

Guidance for music selection

Sep 2024, v1.0

Brand strategy, Corporate Marketing

Global Marketing



Considerations when selecting music

When selecting music, for example in video productions, sound effects and background music are being selected on employees' own judgement. However, depending on the music used, it may infringe the brand essence.

This guidance helps you to select music aligned with Fujitsu's brand identity, which is defined by our Values, Purpose and the Fujitsu Way.

When selecting music, it is important to always keep in mind the character of Fujitsu.

Please use this document as a guiding source when selecting music.

[Reference]

- [Purpose](#)
- [Fujitsu Way](#)
- [Brand identity guideline](#)

- * Please make sure to comply with copyright related laws and any whitelisting requirements. Also, please refer to tips for risk mitigation.
- * The whitelist mentioned in this guidance refers to the process of clearing the rights to use music tracks.

The (sound) essence of Fujitsu



The sound essence of Fujitsu can be based on following five different core themes within our DNA (please see below). This needs to be always kept in mind to ensure consistency in our brand image.

- Brand story - focused
 - A sense of the future: vision, dynamism, ambition, intention
 - Credibility: intellect, brilliance, dignity, confidence
 - Strength, powerfulness: challenge, bravery, determination, profoundness, energy
 - Positivity and creativity: elation, playfulness, anticipation
 - Personality: Kindness, warmth, heartfelt, happiness, clarity, comfort, stability, human-centric
 - Scale: Global, diversity, and collaboration
- Technology and innovation - focused
 - Pioneering, transforming, breakthrough, taking action.
- Sustainability - focused
 - Sounds of nature
- Societal issues - focused
 - Sound that conveys a sense of challenge; melancholic, dramatic/frightening/disruptive (E.g. could be used as an intro. Be careful not to be too negative)
- Japanese culture - focused
 - Sound of traditional performing arts and musical instruments, etc.
*Excluding music with strong religious or regional characteristics, such as Okinawan folk songs.

Music selection guidance mainly for video productions, but also music to be used in spaces and environments (eg. Fujitsu offices or at event spaces)

General remarks:

- **Selection criteria for music that conveys the sound essence of Fujitsu (See page 3)**
- **Be copyright-compliant (See page 12)**
- **No vocals*¹**

The focus should be on conveying the message through instrumental music. Music with voice can influence people's perception of the overall video and therefore obscure the message of Fujitsu.
- **Modern / future-oriented styles are preferred *²**

Use music that embodies the spirit of forward-thinking and innovation. When delivering a message focused on the future, avoid classic music that may evoke a sense of looking at the past.
- **No references to current, popular music hits**

Pop music, which is popular with the general public, is difficult to use exclusively and is not suitable for music that forms the Fujitsu brand. It also could evoke unintended perceptions that are not aligned with the contents.
- **No solo-instrument that stands out too obviously (Folk music *³)**

It is not suitable music type that shapes the Fujitsu brand because it already strongly conveys the impression of a specific ethnicity or culture. Use inclusive music.
- **Select a music track with a suitable tempo**, considering the overall flow and perceived pace of the video clip.

Ensure the video clip and complementing music pace is not too fast, as this can make it difficult for viewers to effectively absorb all the visual information.

Tip: Before using the selected music track, try to gather feedback on it by reaching out to as many colleagues as possible. Reviewing by members from diverse cultures, backgrounds, generations, and interests increases the likelihood of noticing that a particular image/perception/bias is linked to the music and allows for a more objective assessment.

Music
✗ Don't
examples

*1 Vocal

[Track1 \(Epidemic Sound\)](#)
[Track2 \(Epidemic Sound\)](#)
[Track3 \(Epidemic Sound\)](#)
[Track4 \(Epidemic Sound\)](#)
[Track5 \(Artist\)](#)

*2 Classic

[Track8 \(Epidemic Sound\)](#)
[Track9 \(Epidemic Sound\)](#)
[Track10 \(Epidemic Sound\)](#)

*3 Folk

[Track11\(Epidemic Sound\)](#)
[Track12\(Epidemic Sound\)](#)
[Track13\(Epidemic Sound\)](#)

Some of the keywords or categories shown on this guidance are taken from [Epidemic sound](#) (Getty) and [Artlist](#).

Except for music tracks provided by the Fujitsu Media Portal, please purchase music materials by your own department for production or selection. Before using material, please always be conscious to check copyright regulations.

*The use of freely available music material is not recommended. . If you use one, please do so at your own department's responsibility.

We recommend using music materials from following origins:

- Purchasing from one of the official music databases (e.g. Epidemic Sound)
- Using a song that had been created as a commissioned composition exclusively for Fujitsu
- Purchase the usage rights of an existing song through an agency

*Public domain music (whose copyright has expired) can be used without purchasing a license.

Defined music styles for Fujitsu's touchpoints

Please select music based on mood and genre after confirming the intention and psychological effect you want to give according to the use.

Contents style	A: Campaign films	B: Corporate films	C: Testimonial films	D: Environments / Spaces (background music)	E: TV Commercial (Japan-only)
Usage/ Application	Services, offers, Value for customer	Uvance Wayfinders, FT&SV, Thought Leadership, Events, special dates	Customer advocacy, Case studies	Office spaces, EBC, Events	B-to-C communications
Intention / Psychological effect	Calm Trust	Sense of anticipation Innovative spirit Gentleness Familiarity	Calm Trust	Authenticity/ Genuine Exhilaration	Sense of anticipation Innovative spirit Gentleness Familiarity
Melody/ Chorus (Faintly played in background)	No	No	No	No	Yes/ No
Mood	Exciting/ Uplifting/ Hopeful/ Powerful	Epic/ Serious/ Dramatic/ Happy/ Powerful	Happy/ Hopeful/ Serious	Peaceful	Epic/ Serious/ Dramatic/ Happy/ Powerful/ Touching, Emo
Genre	Corporate	Corporate	Corporate	Ambient	Corporate
	Electronic (Uplifting lounge music)	Cinematic	Electronic (Uplifting lounge music)	Lounge/ Lofi	Cinematic
	Acoustic	Acoustic	Acoustic	Acoustic	Acoustic

* Note: The category "Product films" that is referenced in the Brand identity guideline in the "Motion" section is out of scope for this guidance.

