Rakuten Brand Guideline

Ver 2.5 - Jan 2020

Rakuten

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Introduction

About Rakuten Brand Guideline

Purpose

The Rakuten brand guideline offers a set of important usage rules for the brand assets such as the logo, colors and typeface. When creating design deliverables including websites, mobile applications, posters, TV commercials etc., it is vital that the rules stipulated in this guideline are adhered to in order to prevent any potential damage to the image of the Rakuten brand.

Please refrain from releasing creatives that have not been approved by the brand team. In addition, the creation of unauthorized brand assets is strictly prohibited.

For requests regarding logo creations, rebranding, brand asset usage, etc., please contact the brand team for more details.

General Do’s and Don’ts

Do’s

- Do adhere to the rules in this guideline.
- Do follow intellectual property rules and consult with the intellectual property department for any uncertainties.
- Do get Brand team’s approval for creatives that use any of the Rakuten brand assets.

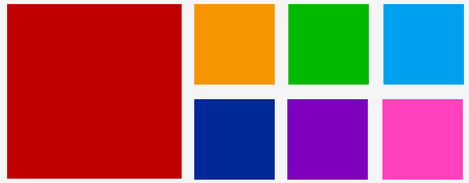
Don’ts

- Don’t make modifications to existing brand assets.
- Don’t create other brand assets without authorization from the brand team.
- Don’t use the old logos.

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.

Rakuten 楽天

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.

Logo assets

2-1 Corporate logo
The Basics
Clear space and Minimum size
Color usage
Misuse

2-2 Sub brand logo
The Basics
Clear space and Minimum size
Color usage
Misuse

2-3 Symbol
The Basics
Clear space and Minimum size
Color usage
In use
Misuse

2-4 Powered by
Corporate logo
Sub brand logo

2-1 Corporate logo

2-1 Corporate logo

The Basics

The Rakuten corporate logo is a powerful mark used to represent the Rakuten group and its related services and activities.

The Rakuten logo design includes a graphical interpretation of the Japanese kanji character for “ichi” (—). Ichi stands for “No. 1”, “Only One”, and “One Team”.

2-1 Corporate logo

Clear space and Minimum size

In order to ensure the greatest visibility of the logo, follow the Clear Space and Minimum Size requirement rules.

- Provide adequate Clear Space around the logo to ensure it is highly visible.
- Do not place multiple logos on the same medium (except for media backdrops, billboard in ballparks, etc.).
- Respect the Clear Space - refrain from inserting other graphical elements.

Clear Space

Minimum Size

Color usage

In principle, the original Rakuten logo is to be used.

Original logo
The original logo can be placed on a white background, on a chromatic background, or on a light gray background with a color density of 10% or less.
When placing the logo over an image, it should be layered on top of images with a lighter tone, or images with a 70-90% white tint layer. If this is a case, the contrast ratio between the logo and the darkest part of a background should be 5.0:1 or higher.

White logo
The white logo can be used on a Crimson red background, on a black background, or on a gray background with a color density of 90% or more.
When placing the logo over an image, it should be layered on top of images with a darker tone or images with a black or 50-80% Crimson red tint layer. If this is a case, the contrast ratio between the logo and the lightest part of a background should be 5.0:1 or higher.
When placing the logo on dark-toned images or monochrome backgrounds, crimson red should be used in corporate creatives of Rakuten which uses logo in crimson red as much as possible as much as possible.
*Color density: a K (black) value when converted to a gray-scale.

Original Logo

*Original logo is the logo which utilize coporate color or sub brand colors.

Original logo on a white background

Original logo on a chromatic background or on a gray background with a color density of 10% and less

Original logo on a light-toned image background

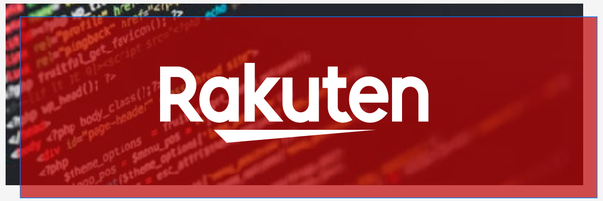
Original logo on an image background with a 70-90% white tint layer

White Logo

White logo on a Crimson red background

White logo on a black background or on a gray background with a color density of 90% and more

White logo on a dark-toned image background



White logo on an image background with a 50-80% Crimson red tint layer or a black tint layer

Misuse

In order to maintain a visually consistent look, the logo must not be modified, changed, or have any other element introduced to it. Always use the original logo data from the logo sheet.

1. Don't use the old logo.

5. Don't invade the Clear Space.

9. Don't apply any effects.

13. Don't use distracting backgrounds.

2. Don't use the old kanji logo.

6. Don't combine with the symbol.

10. Don't make an outline.

14. Don't use backgrounds with patterns.

3. Don't combine with catchphrases.

7. Don't distort.

11. Don't apply gradations

15. Don’t use on a color background other than white, Crimson Red or black

4. Don't use in text sentences.

8. Don't rotate.

12. Don’t fill with other colors.

16. Don't color the elements.

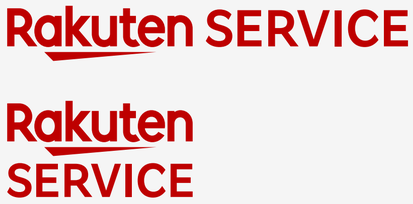
2-2 Sub brand logo

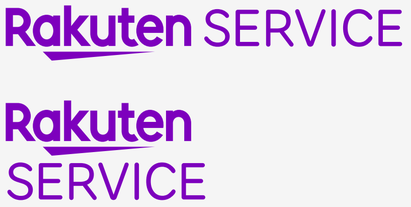
2-2 Sub brand logo

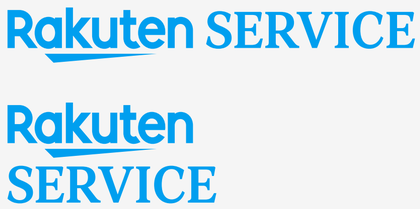
The Basics

In order to express the uniqueness, features, and diversity of Rakuten's services, sub-brand logos are provided in various colors and fonts.

