

Core brand elements sheet



The **Rakuten logo** is a symbolization of the Rakuten brand.



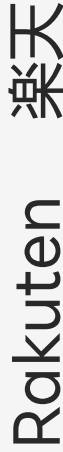
The **Rakuten symbol** is another symbolization of the Rakuten brand. It is a symbol that may be used under certain conditions.



The **Rakuten color scheme** is devised to represent the corporate brand and sub-brands. These colors are to be used as much as possible to ensure a consistent brand image.



"**Rakuten Font**" is an original font that was developed to represent the Rakuten brand.



The **Rakuten name** is used to represent the Rakuten brand in text. When writing "Rakuten" in English, only the first letter is capitalized. For Japanese, Kanji Characters are used.