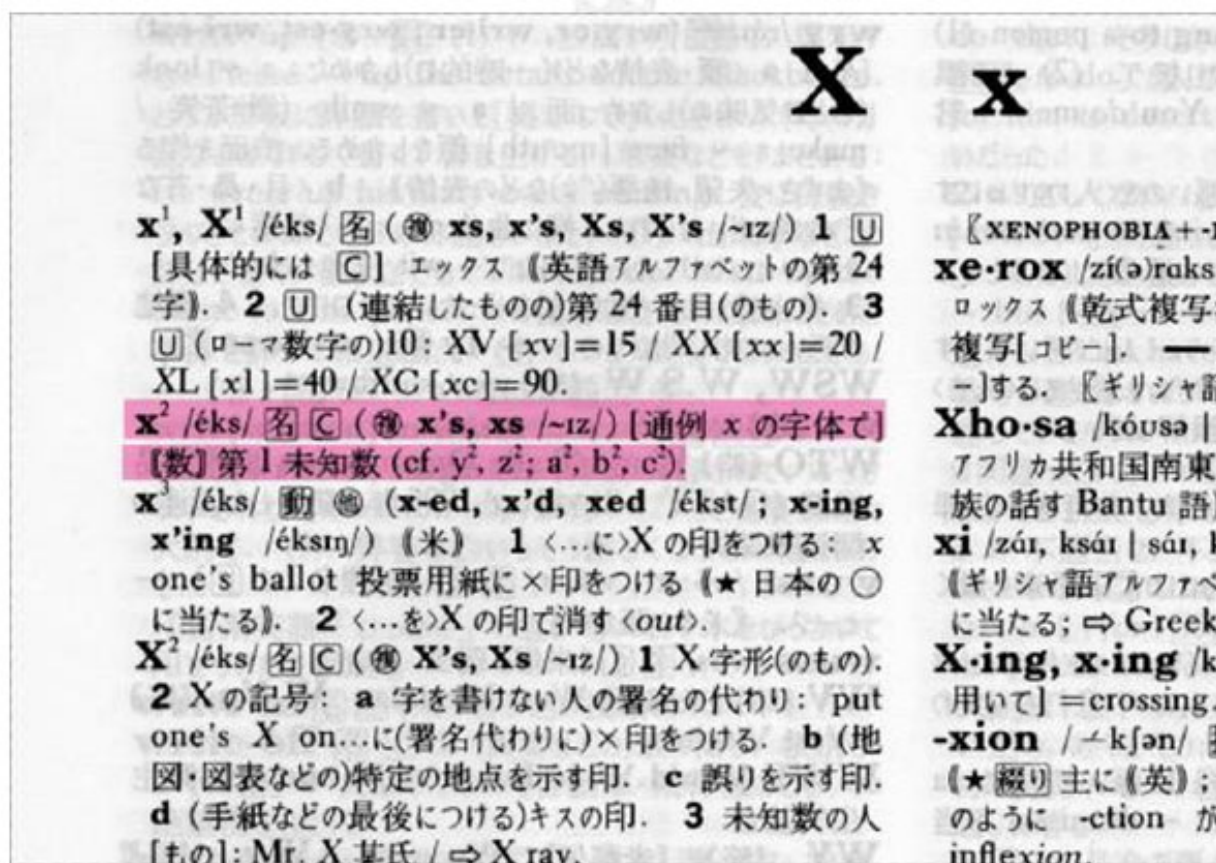




DCMX™

The branding and corporate identity systems symbolize and communicate the company's business and philosophy to people both inside and outside DoCoMo.

The DCMX logo expresses where DoCoMo is heading, and how DCMX will be useful to people and bring greater value to society.



DCMX is DoCoMo's "X factor."

Dictionaries define "X" as an unknown quantity. "DCM" (DoCoMo) was combined with "X" to create "DCMX," which expresses DoCoMo's dramatic move into the business of issuing mobile credit, an all-new field whose full potential is still unknown.