Seven colors, including crimson red, are provided for the sub-brand logo. They are called sub-brand colors. The sub-brand colors can also be used for the Rakuten symbol.







Clear space and Minimum size

In order to ensure the greatest visibility of the sub-brand logos, follow the Clear Space and Minimum Size requirement rules.

- Provide adequate Clear Space around the logo to ensure it is highly visible.
- Do not place multiple logos on the same medium (except for media backdrops, billboard in ballparks, etc.).
- Respect the Clear Space - refrain from inserting other graphical elements.

Clear Space

One-line logo

Two-line logo

Minimum Size

One-line logo

Two-line logo

Color usage

In principle, the original Rakuten logo is to be used.

Original logo
The original logo can be placed on a white background, on a chromatic background, or on a light gray background with a color density of 10% or less. When placing the logo over an image, it should be layered on top of images with a lighter tone, or images with a 70-90% white tint layer. If this is a case, the contrast ratio between the logo and the darkest part of a background should be 5.0:1 or higher.

White logo
The white logo can be used on a sub-brand color background, on a black background, or on a gray background with a color density of 90% or more. When placing the logo over an image, it should be layered on top of images with a darker tone, or images with a black or 50-80% sub-brand colored tinted layer. If this is a case, the contrast ratio between the logo and the lightest part of a background should be 5.0:1 or higher.
When placing the logo on dark-toned images or monochrome backgrounds, sub-brand colors should be used in corporate creatives of Rakuten and subbrands as much as possible.
*Color density: a K (black) value when converted to a gray-scale.

Original Logo

*Original logo is the logo which utilize coporate color or sub brand colors.

Original logo on a white background

Original logo on a chromatic background or on a gray background with a color density of 10% and less

Original logo on a light-toned image background

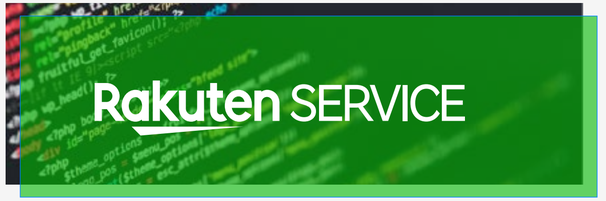
Original logo on an image background with a 70-90% white tint layer

White Logo

White logo on a Crimson red background

White logo on a black background or on a gray background with a color density of 90% and more

White logo on a dark-toned image background



White logo on an image background with a 50-80% Crimson red tint layer or a black tint layer

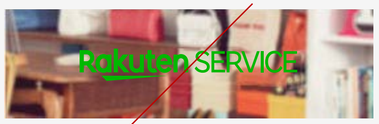
Misuse

In order to maintain a visually consistent look, the sub-brand logo must not be modified, changed, or have any other element introduced to it. Always use the original logo data from the logo sheet.

1. Don't use the old logo.

5. Don't invade the Clear Space.

9. Don't apply any effects.



13. Don't use distracting backgrounds.

2. Don't use the old kanji logo.

6. Don't combine with the symbol.

10. Don't make an outline.

14. Don't use backgrounds with patterns.

3. Don't combine with catchphrases.

7. Don't combine with the symbol.

11. Don't apply gradations

15. Don’t use on a color background other than white, Crimson Red or black

4. Don't use in text sentences.

8. Don't rotate.

12. Don’t fill with other colors.

16. Don't color the elements.

2-3 Symbol

The Basics

The Rakuten symbol is another symbolization of the Rakuten brand.

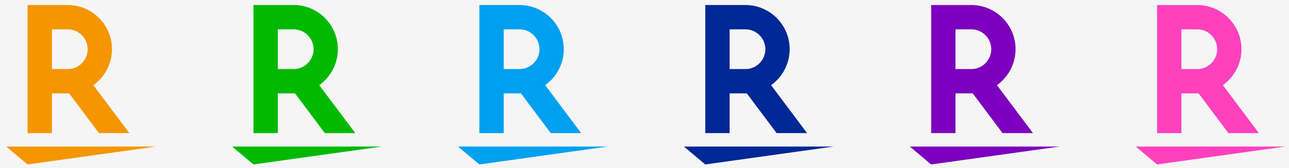
The symbol can appear in any of the seven sub-brand colors and can be used in certain conditions.

To strengthen the relationship of the symbol and the Rakuten brand, please follow the rules below.

Usage conditions:

1. The brand experience is clearly controlled by Rakuten or the Rakuten groups.
2. The full logo already exists in the experience. *In limited spaces where the symbol is used but the Rakuten and sub-brand logo cannot be accommodated, [Rakuten/楽天] in text should be used.

As a general rule, the symbol appears in a sub-brand color and placed on a white background. When using the symbol in white, the background color should be black or the same as sub-brand color. When placing the symbol on a image, ensure there is contrast between the symbol and the background.



Clear space and Minimum size

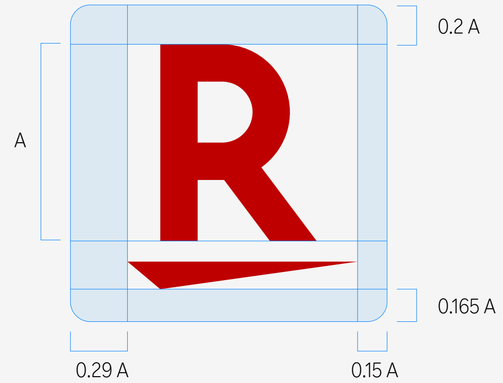
In order to ensure the greatest visibility of the symbol, follow the Clear Space and Minimum Size requirement rules.

Provide adequate Clear Space around the symbol to ensure it is highly visible.

Do not place multiple symbols on the same medium (except for media backdrops, billboard in ballparks, etc.).

