

Friends of the Earth U.S. Artificial Intelligence Threats to Climate Change



Friends of the Earth U.S. Bee-Friendly Retailer Scorecard Report



Friends of the Earth U.S. Annual Report



Friends of the Earth U.S. Newsmagazine



Friends of the Earth U.S. Stop Big Out Handouts Large Banner 4'x10'



Friends of the Earth U.S. Posters for Street Actions and Rallies



Friends of the Earth Biennial General Meeting Event Design Package



Large Event Banner



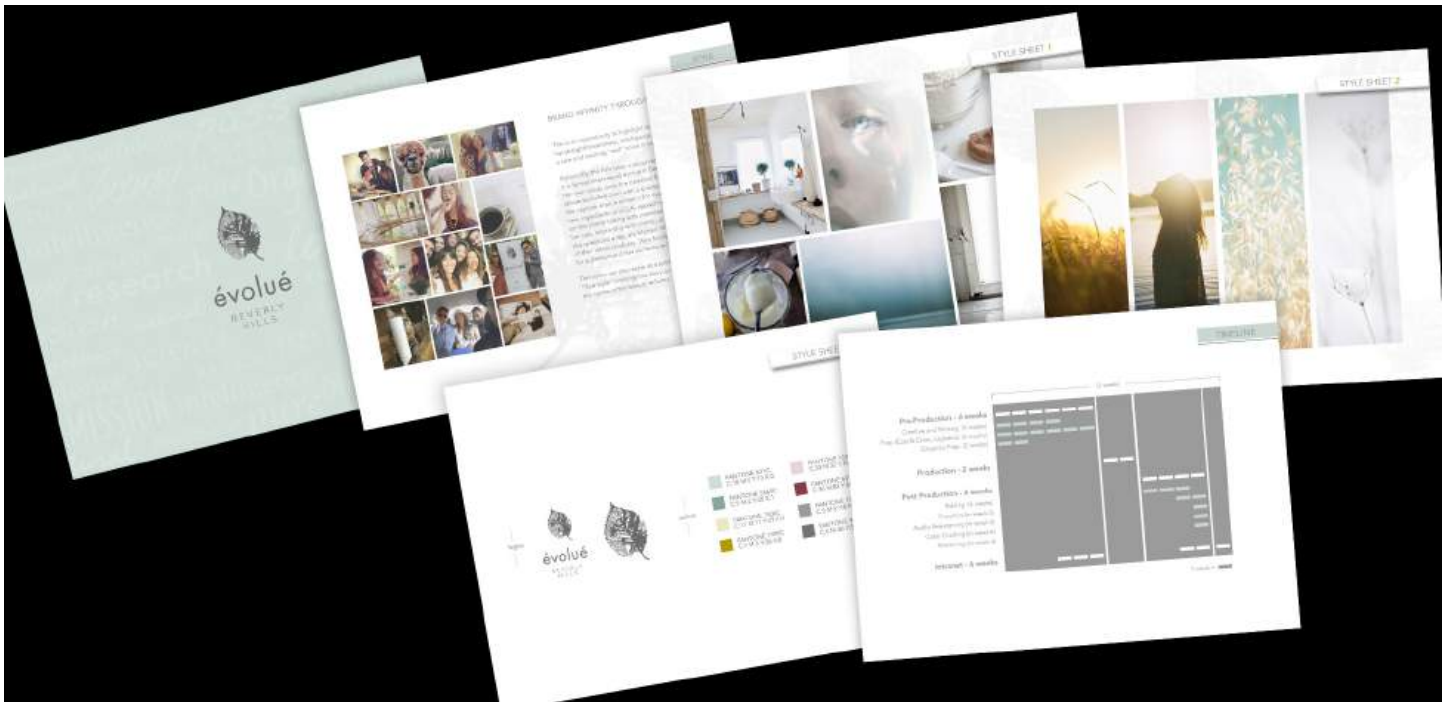
Water Bottle



Tote Bag

MARKETING DESIGN

évolué Brand Guidelines



RAZTERIA Concert Poster & Flyer Design



Backroads Promo Poster and Postcard Design



Backroads PR Mailer



Backroads Bike Jersey Design

BACKROADS
LIVE YOUR ADVENTURE | GO ACTIVE



Backroads User Instructional Guides



新潟県の課題と解決策

- 1. 魅力ある農林水産業の実現。**
農林漁業者の切実な声に寄り添い、農業者戸別所得補償制度を復活、農業の多様な担い手を育成。
- 2. 地域経済の活性化、地域エネルギーの活用。**
地域産業の振興と県民所得の向上、新潟を再生エネルギーの先進地に。
- 3. 地方再生と人口減少への対応。**
お互いさまに助け合い、帰っておいでと言える社会。
- 4. 安全、安心な生活の確保。**
原発問題をめぐる対立の歴史を終わらせ、そこに頼らない未来をみん。
- 5. 子育て環境と医療、介護、福祉サービスの充実。**
くらしの不安を解消し、安心して夢のある将来へ。
- 6. 教育、文化の振興。**
多様性にあふれ、いじめのない伸びやかな教育を実現し、地域の宝を磨く。
