

Sumitomo Trademark

The Sumitomo trademark, a diamond-shaped grid-pattern well curb, derives from Izumiya, literally “spring shop,” the name of the original Sumitomo commercial enterprise. According to the ancient Chinese philosopher Mencius, the character for spring (泉, pronounced “izumi”) signifies an abundant and continuous natural gushing forth of crystalline water. A well curb, being a symbol of a spring, was considered an extremely auspicious trademark – not only by Sumitomo but by merchants in general – for that reason and also because in early times the same character also featured in the word for “money.” During the Meiji period (1868-1912), trademarks came to be legally recognized in Japan as an inherent right symbolic of a shop’s “trust,” and when trademark regulations were promulgated in June 1884, Sumitomo applied to the government to register the diamond-shaped grid-pattern well curb as its corporate trademark. The application was approved in June 1885. In April 1913, the dimensional proportions of the mark were formally set, after which Sumitomo became distinguishable from one look at its trademark. Today the diamond well curb is utilized as a mark by all companies in the Sumitomo Group, a proud symbol of the spirit of trust assiduously built up by Sumitomo predecessors during four centuries.

Sumitomo Group Public Affairs Committee

Sumitomo Chemical Co., Ltd.
Sumitomo Heavy Industries, Ltd.
Sumitomo Mitsui Banking Corporation
Sumitomo Metal Mining Co., Ltd.
Sumitomo Corporation
Sumitomo Mitsui Trust Bank, Limited
Sumitomo Life Insurance Company
The Sumitomo Warehouse Co., Ltd.
Sumitomo Electric Industries, Ltd.
Mitsui Sumitomo Insurance Co., Ltd.
Nippon Sheet Glass Co., Ltd.
NEC Corporation
Sumitomo Realty & Development Co., Ltd.
Sumitomo Osaka Cement Co., Ltd.
Sumitomo Mitsui Construction Co., Ltd.
Sumitomo Bakelite Co., Ltd.
Sumitomo Forestry Co., Ltd.
Sumitomo Rubber Industries, Ltd.
Sumitomo Dainippon Pharma Co., Ltd.
Sumitomo Mitsui Card Co., Ltd.
Sumitomo (S.H.I.) Construction Machinery Co., Ltd.
Sumitomo Seika Chemicals Co., Ltd.
Sumitomo Precision Products Co., Ltd.
Sumitomo Densetsu Co., Ltd.
Sumitomo Wiring Systems Co., Ltd.
The Japan Research Institute, Limited
Sumitomo Mitsui Finance and Leasing Co., Ltd.
SMBC Nikko Securities Inc.
SCSK Corporation
Sumitomo Riko Co., Ltd.
Nissin Electric Co., Ltd.
Meidensha Corporation
Sumitomo Mitsui Auto Service Co., Ltd.



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