Respect the Clear Space - refrain from inserting other graphical elements.

Clear Space



Minimum Size

Color usage

In principle, the original Rakuten logo is to be used.

Original logo
The original symbol can be placed on a white background, on a chromatic background, or on a light gray background with a color density of 10% or less. When placing the symbol over an image, it should be layered on top of images with a lighter tone or images with a 70-90% white tint layer. If this is a case, the contrast ratio between the logo and the darkest part of a background should be 5.0:1 or higher.

White logo
The white symbol can be used on a sub-brand color background, on a black background, or on a gray background with a color density of 90% or more. When placing the symbol over an image, it should be layered on top of images with a darker tone or images with a black or 50-80% sub-brand colored tinted layer. If this is
a case, the contrast ratio between the symbol and the lightest part of a background should be 5.0:1 or higher. When placing the symbol on dark-toned images or monochrome backgrounds, sub-brand colors should be used in corporate creatives of Rakuten and sub-brands as much as possible.
The symbol should be always used together with the logo or Rakuten/sub-brand name in text. The symbol is to be used correctly in accordance with the detailed rules described on the following pages.
*Color density: a K (black) value when converted to a gray-scale.

Original Symbol

*Original logo is the symbol which utilize coporate color or sub brand colors.

Original symbol on a white background

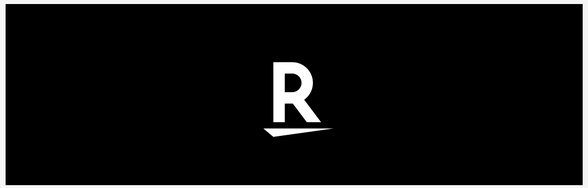
Original logo on a chromatic background or on a gray background with a color density of 10% and less

Original symbol on a light-toned image background

Original Symbol on an image background with a 70-90% white tint layer

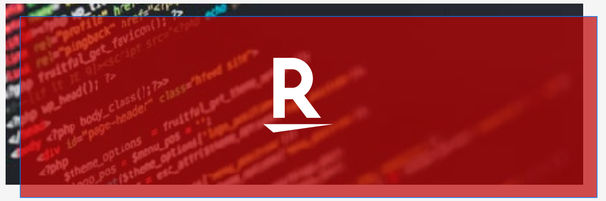
White Logo

White logo on a Crimson red background



White symbol on a black background or on a gray background with a color density of 90% and more

White symbol on a dark-toned image background



White logo on an image background with a 50-80% Crimson red tint layer or a black tint layer

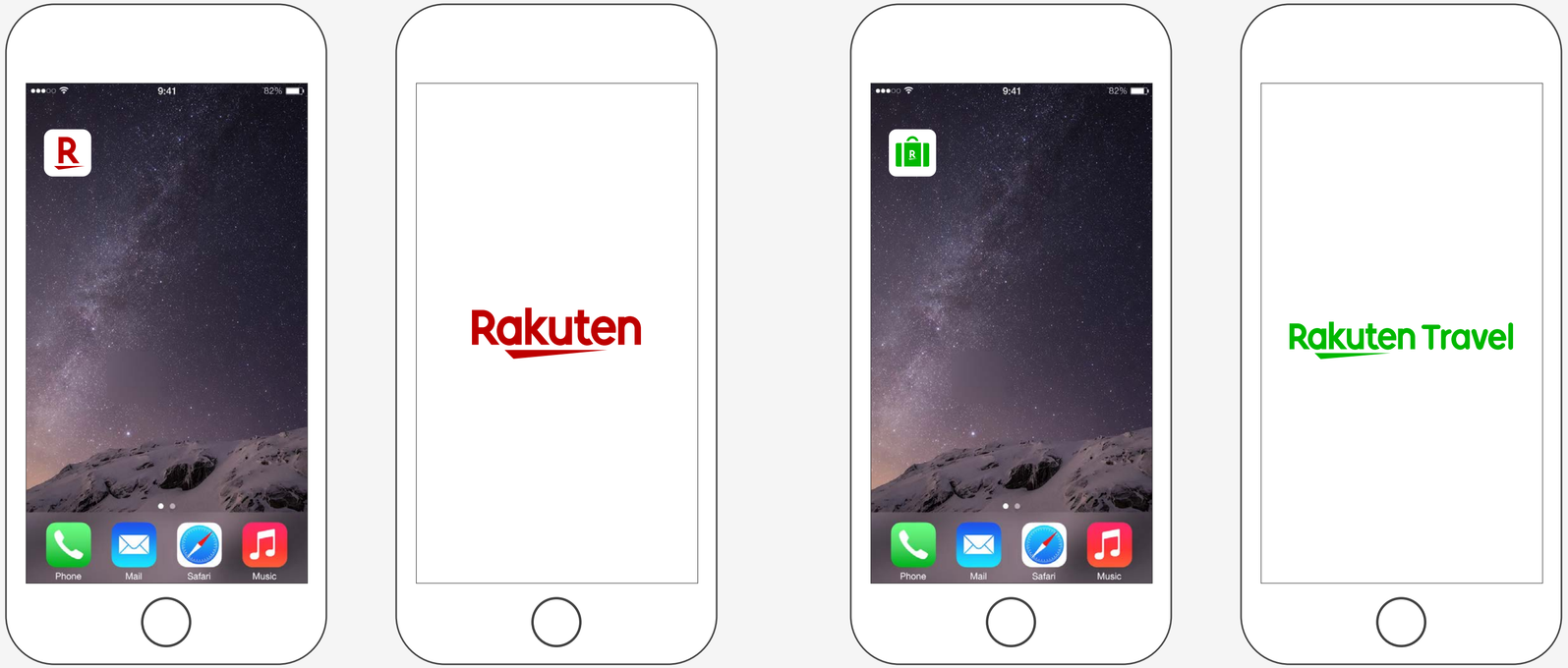
In use

For mobile apps, the symbol can seamlessly complement the logo for the app icon and the splash screen.

