

2 Brand Elements

2.4 Grid System

FUJITSU



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Introduction

As an integral part of the corporate design framework, the grid gives structure to layouts. It enables designers to work efficiently, supporting the creative process by providing a blueprint for single-page and multi-page collaterals that are framed by a consistent Visual Identity. The grid is used to define the correct positioning and spacing of all design elements.

Attention: The Basic Grid area is mandatory for all communication materials.

The Fujitsu Grid System

A grid system creates an orientation framework for arranging logos, text, graphics and pictures. In all print materials, the grid system plays an important role. It creates structure and consistency throughout all materials, while allowing the designer creative freedom within the Fujitsu Visual Identity.

This design blueprint is the ideal way to create and maintain a consistent, instantly recognizable look & feel across all Fujitsu communication materials.

The grid system is a series of guidelines that organizes the page into margins, columns and horizontal units. All professional print layout programs (InDesign, Quark, etc) allow you to define the grid when creating a new document. The following pages explain how to define, adapt and use the Fujitsu grid for your given format.

The overall grid (composite grid) consists of the following three elements:

1. Basic Grid area

The basic grid defines the position of the Symbol Mark and provides a framework for

the baseline grid and column grid. The basic grid is applied to all 2D Fujitsu communication materials. For example, all print and online materials use the basic grid. However, it is not used on pencils or other 3D objects.

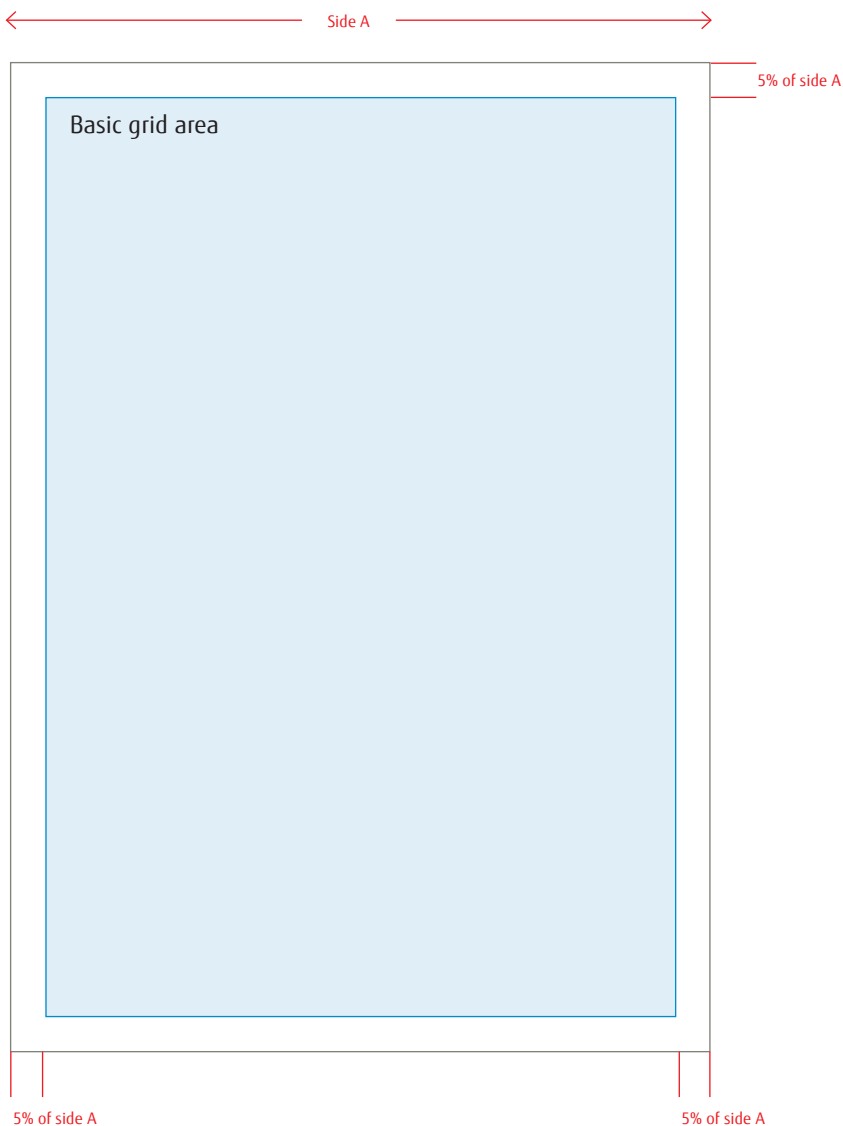
2. Baseline Grid

The baseline grid comprises several horizontal lines. The baseline of the body copy and other text elements like headlines are positioned on these lines. This grid helps to horizontally align lines of text. The baseline grid differs from one format to another.

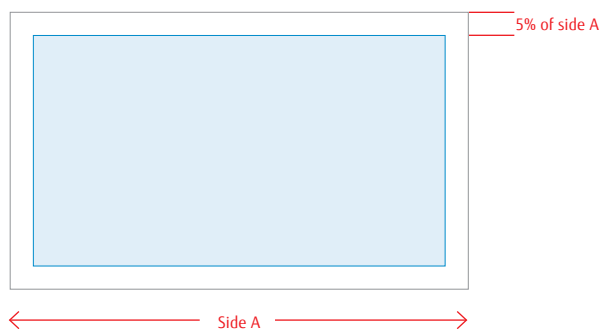
3. Column Grid

The column grid defines the text width. This system gives you optimum freedom and flexibility to handle both longer and shorter lengths of texts. The column grid divides the page into vertical segments, which also allow you to position additional elements such as pictures and graphics.

Please see the following pages for a more detailed explanation of each grid.



A4 cover page (symmetrical grid area)



Business card (91mm x 55mm)

1 Basic Grid area

The basic grid area is the space within which logos and text are placed.

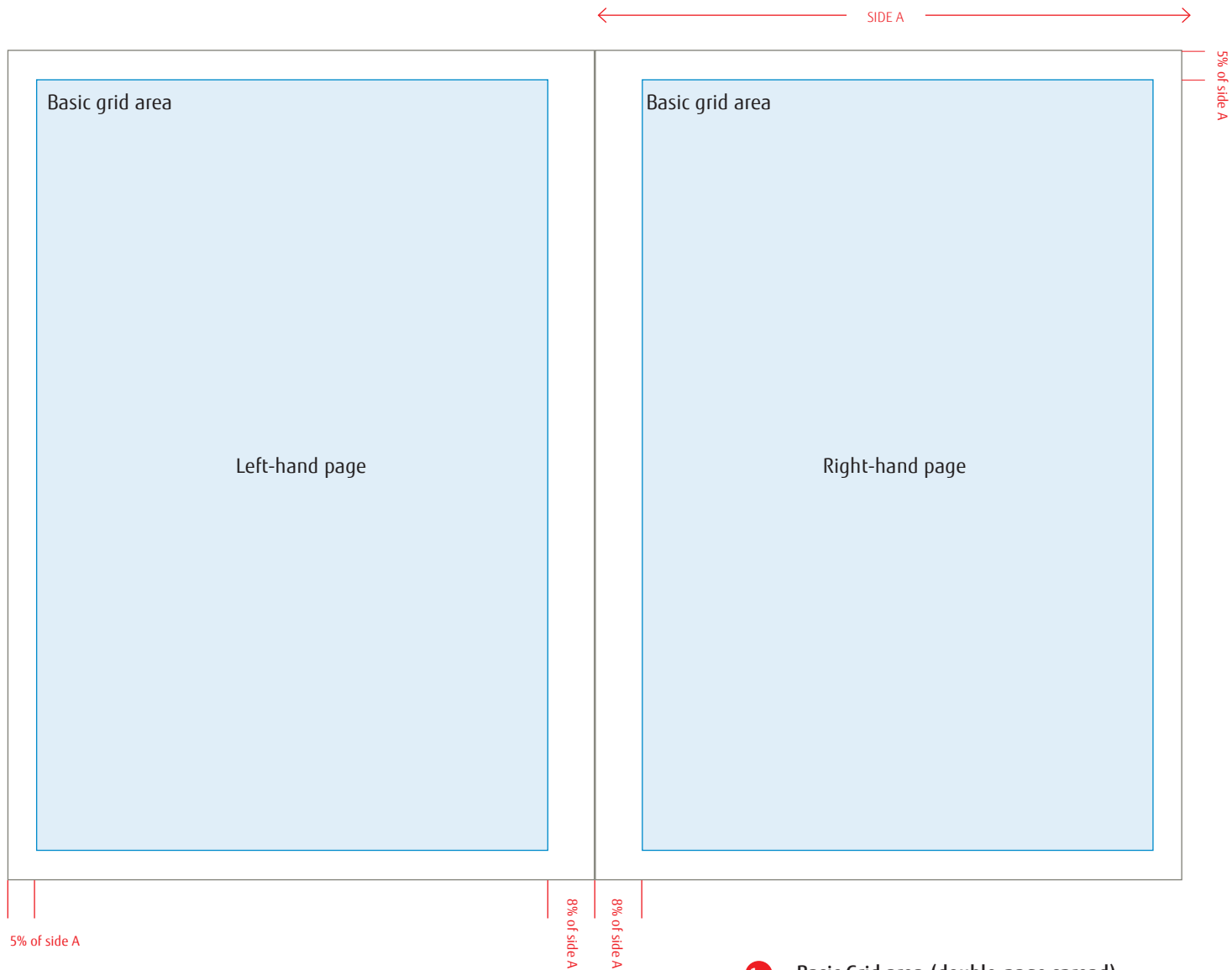
A 5% margin must be left to the top/bottom and sides of the sheet. The 5% is measured in reference to the shortest side of the sheet/layout.

