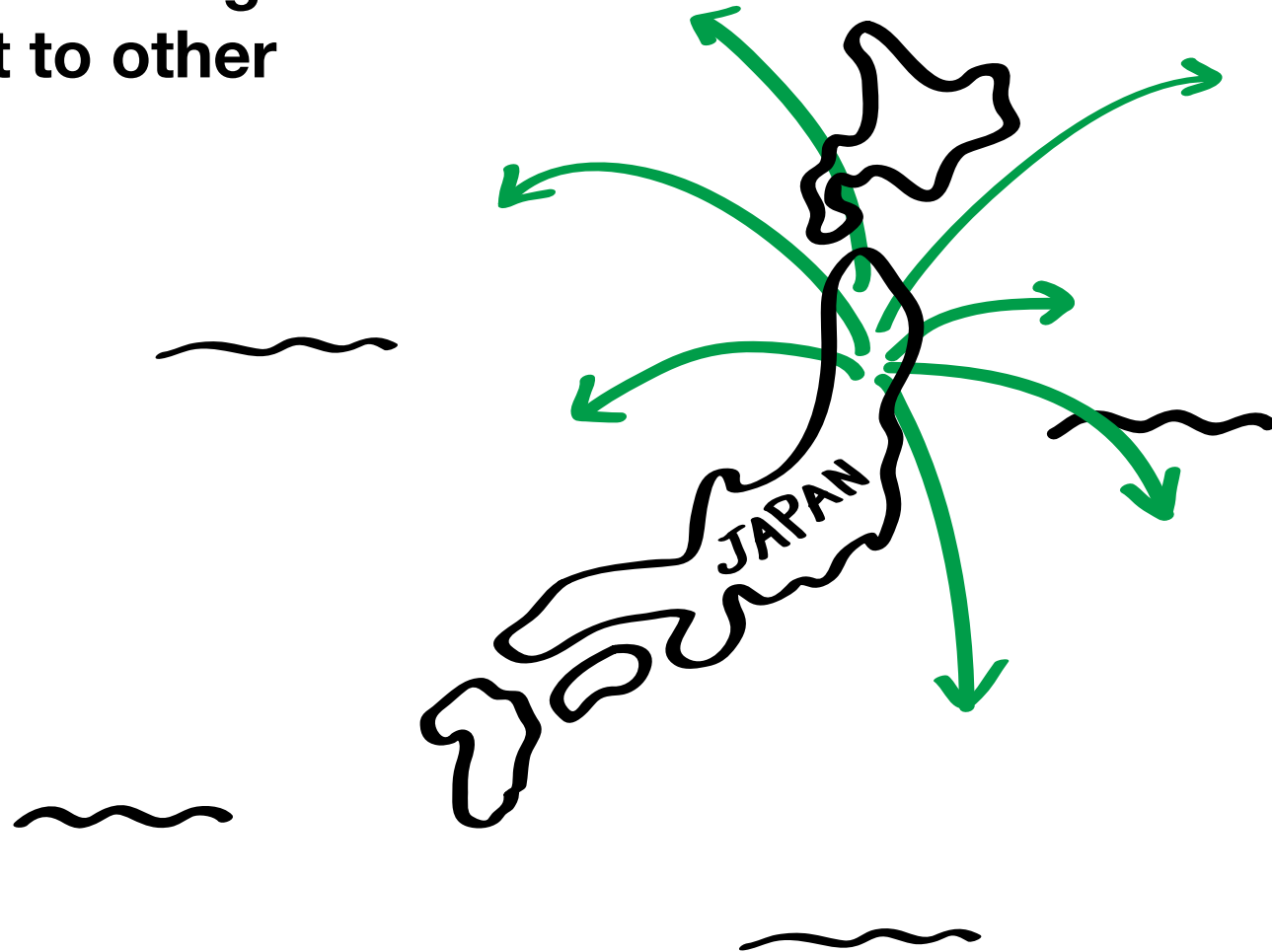
The core concept of PEACE JAM is "Help moms and babies" then "Make more people smile".



Goals

Goals

01 / Promote the working system / concept to other countries.

