

**Yamato Holdings to Start Using New KURONEKO Logomark on Thursday, April 1  
Advanced Logomark Symbolizing New Value Provision Also Set to Be Established**

Yamato Holdings Co., Ltd. (Head office: Chuo-ku, Tokyo; Representative Director, President and Executive Officer: Yutaka Nagao) announces that it will start using an updated KURONEKO (black cat) logomark and introduce an “advanced logomark” representing new value provision on April 1, 2021.

On April 1, the Yamato Group will be transformed into a new Yamato Group centering on Yamato Transport, which will bring together the Group companies’ diverse management resources.

The updated logomark is a symbol representing the new Yamato Group’s vision and intention of being a partner supporting the management of individuals, corporations, and communities, enhancing its sustainability initiatives, and creating a logistics ecosystem that helps to resolve social issues as a part of society’s infrastructure, with the aim of achieving the supply chain revolution that will be required going forward.

It will be the first design change to the KURONEKO logomark, which has been in use for 64 years, since it was established in 1957.

**1. The New KURONEKO Logomark (Corporate Emblem)**



The KURONEKO logomark depicting a mother cat carefully carrying her kitten has been carefully cherished by all Yamato employees since 1957 as a symbol of the Group’s friendly, reliable services to become a logo that customers trust.

Without change to the thought put into the KURONEKO logomark, the design has been refined into a more future-oriented design that expresses Yamato’s intention to further evolve the services it improved day after day while integrating its activities with community, urban, and regional environments in a more harmonious manner.

**2. Advanced New Logomark to Be Established**



A new advanced logomark that expresses and symbolizes the Group’s vision and proactive, innovative approach to addressing the challenges facing today’s fast-changing society and businesses will be established.

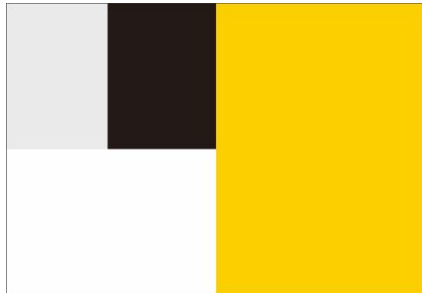
The Yamato Group will combine the expertise and networks it has cultivated to date with new ideas, technologies, and partnerships to create new services and businesses.

Please visit the following URL for details of the KURONEKO and advanced logomarks:

Dedicated website: <https://www.yamato-hd.co.jp/pr/logo2021>

The corporate brand colors and company logotypes will also change.

#### ■ Corporate Colors



There will be four corporate colors. The main colors will be the familiar black and yellow from the KURONEKO logomark, which will be accentuated with two additional secondary colors, white and gray.

While black and yellow will be valued, white and gray will be employed so that the colors blend more naturally into urban and regional environments without causing visual noise.

#### ■ Company Logotypes

**ヤマト運輸**

**YAMATO  
TRANSPORT**

**ヤマトグループ**

**YAMATO  
GROUP**

**ヤマトホールディングス**

**YAMATO  
HOLDINGS**

New company logotypes have been developed that are consistent across the Yamato Group while preserving each company's existing image.

\*These will apply to all companies operating in the Yamato Group, both in Japan and overseas.

### 3. Usage Start Date

The new logomarks will be segmentally introduced starting Thursday, April 1, 2021.

### 4. Design Development Partner

Designer: Kenya Hara, President, Nippon Design Center, Inc.

Comments by Designer Kenya Hara:

“At a time when logistics is starting to transform the world, I’m honored that I was able to help the Yamato Group visualize its future look. The KURONEKO logomark with the black cat carefully carrying the kitten is part of Japanese people’s shared heritage. It required considerable effort to refine this logomark, which is now so widespread that the mandate could be considered environment design rather than graphic design, without losing its essence.

At the same time, I proposed the advanced logo to represent the Yamato Group’s aim of becoming a logistics platform that thinks outside the box and develops new businesses with cutting-edge technologies. Our job was to express the brand’s inherent value visually, and I sincerely hope that in the future, these two logos will prove successful in doing that.”

### Press Contact

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## Supplementary Information 1: Images of Vehicles

### ■ Images of Vehicles



The Yamato Group's local pickup and delivery vehicles, to which customers and communities have a connection, will continue to employ the KURONEKO logomark. The aim was to create a more friendly design by modifying the cats' eyes so that they are gazing out at the world. The Group plans to employ the advanced logomark on the large trucks it uses for business deliveries and on major roads to symbolize the increased multi-functionality and added value of its network, which is expanding beyond package-delivery services.

### ■ Images of Materials



\*The design of the various items may be partially modified.

In addition, the new designs will be introduced sequentially in conjunction with replacement of vehicles, etc.

## **Supplementary Information 2: About the Designer**

Kenya Hara is a designer, the president of Nippon Design Center, Inc., and a professor at Musashino Art University. He is an art director for Muji and works on brand identification for leading Japanese corporations and service providers, including Tsutaya, GSIX, Mori Building, and Mikimoto. He served as a general producer for the Ministry of Foreign Affairs' Japan House project, which opened in London, Los Angeles, and Sao Paolo in 2017, and has begun focusing his energies on activities that will make Japan a resource for the future.