

Original logo on white background

The Rakuten logo is displayed in a vibrant red color. The word "Rakuten" is written in a bold, sans-serif font. A distinctive feature is a horizontal bar that starts under the 'a' and extends to the right, ending under the 'n', which is slightly lower than the rest of the letters.

White logo on Crimson Red

The Rakuten logo is shown in white against a solid crimson red background. The font and the horizontal bar under the letters are consistent with the original logo.

White logo on black background

The Rakuten logo is shown in white against a solid black background. The font and the horizontal bar under the letters are consistent with the original logo.

For Digital Use | 電子メディア

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

8px 

For high-resolution device (e.g. 227ppi and more for PC), please use the logo with the size securing its visibility.
高解像度 (例えばPCの場合227ppi以上) のデバイスを対象とする場合は、視認性を担保するサイズで掲載してください。

Please refer to the Rakuten brand guideline for instructions on clear space, minimum size and other usage restrictions. For those outside of Rakuten group, please contact the person in charge from Rakuten.
ロゴの使用方法について、余白規定、最小サイズ規定などが定められています。詳しくは楽天ブランドガイドラインを参照してください。社外の方は楽天担当者へお問い合わせください。