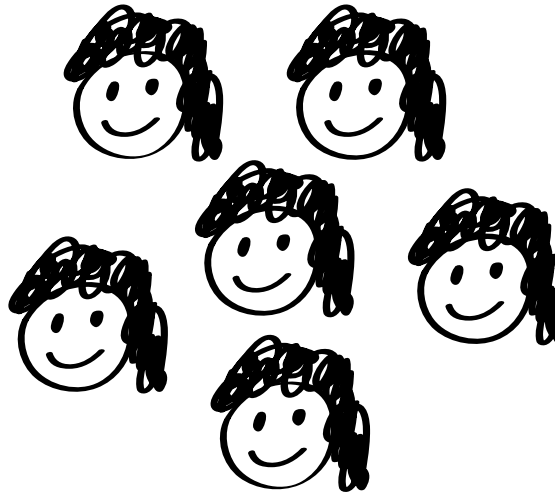


Goals

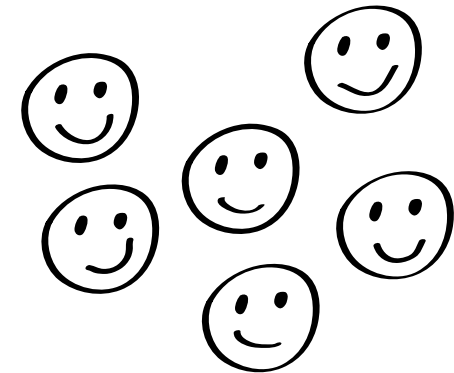
**02 / Sell more products,
help more moms, create
more smiles**



More product selling



More moms working



More people smiling

Problems

Problems

01 / Design identity lacks consistency.



PEACE JAM
Non Profit Organization

重なる人生
感動の瞬間を
ささやかに

- PEACE JAM -



Problems

02 / Website only has japanese info.

ピースジャムについてプロジェクトメディア紹介ボランティア募集寄付のご案内
入会のご案内お問い合わせ

ピースジャム工房には新生児や未就学期の親子が集います。
育児を支え合いながらジャムやベビー用品の製造販売をしその収益によって地域へ開放している広場の運営や、新たな親子の雇用へつなげています。持続的な育児コミュニティ作りとしてだけでなく、この活動によって「子育てをしながら働ける基盤」づくりをし「産みやすく育てやすい環境」を社会へ波及することを目指しています。親子を中心に多世代の人と人が関わり合うことで地域がより豊かなコミュニティを築けるビジョンを描き、地域に根ざして今後も活動してまいります。温かな応援をどうぞよろしくお願いいたします！
特定非営利活動法人 ピースジャム 代表 佐藤 賢



団体概要

団体名	特定非営利活動法人 ピースジャム
設立	2012年5月22日 (任意団体設立 2011年3月12日)
目的	東日本大震災で被災した新生児、乳児、幼児及びその母親を対象とした生活基盤支援を目的とする。 団体理念 「とにかく赤ちゃんのおなかには減らさない」
	個別支援物資配送活動 雇用支援事業 子育て支援事業 オンラインショップ PEACE-JAM SHOP http://peacejam.shop2.makeshop.jp/
お問い合わせ/アクセス	電話/FAX 0226-29-6583 E-mail: info@peace-jam.org
住所	〒988-0843 宮城県気仙沼市落合254-1

Problems

03 / Confusing naming of brand and products.



Problems

04 / Unclear communication strategy for promoting overseas.



Solutions

Solutions

01 / Identity

Redesign the identity system.



