

September 1, 2020

JTB Business Travel Solutions renews its company logo on its 20th anniversary, aiming to fuse advanced technology with high-touch customer service

JTB Business Travel Solutions, Inc., (head office: Koto-ku, Tokyo; president & CEO: Masamitsu Shibuya; hereafter referred to as "JTB-CWT") is a JTB Group company providing solutions for business travel management and business trip and expense account management. JTB-CWT is a joint venture between the JTB Corp, a travel and tourism industry leader, and CWT, a business-to-business-for-employees (B2B4E) travel management platform. As of September 1, 2020, the company updated its corporate identity (CI), which makes the foundation of the company, and renewed its company logo.



■ Why we renew our CI

With its credible achievements and experience as a pioneer of business travel management in Japan, since its establishment in 2000, JTB-CWT has supported the advancement of more than 3,000 corporate clients. After expanding the domain and scale of business by succeeding businesses from the JTB Group and other companies, we operate in the business travel management and IT solutions domain today to provide optimal solutions to companies in a wide range of industries.

However, as we feel the drastic changes in the competitive environment brought by the accelerating evolution of technology, we recognize that in order to flexibly respond to changes in the future, which is not an extension of the past, and to work for further growth, we have to review and redefine the brand value of the company.

"Supporting customers' businesses and contributing to society." We shall maintain this basic idea that we held at the time of establishment. Aiming for materialization of the idea, we will continue to pursue and provide the truly needed *optimal solution* by fusing together two of our strengths: *advanced technology* and *high-touch service provided by our people*. With this renewed resolution, in this year of the 20th anniversary of our founding, we have renewed our CI, including our company logo and official website.

■ Renewed CI

1. Mind Identity / Behavior Identity

(1) Management philosophy

With a focus in the business travel domain, we shall provide optimal solutions, support our customers' businesses, and contribute to society.

(2) Business domain

The domain of our business is business travel management and IT solutions.

We shall develop on a global scale and provide customers with optimal solutions from a high level of consulting service and advanced IT.

(3) Credo

We will work with customers at all times to create value exceeding their expectations.

We will combine the human touch and digital to provide optimal solutions.

Each of us will pursue professionalism to maximize the power of the organization.

We will work with business partners around the globe and stay innovative at all times.

We will be a company who will be sought after and chosen by society.

(4) Behavior checkpoints

We shall set guidelines for each employee to incorporate the Mind Identity set out in the credo into their behavior and materialize it.

2. Visual Identity

(1) Company logo



With combination of “J” and “C,” the initials of our shareholders JTB and CWT, the logo was designed to symbolically depict the dynamic figure of employees (humans) who support the company's business domain at its foundation. To express the elegance and style of a global company through colors, marigold represents the employees’ passion and warmth; turquoise blue represents our innovative spirit, advanced intelligence, and honesty; and charcoal represents corporate trust.

This logotype emphasizes our management philosophy and business domain to society and expresses our determination to continue providing value to society and to continue to be the one *always selected*.

(2) Official website of JTB-CWT: <https://www.jtb-cwt.com/>



We will continue to create value exceeding expectations in order to live up to the customers’ trust and continue to be "sought and chosen by society."

■ For inquiries from companies

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