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# **JAPAN RAILWAYS GROUP**

## **New Identity & Website Interfaces**



Design  
Reimagined

# PREFACE

**Japan Railways Group** is one of the biggest railway operators in Japan. It consists of nine companies in four divisions, such as passenger, freight, research organization, as well as IT services. The nine companies on the group have the same logo, which depicts the abbreviation of Japan Railway (JR). This booklet will discuss the new identity and new website interface for the JR Group, including all passenger and freight companies.



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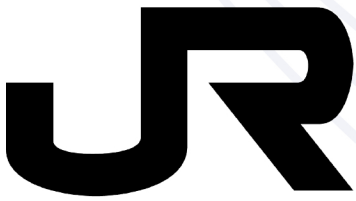
# THE BACKGROUND



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# JAPAN RAILWAYS GROUP




On March 31, 1987, the 37-year-old Japanese National Railways (JNR) privatized and divided into seven railway companies, six passenger and one freight, scattered around the country. All of the companies which originated from the JNR are known as Japan Railway (JR).

The six passenger railway companies are operating on a geographical basis. Three companies are operating on Honshu Island and one company each in Kyushu, Hokkaido, as well as Shikoku Islands. On the other hand, the freight company is operating nationwide.

Aside from the seven main companies, there are two companies managing research and information & technology (IT) services, under the names Railway Technical Research Institute (RTRI) and JR System - Railway Information System Co., respectively.

# THE SEVEN PASSENGER AND FREIGHT COMPANIES OF JR GROUP

LOGO	COMPANY	NOTE
	JAPAN RAILWAYS GROUP (Not a company)	A group of nine independent companies
	EAST JAPAN RAILWAY COMPANY (JR East)	Operating mainly in Eastern Japan (Tokyo)
	CENTRAL JAPAN RAILWAY COMPANY (JR Central)	Operating mainly in Central Japan (Nagoya)
	WEST JAPAN RAILWAY COMPANY (JR West)	Operating mainly in Western Japan (Osaka)
	KYUSHU RAILWAY COMPANY (JR Kyushu)	Operating mainly in Kyushu Island (Fukuoka)
	HOKKAIDO RAILWAY COMPANY (JR Hokkaido)	Operating mainly in Hokkaido Island (Sapporo)
	SHIKOKU RAILWAY COMPANY (JR Shikoku)	Operating mainly in Shikoku Island (Takamatsu)
	JAPAN FREIGHT RAILWAY COMPANY (JR Freight)	Operating freight railways nationwide

# THE REDESIGN

At first, the decision is only to make a new website interface for The JR Group and its seven companies. Afterward, another decision to make a new look at their identity came. The idea of making a new identity for JR Group companies, as well as creating a new refreshed website interface for each company website, is solely to create a refreshed look, as well as an easy-to-use and user-friendly information portal.

The redesign process started in late 2019 and finished in the middle of 2020. These designs have no relation with the actual Japan Railways Group and its companies and solely done for training purposes. All logos and trademarks used in this document and designs owned by respective companies and parties.

# DESIGN REIMAGINED



Design  
Reimagined

# DESIGN REIMAGINED LOGO



The new identity retained the main JR logo and colors with the addition of the official Japanese (in short) and the English names of the respective company or group. For example, the official Japanese name of JR Central, in short, is JR東海, while the official English name is Central Japan Railway Company. Additionally, there will be a simplified new identity, a combination of JR東海 and JR Central.



