

Jam Space

The background is a deep purple. It features several large, stylized jam slices in orange and yellow tones, some with white pith. There are also several circles of different colors: a large purple one with a white dot, a smaller dark red one, and a cluster of small red dots at the bottom. The text 'Jam Space' is written in a white, rounded, handwritten-style font.





Brand Strategy

▪ Brand Vision

Jam Space is a creative destination for handcrafted jams, where fresh fruits become rich, flavorful creations. It's more than jam-making—it's an immersive journey into taste, memory, and the joys of everyday rituals.

▪ Product Highlights

Jam Space integrates manual jam-making with immersive offline experiences. Visitors can taste a variety of unique flavors while participating in the jam-making process and harvesting, cooking, and bottling—within our orchard and interactive museum.

▪ Future Expansion

More than jam, Jam Space is a creative lab for fruit-inspired living. Future expansions include custom jams, fruit-infused baked goods, scented lifestyle products, and artistic collaborations—forming a multi-sensory brand ecosystem.

Store Description

The JAM SPACE STORE explores the history, production, and cultural significance of jam while promoting sustainable fruit growing. Exhibits showcase jam's origins, traditional tools, and its role in different cultures. Visitors can experience the jam-making process firsthand, try special jam-based recipes, and join workshops. It's a place to learn and enjoy the sweet art of jam for everyone!

Mission Statement

Our mission is to lead in preserving and promoting jam-making, inspire sustainable fruit-growing practices, and create an interactive space where all ages can connect with tradition, innovation, and the joy of crafting jam.





