

CareNet renews its logo to reinforce its brand power

June 3, 2019

CareNet, Inc.

CareNet Inc. (headquarters: Chiyoda-ku, Tokyo; President: Katsuhiko Fujii; URL: <http://www.carenet.co.jp>, hereinafter CareNet) changes its logo mark in order to reinforce its brand power.

CareNet operates media for doctors and medical professionals, such as “CareNet.com” and “CareNetTV” with more than 140,000 doctors as members. CareNet also develops services for pharmaceutical companies to support their pharmaceutical information provision activities for doctors.

Now CareNet has renewed its logo to obtain further confidence from medical professionals such as doctors, clients and shareholders. The new logo expresses our strong points of “specialty”, “reliability” and “intelligence” while maintaining our corporate color, red that is unchanged since our establishment.



The corporate color red implies “passion”, “challenge” and “grace”, which are the corporate cultures that CareNet pursues. The new logo has a design that visually emphasize this red color more and the color has been changed into a darker red that recalls “intelligence” and “reliability”. In addition, deep red has been adopted as the color of the large background and the color combination of white and gray letters provides a modern image to express “progressiveness”.

The font used is simple but original, providing a feeling of our brand image “specialty”, “reliability” and “intelligence”.

The horizontal line of the letter “e” slightly inclining to the upper right symbolizes

“evolvability” of our business.

In association with the renewal of the logo of the master brand “CareNet”, the logos of the services positioned as sub-brands have also been renewed. Each logo has its own characteristic service, and they are given consistency in their design by using the same font and color as those of the “CareNet” logo to express a sense of unity of the brand.

CareNet will work toward being a company to be trusted by more people such as doctors, medical professionals, clients and shareholders from now on.

【Renewed service logos】

The logo for CareNet TV features the text "CareNet" in a grey serif font, followed by "TV" in a white sans-serif font inside a red square.The logo for CareNet Career features a large blue "C" followed by "areNet" in a red sans-serif font and "Career" in a blue sans-serif font.The logo for Doctors' Picks features a large red "D" inside a red square, followed by "octors' Picks" in a red serif font.

Along with the present logo renewal, the corporate site design has been renewed as well. From now on, we will more proactively distribute information to those involved in CareNet, including the shareholders.

About CareNet

Name: CareNet, Inc.

Representative Director: Katsuhiko Fujii, President

Location: Risona-kudan Building, 1-5-6, Kudan-minami, Chiyoda-ku, Tokyo, Japan

Establishment: July 1996

Capital: 627 million yen

Major business activities: Medical and pharmaceutical business support for pharmaceutical companies and medical contents services for doctors and medical professionals.

CareNet.com <https://www.carenet.com/>

CareNeTV <https://carenetv.carenet.com/>

CareNet Career <https://career.carenet.com/>

Doctors' Picks <https://drpicks.carenet.com/>

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