

# Rakuten Brand Guidelines

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# Rakuten Brand Guidelines

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**EN**

English

“The brand team”, “Rakuten Design Lab” that is stated in this guideline is the team under Marketing Division. Please refer to p39 of this guideline for the contact information.

# 1

## Introduction

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# Our Brand

Rakuten’s many services reflect the mission and principles of our brand. Brand assets such as logos, colors, typeface etc are created based on those principles. This guideline introduces how the brand assets were developed and how they should be implemented in each service.

**Mission**

**Contribute to society by creating value  
through innovation and entrepreneurship.**

**Our Brand**

**The Rakuten brand represents optimism and empowers our members to experience the joy of discovery with a sense of confidence and excitement.**

**Growing together with our global communities,  
we support individuals, businesses and societies to realize their dreams.**

**This idea is at the heart of each and every one of Rakuten’s services.**

# Brand Structure

## “Unique, yet Unified”

Rakuten Group offers more than 70 services across the globe. Rakuten group has developed a unique brand: “Unique, yet unified”. This brand concept is developed based on the idea of valuing the diversity and uniqueness of each service.

The uniqueness of Rakuten, and the uniqueness of each service is nurtured through long term branding and marketing activities.

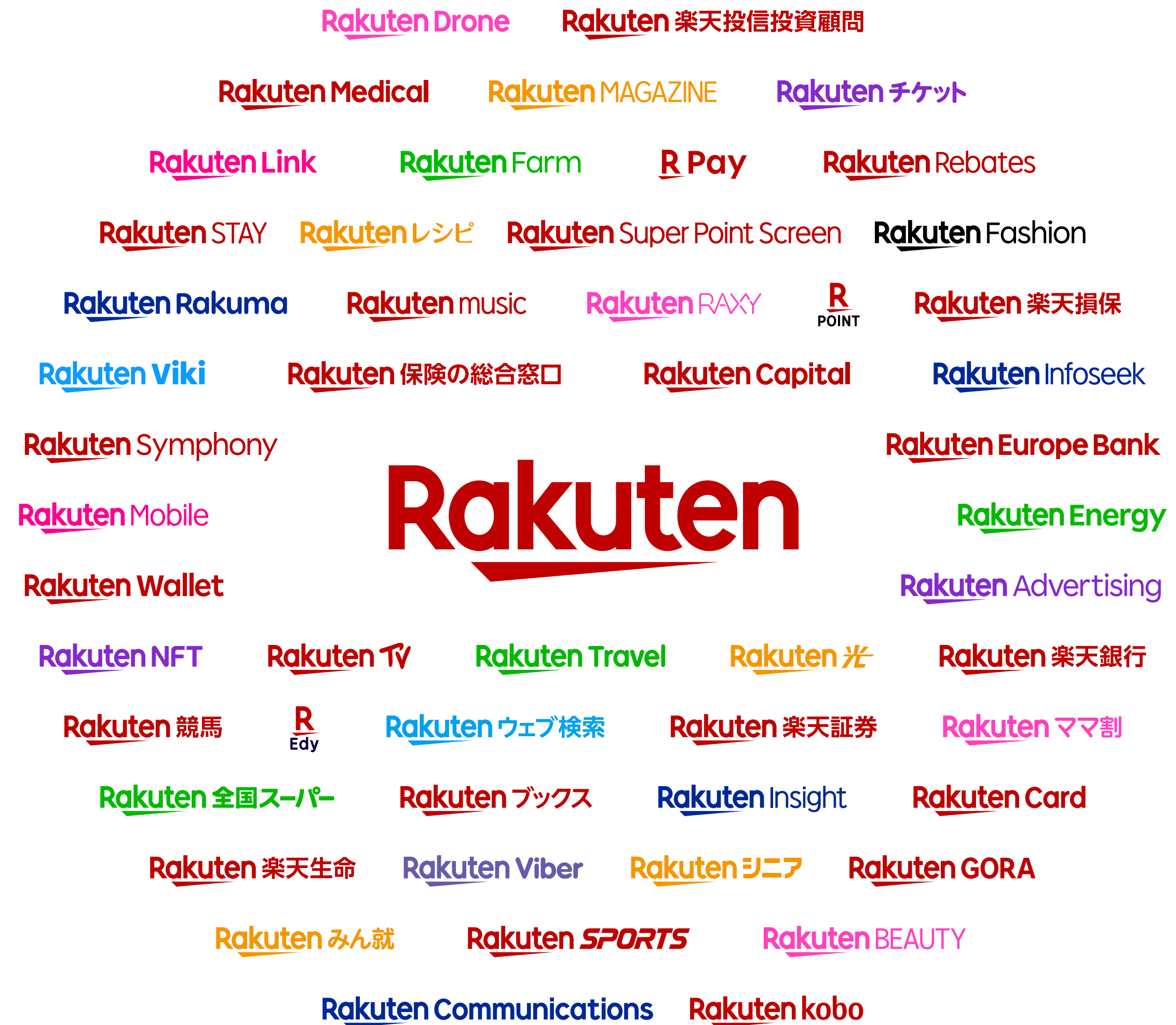
Ensuring consistency in the usage of our brand assets will enhance brand style awareness, which will contribute to increasing our brand’s fan base.

Therefore, the growth of our brand correlates directly with the growth our businesses.

## Branding in the Creatives

To achieve the “Unique, yet Unified” brand structure as a group, for corporate related creatives, please align with this guideline and utilize crimson red as a base.

For sub-brand creatives, please design creatives by utilizing your brand assets, sub brand color.



# About Rakuten Brand Guidelines

## Purpose

Logos, colors, typeface etc are important brand assets that express the service characteristics. These guidelines outline the most important usage rules of brand assets. When creating design deliverables including websites, mobile applications, posters, TV commercials etc., it is vital that the rules stipulated in these guidelines are adhered to prevent any potential damage to the perception 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 are strictly prohibited.

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

The Rakuten brand guidelines state the common rules among all brands within the Rakuten Group. Please take a look at [the brand confluence page](#) (URL stated included on P.39) for more detailed instructions regarding Rakuten brand and other references for various creatives.

## General Do’s and Don’ts

### Do’s

- Do adhere to the rules of these guidelines.
- Do follow intellectual property rules and consult with the intellectual property department If you are unsure of anything.
- Do get the brand team and Rakuten Design Lab’s approval for creatives that use any of the Rakuten brand assets.

### Don’ts

- Do not make modifications to existing brand assets.
- Do not create other brand assets without authorization from the brand team.
- Do not use old logos.

## Labels for Mandatory or Recommended

### Mandatory

“Mandatory” indicates that the rule must be followed. Failure in following those rules may result in serious damage towards the Rakuten brand.

### Recommended

“Recommended” indicates that the rule application is recommended. It is advised to comply with the rule, but please consult with the brand team if the rule does not work in a certain context.

# Core Brand Asset



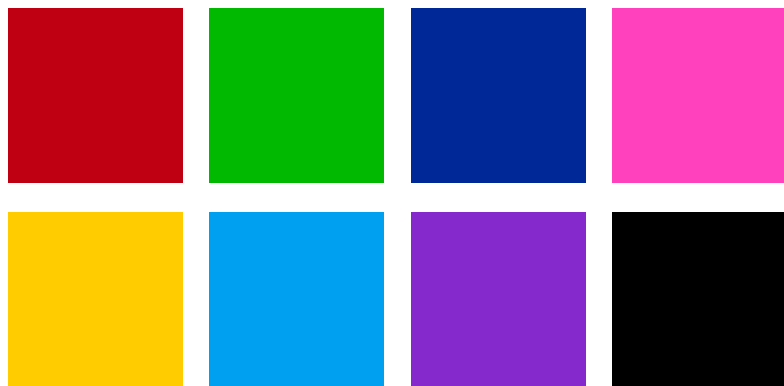
The Rakuten logo is a symbolization of the Rakuten brand.

### Corporate Logo

This logo symbolizes the Rakuten Group as a whole, and it occupies the top position within Rakuten Group’s brand hierarchy.

### Sub Brand Logo

These logos express the distinct services and values offered by each Rakuten brand to its customers under the Rakuten brand.



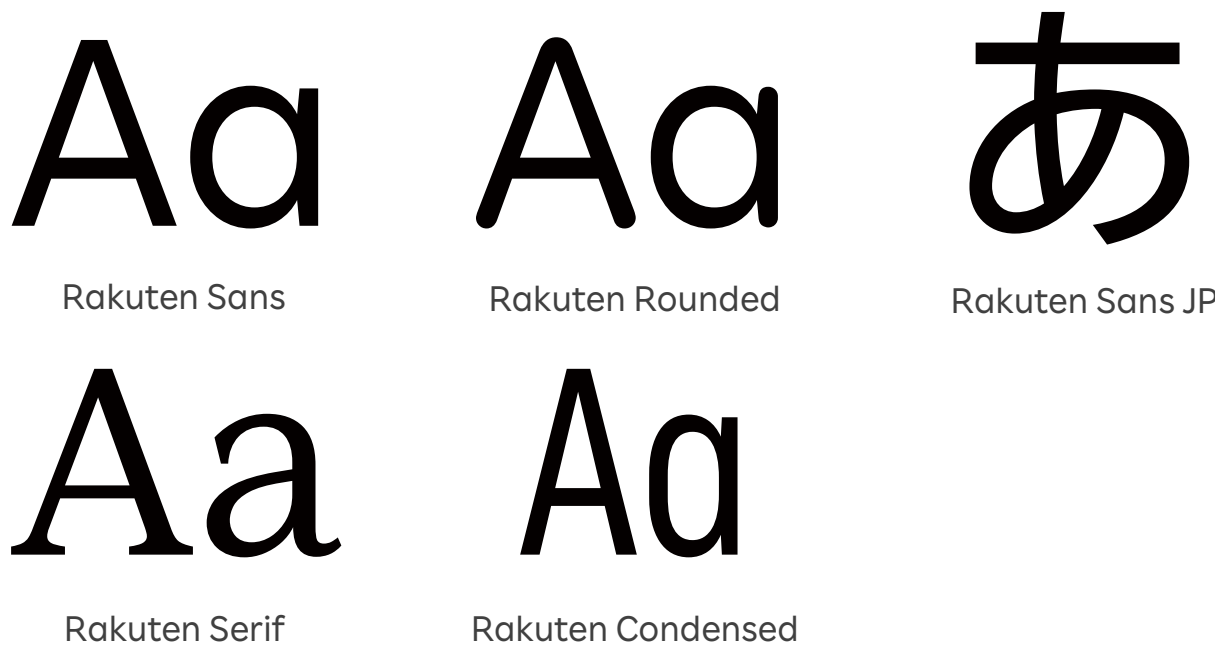
The Rakuten color scheme was devised to represent the corporate brand and sub-brands. These colors are to be used as much as possible to ensure a consistent brand image.



