

2 Brand Elements

2.3 The Color System

FUJITSU

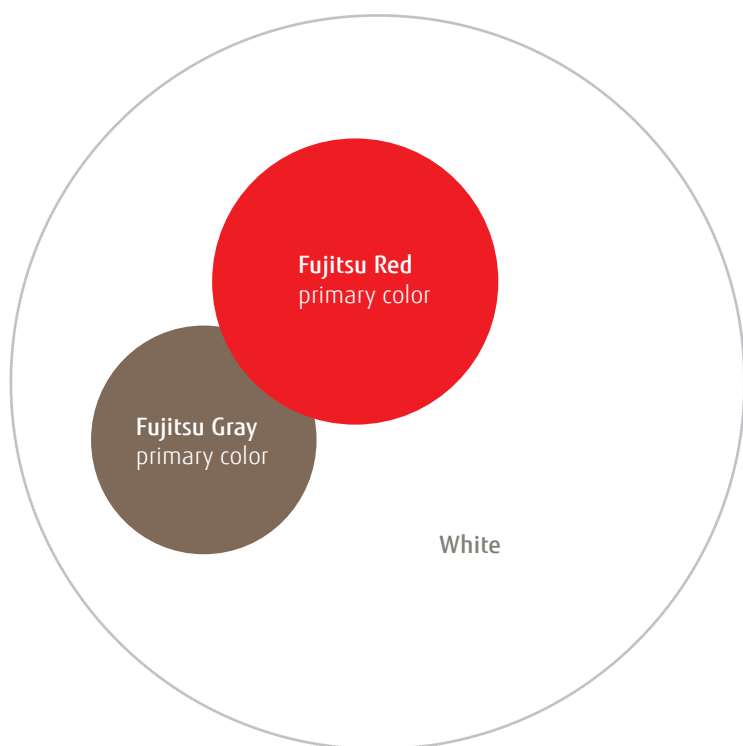


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Introduction

Colors bring emotional appeal to Fujitsu's brand identity. They are crucial in defining how the brand is perceived. A carefully coordinated palette of primary and secondary colors codes, frames and enhances the delivery of brand messages.



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Production Requirements

The Fujitsu colors are just as important as its identity mark in establishing a strong graphic identity. Fujitsu's presence is defined by three Brand Colors: Fujitsu Red, Fujitsu Gray, and white. The Fujitsu Gray is a primary color but only used for special applications.

Meaning

Fujitsu Red has been at the heart of Fujitsu since the creation of the Symbol Mark. Fujitsu Red projects the brilliance, enthusiasm and intimacy of the Fujitsu brand character. For this reason, it stands as the preferred color for the Fujitsu Symbol Mark and the lead color in any communication. Fujitsu Gray has been selected as a supporting color based on the harmony and balance created when it is used with Fujitsu Red. As a general rule, white is used as the background when using Fujitsu Red and Fujitsu Gray. Together, these colors distinguish Fujitsu throughout our entire visual system, including advertising, sales materials, websites, signs, and other applications.

Purpose

Our graphic personality is not just the colors we choose, it is how we use them. No other colors should be used to represent Fujitsu, nor should any other color be more prominent than Fujitsu Red or Fujitsu Gray. In this way, we unify and strengthen the continuity of our messages.

Principles of Use

The general principles for the appropriate and consistent use of the Corporate Colors are described in this section.

Color Balance

It is important to maintain the appropriate tone for the brand. The strength in our Fujitsu Red should have priority for use in identity elements such as the Symbol Mark. Care must be taken not to overuse it in any communication. Wide use of Fujitsu Gray is acceptable but the balance with other graphic elements must be taken into account.

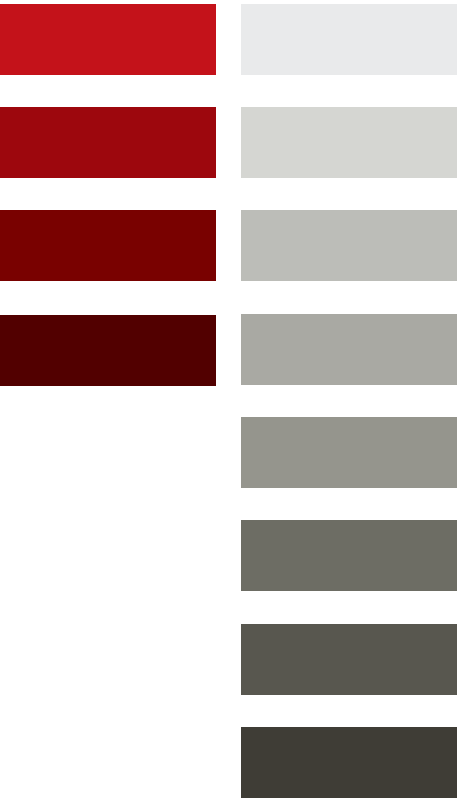
Symbol Mark Colors

In addition to Fujitsu Red, there are occasions when Fujitsu Gray or white may be more appropriate. For the purpose of creative flexibility black may be used, and in special cases silver or gold.

Fujitsu Primary Colors



Fujitsu Secondary Colors



Fujitsu premium colors



Fujitsu primary colors

The Fujitsu primary colors are designed for use in superior graphical elements.

Fujitsu secondary colors

The Fujitsu secondary colors are designed for use in graphical elements such as the Response Module, diagrams and bars and as background colors.

Fujitsu premium colors

The Fujitsu premium colors are a warm silver tone (similar to the Fujitsu Gray) and neutral silver.

Primary Colors	Secondary Colors	Premium colors	CMYK ¹	RGB ²	Pantone ³	NCS ⁴	RAL ⁵
Fujitsu Red			0C 100M 100Y 0K	255 R 0 G 0 B	032 Red	S 0580-Y90R	3020
Fujitsu Gray			0C 20M 30Y 60K	127 R 115 G 102 B	Warm Gray 9	S 5005-Y50R	7006
			0C 100M 100Y 20K	163 R 11 G 26 B	1805	S1580-Y90R	3000
			0C 100M 100Y 40K	134 R 23 G 24 B	1807	S2570-Y90R	3002
			0C 100M 100Y 60K	104 R 26 G 20 B	188	S4550-Y80R	3011
			0C 100M 100Y 80K	72 R 25 G 10 B	1817	S7020-Y90R	8015
			0C 0M 0Y 9K	238 R 238 G 238 B	Cool Gray 1	S 1002-B	–
			0C 0M 3Y 20K	218 R 217 G 214 B	Cool Gray 3	S 1502-G	7035
			0C 0M 5Y 30K	198 R 198 G 192 B	Cool Gray 5	S 2502-G	–
			0C 0M 6Y 40K	177 R 177 G 172 B	Cool Gray 6	S 3502-Y	7038
			0C 0M 8Y 50K	157 R 156 G 149 B	Cool Gray 7	S 4502-Y	–
			0C 0M 10Y 60K	135 R 134 G 126 B	Cool Gray 8	S 5502-Y	7023
			0C 0M 12Y 70K	112 R 111 G 103 B	Cool Gray 9	S 6502-Y	7039
			0C 0M 13Y 80K	87 R 86 G 79 B	Cool Gray 10	S 7502-G	7010
			0C 0M 15Y 90K	60 R 60 G 53 B	Cool Gray 11	S 8502-G	7022
					8002	–	–
					877 Silver	–	9006

Fujitsu premium colors

The Fujitsu premium colors are designed for high- quality print products. The two silver-tones can also be used in gray scales.