# THE NEW IDENTITY OF JR PASSENGER & FREIGHT COMPANIES (PART 1)

BEFORE ADDITION



AFTER ADDITION



# THE NEW IDENTITY OF JR PASSENGER & FREIGHT COMPANIES (PART 2)

BEFORE ADDITION



AFTER ADDITION



九州  
KYUSHU  
RAILWAY COMPANY



北海道  
HOKKAIDO  
RAILWAY COMPANY



四国  
SHIKOKU  
RAILWAY COMPANY



貨物  
JAPAN FREIGHT  
RAILWAY COMPANY



# THE SIMPLIFIED NEW IDENTITY





# DESIGN REIMAGINED WEBSITE

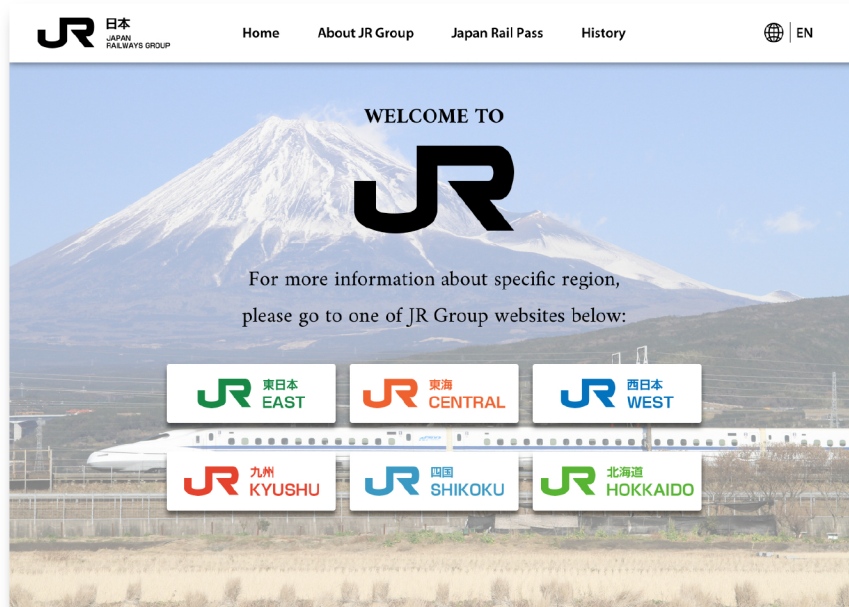
[Home](#)[About JR Group](#)[Japan Rail Pass](#)[History](#)[EN](#)

The website of all passenger and freight companies will be uniformed. The purpose of the websites' uniformity is to make the usage transition easier. In addition to that matter, a new main JR Group website will be introduced. This website will be a primary point of users to find a brief explanation of JR Group and its history, as well as a portal to purchase the notable Japan Rail Pass. Additionally, users can be referred to each JR Group companies based on their needs. With the new website in place, users might use each JR Group companies' website without a hassle of adaptation. The new websites' illustrations will show the general depiction of all nine companies' websites. Further implementation will be explained later.