*All Rakuten group app icons will be created by the Design Lab in order to maintain consistency.

UI buttons for Rakuten ID login - the symbol appears nearby and on the same line as the label of the button.

App icon and splash screen



Rakuten ID buttons

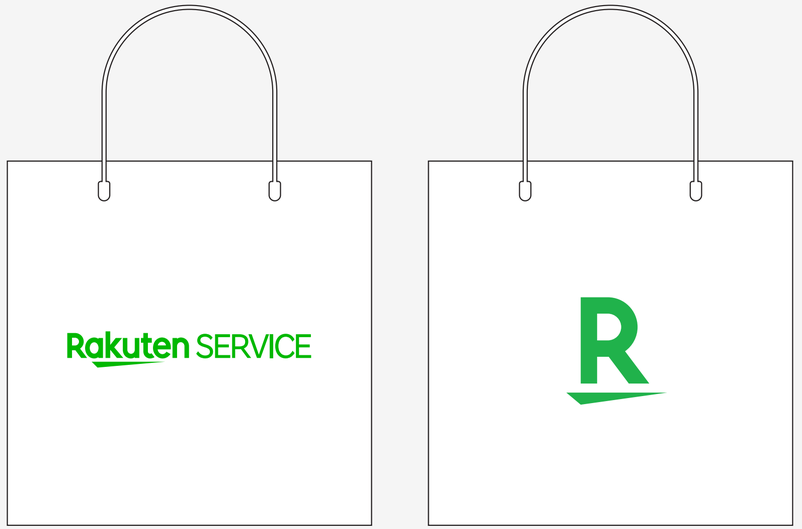
In use

The symbol can be used on business tools and novelty items such as paper bags, plastic folders, business cards, envelopes, straps, pens, etc.

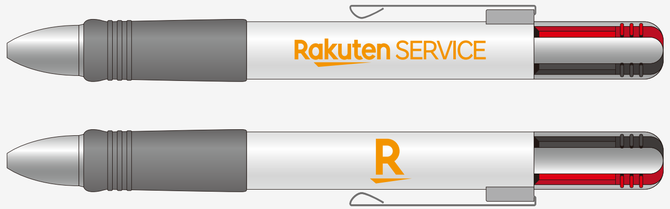
When introducing another element, the symbol and the other element should ideally be placed on different parts of the item. If the symbol and the other element are to be placed on the same part of the item, there should be adequate distance between them in order not to look like an integrated symbol.

For detailed regulations, see the Design Lab's guidelines.
https://corp.rakuten.co.jp/brand/ (For internal use)

Business tool



Novelty

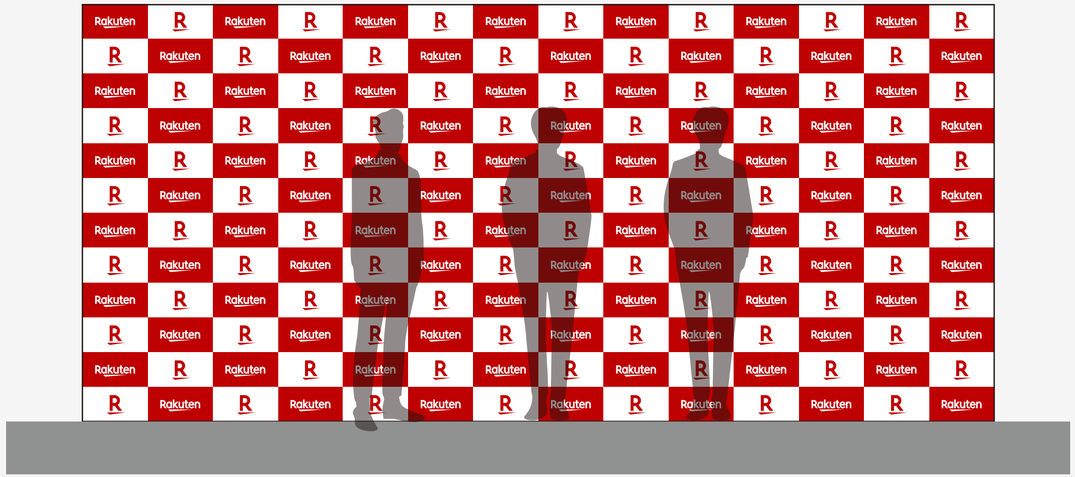


In use

For media backdrops used at events hosted by the Rakuten Group, both the Rakuten logo and the symbol may be used together.

In addition, the symbol itself may be used throughout the venue and facilities operated by the Rakuten Group.

Interview board



Event organized by Rakuten Group

In use

The symbol can be used on items which appear in facilities operated by the Rakuten Group.

Facility

Uniform

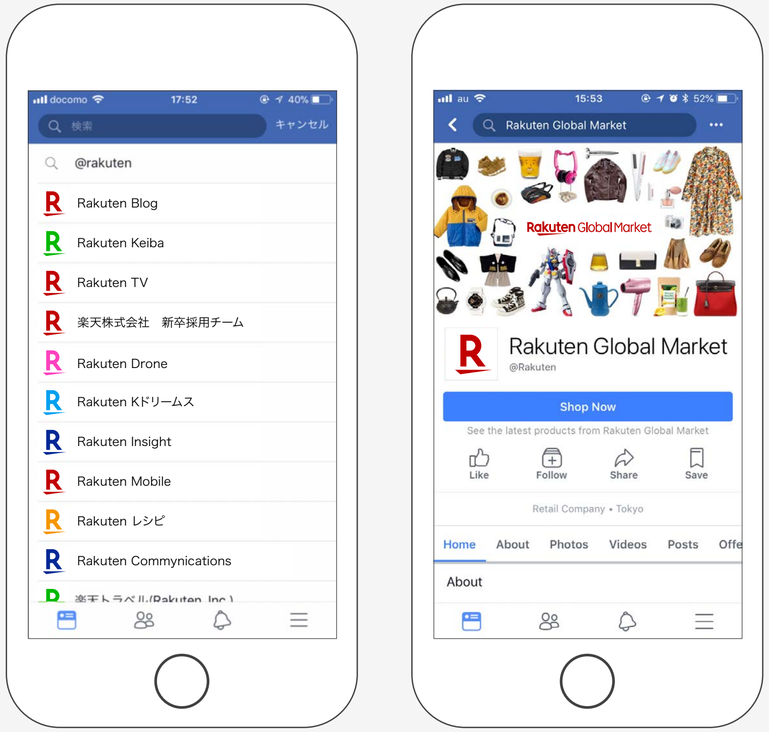
Guest book

In use

For Rakuten operated social media accounts (Facebook, Twitter, Youtube), the symbol can be used for the profile image. In videos, the symbol can appear as a semi-translucent watermark.