DCMX™

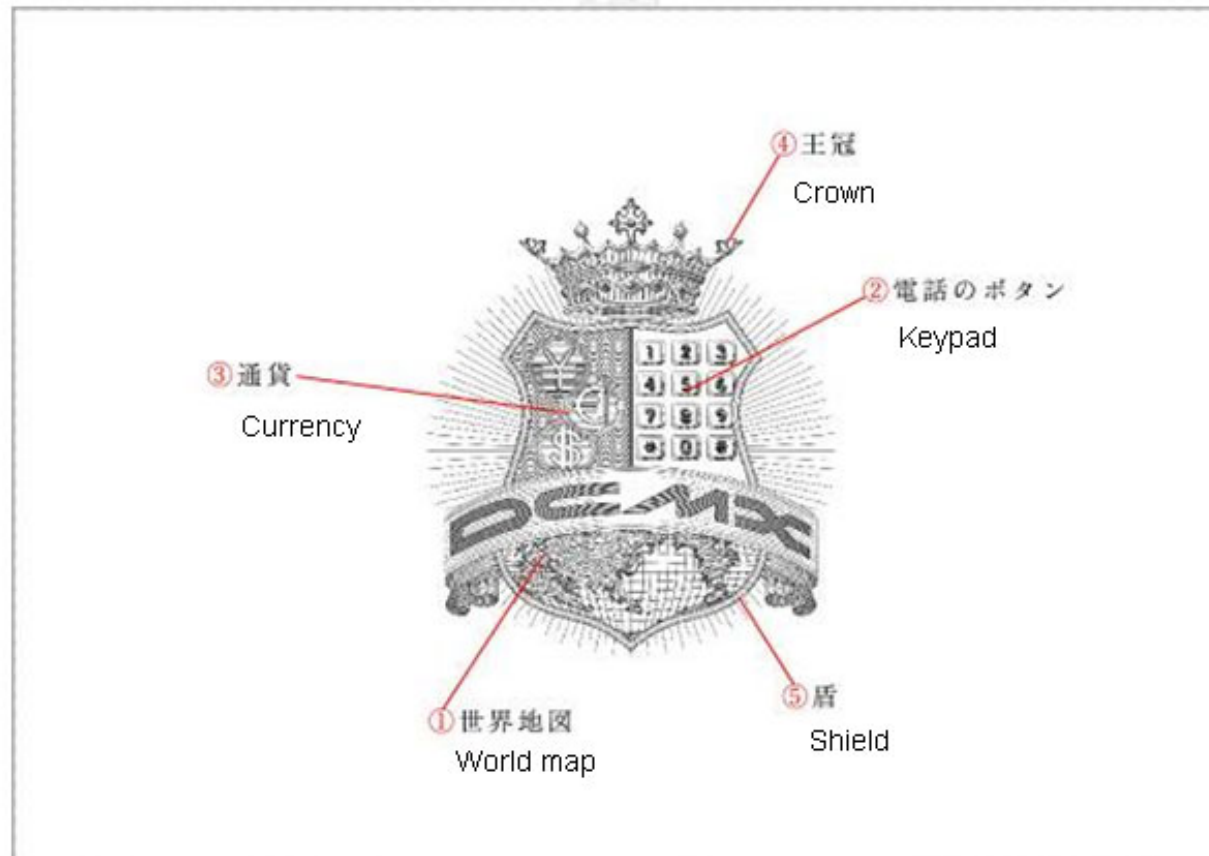
The DCMX logo evokes the image of Europe's oldest and most-trusted financial institutions.
The design expresses futuristic concepts stemming from very old origins.



This emblem was created for use with the logo.