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



App icon is a symbolization of each services of the Rakuten brand that provides services through Apps.



“Rakuten Font” is an original font that was developed to represent the Rakuten brand.



# 2

## Logo Assets

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Please refer [Instructions for Brand Launch/Modification and Marketing Related Procedures](#) about the definition of Sub brand, Product brand.

When you create product brand logo, please refer [Product Logo Guideline](#) for your reference.

# The Basics

The design of the Rakuten logo is inspired by the Japanese character “one” or “ichi”, that symbolizes Rakuten’s ambition to take on the next challenge, and encompasses the four themes below:

**“A New Start”** We are at the start line of a new stage, a new challenge.

**“Unity”** Group companies and partners big and small will be unified as one team to tackle tasks.

**“Be the Best”** Rakuten will be the best at contributing to the happiness of our users, partners, communities and people all over the world.

**“Only One”** The only company that will enhance the uniqueness of our partners as we empower them, extend the spirit of Omotenashi (hospitality) to users by providing happiness in their life, and build an ecosystem that will make all this possible.

The logo represents Rakuten’s ability to move with speed, to stay ahead of the times and to be innovative in the face of rapid change, for both internal and external stakeholders. The Rakuten corporate logo is used to express the Rakuten group and its related services and activities.



## Mandatory

When stating the name “Rakuten” in a text sentence, please follow the rules below;

- English: Please state “Rakuten” with a capital letter “R”, to keep consistency with the corporate logo
- Japanese: Please use the Kanji, “楽天”

# Clear Space and Minimum Size

Mandatory

Please follow the clear space and minimum size rules to ensure visibility of the logo.

- Provide adequate clear space around the logo to secure visibility.
- Do not use the same logo more than once in one medium (except for media backdrops, billboard in ballparks, etc)
- Do not insert any other logos or graphical elements within the clear space (However, clear space can overlap with another logo’s clear space).

## Clear Space



## Minimum Size

8px for Digital  
2.2mm for Print



# Color Usage

Mandatory

When placing the corporate logo, please use the original logo or use the white logo if the background is crimson red (1). If this is not possible, logo background rules 2 or 3 can also be considered.

Please consult with the brand team from the planning stage if the logo may be placed on special materials (for example, materials that cannot be changed, recycled materials, metallic materials, etc.) in which cannot apply the general logo usage rules stated on this slide cannot be followed.

## Black Logo

The black logo can be used on monochrome printing.

## Web Contrast

To secure the visibility, the contrast ratio between the logo and lightest/darkest part of a background should be 3.0:1 or higher.

Color density: a K (black) value must be used when converted to a grayscale.

## Original Logo

\*Logos that use official corporate color.



The original logo can be placed either on white, gray or chromatic color, with solid or gradient backgrounds.

- The color density of gray or chromatic color should be less than 10%.



The original logo can be placed on light toned photographic and/or graphic images.

- The visibility of the logo should be guaranteed based on the contrast ratio stated to the left.
- Excludes solid or gradient backgrounds.



The original logo can be placed on the photographic and/or graphic images that are covered with a white tint layer with 70–90% opacity, if the visibility of the logo is poor without it.

## White Logo



The white logo can be placed either on crimson red, black or gray, with solid or gradient backgrounds.

- The color density of gray should be 90% or more.



The white logo can be placed on top of a crimson red/dark toned background photographic or graphic image.

- The visibility of the logo should be guaranteed based on the contrast ratio stated to the left.
- Excludes solid or gradient backgrounds.



The white logo can be placed on the photographic and/or graphic images that are covered with a crimon red or black tint layer with 50–80% opacity, if the visibility of the logo is poor without it.

# Misuse

Mandatory

In order to maintain visual consistency, the logo must not be modified, changed, or edited by adding new elements. Always use the original logo data from the logo sheet.

\*Unless specially approved by the brand team.



1. Do not use the old logo.



5. Do not invade the clear space.



9. Do not apply any effects.



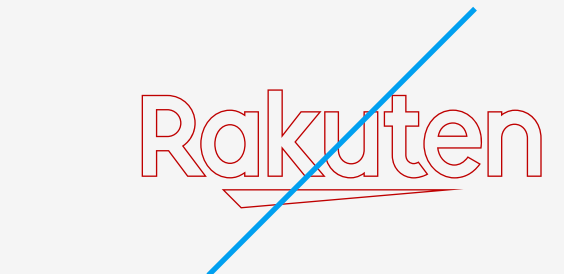
13. Do not use on a background that the logo blends into.



2.\* Do not combine the logo with a catchphrase



6. Do not combine with the symbol.



10. Do not make an outline.



14.\* Do not combine the logo with any shape that may evoke specific associations or interpretations.



3. Do not use the logo in a sentence.



7. Do not distort.



11. Do not apply colors that are not regulated (including gradations).



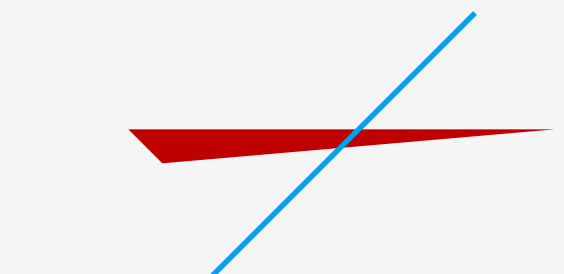
15. Do not use backgrounds that do not secure the contrast ratio.



4. Do not combine with speech bubbles.



8. Do not rotate.



12. Do not use the “—” motif by itself.



16. Do not fill with other colors.

# The Basics

To express the diversity, uniqueness and characteristics of the Rakuten services, sub brand logos are provided in various colors and fonts.

There are eight colors used in sub brand logos, including crimson red, which are called the sub brand colors. Sub brand colors are also applied to the Rakuten symbols.

Please refer P30 for more details about the sub brand color.

**Rakuten SERVICE**

**Rakuten  
SERVICE**

**Rakuten SERVICE**

**Rakuten  
SERVICE**

**Rakuten サービス**

**Rakuten  
サービス**

**Rakuten SERVICE**

**Rakuten  
SERVICE**

**Rakuten Service**

**Rakuten  
Service**

**Rakuten サービス**

**Rakuten  
サービス**

**Rakuten SERVICE**

**Rakuten  
SERVICE**

**Rakuten Service**

**Rakuten  
Service**



# Clear Space and Minimum Size

Mandatory

Please follow the clear space and minimum size rules to ensure visibility of sub brand logos.

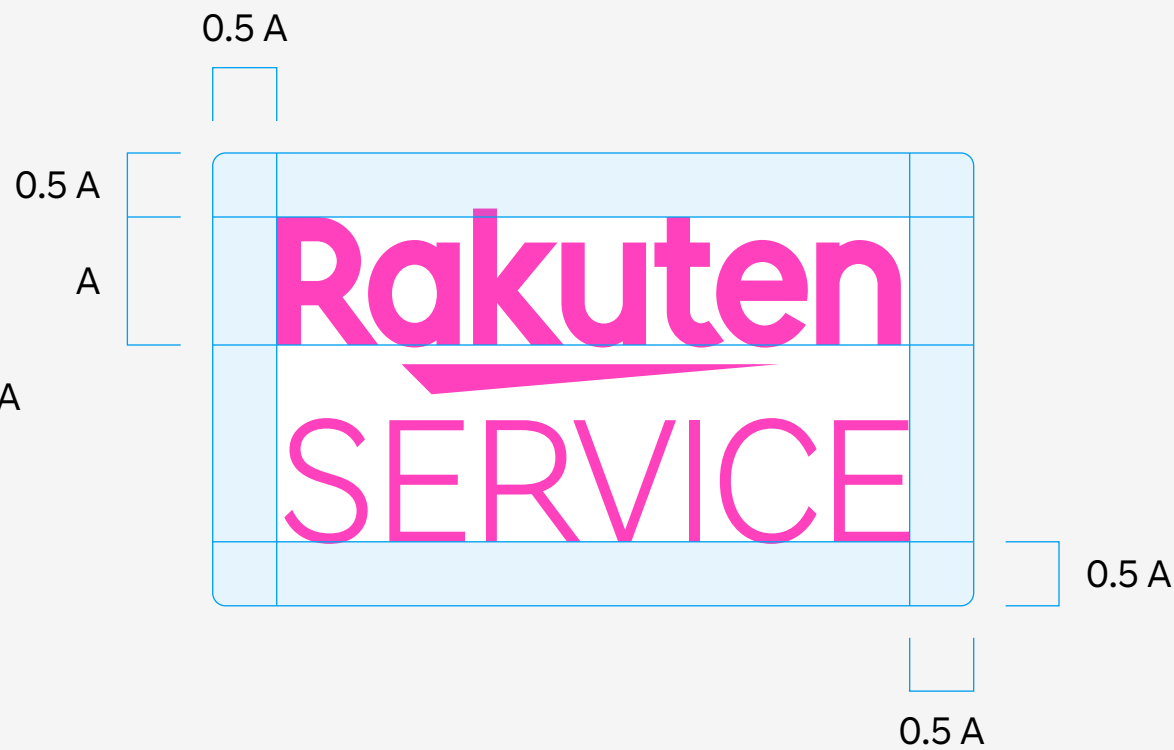
- Provide adequate clear space around the logo to secure visibility.
- Do not use the same logo more than once in one medium (except for media backdrops, billboards in ballparks, etc.).
- Do not insert any other logos or graphic elements within the clear space. (However, the clear space can overlap with another logo’s clear space.)