The Fujitsu premium color Pantone 8002 is designed for use in high-level publications e.g. invitations, mailings, greeting cards and annual reports.

1 CMYK
 The CMYK color model, often referred to as process color or four color, is a subtractive color model, used in color printing, also used to describe the printing process itself. CMYK refers to the four inks used in most color printing: cyan, magenta, yellow, and key (black)

2 sRGB (IEC)
 The RGB color model is an additional color model in which red, green, and blue light are added together to reproduce a broad range of colors. The defined RGB colors should be used for RGB documents that can also be printed e.g. Microsoft Word, PPT and Excel.

3 Pantone
 Pantone Matching System is a proprietary full tone color space used in a variety of industries, primarily printing, though sometimes in the manufacture of colored paint, fabric and plastics.

4 NCS
 The Natural Color System is a proprietary perceptual color model. It is based on the color opponency, description of color vision. The system is usually used for matching colors, rather than mixing colors.

5 RAL
 The NCS colors for these tones are not a perfect interpretation of the Gray tones. When reproducing these colors, the Pantone grey tones are the ultimate reference.

5 RAL
 RAL is a color matching system used in Europe. In colloquial speech RAL refers to the RAL CLASSIC system, mainly used for varnish and powder coating.

Primary Colors	Secondary Colors	RGB (sRGB iec) ¹	LAB ²	HEX
Fujitsu Red		255 R 0 G 0 B	L 54 A 81 B 70	ff0000
		163 R 11 G 26 B	L 35 A 57 B 38	a30b1a
		134 R 23 G 24 B	L 29 A 46 B 31	861718
		104 R 26 G 20 B	L 23 A 35 B 25	681a14
		72 R 25 G 10 B	L 16 A 22 B 21	48190a
		238 R 238 G 238 B	L 94 A 0 B 0	eeeeee
		218 R 217 G 214 B	L 87 A 0 B 2	dad9d6
		198 R 198 G 192 B	L 80 A -1 B 3	c6c6c0
		177 R 177 G 172 B	L 72 A -1 B 3	b1b1ac
		157 R 156 G 149 B	L 64 A -1 B 4	9d9c95
	Neutral Gray	135 R 134 G 126 B	L 56 A -1 B 4	87867e
		112 R 111 G 103 B	L 47 A -1 B 5	706f67
		87 R 86 G 79 B	L 36 A -1 B 4	57564f
		60 R 60 G 53 B	L 25 A -1 B 4	3c3c35






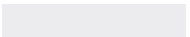
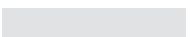
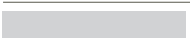






Colors for online

The Fujitsu primary color for online banners is designed for optimal screen viewing. Fujitsu Gray has been replaced with a neutral gray as the Fujitsu gray is not ideal online.

The Fujitsu secondary colors are designed for use in graphical elements such as diagrams and bars, and as background colors.

1 sRGB
A Standard Default Color Space for the Internet. The RGB color model is an additive color model in which red, green and blue light are added together in various ways to reproduce a broad array of colors.

2 LAB
The Lab color model is a color space dimension which covers all colors.

Fujitsu Colors	Pantone (100%)	CMYK (100%)	90%	80%	70%	60%	50%	40%	30%	20%	10%
	032 Red	0C 100M 100Y 0K	no shading	–	–	–	–	–	–	–	–
	1805	0C 100M 100Y 20K	no shading	–	–	–	–	–	–	–	–
	1807	0C 100M 100Y 40K	no shading	–	–	–	–	–	–	–	–
	188	0C 100M 100Y 60K	no shading	–	–	–	–	–	–	–	–
	1817	0C 100M 100Y 80K	no shading	–	–	–	–	–	–	–	–
	Cool Gray 1	0C 0M 0Y 9K	no shading	–	–	–	–	–	–	–	–
	Cool Gray 3	0C 0M 3Y 20K	no shading	–	–	–	–	–	–	–	–
	Cool Gray 5	0C 0M 5Y 30K	no shading	–	–	–	–	–	–	–	–
	Cool Gray 6	0C 0M 6Y 40K	no shading	–	–	–	–	–	–	–	–
	Cool Gray 7	0C 0M 8Y 50K	no shading	–	–	–	–	–	–	–	–
	Cool Gray 8	0C 0M 10Y 60K	no shading	–	–	–	–	–	–	–	–
	Cool Gray 9	0C 0M 12Y 70K	no shading	–	–	–	–	–	–	–	–
	Cool Gray 10	0C 0M 13Y 80K	no shading	–	–	–	–	–	–	–	–
	Cool Gray 11	0C 0M 15Y 90K	no shading	–	–	–	–	–	–	–	–

Fujitsu color tints

In communication design for print products only 100% tints of the Fujitsu colors can be used.

Primary Colors	Secondary Colors	CMYK	Primary Colors	Secondary Colors	gray scale
Fujitsu Red		0C 100M 100Y 0K			0C 0M 0Y 69K
Fujitsu Gray		0C 20M 30Y 60K			0C 0M 0Y 67K
		0C 100M 100Y 20K			0C 0M 0Y 76K
		0C 100M 100Y 40K			0C 0M 0Y 82K
		0C 100M 100Y 60K			0C 0M 0Y 87K
		0C 100M 100Y 80K			0C 0M 0Y 92K
		0C 0M 0Y 9K			0C 0M 0Y 9K
		0C 0M 3Y 20K			0C 0M 0Y 20K
		0C 0M 5Y 30K			0C 0M 0Y 30K
		0C 0M 6Y 40K			0C 0M 0Y 40K
		0C 0M 8Y 50K			0C 0M 0Y 50K
	Neutral Gray	0C 0M 10Y 60K			0C 0M 0Y 60K
		0C 0M 12Y 70K			0C 0M 0Y 70K
		0C 0M 13Y 80K			0C 0M 0Y 80K
		0C 0M 15Y 90K			0C 0M 0Y 90K



Converting the Fujitsu colors to gray scale
In special cases, the Fujitsu primary and secondary colors can also be rendered in black and white. For example: when rendering a four color ad (CMYK) into a black and white ad please use the gray tones illustrated in the chart above.

