



Announcement of New Corporate Identity

2025/5/9

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

NTT

1. Corporate name renewal and logo redesign

The image shows the NTT logo in a bold, blue, sans-serif typeface. The letters 'N', 'T', and 'T' are rendered in a clean, modern style with consistent stroke widths and no serifs. The 'N' is slightly wider than the 'T's, and the two 'T's are identical.

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