- 7. 生活を支えるインフラ整備。**
地域公共交通を維持し、ライフラインの発展、充実に全力。



経歴

- 1968年** 北海道旭川市生まれ埼玉県に育つ
東京大学教養学部卒業・東京大学教育学部卒業
東京大学大学院教育学研究科博士課程中途退学
司法修習53期
- 2000年** 弁護士登録
- 2011年** 第一次夫婦別姓訴訟弁護団事務局長(2015年まで)
- 2013年** 日本司法支援センター(法テラス)嘱託弁護士
- 2015年** 「憲法変えさせないキャンペーン」呼びかけ人
離婚、DV、親子など家族の問題、セクシュアルハラスメント、少年事件、子どもの虐待など、女性、子どもの人権にかかわる分野の案件を多く取り扱う
- 2018年** 第二次夫婦別姓訴訟弁護団副団長
- 2018年** 医学部入試における女性差別対策弁護団共同代表
現在、新潟市中央区在住

家族 夫、長男(高3)

趣味 読書・ヨガ・食べ歩き

ともにさく、新潟

事務所



地域の大運動会に参加(新潟市田)

ともに、さく。
誰ひとり、取り残さない。

とりもどすのは、
真に豊かな新潟。

無所属

うち越さくら

うち越さくら 5つの方策

① 誰ひとり、取り残さない。

— 格差と差別のない社会へ —

- ▶ 子育て施策の充実など、次世代への投資を大胆に
- ▶ 中小企業を支援し最低賃金の引き上げ
- ▶ 非正規労働者に対する差別的待遇の解消
- ▶ 性暴力の禁止と被害者支援に向けた法整備
- ▶ 特権児童を解消し、病児保育、休日保育の充実
- ▶ 子ども貧困対策推進法の運用に数値目標を設定

② 地域経済を躍進させる。

— 持続可能で活力ある新潟へ —

- ▶ TPP11や日米FTAなど、過度な規制緩和に反対
- ▶ 農業者戸別所得補償制度の復活による再生可能エネルギー事業の複合的展開
- ▶ 生活に欠かせない公共財の修繕等をの活性化
- ▶ 消費税の引き上げは凍結



高校生以上の田植えに挑戦(阿賀町市)

地域が主催する「子ども食堂」にて(新潟市東区)

虐待されながら、親との思い出を大切に心にしまって何とか生き延びようとする子どもたち。一切の抵抗を奪われ、家の中でさえ言葉を発することが許されない女性たち。

わたしは、弁護士として、そのような社会の歪みや理不尽な現実と向き合ってきました。そして、苦しみの中にいる人々の痛みを通じて、政治を考えるようになりました。

これまで、〈中央〉や一部の権力者だけが優遇付度(そんな)される輩んだが政治があまりに長く続き、置き去りになった〈地方〉や弱い立場の人々は、政治への希望を失いつつあります。