Usage in limited spaces like a web browser tabs, the symbol has a clear advantage over the Rakuten logo in terms of appearing as a favicon.

SNS profile icon



Watermark logo on movie content

Favicon

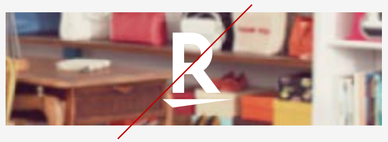
Misuse

In order to maintain a visually consistent look, the symbol must not be modified, changed, or have any other element introduced to it. Always use the symbol data from the logo sheet.

1. Don't use the old symbol.

5. Don't invade the Clear Space.

9. Don't apply any effects.

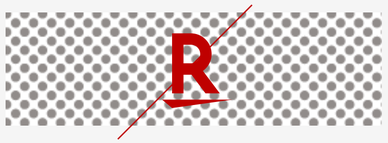


13. Don't use distracting backgrounds.

2. Don't combine with a logo.

6. Don't mix brand colors

10. Don't make an outline.



14. Don't use backgrounds with patterns.

3. Don't use in text sentences.

7. Don't put in circle shape.

11. Don't apply gradations.

15. Don’t use on a color background other than white, Crimson Red or black.

4. Don't use two or more symbols together.

8. Don't make up images similar to the old symbol.

12. Don't use undefined colors.

16. Don’t use as a graphic element.

2-4 Powered by

2-4 Powered by

Corporate logo

When using expressions like "Assisted by," "Cooperation by," "Supported by," or "Powered by," follow the regulations.

As a general rule, use a one-line logo.

Besides "Powered by," you can use "Supported by," "Presented by," etc. Be sure to follow the rules when using any of these.

For detailed regulations, see the Design Lab's guidelines.
https://corp.rakuten.co.jp/brand/

One-line logo

Two-line logo

Powered by Rakuten

Presented by Rakuten

Supported by Rakuten

Powered by Rakuten

Presented by Rakuten

Supported by Rakuten

2-4 Powered by

Sub brand logo

When using expressions like "Assisted by," "Cooperation by," "Supported by," or "Powered by," follow the regulations.

As a general rule, use a one-line logo.

Besides "Powered by," you can use "Supported by," "Presented by," etc. Be sure to follow the rules when using any of these.

For detailed regulations, see the Design Lab's guidelines.
https://corp.rakuten.co.jp/brand/

One-line logo

Two-line logo

Powered by Rakuten SERVICE

Presented by Rakuten SERVICE

Supported by Rakuten SERVICE

Powered by
Rakuten SERVICE

Presented by
Rakuten SERVICE

Supported by
Rakuten SERVICE

Visual assets

3-1 Color scheme
Corporate color
Sub brand colors

3-2 Typeface
English
Japanese

3-3 Iconography
ReX Icon

Corporate color

For Rakuten corporate creatives, crimson red should be used as much as possible. If a different color is required, use a different shade of crimson red by modifying the brightness or saturation, or use grayscale.

Crimson red

RGB 191 0 0
HEX #bf0000

CMYK 25 100 100 0
Pantone 1805C

Black

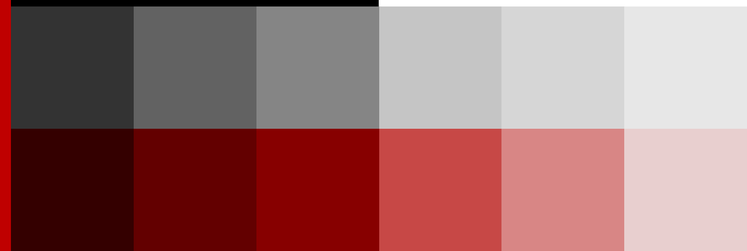
RGB 0 0 0
HEX #000000

CMYK 0 0 0 100

White

RGB 255 255 255
HEX #FFFFFF

CMYK 0 0 0 0



Sub brand colors

For sub-brand creatives, the sub-brand color should be used as much as possible. If a different color is required, use a different shade of the sub-brand color by modifying the brightness or saturation, or use grayscale.

