

Original logo on white background

The Rakuten logo is displayed in a bold, red, sans-serif font. A red swoosh underline is positioned beneath the letters 't' and 'e'.

White logo on Crimson Red

The Rakuten logo is shown in white against a solid crimson red background. The logo consists of the word 'Rakuten' in a bold, sans-serif font, with a white swoosh underline under the 't' and 'e'.

White logo on black background

The Rakuten logo is shown in white against a solid black background. The logo consists of the word 'Rakuten' in a bold, sans-serif font, with a white swoosh underline under the 't' and 'e'.

When using the logo with other graphic elements, follow the minimum size and clear space specifications on your right to ensure the greatest legibility of the logo.  
コーポレートロゴを他のグラフィック要素と並べる場合は、ロゴの視認性を確保するために余白と最小サイズの規定を守ってください。

Clear space



Minimum Size

2.2mm 