わたしは、これまで戦慄を強いられてきた地域や人々が毎日に希望と自信をもって生きられる「真に豊かな新潟」を目指し、皆さまとともに歩んでいきます。

とりもどすのは、
真に豊かな新潟。

ともに、
さく。
誰ひとり、
取り残さない。

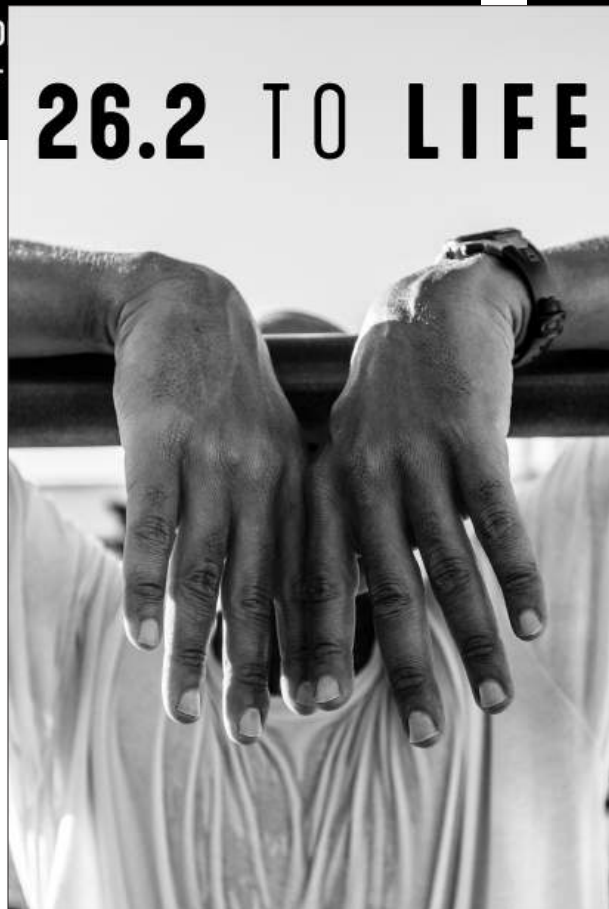
うち越さくら

個人演説会 日時:

会場:

新潟県庁 新潟市中央区東区1-1-1 新潟市議会 新潟市議会 新潟市議会

San Quentin Marathon Movie Website and Ad www.sanquentinmarathon.com





DIGITAL ADS

Backroads Digital Ads



Friends of the Earth Stop Financing Factory Farming Campaign Digital Billboard and Ads

WORLD BANK:

IS **FACTORY FARMING** WORTH
FUELING THE CLIMATE CRISIS?



Funding factory farms
benefits agribusiness at the
cost of people and the planet

 StopFinancingFactoryFarming.com
PAID FOR BY FRIENDS OF THE EARTH



WORLD BANK:

IS **FACTORY FARMING** WORTH
RISKING THE NEXT PANDEMIC?



Factory farms breed deadly viruses —yet the World Bank
funds them, worsening bird flu and risking pandemics.

 StopFinancingFactoryFarming.com
PAID FOR BY FRIENDS OF THE EARTH



IS **FACTORY FARMING** WORTH RISKING
THE NEXT PANDEMIC, **WORLD BANK**? 

WORLD BANK:

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WORLD BANK:

IS **FACTORY FARMING**
WORTH
RISKING
THE NEXT
PANDEMIC?

Factory farms breed
deadly viruses —yet the
World Bank funds them,
worsening bird flu and
risking pandemics.

 StopFinancingFactoryFarming.com

Friends of the Earth Stop Financing Factory Farming Campaign Digital Billboard



PRESENTATION DECK DESIGN

CAAD & Friends of the Earth Disinformation Campaign Presentation Deck

Climate Disinformation VS Climate Action

Friends of the Earth Climate Action Against Disinformation

Climate Disinformation Is Stopping Climate Action

Disinformation is being amplified by social media algorithms, giving disproportionate power to the climate denier minority.

The so-called 'climate crisis' is the biggest ongoing scam in the world right now.