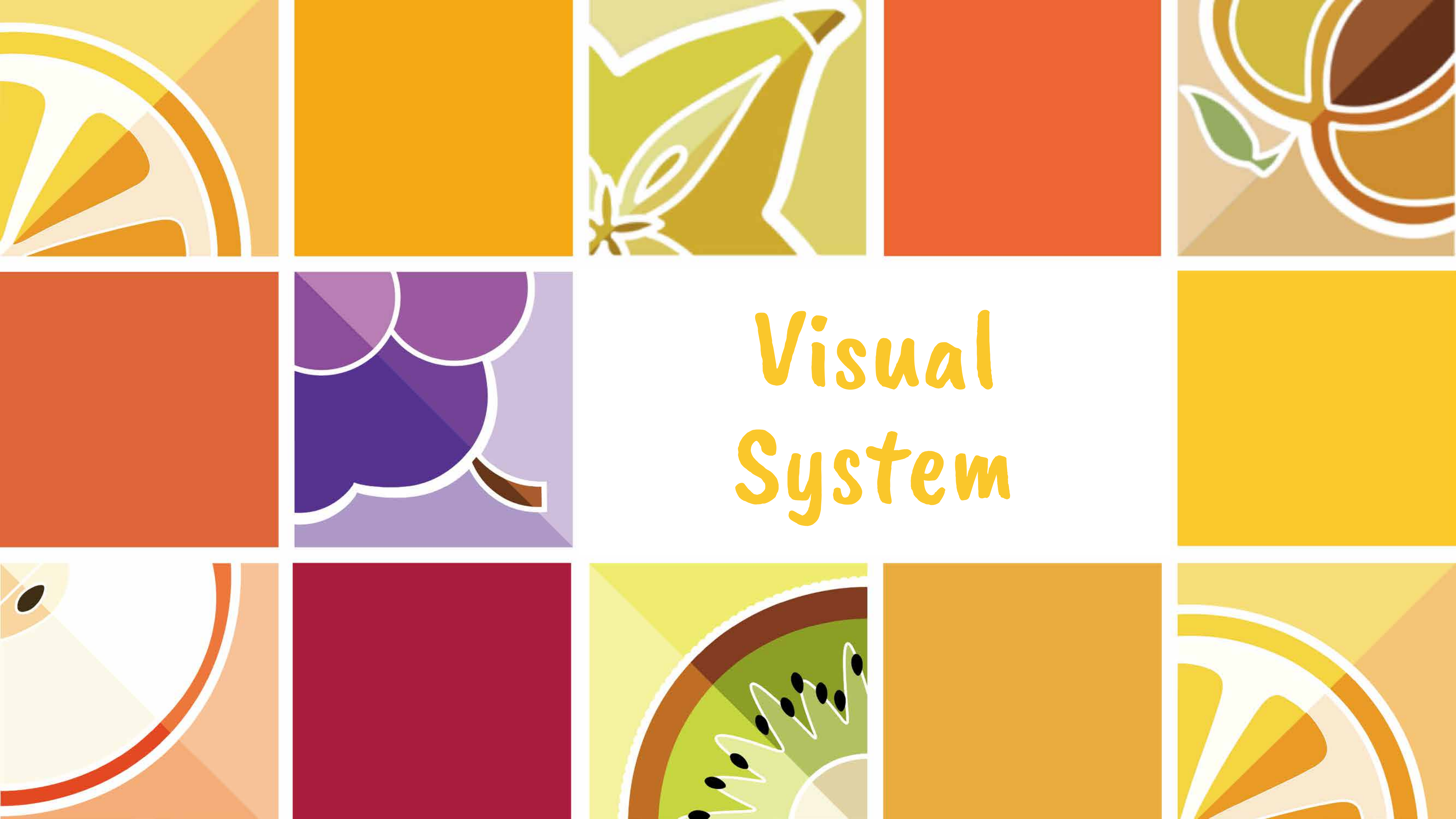
Target Audience

Our audience spans all ages, with a focus on individuals and families seeking quality time