

MICA Design  
Storefront

July 23, 2021



# Statue of Peace Plaza Visual Identity

# About the Statue of Peace Plaza

- The Statue of Peace Plaza in Philadelphia is a space for **addressing gender based violence through art.**
- The Plaza will include an internationally renowned sculpture by Kim Seo-kyung and Kim Eun-sung that **honors “comfort women”** who were forced into sexual slavery by the Japanese military in the 1940s.
- The logo should reflect **strength and support** of the **diverse Philadelphia communities** and reflect a **peaceful future for women.**
- Applications of the logo will help **raise funds and awareness** for Philadelphia’s Plaza.

# Key Words

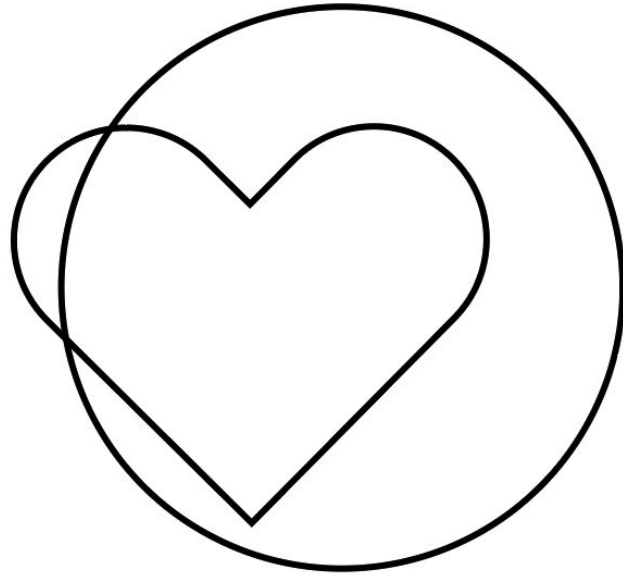
- Love-centered justice and healing
- Honoring history
- Connecting
- Reconciliation and coexistence

# Inspiration



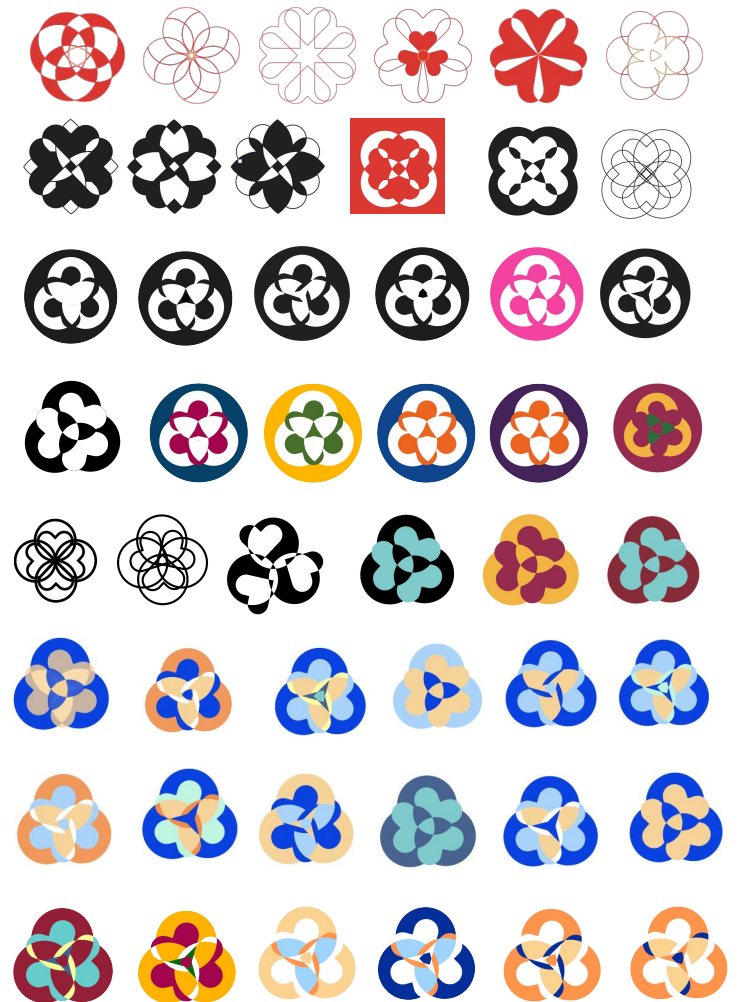
# Process

The concept of the mark illustrates that “love is in the center”



# Process

With the basic building blocks, we created hundreds of unique combinations.





**Statue of  
Peace Plaza**

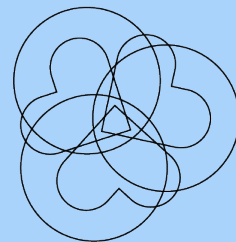
FINAL LOGO



ALTERNATE COLOR EXPRESSIONS

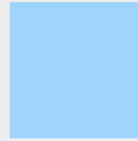


# About the Shape

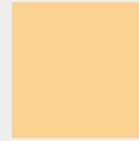


This custom mark represents **inner strength, centering love, and unity** with circles and hearts that merge together to form a knot. **Connection** and **coexistence** are expressed. The slightly tilted mark shows **uniqueness** and **flexibility**.

# About the Color



#9fd4ff



#fcd290



#ff9f32



#042e99

Colors expresses the peace, healing, and strength that Statue of Peace Plaza embodies.

- **Blue is a peaceful and trustworthy color.**
- **Orange conveys a positive and playful feeling.**

# About the Typography

Arvana \_\_\_\_\_ Arvana0.3 regular

**Arvana** \_\_\_\_\_ Arvana0.3 black

**Arvana** was created by Korean designer **Noheul Lee** and uses both Hangul and Latin scripts. It possesses some western calligraphic features but has grown around a Hangul brush core.

Designed by Marconi Lima, **Obvia** is a contemporary sans serif with eighteen styles appropriate for small sizes and a range of communications.

Obvia \_\_\_\_\_ Obvia Narrow Book

**Obvia** \_\_\_\_\_ Obvia Narrow Bold



