

ISOWA Logo renewal announcement

We are proud to announce the latest redesign of our company logo as we celebrate the 100th anniversary. The beginning was 100 years ago at the time of the founding of Minoda Iron Works.



At the time, the logo was a motif of a treasure ship. It was a promising figure that brings treasures.

Ancestors of the ISOWA family were ship carpenters from Shima Peninsula in Mie Prefecture, where the shipbuilding became prosperous due to the legend that gods on a dugout canoe arrived at the shore.

The family name, Isowa/磯輪, is derived from “Ship=wheel/輪 of seashore/磯 or sea transport.”

It might have been a destiny that the first president, Genichi Isowa, encountered the opportunity of manufacturing corrugator and finishing machines - his lifelong work, while the company logo was a treasure ship at Minoda Iron Works.

After WWII, the company name was changed to ISOWA Industry in 1946. The second generation of the company, Eichi Isowa, designed a logo, a treasure ship with “IS mark” that resembled a dollar (\$) sign on a sail. He was under his medical treatments for tuberculosis when he designed this logo. Later, it was developed to a logo with circled “IS mark” positioned next to “ISOWA,” slightly taller than the current logo.



At the 70th anniversary, as the company name was changed to ISOWA Corporation from ISOWA Industry, we redesigned the logo to the current version. To express the robustness and stability of our machines, the logo was slightly flattened by reducing the height, widened along the base, and the traditional “IS mark” was removed.



At the 80th anniversary, we began our Corporate cultural revolutions. Since the 90th anniversary, we have been working on “Building a Strategic Narrative” project, and we are now approaching the 100th anniversary. ISOWA logo is renewed to showcase the direction of our future visually and clearly.



The metallic silver at the center shows our roots in the Iron industry and our tradition and pride as a standing 100-year-old machine manufacturer of corrugators and finishing equipment.

The blue at the bottom is what we call “ISOWA blue,” expressing our corporate philosophy: “Creating a company with the best corporate culture in the world that makes us and our families happy.”

The ISOWA blue gradation from the bottom shows how the ISOWA organizational climate, which generally would be invisible from outside, is gradually becoming visible as we are sharing the idea throughout the company.

The last color is red.

The philosophy alone may not be a new value or benefit to our customers. But to deliver our philosophy as something tangible such as “i Machine” or our “keeps you going, always on the go” service, it takes a great deal of energy. This energy cannot come from external coercion. The passions and burning desires in each “i,” ISOWA person, are the source of such energy.

The new addition of symbolic color, the red, used as an accent color represents our ISOWA people's souls. The souls that declare to bring our masterpiece machines into "i-Machine," the services we provide to "NEXT" and "Premium," new concept of service plan, and to "Bring results from our corporate culture revolution in the midst of day-to-day operations."

At the 70th anniversary, the Japanese era was shifted to Heisei (平成), and we changed our name to ISOWA Corporation on the wave of Corporate Identity boom. As the era has been shifted to Reiwa (令和) and we celebrate our 100th anniversary this year, we introduce our new corporate identity.

ISOWA is taking a new step forward to another 100 years with our brand-new logo!

ISOWA Corporation
President: Hideyuki Isowa