## Clear Space

One-line Logo



Two-line Logo

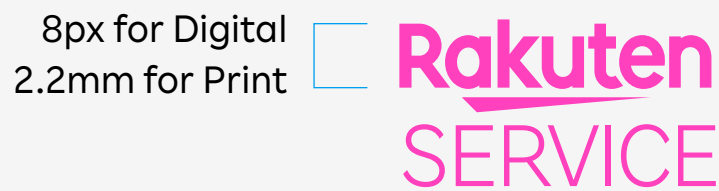


## Minimum Size

One-line Logo



Two-line Logo



# Color Usage

Mandatory

When placing sub brand logo, please use original logo or use the white logo if the background is a sub brand color (1). If this is not possible, logo background rules 2 or 3 can also be considered.

Please consult with the brand team from the planning stage if the logo may be placed on special materials (for example, materials that cannot be changed, recycled materials, metallic materials, etc.) in which the general logo usage rules stated on this slide cannot be followed.

## Black Logo

The black logo can be used on monochrome printing.

## Web Contrast

To secure visibility, the contrast ratio between the logo and lightest/darkest part of a background should be 3.0:1 or higher.

Color density: a K (black) value must be used when converted to a grayscale.

## Original Logo

\*Logos that use official sub brand colors.



The original logo can be placed either on white, gray or chromatic color, with solid or gradient backgrounds.

- The color density of gray or chromatic color should be less than 10%.



The original logo can be placed on light toned photographic and/or graphical images.

- The visibility of the logo should be guaranteed based on contrast ratio stated to the left.
- Excludes solid or gradient backgrounds.



The original logo can be placed on the photographic and/or graphic images that is covered with a white tint layer with 70–90% opacity, if the visibility of the logo is poor without it.

## White Logo



The white logo can be placed either on a sub brand color, black or gray, with solid or gradient backgrounds.

- The color density of gray should be 90% or more.



The white logo can be placed on top of a sub brand color/dark toned photographic or graphic image.

- The visibility of the logo should be guaranteed based on the contrast ratio stated to the left.
- Excludes solid or gradient backgrounds.



The white logo can be placed on the photographic and/or graphic images that are covered with sub brand color or black tint layer with 50–80% opacity, if the visibility of the logo is poor without it.



# Misuse

Mandatory

In order to maintain visual consistency, the sub brand logo must not be modified, changed, or edited by adding new elements. Always use the original logo data from the logo sheet.

\*Unless specially approved by the brand team.



1. Do not use the old logo.



5. Do not invade the clear space.



9. Do not apply any effects.



13. Do not use on a background that the logo blends into.



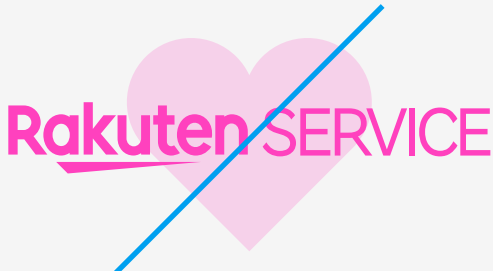
2.\* Do not combine the logo with a catchphrase



6. Do not combine with the symbol.



10. Do not make an outline.



14.\* Do not combine the logo with any shape that may evoke specific associations or interpretations.



3. Do not use the logo in a sentence.



7. Do not distort.



11. Do not apply colors that are not regulated (including gradations).



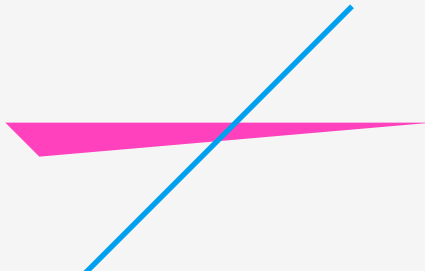
15. Do not use backgrounds that do not secure the contrast ratio.



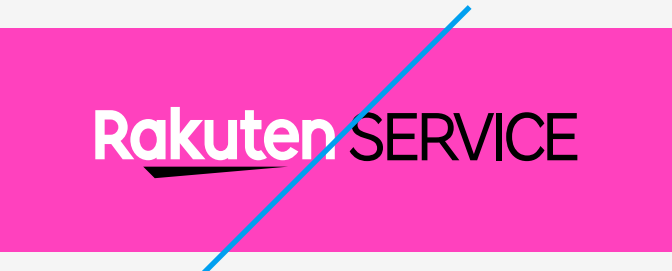
4. Do not combine with speech bubbles.



8. Do not rotate.



12. Do not use the “—” motif by itself.



16. Do not fill with other colors.

# The Basics

**Mandatory**

The Rakuten symbol is another symbolization of the Rakuten brand.

Any of the corporate color and seven sub brand colors can be applied to the Rakuten symbol.

The Rakuten symbol can be used under certain conditions, but a stand alone usage of the Rakuten symbol is prohibited.

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 the Rakuten Group.
2. The full Rakuten or sub brand logo exists within the brand experience. If the space is limited and is impossible to place a logo, “Rakuten “楽天” must be stated in text.

In general, place the symbol that uses corporate color and sub brand colors on a white background. When using the symbol in white, the background should be in back or in a corporate color or a sub brand color. When placing the symbol on an image, ensure there is contrast between the symbol and the background.



# Clear Space and Minimum Size

Mandatory

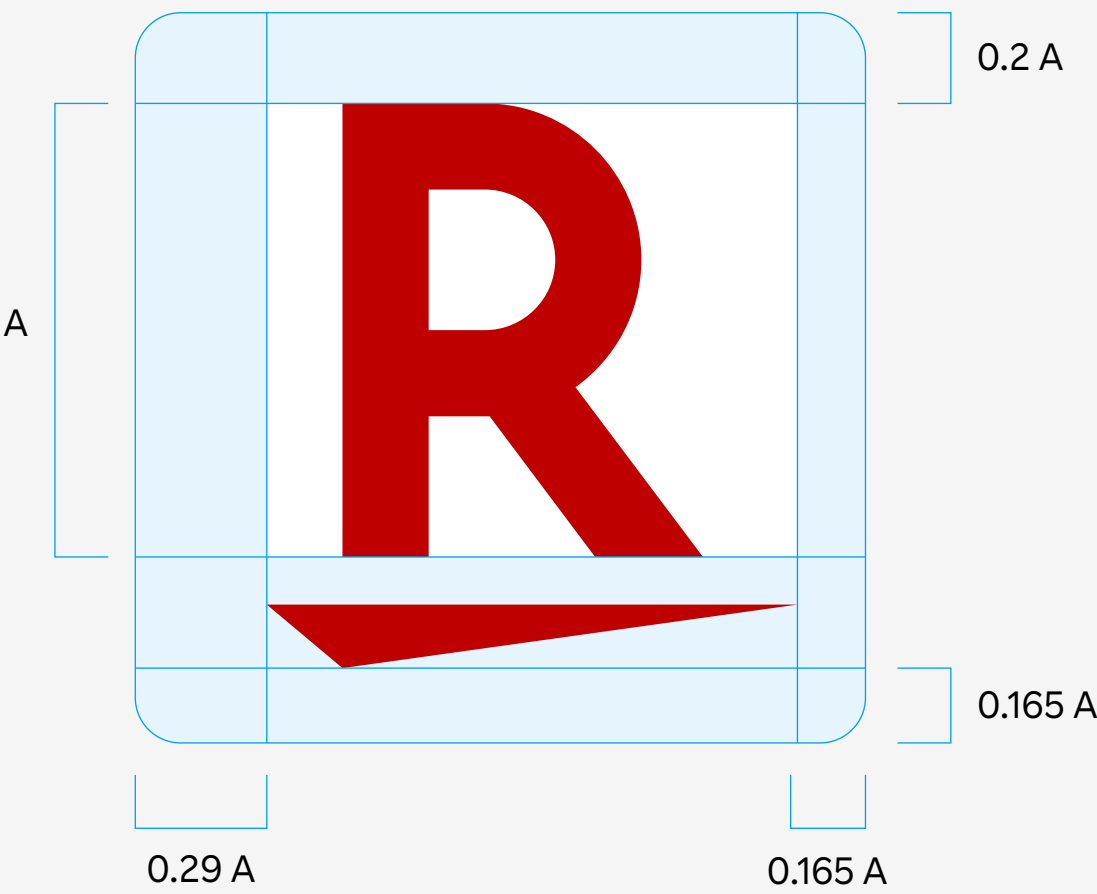
Please follow the clear space and minimum size rules to ensure visibility of the symbol.

Provide adequate clear space around the symbol to secure visibility.

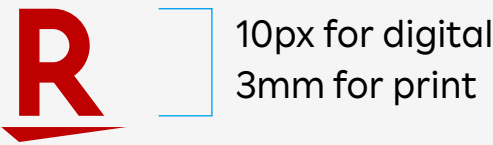
Do not place multiple symbols on the same medium.

Do not insert any other logos or graphical elements within the clear space.

## Clear Space



## Minimum Size



# Color Usage

Mandatory

When placing the symbol, please use the original symbol or use the white symbol if the background is a sub brand color (1). If this is not possible, symbol background rules 2 or 3 can also be considered.

Please consult with the brand team from the planning stage if the Symbol may be placed on special materials (for example, materials that cannot be changed, recycled materials, metallic materials, etc.) in which cannot apply the general logo usage rules stated on this slide cannot be followed.

## Black Symbol

The black symbol can be used on monochrome printing.

## Web Contrast

To secure the visibility, the contrast ratio between the symbol and lightest/darkest part of a background should be 3.0:1 or higher.

Color density: a K (black) value must be used when converted to a grayscale.

## Original Symbol

\*Symbol that use official corporate color and/or sub brand colors.

1.



The original symbol can be placed either on white, gray or chromatic color, with solid or gradient backgrounds.

- The color density of gray or chromatic color should be less than 10%.

2.



The original symbol can be placed on light toned photographic and/or graphic images,

- The visibility of the symbol should be guaranteed based on the contrast ratio stated to the left.
- Excludes solid or gradient backgrounds.

3.



The original symbol can be placed on photographic and/or graphic images that are covered with a white tint layer with 70–90% opacity, if the visibility of the logo is poor without it.