Original Logo

Solutions

01 / Identity Logo



Solutions

01 / Identity Logo



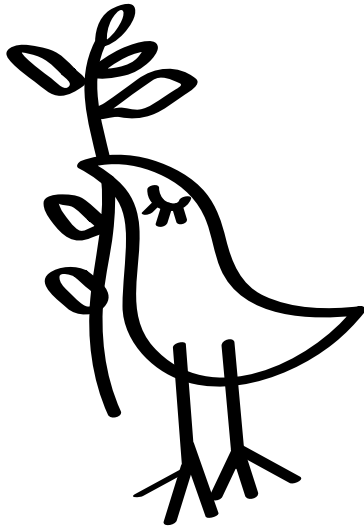
Solutions

01 / Identity Logo

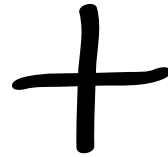


Solutions

01 / Identity Logo



Peace & Hope



Love

Solutions

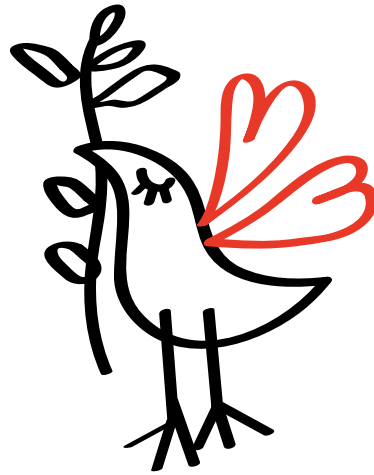
01 / Identity Logo



Wishes can fly with love.

Solutions

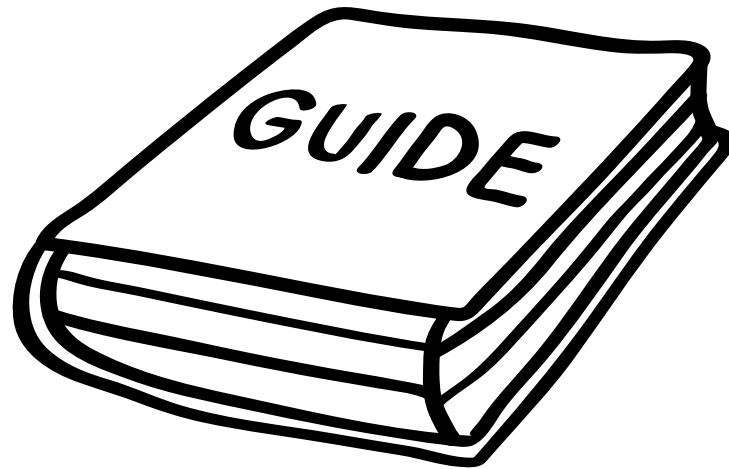
01 / Identity Logo



PEACE JAM

Solutions

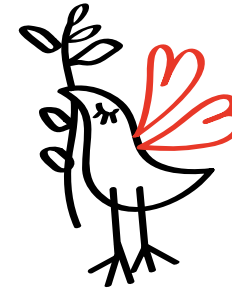
01 / Identity Guideline



Solutions

01 / Identity Guideline

Primary Logo



PEACE JAM

Secondary Logo



PEACE JAM

PEACE JAM

Solutions

01 / Identity Guideline

Typography

PEACE JAM

Non-Profit Organization Founded in 2012

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Typeface /
Publica Slab Regular

Solutions

01 / Identity Guideline

Primary Color



C0 M0 Y0 K100
R35 G24 B21(#221814)



C0 M90 Y85 K0
R232 G56 B40(#E73828)

Secondary Color



C45 M0 Y5 K0
R145 G211 B238(#91D3EE)



C0 M45 Y14 K0
R243 G168 B182(#221814)

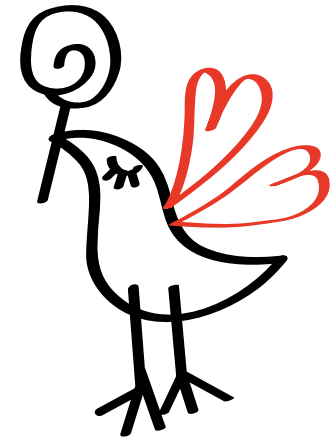
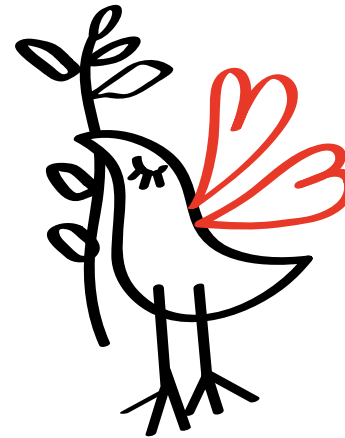
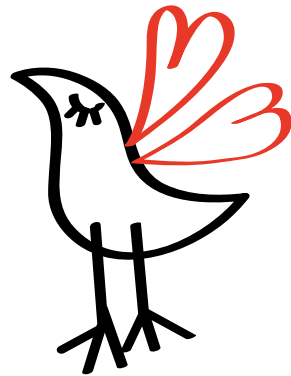