Antarctica has coldest winter since measurements began 60 years ago.

retrospace.com/2021/11/09/tem...
NewspaperAntarctica: Winter-Archiving 1

Graph: Winter Temperatures

Climate Disinformation Is Stopping Climate Action

Climate disinformation is on the rise

Number of Articles

2017 2018 2019 2020 2021

Labels: Biden's inauguration, and Climate EU, Paris Agreement, Keystone XL, cancel and targeting of energy cabinet members; Extreme cold weather in Texas, GOP blames (misleading); Biden's infrastructure plan, UN IPCC report backlash, UN's Cost of Net Zero; Jan 6-Jul 18 EU "Green New Deal", US heatwave and EU floods; Earth Day, Biden's Climate Plan announced, Biden Ranger loses; Presidential Debates, Biden's Climate policies and tracking.

Climate Disinformation Is Stopping Climate Action

Disinformation is monetized through advertising tools, giving \$\$\$\$\$\$ to the climate denier minority.

The New York Times

Google Promised to Defund Climate Lies, but the Ads Keep Coming

Google said in 2021 that it would stop running ads alongside videos and other content that denied the existence and causes of climate change.

The Center for Countering Digital Hate found 500 videos, viewed at least 10 million times in total, that violated Google's terms policy. - Joe Weiss/The New York Times

Supporting the climate and tech movement:

4 Ways to Manage the Fight Against Disinformation

- Multi-level**
Disinformation affects far more than just your communications team. Everybody has a role to play in this fight and needs to be empowered by management to take responsibility for addressing the issue as it applies to their individual portfolio.
- Cross Movement**
Organizations within a movement or subject area must increase coordination with other organizations to divide and conquer the problem of disinformation.
- Interdepartmental**
Departments need to coordinate with each other. Managers must watch a lead person or person to do this coordination so the problem is not continually ignored and overlooked.
- Intersectional**
The problem of disinformation is bigger than any single movement. Organizations must work together and create a cross-movement to demand and get action from both grants and governments.

Climate Disinformation Is Stopping Climate Action

Climate disinformation is on the rise

Number of claims identified on Blaze TV's channel

2017 2018 2019 2020 2021

Labels: New Denial, Old Denial

Artificial Intelligence: Climate Disinformation & Energy Use

Artificial Intelligence: Climate Disinformation & Energy Use

International policy progress

Support the Guardian Fund independent journalism with \$1 per month

The Guardian

News Opinion Sport Culture Lifestyle

EU warns Elon Musk after Twitter found to have highest rate of disinformation

Musk is building platforms, not knowing it, must comply with laws designed to combat hate speech and Russian propaganda

The New York Times

Telegram Founder Charged With Wide Range of Crimes in France

Pavel Durov, who was arrested over Russia over the weekend as part of a broad investigation into criminal activity on the platform, was also accused of having the most say

GMIC

BRANDING

Handy Laundry Re-branding Design

Handy Laundry New Logos

Vertical

Horizontal

Handy Laundry
〜ハンディーランドリー〜

Handy Laundry
〜ハンディーランドリー〜

Handy Laundry
〜ハンディーランドリー〜

Handy Laundry
〜ハンディーランドリー〜

Color

#2c699c
C87 M57 Y18 K2

Fonts

Handy Laundry
Kefa Bold

ハンディーランドリー
こまごりmini

Product title

ドライヤーボール

Color

#2c699c
C87 M57 Y18 K2

Font

ドライヤーボール
やわらかドラゴンmini mini

Tagline banner

速乾・省エネ

Color

#f0989a
C2 M42 Y25 K0

Font

速乾・省エネ
bananaslip plus

Handy Laundry Digital Ads

1

1000回使える

ドライヤーボール



Handy Laundry
〜ハンディーランドリー〜

2

速乾・省エネ

ドライヤーボール

電気代
25%
カット!



ボールを入れるだけで
ふんわり仕上がり、経済的!

Handy Laundry
〜ハンディーランドリー〜

3

お肌に優しい

ドライヤーボール

赤ちゃんの肌に
やさしく



敏感肌の方にも

PVCフリーの100%プレミアム
ワール素材だからクリーンで安心

Handy Laundry
〜ハンディーランドリー〜

4

ドライヤーボール

100% ニュージーランド産
高級ワール使用



Handy Laundry
〜ハンディーランドリー〜

Friends of the Earth U.S. Development of the New Brand Guidelines



Introduction5

Our Logomark18

Primary Font

Aa

GOTHAM OTF BOOK

ABCDEFGHIJKL

abcdefghijklmn

0123456789 [{}]

---+==

Aa

GOTHAM OTF MEDIUM

ABCDEFGHIJKL

abcdefghijklmno

0123456789 [{}]

---+==

TYPOGRAPHY

FOE Color Chart

Color charts featuring 25%, 50%, and 75% opacity of primary brand colors help establish visual hierarchy, enable creative layering, and ensure consistency across different media. This approach allows designers to adapt colors for various contexts while encouraging experimentation within brand guidelines, resulting in high-quality products that uphold our brand identity and promote innovation.