Advantages:

- The 5% margin ensures that the isolation area around the Symbol Mark is maintained on all templates.
- For the A4 format, the margin is 10.5 mm.

No text or logos are allowed outside the basic grid. Pictures and graphic elements may be placed in the margin however.

In the case of very small formats such as business cards and identity cards, the 5% margin may be measured in reference to the longest side of the sheet in order to maintain a suitable isolation area for the Symbol Mark (see example to the left).



The asymmetrical grid areas on a double page spread (A4)

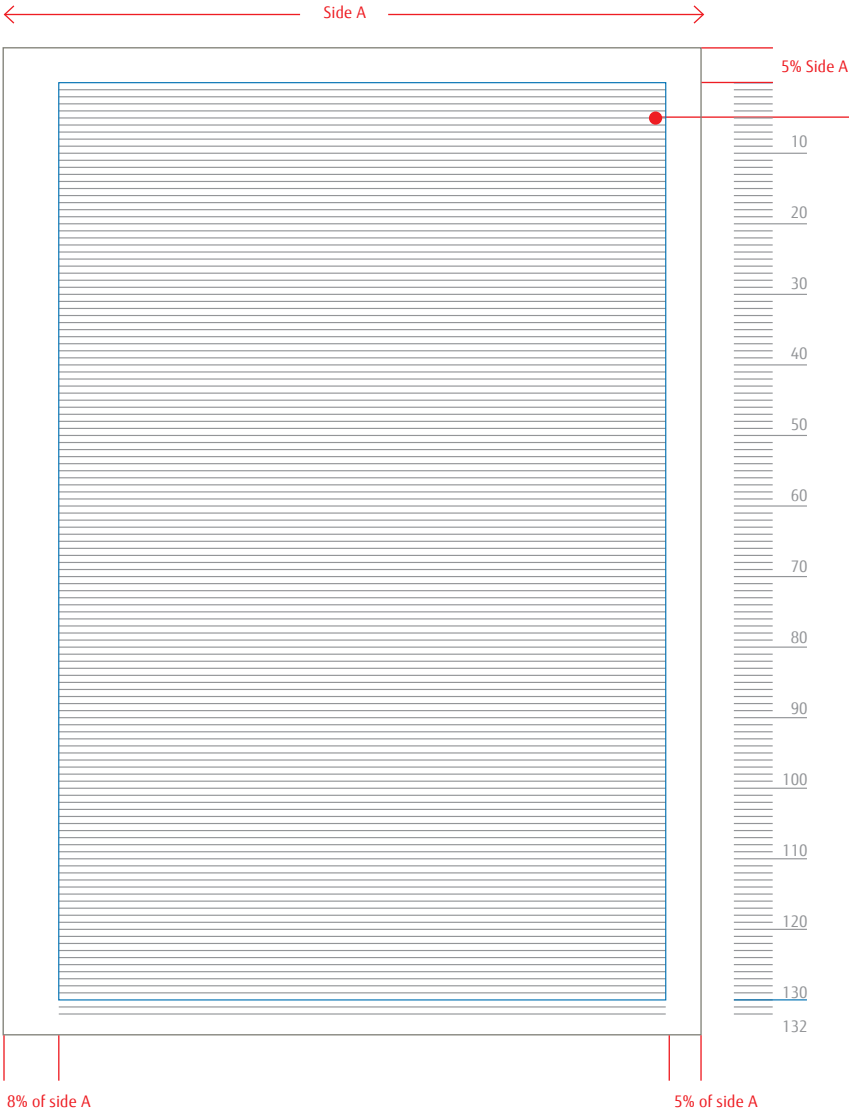
1a Basic Grid area (double-page spread)
A 5% or 8% margin must be left to the sides and top/bottom of the sheet. The 5/8%* is measured in reference to the shortest side of the sheet/layout:

- The margins at the top and bottom are 5%
- The gutter margin is 8%
- The outer margin is 5%

The gutter margin is bigger to ensure that no text or other elements are cut off or hidden by the gutter. The margin ratio is 5:8 in keeping with the “golden section”, which defines the most harmonious layout.

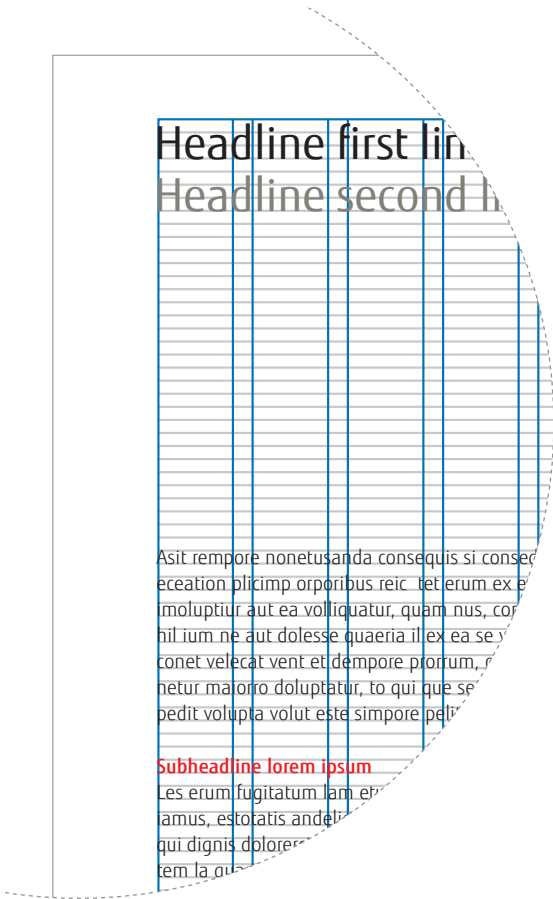
No text or logos are allowed outside the basic grid. Pictures and graphic elements may be placed in the margin however.

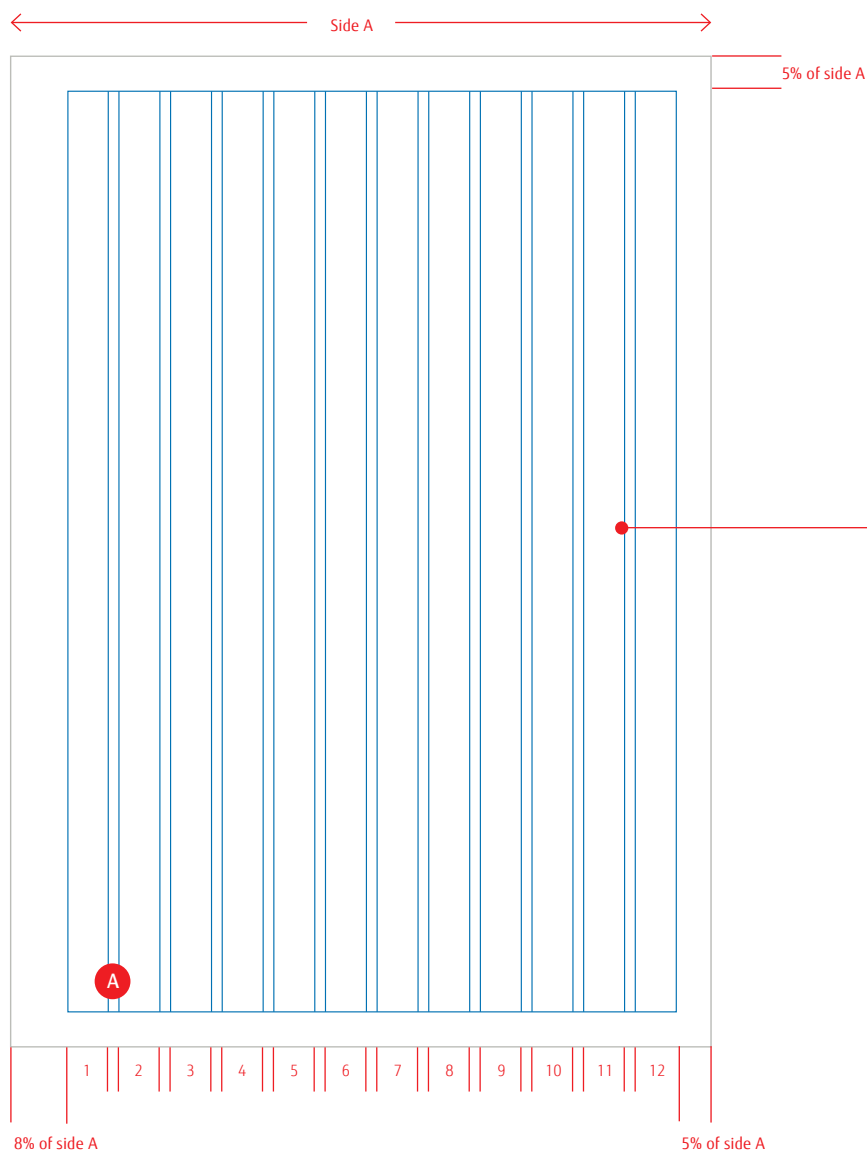
* For double-page spreads in A3 format the gutter margin of 8% of the shortest side of the sheet/layout can be 5%.