C7 M0 Y62 K0
R245 G240 B122(#221814)

Solutions

01 / Identity Guideline

Graphic Elements



Solutions

01 / Identity Guideline

Graphic Elements



Solutions

01 / Identity Name card



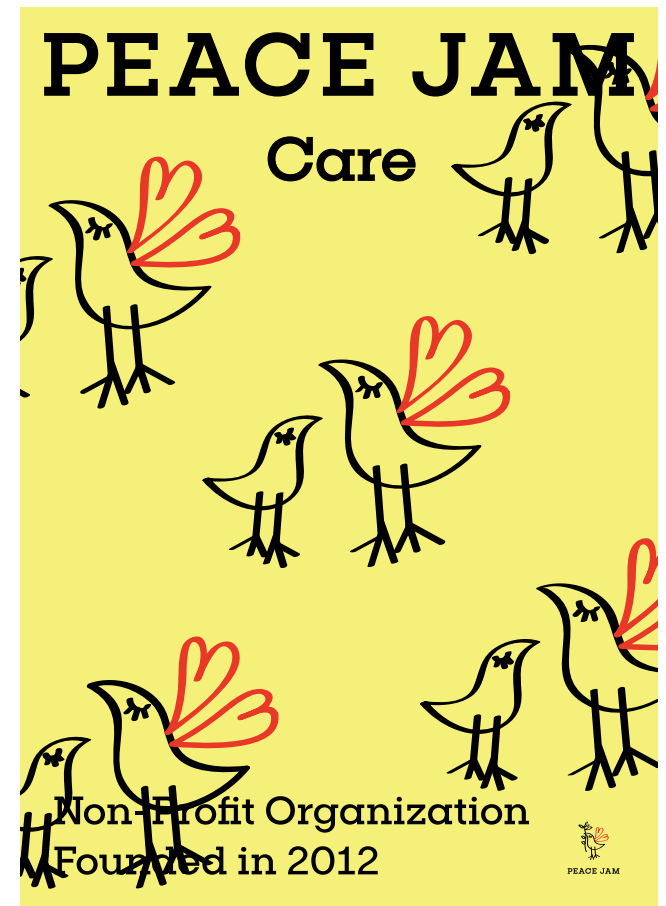
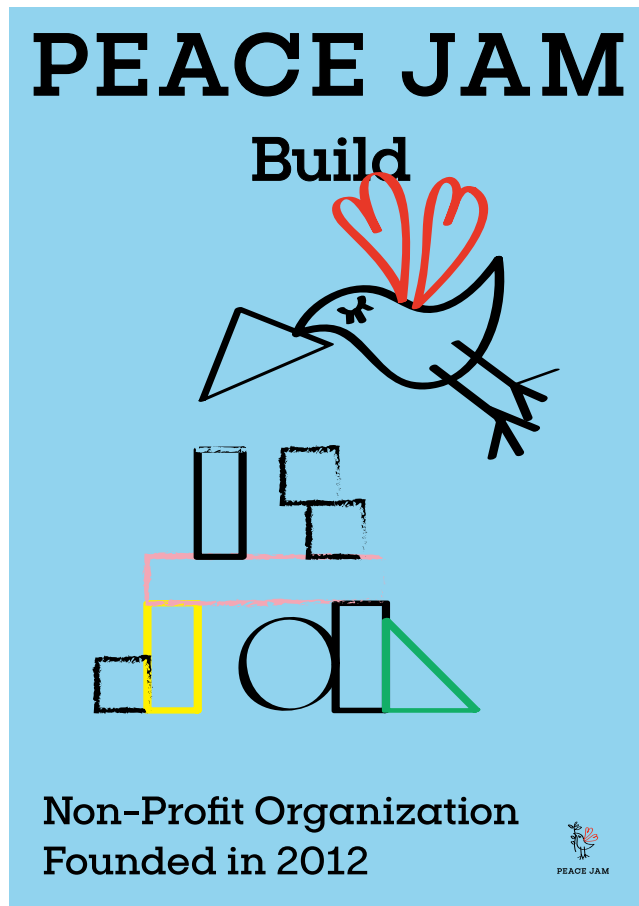
Solutions

