

From Satellites to Crayons: A Japanese Satellite Operator's Bold Leap into Color with the "SATELLITE CRAYON PROJECT"



Crayons of the Seas (c) SKY Perfect JSAT Corporation /Satellite Imagery (c) 2025 Planet Labs PBC

Seeing Earth as It Truly Is: How many of us dream of going to space to see the colors of our planet from afar? Astronauts often describe the view as breathtaking and surreal—shades so vivid and varied that they defy conventional expectations. Oceans appear in hues ranging from emerald green to deep black, mountains reveal layers of shadow and light, and lakes shimmer with colors shaped by geology and time. These colors are not just beautiful; they are stories of Earth's diversity and complexity. There is a Japanese satellite company that is trying to bring such stories to life—through boxes of "crayons born from the colors of the Earth, as seen through the eyes of satellites." SKY Perfect JSAT is turning this vision into reality—capturing Earth's breathtaking colors from space and transforming them into something tangible and inspiring.

SKY Perfect JSAT, a provider of satellite communications and broadcast services, also manages a one-of-a-kind color brand, the **SATELLITE CRAYON PROJECT**. The project captures our planet's awe-inspiring colors from actual photos taken by satellites in space and transforms it into crayons and products in a tangible form through collaborations, allowing people to experience the planet's real hues firsthand. More than just an artistic tool, these crayons encourage curiosity about the captivating marvels of our planet, and challenge conventional perceptions of color. This article explores how the project is creating gateways for more people to become interested in the Earth, highlighting the vast beauty of nature, its educational and creative impact, and the collaborations that are expanding its reach.

March 2025 sees the project's launch of its third set in this series, **Crayons of the Lakes**, featuring a new lineup of 12 colors extracted from lakes around the world as captured by satellite imagery, further enriching the ways people can interact with Earth's authentic palette. As the project continues to grow, it is actively seeking collaborators and brand partners to explore new applications for these colors in design, education, and consumer products. While most of us will never experience the view of Earth from space as astronauts do, this project makes it possible to engage with the planet's true colors in a way that feels personal and interactive by creating opportunities to think about the Earth.

The Birth Story of the Crayons

The SATELLITE CRAYON PROJECT is the brainchild of Shoichiro Seino, producer and project leader heading this project at SKY Perfect JSAT. It all began with a question he asked his then 4-year-old son: **"What color is the ocean?"**

His son confidently replied, "Of course, it's blue." When asked about the mountain, his son answered just as surely, "Green." Seino realized then that while his son's answers were typical, they weren't the whole truth. From space, oceans take on shades of emerald, turquoise, and even blackish-brown, while the mountain changes their colors in tones of brownish-red to frosty white with the seasons, and their shapes evolve over time.

Seino watched his son draw with crayons every day, filling pages with familiar colors. It was then that he realized the opportunity to show him—and the world—the true colors of nature. "I wanted him to experience the world's diverse colors as they really are," Seino explained. "Not just through pictures but by holding them in his hand."

This realization sparked the idea for the project—a **passion project with a mission to inspire curiosity and liking the Earth through nature's vibrant and beautiful colors, fostering even greater love for our planet**. By bridging space technology with everyday experiences, the project challenges conventional perceptions of color and encourages a deeper appreciation for the planet's beauty and complexity. With this vision in mind, the project aims to introduce

more children to the richness of Earth's colors, allowing them to experience and enjoy these hues freely. By first capturing their interest and love for the planet, the hope is to cultivate a lifelong connection with Earth.

What is the Color Brand: SATELLITE CRAYON PROJECT?

The SATELLITE CRAYON PROJECT is not just a product—it is a global color brand that brings Earth's authentic hues to the world. As an initiative made possible by SKY Perfect JSAT, a company with a unique dual perspective in both satellite-based entertainment and space business, this project merges technology and creativity in an unprecedented way.

While many space companies exist, SKY Perfect JSAT stands apart as one of the only companies engaged in both entertainment and satellite imagery services. This rare combination of perspectives provided the perfect foundation for an initiative that redefines how we experience the colors of our planet. By leveraging satellite imagery sourced from low-Earth orbit observation satellites operated by Planet Labs, a long-standing partner of SKY Perfect JSAT, the project transforms real-world data into a creative and inspiring platform.

This project takes its satellite data business a step further—using satellite-captured colors to build a pioneering global color brand that sparks curiosity about Earth and fosters creativity.

This initiative began with the vision of one father at a satellite company, but has now gained global momentum, inspiring collaborations with manufacturers and creators worldwide. While the crayon serves as a starting point, the brand is not limited to a single product. Instead, SKY Perfect JSAT collaborates with manufacturers across industries to expand its mission—delivering Earth's true colors through innovative partnerships in design, technology, lifestyle, and education. The project becomes a catalyst and an open invitation for collaboration, offering a fresh perspective on color and creativity, and paving the way for new possibilities that connect people with our planet.