2 Baseline Grid

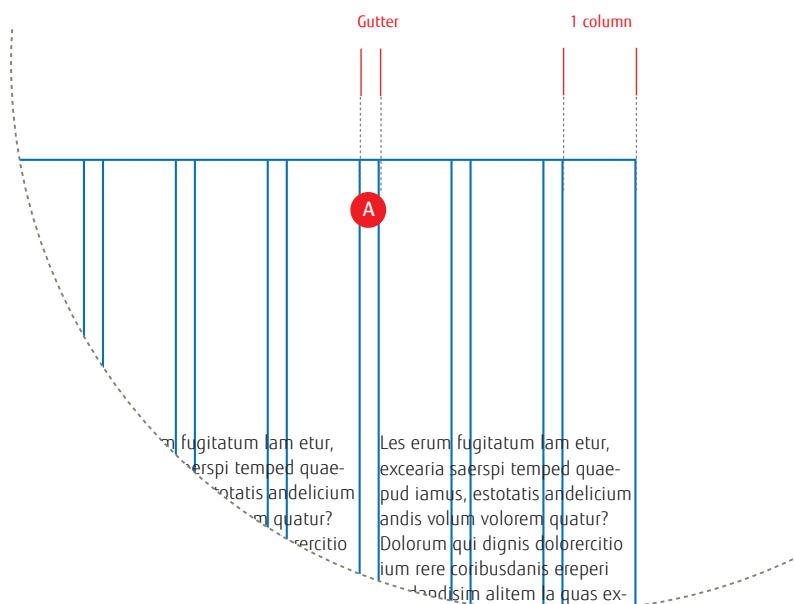
The baseline grid (grey lines) divides the grid area horizontally. The text is positioned on the baseline grid. For A4 formats, the basic grid is divided into 130 lines. The 132nd line is for the pagination.

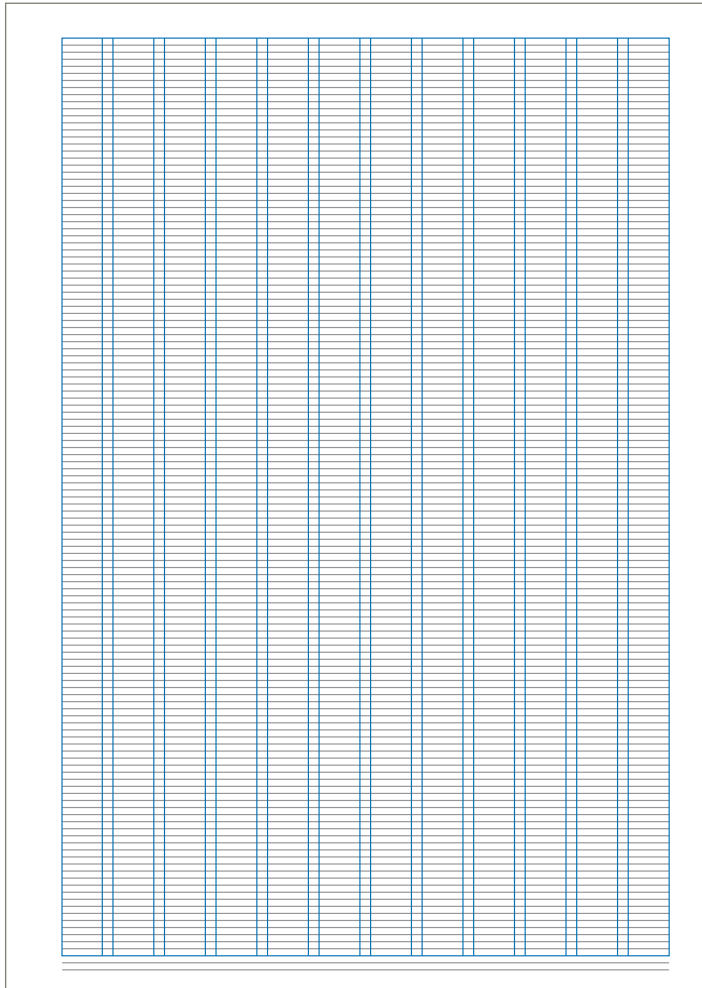




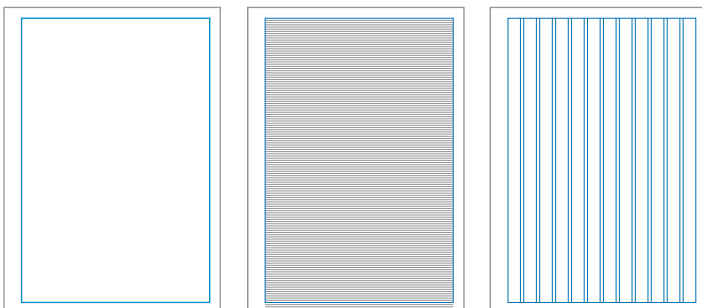
3 Column Grid
Content and text are organized in vertical columns. The number of columns and the gutter width depend on the format. To create 12 equal columns, divide the width of the basic grid into 12 and define the gutters as 1/3 of the margin. For formats smaller than A4 (A5 and A6/5) the gutters are 1/2 of the margin.

A Gutter width:
33% of 5% margin (A4 and bigger)
50% of 5% margin (smaller than A4)



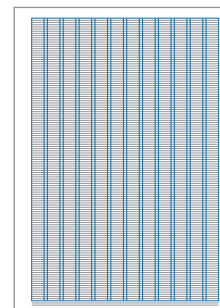


Composite grid

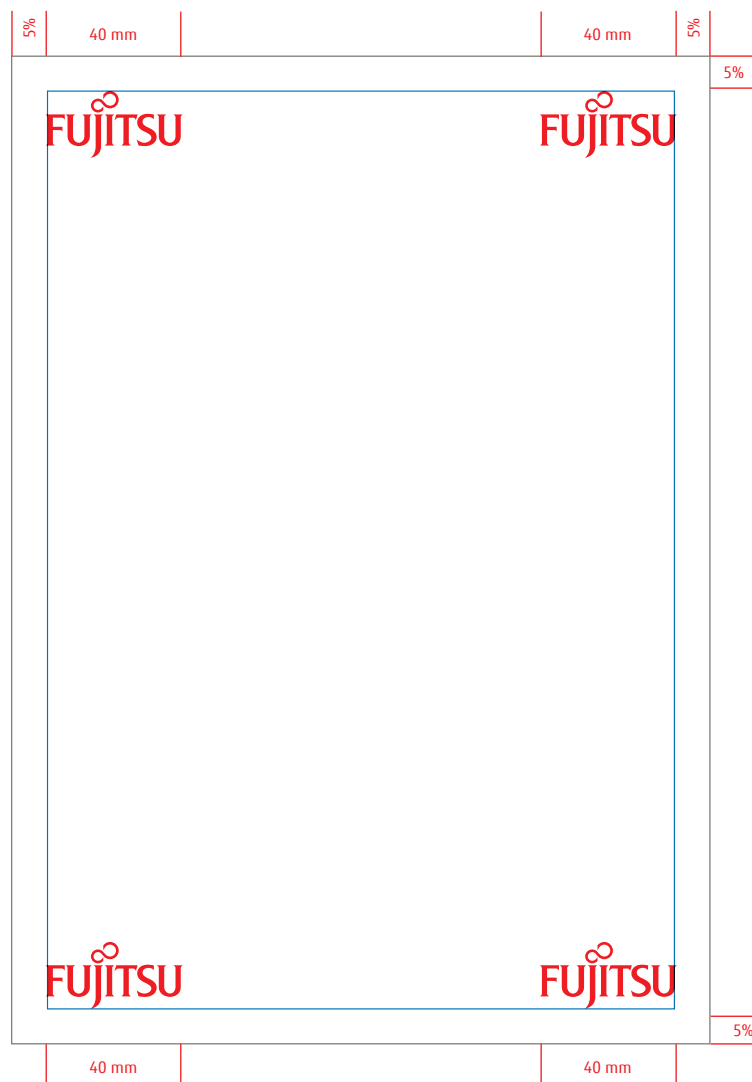


① + ② + ③ =

Basic Grid Baseline Grid Column Grid



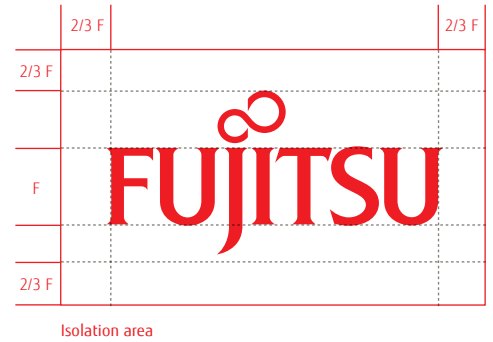
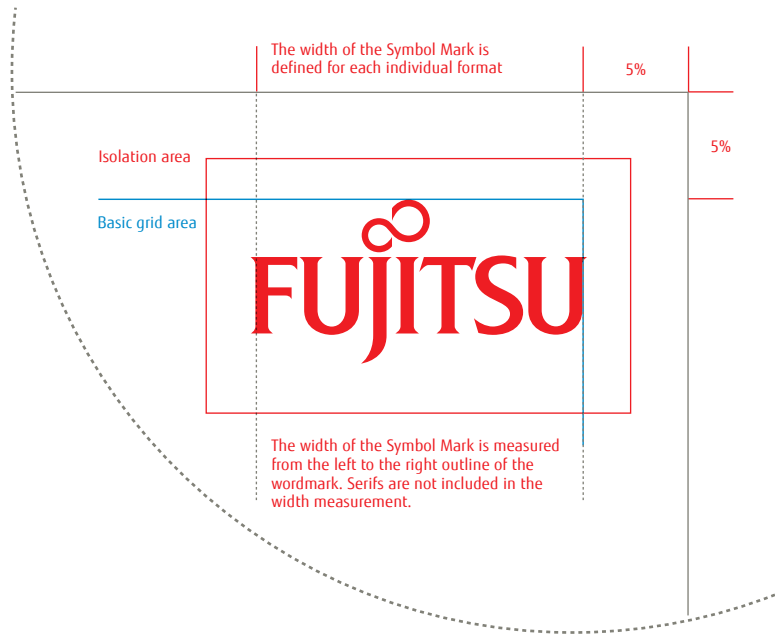
- ④ **Composite Grid**
- The composite grid provides a concrete framework for creating and maintaining a consistent look & feel across all Fujitsu communication materials. At the same time, it provides sufficient flexibility to freely position various design elements such as logos, text, graphics and pictures.



