

# Essence of our Visual Identity (VI)

---

# Contents

Introduction	3
Capturing the essence of our Visual Identity	4
Brand Promise – shaping tomorrow with you	5 – 6
Brand and Visual Identity	7 – 8
VI Brand Elements	9 – 11
VI Brand Elements: 1. Symbol Mark	12
VI Brand Elements: 2. Response Module	13
VI Brand Elements: 3. Color system	14
VI Brand Elements: 4. Grid system	15
VI Brand Elements: 5. Typography	16
VI Brand Elements: 6. Tagline	17
VI Brand Elements: 7. Photo style	18
VI Brand Applications	19
Additional VI guidelines	20
Contact	21

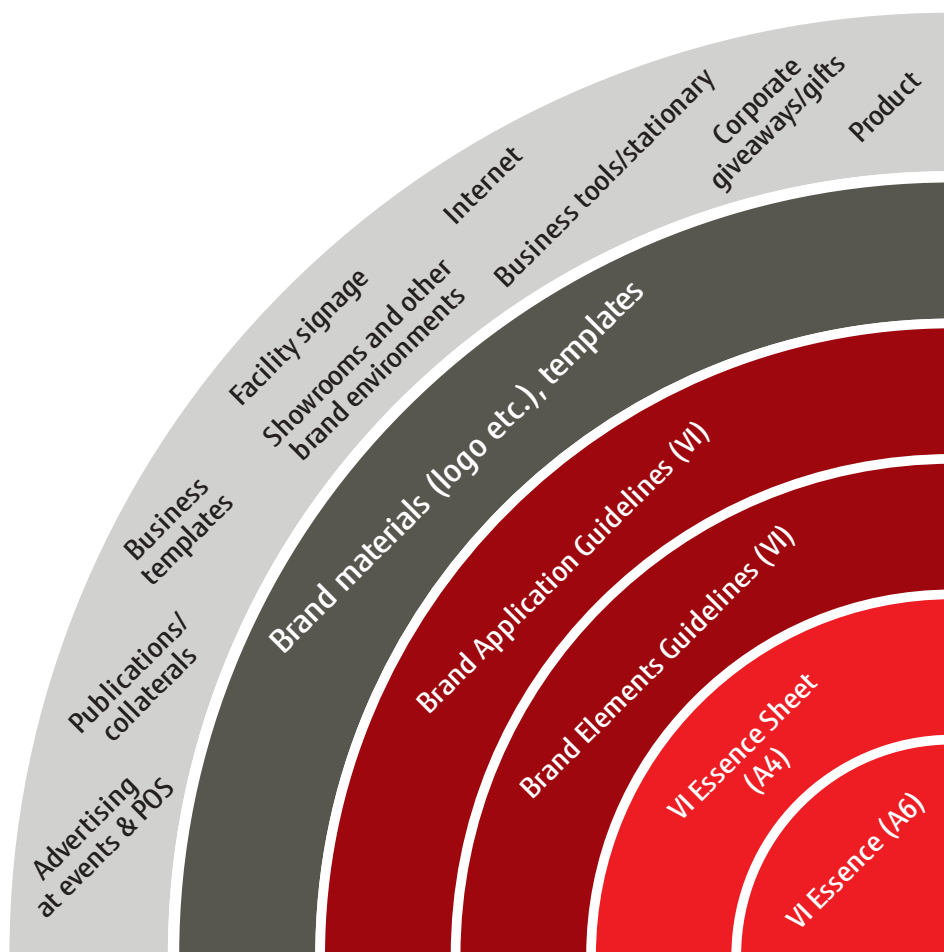
---

# Introduction

Every successful brand is built on an idea that is consistently communicated both within and outside of company walls.

The Fujitsu brand is defined by a core concept and a set of principles, which, together, enable us to project a unique, consistent image to our customers. We call this image our visual identity (VI). This guide is an introduction to the Fujitsu brand and our visual identity. It uses the Group's concept, key principles and examples of text, pictures and designs to introduce to explain how we get our message across.

