

March 3, 2025

Notice about the Redesigned Group Log

As we approach the milestones of the 10th anniversary of the founding of SHINSEN Holdings Inc. and the 40th anniversary of the establishment of SHINSEN Co., Ltd. we will aim for new heights under the banner of our redesigned group logo in order to make a fresh start to the next decade.

The new logo is a double "++" created by striking through the "H" (heijou, meaning normal), symbolizing the SHINSEN Holdings Group's philosophy of pursuing what lays beyond the next new idea. The perfect neutral color gray for the double"++" that joins the "H" of normalcy represents the flexible and respectful relationship between our employees and customers. We modified the firm name to be more recognizable and trustworthy by writing using the alphabet.

With this redesigned logo, we will continue to work together with renewed effort to provide even greater value to our clients, and we sincerely appreciate your ongoing support and patronage.

New logo

The logo consists of the word "SHINSEN" in a bold, black, sans-serif typeface. A horizontal gray bar is positioned across the middle of the letter "H", creating a stylized double-plus sign ("++") that connects the two vertical strokes of the "H".