A4 format

Position of the Symbol Mark

The Symbol Mark can be placed in the upper or lower right-hand corner of the basic grid. In special cases, the Symbol Mark can be placed in the upper or lower left-hand corner.

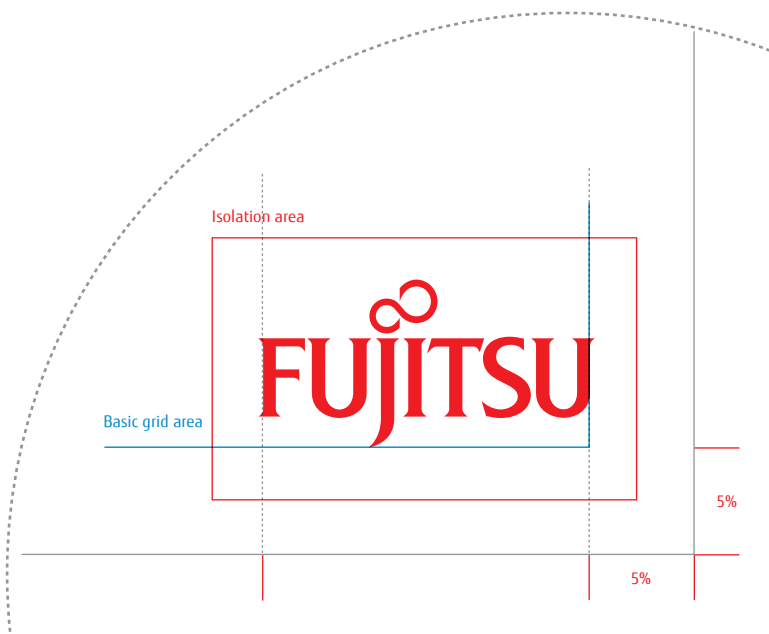


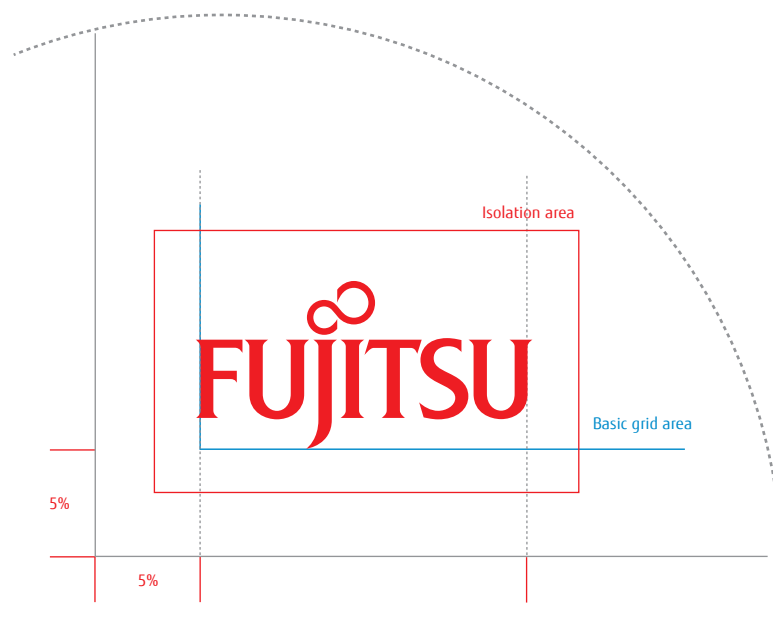
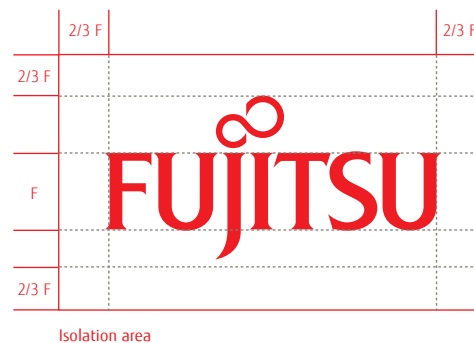
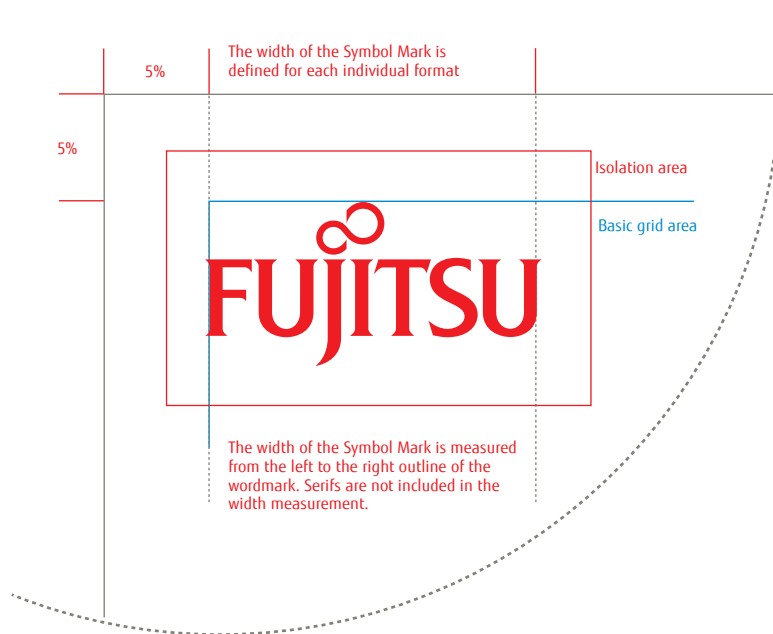
Position of the Symbol Mark (upper and lower right hand side)

As shown in the examples on the left, the Symbol Mark can be positioned in the upper or lower right-hand corner of the basic grid.

The logo is aligned with the basic grid in reference to the outer edge of the right stem of the "U", the top of the Infinity Mark or the lower point of the "J".

The 5% margin of the basic grid system ensures that the isolation area of the Symbol Mark is respected.



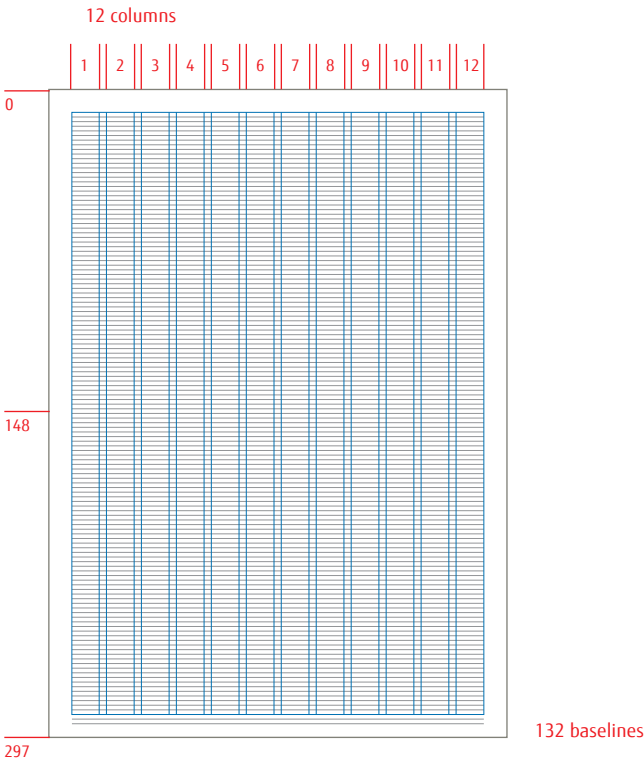


Position of the Symbol Mark (upper and lower left hand side)

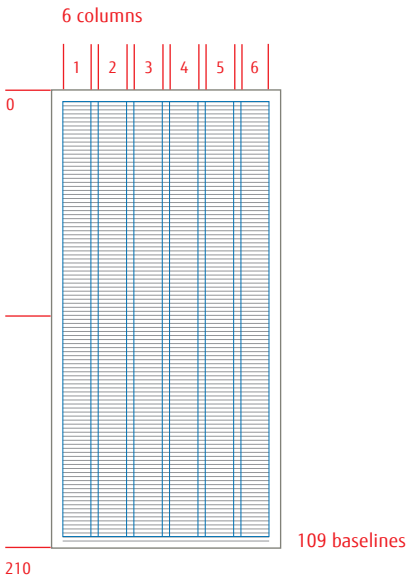
As shown in the examples on the left, the Symbol Mark can be positioned in the upper or lower left-hand corner of the basic grid.

