



Project 03

–
Meiji X 2020 Tokyo
Olympics

–
Personal Project
2020.11.30 ~ 12.20

–
Product design,
Custom Typeface,
Campaign Design



OVERVIEW

Meiji is one of the biggest snack companies in Japan which exports their products internationally. This is a hypothetical project by Meiji supporting 2020 Tokyo Olympics. Its goal is to increase interest in Japanese language by using simple and easy words on their product packages.

INSPIRATIONS



Bilingual design



CONCEPT

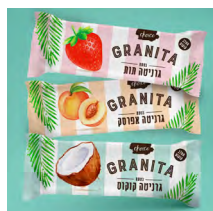


Food package designs which typography is the main focus.
-> Minimal use of colour and graphic.

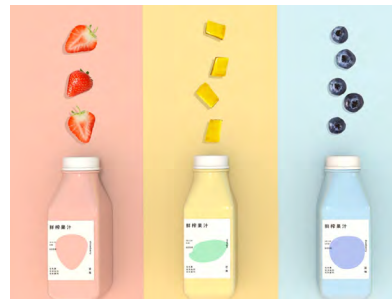
MEDIUM



Yogurt drink



Ice cream bar



Minimalistic package design with colour variations as the only difference.
-> The text layouts are all the same.

FULL CHARACTER SET

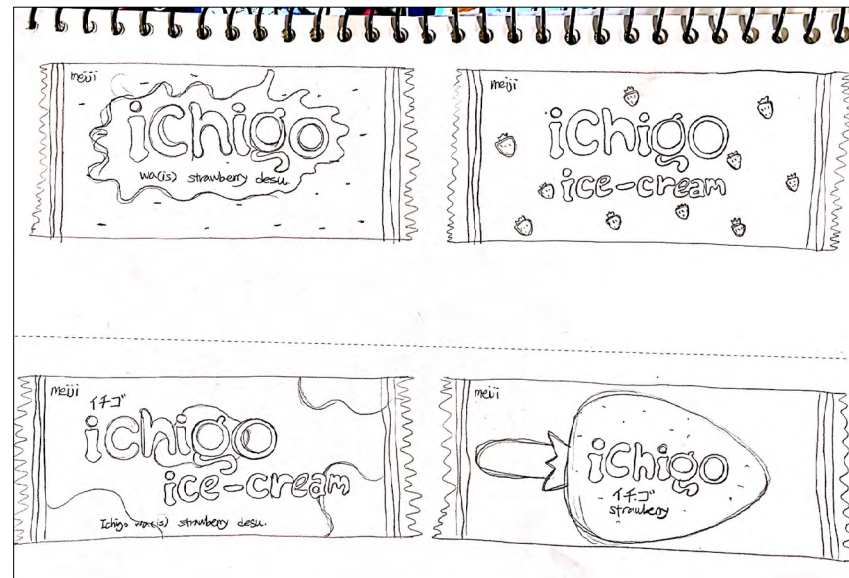
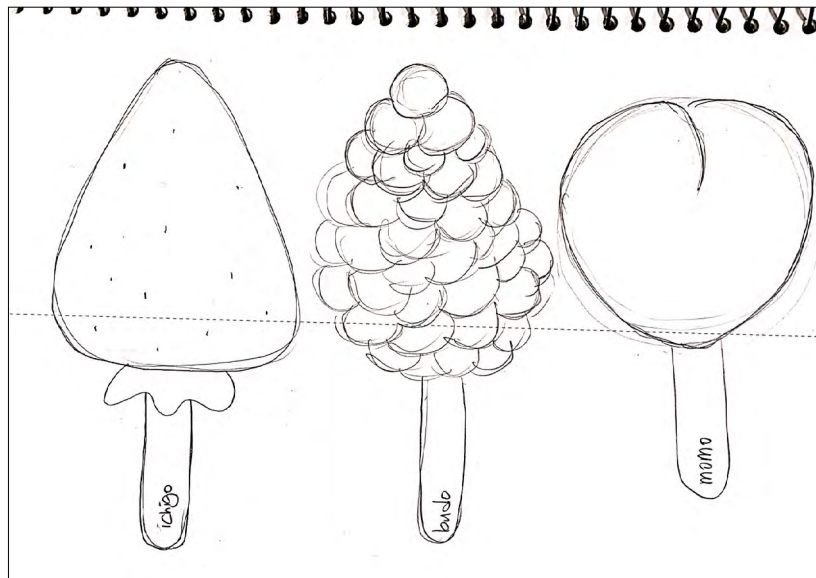
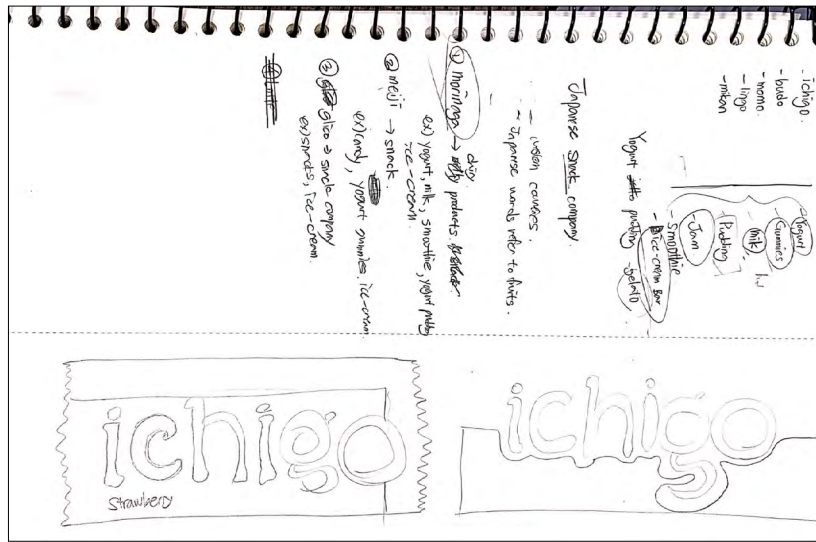
A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o