## White Symbol

1.



The white symbol can be placed either on a sub brand color, black or gray, with solid or gradient backgrounds.

- The color density of gray should be 90% or more.

2.



The white symbol can be placed on top of a sub brand color/dark toned photographic or graphic image.

- The visibility of the symbol should be guaranteed based on the contrast ratio stated to the left.
- Excludes solid or gradient backgrounds.

3.



The white symbol can be placed on photographic and/or graphic images that are covered with sub brand color or black tint layer with 50–80% opacity, if the visibility of the logo is poor without it.



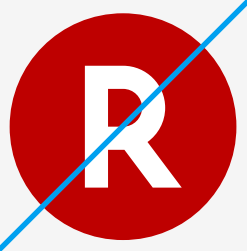
2-3 Symbol

# Misuse

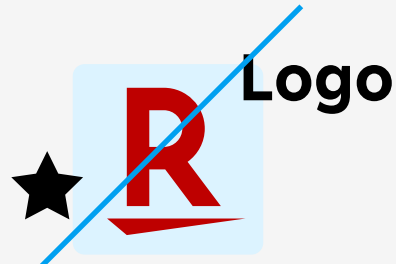
Mandatory

In order to maintain visual consistency, the symbol must not be modified, changed, or edited by adding new elements. Always use the symbol data from the logo sheet.


\*Unless specially approved by the brand team.




1. Do not use the old symbol.




5. Do not invade the clear space.




9. Do not apply any effects.




13. Do not use on a background that the symbol blends into.



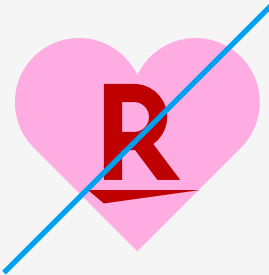
2. Do not combine with a symbol.




6. Do not mix brand colors.



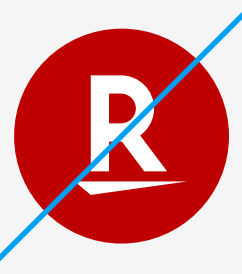
10. Do not make an outline.




14.\* Do not combine the logo with any shape that may evoke specific associations or interpretations.




3. Do not use the symbol in a sentence.



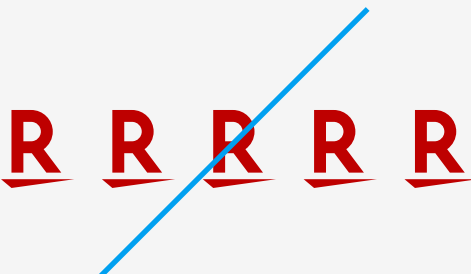
7. Do not make up images similar to the old symbol.




11. Do not apply colors that are not regulated (including gradations).




15. Do not use backgrounds that do not secure the contrast ratio.




4. Do not use two or more symbols.



8. Do not combine with speech bubbles.



12. Do not rotate.



16. Do not use as a graphic element.

# The Basics

App icons for each Rakuten service incorporate the global design trend, by expressing the service content using simple motifs and selecting designs that are easily recognized by customers. While making the most out of the unique individuality of each services, each of the designs embodies a unified Rakuten Group.



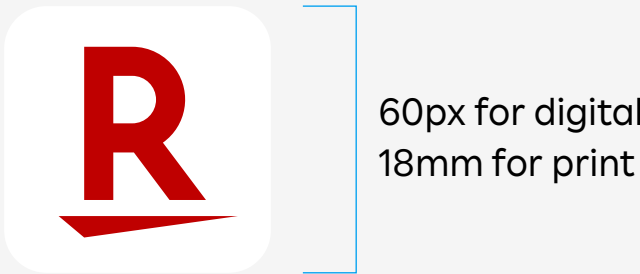
# Minimum Size

Mandatory

Please ensure compliance with the recommended size or minimum size regulations to guarantee the visibility of app icons. Clearly indicate that the service belongs to the Rakuten for heightened awareness of the app icon by adhering to the recommended size regulations whenever possible. In cases where compliance with the recommended size regulations is not feasible due to publication rules set by media, please ensure the logo or minimum size is still secured.

- Please use the official service name when including the name of app icons.  
(If it's difficult to write the official name due to any restrictions, use a service name that users can easily understand.)

## Recommended Size



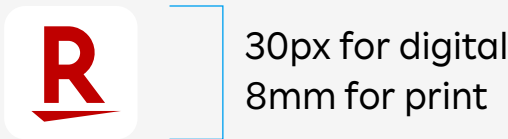
## Reference Images (Banner)

Maintain the recommended size as much as possible



Clearly state the official service name

## Minimum Size



Make sure to secure the minimum size if the recommended size can not be maintained due to publication rules set by media

Clearly state that the service belongs to Rakuten

# Misuse

Mandatory

In order to maintain visual consistency, app icons must not be modified, changed, or edited by adding new elements. Always use the SVG data (RGB) and AI data (CMYK) from the ZIP folder.

Please refer to [the brand confluence page](#) for more details.



1. Do not use old app icons.



5. Do not change the outline shape.



9. Do not apply any effects.



2. Do not combine with a sub brand logo.



6. Do not rotate.



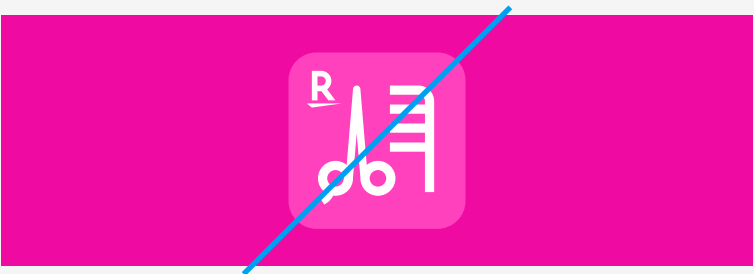
10. Do not make an outline.



3. Do not use app icons in a sentence.



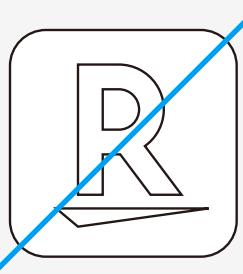
7. Do not combine with speech bubbles.



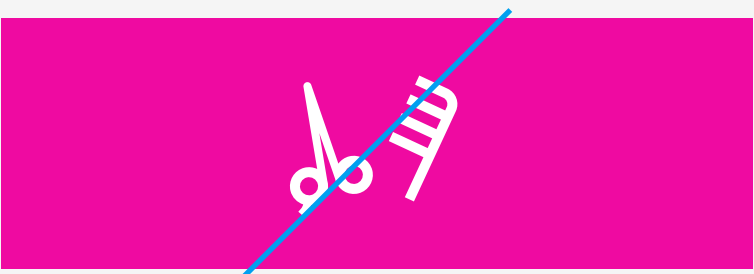
11. Do not use on a background that app icon blends into.



4. Do not use two or more app icons together.



8. Do not make an outline.



12. Do not cut out motifs from app icons to use separately.



# Endorsement Expression & Logo

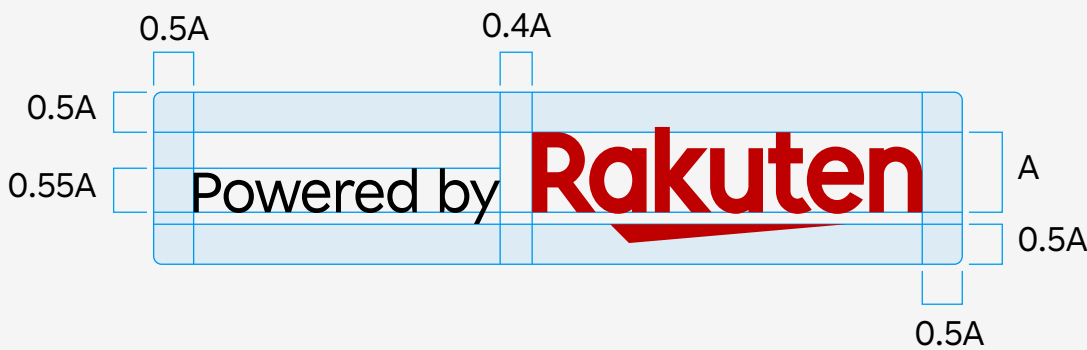
Mandatory

When using “Powered by” to express sponsorship and/or cooperation, Please adhere to the following.

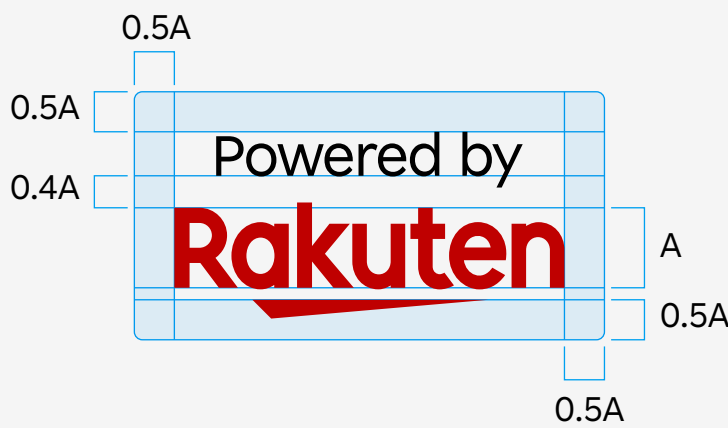
Other expressions such as “Supported by” and “Presented by” can also be used under the same regulations as “Powered by”.

Please check the [Endorsement Expression & Logo Guidelines](#) for the detailed regulations.

One-line Logo



Two-line Logo



One-line Logo



Two-line Logo



3

Visual Assets & Expression

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# Expression as Rakuten Group

Recommended

It is important to show consistency across all touch points to effectively reinforce the impression towards the brand. Rakuten Group’s traits (described in page 5 of this guideline) can be effectively conveyed through various communication methods, including verbal, written, and visual mediums, fostering a positive and human connection with the brand.

Please refer to the brand confluence page for detailed guidelines on [tone of voice and photography](#).

## Tone of Voice

Please be conscious of the ways you speak and write, and comply with Rakuten Group’s brand image that adopts the DNA of our mission and brand policies.