Selection criteria from music data bases (Mood)

The following are general moods categorized in official music databases like Epidemic Sound, selected, based on Fujitsu's essence described on p3. When selecting music tracks from a music database, please use the following criteria as a reference.

Mood	Description
Uplifting	Music that inspires positivity and elevates the listener's mood.
Epic	Grand, sweeping music that evokes a sense of grandeur and adventure.
Powerful	Music with strong, impactful elements that convey strength and intensity.
Exciting	Energetic and dynamic music that generates enthusiasm and anticipation.
Happy	Cheerful and joyful music that induces a sense of pleasure and contentment.
Hopeful	Music that conveys optimism and a sense of anticipation for positive outcomes.
Peaceful	Calm and soothing music that creates a tranquil and serene atmosphere.
Serious	Music with a solemn, reflective, or earnest tone, often conveying deep emotions.
Dramatic	Intense and emotionally charged music that heightens a sense of tension or passion.
Touching, emo* * For Japan TV commercial only	Music that is emotionally moving, with nuances of empathy, attachment or inspiration. (On music database sites, you may be able to find music tracks under moods such as "Nostalgia / Beautiful / Sentimental")

Selection criteria from music data bases (Genre)

The following are general moods categorized in official music databases like Epidemic Sound, selected, based on Fujitsu's essence described on p3. When selecting music tracks from a music database, please use the following criteria as a reference.

Genre	Description
Acoustic	When used in reference to an instrument or a piece of music, acoustic means 'without electrical amplification' . Lots of people connect with acoustic music, which makes it great for storytelling. It can be melancholic or contemplative, Uplifting or positive, and really help to drive your story. Mostly calmer and slower music. Important: no solo instruments
Ambient	Ambient music is a genre of music that emphasizes tone and atmosphere over traditional musical structure or rhythm. If you want to calm, soothe, or focus attention, think about using ambient music. However, Ambient can also be used to create tension. Mostly calm and slow music without significant climax
Cinematic	This is the sort of music you will want to tell a story or heighten emotion. It grabs hold of you and doesn't let you go. This genre works best with narrative films, travel and landscape videos, and, generally, outdoor videos.
Corporate	Please refer to page 3 for the specific details on type of content / focus point you want to go for.
Electronic	Uplifting lounge music. (Music that uses electronic sound equipment in the various stages leading up to the formation of a musical work, such as the generation, transformation, synthesis and composition of material sounds. However, music using electronic instruments such as electronic organs is not included.)
Lofi	Genre that combines several different music styles, from electronic, to jazz, lounge, soul and R&B and can include natural sounds. This genre works well for lively, uplifting videos or events.
Lounge	A type of popular music often including jazz, swing, and pop elements and played in cocktail lounges, piano bars, etc.

Common genres in music databases are listed below with some featuring examples. Select the music you want to use referring to these.

*Fujitsu-specific music data selected by the Brand Strategy Department according to each genre is uploaded to Fujitsu media portal, so please use it.

- Acoustic
 - Open sky ([Epidemic sound](#)) (FMP)
 - Stay with Us ([Epidemic sound](#)) (FMP)
- Ambient
 - The Happiness We Once Knew ([Epidemic sound](#)) (FMP)
 - Across the Sea of Japan ([Epidemic sound](#)) (FMP)
 - Dormancy ([Epidemic sound](#)) (FMP)
- Cinematic
 - To All the Glory ([Epidemic sound](#)) (FMP)
 - Heavy Words We're Holding ([Epidemic sound](#)) (FMP)
- Corporate
 - The Path To Innovation ([Epidemic sound](#)) (FMP)
 - [Unfading](#) ([Epidemic sound](#)) (FMP)
- Electronic (uplifting lounge music)
 - Sunset Beach ([Epidemic sound](#)) (FMP)
 - As Long As We Go (Instrumental Version) ([Epidemic sound](#)) (FMP)
- Lounge
 - Turquoise ([Epidemic sound](#)) (FMP)

Notes on FMP & social media

How to license music for social media

[Necessary to comply]

Before posting a video that uses music clips from the Media Portal Library to any social media platform, please ensure the usage rights are cleared and settled to avoid copyright issues.

Why do I have to do this? Music tracks can hold different kinds of copyrights for different kinds of usages.

Whitelisting on Getty is operated by the Brand team, so please contact us at branding@fujitsu.com before using the music. You may also reach out to the Social Media Team for whitelisting requests for YouTube or other social media platforms.

- To expedite the whitelisting process, please provide the following information when submitting your request:
- **Title: "Request for Whitelisting of FMP Music"**
- Name:
- Email Address:
- Name of Music Track to be Used (FMP URL):
- Publication Platform: (e.g., YouTube)
- **Upload URL:**
- Scheduled Publication Date and Time:

Resources and Support

Resources and Support



Resources

Visit the [Global Brand Hub](#) for the latest brand updates.

Support

For general brand queries, please reach out to branding@fujitsu.com

For questions around Music selection, please reach out to the Brand Strategy department.

Thank you