The logo is aligned with the basic grid in reference to the outer edge of the right stem of the "U", the top of the Infinity Mark or the lower point of the "J".

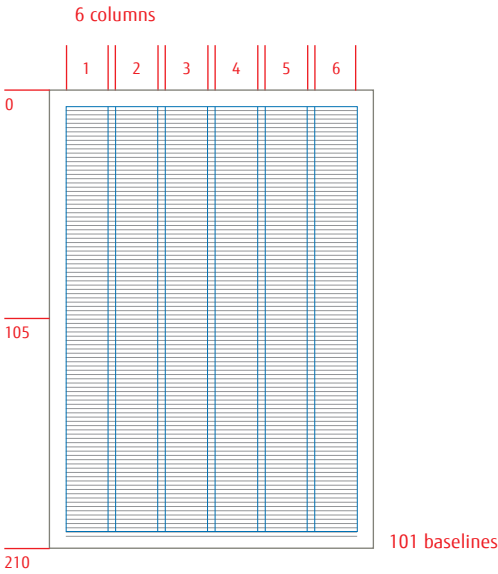
The 5% margin of the basic grid system ensures that the isolation area of the Symbol Mark is respected.



A4 cover page

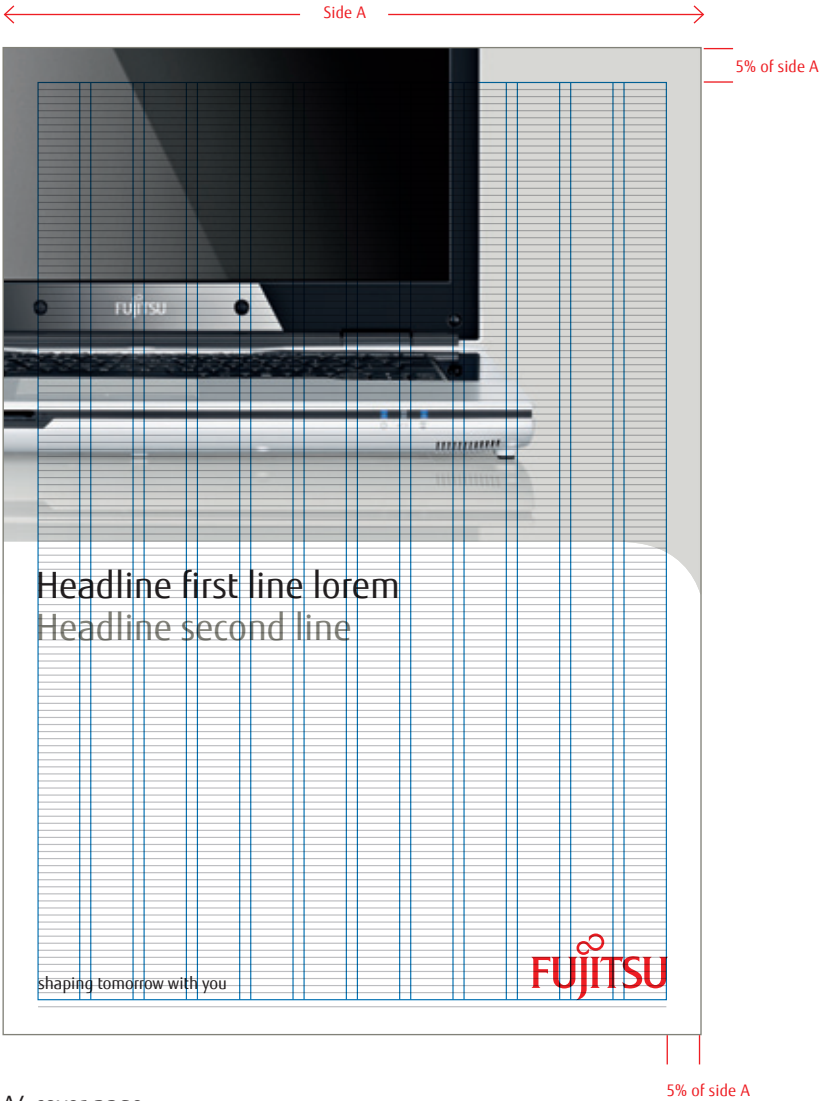


A6/5 portrait format cover



A5 cover page

Composite Grid on different A formats
The examples show how to use the composite grid on different A formats.



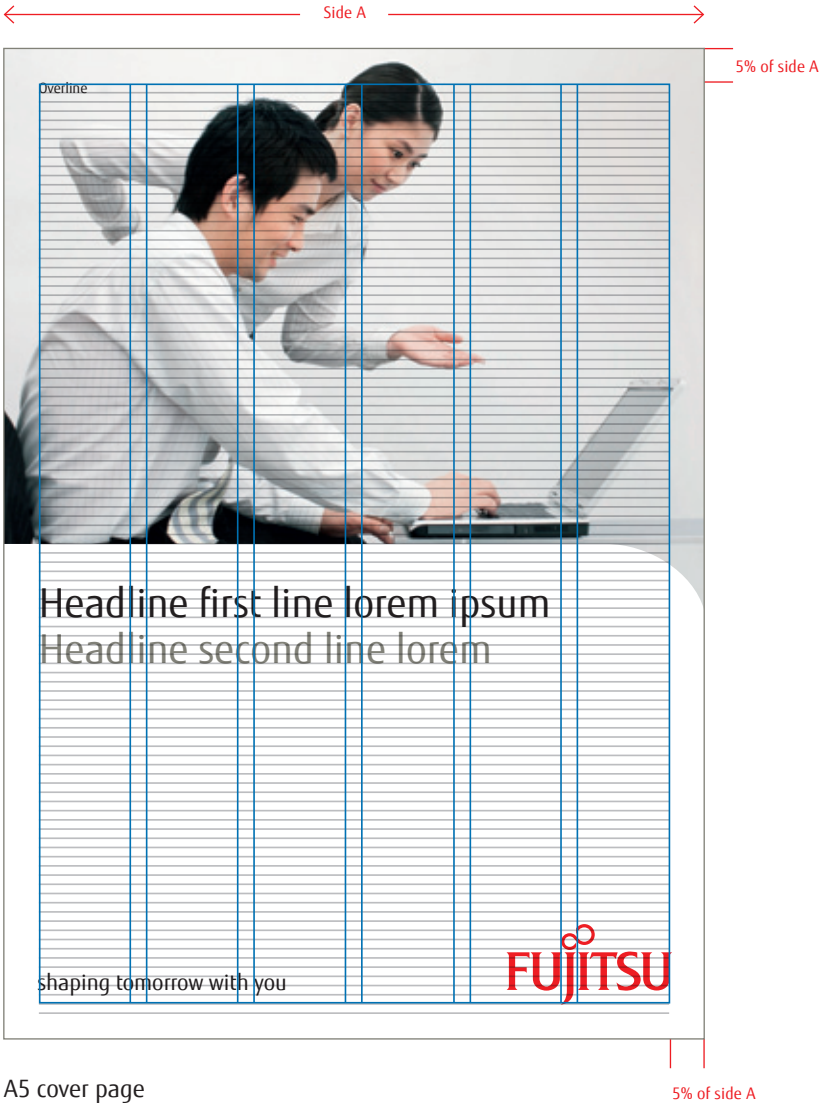
A4 cover page



The Grid System and A4 format

The composite grid provides an ideal framework for arranging the headlines, the cover visual, the tagline and the Symbol Mark.

Refer to chapter 3.3 Publications / Collateral for further information.



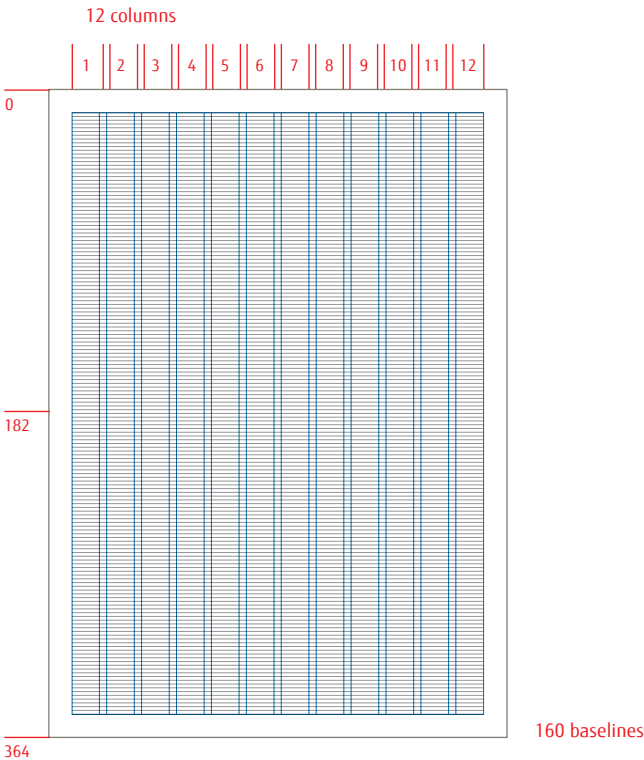
The grid system and A5 format
The composite grid provides an ideal framework for arranging the headlines, the cover visual, the tagline and the Symbol Mark.
Refer to chapter 3.3 Publications / Collateral for further information.