# Capturing the essence of our Visual Identity



4. Complete your communication project



3. Use the brand elements in each application



2. Read and understand our VI guidelines



1. Briefly check the VI Essence and VI Essence Sheet

## Capturing the essence of our Visual Identity

This document outlines the main principles and building blocks that define our brand's Visual Identity (VI). It gives readers a brief introduction to the Fujitsu brand and an understanding of the relationship between the brand, our VI and each brand element.

This VI Essence document and the VI Essence Sheet (A4) are condensed versions of the VI Guidelines, the Brand Element Guidelines (VI) and the Brand Application Guidelines (VI). You will therefore need to refer to these more detailed documents and use the corresponding materials and templates when developing specific communication projects.

VI guidelines, materials and templates can be downloaded from the Fujitsu intranet. Refer to the last page of this document for further information on this.

# Brand Promise

## shaping tomorrow with you

### shaping tomorrow with you – Fujitsu's brand promise

Our brand promise encapsulates everything we want to say about Fujitsu and how we wish to be perceived. We leverage our experience and the power of ICT to shape the world of tomorrow. In addition, we value long-term relationships with our customers, working with them to further their success.

As the Japanese global ICT company, we will continue to deliver on our brand promise.



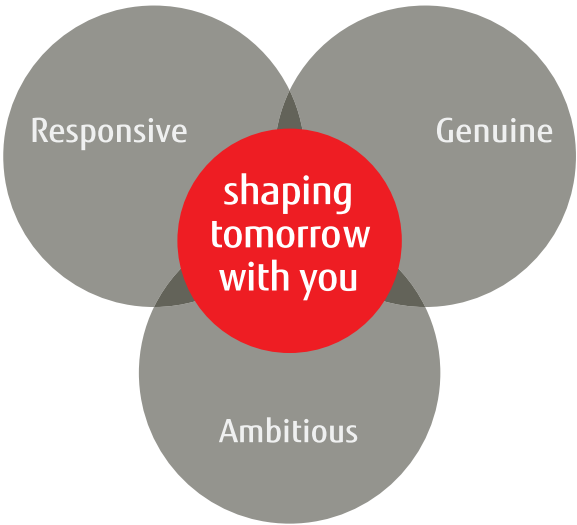
# Brand Promise

## shaping tomorrow with you

Brand promise

shaping tomorrow with you

Fujitsu brand attributes

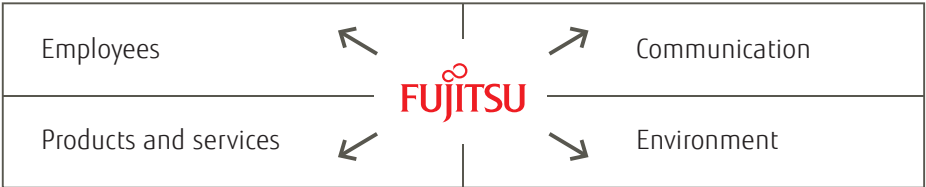


Brand positioning

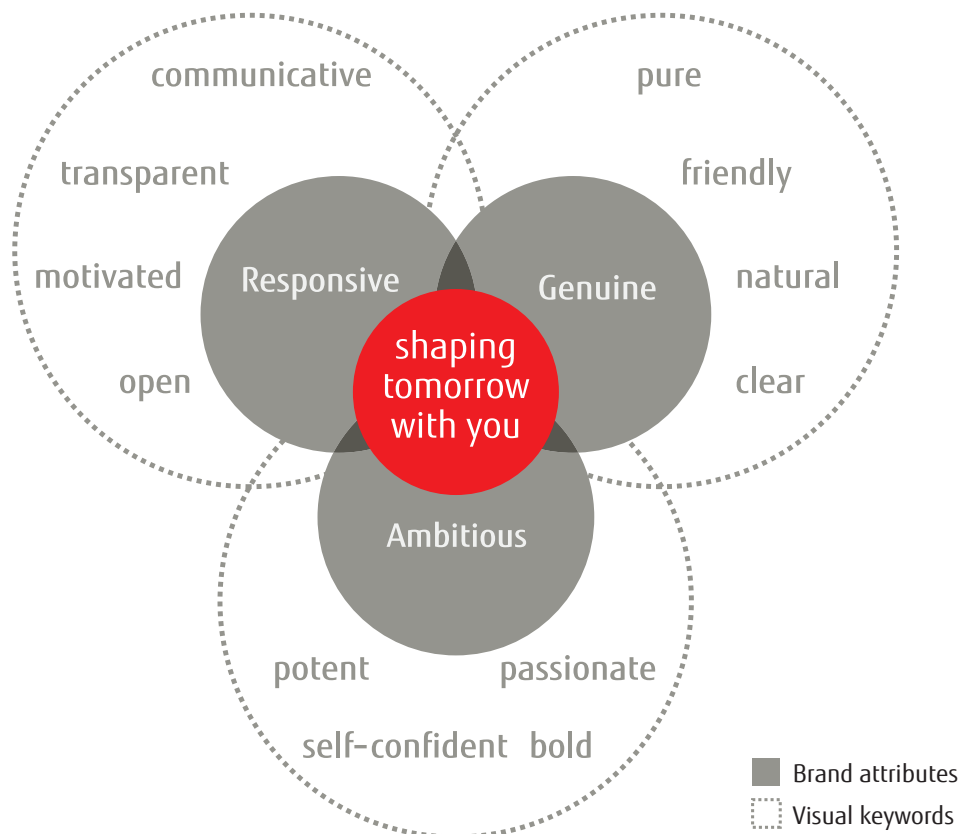
The Japanese global ICT company

Commitment to local service

- Every member company of the Fujitsu Group commits to providing the best possible product and service experience.



# Brand and Visual Identity (1)



## Brand attributes and visual keywords

Our visual keywords are derived from our brand attributes. We use these to develop the individual elements and applications of our VI.

## Brand and VI

Our VI plays a crucial role in shaping the way we present ourselves within and outside of company walls. Our consistent and unique VI makes us a visible, recognizable and memorable brand for all stakeholders.

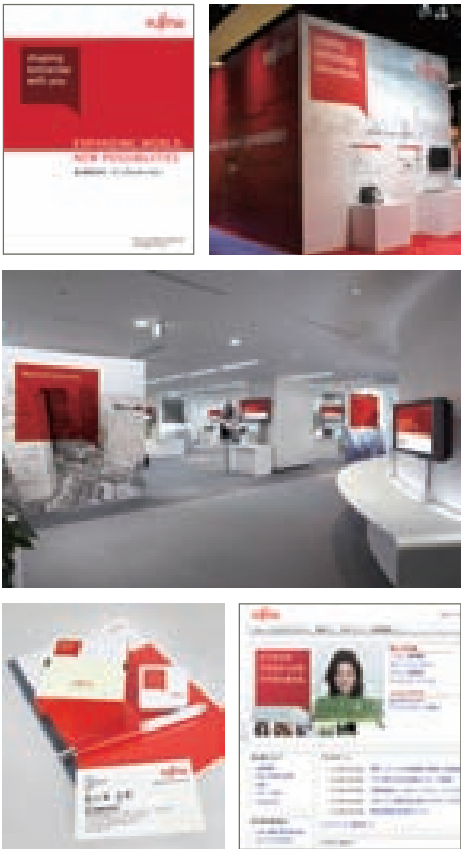
The diagram above shows the relationship between our brand attributes and visual keywords.

