

The Origin of the Dakiyama Symbol

March, 2019



The “Dakiyama” symbol has a long history, spanning back to when Chobei Takeda I established his medicine brokerage in Osaka, 238 years ago.

Chobei established his business under the Omiya brand that had employed him for 18 years as a hardworking apprentice. Omiya was known by the original Dakiyama symbol, the outer frame of which depicts two mountains, one on top and one inverted below, representing the mountain that Omiya would have to cross over twice when travelling from his hometown of Omi (now Shiga Prefecture) to his business base in Osaka, and back home again.

In establishing his own brokerage, Chobei followed the tradition of taking the Omiya symbol and adding a unique number, kanji character, or other emblem to the center of it, so as to create a new, unique logo. Chobei’s choice was his family’s character “Hon,” meaning “true” or “main.” This is said to have been a reminder to him to not forget his birthplace, and to respect the “main” Takeda family. However, another theory suggests that it expressed Chobei’s ambition to grow his company to become the “main” business.

When Chobei launched his business, it was a time of one hardship after another – depression, famine, natural disasters – and by no means a good time to start a new venture. Nonetheless, he persevered, following the principle that is the origin of Takeda's values today, “always put the patient first,” and continued to reliably deliver good quality medicines. This led to the Chobei Omiya Store brand winning the trust and high regard of society and becoming a symbol of high-quality pharmaceutical products, building the foundation for the business development that continues to this day.

Since then, the Takeda logo has undergone a number of changes. The current Dakiyama, based on the original “Dakiyama-Hon” which dates back to the company’s establishment, was created in 1961 to mark the company’s 180th anniversary. At that time, Takeda had begun to actively cultivate imports, exports, and overseas expansion, and this brought about a need to make the company name more easily recognizable for an international audience. It was understood that the logo would become a symbol of the trust that patients and medical professionals worldwide had in Takeda's pharmaceutical products, so the name “Takeda” in English was added, and the pointed corners of the original logo were curved to become gentler, giving a more caring impression.

The modern Dakiyama has now represented Takeda in global markets for almost 60 years, supporting our continued growth worldwide.