

## 2 Brand Elements

### 2.7 Photo Style

FUJITSU



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Cautionary Note: When using photographs or graphics in any type of communication, for example as in the examples in this document, it is essential that you check any restrictions attached to the buy-out. Check with the supplier that the author has waived his or her moral rights to the work that may prevent any alteration to the image.

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## Introduction

Photography makes or breaks a brand. Which is why photo style plays such an important role in Fujitsu's Visual Identity. Building on the company's values, the photo style not only reflects the core attributes ambitious, genuine and responsive, it also communicates a unique and powerful visual message. The following guideline is not a photo archive but is a source of inspiration and a visualization of the photo style look & feel.

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# Straight to the point.

## Six basic photo style rules.

1. The photo style communicates Fujitsu's strategic positioning "shaping tomorrow with you". Therefore, where appropriate, people should be prominently featured.
2. The people that are used in the photos must be friendly, natural, authentic, believable and trustworthy.
3. The photo style conveys Fujitsu as ambitious, genuine and responsive.
4. Compositions must be natural to ensure an honest and authentic impression.
5. The style, professional finish, sharpness and positioning of every picture should reflect Fujitsu's high standards.
6. The photo style must be fundamentally bright, modern, reduced, clear and precise.



# Straight to the point. The photo style look & feel.



## **Flexibility and continuity**

The photo style is fundamentally modern, warm, bright and lightly desaturated. It creates a unified brand image while maintaining flexibility to communicate all themes from information focused product brochures to abstract concept advertising campaigns.

# Translating the brand attributes.

## The photo style guidelines.

<b>Ambitious</b> Our photo style is dynamic	<b>Genuine</b> Our photo style is authentic	<b>Responsive</b> Our photo style is engaging	<b>Guidelines</b> To ensure that brand attributes are correctly understood and experienced, we have compressed them into three key principles that form the basis of the photo style guidelines.
focused passionate bold self confident potent	friendly natural trustworthy pure clear	motivated transparent personable open communicative	<b>Visual definition</b> The brand attributes are broken down into visual guidelines. These are used to help develop the content of visuals and ensure they correctly reflect the key principles.
exciting locations dynamic perspectives modern compositions confident people powerful messages	relaxed and confident natural compositions reduced elements clear focus symmetric	teamwork listening/responding concentration friendly flexible	<b>Literal definition</b> These literal definitions provide concrete examples of how the brand principles can be interpreted.

# Dynamic, authentic, engaging.

## The four categories of our photo style.

Our photo style is divided into four concept categories: Environment, People, Applications & Products and Symbolic.

