

Use of the Sustainable Finance Evaluation Logo "JCR PIF for SMEs"

Japan Credit Rating Agency, Ltd. (JCR) has created new logos to promote PIF (Positive Impact Finance) for small and medium-sized enterprises (SMEs). The following is the new logos for JCR PIF for SMEs.



The design was created to visually impress with its proactive approach to the PIF by combining the logo mark of "JCR Sustainable" and the decorative letters of "JCR PIF for SMEs" or "JCR Positive Impact Finance for SMEs."

JCR will utilize these new logos in third-party opinions, public relations articles, and other materials related to the PIF. The financial institutions and think tanks to which JCR has provided third-party opinions are also encouraged to use these logos in such case as news releases related to PIF.

The copyright of these logos is held by JCR. We have several patterns, including the ones shown above, which can be modified to meet the needs of our clients for their applications. If you wish to use these logos, please contact the RM Department at (03)-3544-7012 to consult your needs.

Japan Credit Rating Agency, Ltd.

Jiji Press Building, 5-15-8 Ginza, Chuo-ku, Tokyo 104-0061, Japan
Tel. +81 3 3544 7013, Fax. +81 3 3544 7026