

M|I|C/A

June 30, 2021

Statue of Peace Plaza Refined Logos

General Survey Response

- “...we are an intergenerational org and aim to have intergenerational, cross-cultural / global audience”
- “A great reference may be found in other monument projects across the US & world - the projects supported by Mellon Foundation Monument Projects, for example.”
- “Peace 평화를 의미하는것은 간단하고 단순하다고 생각합니다.” (Yerin translation: Like, someone wanted to say that she/he thinks ‘peace’ can be expressed simply and concisely)

General Survey Response

- “Half-circle (or the semi-arch) shape of the plaza and incorporating it into the logo design”
- “Adding a butterfly to the logo as the symbol of the issue”

Survey Responses on Logo Option 2

- “The intertwining logo feels correct. Also looks a little like a pretzel, and yet it’s not.”
- “While the font is nice, the words could be more assertive in its impact.”

Exploration

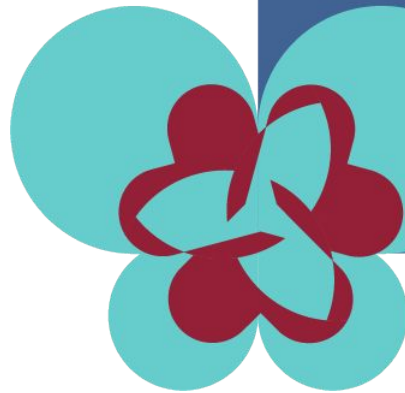
We wanted to explore more options for:

- Color
- Font
- Shapes

REVISION 1

[Love-Centered Butterfly]

Hearts united together to form a camellia on top of a butterfly show love, unity, freedom and strength. Cool color palette is soothing and reminiscent of healing.



*STATUE OF
PEACE PLAZA*



STATUE OF
PEACE PLAZA

REVISION 2

[Doorway]

The love-centered logo within a doorway represents an invitation and space for others to support one another. Warm and bright colors focus on friendliness and positivity.





SEoyoung SHIN
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REVISION 3

[Butterfly Heart]

This logo simplifies butterfly wings and a heart, representing community, love and peace. The color palette is warm and welcoming, but also calming with less vibrant colors.



STATUE OF 
PEACE PLAZA



STATUE OF 
PEACE PLAZA



REVISION 4

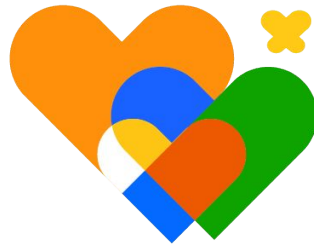
[Love in Flower]

Inspired by the camellia shape, the logo was refined to combine the heart shape of the 'centering love' to convey the meaning of strong and solid love.





Statue of
Peace Plaza



Statue of
Peace **P**laza

REVISION 5

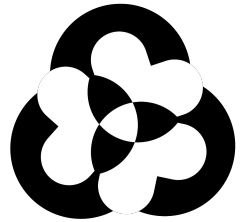
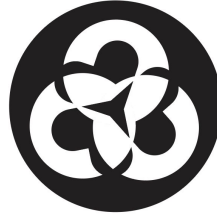
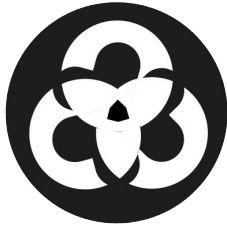
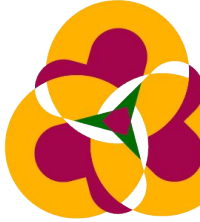
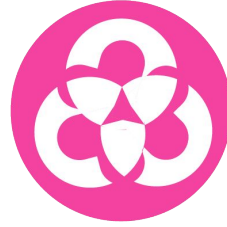
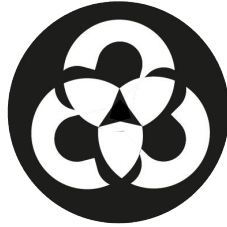
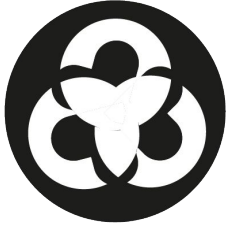
[Cross heart]