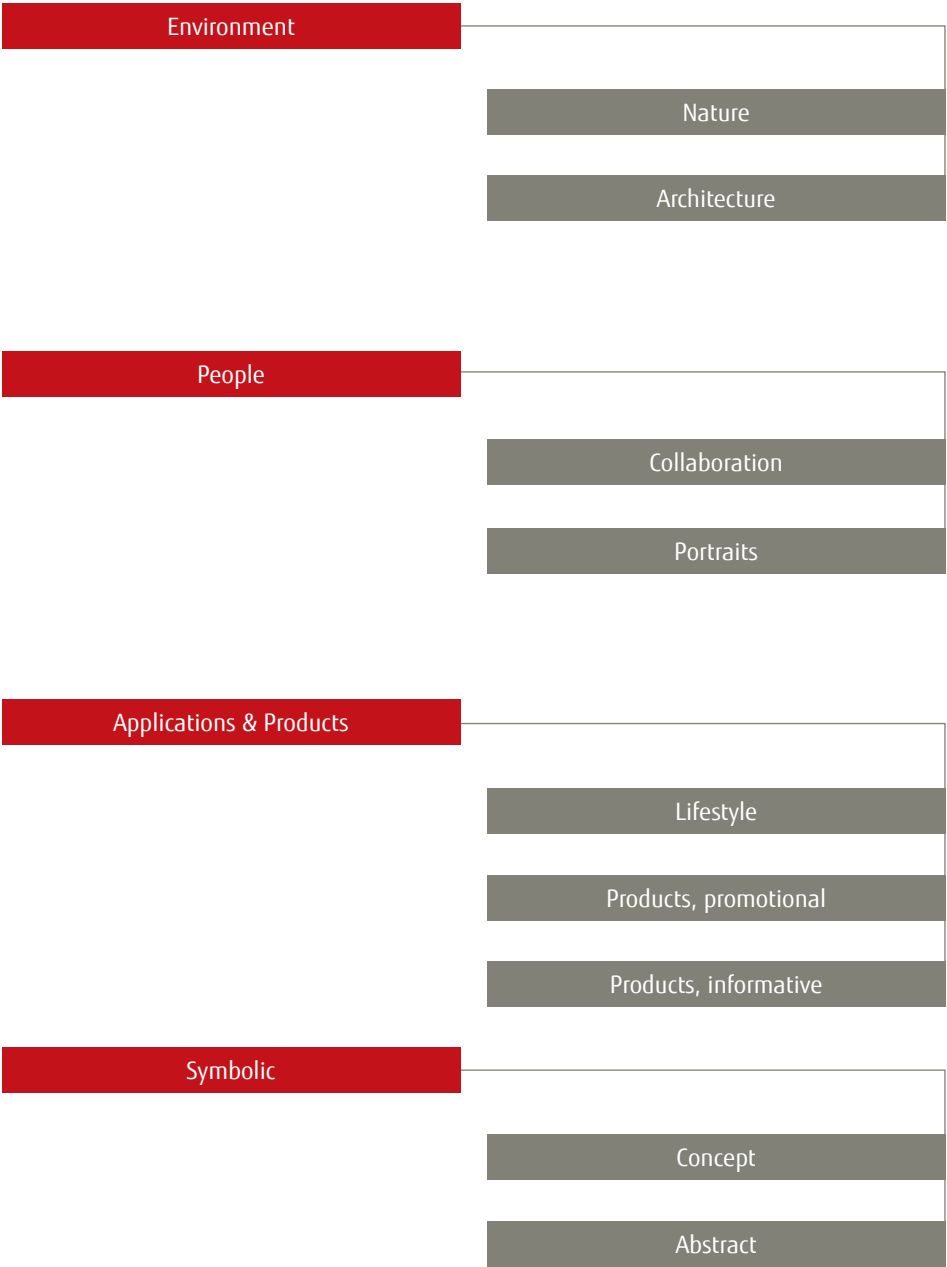
Across all categories, the pictures are dynamic, authentic and engaging and thus reflect Fujitsu’s strategic positioning.

The corporate colors red, black, white and warm grey are the principle reduced color palette for the photo style and are a key element in creating a consistent corporate visual identity. These colors and defined from the brand principles, red and black represents ambitious, warm gray represents responsive and white represents genuine. Naturally photographs will also have other colors than black, white and warm grey but to create a consistent look and feel, these four colors should be present.

Throughout all categories the pictures document the conscious and lasting relationship Fujitsu has with the environment, employees and the public.

Since every picture reflects Fujitsu’s high quality standards, it is important that professional photographs are always used. Whether selecting photos from a professional photographer or from a stock photography agency, particular attention should be paid to technical quality (file/format size, sharpness, etc.). The content and style of the photos must also align with these photo style guidelines.

For help in selecting pictures which correctly reflect the Brand Platform through their content, composition and quality see the Photo style Appendix.





### Environment: Nature

Fujitsu's sustainable use of natural resources and energy clearly reflects our position on the environment. Nature visuals should show the natural world as intact and healthy. They should show wide open spaces and dramatic views as well as elegant and dramatic details reflecting Fujitsu's commitment to the environment.

The Symbolic/Concept section contains further examples of images that symbolically and conceptually reflect green topics.