100% Opacity	75% Opacity	50% Opacity	25% Opacity
HEX: #008080 RGB: 0, 128, 128 CMYK: 70, 0, 64, 0	HEX: #006666 RGB: 0, 102, 102 CMYK: 61, 0, 55, 0	HEX: #004D4D RGB: 0, 77, 77 CMYK: 44, 0, 43, 0	HEX: #003A3A RGB: 0, 58, 58 CMYK: 37, 0, 31, 0
HEX: #FF0000 RGB: 255, 0, 0 CMYK: 0, 100, 0	HEX: #FF6666 RGB: 255, 102, 102 CMYK: 0, 55, 0	HEX: #FF9999 RGB: 255, 153, 153 CMYK: 0, 33, 0	HEX: #FFCCCC RGB: 255, 204, 204 CMYK: 0, 21, 0
HEX: #0000FF RGB: 0, 0, 255 CMYK: 0, 0, 100	HEX: #0033FF RGB: 0, 51, 255 CMYK: 0, 19, 100	HEX: #0066FF RGB: 0, 102, 255 CMYK: 0, 11, 100	HEX: #0099FF RGB: 0, 153, 255 CMYK: 0, 7, 100
HEX: #FF00FF RGB: 255, 0, 255 CMYK: 0, 100, 100	HEX: #FF66FF RGB: 255, 102, 255 CMYK: 0, 55, 100	HEX: #FF99FF RGB: 255, 153, 255 CMYK: 0, 33, 100	HEX: #FFCCFF RGB: 255, 204, 255 CMYK: 0, 21, 100
HEX: #00FF00 RGB: 0, 255, 0 CMYK: 100, 0, 0	HEX: #00CC00 RGB: 0, 204, 0 CMYK: 100, 0, 0	HEX: #009900 RGB: 0, 153, 0 CMYK: 100, 0, 0	HEX: #006600 RGB: 0, 102, 0 CMYK: 100, 0, 0

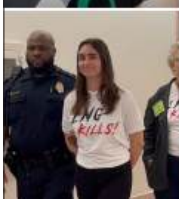
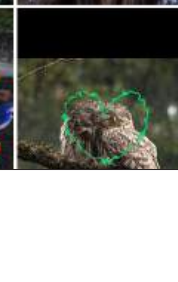
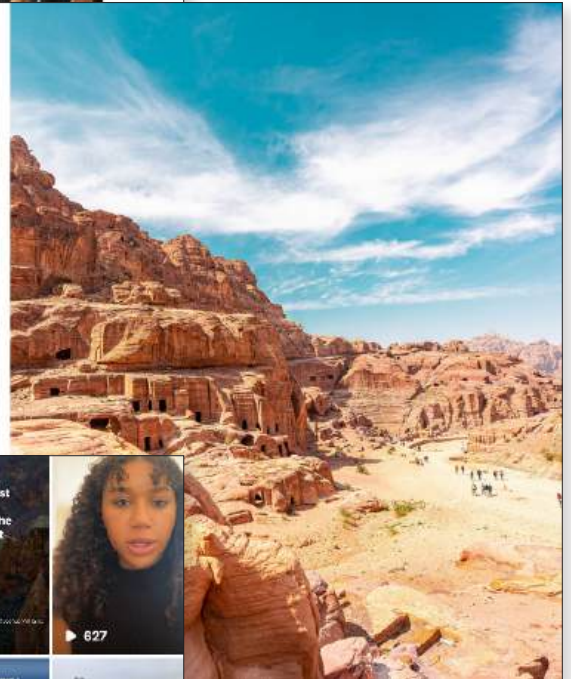
Our art direction should always map back to, and be representative of our key brand pillars in the beginning of these guidelines and per the visual references below, but this is as always a starting point and has flexibility for a wide range of interpretations within the Friends of the Earth brand. The below principles apply to both

sourcing of stock photos, as well as our own in-house media. Aside from "action" content, most of our campaign imagery is currently sourced from our stock content partners. In the future, we will be leaning less on stock, and creating more of our own authentic, campaign-centric photos internally.