01 / Identity Paper Bag



Solutions

01 / Identity Poster



Solutions

01 / Identity Poster



Solutions

02 / Website Translate the info to English.



Solutions

03 / Products

PEACE JAM

PEACE FOOD

Jam

PEACE GOOD

Baby Muslin

PEACE ???

Solutions

03 / Products Jam



Solutions

03 / Products Jam



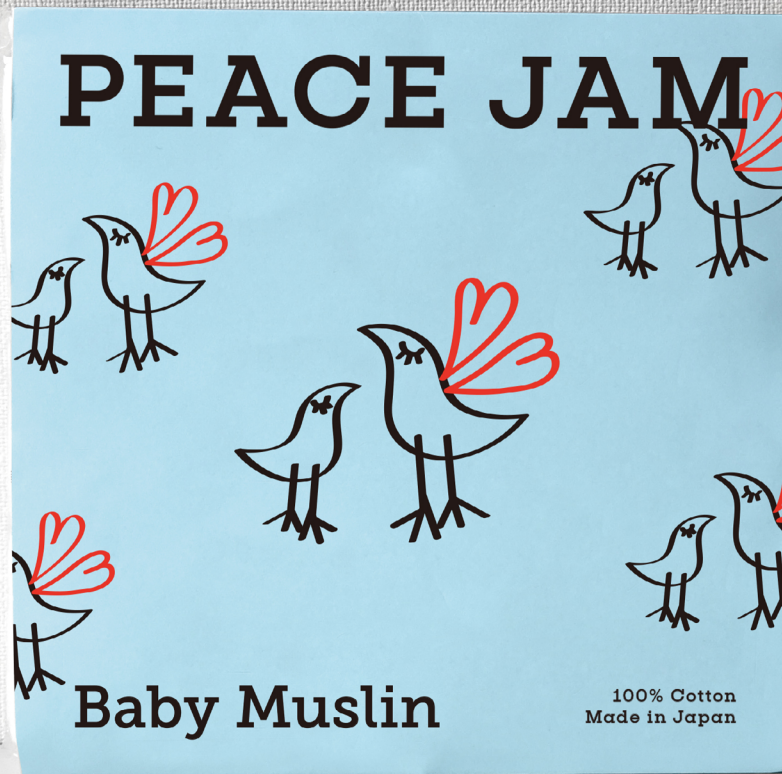
Solutions

03 / Products Jam



Solutions

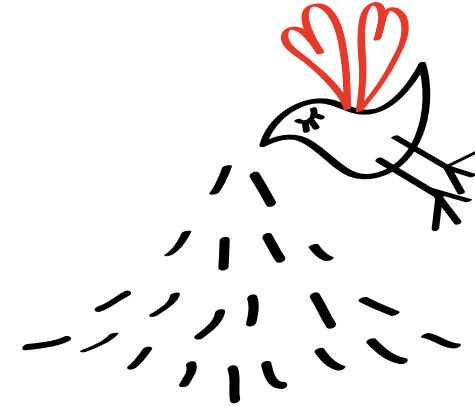
03 / Products Baby Muslin



Solutions

04 / Strategy Authorization

- (1) Make local Peace Jams in different countries.
- (2) Find local moms to create different products.
- (3) Cooperate with local designers.
- (4) Exhibition & Talks.
- (5) Moms exchange.



PEACE JAM
TAIWAN

PEACE JAM
THAILAND

PEACE JAM
PHILIPPINES

PEACE JAM
KOREA

PEACE JAM
USA

PEACE JAM
CANADA

End of Presentation
Thank You