

Corporate Philosophy

Purpose

Be a good company by employing people and technologies that work for the benefit of society today and tomorrow.

Vision

As an ever-evolving company, we seek to develop new ideas that challenge our people and our technologies while anticipating and addressing the changing needs of society.

Values

Respect	Respect human diversity, keep an open mind and treat others with sincerity.
Fairness	Act with fairness and transparency.
Ownership	Take the initiative and be personally responsible for all your actions.
Challenge	Be fearless, try new things and make the most of any situation.
Innovation	Be flexible and consistently apply your skills to encourage innovative change.

Brand Slogan

Developing, Delighting

New Visual Identity



Expresses the pride of preserving tradition.

TRADITIONAL BLUE

Expresses the pride of continuous innovation.

INNOVATION RED

Represents the journey from our history to the future challenges ahead.

FUTURE LINE

The symbol element in Yokowo’s visual identity has been named the FUTURE LINE. This reflects our founding core technology—tube drawing and processing—and illustrates how that heritage connects to the diverse range of products we have developed throughout our history, such as spring bars, rod antennas, and contact probes.

The single line also embodies the journey Yokowo has taken to date and the path forward into future challenges. It simultaneously conveys the unmistakable Yokowo spirit of continuing to boldly embrace new eras while confronting continuous evolution.

The corporate brand colors are red and blue. As an ever-evolving company, we have redefined our identity through two symbolic colors: INNOVATION RED, representing our spirit of continuous innovation, and TRADITIONAL BLUE, reflecting our dedication to preserving the core technologies handed down since our founding.