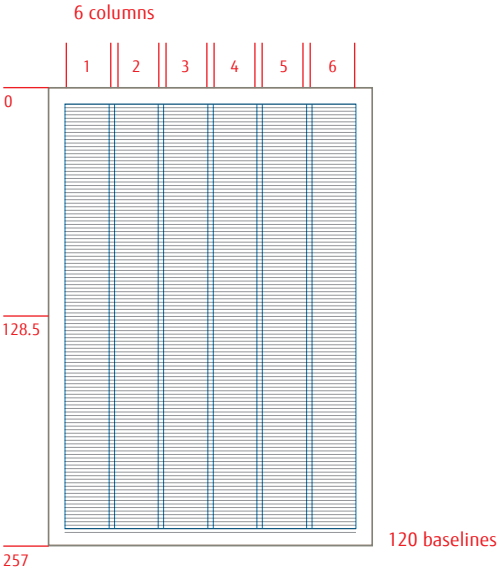
A6/5 cover page



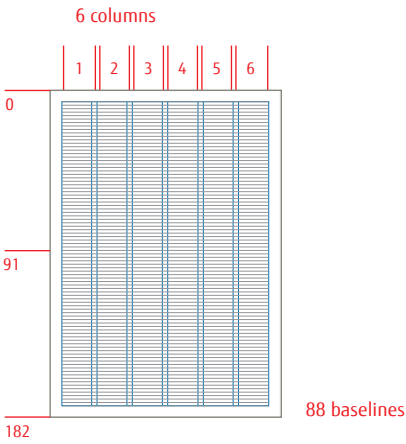
The Grid System and A6/5 format
The composite grid provides an ideal framework for arranging the headlines, the cover visual, the tagline and the Symbol Mark.
Refer to chapter 3.3 Publications / Collateral for further information.



B4 cover page

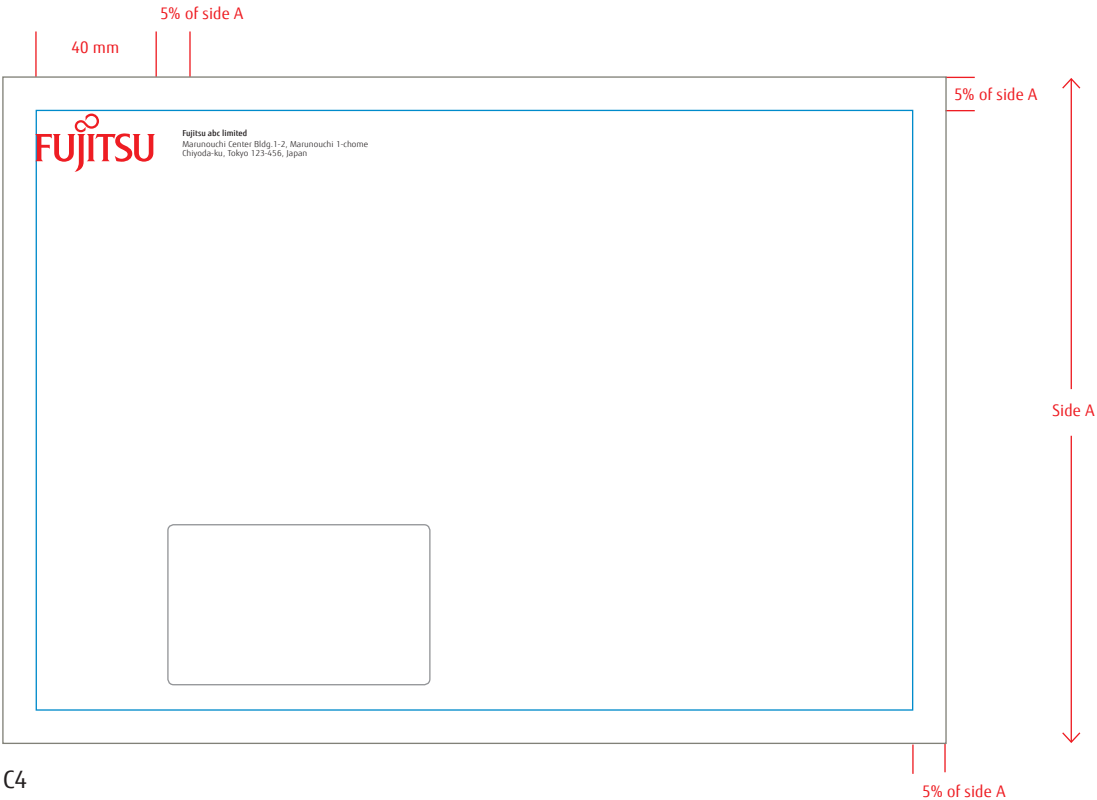


B5 cover page

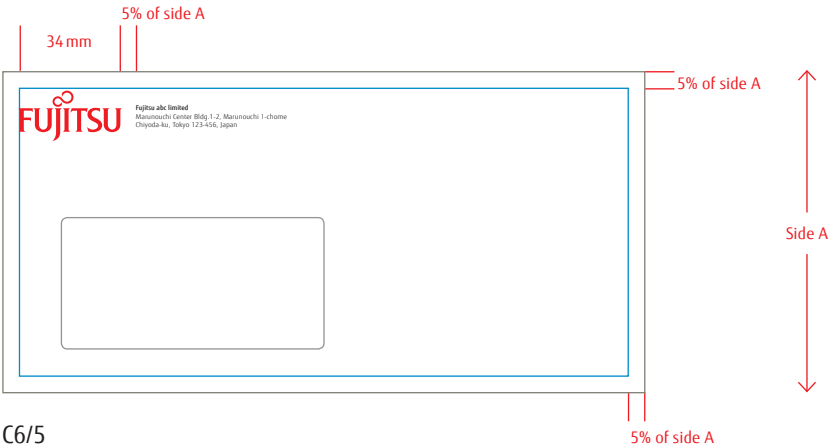


B6 cover page

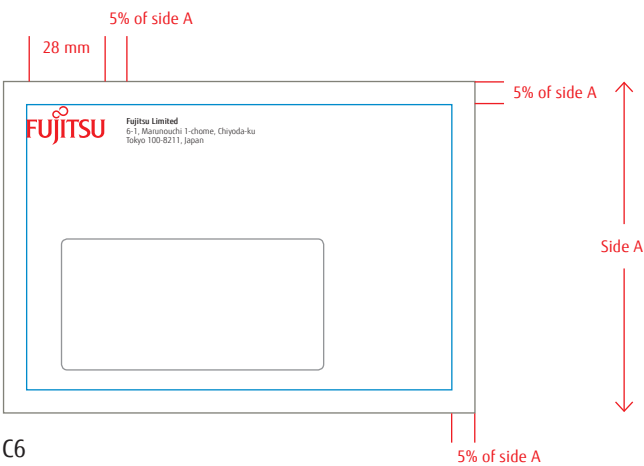
Composite Grid on different B formats
The examples show how to use the composite grid on different B formats.



C4

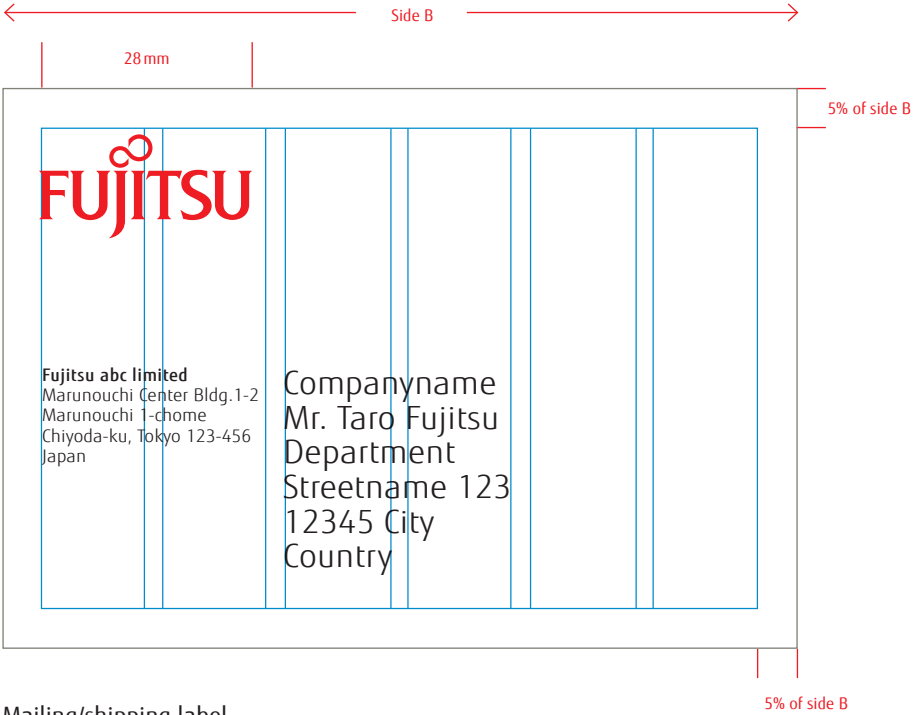


C6/5



C6

Basic grid and the position of the Symbol Mark on C formats



Basic grid system on special formats
Refer to chapter 3.8 Business Tool/Stationery
for further information.