# Brand and Visual Identity (2)

Brand elements



Brand applications



**Brand elements**  
Our brand elements reflect the concept, tone and general feel of our brand.  
They must be used correctly and clearly to ensure that our brand remains consistent.

**Brand applications**  
The term brand applications refers to the various channels, media and platforms used to communicate our brand. A uniform design across all applications ensures a consistent brand identity.



---

# Brand Elements

We have defined a set of brand elements to establish a uniform Visual Identity worldwide. These elements should be used consistently across all brand applications.

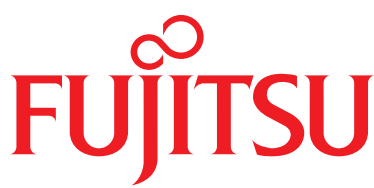
They include core Fujitsu design features such as the Fujitsu Symbol Mark and Response Module, corporate colors, brand promise, tagline, typography, grid based layouts and photo style – in short, everything that enables us to project a consistent brand identity. These unique brand elements play a crucial role in maintaining a strong brand image.

This document briefly explains our brand elements. It will show you how to use these elements to build and maintain a strong, uniform global brand identity. For further information, please refer to the VI guidelines shown on page 20.

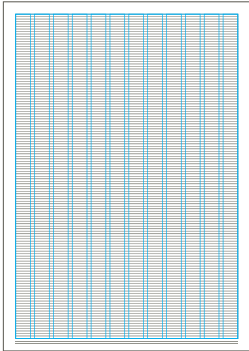
# Brand Elements

## Overview (1)

### 1. Symbol Mark



### 4. Grid system



### 2. Response Module



### 5. Typography

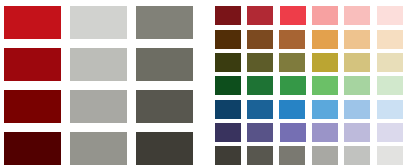
ABC  
Defghij012345FUJITSU

Fujitsu Sans (Arial or Nimbus Sans if Fujitsu Sans is not available)

### 3. Color system



Primary colors



Secondary colors

Accent colors

### 6. Tagline

shaping tomorrow with you

# Brand Elements

## Overview (2)

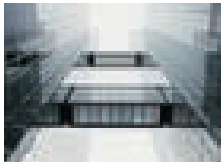
### 7. Photo styles



Product: Lifestyle



Environment: Nature



Architecture



Collaboration



People



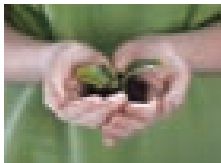
Product: Lifestyle



Product: Promotional



Product Informative



Concept

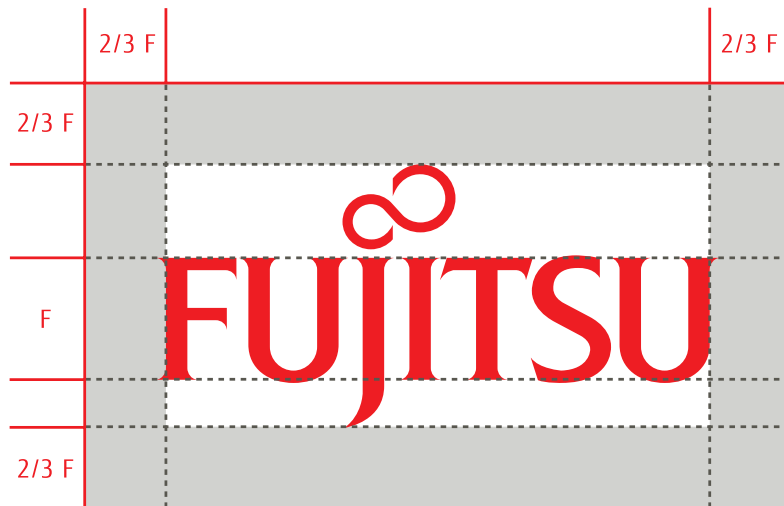


Abstract

# Brand Elements

## 1. Symbol Mark

### 2.1 Symbol Mark/ Infinity Mark



■ Isolation area

#### Symbol Mark

The Symbol Mark is the Fujitsu Group's design mark and corporate logo. It must be used in all communications produced by Fujitsu.

