

A brand logo is a vital element that forms the core of a brand. The brand logo for “MIZUHO” is called the “Mizuho Brand Logo.” The Mizuho Brand Logo consists of an element derived from the text, “MIZUHO,” enhanced below with a curved graphic element called the “Driving Arc.” The preferred type of the Mizuho

Brand Logo features a gradation graphic effect on the Driving Arc (the preferred type) and reverse display of the text element, both on a Mizuho Cosmic Blue background. For cases when there is some limitation on reproduction methods, however, other types and display methods are available for use as needed.

■ Versions of the Mizuho Brand Logo

Preferred type / reverse display



Preferred type / positive display



Solid type / reverse display



Solid type / positive display



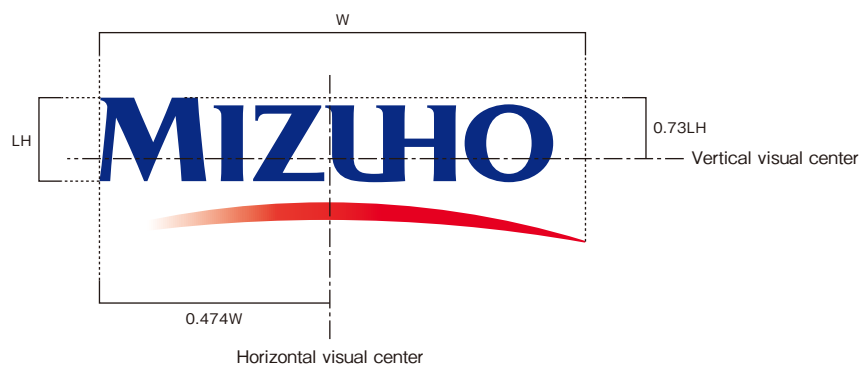
※Standards for deciding when to use the solid type

- When reproduction is difficult due to printing or other limitations (e.g., signs to be viewed from considerable distances, printing on existing products)
- When repeated duplication is expected (e.g., fax cover sheets, etc.)

When displaying the Brand Logo, follow the specifications shown here to ensure it is used correctly. The visual center of the brand logo is not, in fact, located at its actual horizontal center, but rather, has been set after adjustment to ensure visual balance. However, minor adjustments may be made in consideration of the other information appearing with the logo and the size of the space where it is to be placed, in order to achieve the appropriate balance.

The Brand Logo must be clearly displayed, distinct from other information, in such a way that it always maintains independence. The “isolation area” is the minimum required space to ensure this is achieved. A minimum usage size specification has also been determined at the smallest possible size that permits the Brand Logo to be clearly reproduced. In order to preserve the quality of the Brand Logo, do not display it at any smaller size.

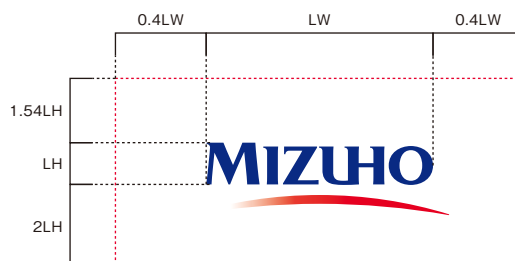
■ Visual Center Specifications



■ Isolation Area (space around logo where no other elements may appear)

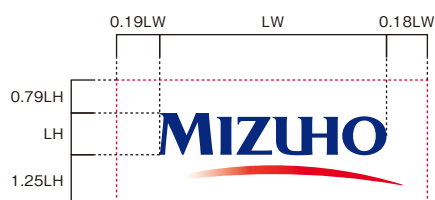
Preferred isolation area

— When displayed with other information in the same space



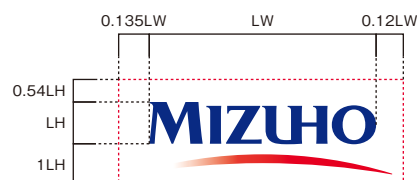
Special-case isolation area 1

— Use is limited to stand-alone display of logo on decals, stickers, etc.,



Special-case isolation area 2

— Use is limited to display of logo on forms, vouchers, etc.,



■ Minimum Usage Size

