

# Logo Guideline

Fujitsu Uvance (all key focal areas)



Valid until August 2023

Contacts: [Katharina Niefert](#); [Susanne Brügelmann](#)

Fujitsu Secret

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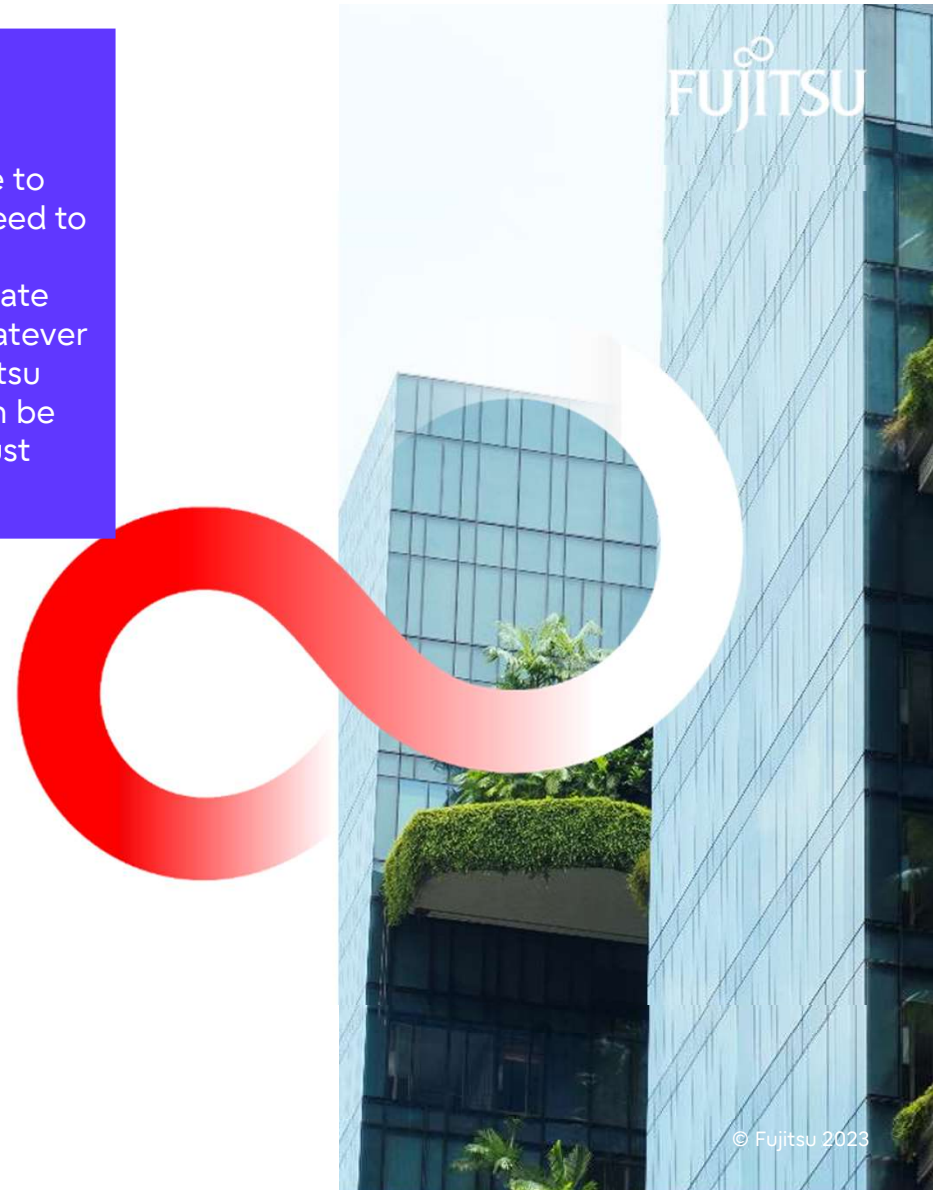


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## Welcome!

When we talk to our customers and stakeholders, we have the objective to inspire them and catch them emotionally. In order to achieve this, we need to be clear and consistent in what we show to them. If we add logos from partners, we have to let them truly understand why and how we cooperate with the partners and where the value for our customer sits. So that whatever the setting, our audience feels the same, inspirational experience of Fujitsu and the value of our strategic partnerships. The use of partner logos can be an efficient way to improve our company's positivity ratio, but it is not just about adding a logo.

This guide will show you all necessary approvals, contacts and a quick guideline outlining how to use partner logos correctly.



# When are we allowed to show logos?



All Corporate Partner Logos as per slide 4/5 can be shown on global and local Fujitsu Uvance webpages if

- a commercial agreement exists
- we sold together in the past
- the partner is working with us on live deals and customer opportunities and
- the offering is global.