#### Isolation area

The Symbol Mark must be kept separate from other elements to ensure it can be seen clearly for maximum impact.



#### Symbol Mark colors

The color guidelines help you pick the right background and ensure that the Symbol Mark can be clearly seen. Key colors for the Symbol Mark are red, white and black.



#### Using the Infinity Mark

The Infinity Mark was previously used:

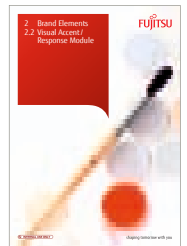
1. As part of the Fujitsu Symbol Mark to strengthen our brand identity (for products, at exhibitions and in offices).
2. To underscore our previous brand message: THE POSSIBILITIES ARE INFINITE.

As we now have a new brand promise (shaping tomorrow with you), the Infinity Mark can only be used with Symbol Mark in a few, select applications. Refer to "2.1 Symbol Mark/Infinity Mark guidelines" for further information.

# Brand Elements

## 2. Response Module

2.2 Visual Accent /  
Response Module



Message box



Picture frame for images

### Response Module

The Response Module represents one of our major strengths – our dialog with customers. This element can be used effectively across a wide range of collaterals to build a uniform brand identity.

### Two ways of using the Response Module

The Response Module can be used in two ways: as a message box for text or as a picture frame for images.

### Dimensions and positioning

To ensure consistency, the Response Module must be designed and positioned as specified in the guidelines. The curved tip at the bottom of the Response Module (Y) should correspond to the distance between the baseline of the Symbol Mark and the top of the Infinity Mark.

# Brand Elements

## 3. The Color system

### 2.3 The Color System



#### Fujitsu corporate colors: Primary colors

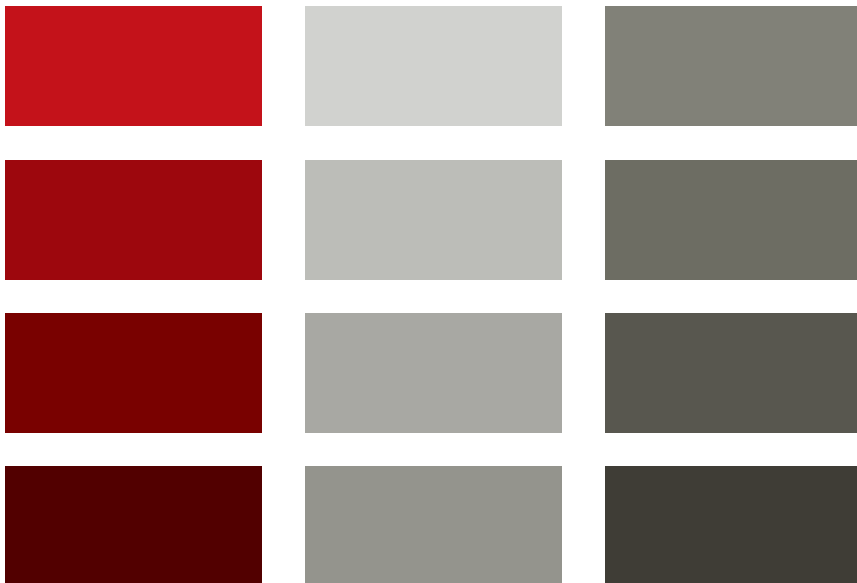


Fujitsu Red

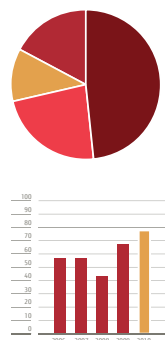


Fujitsu Gray

#### Fujitsu corporate colors: Secondary colors



#### Fujitsu accent colors



#### The Color system

Color adds emotional appeal to Fujitsu's brand identity. Corporate colors should be used in every application to increase the impact of the brand message in the global ICT market.