IMPACTFUL MESSAGE

EDITORIAL



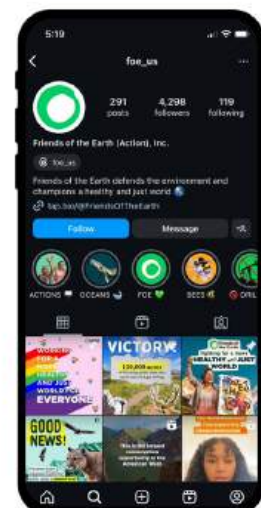
Visual Story telling through social media

Social media is made up of crucial communication platforms for FOE's visual storytelling. Through social media, we can showcase our work using short videos, graphics or gifs that capture the essence of our campaigns and deliver key messages. We want our social media to reflect FOE's mission and niche. Our designs and content are smart, succinct, and punchy, highlighting FOE's deep research and bold activism.

GENERAL

- FOE's voice is smart, succinct, and snarky. The tone varies, based on the situation, but we let facts and information inform our tone. The goal of our social media is to educate audiences about our work in a simple, easy to understand manner.
- We want a consistent voice and visual feel throughout our social media channels.
- We need to be able to flex our brand depending on platforms, algorithm changes, and engagement metrics.

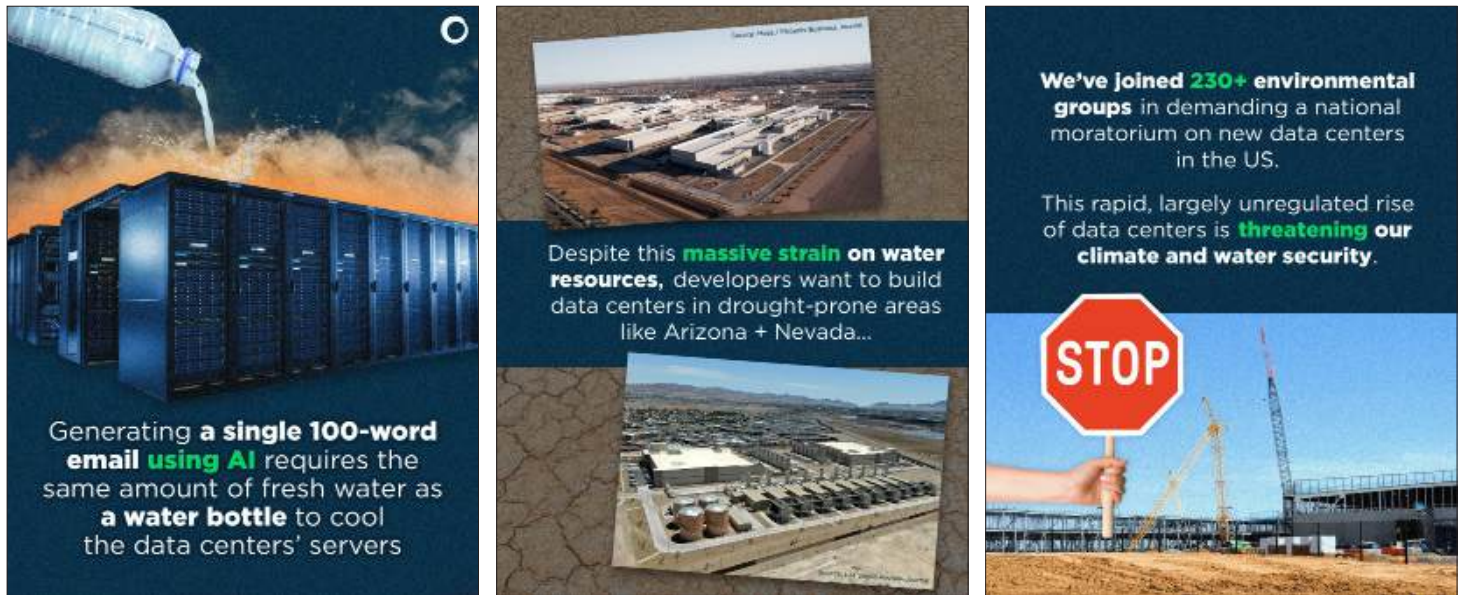
These user personas comprise the target audiences we want our social media content to reach.



