



# Announcement of New Corporate Identity

2025/5/9



NTT

The image shows a close-up of the NTT logo on a dark, textured surface. The logo consists of the letters "NTT" in a bold, white, sans-serif font. Above the letters is a large, white, circular graphic element. To the right of the letters is a vertical pole with a red and white striped pattern. A thin red line is visible in the upper right corner.

# Changes to Business Structure and Globalization



# **New Corporate Identity Key Points**

- 1. Corporate name renewal and logo redesign**
- 2. Unification of the NTT Group's corporate brand**
- 3. Establishment of NTT Group's Core/Values**

# 1. Corporate name renewal and logo redesign

**NTT, Inc.**

# 1. Corporate name renewal and logo redesign



# 1. Corporate name renewal and logo redesign

NTT Group's Symbolic Mark

## Dynamic Loop



The single curve represents the dynamism of the company.

The small loop at the top of the mark represents NTT's corporate ethos of always taking in the voice of its customers and of society as the starting point of its business activities, and of serving a broad function within society.

# 1. Corporate name renewal and logo redesign

The image shows the NTT logo, which consists of the letters "NTT" in a bold, dark blue, sans-serif typeface. The letter "N" is stylized with a light blue vertical bar on its left side and a light blue curved shape on its right side, creating a sense of motion or a stylized 'N'.



## 2. Unification of the NTT Group's corporate brand



### 3. Establishment of NTT Group's Core/Values

## NTT Group's Core

*Innovating a Sustainable Future for People and Planet*

NTT Corporate Identity concept 1985

In order to contribute to the development of human society and the affluent lives of people,  
we aim to become a human company that is truly useful to the world by keeping customers  
as the starting point of our thinking, always thinking about the future and continuing to innovate dynamically.

### 3. Establishment of NTT Group's Core/Values

#### NTT Group's Values

*Act with Integrity*

*Build Trust*

*Create Connections*