Announcing the New Lineup: Crayons of the Lakes

The first launch was the **Crayons of the Seas**, which was successfully crowdfunded and officially released in January 2021. Following its success, the second collection, **Crayons of the Mountains**, was introduced in March 2023, further expanding the project's mission to showcase Earth's authentic colors. Crafted from satellite imagery collected by Earth observation satellites, these crayons are unlike any others. Each color corresponds to a specific location on Earth and is identified by its latitude and longitude rather than traditional names, like red, blue, and green.

The project's [website](#) reveals the story behind each place, helping users learn about the natural phenomena, cultural significance, and environmental contexts that give rise to these authentic hues. This unique approach connects the user to the actual places that inspired the colors, thus inspiring curiosity about Earth's landscapes and ecosystems, making each of these Earth's inspiring colors a gateway to discovery.

- **[Crayons of the Seas](#)**: Capturing the myriad hues of oceans worldwide, from the dark, almost black waters of the St. Marys River, caused by a substance called “tanin” produced in water from fallen leaves—similar to a naturally flowing river of tea—to the vibrant red seas of Crimea, colored by “beta-carotene” produced by algae that thrives in high sodium levels, a substance also found in carrots.
- **[Crayons of the Mountains](#)**: Reflecting the varied tones of Earth's mountain ranges. One color is inspired by the lush green of Mt. Taranaki, preserved by grazing restrictions. Another captures the delicate pink color found on Peru's Rainbow Mountain.

The project announced the launch of its third lineup: **Crayons of the Lakes**. This new set features **12 colors** inspired by lakes around the world, each telling a unique story of geology, climate, and time.

- **[Crayons of the Lakes](#)**: Featuring Laguna Colorada, a reddish-colored lake caused by plankton with red pigment, where flamingos get their pink color. Lençóis (Maranhenses National Park), with its astonishing 20,000 lakes that emerge in the white sand desert for just three months. And the beautiful, seven-colored Grand Prismatic Spring in Yellowstone National Park.

The Crayons of the Lakes capture the reflections, depths, and shifting hues of lakes shaped by nature's elements. Like their predecessors, these crayons are identified by geographical coordinates, encouraging users to explore the Earth's landscapes with curiosity and imagination.

Each new lineup began with over a thousand satellite images, capturing the breathtaking diversity of lakes around the globe. The team meticulously narrowed down the colors by selecting places that told unique and important stories about our planet's ecosystems, geological history, and cultural significance. By focusing on locations with compelling narratives, the Crayons of the Lakes set connects users to the Earth's hidden beauty while inspiring curiosity and environmental awareness.

A portion of the proceeds from the crayons will be donated to support global efforts for access to safe drinking water.

These crayons are not only inspired by nature but also crafted to respect it. Made from natural ingredients, such as beeswax, these crayons are safe for users and eco-friendly. The packaging is made from sustainable paper, aligning with the project's commitment to environmental stewardship. This conscious design makes them a responsible choice for consumers who value sustainability.

Educational Impact and Cultural Significance

The satellite crayons are not just about coloring; it's about sparking conversations, curiosity, and learning. These crayons provide an innovative way to teach geography, environmental science, and cultural awareness. By using authentic colors from real-world locations, educators can inspire students to learn about Earth's ecosystems, geology, and even the cultural significance of specific places.

This educational impact extends beyond classrooms. Artists and designers are encouraged to explore these authentic hues, influencing art and design trends with Earth's true palette. The potential for cultural storytelling through color is limitless.

New Collaborative Opportunities

The crayons are merely an entrance to the color brand that offers Earth's true colors for creative collaborations—from fashion to home goods, lifestyle items, and beyond. The project is actively seeking new collaborations to expand its impact and reach. Potential partnerships include:

- **Fashion, Cosmetics, Stationery, Toys:** Incorporating Earth's unique color palette into design, packaging, and product development, offering consumers a tangible connection to the natural world, etc.
- **Home Goods and Lifestyle Brands:** Bringing Earth's palette to everyday products, from textiles to interior decor, etc.
- **Education and Art:** Collaborations with schools, museums, and art institutions to inspire creativity and environmental awareness, etc.
- **Tech Companies:** Integrating authentic Earth colors into user interfaces and digital design, etc.

These are just a few examples, but the possibilities are as limitless as the universe—because earth's colors are constantly changing. The project envisions expanding its color collections and even seasonal palettes inspired by natural phenomena.

A Call for Global Collaborations

The SATELLITE CRAYON PROJECT invites global brands, designers, educators, and artists to explore new creative possibilities by partnering with this unique color brand. Whether through product design, educational tools, or artistic collaborations, the SATELLITE CRAYON

PROJECT offers endless opportunities to bring Earth's authentic colors to new mediums and audiences.

“Join us in coloring the world with curiosity and creativity. Let's bridge space and Earth, one crayon at a time.”

To learn more about the SATELLITE CRAYON PROJECT and explore each color's story, visit the [SATELLITE CRAYON PROJECT Website](#).

Related links:

About the Launch of Crayons of the Lakes

https://www.skyperfectjsat.space/en/news/detail/launch_crayons_of_the_lakes.html

SKY Perfect JSAT Donates a Portion of Sales from the "Crayons of the Mountains"

https://www.skyperfectjsat.space/en/news/detail/post_249.html

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