

Our New Group Brand Strategy

The holding company's name "Sumitomo Mitsui Financial Group" or its acronym "SMFG" had been used when referring to our corporate group. Starting April 2018, with the aim of enhancing the corporate group's brand value, we have designated "SMBC" as the corporate group's master brand and our corporate group is now referred to as "SMBC Group." Sumitomo Mitsui Financial Group will continue to be used as the holding company's name.

Point 1 "SMBC" will be designated as the common group brand, and our corporate group will be referred to as "SMBC Group"

SMBC Group

Point 2 Introducing a new group brand logo



Point 3 Unifying group companies' corporate logos



SUMITOMO MITSUI FINANCIAL GROUP



SUMITOMO MITSUI CARD



SUMITOMO MITSUI BANKING CORPORATION



CEDYNA FINANCIAL CORPORATION



SMBC TRUST BANK



SMBC CONSUMER FINANCE



SMBC NIKKO

Note 1: There will be no change in the corporate logo used by SMBC Nikko domestic offices. A new corporate logo however, will be used by SMBC Nikko overseas offices.
 Note 2: There will be no change in the corporate logos of Sumitomo Mitsui Finance and Leasing; The Japan Research Institute, Limited; and Sumitomo Mitsui Asset Management.

Point 4 The group logo will be used in various items.

Business card



News release



Websites