Single-page ad A4



Half-page ad

Basic Grid on advertising formats

The Symbol Mark, Response Module and text are positioned on the basic grid and the column grid. The Symbol Mark is placed as outlined on the previous pages.

A and B formats	Dimensions (mm)	Baseline Grid
Formats smaller than A6/5**		do not use
A6/5*	105 x 210	yes
B6*	128 x 182	yes
A5*	148 x 210	yes
B5*	182 x 257	yes
A4*	210 x 297	yes
B4*	257 x 364	yes
A3*	297 x 420	may use
B3*	364 x 515	may use
A2*	420 x 594	may use
B2*	515 x 728	may use
A1**	594 x 841	do not use
B1**	728 x 1030	do not use
A0**	841 x 1189	do not use
B0**	1030 x 1456	do not use
Formats bigger than A0 and B0**		do not use

When to use the Baseline Grid

The chart on the left gives an overview of the various formats and states whether the baseline grid is to be applied or not. In general, the baseline grid makes sense with publications containing larger blocks of text. In ads, with less text, the baseline grid is not necessary.

ANSI format	Dimensions (inch)	Baseline Grid
Flyer	1/3 A*	yes
Invoice*	5.5 x 8.5	yes
Executive*	7.25 x 10.5	yes
Legal *	8.5 x 14	yes
Letter	A*	yes
Ledger, tabloid	B*	may use
Broadsheet	C**	do not use
	D**	do not use
	E**	do not use

yes	> must use
may use	> optional use
do not use	> not allowed to use

* With these formats, the baseline grid is only necessary if the publication or collateral is rich in text, i.e. in the case of brochures, internal newspapers, etc. The baseline grid is not required for ads.

** In the case of very small formats and big formats (such as posters and banners), no baseline grid is necessary.

Corporate Brand Office may approve exceptions to the guidelines above.

Attention: The Basic Grid area is mandatory for all communication materials.

2 Brand Elements

2.4 Grid System

Appendix

FUJITSU

Body copy for A4 usanda consequis si consed
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tur, to qui que serionseniet odio.

Baseline grid for A4

Body copy for A4

Typesize to leading ratio: 1.33

Fujitsu Sans light 9 pt

Leading 12.03 pt

Body copy for A5 usanda consequis si consed
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netur maiorro doluptatur, to qui que serionseni-
et odio.

Baseline grid for A5

Body copy for A5

Typesize to leading ratio: 1.30

Fujitsu Sans light 8.5 pt

Leading 11.06 pt

Body copy for A6/5 usanda consequis si consed
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netur maiorro doluptatur, to qui que serionseni-
et odio.

Baseline grid for A6/5

Body copy for A6/5

Typesize to leading ratio: 1.23

Fujitsu Sans light 8.5 pt

Leading 10.47 pt

Typesizes for bodycopy

Two different type sizes have been defined for body copy in publications such as brochures and mailings in A4, A5, A6/5, B4, B5 and US formats (flyers, invoices, executive and legal communications, letters). These two sizes also apply to Fujitsu-internal newspapers and special-format magazines which have to align with the baseline grid. A set format-specific leading has also been defined for these type sizes. These type sizes apply to both long and short text blocks, including quotations and intro texts. Larger type sizes can be used for info boxes to create a more eye-catching and exciting layout.

Body copy for A4 usanda consequis si consed quo tem cori doleceation plicimp orporibus reic tet erum ex et et evenduc iatibus, ut imoluptiur aut ea volliquatur, quam nus, con ea nulluptincid magnihil ium ne aut dolesse quaeria il ex ea se voles est everumquia conet velecat vent et dempore prorum, officient dem et, cusame netur maiorro doluptatur, to qui que serionseniet odio.

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Additional text 1

Fujitsu Sans light/regular/medium/bold 7.5 pt
Leading 10.0 pt
Typesize to leading ratio: 1.33

Body copy for A4 usanda consequis si consed quo tem cori doleceation plicimp orporibus reic tet erum ex et et evenduc iatibus, ut imoluptiur aut ea volliquatur, quam nus, con ea nulluptincid magnihil ium ne aut dolesse quaeria il ex ea se voles est everumquia conet velecat vent et dempore prorum, officient dem et, cusame netur maiorro doluptatur, to qui que serionseniet odio.

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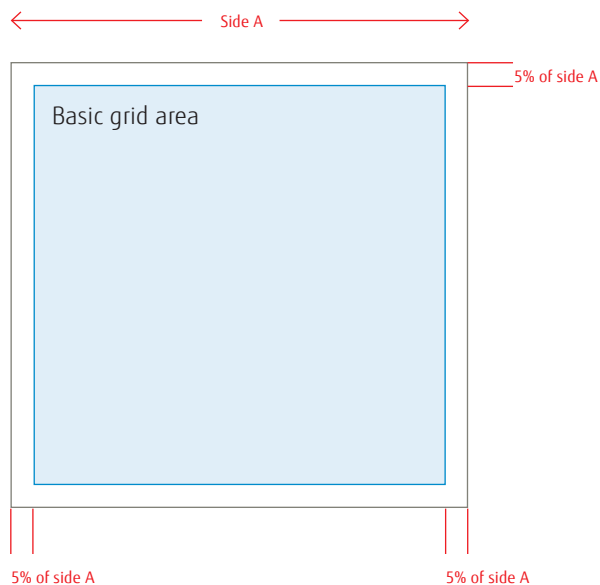
Body copy for A4 usanda consequis si consed quo tem cori doleceation plicimp orporibus reic tet erum ex et et evenduc iatibus, ut imoluptiur aut ea volliquatur, quam nus, con ea nulluptincid magnihil ium ne aut dolesse quaeria il ex ea se voles est everumquia conet velecat vent et dempore prorum, officient dem et, cusame netur maiorro doluptatur, to qui que serionseniet odio.

Additional text 2

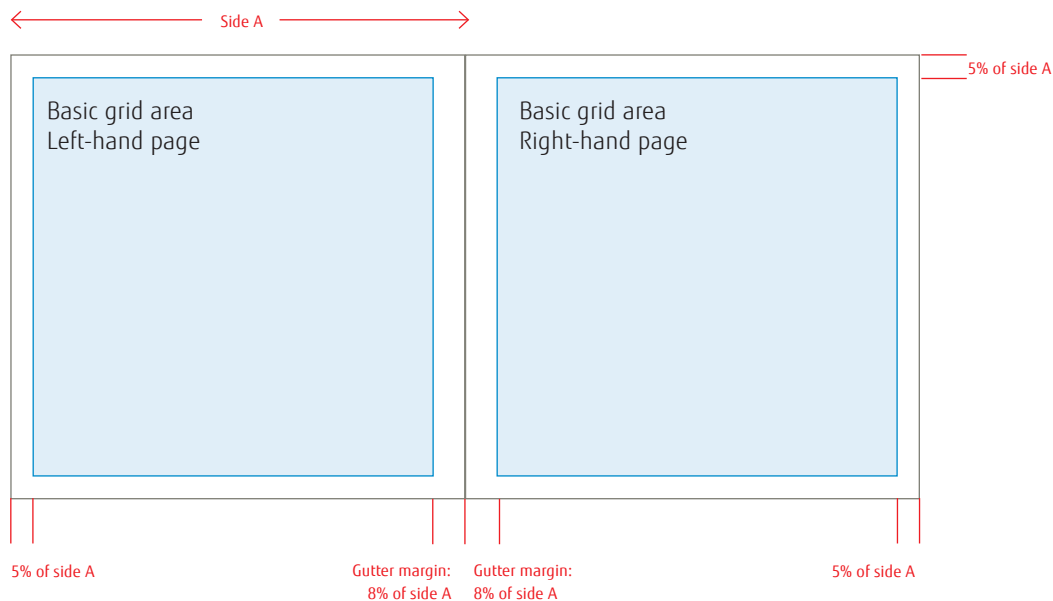
Fujitsu Sans light/regular/medium/bold 6.5 pt
Leading 8.5 pt
Typesize to leading ratio: 1.33

Typesizes for additional text

Two different type sizes have been defined for short, additional text in publications such as brochures and mailings in A4, A5, A6/5, B4, B5 and US formats (flyers, invoices, executive and legal communications, letters). These two sizes also apply to Fujitsu-internal newspapers and special-format magazines which do not have to align with the baseline grid. A set format-specific leading has also been defined for these type sizes.