#### Fujitsu corporate colors

Fujitsu's primary colors are intended for higher-level graphical elements such as the Symbol Mark. Secondary colors should be used in graphical elements such as diagrams and backgrounds.

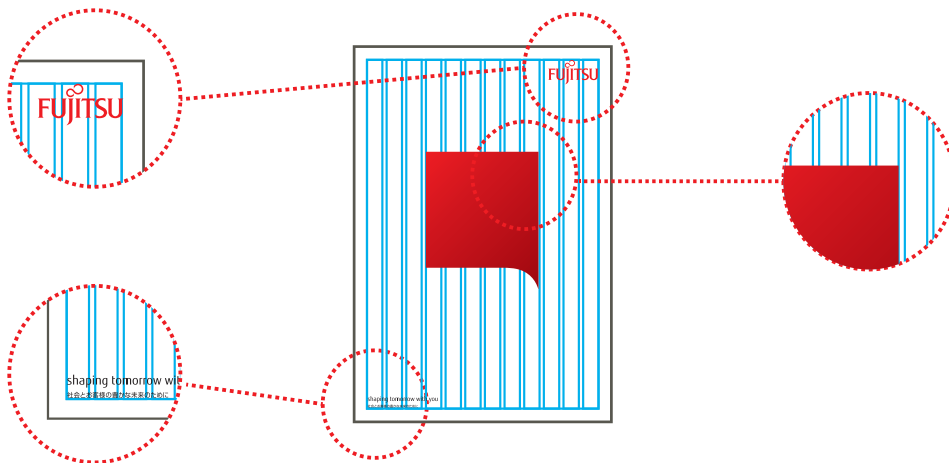
#### Fujitsu accent colors

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.

# Brand Elements

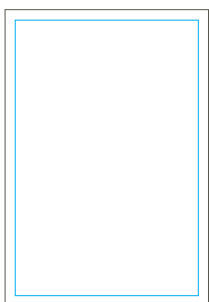
## 4. Grid system

### 2.4 Grid system



### Using the grid system

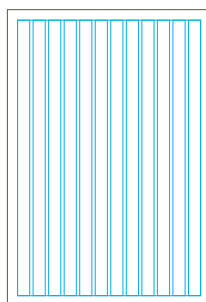
The above example shows how the grid is used to position the Symbol Mark, Response Module and tagline.



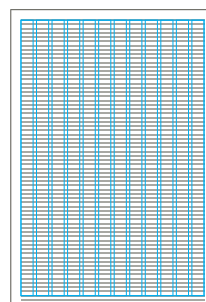
1. Basic grid



2. Baseline grid



3. Column grid



4. Composite grid

### Overall grid (composite grid)

The composite grid comprises the basic grid, the baseline grid and the column grid. The basic grid must be used to design all print materials.

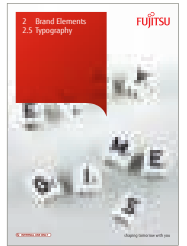
### Grid system

The grid system provides designers with a framework for positioning and spacing brand elements, texts, graphics and images. It serves as a creative blueprint for VI-compliant single and multi-page collateral layouts.

# Brand Elements

## 5. Typography

### 2.5 Typography



a A

#### 1. Corporate font (for example, for print publications and business templates)

Fujitsu Sans is Fujitsu's primary corporate font. It should be used in all print, screen, non-HTML web applications and business templates.

a A

#### 2. Corporate font (for example, for all Microsoft applications)

Arial is approved for use in cases where Fujitsu Sans cannot be used for technical reasons, for example, with all Microsoft Office files to be sent electronically or in HTML web applications.