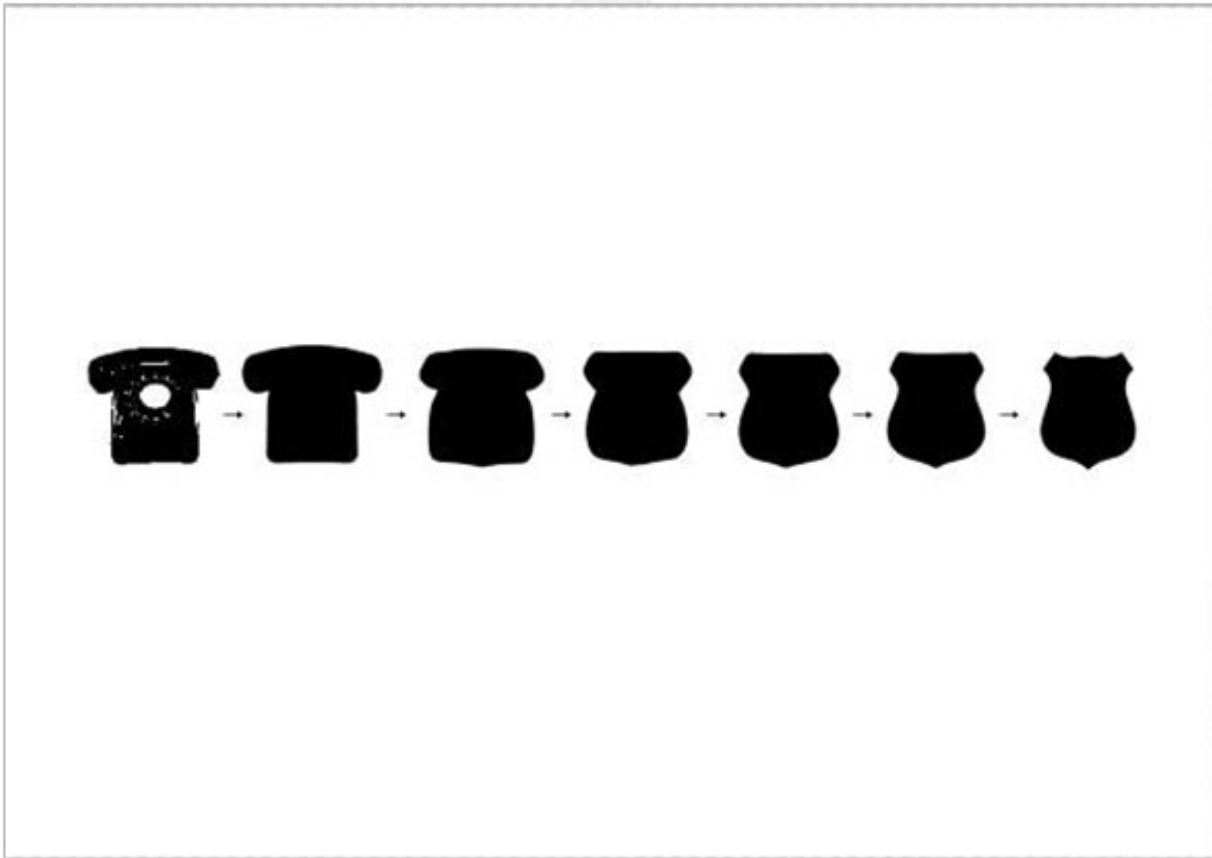
Trendy corporate brands sometimes overemphasize readability and speed of recognition, resulting in logos looking much the same.

DCMX branding combines several symbols that work together to convey a sense of trustworthiness.



The emblem comprises symbols of currencies, a crown signifying excellence, a telephone keypad, a shield, and a world map signifying new frontiers.

This design, unlike trendy, oversimplified logos, succeeds in combining the old and the new, giving each element equal emphasis to create a harmonious whole.



The emblem consists of currency, a telephone, the challenge of the new world, and a crown as proof of trustworthiness.

While this design runs counter to popular trends in logo design, it does succeed in having an elemental form as a result of the complex elements.

It combines old and new elements, and creates a completed whole by giving each one due emphasis.