

September 26, 2019

Enjoy every meal.

Introducing a New Corporate Brand Logo

Nippon Flour Mills Co., Ltd. (“NIPPON”) (President and COO: Masayuki Kondo; Head office: Chiyoda-ku, Tokyo) is introducing a new corporate brand logo.

The previous brand logo “**NIPPON**” was adopted in 1996. Over the course of 23 years, the food environment has changed dramatically. NIPPON has responded to such change by expanding its business domain and offering products in a variety of food sectors.

The decision to introduce the new corporate brand logo comes as NIPPON’s indication of getting much closer to customers by providing better service in the food scenes.

NIPPON launches the new logo starting today (September 26, 2019), aiming to become a company that will be called “NIPPON” at all eating occasions in Japan and abroad.

New corporate brand logo/slogan:

いつも食卓に、ニッポン
nippn
日本製粉

Enjoy every meal.
nippn
NIPPON FLOUR MILLS

1. Launch of new corporate brand logo/slogan

Thursday, September 26, 2019

2. Major points of the new logo introduction

(1) Font / Spelling of the logo

The font was changed from bold uppercase letters to round lowercase letters. The new font creates a friendly impression for customers as a company that is involved in food for daily life. The well-known spelling “nippon” and the red ellipse of the “i” in the logo will be carried on from the previous logo.

(2) Color

Warm orange is used as the main color, working with round lowercase letters to express a company which customers can feel friendly.

(3) Slogan

“Enjoy every meal” is a slogan that makes customers feel closer to the company in a variety of food scene.

Aiming to expand its overseas business, the company has created this slogan in English. As in the Japanese version, it means that the company wants to be closer to customers.