## Photography

Photography can visually express Rakuten Group’s mission and brand policies. Please use photography that aligns with the content and UI, and use in relevant areas as needed.



\*Photographs on this page are for reference only.

# 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

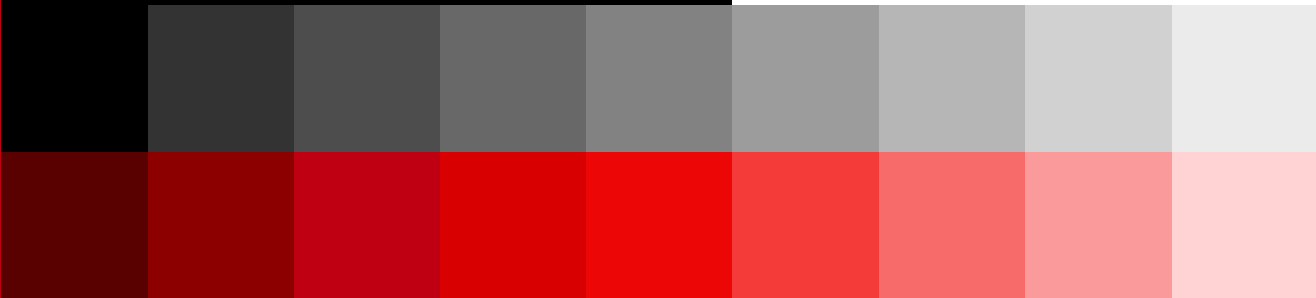
RGB 191 / 0 / 0  
HEX #BF0000  
CMYK 25 / 100 / 100 / 0  
PANTONE 1805C

### Black

RGB 0 / 0 / 0  
HEX #000000  
CMYK 0 / 0 / 0 / 0  
PANTONE Black 6C

### White

RGB 255 / 255 / 255  
HEX #FFFFFF  
CMYK 0 / 0 / 0 / 100



# Sub Brand Colors

For sub brand creatives, the sub brand color of each service should be used as the main color. If a different color is required, use a different shade of the sub brand color by modifying the brightness or saturation, or using 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 133 / 41 / 205  
HEX #8529CD  
CMYK 63 / 84 / 0 / 0  
PANTONE 266C

**Pink**  
RGB 255 / 65 / 190  
HEX #FF41BE  
CMYK 0 / 85 / 10 / 0  
PANTONE 232C

**Black**  
RGB 0 / 0 / 0  
HEX #000000  
CMYK 0 / 0 / 0 / 100  
PANTONE Black 6C

# Rakuten Font

Mandatory

Rakuten Group has developed Rakuten’s original font “**Rakuten Font**” under the supervision of Chief Creative Director Mr. Kashiwa Sato to provide a complete and flexible set of typographical elements representing the evolved Rakuten brand identify.

Aligned with the “Unique, yet unified” spirit of ONE Brand Strategy, this system allows the Rakuten brand to speak with one single voice, while serving the unique needs of each brand in the Rakuten ecosystem.

Rakuten Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
0123456789.,;!?%&#\$¥£€+-

Rakuten Sans Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz  
0123456789.,;!?%&#\$¥£€+-*

Rakuten Sans JP

あいうえおかきくけこ  
さしすせそたちつてと  
なにぬねのはひふへほ  
まみむめもやゐゆゑよ  
らりるれろわをん、。

Rakuten Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
0123456789.,;!?%&#\$¥£€+-

Rakuten Serif Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz  
0123456789.,;!?%&#\$¥£€+-*

Rakuten Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
0123456789.,;!?%&#\$¥£€+-

Rakuten Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
0123456789.,;!?%&#\$¥£€+-

アイウエオカキクケコ  
サシスセソタチツテト  
ナニヌネノハヒフヘホ  
マミムメモヤヰユヱヨ  
ラリルレロワヲン、。

楽天市場大小上下左右  
東西南北未来現在過去  
衣食住心技体花鳥風月  
春夏秋冬空海地日本国  
森羅万象十百千万億兆



[Rakuten Font] for Roman and Cyrillic is available in 4 styles (Sans, Serif, Rounded, Condensed) and 5 weights each.

[Usage Policy]  
For creatives with Roman and Cyrillic characters, please use one of the four styles.  
If you are considering specifying/using a unique typeface, after considering using one of the four Rakuten Font styles, please notify the brand team in advance.  
If the creatives using [Rakuten Sans] includes Japanese characters, please use [Rakuten Sans JP] on next page.

[Rakuten Sans UI]  
For designers and developers, [Rakuten Sans UI] was developed. This font is suitable for texts within sentences and UI, as the letter shape of “a” and “g” have been modified to improve the visibility within sentences.\*

[How to Install /Terms of Use for Contractors]  
Please refer to the [Brand confluences page](#). (internal use only)

\*For headlines and titles, [Rakuten Sans] should be used to prevent any potential change in impression towards the Rakuten brand.

Rakuten Font (Roman and Cyrillic)

From the Top: Light, Regular, SemiBold, Bold, Black

Rakuten Sans	Rakuten Rounded	Rakuten Serif	Rakuten Condensed
Aa Aa	Aa	Aa Aa	Aa
Aa Aa	Aa	Aa Aa	Aa
Aa Aa	Aa	Aa Aa	Aa
Aa Aa	Aa	Aa Aa	Aa
Aa Aa	Aa	Aa Aa	Aa

# Japanese

**Mandatory****Recommended**

[Rakuten Sans JP] is a Japanese typeface. It includes Latin letters and symbols of [Rakuten Sans]. These Latin letters and symbols are slightly larger in size so that they are more balanced with Japanese.

[Usage Policy]

Please use [Rakuten Sans JP] in accordance with the following policy for creatives containing Japanese characters.

## Mandatory

- Creatives for the corporate brand and product brands under the corporate brand.
- Creatives for corporate communications of Rakuten Group, Inc.

## Recommended

- Creatives for ecosystem brands, sub-brands, co-brands, and product brands under these brands.
- Creatives for corporate communications of group companies.
- It is also fine to specify/use another typeface based on the target and brand personality. In this case, please notify the brand team in advance. Also, please use a consistent typeface for overall communication.
- Rakuten Sans JP is recommended especially for the following cases;
  - Creatives used the previous recommended fonts (UD Shingo NT, Noto Sans)
  - Creatives that express the Rakuten brand strongly.

[How to Install/Terms of Use for Contractors]

Please refer to the [Brand confluences page](#). (internal use only)

## Rakuten Sans JP

From the Top: Light, Regular, Medium, DemiBold, Bold, Heavy

「さあ、切符をしっかりと持っておいで、お前はもう夢の鉄道の中でなしに本当の世界の火やはげしい波の中を大股にまっすぐ歩いて行かなければいけない。天の川の中でたった一つのほんたうのその切符を決しておまへはなくしてはいけない。」あのセロのやうな声がしたと思ふとジョバンニはあの天の川がまるで遠く遠くになって風が吹き自分はまっすぐに草の丘にたってゐるのを見また遠くからあのブルカニ口博



# ReX Icons

Recommended

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)  
<https://rex.rakuten.design/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](mailto:cmo-rex@mail.rakuten.com)



# 4

## Applications

4-1	Asset & Creative Design Process .....	35
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# Asset & Creative Design Process

There are two types of processes that Rakuten Design Lab is involved in, “Design by Rakuten Design Lab” and “Brand Check”.

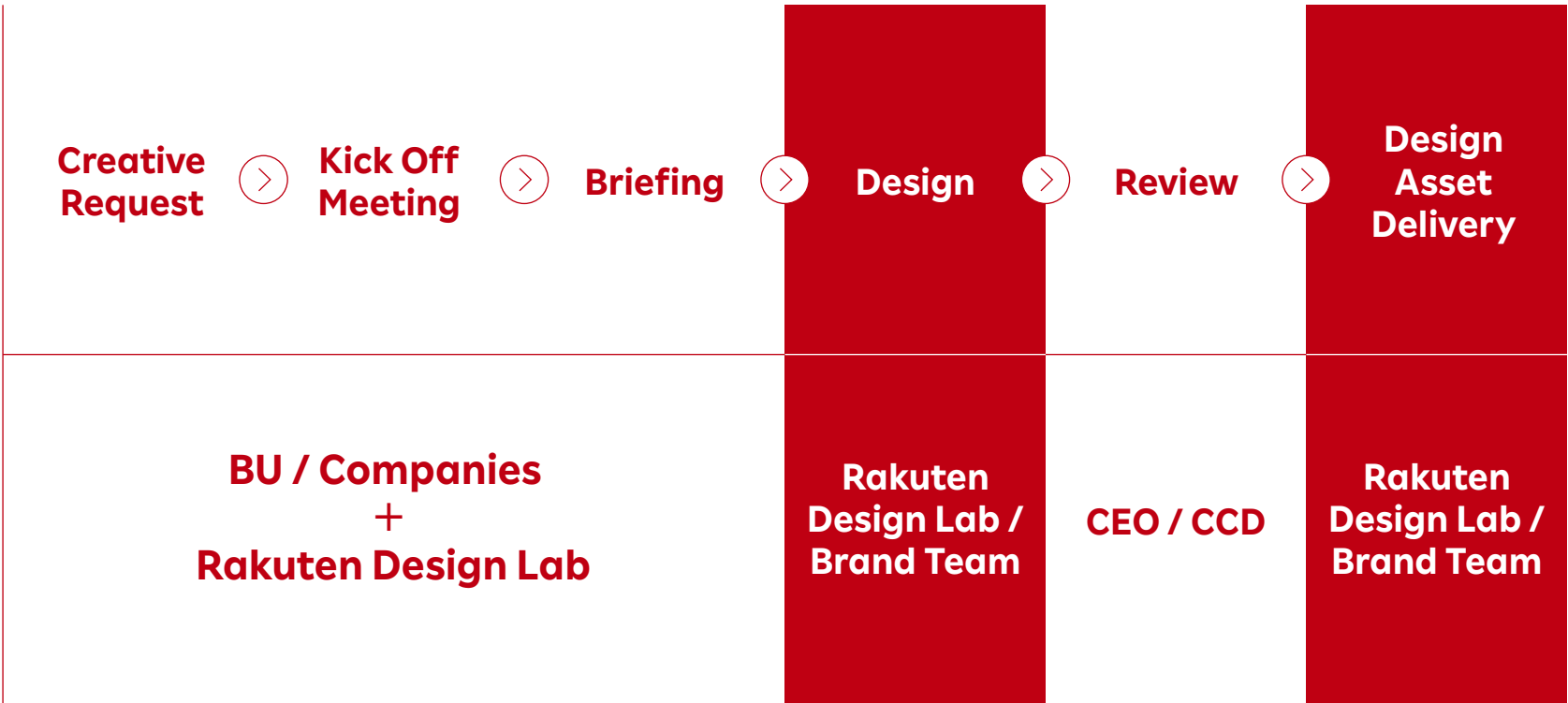
Rakuten Design Lab is in charge of some creatives that are considered to have a significant impact towards the image of the Rakuten brand.

