

Kyowa Kirin Announces CI Logotype Change

Tokyo, Japan - February 5, 2019 - Kyowa Hakko Kirin Co., Ltd. (Tokyo : 4151, President and COO: Masashi Miyamoto, Kyowa Hakko Kirin) will change its CI (Corporate Identity) logotype in conjunction with the Japanese trade name change, to Kyowa Kirin, on July 1, 2019.

“I am very pleased to unveil our new CI logotype to the public,” said Masashi Miyamoto Ph.D., Executive Director of the Board, President and COO of Kyowa Hakko Kirin. “This new CI logotype represents our management philosophy and passion to contribute to the health and well-being of people around the world, expressing our determination and preparedness as well.”

About the new logo

(1) CI logotype of the Kyowa Kirin Group



(2) Date of change to the new logotype

From July 1, 2019 onwards (the transition to the new logotype on product packaging, etc. is scheduled to take place gradually)

Reasons for the change of logotype

Kyowa Kirin has been using its current logotype since its establishment in 2008. The new global logotype has been updated in order to promote the penetration of the KYOWA KIRIN brand, and appropriate for a group that is now a Global Specialty Pharmaceuticals Company.

Meaning of the new logotype

The two cells that form the “K” symbolize KYOWA KIRIN as a pharmaceutical company that continually strives to create revolutionary new drugs by making full use of cutting-edge biotechnologies; at the same time, the new logotype also expresses KYOWA KIRIN’s desire to nurture strong ties between patients and healthcare professionals through adding value, and continuing to grow in good health together with people all around the world with an eye to the future. The combination of upper and lower case letters is intended to represent rich diversity, as well as ideas of firmness and flexibility, kindness and strength, compassion and sense of purpose.

The striking warm orange color (Passionate Orange) of the logo conveys KYOWA KIRIN’s unwavering determination, passion and dynamism.

The Kyowa Hakko Kirin Group companies strive to contribute to the health and well-being of people around the world by creating new value through the pursuit of advances in life sciences and technologies.