For Fujitsu Uvance, the following rule applies:

All green-marked corporate logos on the following 2 pages can be placed on global Fujitsu Uvance webpages and marketing content without additional approval.

Good news: There are no red-marked logos anymore.

All partner logos & partner branding guidelines are uploaded to the media portal. If you enter the [partner name plus Logo] in the search field of the media portal and you will directly see them.

# Approvals & Contacts



Partner	Contact	Commercial Agreement	Written Confirmation Business Unit	Allowed for Fujitsu Uvance	Global Logo Approval
Microsoft	Helen Tilsley	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	<a href="#">Microsoft Global Dashboard</a> Global usage approved
SAP	Alice-Marie Oxer	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	<a href="#">SAP Global Dashboard</a> Global usage approved
ServiceNow	Carla Leighton	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	<a href="#">ServiceNow Global Dashboard</a> Global usage approved
AWS	Helen Tilsley	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	<a href="#">AWS Global Dashboard</a> Global usage approved
Oracle	Ian Price	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	<a href="#">Oracle Global Dashboard</a> Global usage approved
Citrix	Annette Kuhn	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	<a href="#">Citrix Global Dashboard</a> Global usage approved
NetApp	Detlev Loges	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	<a href="#">NetApp Global Dashboard</a> Global usage approved
VMware	Michael Manke	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	<a href="#">VMware Global Dashboard</a> Global usage approved

# Approvals & Contacts



Partner	Contact	Commercial Agreement	Written Confirmation Business Unit	Allowed for Fujitsu Uvance	Logo Approval
SNP	Ken Kokubo	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	Global usage approved by SNP and Ken Kokubo, Feb 2023
Fortinet	Jamie Wilkie	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	Global usage approved by Fortinet, Feb 23
Radiflow	Jamie Wilkie	Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	Global usage approved by Radiflow, Feb 23
Hexagon		Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	Global usage approved by Hexagon, Feb 23
Autofleet		Confirmed Feb 2023	Global offering - confirmed Feb 2023	Approved Feb 2023; valid until August 2023	Global usage approved by Autofleet, Feb 23

**In all cases, work in close alignment with the following teams:**

- Partner Contacts as above
- Partner Marketing Team – Steve Isherwood
- Global Sales Engagement Team (Battle Cards) – Ray Russ and offering owners
- Alliance Team (Commercial Agreements) – Paul Kember

# How are we adding logos correctly?



## CORRECT USAGE OF PARTNER LOGOS

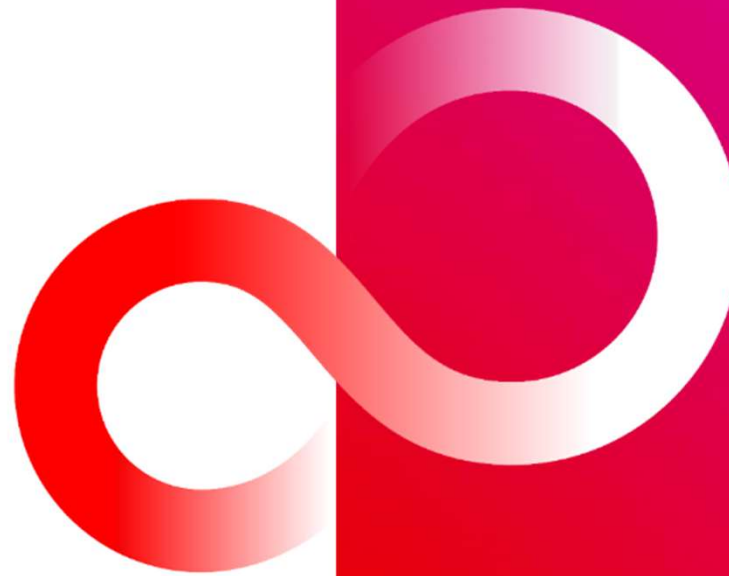
- Corporate Logo sits next to Corporate Logo
- „Big“ partnership logos can be placed next to „small“ partnership logos
- „Big“ partnerships are hereinafter SAP, Microsoft, ServiceNow, AWS;
- „Small“ partnerships are hereinafter all other partners.
- Always use high-resolution logos
- Please use the logos in the mediaportal. They are precisely checked and have the right resolution. [enter partner name plus logo in the search field of the mediaportal]
- Get in touch with the Alliance and Global Partner Marketing Team for recommendations how to develop joint content with our strategic partners
- Logos can only be added if the content is in line with the joint strategy we have with the partners
- Place the logo section in the end of the page with a short paragraph explaining the value of the partnership for this biz area. Get in touch with the key contacts shown on slide 4/5.

All logos are up to date and uploaded to the mediaportal.

**Thank you**

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