1 In gray scale conversions the usage of a black Symbol Mark is highly recommended.



Brightness of the background Gray
 100 – 70 = positive Symbol Mark

Brightness of the background Gray
 69 – 0 = negative Symbol Mark

The following guidelines will help you pick a background for the Symbol Mark that maximizes legibility. For a detailed list of which Symbol Mark colors are allowed with which applications please see page 13.

The preferred treatment for the Symbol Mark is Fujitsu red on a white background. White is the ideal background to emphasize the Symbol Mark.

Fujitsu red on gray tones

When the Symbol Mark is Fujitsu red or 100% black on a gray background, the background must have a brightness of 100 – 70. To see how to measure the brightness of background colors see page 12.



Brightness of the background color
 100 – 70 = positive Symbol Mark

Brightness of the background color
 69 – 0 = negative Symbol Mark

The following guidelines will help you pick a background for the Symbol Mark that maximizes legibility.

The preferred treatment for the Symbol Mark is Fujitsu red on a white background. White is the ideal background to emphasize the Symbol Mark.

When the Symbol Mark is Fujitsu red on a colored background, the background color must have a brightness of 100 – 70.

When the Symbol Mark is white on a colored background, the background color must have a brightness of 69 – 0.

To see how to measure the brightness of background colors see page 12.

Symbol Mark on colored backgrounds

To work out whether the Symbol Mark should be reversed out of a white or dark background, please proceed as follows.

Call up your DTP package such as:

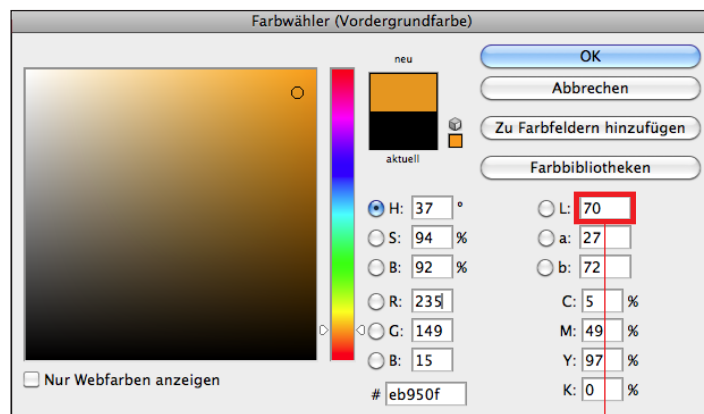
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator

And use the Lab color palette to define the "L" (luminance) of the background:

The following rule applies:

Brightness 100 – 70 = positive Symbol Mark

Brightness 69 – 0 = negative Symbol Mark



100 – 70 = positive Symbol Mark
 69 – 0 = negative Symbol Mark

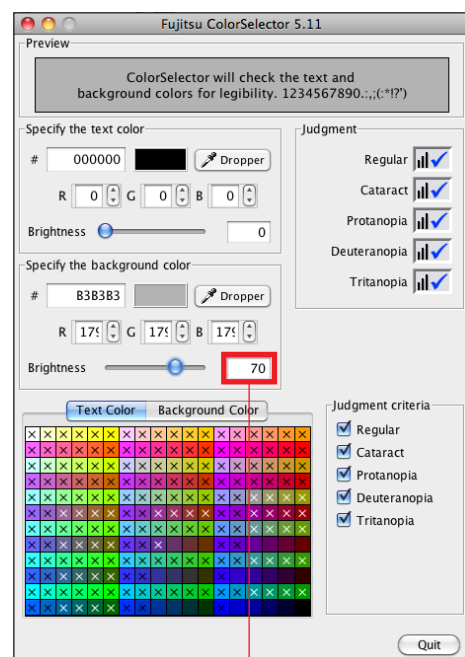
If you do not have access to any of the above programs, please use the Fujitsu ColorSelector to define the background color brightness. You can download this program free of charge at:

www.fujitsu.com/global/accessibility/assistance/cs/

Then follow the following rule:

Brightness 100 – 70 = positive Symbol Mark

Brightness 69 – 0 = negative Symbol Mark



100 – 70 = positive Symbol Mark
 69 – 0 = negative Symbol Mark

The Fujitsu Red Symbol Mark on a white background is always the preferred color combination. This quick-reference chart tells you what Symbol Mark color and background tone options are available for each individual media application.

Media	Symbol Mark Color				BACK-ground tone
	FUJITSU	FUJITSU	FUJITSU	FUJITSU	
Advertising					
Print Advertising					
TV Commercials					
Sponsor Credits for TV Programs					
Outdoor Advertising					
Transit Advertising					
Event Signs					
Exhibitions					
Banners/Curtains					
Trade Show Booths					
Sales Promotions					
Product Catalogs					
Folders					
Posters					
Videos/CD-ROMs/Disk Labels/Packages					
POP/Retail Display Units					
Direct Mails					
Giveaways					
Internet					
Websites					
(Banners within websites)					
Non-Fujitsu Group websites					
(Banners on non-Fujitsu Group websites)					
Publications					
Corporate Brochures/Annual Reports					
Newsletters/Other Magazines					
Press Release					
Internal Magazine					
Products					
Hardware Products					
Hardware Packaging Boxes					
Software/Disk Labels/Package Cartons					
Manuals/Technical Sheets					
Business Tools					
Business Cards					
Employee Emblems					
ID Cards					
Stationery					
Business Forms					
PowerPoint Slides					
Signs					
Entrance					
Corporate Signs					
Flags					
Vehicles					
Large Trucks, Vans, Station Wagons					

May use Fujitsu Red
 May use Fujitsu Gray
 May use black
 May use white
 Must use white background

For further information on Symbol Mark colors please see pages 10 and 11.

