The Japan Outreach Initiative is proud to introduce a new logo and tagline!

We've chosen JOI's 20th Anniversary as an opportunity to introduce a new logo inspired by the Japanese craft of *mizuhiki*. Representing the Japanese culture of gift-giving, *mizuhiki*—twines of rice paper tied in decorative knots on gifts and envelopes—is featured most prominently during events like weddings and births: life events that bring people together. This new JOI *mizuhiki* symbolizes connectivity, joy, and the strong bond between the U.S. and Japan. We hope it will inspire you to experience, connect, and expand your world.

- The logo visually represents the idea of a coming together and the overlapping of Japanese and American cultures.
- The motif is a Japanese "mizuhiki," which represents bringing people together and expresses the uniqueness of Japan.
- The two main colors, red and blue, were extracted from the Japanese flag and the stars and stripes of the American flag.
- The color gradience represents a beautiful diversity of people.

ふれる。つながる。世界が広がる。
EXPERIENCE. CONNECT. EXPAND YOUR WORLD.

The slogan expresses how participants from both Japan and the U.S. can engage in grassroots-level cultural exchange to deepen mutual understanding, grow through new experiences in new environments, and create meaningful and lasting friendships.