

“Hokkaido symbol mark for export”

The “Hokkaido symbol mark for export” is designed to increase the distinguishability of Hokkaido made products in foreign countries and protect the Hokkaido brand.



○The overall shape of the symbol is a simplified form of Hokkaido which also portrays Hokkaido’s soft powder snow and clean air.

○Within the logo, the blue mark symbolizes clean waters and fresh seafood, the green mark symbolizes nature and agricultural products, and the red mark symbolizes grace, flowers, and warmth of the people living in Hokkaido.

【The logo is displayed on any of following products made in Hokkaido】

- i. agricultural, forestry and fishery products produced in Hokkaido
- ii. processed foods produced or processed in Hokkaido and satisfying any of following requirements
 - made using agricultural, forest and fishery products produced in Hokkaido as main raw materials
 - made using a production process or technique developed in Hokkaido

【A Registered Trademark in Foreign Countries】

In Hong Kong, Taiwan, China, Korea, Singapore, Vietnam, and Thailand, this symbol mark has already been registered as a trademark.