0C 100M 100Y 0K	0C 0M 0Y 9K	238 R 238 G 238 B	eeeeee
0C 100M 100Y 20K	0C 0M 3Y 20K	218 R 217 G 214 B	dad9d6
0C 100M 100Y 40K	0C 0M 5Y 30K	198 R 198 G 192 B	c6c6c0
0C 100M 100Y 60K	0C 0M 6Y 40K	177 R 177 G 172 B	b1b1ac
0C 100M 100Y 80K	0C 0M 8Y 50K	157 R 156 G 149 B	9d9c95
	0C 0M 10Y 60K	135 R 134 G 126 B	87867e
	0C 0M 12Y 70K	112 R 111 G 103 B	706f67
	0C 0M 13Y 80K	87 R 86 G 79 B	57564f
	0C 0M 15Y 90K	60 R 60 G 53 B	3c3c35
0C 0M 0Y 69K	0C 0M 0Y 9K		
0C 0M 0Y 76K	0C 0M 0Y 20K		
0C 0M 0Y 82K	0C 0M 0Y 30K		
0C 0M 0Y 87K	0C 0M 0Y 40K		
0C 0M 0Y 92K	0C 0M 0Y 50K		
	0C 0M 0Y 60K		
	0C 0M 0Y 70K		
	0C 0M 0Y 80K		
	0C 0M 0Y 90K		

Typography on color backgrounds
The above overview shows how to use text on different backgrounds.

2 Brand Elements

2.3 The Color System

Appendix

	1	2	3	4	5	6
Red	C 0 M 90 Y 70 K 60	C 0 M 90 Y 70 K 30	C 0 M 90 Y 70 K 0	C 0 M 45 Y 25 K 0	C 0 M 30 Y 16 K 0	C 0 M 15 Y 8 K 0
Orange	C 40 M 70 Y 100 K 60	C 40 M 70 Y 100 K 30	C 40 M 70 Y 100 K 0	C 10 M 40 Y 80 K 0	C 6 M 24 Y 48 K 0	C 3 M 12 Y 24 K 0
Yellow	C 60 M 50 Y 100 K 60	C 60 M 50 Y 100 K 30	C 60 M 50 Y 100 K 0	C 30 M 30 Y 100 K 0	C 18 M 18 Y 60 K 0	C 9 M 9 Y 30 K 0
Green	C 80 M 20 Y 100 K 60	C 80 M 20 Y 100 K 30	C 80 M 20 Y 100 K 0	C 60 M 0 Y 80 K 0	C 36 M 0 Y 48 K 0	C 18 M 0 Y 24 K 0
Blue	C 80 M 40 Y 0 K 60	C 80 M 40 Y 0 K 30	C 80 M 40 Y 0 K 0	C 60 M 20 Y 0 K 0	C 36 M 12 Y 0 K 0	C 18 M 6 Y 0 K 0
Purple	C 60 M 60 Y 0 K 60	C 60 M 60 Y 0 K 30	C 60 M 60 Y 0 K 0	C 40 M 40 Y 0 K 0	C 24 M 24 Y 0 K 0	C 12 M 12 Y 0 K 0
Gray	C 0 M 0 Y 15 K 90	C 0 M 0 Y 13 K 80	C 0 M 0 Y 10 K 64	C 0 M 0 Y 6 K 40	C 0 M 0 Y 3 K 28	C 0 M 0 Y 2 K 12

Fujitsu accent colors:

Fujitsu accent colors are supplementary colors which complement the corporate colors. Accent colors should never be more prominent than Fujitsu's primary and secondary colors.

Fujitsu accent colors (CMYK)

The accent colors are defined above in terms of their CMYK (cyan, magenta, yellow, black) mixtures. The above matrix also defines type color on accent colors. White should be used in cases where the CMYK guidelines above are reversed in white out of a dark background. Where the text appears in black, black should also be used for the type.

Fujitsu accent colors should be used mainly for PowerPoint presentations and graphics. The accent colors should never be more prominent than the Fujitsu primary and secondary colors.

	1	2	3	4	5	6
Red	R 122 G 30 B 28 #7A1E1C	R 178 G 43 B 48 #B22B30	R 231 G 52 B 64 #E73440	R 242 G 166 B 168 #F2A6A8	R 248 G 198 B 197 #F8C6C5	R 252 G 228 B 227 #FCE4E3
Orange	R 102 G 49 B 6 #663106	R 145 G 68 B 5 #914405	R 192 G 112 B 0 #C07000	R 240 G 166 B 32 #F0A620	R 251 G 205 B 121 #FBCD79	R 253 G 232 B 195 #FDE8C3
Yellow	R 72 G 67 B 0 #484300	R 108 G 100 B 0 #6C6400	R 139 G 136 B 7 #8B8807	R 200 G 191 B 18 #C8BF12	R 234 G 224 B 88 #EAE058	R 246 G 244 B 166 #F6F4A6
Green	R 26 G 82 B 6 #1A5206	R 38 G 122 B 8 #267A08	R 27 G 161 B 43 #1BA12B	R 81 G 211 B 93 #51D35D	R 165 G 233 B 171 #A5E9AB	R 218 G 246 B 221 #DAF6DD
Blue	R 11 G 64 B 107 #0B406B	R 16 G 93 B 156 #105D9C	R 23 G 130 B 219 #1782DB	R 94 G 173 B 238 #5EADDE	R 156 G 204 B 244 #9CCCF4	R 210 G 232 B 250 #D2E8FA
Purple	R 51 G 47 B 103 #332F67	R 75 G 69 B 149 #4B4595	R 112 G 106 B 186 #706ABA	R 170 G 147 B 255 #AA93FF	R 203 G 189 B 255 #CBBDFE	R 231 G 225 B 255 #E7E1FF
Gray	R 60 G 60 B 53 #3C3C35	R 87 G 86 B 79 #57564F	R 126 G 125 B 118 #7E7D76	R 177 G 177 B 172 #B1B1AC	R 202 G 202 B 199 #CACAC7	R 232 G 232 B 230 #E8E8E6

Fujitsu accent colors:

Fujitsu accent colors are supplementary colors which complement the corporate colors. Accent colors should never be more prominent than Fujitsu's primary and secondary colors.

Fujitsu accent colors (RGB and HEX)

The accent colors are defined above in terms of their RGB (red, green, blue) and HEX (Webcolors) mixtures. The above matrix also defines type color on accent colors. White should be used in cases where the RGB guidelines above are reversed in white out of a dark background. Where the text appears in black, black should also be used for the type.

