
Introduction of Corporate Slogan

Yamagiwa Corp. (Minato-ku, Tokyo; Sei Kanbe, President) has adopted a new corporate slogan effective April 2019. The new slogan is: "Light is beautiful."

As we look forward to the 2023 centennial of our founding, we introduce this slogan with the aim of boosting our corporate identity and underscoring our commitment to creating new lighting culture, as we strive to carry forward our long history of accomplishment in the lighting industry.

■ Corporate Slogan

LIGHT IS BEAUTIFUL[®]

Light: Our business is lighting equipment

Beautiful: Beauty and aesthetic sense are integral to our culture.

Why in English? : Because Yamagiwa provides lighting solutions across the globe.

We bring these concepts together in our new slogan: "Light is beautiful."

The new slogan refers also to the company's "most cultural and aesthetic approach to lighting", and to our commitment to "continue delivering the most beautiful lighting products."

- The slogan shall appear together with our logo mark in the following configurations.



The slogan design added to the Yamagiwa logo, which inherits the properties of the original unique logo, retains a degree of roundness, suggesting the idea of soft, comfortable lighting. The distinctive logo design and the simple slogan design stand in counterpoint, drawing each other out in a combination that resonates with the Yamagiwa concept of beautiful lightning.

Design: TSDO Inc.

[For further information,
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