

2 Brand Elements

2.5 Typography



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Introduction

An exclusive font can play a significant role in creating a unique Visual Identity for a company. For Fujitsu, the Fujitsu Sans family of fonts has been developed to reflect the company's individual character and global footprint. The result is a confident, strong font with clear lines and emotional power. Fujitsu Sans strengthens the company's Visual Identity and is instantly recognizable.

Fujitsu Sans.

Building on the Fujitsu Word Mark.



Building on the Fujitsu Word Mark.

In matching the thicks and thins of the Fujitsu Word Mark the Fujitsu Sans corresponds in form and proportion to this core brand mark. All text, from headlines to copy text, are visually linked with the Word Mark, creating a unique and unified visual identity.

Fujitsu Sans.

Translating the brand promise.

shaping

shaping...

Organic and humanistic letterforms (s, h, p, etc.) with elegant curved transitions between the thick vertical axes and the thin horizontal axes.

tomorrow...

Modern Sans-Serif typeface combined with unique stylizing of the letterforms (a, g, n, etc.).

with you

Strong contrast between the horizontal and vertical axes of the typeface plus contrasting round and sharp corners (a, n, g, etc) to symbolizing the back-and-forth of a dialogue.

Reflecting the brand promise

The Fujitsu Sans is a custom font that express the new brand promise through its design language, while corresponding in form and proportion to the Fujitsu Word Mark.

The new typeface is organic, modern and highly legible with its open and light character. It is a crucial element in ensuring instant recognition of all Fujitsu communications and publications and differentiating the Fujitsu's Visual Identity from the competition.

Fujitsu Sans.
At a glance.

[illegible]

Applications

Fujitsu Sans is Fujitsu's primary corporate font and should be used in all print, screen, non-HTML web applications and business templates. If it is not technically possible to use Fujitsu Sans, Nimbus or another approved font should be used for print applications and Arial for online communications.

It is recommended that documents created in a Microsoft Office application (Word, PowerPoint, Excel) be converted to PDF format when sending the document electronically. If a raw Office document with Fujitsu Sans is sent electronically, the document layout may change if the recipient does not have Fujitsu Sans installed on their PC. To prevent this, use Arial or embed Fujitsu Sans into the file.

Fujitsu Sans, Nimbus or another approved font should be used in:

- All print publications such as advertisements, brochures, etc.
- All Business Templates (normally in PDF format).

Arial should be used in:

- All Microsoft Office files that are sent electronically.
- Web-based communication (HTML content).
- E-mails.

A large, dark gray lowercase 'a' and uppercase 'A' are displayed side-by-side, showcasing the bold weight of the Fujitsu Sans font. The 'a' has a thick, rounded bowl and a straight vertical stem. The 'A' is composed of two thick, slightly angled strokes meeting at a sharp peak, with a thick horizontal crossbar.

Fujitsu Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! & ? / * , " ' () []

Fujitsu Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! & ? / * , " ' () []

Fujitsu Sans Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! & ? / * , " ' () []

Fujitsu Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! & ? / * , " ' () []

Fujitsu Sans

Fujitsu Sans is available in the weights light, regular, medium and bold. Fujitsu Sans is the Fujitsu's primary corporate font and should be used in all print, screen and non-HTML web applications.

Text is usually black, Fujitsu Red or Fujitsu Gray and left-aligned. If the background is dark, the text may be white.

The following languages are currently supported:

Albanian, Basque, Breton, Catalan, Cornish, Croatian, Crimean Tatar, Czech, Danish, Dutch, Estonian, German, English, Esperanto, Faroese, Filipino, Finnish, Flemish, French, Frisian West, Friulian, Galician, Hungarian, Icelandic, Indonesian, Interlingua, Italian, Kalaallisut, Latvian, Lithuanian, Malay, Manx, Moldovan, Netherlands, Norwegian, Oromo, Polish, Portuguese, Rhaeto-Romanic, Sami Northern, Serbo-Croatian, Swedish, Scottish Gaelic, Sorbian, Slovakian, Slovenian, Somali Northern, Sotho Northern, Sotho Southern, Spanish, Swahili, Swati, Turkish, Tsonga, Walloon, Xhosa, Zulu.