	1	2	3	4	5	6
(Red)	Text	Text	Text	Text	Text	Text
(Orange)	Text	Text	Text	Text	Text	Text
(Yellow)	Text	Text	Text	Text	Text	Text
(Green)	Text	Text	Text	Text	Text	Text
(Blue)	Text	Text	Text	Text	Text	Text
(Purple)	Text	Text	Text	Text	Text	Text
(Gray)	Text	Text	Text	Text	Text	Text

Fujitsu accent colors:

Fujitsu accent colors are supplementary colors which complement the corporate colors. Accent colors should never be more prominent than Fujitsu’s primary and secondary colors.

**Fujitsu accent colors
(Grayscale conversion)**

The above matrix maps the accent colors to a gray scale, showing how the colors appear in black and white printouts. The grayscale of each column is almost the same tone. This chart also shows when black or white should be used for the type.

Version 1

Version 2

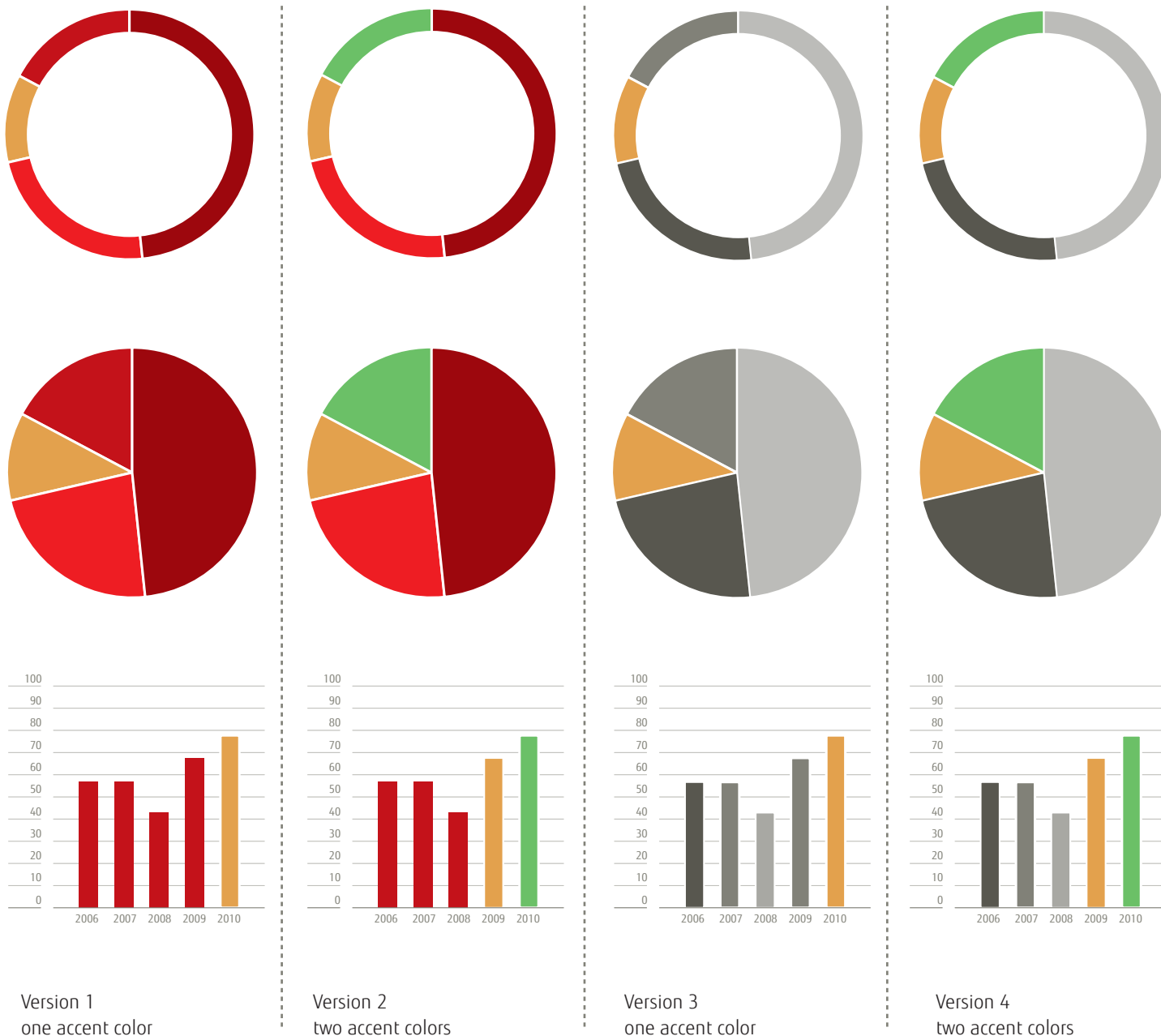
Version 1

This layout demonstrates how accent colors should be applied. Accent colors should never be more prominent than Fujitsu's primary and secondary colors. The accent colors have the function to highlight some aspects in graphics or graphs and they should be clearly subordinate to the Fujitsu primary and secondary colors. This guarantees a stringent and recognizable brand image throughout all global communication materials.

Version 2

This layouts demonstrates the wrong usage of accent colors. The accent colors dominate the Fujitsu primary and secondary colors. In this layout Fujitsu does not clearly appear as the brand and sender. We recommend not using accent colors in such a dominant way.

We highly recommend using the Corporate colors red and gray exclusively (five red tones and nine gray tones). This is however not mandatory.



Fujitsu accent colors

The diagrams and graphics above are samples which demonstrate how the Fujitsu primary and secondary colors (Fujitsu red and gray) can be used in combination with the accent colors.

Version 1:

The Fujitsu red color palette dominates, with accent color orange being used for highlighting.

Version 2:

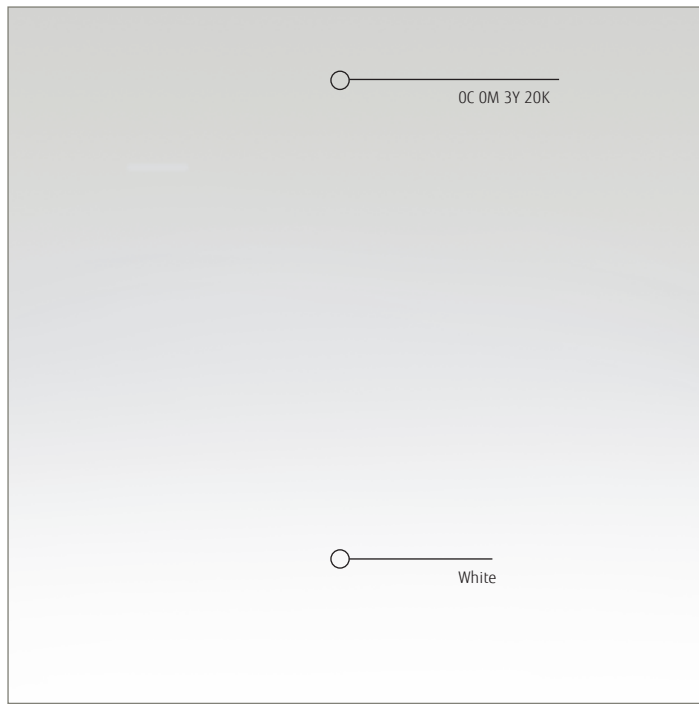
The Fujitsu red color palette dominates, with the accent colors orange and green being used for highlighting.