#### Typography

Our corporate font is Fujitsu Sans. This typeface family reflects the company's individual character.

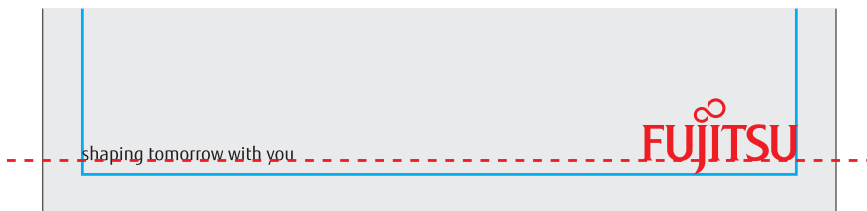
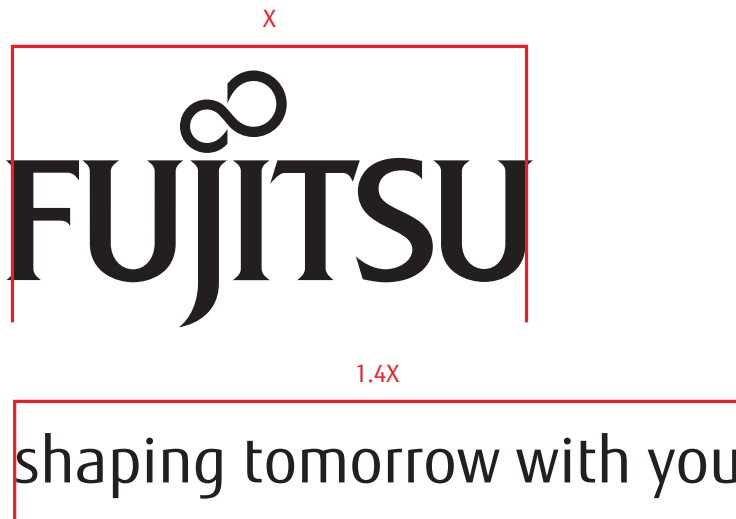
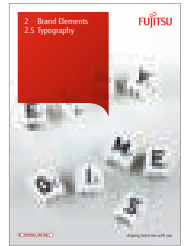
It is instantly recognizable and strengthens our Visual Identity.



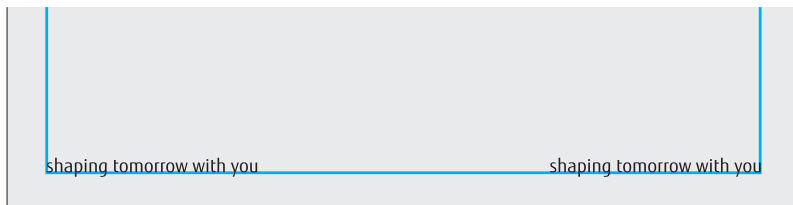
# Brand Elements

## 6. Tagline

### 2.6 Tagline



Symbol Mark in the lower right corner of a page; tagline in the lower left corner.



If the tagline is positioned in the lower right or left-hand corner, the Symbol Mark should be positioned in the upper right or left-hand corner.

### Tagline

The tagline communicates the brand's core promise. It must be used consistently across all publications and collaterals to harness its full potential and achieve maximum impact.

### Size of the tagline

The tagline width is 140% the width of the Symbol Mark.

### Positioning the tagline

The tagline should be positioned in relation to the Fujitsu Symbol Mark. Exceptions can only be made in individual cases.

# Brand Elements

## 7. Photo Style

2.7 Photo Style



Brand attributes

Ambitious

Genuine

Responsive

Visual definitions

Passionate

Bold

Self confident

Friendly

Natural

Trustworthy

Motivated

Open

Communicative

Literal definitions

Dynamic perspective

Modern compositions

Powerful messages

Natural compositions

Understated elements

Clear focus

Teamwork

Listening/responding

Friendly

Photo Style

The photo style plays an important role in our Visual Identity. It builds on our values and reflects our core attributes of ambitious, genuine and responsive. It also sends a unique, powerful visual message.

