

July 7, 2022

Renewal of Group Visual Identity
Announcement of New "Art Symbol" and "Corporate Name Logo" in Anticipation of Global Strategy



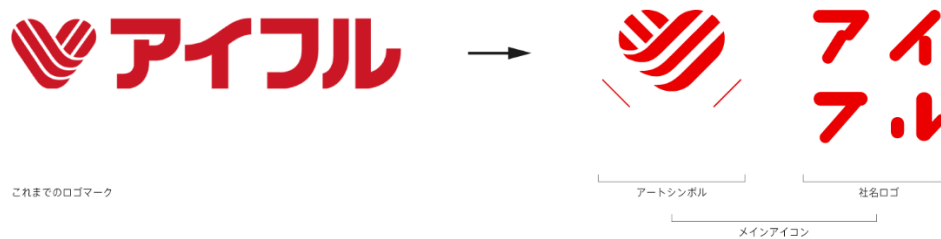
AIFUL Group renewed its visual identity (VI) and started using a new "art symbol" and "corporate name logo" from July 7, 2022.

For more than 50 years since its establishment, AIFUL Group has used the Heart mark as its corporate symbol, symbolizing a sense of security and sincerity. This VI change is intended to upgrade the image to one that is more suited to the corporate stance of providing new value in the future, looking ahead to the next 50 years/100 years, while continuing to carry on the ideas embodied in the Heart mark.

The "art symbol" was inherited from the Heart mark while "corporate name logo" was designed in a square shape in consideration of the compatibility with digital media. The combination of these two icons will be used as the "main icon" representing the AIFUL Group to convey its corporate image as a global financial group that is trusted and needed in Japan and around the world.

In addition, organizing and unifying the VI based on the main icon will maintain a consistent brand image throughout the group and create synergy effects.

*The "main icon" will be used sequentially on billboards and in digital media. Please note that the new and old logos will be mixed for a while.



1. “Art Symbol (AIFUL Group Symbol Mark)”

The heart mark, a symbol of security and sincerity, has been retained and a new image of "human hands" superimposed has been added. The modeling has a sense of polite and sincere warmth. The three lines, which were also in the conventional heart mark, have been reversed in direction and made into a line rising to the right. It symbolizes the meaning of looking back at one's own reflection in a mirror and the image of taking a leap toward the future. The two inverted "ha (ノ)" lines supporting the heart mark give movement to the heart and a sense of familiarity, as if both hands are raised in a "banzai cheers (putting hands in the air)".



2. “Corporate Name Logo”

The "corporate name logo" used in combination with the "art symbol" uses rounded typography that evokes warmth, gentleness, and love. A right ascending line like that of the "art symbol" is repeated in each letter to create a positive image. The overall form is square in shape for high visibility and convenience on digital devices and the web, and the text is arranged to create an effective blank space.



<Art Direction>

The new VI was designed by Issay Kitagawa of GRAPH who was welcomed as art director.

A Comment from Mr. Kitagawa:

The design of the new "art symbol" was developed with the aim of reinterpreting and deepening the meaning of the traditional symbolism of the heart mark. The motif we chose to superimpose on the heart symbol is the image of a "human hand".

In one legend it is said that, the human hand, which has an independent thumb and can butt up against the other four fingers, has dramatically developed the brain, and as a result, humans are able to think abstractly, giving rise to monetary economics and art. Finance, the core business of the AIFUL Group, is also the result of abstract thinking. We hope that the thoughts put into the heart mark, which has long been familiar to us, will be further deepened and become a beloved symbol.

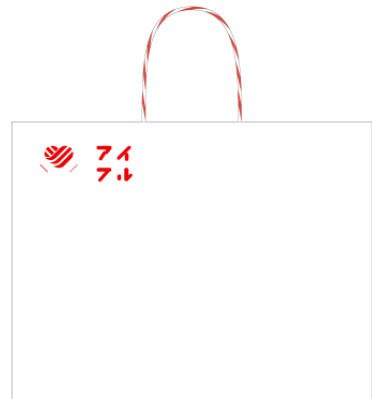
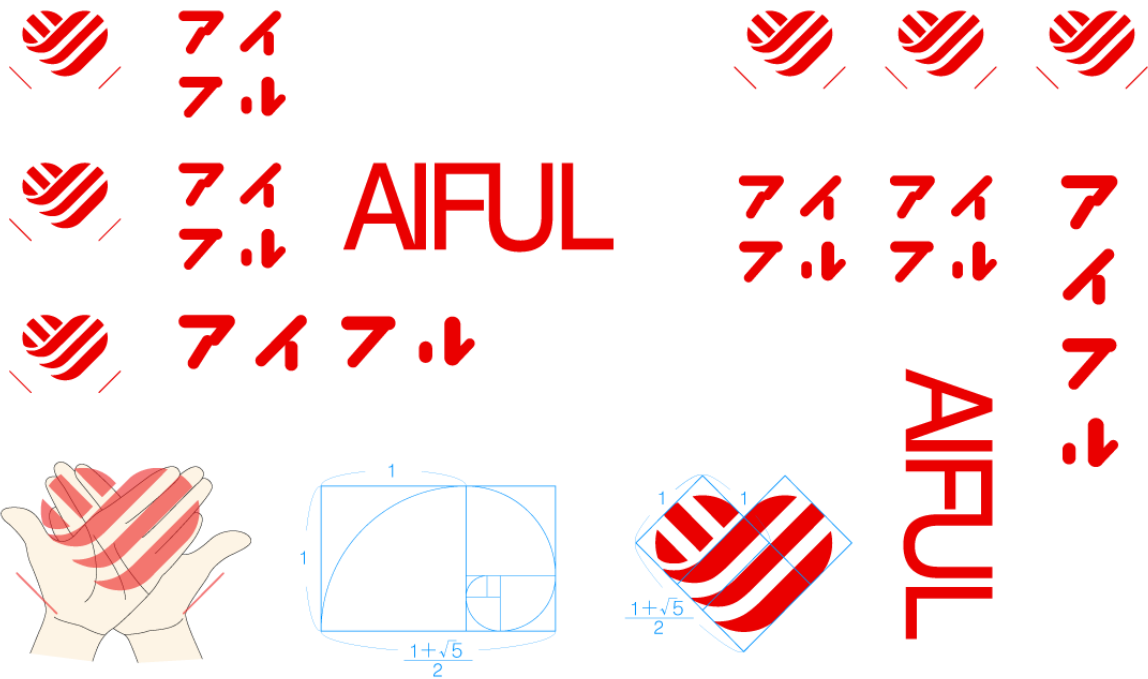
Profile of Art Director

Issay Kitagawa

GRAPH CEO / Designer / Artist

Born in Kasai City, Hyogo Prefecture in 1965. Graduated from the University of Tsukuba in 1987. Joined GRAPH (former: Kitagawa Shiki Printing Co., Ltd) in 1989. Aiming to create communication designs that resonate with the heart of people, he consistently carries out designs, branding, intellectual property management, character development, manufacturing, etc. By proposing "design as a management resource" from the perspectives of both managers and designers, he has gained the support of many clients from local SMEs to well-known overseas luxury brands.

<Visual Identity Deployment>



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