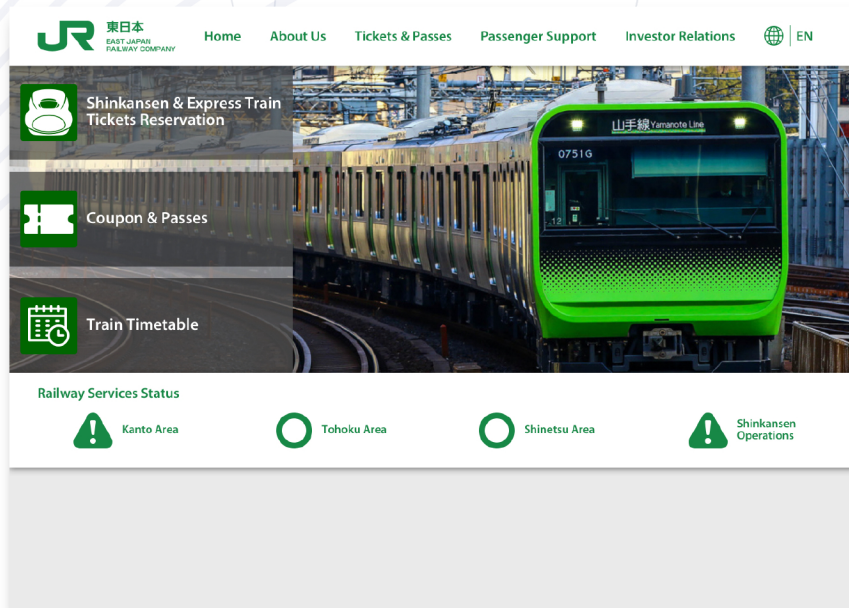


# THE NEW INTERFACE (PART 1)

## JAPAN RAILWAYS GROUP:

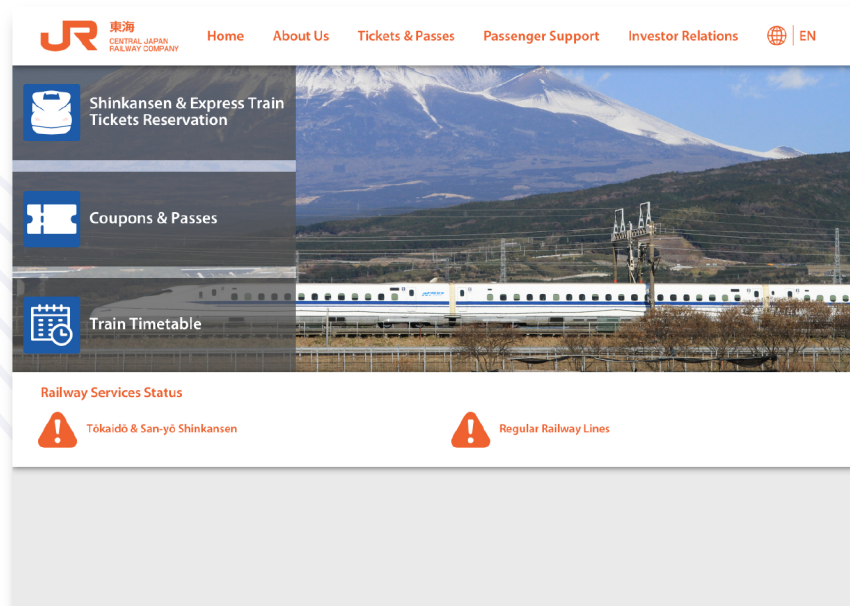


## EAST JAPAN RAILWAY COMPANY:

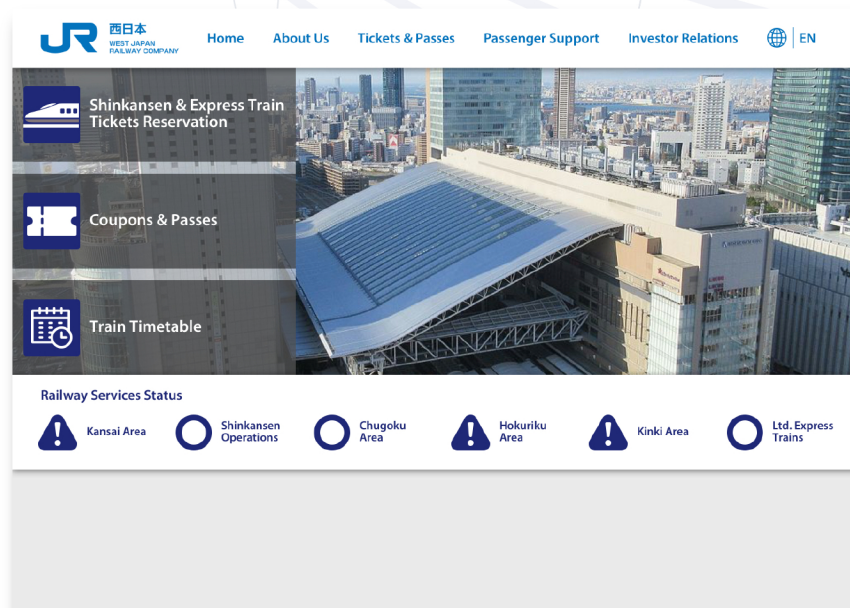


# THE NEW INTERFACE (PART 2)

## CENTRAL JAPAN RAILWAY COMPANY:

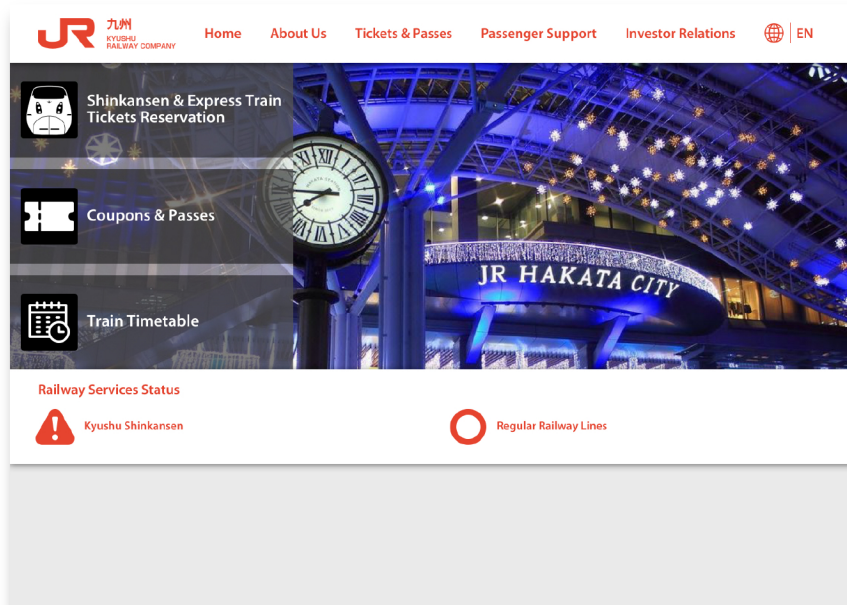