together, hands-on experiences, and a connection to nature.

Promotion Strategy

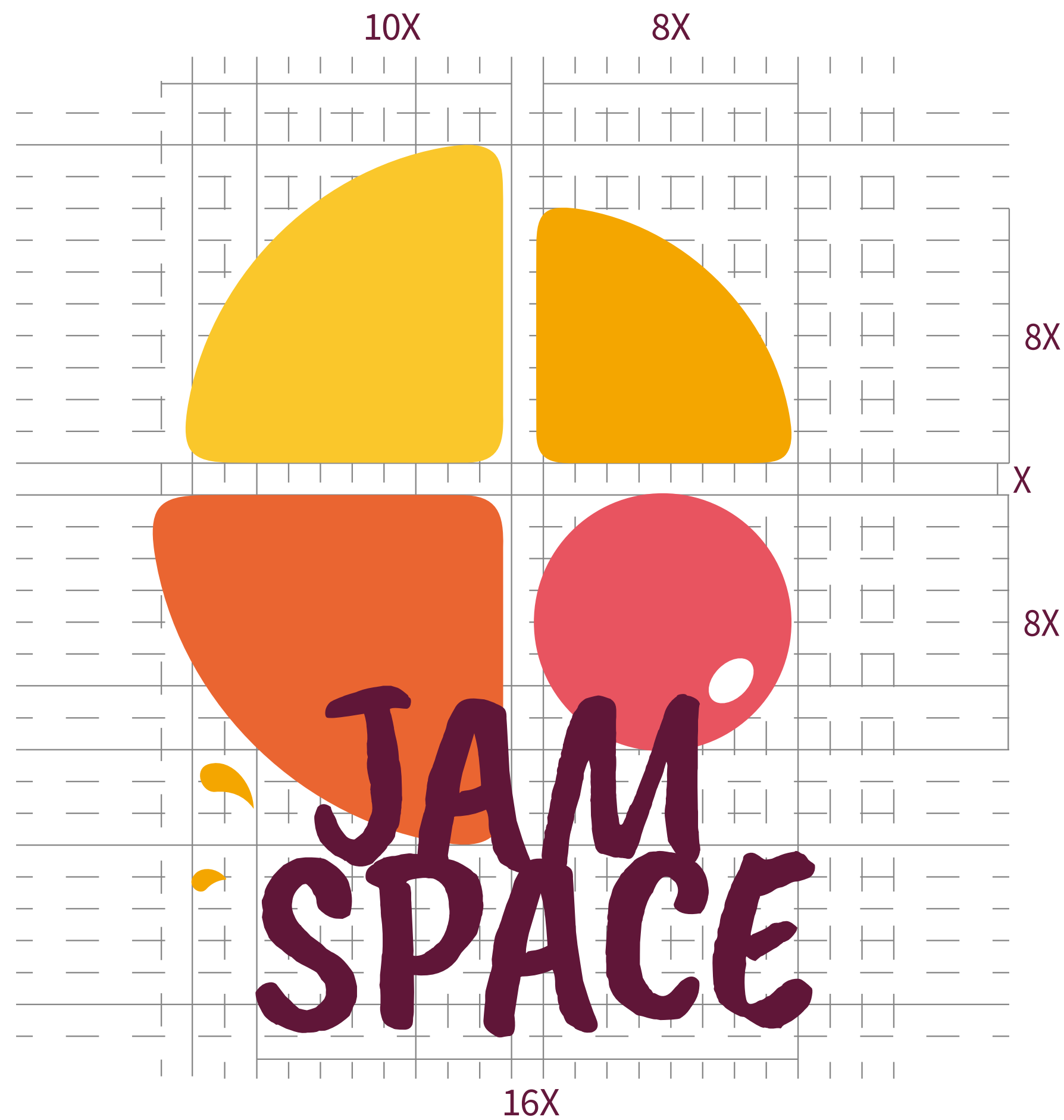
Jam Space engages its audience through:

- Membership system
- Social media storytelling (Instagram. etc)
- Immersive offline events (orchard tours)
- Seasonal jam festivals & Annual programs
- Collaborative gift boxes
- Seasonal limited editions

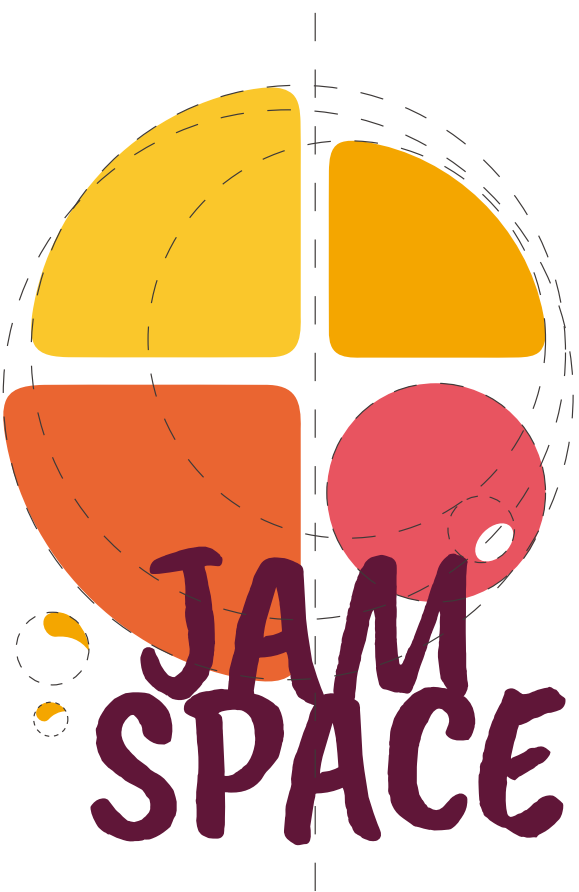


Visual System

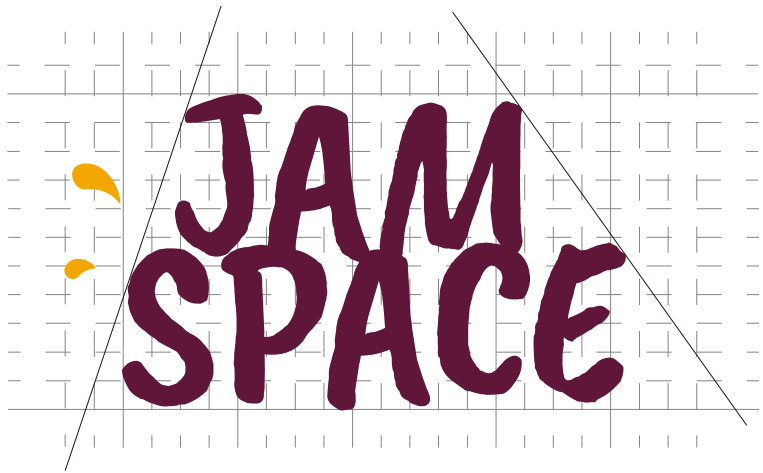
Logo Standard Drawing



Graphic Specifications



Font Specification



Standard Colors and Typeface

Primary Colors



#EC6631



#F6A803

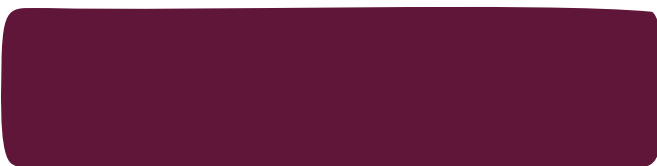


#FCC92C



#EA5460

Secondary Colors



#611639



#BA5F2C



#ED7169



#F4A773

Brand typeface

Caveat Brush

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

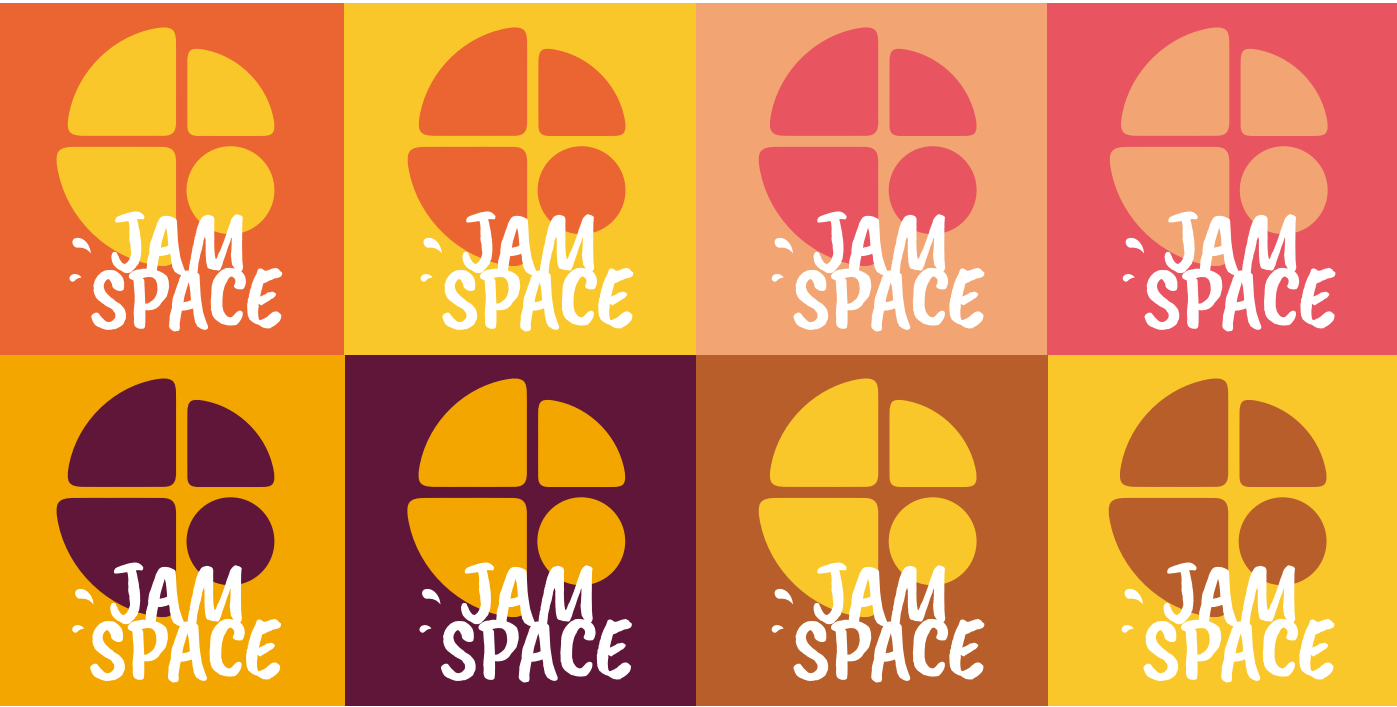
Body typeface