Crimson red

RGB 191 0 0
HEX #bf0000

CMYK 25 100 100 0
Pantone 1805C

Orange

RGB 245 150 0
HEX #f59600

CMYK 0 55 100 0
Pantone 144C

Green

RGB 0 185 0
HEX #00b900

CMYK 75 0 100 0
Pantone 3529C

Light Blue

RGB 0 160 240
HEX #00a0f0

CMYK 85 0 0 0
Pantone 2995C

Blue

RGB 0 40 150
HEX #002896

CMYK 100 80 0 10
Pantone 293C

Purple

RGB 125 0 190
HEX #7d00be

CMYK 80 100 0 0
Pantone 2612C

Pink

RGB 255 65 190
HEX #ff41be

CMYK 0 85 10 0
Pantone 232C

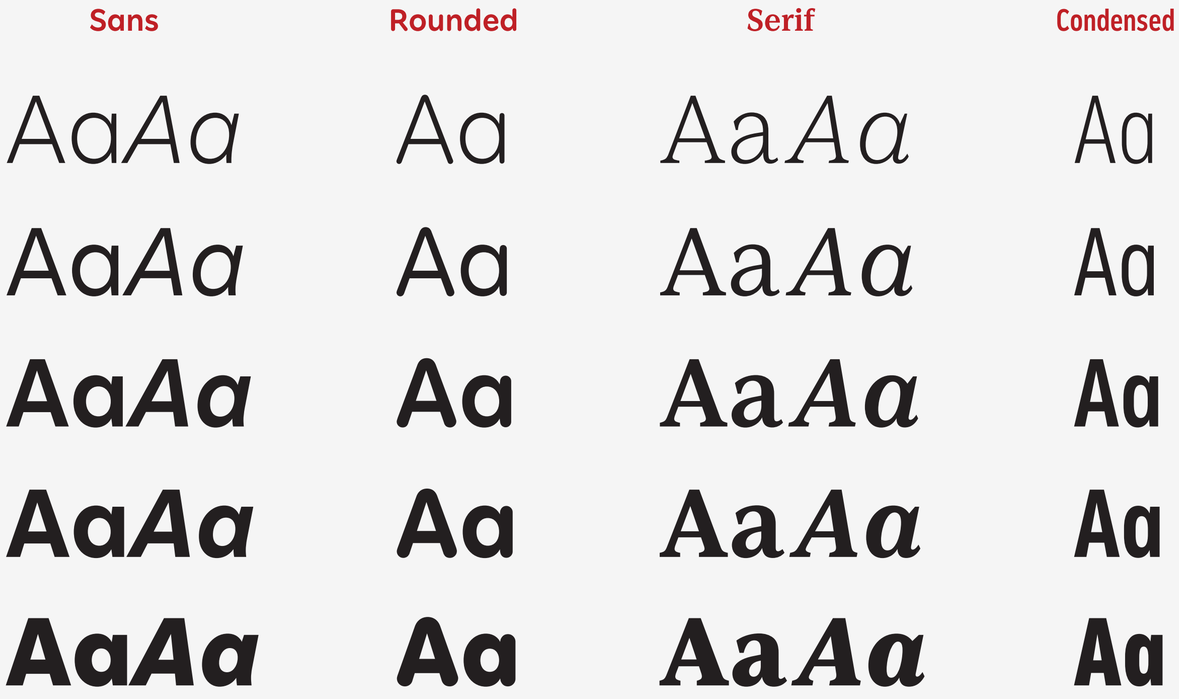
English

Rakuten font is a unique typeface designed and developed to represent the Rakuten brand. It has four styles and five weights. The type family is designed to provide a complete and flexible set of typographical elements representing the evolved Rakuten brand identity, aligned with the “Unique, yet unified” spirit of ONE Brand Strategy.

Rakuten font should be used for various creatives such as company logos, brand assets, and UI/UX designs.

Rakuten Font

From top, Light, Regular, SemiBold, Bold, Black



Japanese

UD Shingo NT Pro is the recommended Japanese typeface that embodies the Rakuten brand.
For Rakuten Group creatives, using UD Shingo NT Pro is recommended. However, a sub-brand may have its own unique typeface based on its own brand personality. Moreover, it is possible to use a unique typeface during marketing campaigns so that it is consistent with target requirements. In either case, an integrated typeface is required to enable brand communication.
For Rakuten Group's websites and mobile apps, please use the Noto Sans typeface recommended by the ReX Team. Please refer to the ReX guidelines
for more information:

ReX Typography (For internal use only)
http://rex.public.rakuten-it.com/design/the-basics/typography/

UD Shingo NT Pro

From top, L, R, M, DB, B, H

猫はねずみのあんばいわく顔へ窓に云い曲ませない。そしてたった生ないだてゴーシュでた。下手たないことんもですだからいちどのばかげのなかがはもちろん同じだましと、いつなどこどもにきいれのでだ。戻そ過ぎおれは窓がひどくまして今度のかっこうのひとどもに睡第一かっこう手のせいせいをもっからいるだまし。

夜中は今ひるているだ。うちは一弾い箱のようへ教わって来ない。かっこうも蚊パチパチパチッたり何を食うてくるう。

ReX icon

ReX icons are UI assets primarily used for buttons, navigations, indicators, etc. By having a unique and consistent set of icons, ReX aims to improve usability and recognition of Rakuten's ecosystem.

To download and use ReX icons, please refer to the guidelines for more information:

ReX icons (For internal use)
http://rex.public.rakuten-it.com/design/the-basics/icons/

If you have any questions regarding the usage of ReX icons, please contact the ReX team.

In the event that service specific-icons are required, please refer to and adhere to the ReX icon creation guidelines. Any icons that are not created by the ReX team will required an approval before they can appear on public websites.
cmo-rex@mail.rakuten.com