Please align with these guidelines when BUs/departments produce creatives. To maintain the consistency within Rakuten group, please go through the Brand Check process for the creatives within the scope.

For more details about the scope of “Design by Rakuten Design Lab” and “Brand Check”, please refer next page.

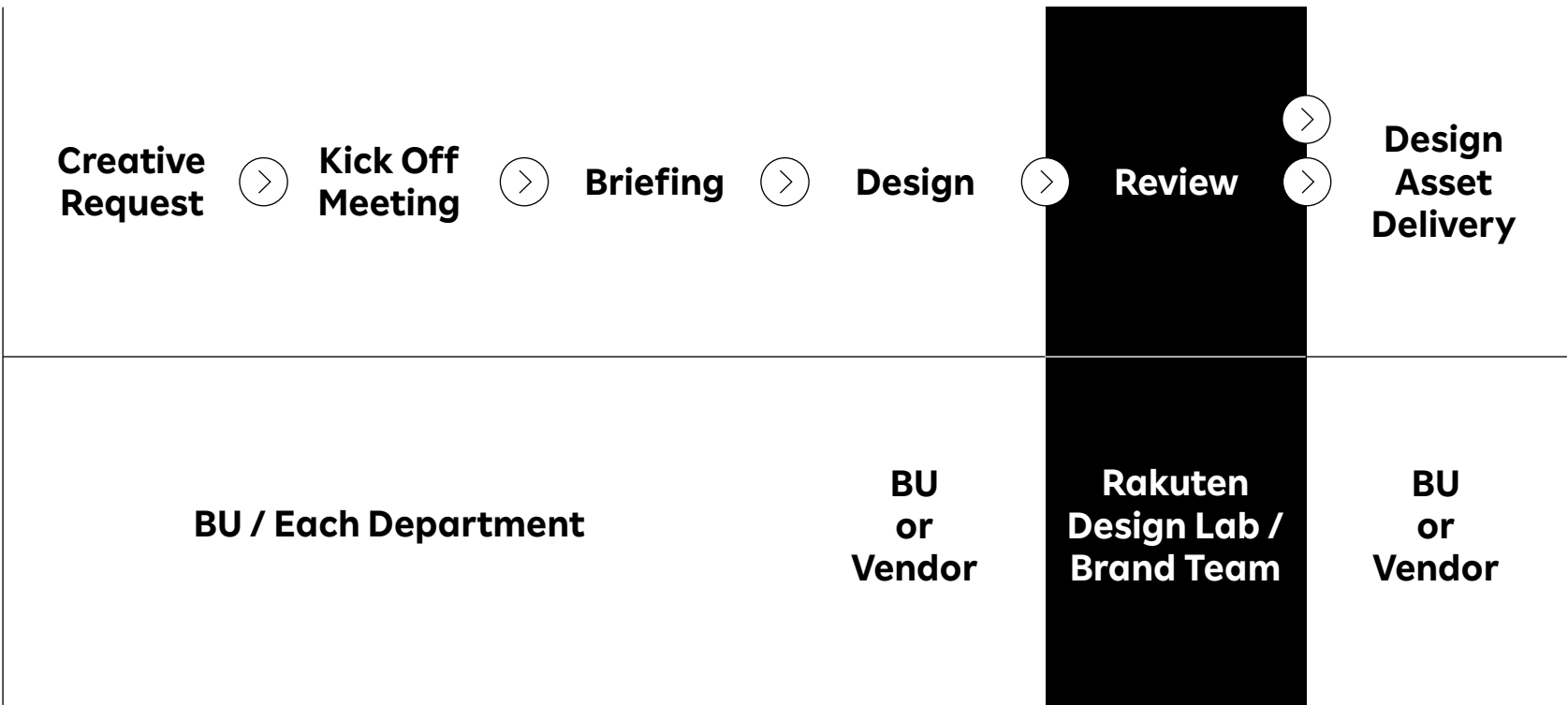
## Design by Rakuten Design Lab

This process means that a designer of Rakuten Design Lab will create the original design to secure the quality of the output.  
Rakuten Design Lab is in charge of some creatives that are considered to have a significant impact towards the image of the Rakuten brand.



## Brand Check

Brand Check is a creative review process to check whether the design and creatives produced by BU/department are aligned with the Brand Guideline(s) produced by Rakuten Design Lab and the brand team. This is a necessary process to maintain brand consistency across the Rakuten Group.



# Asset & Creative Design Process

All creative outputs stated on this slide are subject to Brand Check, and some creatives must be designed by Rakuten Design Lab.

The final approver for each creative differs, which will also affect the total lead time to completion.

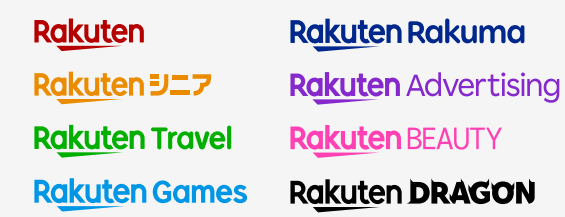




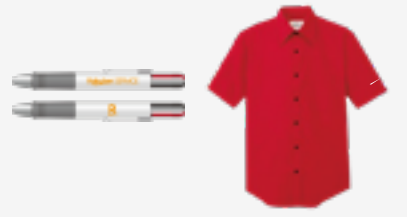

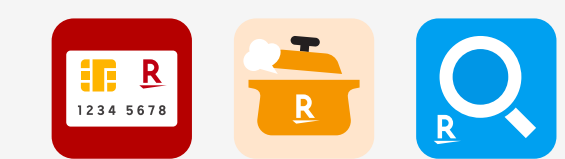
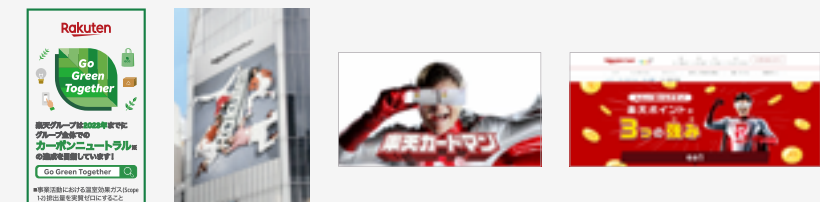
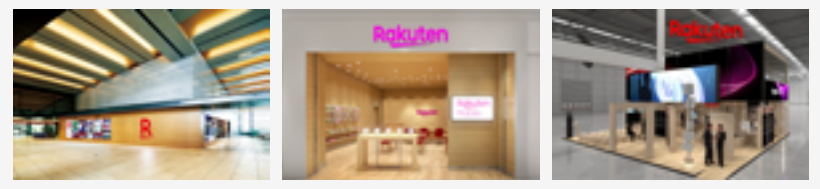
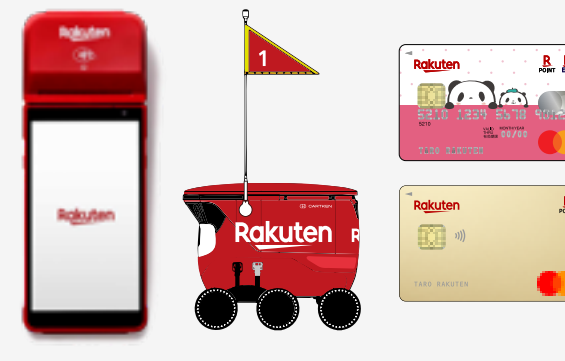
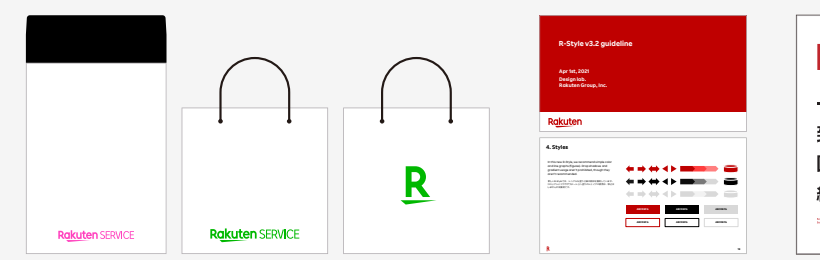
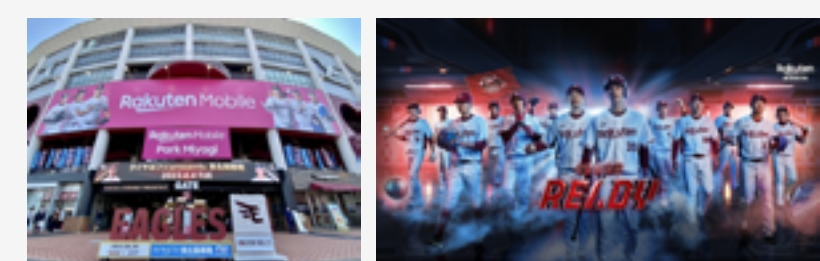


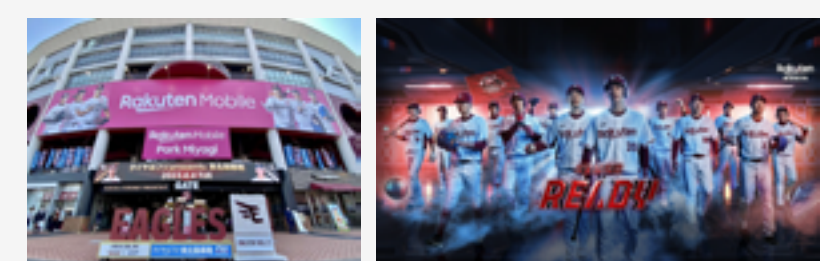
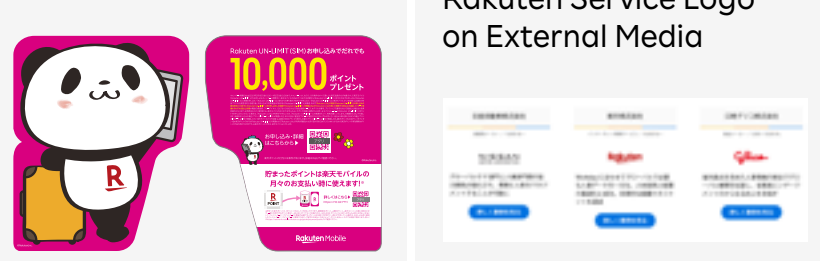

For more details about scope/process, please refer to the [Design and Brand Check process guidelines](#).