## WEST JAPAN RAILWAY COMPANY:

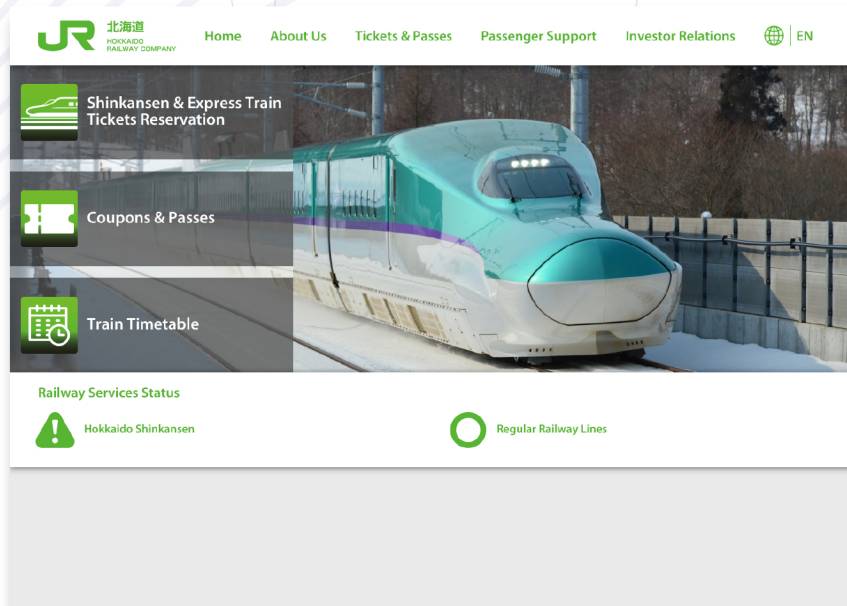


# THE NEW INTERFACE (PART 3)

## KYUSHU RAILWAY COMPANY:



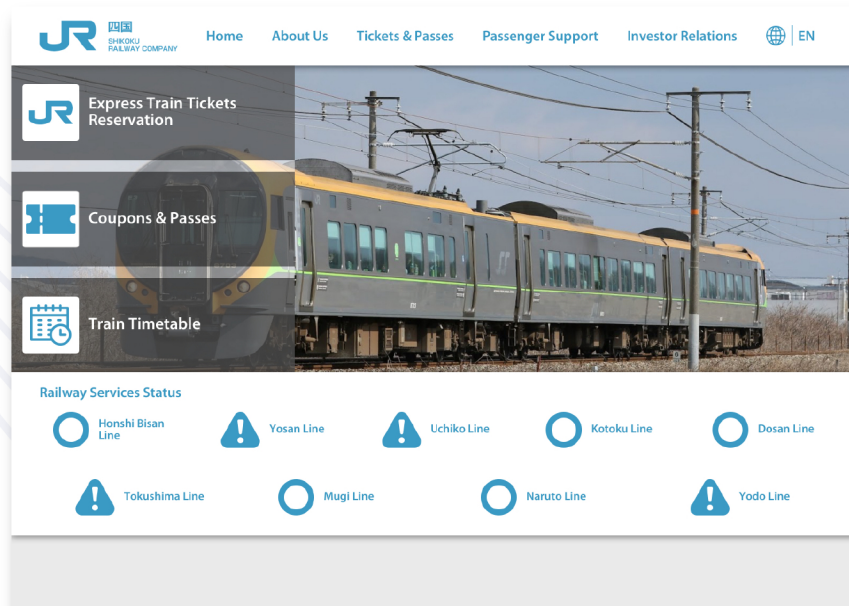
## HOKKAIDO RAILWAY COMPANY:



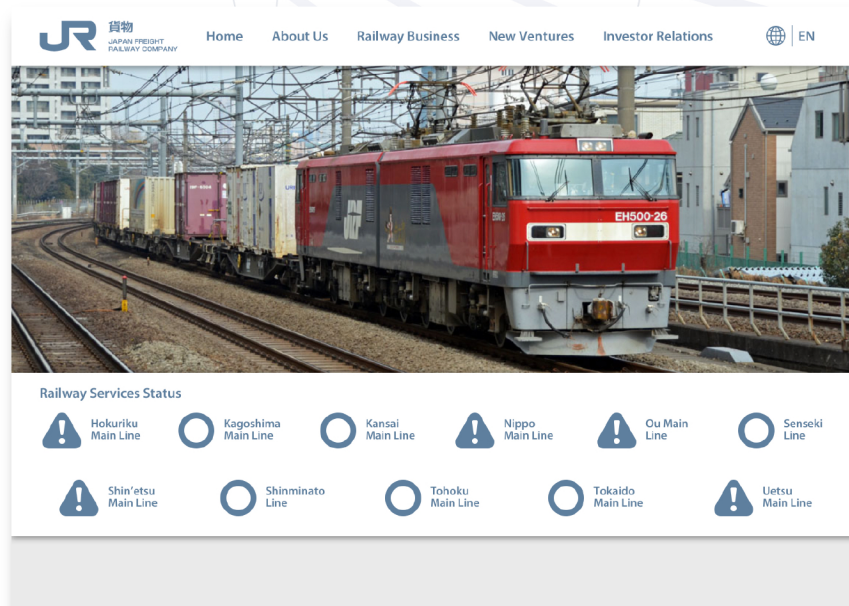


# THE NEW INTERFACE (PART 4)

## SHIKOKU RAILWAY COMPANY:



## JAPAN FREIGHT RAILWAY COMPANY:



# EXAMPLE OF FURTHER IMPLEMENTATION (JR GROUP)