SOCIAL MEDIA

GRAPHICS

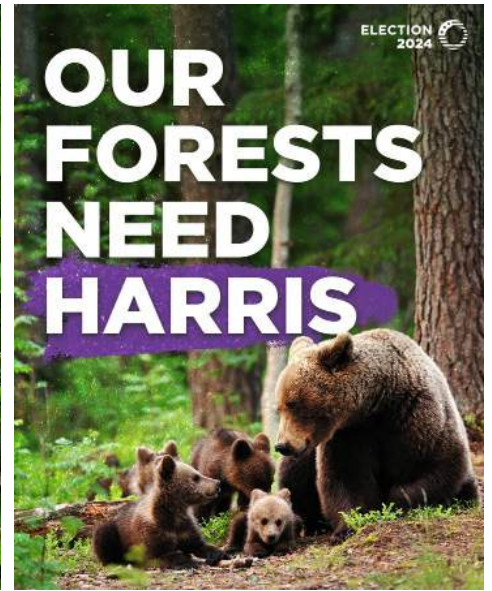
CDP (Constitutional Democratic Party of Japan) Social Media Campaign



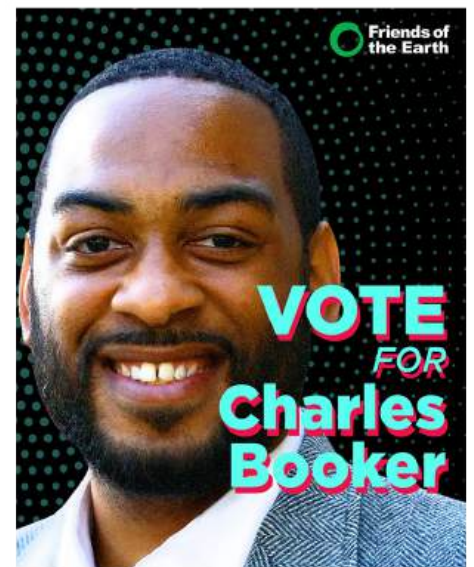
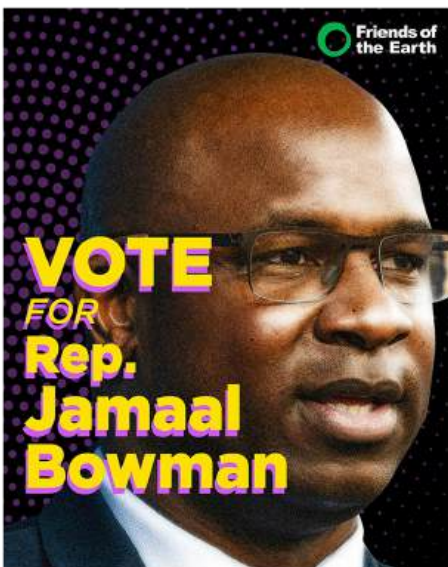
CDP (Constitutional Democratic Party of Japan) Social Media Campaign