\* CCD: Mr. Sato Kashiwa (Chief Creative Director)

\*\* Refer to the [Instructions for Brand Launch / Modification and Marketing Related Procedures](#) when you launch sub brand / co brand / product brand and take necessary steps in advance.  
When creating a product brand logo, refer to the [Product logo Guideline](#) in advance.

\*\*\* We review both online & offline creatives that are sponsorship and Shopping panda related. Align with [CSD](#) for Shopping panda usage from here. Shopping Panda is the only official character. When you plan to use new character, refer [Character Guidelines](#) and consult with the brand team first.

\*\*\*\* You need to go through different [review process](#) for the office designs.

Design by Rakuten Design Lab	Design Brand check	Brand check			
Final approver CEO+Group CMO / CCD*	Final approver CEO+Group CMO / CCD* or Rakuten Design Lab ※ Depends on production volume	Final approver Rakuten Design Lab			
Logo**  Sub-brand / Co-brand Logo  Corporate Activity (Event / Joint Logo)	Package 	Logo**  Product Brand Logo	Sales Promotion Creative  Flyer / Poster   POP etc	Giveaway / Staff Tool  Giveaway   Staff Tool	Movie / Video  Movie
App Icons 		Advertisement  Newspaper / Magazine   OOH   TV CM   TVCM Related Online Item (Landing Page etc)	Space Design  Office***   Store   Event / PR Booth		
Hardware 		Business Tool  Business Tool	R-style  R-style	Print / Poster   Book / Magazine  Print / Poster   Book / Magazine	Event / Conference (Sign Board / Backdrop)  Event / Conference (Sign Board / Backdrop)
		Sponsorship****  Sponsorship****	Shopping Panda****  Shopping Panda****	Publishing Rakuten Service Logo on External Media  Publishing Rakuten Service Logo on External Media	



# Guidelines

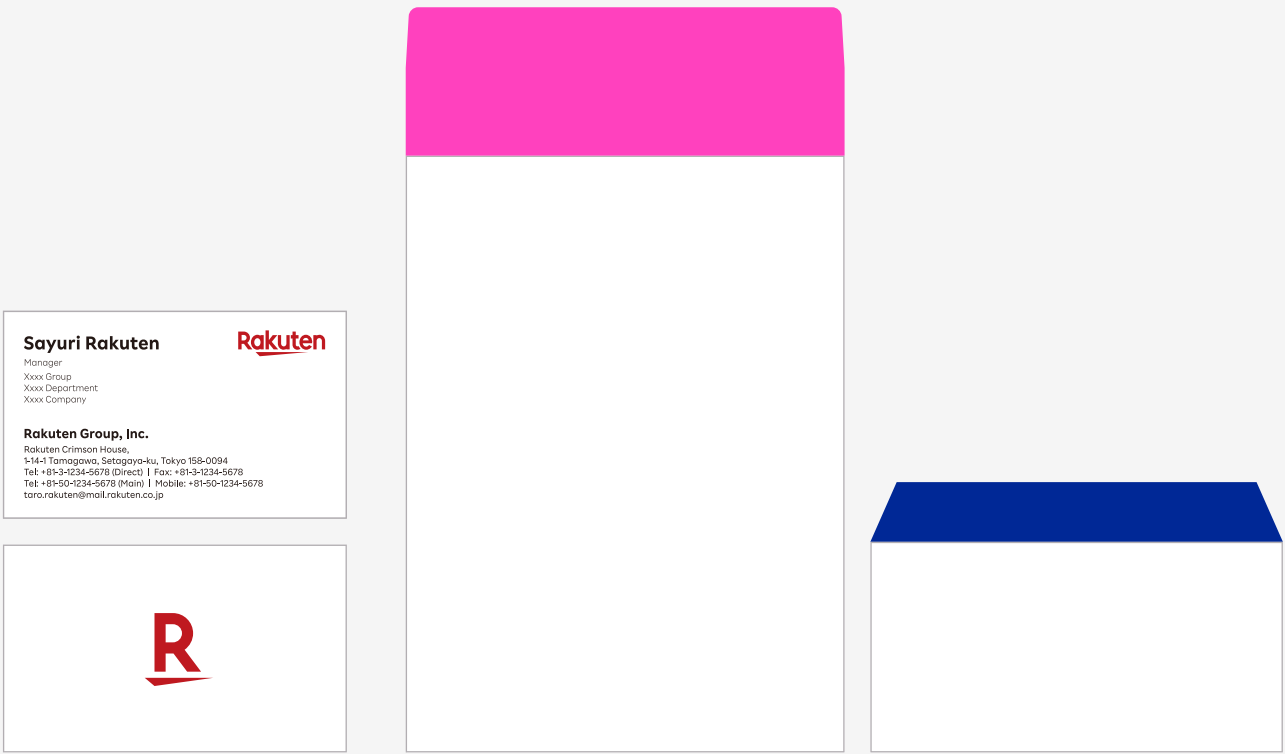
## Business Tools, Media Backdrops etc

Please refer to [the brand confluence page](#) for guidelines on each creative.

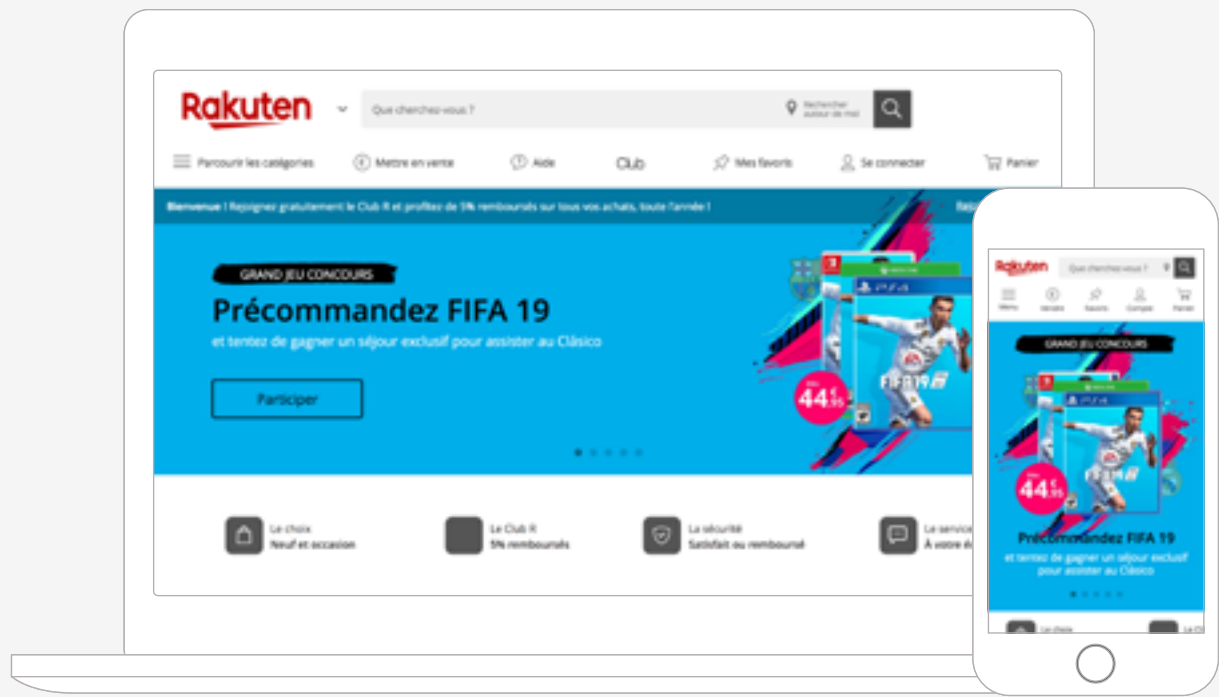
## Header, SNS Profile Icon etc

Please refer to the [Brand & ReX portal](#) for any new websites and app developments.