あ ア

Shin-Go, Light

あいうえおかきくけこさしすせそたちつてと
アイウエオカキクケコサシスセソタチツテト
富士通日本語

Shin-Go, Regular

あいうえおかきくけこさしすせそたちつてと
アイウエオカキクケコサシスセソタチツテト
富士通日本語

Shin-Go, Medium

あいうえおかきくけこさしすせそたちつてと
アイウエオカキクケコサシスセソタチツテト
富士通日本語

Shin-Go, Bold

あいうえおかきくけこさしすせそたちつてと
アイウエオカキクケコサシスセソタチツテト
富士通日本語

Shin-Go

Shin-Go is Fujitsu's official Japanese corporate font. It was selected specifically for its functionality and stylistic similarity to Fujitsu Sans. Available in the weights light, regular, medium and bold, Shin-Go should be used in all Japanese print, screen and non-HTML web applications.

Text is usually black, Fujitsu Red or Fujitsu Gray and left-aligned. If the background is dark, the text may be white.

Shin-Go supports the following languages:
Japanese

α Α

Nimbus Sans Global, Light

ÄÆOEØÁÀÅǺÇĈÊĒĖĐĠĹŁŁŊÑŦŠŦŮŰ
ΓΔΘΛΞΠΣΦΨΩΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΣΤΥ
ФХΨΩӨФБГДЖЖЗЙЙЛПУФЦЧШЩЪЫ

Nimbus Sans Global, Regular

ÄÆOEØÁÀÅǺÇĈÊĒĖĐĠĹŁŁŊÑŦŠŦŮŰ
ΓΔΘΛΞΠΣΦΨΩΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΣΤΥ
ФХΨΩӨФБГДЖЖЗЙЙЛПУФЦЧШЩЪЫ

Nimbus Sans Global, Medium

ÄÆOEØÁÀÅǺÇĈÊĒĖĐĠĹŁŁŊÑŦŠŦŮŰ
ΓΔΘΛΞΠΣΦΨΩΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΣΤΥ
ФХΨΩӨФБГДЖЖЗЙЙЛПУФЦЧШЩЪЫ

Nimbus Sans Global, Bold

ÄÆOEØÁÀÅǺÇĈÊĒĖĐĠĹŁŁŊÑŦŠŦŮŰ
ΓΔΘΛΞΠΣΦΨΩΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΣΤΥ
ФХΨΩӨФБГДЖЖЗЙЙЛПУФЦЧШЩЪЫ

Nimbus Sans Global

For all other alphabets not supported by either Fujitsu Sans or Shin-Go, Nimbus Sans is available in the weights light, regular, bold and black. Nimbus Sans OT Plus should be used in all print, screen and non-HTML web applications.

Text is usually black, Fujitsu Red or Fujitsu Gray and left-aligned. If the background is dark, the text may be white.

Nimbus Sans OT Plus supports languages such as:

Arabic + Farsi (Persian) + Urdu, Armenian, Croatian and Serbo-Croatian, Cyrillic, Czech, Devanagari, Estonian, Georgian, Greek, Greenlandic, Hungarian, Kurdish, Latvian, Lithuanian, Moldavian, Polish, Romanian, Slovak, Slovene, Sorbian, Thai, Turkish, Vietnamese.

This font can be purchased at:

>> www.urwpp.de/english/home.html

A large, high-contrast visual of the lowercase letter 'a' and the uppercase letter 'A' in the Arial font. The letters are rendered in a dark, solid color against a light background, showcasing the clean, sans-serif design of the typeface.

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! & ? / * , " ' () []

Arial Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ! & ? / * , " ' () []*

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! & ? / * , " ' () []

Arial Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! & ? / * , " ' () []

Arial

Arial is the substitute font for Fujitsu Sans for PowerPoint presentations and business templates which will be shared externally in Microsoft format (e.g. .doc, .ppt, etc.) and for HTML web applications. It is available in the weights regular, bold and black.

Text is usually black, Fujitsu Red or Fujitsu Gray and left-aligned. If the background is dark, the text may be white.

Arial supports nearly all common languages

あ ア

MS P Gothic, Regular

あいうえおかきくけこさしすせそたちつてと
アイウエオカキクケコサシスセソタチツテト
富士通日本語1234567890
! & ? / * , “ ” ‘ () []

MS P Gothic

MS P Gothic is the substitute font for Shin Go for Japanese PowerPoint presentations and business templates which will be shared externally in Microsoft format (e.g. .doc, .ppt, etc.) and for HTML web applications. It is available in the weight regular.