Version 3:

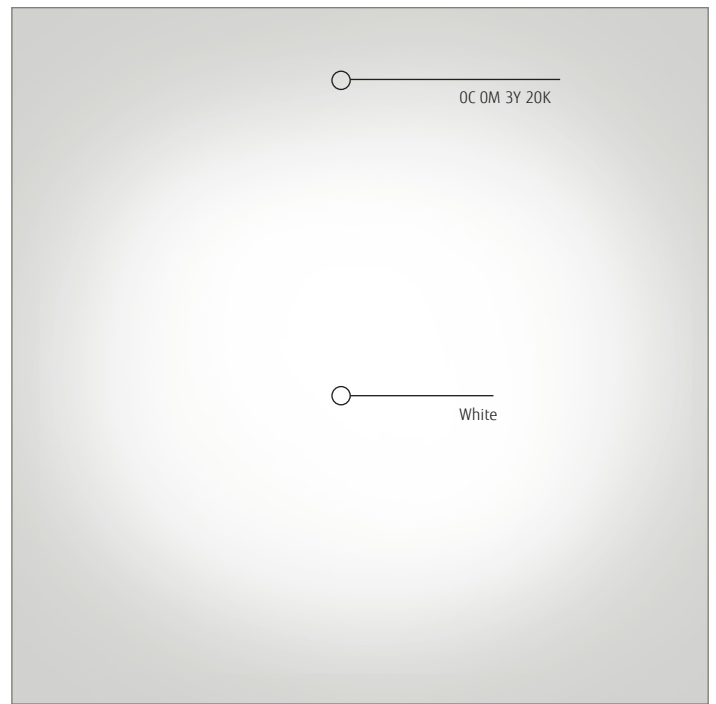
The Fujitsu gray color palette dominates, with accent color orange being used for highlighting.

Version 4:

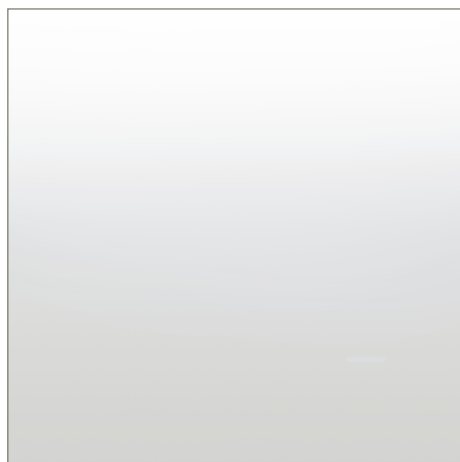
The Fujitsu gray color palette dominates, with the accent colors orange and green being used for highlighting.



1



3

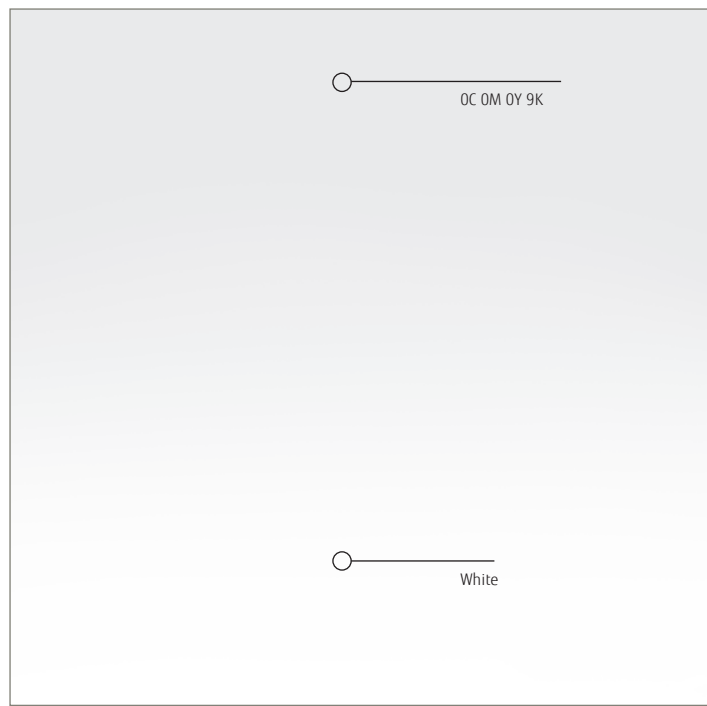


2

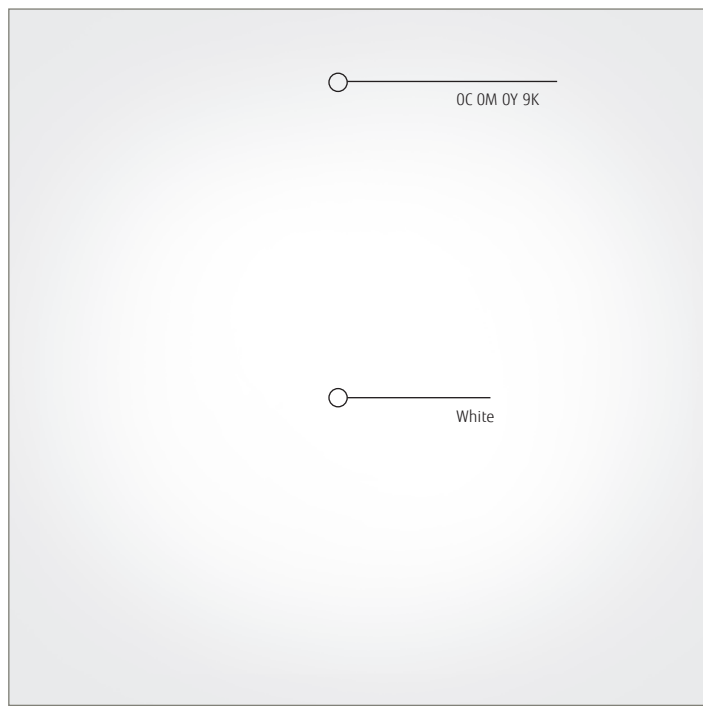
Gradients (darker)