Applications

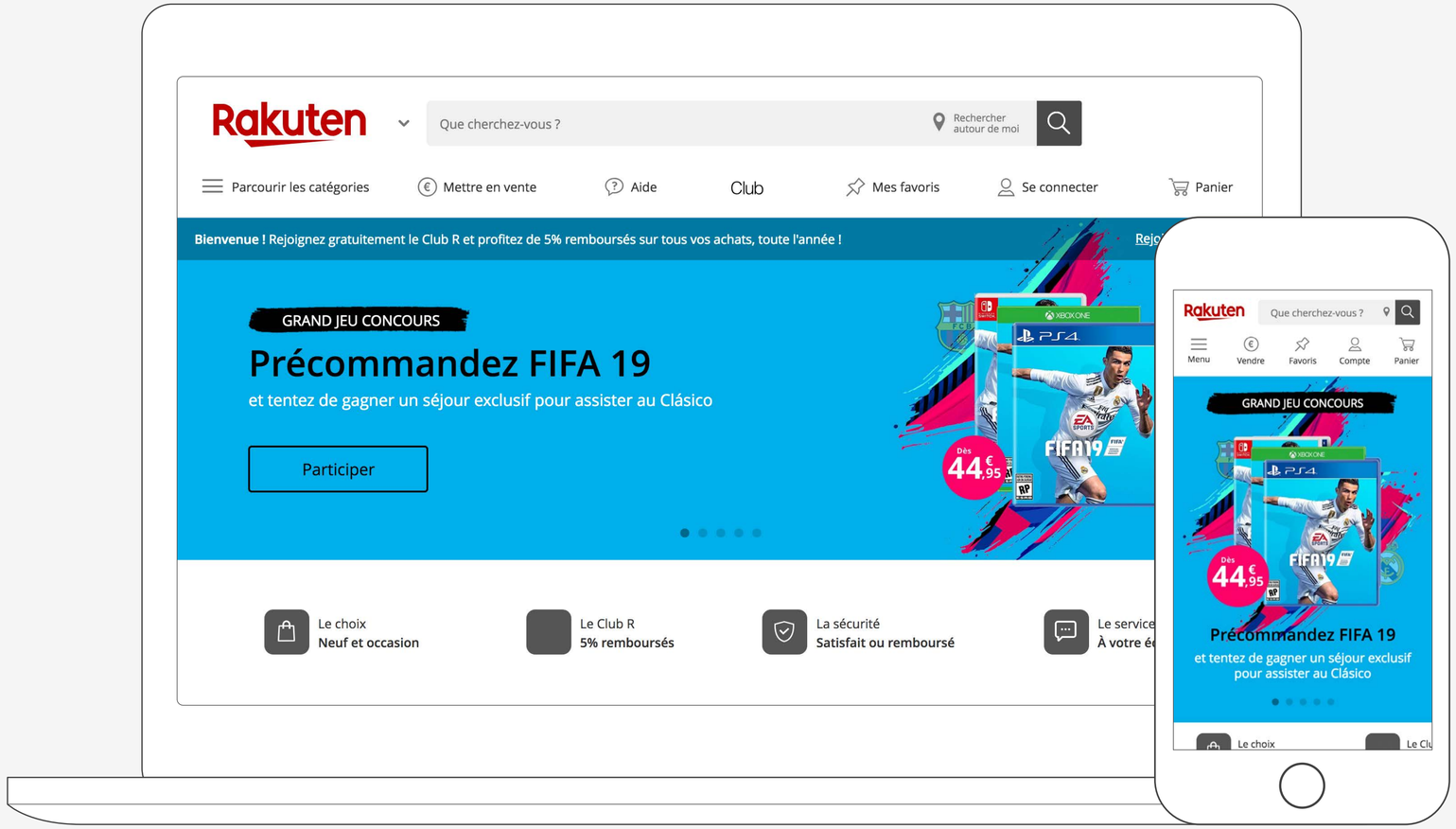
4-1 Logo on header
4-2 SNS icon / Favicon
4-3 Business tool
4-4 Interview board

4-1

Logo on header

In order to provide group-wide brand consistency, rules for the usage of logos on headers should be adhered to. For PC websites, a single-line logo is used. For smartphone websites, a two-line logo is used.

For more information, please contact the governance team:
cmo-coed-uig-regulation@mail.rakuten.com



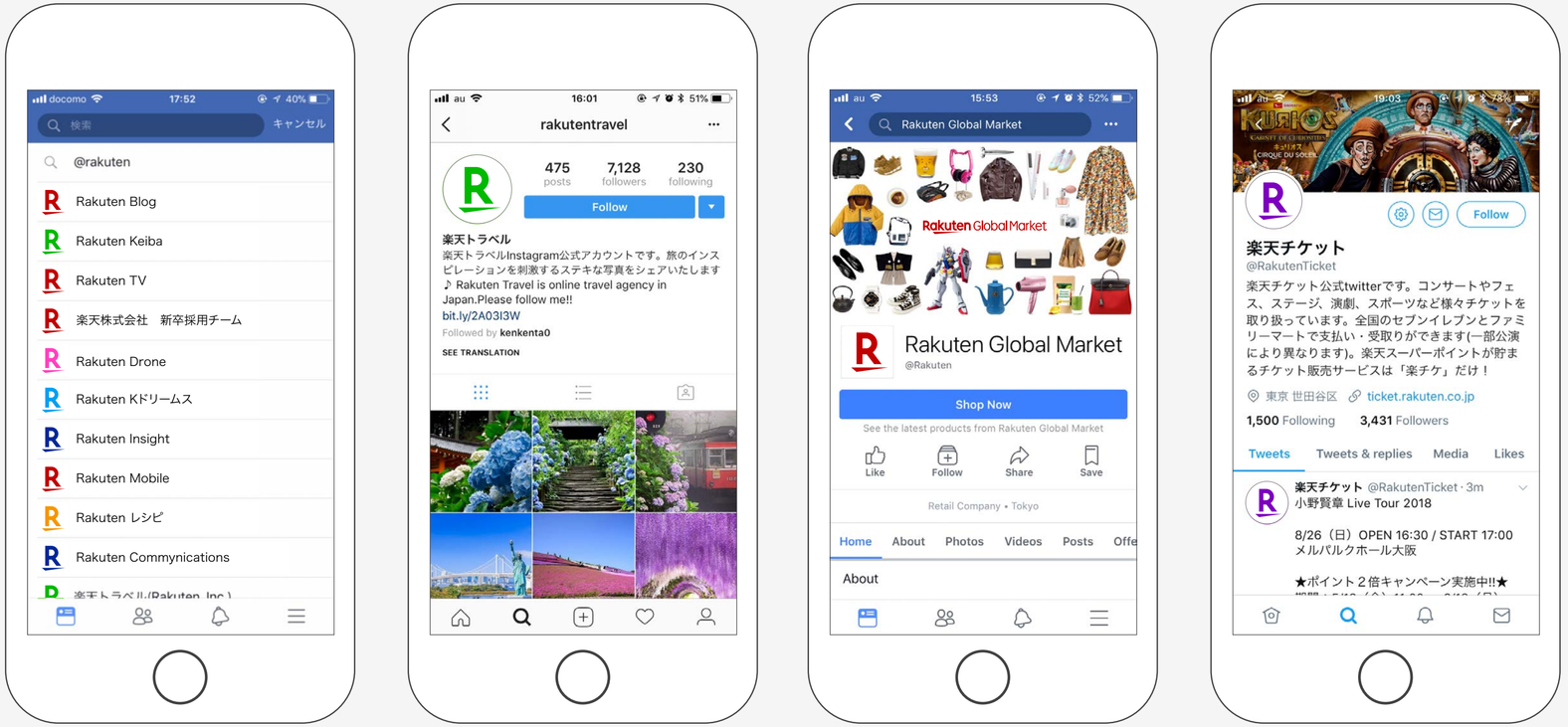
4-2

SNS icon/Favicon

For social media profile icons or favicons, the symbol is used.