Text is usually black, Fujitsu Red or Fujitsu Gray and left-aligned. If the background is dark, the text may be white.

MS P Gothic supports the language:
Japanese

Fujitsu Style Guide

Professional standards

This Fujitsu Style Guide provides you with key professional standards for Fujitsu English communications.

1. Mandatory rules

Fujitsu employees must follow these rules when developing both online and offline English communications.

1. Language

Please use American English for all publicly disclosed written materials, unless writing specifically for an audience that uses another form of English (UK, Australia, etc.). It is helpful to change your grammar settings in MS Word and PowerPoint if not installed automatically: Tools/Language or Extras/Language – English (USA).

For guidance on the tone and style of our writing, please refer to the Fujitsu 1.2 Tone of Voice guidelines.

2. Referencing Fujitsu

When referring to the generic Fujitsu, ensure the 'F' is capitalized and the 'ujitsu' is lowercase. When referencing the entire Corporate Name Logotype (see details below) ensure all letters are capitalized: FUJITSU.

3. Corporate Name Logotype

Examples of Corporate Name Logotype

FUJITSU AMERICA, INC.

FUJITSU TECHNOLOGY SOLUTIONS (HOLDING) B.V.

FUJITSU SERVICES HOLDINGS PLC

a) Typography specifications

When displaying the Corporate Name Logotype, use Fujitsu Sans Medium in capital letters. The Corporate Name Logotype should be displayed when possible to distinguish your Fujitsu Business Unit.

b) Communication name

When the Corporate Name Logotype is long, a shortened version of the legal name (Inc., Ltd., GmbH, SA., and others) can be used to improve readability and enhance communication with the user. This is referred to as the communication name.

c) Abbreviations and acronyms

Abbreviations that cause confusion with the names of other companies or render the type of business difficult to understand are not permitted.

d) Business forms

The Corporate Name Logotype should be used on business forms that have a long life span. It is not necessary to use the Corporate Name Logotype on everyday business forms that are computer generated.

4. Product names

All FUJITSU branded products and services should be in line with the Fujitsu product and service brand guidelines.

5. Copyright clauses

All external publications (PowerPoint slides, brochures, etc.) should include a copyright reference. See below for the official text. Please update the year date as required:

© FUJITSU LIMITED 2013. All rights reserved. FUJITSU and FUJITSU logo are trademarks of Fujitsu Limited registered in many jurisdictions worldwide. Other product, service and company names mentioned herein may be trademarks of Fujitsu or other companies. This document is current as of the initial date of publication and subject to be changed by Fujitsu without notice. This material is provided for information purposes only and Fujitsu assumes no liability related to its use.

For product brochures, in addition, please include this sentence:

We reserve the right to change delivery options or make technical modifications. Advertisements, especially hard selling ads, need special, country-specific copyrights.

6. Trademarks

a) Trademark symbols should be used when the product or solution is mentioned within a text or brochure. In addition, trademarks should be used for registered products or services (with correct spelling and format.)

b) Every publication with product or company names from Fujitsu or partners should include the following general sentence.

All rights reserved. FUJITSU and FUJITSU logo are trademarks of Fujitsu Limited registered in many jurisdictions worldwide. Other product, service and company names mentioned herein may be trademarks of Fujitsu or other companies. This document is current as of the initial date of publication and subject to be changed by Fujitsu without notice. This material is provided for information purposes only and Fujitsu assumes no liability related to its use.

7. URLs

URL – Uniform Resource Locator (URL) is the address of a file or resource accessible on the Internet. Fujitsu uses the fujitsu.com domain worldwide. Apart from exceptions specified in the Domain Policy document, using and acquiring domains other than fujitsu.com is not permitted (referred to as non-Fujitsu domains.)

When writing URLs in text, always begin with "www." – do not start with "http."

Example: www.fujitsu.com

Not: <http://www.fujitsu.com/>

For further information, please refer to the chapter on the fujitsu.com Domain Policy produced by Corporate Brand Office.

2. Typography treatments

This section outlines the general typography treatment for Fujitsu English communications. If your company or business units have more detailed written style manuals for creating English materials, please follow regional requirements.

1. Company names – written style

Write the full name of Fujitsu across all online and offline materials*. When referring to Fujitsu multiple times, you can also use alternatives to ensure the text is easy to read, for example: “the Company,” “the leading Japanese information and communication technology (ICT) company” or simply “we” – if appropriate. If we speak about Fujitsu, we use “its” for specifications.