Source Sans Pro

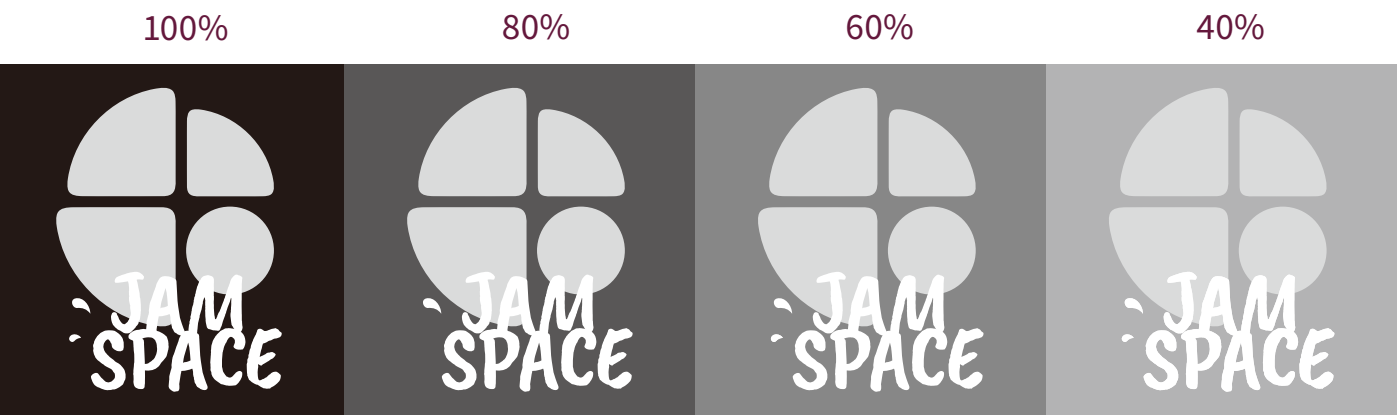
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z

Keywords: Natural · Fresh · Participation · Seasonal

Use of logo on Standard Colors



Logo Grey Scale Test



The background of the slide is a collage of various patterns and colors. It includes sections of lemons, kiwi slices, and green leaves, all rendered in a stylized, flat design. The colors are primarily warm, including shades of yellow, orange, and red, with some cooler tones like green and purple. The central text is in a bold, orange, sans-serif font.

Event Promotion

Poster Design



WELCOME

Pick fruits from our
organic farm

jam space jam space



Jam space jam space

LIKE JAM?