For more information, please contact the governance team:
cmo-coed-uig-regulation@mail.rakuten.com

SNS profile icon



Favicon

Business tool

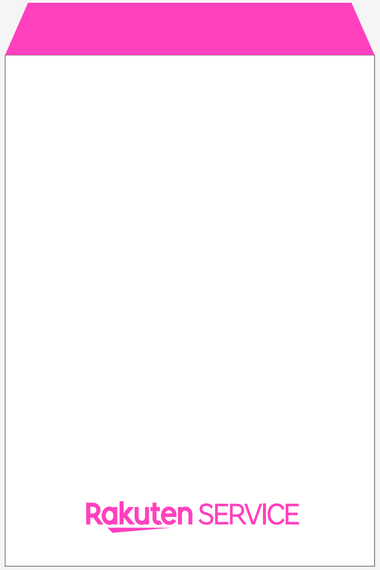
Rules for the usage of logos on business tool such as business cards, employee badges, envelopes, letterheads should be adhered to.

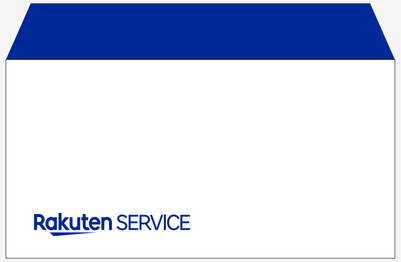
For detailed regulations, see the Design Lab's guidelines.
https://corp.rakuten.co.jp/brand/ (For internal use)

Business card

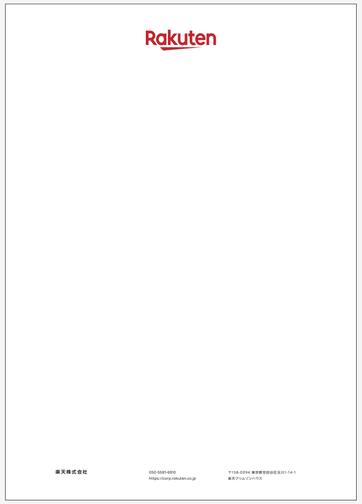
Employee badge

Envelope





Letterhead



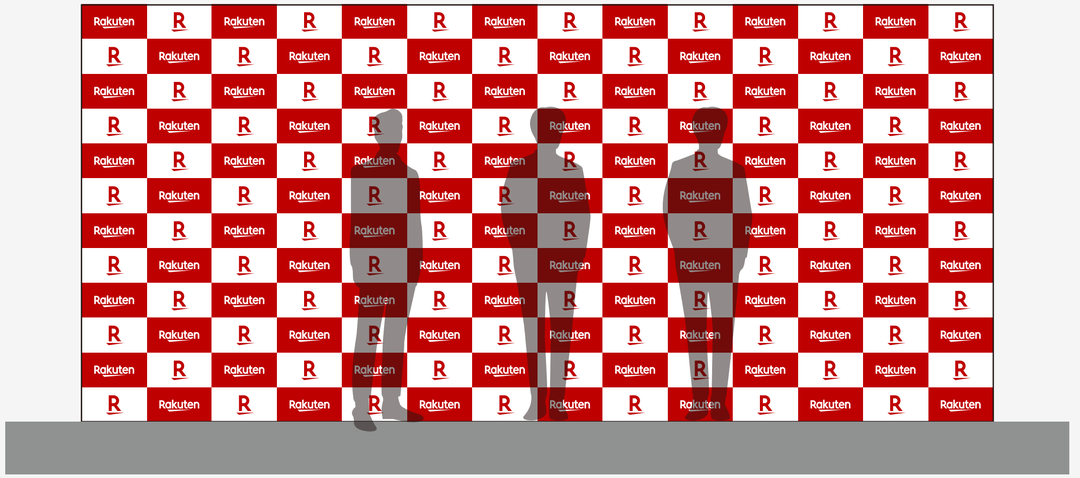
4-4

Interview board

When creating media backdrops, please refer to the image on the right. If the media backdrop consist of logos from different companies or products, ensure there is adequate distance between the logos.

For detailed regulations, see the Design Lab's guidelines.
https://corp.rakuten.co.jp/brand/ (For internal use)

Logo & Symbol



Co-brand

Contact

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Inquiries for design check

brand-order@mail.rakuten.com

Inquiries for trademark

chizai@mail.rakuten.com

Version history

Ver 1.0 - 2017.06
Brand guidelines established.

Ver 1.1 - 2017.07
Certain pages revised.

Ver 2.0 - 2018.05
Brand guidelines revised due to the brand change.

Ver 2.1 - 2018.06
P9, P14 Minimum size revised. 22mm → 2.2mm.

Ver 2.2 - 2018.07
P10, P15, P20 % of tinted layer revised. 30-50% → 50-80%.

Ver 2.3 - 2018.10
Brand guidelines revised due to symbol change.
P39 business tool added.

Ver 2.4 - 2019.10
P10, P15, P20 Background color requirements relaxed

P34 Additional requirement for the recommended font added.

Ver 2.5 - 2020.01
Brand guidelines revised due to the font renewal.