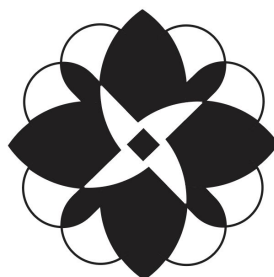
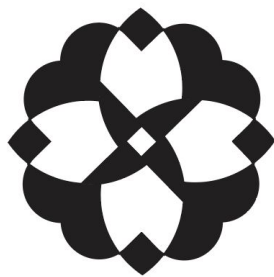
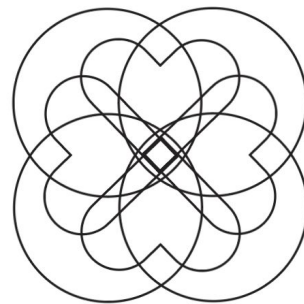
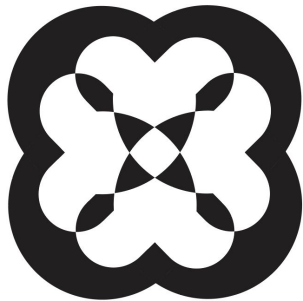
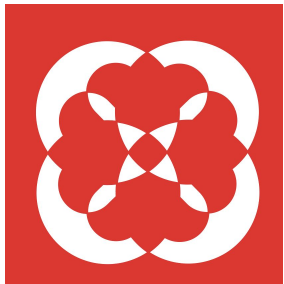
As the heart shapes of different sizes overlap each other to create another color, it conveys the meaning of continuing to create a good mind by interacting with each other.



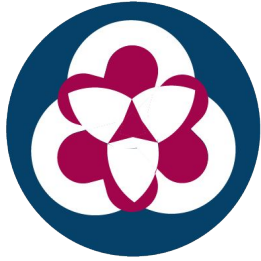


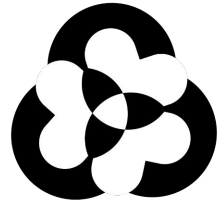




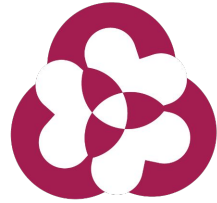








Statue of
Peace Plaza



Statue of
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M|I|C/A

July 02, 2021

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Exploration

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REVISION 1

[Love-Centered Unity]

United hearts form a camellia to show love, unity, freedom and strength. Butterfly shape is implied, but not literal. Cool color palette is soothing and reminiscent of healing.





STATUE OF
PEACE PLAZA

AhnNYoung!



KOREA IN QUEEN VILLAGE!

1st Annual Korean
Culture & Heritage Event

Come and join us!

Sunday, June 13, 2021
3 PM EDT
800 S Front Street
Philadelphia, PA 19147



STATUE OF
PEACE PLAZA

REVISION 2

[Camellia]

Inspired by the camellia shape, the logo was refined to combine the heart shape of the 'centering love' to convey the meaning of strong and solid love.





Statue of
Peace Plaza



AHN-NYOUNG!

KOREA in QUEEN VILLAGE



We invite you to our
**1st Annual Korean
Culture & Heritage Event**
at the future site of the
STATUE OF PEACE PLAZA
in Queen Village

JUNE 13, SUN, 3PM
800 S FRONT ST
PHILADELPHIA

This outdoor event is Free,
Social Distanced, and for All Ages

JOIN US

- Dance & Music performance
- Craft & Games
- Win Gift Certificates to
Local Korean Businesses
- Korean Souvenirs and
Masks Available for Purchase



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COLOR + TYPE REFINEMENT

[Camellia]