Make your own
seasonal jam



jam space jam space

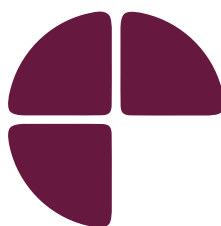
JAM SECRETS

Get special jam recipes
from our good chef



Poster application
in real scenes

Icons + Instagram Story



Exhibit



Studio



Lecture



Activity

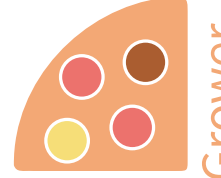


Modern

Techs



Workshops

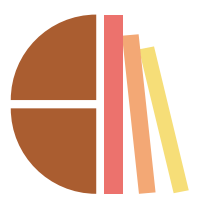


Fruit

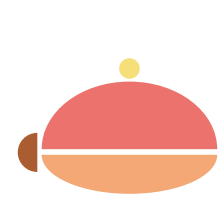
Grower



Game

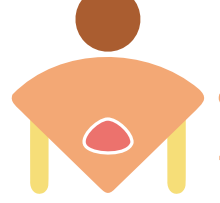


History



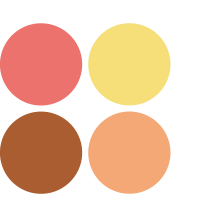
Cooking

Classes



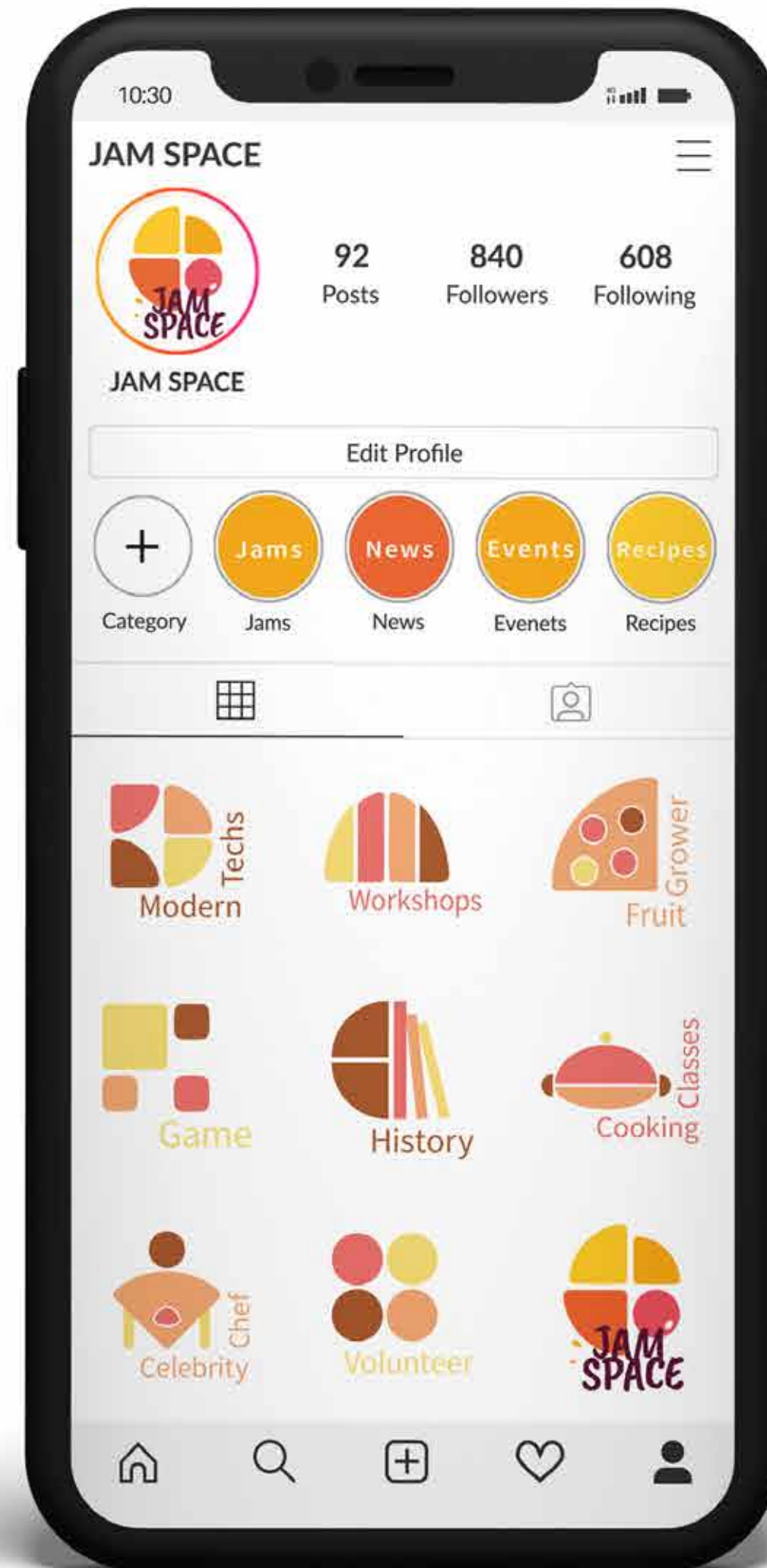
Celebrity

Chef



Volunteer





Event Promotion



Instagram Story



Jam jar labels