### Criteria

- Open perspective
- Dramatically structured details
- Clear compositions
- Bright, modern style
- Precision through sharp and pure graphical compositions
- Natural touch through sensitive lighting
- Reduced color palette

### Tips

- Green and blues are desaturated and whites and grays are made warmer with more yellow to match the Fujitsu color palette (see 2.4).
- In pictures where there is a large color area there should also be a corresponding white or gray area to balance the overall color palette.

### Suggested Applications

- Brochure/Flyers Titles pages
- Brochure/Flyers full page
- Brochure/Flyers supporting images
- Print/online advertising





### Environment: Architecture

Architectural visuals always reflect the immensity and internationality of Fujitsu. Experiencing the global and future oriented side of Fujitsu is made possible through these large, open and impressive visuals.

#### Criteria

- Open perspective
- Frontal, expansive visuals
- Clear compositions
- Bright, modern style
- Futuristic architectural details
- Precision through sharp and pure graphical compositions
- Natural touch through sensitive lighting
- Reduced color palette

#### Tips

- Green and blues are desaturated and whites and grays are made warmer with more yellow.
- Clear geometric compositions help organize and quieten down complex pictures.
- The use of perspective helps direct the eye to a specific point.
- These pictures work the best in large formats in smaller formats they can seem too busy or chaotic.

#### Suggested Applications

- Brochure/Flyers Titles pages
- Brochure/Flyers full page
- Print/online advertising



### People: Collaboration

Cooperation, teamwork and professional communication between employees and clients are all at the heart of Fujitsu's photo style. These settings visualize the corporate positioning "shaping tomorrow with you" and clearly differentiate Fujitsu from its competitors. We show international clients and partners engaged in dialog with Fujitsu employees. The visuals show real working environments and portray clients and Fujitsu as competent and equal partners.

#### Criteria

- People are dynamic, active, communicative
- Clear compositions
- Photo compositions guide the eye through the use of sharp and unsharp contrast
- Natural touch through sensitive lighting
- Reduced color palette
- Bright, modern style

#### Tips

- Green and blues are desaturated and whites and grays are made warmer with more yellow.
- Skin tones are desaturate but still keep warm and natural.
- To achieve believable and genuine facial and body expressions we highly recommend using professional photographers, models and stock photography.
- The use of blurred objects in the background and/or foreground creates depth and makes the pictures more dynamic.

#### Suggested Applications

- Brochure/Flyers Titles pages
- Brochure/Flyers full page
- Brochure/Flyers supporting images
- Print/online advertising



### People: Portraits

Portraits of employees and clients are another important line within the Fujitsu photo style. The person's expression should be positive, friendly and, above all, believable. We present clients and employees as personable and self-confident people who are visibly comfortable, focused and passionate.

#### Criteria

- Clear compositions
- Frontal viewpoint
- Clear focus on the central person.
- Natural touch through sensitive lighting
- Reduced color palette
- The employment/role of the person is reflected through the background.
- Bright, modern style
- No use of movement blurs

#### Tips

- Green and blues are desaturated and whites and grays are made warmer with more yellow.
- Skin tones are desaturate but still keep warm and natural.
- To achieve believable and genuine facial and body expressions we highly recommend using professional photographers, models and stock photography.
- The use of blurred objects in the background and/or foreground creates depth and makes the pictures more dynamic.

#### Suggested Applications

- Brochure/Flyers Titles pages
- Brochure/Flyers full page
- Brochure/Flyers supporting images
- Print/online advertising





### Applications & Products: Lifestyle

Authentic shots of self-confident people in their everyday surroundings. They are credible and clearly not just models acting a part. In a relaxed and natural way, these people show that we are central to their success. Real-life, everyday settings for our products reinforce our trustworthy image.