The following darker gradients are permitted for backgrounds in print communication:

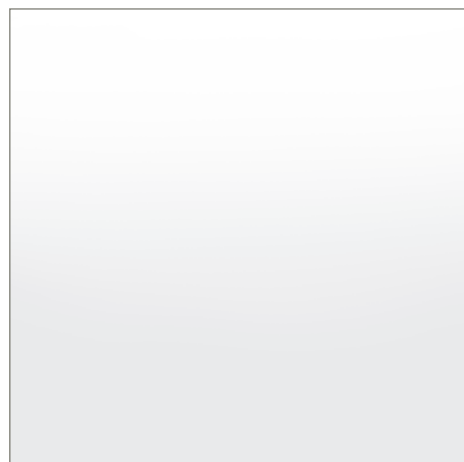
- 1 Vertical gradients from 0C 0M 3Y 20K to white (moving downwards)
- 2 Vertical gradients from 0C 0M 3Y 20K to white (moving upwards)
- 3 Circular gradient (glow effect) from 0C 0M 3Y 20K to white (moving inwards)



1



3

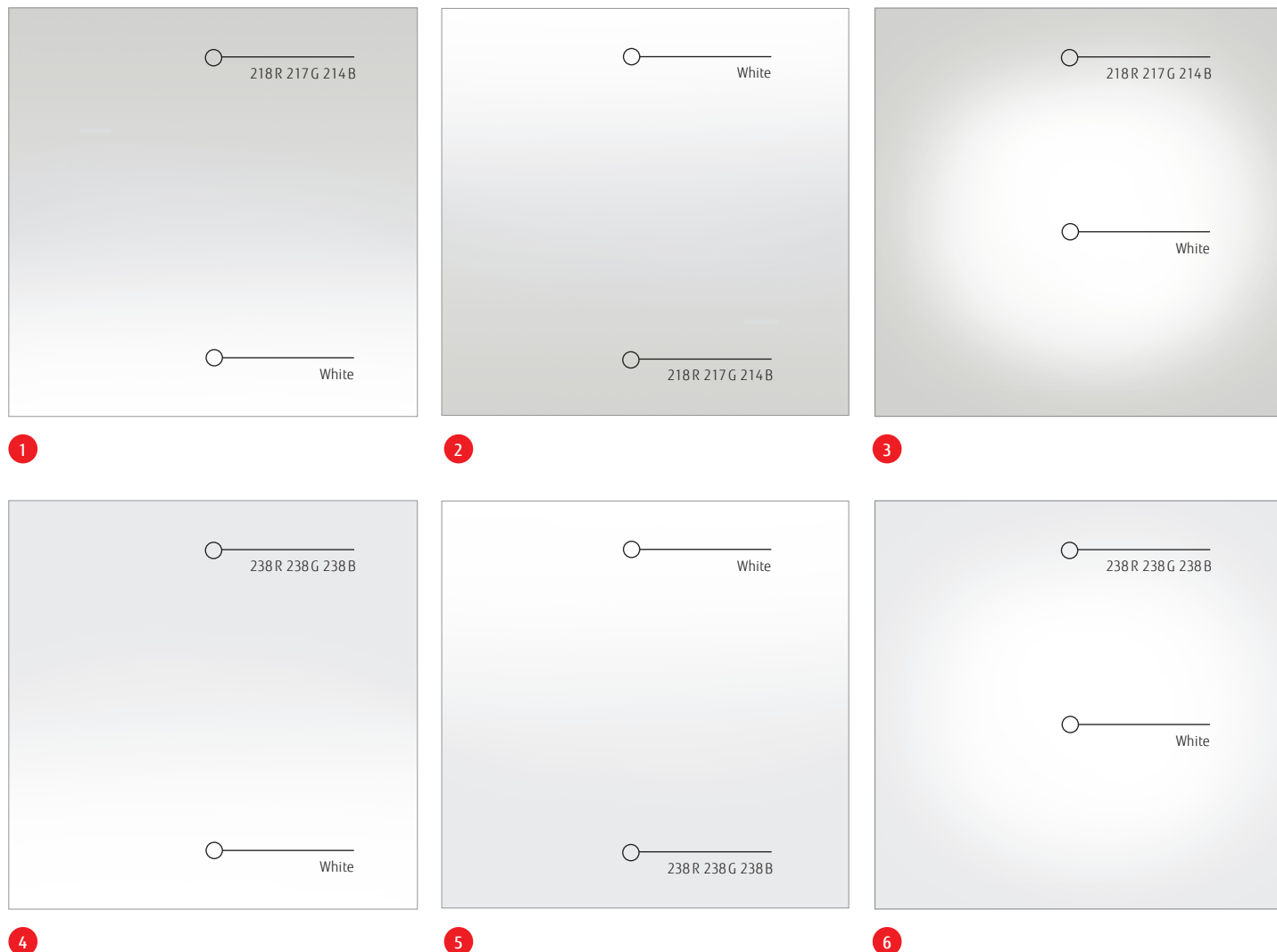


2

Gradients (lighter)

The following lighter gradients are permitted for backgrounds in print communication:

- 1 Vertical gradients from 9% black to white (moving downwards)
- 2 Vertical gradients from 9% black to white (moving upwards)
- 3 Circular gradient (glow effect) from 9% black to white (moving inwards)



Gradients (online)

The following darker and lighter gradients are permitted for backgrounds in online applications:

- 1** Vertical gradients from 218 R 217 G 214 B to white (moving downwards)
- 2** Vertical gradients from 218 R 217 G 214 B to white (moving upwards)
- 3** Circular gradient (glow effect) from 218 R 217 G 214 B to white (moving inwards)
- 4** Vertical gradients from 238 R 238 G 238 B to white (moving downwards)
- 5** Vertical gradients from 238 R 238 G 238 B to white (moving upwards)
- 6** Circular gradient (glow effect) from 238 R 238 G 238 B to white (moving inwards)



Product photography and gradients

Background gradients for photographs of Fujitsu products must follow a clearly defined gray/white pattern. The gradients are very bright and light, thus supporting Fujitsu's bright and clear color coding. The light gray background can be used in ads, for example, to move less prominent partner logos out of the limelight. The white in the gradient provides a bright background for the Fujitsu Symbol Mark, clearly breaking it out and accentuating it.