2024 Election Social Media Campaign

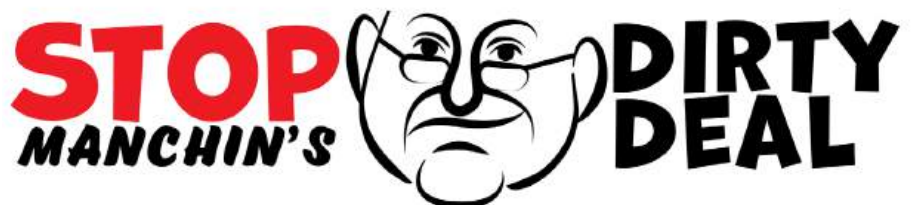


Friends of the Earth U.S. GOTV Endorsement Campaigns



Friends of the Earth U.S. Stop Manchin's Dirty Deal Digital Campaign Branding

STOP
MANCHIN'S
DIRTY
DEAL



Friends of the Earth U.S. AI Deta Center Campaign



Friends of the Earth U.S. Protect the Arctic Campaign



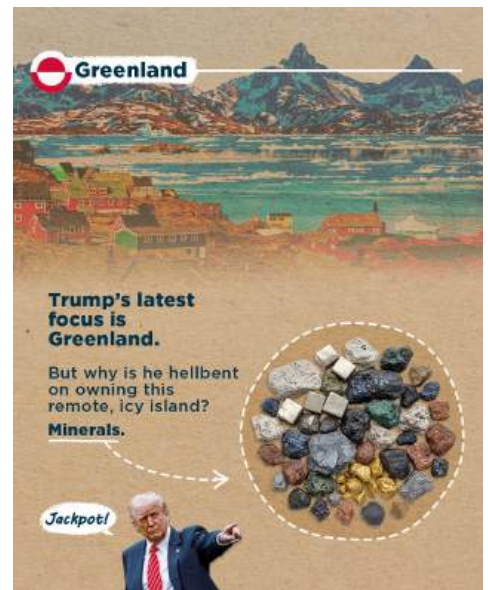
Friends of the Earth U.S.

Bernie and AOC against AI Data Center



Friends of the Earth U.S.

Trump Resource Grabbing



VIDEO

Friends of the Earth U.S.

What is Solar Geoengineering? – Video Production, Editing, and Motion Graphics



<https://www.youtube.com/watch?v=AavAcxtHOOI>

Friends of the Earth U.S.

Who is Funding Factory Farming? – Video Production, Editing, and Motion Graphics



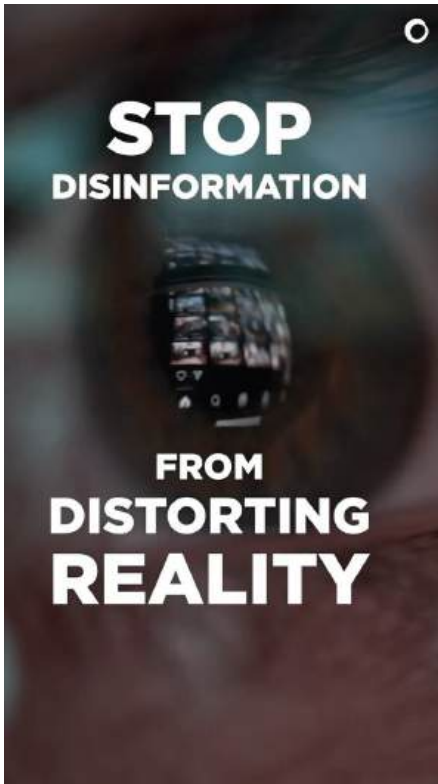
<https://youtu.be/U79pgcOFSG8?si=wb9TCTD6nWzz6A75>



<https://www.instagram.com/reel/DW9qajaAlkZ/>

Friends of the Earth U.S.

Stop Disinformation Video - Editing



<https://www.instagram.com/reel/DA9hw9Qp6oU/>

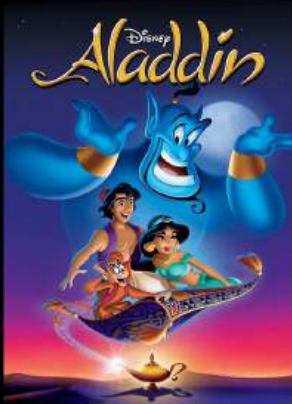
Friends of the Earth U.S.

Stop Factory Farming Video - Editing



<https://www.instagram.com/reel/C8YF3FupJpn/>

LOCALIZED DESIGN



These files are licensed by The Walt Disney Studios and Marvel Studios. These presentations are for portfolio purposes only.



There are a few examples of my latest work. Please reach out for more work samples if needed.