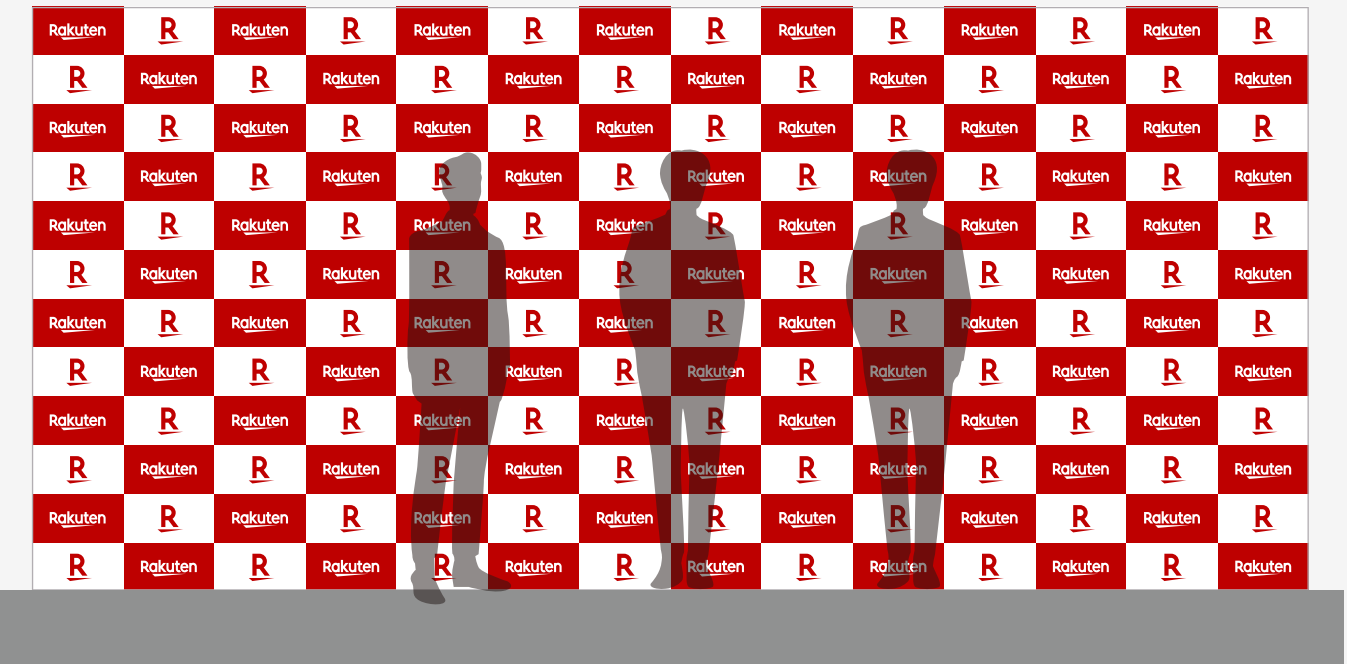
## Business Tools



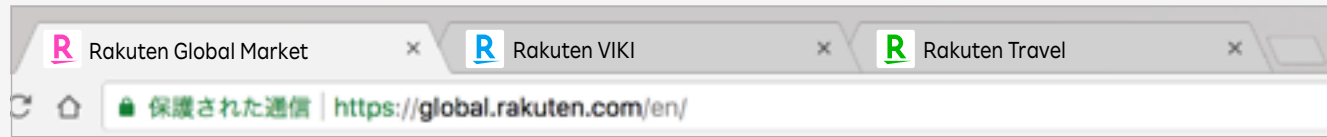
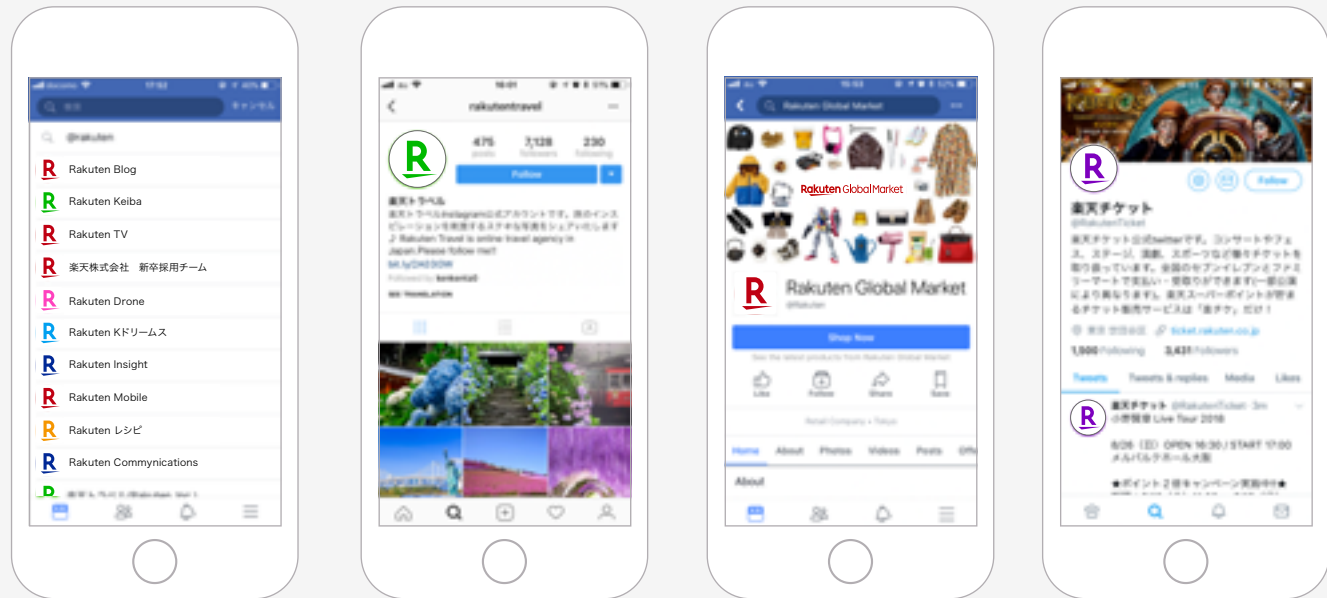
## Web Headers



## Media Backdrops



## SNS Icons / Favicons



Guidelines

Guideline Name	Contents	Link
Rakuten Brand Guidelines		<a href="https://officerakuten.sharepoint.com/sites/RGR/Library/Forms/AllItems.aspx?newTargetListUrl=%2Fsit_.....">https://officerakuten.sharepoint.com/sites/RGR/Library/Forms/AllItems.aspx?newTargetListUrl=%2Fsit_.....</a>
Brand Guidelines Reference Guidelines	Corporate Slogan	<a href="https://rak.box.com/s/6rnp3ageca92p7rfk5wx6iya6p1geuh3">https://rak.box.com/s/6rnp3ageca92p7rfk5wx6iya6p1geuh3</a>
	Product Logo	<a href="https://rak.box.com/s/p5vq6urhj35zvc23yaubbf1ap6cstfnv">https://rak.box.com/s/p5vq6urhj35zvc23yaubbf1ap6cstfnv</a>
	Endorsement Expression & Logo	<a href="https://rak.box.com/s/du77w8td4ysxmia05kc8h0lk14rz3reg">https://rak.box.com/s/du77w8td4ysxmia05kc8h0lk14rz3reg</a>
	Interview Board	<a href="https://rak.box.com/s/4ua67mia39thywqcdnk8p9cx00tbbe9i">https://rak.box.com/s/4ua67mia39thywqcdnk8p9cx00tbbe9i</a>
	Novelty Design	<a href="https://rak.box.com/s/7akohetbbug6hlp1mm0a8xphkqhjkue0">https://rak.box.com/s/7akohetbbug6hlp1mm0a8xphkqhjkue0</a>
	Uniform Design	<a href="https://rak.box.com/s/lb5yoa226i6jziordz0koteozvpsvihk">https://rak.box.com/s/lb5yoa226i6jziordz0koteozvpsvihk</a>
	Tone of Voice & Photography	<a href="https://rak.box.com/s/47fognfyc6m3d0xiomxjbsyap2ba0t3z">https://rak.box.com/s/47fognfyc6m3d0xiomxjbsyap2ba0t3z</a>
	Design & Brand Check Process	<a href="https://rak.box.com/s/tmmtbe55xzayxin61fzh2z1rjhjbb9kn">https://rak.box.com/s/tmmtbe55xzayxin61fzh2z1rjhjbb9kn</a>
	Character Guideline	<a href="https://rak.box.com/s/iukw63lxcfaam1iraxnoqs14gm4aztob">https://rak.box.com/s/iukw63lxcfaam1iraxnoqs14gm4aztob</a>
Business Tool Guidelines	Business Card	<a href="https://rak.box.com/s/jpe6s7i8tugebs05bcu9cwu2oekk2bta">https://rak.box.com/s/jpe6s7i8tugebs05bcu9cwu2oekk2bta</a>
	Envelope	<a href="https://rak.box.com/s/5fxucbb88lgba7woj28op4pogpf9vx33">https://rak.box.com/s/5fxucbb88lgba7woj28op4pogpf9vx33</a>
	Employee Badge	<a href="https://rak.box.com/s/4kmszizk3zttbkjl8ssyf6loshuwwwvd">https://rak.box.com/s/4kmszizk3zttbkjl8ssyf6loshuwwwvd</a>
	Letterhead	<a href="https://rak.box.com/s/9o4aagdug3tq2clqhk197ddi6xlr76a2">https://rak.box.com/s/9o4aagdug3tq2clqhk197ddi6xlr76a2</a>
	R-Style	<a href="https://rak.box.com/s/v66a8wxkcsofkt875ekkm2xju0romagq5">https://rak.box.com/s/v66a8wxkcsofkt875ekkm2xju0romagq5</a>
Rakuten Point Coin Illustration		<a href="https://rak.box.com/s/j7x8pyyciczfhozx6ftkhyg48y7zwh1s">https://rak.box.com/s/j7x8pyyciczfhozx6ftkhyg48y7zwh1s</a>
Instructions for Brand Launch/Modification and Marketing Related Procedures		<a href="https://officerakuten.sharepoint.com/sites/RGR/Library/Forms/AllItems.aspx?csf=1&amp;web=1&amp;e=c3XLYo&amp;.....">https://officerakuten.sharepoint.com/sites/RGR/Library/Forms/AllItems.aspx?csf=1&amp;web=1&amp;e=c3XLYo&amp;.....</a>

# Contact

Inquiries about Rakuten Brand Guideline (Brand team)

**gm-brand@mail.rakuten.com**

Inquiries about Brand Check

**brand-order@mail.rakuten.com**

Inquiries about Trademarks

**chizai@mail.rakuten.com**

Please take a look at the brand confluence page for  
more detailed instructions regarding Rakuten brand and other references for various creatives.

<https://confluence.rakuten-it.com/confluence/display/GMOPORTAL/Brand+Management+TOP>

(For internal use only)

If you have any questions about brand related procedures, process, brand assets etc...please refer [FAQ](#).

# Version History

**Ver 1.0 (2023.11)**

Brand guidelines established.

**Ver 2.0 (2024.05)**

- ①P31 Japanese Typeface modified.
- ②Some images, links updated.