#### Criteria

- Products in everyday use
- User is active and concentrated
- Clear compositions
- The product is the sharpest element
- Natural touch through sensitive lighting
- Reduced color palette
- Bright, modern style

#### Tips

- Green and blues are desaturated and whites and grays are made warmer with more yellow.
- Skin tones are desaturated but still keep warm and natural.
- To achieve believable and genuine facial and body expressions we highly recommend using professional photographers, models and stock photography.
- The use of blurred objects in the background and/or foreground creates depth and makes the pictures more dynamic.

#### Suggested Applications

- Product Brochure/Flyers Titles pages
- Product Brochure/Flyers full page
- Product Brochure/Flyers supporting images
- Product Print/online advertising



### Applications & Products: Product, promotional

For advertisements, brochure cover pages and highlight pages, products and components can be shown in attractive and dynamic perspectives. We are able to show details and zoom in on the products in a unusual and exciting way. It is important that the surfaces and materials remain natural so that the photos still look authentic.

#### Criteria

- Products in perspective
- Dramatic use of focus
- Sense of depth
- Highlighting of interesting details
- Reduced color palette
- Bright, modern style
- Clear compositions

#### Tips

- Reflections, shadows and gloss effects are usually created in the final art process.
- Background colors are a light fujitsu gray gradient.
- Product pictures whenever possible should always be done in a studio environment.

#### Suggested Applications

- Product Brochure/Flyers Titles pages
- Product Brochure/Flyers full page
- Product Print/online advertising





## Applications and Products:

### Product informative

For maximum clarity, product shots in brochures, product datasheets, technical leaflets, etc. should be simple, minimalist and geometric. The shot shows the product or component in full or zooms in on a detail. It is important that the surfaces and materials remain natural so that the photos still look authentic.

### Criteria

- Clear compositions
- Frontal or geometric axes
- Sense of depth
- Precision through sharp and pure graphical compositions
- Reduced color palette
- Bright, modern style
- Light shadows and subtle reflections below the product

### Tips

- Reflections, shadows and gloss effects are usually created in the final art process.
- Background colors are a light fujitsu gray gradient.
- Product pictures whenever possible should always be done in a studio environment.

### Suggested Applications

- Product Brochure/Flyers full page
- Product Brochure/Flyers supporting images
- Product Print/online advertising



### Symbolic: Conceptual

Conceptual photo visuals communicate complex and abstract themes. They can also be used to visualize specific USPs for both products and services. They reflect the meta level of Fujitsu communication (core competencies, services, qualities). The visuals are always reduced to the purest and most concrete message to be communicated, because of this they are particularly well suited to both online and offline advertising campaigns.

### Criteria

- Clear compositions
- Frontal or geometric Axes
- Precision through sharp and pure graphical compositions
- Reduced color palette
- Bright, modern style
- Light shadows and subtle reflections below the product

### Tips

- The more simple and reduced the background is the more the object/symbol comes into focus.
- Green and blues are desaturated and whites and grays are made warmer with more yellow.
- Skin tones are desaturate but still keep warm and natural.
- To achieve believable and genuine facial and body expressions we highly recommend using professional photographers, models and stock photography.
- The use of blurred objects in the background and/or foreground creates depth and makes the pictures more dynamic.

### Suggested Applications

- Brochure/Flyers Titles pages
- Brochure/Flyers full page
- Brochure/Flyers supporting images
- Print/online advertising



### Symbolic: Abstract

Abstract visuals communicate complex and abstract themes. They can also be used as additional graphical elements. These reduced visuals should only be used at a secondary level and not as key visuals.

#### Criteria

- Clear composition
- Precision through sharp and pure graphical compositions
- Reduced color palette
- Bright, modern style

#### Tips

- Abstract motifs should create more of a texture or pattern, without being overly complex or chaotic.
- Green and blues are desaturated and whites and grays are made warmer with more yellow.