Example: Fujitsu and its employees...

Always treat an outside company’s name as a singular, gender neutral noun. Example: Oracle introduced its newest application last month.

*Please also refer to page 12 for guidance related to how to reference Fujitsu.

2. Paragraphs

The paragraph is a break in the flow of copy set by the author. Its purpose is to structure the text. The passages should be clear and be easy to read. It is important that the paragraphs are formed according to individual points made by the text.

3. Ragged setting

Ragged setting is recommended. The written lines in ragged setting have different lengths and the word spacing is constant. Ideally long and short lines should alternate, with the rhythm of lines advancing to and retreating from the right margin giving form to the columns of text. However, please note the typeset program cannot be relied on for optimal line breakage in ragged setting, so may have to be manually adjusted.

4. Hyphenation and proper nouns

A minimum of three letters should appear before and following the hyphen. Attractive typographical hyphenations are preferable. Syllables of less than three letters are allowed in order to avoid large gaps in unjustified right margins. Very short lines finishing off paragraphs should also be avoided.

- The primary reason to hyphenate compound modifiers is to avoid possible misunderstanding.
Example: The negotiations were held at a top-secret location.
- In most cases, the same compound modifier is not hyphenated after the noun.
Example: The contents of the safe deposit box were top secret.

- Always hyphenate compound modifiers if the first word is an adjective: high-resolution, low-cost, well-known; or if the second word is a past or present participle: home-based office.
- When using two adjectives for the same compound modifier, use the hyphen with both adjectives.
Example: small- and medium-size businesses.
Not: small and medium-size businesses.
- Always use a hyphen if the word that follows a prefix is capitalized: anglo-American.
- Use a hyphen for units of measurement before a noun.
Example: 128-bit bus, 15-inch monitor (but not with the unit GB), µm, mm, cm, kg, MB, Mb, KB.
- No hyphens with adverb compounds
Example: highly sophisticated product
Not: highly-sophisticated product

5. Abbreviations and acronyms

We recommend writing out all words. Abbreviations should rarely be used to ensure a clear text flow, unless common acronyms. For example: percent instead of %. This is especially relevant for price lists, Data Sheets, etc.

Exceptions:

- Technical terms like cd-rom, ZIP.
- Abbreviations that are already commonly used in daily business (such as CRM, SME). In this case, we recommend writing out the words when used the first time followed by the abbreviation in brackets. Then use the abbreviation in the rest of the text (please do not do this with our company name!)
Example: In 2010, Fujitsu implemented a customer relationship management (CRM) solution. This unique CRM solution is used by Fujitsu to...
- Avoid uncommon abbreviations such as:
esp. (instead use: especially), orig. (instead use: original, originally)

6. Dates

The numeric form is set with two flexible space characters. The year is given as a four-digit number and is never abbreviated by an apostrophe. A zero is added to single-figure days and months. To avoid confusion of which number is a day or month we recommend that the month be written as below and the numerical version be reserved for specific regional publications where clear standards can be defined.

English:

July 05, 2006

Numerical:

05.07.2006

7. Addresses

Abbreviations should normally be avoided in names, addresses and sender information (Street instead of St., Road instead of Rd., etc.)

Sample business card:

FUJITSU SERVICES HOLDINGS PLC

22 Baker Street, London
United Kingdom, W1U 3BW
Tel.: +44 (0) 843 354 5555
Web: uk.fujitsu.com

8. Telephone numbers

Telephone and fax numbers are written continuously, with the area code or country prefix separated by one space. The direct access number is separated by a hyphen.

+49 89 62060-1210

9. Time

Hours, minutes and seconds are indicated in two-digit form separated by a colon. No zero is placed before the hour number.

12:35 p.m.

9 a.m.

7. Special characters and word spacing

The arrow is set in the same font weights as the Fujitsu Sans font used with the arrow separated by one space:

→ Fujitsu Sans Light

→ Fujitsu Sans Regular

→ Fujitsu Sans Medium

→ Fujitsu Sans Bold

8. Additional spacing

Percent

En space H
56 %

Registration

Standard space H
Text® Text

Trademark

Standard space H
Text™ Text

Euros

En space H
€2.569,49

Pounds

En space H
£2,569.49

Dimensions

En space H H
1024 x 600

3. Punctuation and grammar rules

1. Periods

- Periods should be used at the end of a complete sentence.
Example: We are the ICT company for Business Critical Computing.
- Periods are not required in lists.