A4 cover page (symmetrical grid area)



The asymmetrical grid areas on a double page spread (A4)

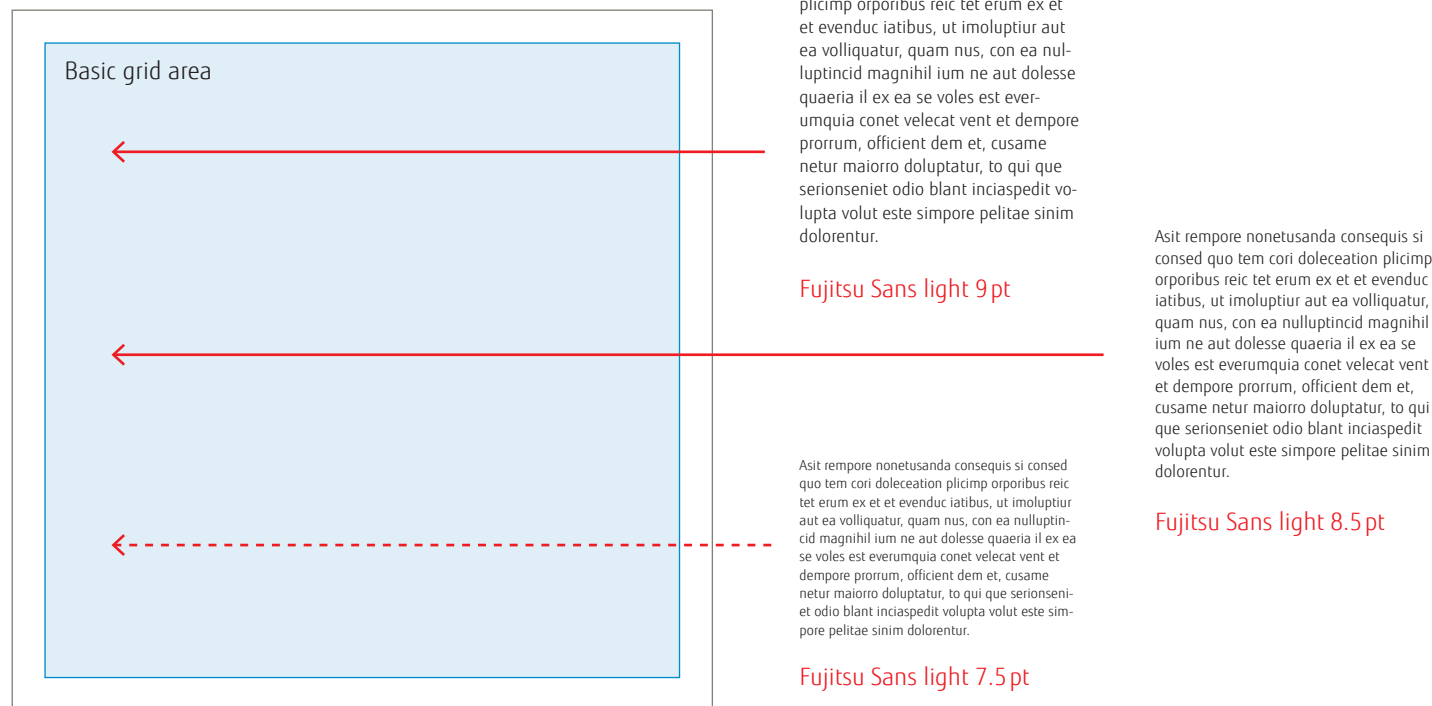
Step 1

1. To define the 5% margin, take the shortest side of the format and multiply it by 0.05. This 5% margin is applied to all four sides of the sheet or page.
2. To define the 8% gutter margin, take the shortest side of the format and multiply it by 0.08.

Developing the baseline grid for non standard formats

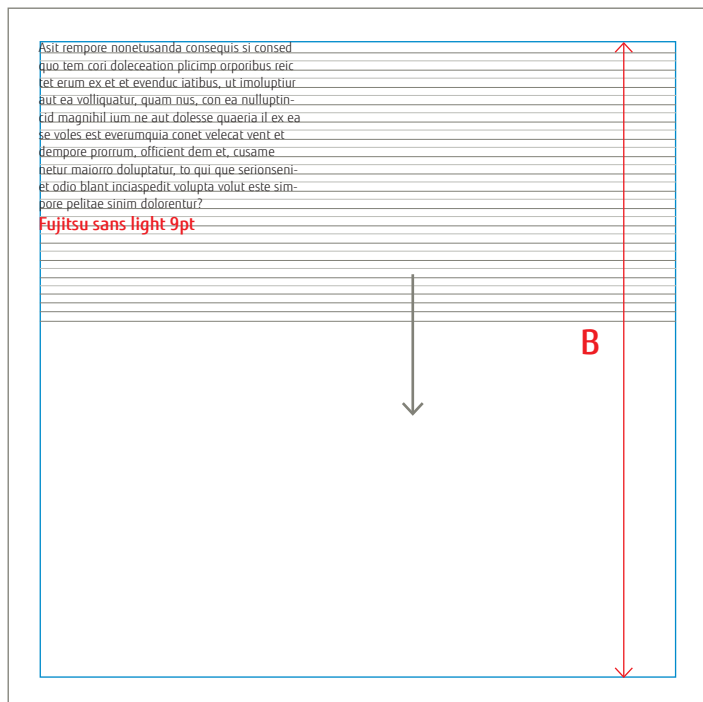
The baseline grid is required for text-rich publications such as brochures, annual reports, image brochures, Fujitsu newspapers, Fujitsu magazines and mailings in A4, A5, A6/5, B4, B5 and US formats (flyers, invoices, executive and legal communications, letters). It is also used for Fujitsu-internal, special-format newspapers and magazines.

The baseline grid does not apply to posters and ads. Here designers are free to position shorter text blocks freely within the basic grid area.



Step 2

Select one of the approved font sizes (8.5 pt or 9 pt). If the format is very small, you may also use 7.5 pt.



Asit rempore nonetusanda consequis si consed quo tem cori dol-eceation plicimp orporibus reic tet erum ex et et evenduc iatibus, ut imoluptiur aut ea volliquatur, quam nus, con ea nulluptincid magnihil ium ne aut dolesse quaeria il ex ea se voles est everumquia conet velecat vent et dempore prorum.

Minimum typesize to leading ratio: 1.2

Fujitsu Sans light 9 pt

Leading 10.8 pt (line distance of the baseline grid: 5.4 pt)

Asit rempore nonetusanda consequis si consed quo tem cori dol-eceation plicimp orporibus reic tet erum ex et et evenduc iatibus, ut imoluptiur aut ea volliquatur, quam nus, con ea nulluptincid magnihil ium ne aut dolesse quaeria il ex ea se voles est everumquia conet velecat vent et dempore prorum.

Ideal typesize to leading ratio: 1.33

Fujitsu Sans light 9 pt

Leading 12.03 pt (line distance of the baseline grid: 6.015 pt)

Asit rempore nonetusanda consequis si consed quo tem cori dol-eceation plicimp orporibus reic tet erum ex et et evenduc iatibus, ut imoluptiur aut ea volliquatur, quam nus, con ea nulluptincid magnihil ium ne aut dolesse quaeria il ex ea se voles est everumquia conet velecat vent et dempore prorum.

Maximum typesize to leading ratio: 1.4

Fujitsu Sans light 9 pt

Leading 12.6 pt (line distance of the baseline grid: 6.3 pt)

Step 3

The example above uses Fujitsu Sans light 9pt. Designers should stick to the chosen type size but can vary the leading. The three text blocks on the right show how the leading can vary and show the minimum and maximum settings.

Finding the right leading

Try to divide the height of "B" into a number of horizontal lines that result in a line spacing that corresponds to between 1.2 and 1.4 times the height of the body copy font size.

In this case the minimum and maximum line spacing should be 5.4 pt and 6.3 pt respectively. Using even numbers can be helpful. The first and last lines of the baseline grid must align with the basic grid border lines.

The typeface should be positioned on every second line of the baseline grid.

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Typesize to leading ratio: 1.33

Fujitsu Sans light 9 pt
Leading 12.03 pt

Asit rempore nonetusanda consequis si consed
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netur maiorro doluptatur, to qui que serionseni-
et odio blant inciaspedit volupta volut este sim-
pore pelitae sinim dolorentur.

Typesize to leading ratio: 1.30

Fujitsu Sans light 8.5 pt
Leading 11.06 pt

Correct!

Asit rempore nonetusanda consequis si
consed quo tem cori doleceation plicimp or-
poribus reic tet erum ex et et evenduc iati-
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rum, officient dem et, cusame netur maiorro
doluptatur, to qui que serionseniet odio blant
inciaspedit volupta volut este sim-
pore pelitae sinim dolorentur.

Typesize to leading ratio: 1.1

Fujitsu Sans light 9 pt
Leading 10 pt

Asit rempore nonetusanda consequis si consed
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netur maiorro doluptatur, to qui que serionseni-
et odio blant inciaspedit volupta volut este sim-
pore pelitae dolorentur.

Typesize to leading ratio: 1.1

Fujitsu Sans light 8.5 pt
Leading 9 pt

Too dense!

Asit rempore nonetusanda consequis si
consed quo tem cori doleceation plicimp or-
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tur, to qui que serionseniet odio blant incias-
pedit volupta volut este sim-
pore pelitae sinim tur.

Typesize to leading ratio: 1.5

Fujitsu Sans light 9 pt
Leading 14 pt

Asit rempore nonetusanda consequis si consed
quo tem cori doleceation plicimp orporibus reic
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netur maiorro doluptatur, to qui que serionseni-
et odio blant inciaspedit volupta volut este sim-
pore pelitae sinim tur.

Typesize to leading ratio: 1.5

Fujitsu Sans light 8.5 pt
Leading 13.2 pt

Too wide!

Body copy sizes and leading

The six text samples above show how to correctly proportion type sizes and line spacing for body copy. You will also see examples of incorrect spacing.

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
brand-query@cbo.fujitsu.com

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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