

Adding a New Corporate Logo

ACOM CO., LTD. (President and CEO: Masataka Kinoshita) is proud to announce addition of a new corporate logo that is mainly used in the digital realm.

1. Reason for the addition

The existing corporate logo was adopted over 30 years ago as a symbol of our spirit of foundation: Circle of Trust to enhance the visibility of our company and establish corporate brand image.

With the emergence of the Internet and smartphones, corporate logo use is shifting from printing media such as handouts and signboards, to digital media.

In the digital realm, simpler designs are preferred so that we add a new corporate logo, incorporating recent trends in logo revisions while retaining the image of the existing logo.

2. New corporate logo:



3. Launch of new corporate logo

August 7, 2021

4. Use with the existing corporate logo

In the real outlet, which mainly uses large size media, we will continue to use the existing corporate logo in order to establish the corporate image by taking advantage of the high level of recognition.

In the digital channel, we will use the new corporate logo that is adapted to the change of time in order to gain new recognition and create a familiar image.