The following background fades are permitted for Fujitsu product photographs:

- 1 Vertical gradient from CMYK to white (moving downwards)
- 2 Vertical gradient from CMYK to white (moving upwards)
- 3 Circular gradient (glow effect) from CMYK to white (moving inwards)



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Still life photography and gradients

Background gradients for still lifes must follow a clearly defined gray/white pattern. The gradient colors are very bright and light, thus supporting Fujitsu's bright and clear color coding. The light gray background can be used in ads, for example, to move less prominent partner logos out of the limelight. The white in the gradient provides a bright background for the Fujitsu Symbol Mark, clearly breaking it out and accentuating it.

The following background gradients are permitted for Fujitsu still lifes:

- 1 Vertical gradients from CMYK black to white (moving upwards)
- 2 Vertical gradients from CMYK black to white (moving upwards) where a bright background is shining through
- 3 Example of a still life in an image ad. Here the fade visually reinforces the impact of the headline.



Horizontal gradient is not permitted



Horizontal gradient is not permitted



Horizontal gradient is not permitted



Diagonal gradient is not permitted



A hard vertical gradient is not permitted



Vertical gradient in Fujitsu warm gray is not permitted

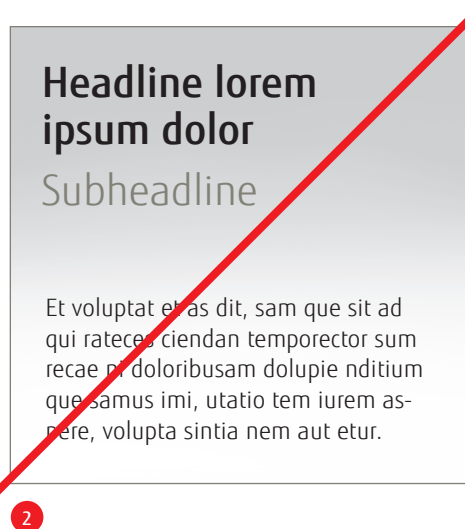
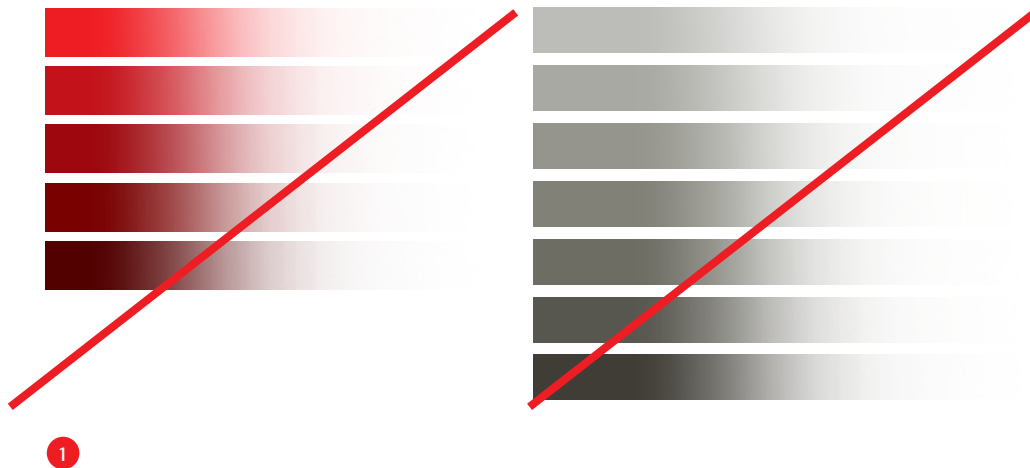


Vertical gradient in Fujitsu Red is not permitted

Inappropriate use of gradients

The following gradient effects are not permitted: horizontal gradients, hard vertical and diagonal gradients, plus Fujitsu warm gray to white gradients and Fujitsu Red to white gradients. Both gradients are also prohibited when used as a background for product and still life photographs.

Fujitsu Red and Fujitsu Warm Gray should not be mixed with white, as this changes the clear and precise impact of the image, resulting in non-compliant color tones.



Inappropriate use of gradients

- 1 It is not permitted to gradate large-scale Fujitsu primary und secondary colors across large surfaces.
- 2 Similarly, text must not be positioned in isolation on a gradation, i.e. without a visual.
- 3 When combined with a visual, in the case of ads for example, text can be placed on the defined gradation.
- 4 There is one exception to this rule. When creating 3D effects on teasers and buttons, it is possible to gradate the Fujitsu Red spectrum. However, the buttons and teasers should be discrete within the overall layout as they are of secondary importance.



Product backgrounds

Fujitsu products can be illustrated on a pure white background. The reflection on the white background is important here – it ensures that the product does not appear to be hanging in mid-air and gives the visual a modern, clean-cut feel.



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Product photography and Fujitsu colors as backgrounds

Fujitsu products can be illustrated on Fujitsu primary, secondary and premium colors.

- 1 Neutral Grays:
0C 0M 0Y 9K
0C 0M 3Y 20K,
0C 0M 5Y 30K
- 2 Fujitsu Red: only 100% Fujitsu Red
- 3 Fujitsu Silver: only 100% Pantone 8002
- 4 Neutral Grays:
0C 0M 6Y 40K
0C 0M 8Y 50K
0C 0M 10Y 60K
0C 0M 12Y 70K
0C 0M 13Y 80K
0C 0M 15Y 90K



1



2



3



4

Fujitsu colors and photography

The Fujitsu primary colors can be used in a layer technique over pictures as shown in the samples above.

- 1 Fujitsy Grays:
 0C 0M 0Y 9K
 0C 0M 3Y 20K,
 0C 0M 5Y 30K
 0C 0M 6Y 40K
 0C 0M 8Y 50K
 0C 0M 10Y 60K
 0C 0M 12Y 70K
- 2 Fujitsu Red: only 100% Fujitsu Red (multiplied on the background picture)
- 3 Fujitsu Silver: 100% Pantone 8002 (in this sample the picture prints on the silver square)
- 4 No Fujitsu Grays:
 0C 0M 13Y 80K
 0C 0M 15Y 90K

Always the best informed. The Fujitsu Corporate Identity Program.

Contact

If you have questions please contact Corporate Brand Office or International Business (IB) through the Brand Portal.

Corporate Brand Office
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IB Brand Portal
<http://extranet.uk.fujitsu.com/sites/00109>

Brand Workroom*
<http://extranet.uk.fujitsu.com/sites/00109/Pages/BrandWorkroom.aspx>

* The Brand Workroom is accessed via the Brand Portal. Please note, users require an account. Contact your regional marketing contact for details.

Fujitsu Intranet Portal

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www-i.cbo.fujitsu.com

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