

New Corporate Logo of Core Pacific-Yamaichi Financial Group

3 Nov 2021



We take great pride in announcing that on November 3, 2021, we are rebranding our corporate image as part of showing our passion for caring the Earth and our natural environment.

The corporate logo promulgated by Core Pacific Group in 1998 is composed of “earthy yellow” and “natural green” . From 3rd Nov 2021, we are grateful to adopt a new logo with the components and connotation meaning remain unchanged. The three natural elements of “Blue Sky” , “Green Land” and “Ocean” are combined into one to represent the corporate image in the new century. The logo is embedded with the name of our Chairman CJ Sheen (“京”), the founder of Core Pacific Group in a sphere to metaphorize his dedication to expand the business in the changing global market. The new design, as illustrated above, symbolizes the vigor and innovation of the Group, striving to achieve a greener and more prosperous future.

The significance of color used in new logo:

1. Sky and ocean blue symbolize the innovative R&D without any boundary as the sky and ocean, and show our concern and sense of responsibility of ecological and environmental protection.
2. Earth green represents reducing of carbon, fighting of global warming and planting more trees to combating climate change.

3. By integrating the three ecosystems of “Blue Sky” , “Green Land” and “Ocean” , CPY makes sustainable promise to “protecting the Earth” and “caring for the Earth” .

With this logo change, we promise to deliver our prestigious customers with the best quality and environmentally friendly services.