

To the Press

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New PMDA Logo towards a New Chapter: Celebrating 20 Years - Expressing a sense of safety, trust and spirit of challenge -

On 7 January, 2025, the Pharmaceuticals and Medical Devices Agency (PMDA) has renewed its cooperate logo on the occasion of its 20th anniversary of establishment.

■New PMDA's logo



■What is incorporated in the new logo

The PMDA has celebrated its 20th anniversary of the founding on 1 April, 2024.

The PMDA has established its Purpose, in order to cope flexibly with the constantly changing environment surrounding pharmaceuticals, medical devices and regenerative medicines. As the first initiative of its 20th anniversary, its purpose was made with the hope to "endeavor for our continuous progress and create a world where each and everyone can feel peaceful and can lead vibrant and healthy lives, together with all stakeholders".

As a second initiative at 20th anniversary, PMDA's new logo representing the PMDA's Purpose has been decided by vote of all PMDA's members. This logo has the aim of ensuring that each and every PMDA staff works with the Purpose in his/her mind, and that we continue to create "Tomorrow's Normal" together with everyone around the world.

■Logo design

The horizon-inspired design on the lower part of the entire lettering conveys the meaning of "worldwide scale" and it also includes the message with "creating the future" followed by "beginning of tomorrow" triggered by "sunrise". The edges at both ends of the horizon also express the meaning of "cutting-edge" and "challenge".

The font "Montserrat" reflects strength, stability and reliability, and the design combines both PMDA's "sense of safety and trust" with "willingness to take on challenge" for the future. In addition, the calm blue color expresses "intelligence", "professionalism" and "reliability".

■ Implementation of the new logo

The new logo will be in use from 7 January, 2025. The old logo will be replaced by the new logo in due course, and both the old and new logos will be used for the time being.

■PMDA's Purpose

Making everyone's lives brighter together

We, PMDA, continue to create "Tomorrow's Normal" together,
as a "life platform" that supports everyday life,
where everyone can feel peaceful and can lead vibrant and healthy lives
by PMDA's "Safety Triangle" of review, safety and relief,
with "intelligence" weaved through science and information, and
with "human resourcefulness" accompanying
and bringing the world and the future into harmony.

(See also)

- The new Purpose established on the 20th anniversary of the PMDA (News release dated on 1 April, 2024 : <https://www.pmda.go.jp/english/about-pmda/0019.pdf>)
- PMDA Philosophy (<https://www.pmda.go.jp/english/about-pmda/outline/0007.html>)