There are two steps involved in getting the right photo:

1. Ensure that the photo represents core Fujitsu attributes.
2. Align the color and brightness with the photo style guidelines.

---

# Brand Applications

The term brand applications refers to the various channels, media and platforms used to communicate our brand. These include advertisements, event/POS communications, publications and collaterals, business templates, facility signage, showrooms and other presentation platforms, the Internet (web), business tools and stationery, corporate giveaways, gifts and products. The brand elements should be used consistently across all brand applications to ensure a uniform and unique brand image worldwide.

These applications give us a varied and powerful platform to communicate our corporate message and set ourselves apart from the competition.

# Additional VI guidelines

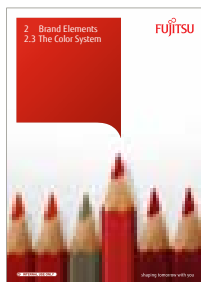
## VI Brand Element Guidelines



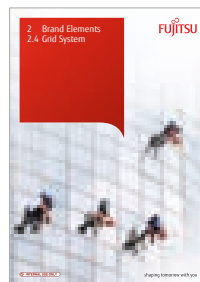
2.1 Symbol Mark / Infinity Mark



2.2 Visual Accent / Response Module



2.3 The Color System

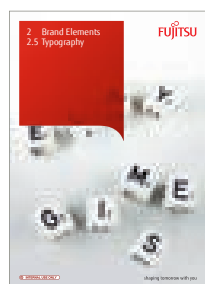


2.4 Grid System

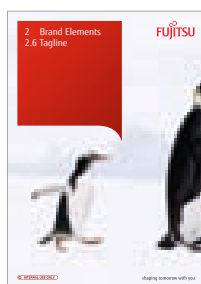
## Fujitsu VI guidelines

These VI guidelines mentioned on this page contain detailed information and should be used as a reference when designing marketing collaterals.

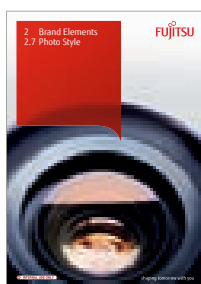
The latest versions are available on the appropriate Fujitsu intranet portals.



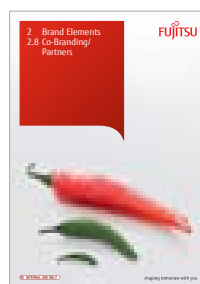
2.5 Typography



2.6 Tagline



2.7 Photo Style



2.8 Co-branding / Partners

## VI brand application guidelines



3.1 Advertising



3.2 Events / POS



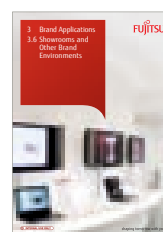
3.3 Publications / Collateral



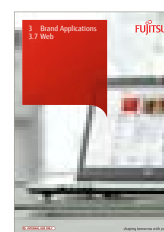
3.4 Business Templates



3.5 Facility Signage



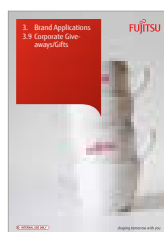
3.6 Showrooms and Other Brand Environments



3.7 Web



3.8 Business Tools / Stationery



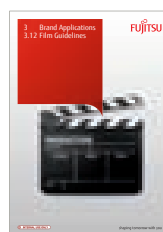
3.9 Corporate Give-aways / Gifts



3.10 Products



3.11 Social Media



3.12 Film



3.13 Customer Proposals

---

# Always up to speed. 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)

## Published by

Fujitsu Limited.

© Fujitsu, Version 02/2013

All contents protected by copyright.

## Concept, Text, Design

RED GmbH  
[www.red.de](http://www.red.de)