#### Suggested Applications

- Brochure/Flyers supporting images



# Making the best better. Photography retouching.



Original



Retouched

The above examples show the sometimes small but always significant improvements made between the use of retouched and raw photographs. In the above retouched photograph all contrasting colors have been lightly desaturated and the entire picture has been made slightly brighter. The overall effect is that the Response Module stands out as the strongest element and there is a clear eye-flow between the Response Module and the copy text.

# Examples of use. Correct use.



Sustainability report



Double page spread



A4 ad

The above examples are of correct use of photography in Fujitsu communication materials. When selecting photography, the first step is always to define the goal, the audience and the overall concept for the application. All photographs should be a reflection of the overall concept or when used as supporting elements they should be linked to the topic where it is placed.



# Examples of use.

## Correct use. Incorrect use.



Version 1



Version 2



Version 3



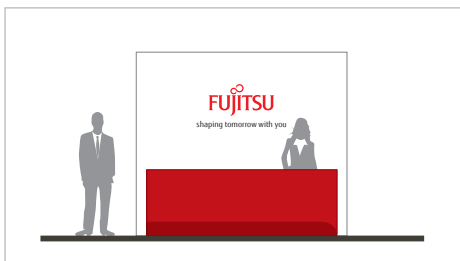
Version 4



Version 5



Version 6



Version 7



Version 8

### Version 1 – 3

You can compose a montage visual by using a maximum of two visuals. Please remember, the final visual should be used to communicate a realistic, unique and powerful message.

### Version 4 – 6

These examples show the incorrect use of photography for a montage visual. More than two visuals have been used, and the final visuals do not communicate the Fujitsu brand attributes. They look cheap and unprofessional.

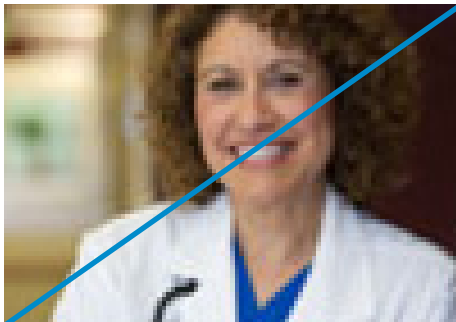
### Version 8 (silhouettes)

People used in Fujitsu photos must be friendly, natural, authentic, believable and trustworthy. Silhouettes do not reflect this or promote the Fujitsu brand attributes. Therefore, silhouettes should only be used in rare cases on inner pages of communication materials (version 7). Do not use silhouettes as cover photos, in web banners or advertising.

# Examples of use. Incorrect use.



Do not use pictures that look staged or artificial.



Do not use pictures that are not sharp and clear or not a high enough resolution.



Do not distort images to fit a format.



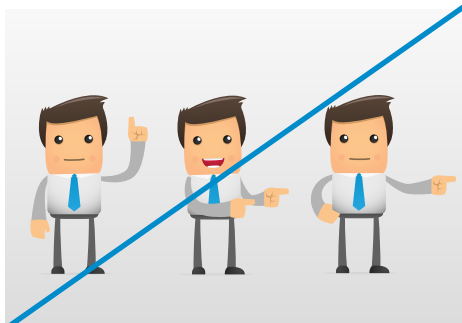
Do not use pictures that have not been edited and prepared for print / screen.



Do not use pictures that reinforce social or ethnic stereotypes.



Do not use pictures that show excessive violence.



Do not use clip-art or cartoon style images in communications as they do not reflect the Fujitsu brand attributes. For information on VI compliant graphics refer to: 3.3 Publications / Collateral Appendix, page 65.



Do not use futuristic and exaggerated 3D renderings which do not reflect the Fujitsu Visual Identity.



Do not use illustrations from picture libraries.

## Maintaining consistency

It is essential that all photographs, through their quality, content and style, reinforce Fujitsu's brand principles. The above chart shows examples of photos/imagery that should not appear in any Fujitsu communications.

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# 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](mailto: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](http://www-i.cbo.fujitsu.com)

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