p q r s t u v w x y z

.,!?-





Package Design Ideation

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—
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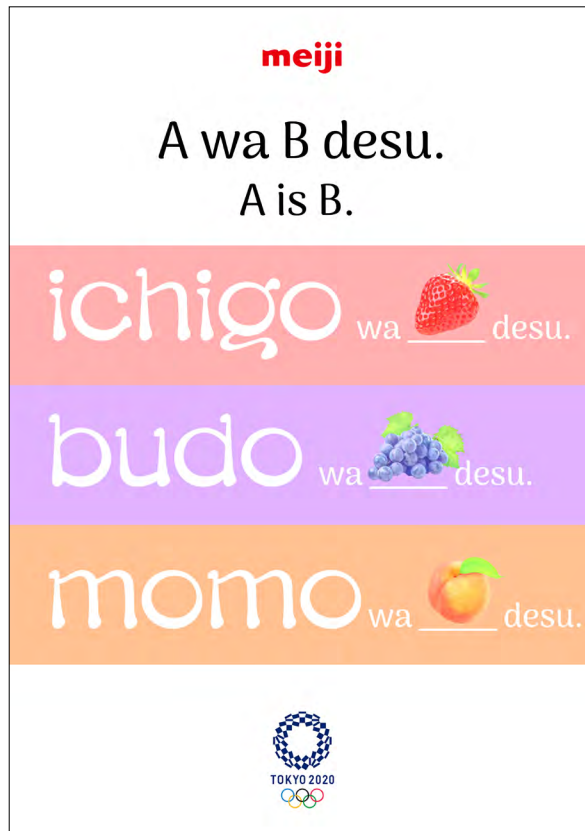




Promotional Material Ideation

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CONCEPT #1



People who don't speak Japanese might be confused by "wa" and "desu" part, and it is not clear enough that ichigo is strawberry in Japanese.

The focus of the poster should be the collaboration of Meiji and Tokyo 2020 Olympics.



Promotional Material Ideation

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CONCEPT #2