2. Commas

- Use a comma in a series of adjectives – but not the last element in a simple series.
Example: fast, affordable and reliable.
- Use a comma to separate independent clauses joined by coordinating conjunctions (and, but, yet, for, or, nor).
Example: our market share continues to expand, yet the market is still down.
- Nonrestrictive phrases beginning with “which” should be set off by commas.
Example: an infrastructure solution, which can predict common failures, enables you to take action before problems develop.
- A comma separates an introductory modifier from the rest of the sentence.
Example: finally, we decided it was time to achieve more.
- In most cases, use commas, not dashes, to set off a single appositive.
Example: Siebel, the market leader, chose us for....
- Usually, a comma also follows expressions such as “for example, that is” and “namely” to indicate a minor break in continuity.

3. Upper and lower case

It is important to be consistent throughout text. Overall, avoid unnecessary capitals!

Even:

- After colon: lower-case letters.
- URLs: domain and path names always in lower case.

Exceptions:

- Capitalize the beginning of a sentence or the start of bullet points (for instance, in price lists). In other words, write the first letter in a heading in upper case and all other letters, except proper names, in lower case.
- Product names: Please refer to the Fujitsu product and service brand guidelines.
- Job titles like CEO, Chief Executive Officer.
- Abbreviations (for example LAN.)
- Countries (Italy), nationalities and other proper nouns (London) and the days and months (Sunday) are capitalized. Proper nouns also include expressions for programs like Global Reach or fixed expressions like Business Intelligence, Change Management, etc.
- Titles of e-media templates: Summary, Data Sheet, Solution, Facts, Inform, etc.

4. Lists

- Points within a list should always start with a capital letter
- Bullet points should be used for lists instead of numbering (especially for PowerPoint.)
- Please take care to use the same sentence structure in all bullet points.
- Sentences after bullets have periods.
- Words or phrases after bullets do not have periods.

5. Numbers and numerals

- In most cases, spell out cardinal numbers below nine, and use numerals for numbers 10 or greater.
- Use numerals for measurements: 3.5-inch fdd, 16 pounds and even: No.1!
- Write decimals with a full stop, not comma, for example: 3.2 GB.
- Always indicate percentages using numerals: 25 percent (it is acceptable to use the % sign in diagrams and tables, but not in text) – with decimals do not use fractions: 25.2 percent.
- Express negative numbers with dashes: -9; in balance sheets and financial figures also with brackets: (9)
- Part, chapter, section, page, step, figure and table numbers should always use numerals: Part 1, Section 5.3.
- Use numerals for most fractions: 1/2, 3/4.
- Put spaces between numbers and unified measurements
Example: 2 mm, 10 mm
Do not: 2mm, 10mm.

5. Quotation marks

Be sure to select the correct style of quotation marks for your specific publication language:

| | | |
|---------|-------------|---------------------------------|
| English | "example" | [⁶⁶ ⁹⁹] |
| French | « example » | [[«] [»]] |
| German | „example“ | [⁹⁹ ⁶⁶] |
| Spanish | "example" | [⁶⁶ ⁹⁹] |

Place a period (or comma) inside a closing quotation mark (and inside parentheses that enclose a complete, independent sentence.) Put semicolons, colons, question marks and exclamation points outside unless they are part of the quote.

6. Dash:

A Dash is similar to hyphen, but the usage is totally different. And please make sure the difference between the en dash (–) and the em dash (—). Although the American English is used in the spell check the em dash is not used in the text layout. Please use en dash. When you type a space and one or two hyphens between text, Microsoft Office Word or PowerPoint automatically inserts an en dash (–).

Correct:

Text – Text

Incorrect:

Text–Text

4. Useful typography tips

Kerning and tracking

The Fujitsu Sans has been created with the optimal kerning and tracking settings preinstalled. Please set kerning to zero (in InDesign "Metric") and tracking to zero. In cases where you are required to adjust the text to fit a paragraph you may adjust the tracking within -10 pt and +10 pt.

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

For further information on the Fujitsu Visual Identity, documentation and available downloads please visit:

www-i.cbo.fujitsu.com

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Fujitsu Limited.

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Concept, Text, Design

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www.red.de