

# Brand compliance checklist

We all need to take accountability for promoting Fujitsu consistently. It is extremely important to ensure all your campaigns and marketing materials are brand compliant. Failure to do so can pose serious risks to Fujitsu and its brand reputation.

To support you with the new self-service brand review approach we have created this checklist of brand element and design indicators for you to incorporate, ensuring you can produce high quality standard content and adhere to our brand identity.

The checklist covers:

- Print and digital
- Photography
- Motion
- Accessibility

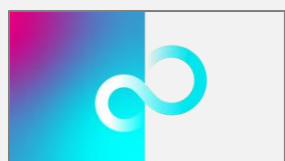
# Section 1: Print and digital

## Do

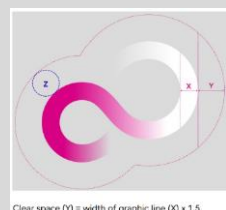
Placement of Infinity Super-graphic (ISG) on a vertical split.



Correct color use of the ISG.



Respect the clear space around the ISG.



Text should always be black or white (or grey tones to aid contrast in special cases).



Ensure color contrast between text or graphical elements and the background.



Adjust cropping of Secondary Background so that the text doesn't run over texture lines.



Only use one secondary brand element (in this case Secondary Highlight Circle (SHC)).



Triple-split design is reserved for events.

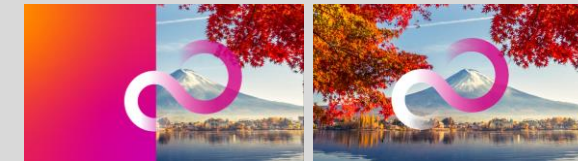


Only use officially available brand element artwork (e.g. gradients, etc.).

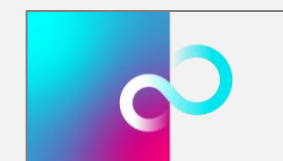


## Don't

ISG not centered on the vertical split or no vertical split at all.



Incorrect color use of the ISG.



ISG not centered on the vertical split or no vertical split at all.



Never use colored font / text.



Don't place text on top of a busy background and ensure all characters have sufficient color contrast.



Place text over texture lines of a Secondary Background (SB).



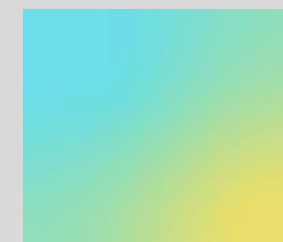
Don't combine two secondary brand elements (here: SHC and SB).



Triple split can't be used for any other asset or banner.



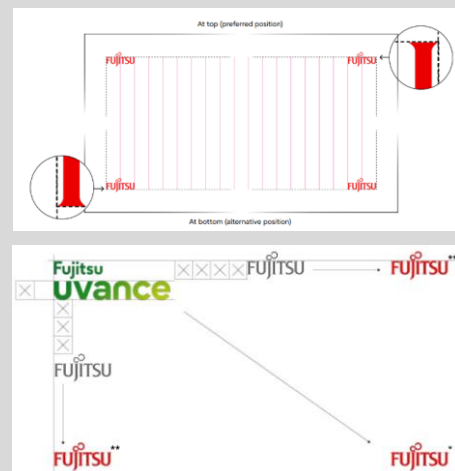
Don't alter the official artwork (e.g. by adding transparency to a gradient).



# Section 1: Print and digital

## Do

Ensure the logo placement is according to the guidelines.



Expressive icons or pictograms: when used in a roundel, only use single gradients set at 90°.



Badges and identifiers can be created for programs, initiatives, etc.



Throughout Fujitsu assets, all text should be left aligned.



When leading with the Fujitsu Uvance logo, still include the corporate brand logo as endorsement.

A certain crop of the ISG is only allowed for social media channel banners.

ISG without a vertical split is only allowed for social media favicons.

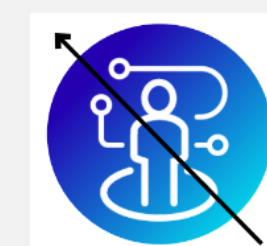


## Don't

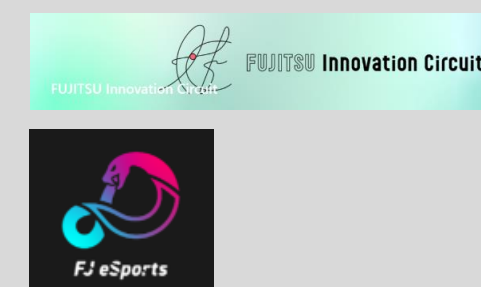
Don't position the logos too close to each other.



Expressive icons or pictograms: Don't use a gradient set at an angle.



Sub-logos or brands besides the Fujitsu brand are not allowed.



Don't use justified, centered or right aligned text.



Never use the Fujitsu Uvance logo in isolation.

Never crop or alter the ISG. When being used, it has to be fully visible and within the grid.

Don't use this style in other marketing comms assets.

## Supporting resources

- [Brand identity guidelines](#)
- [Brand identity guidelines - best practice examples - page 227](#)

# Section 2: Photography\*

## Do

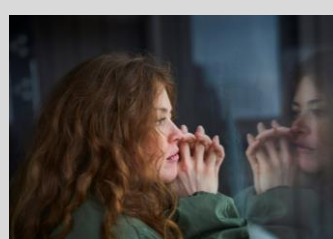
Blurred elements in the background, which are not the main focus of the image.



Realistic lighting, with filters that enhance the real colors.



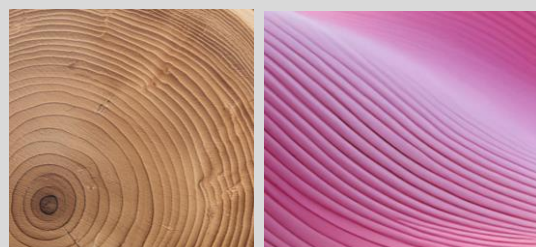
Calm reflections, without distortion or blurriness.



Color balanced images, with realistic color contrast and exposure.



Harmonious patterns that are not overly complex.

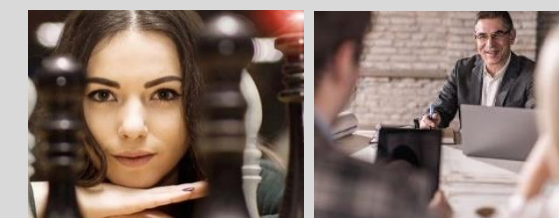


Overlays that are easy to visualize, and explain the content.

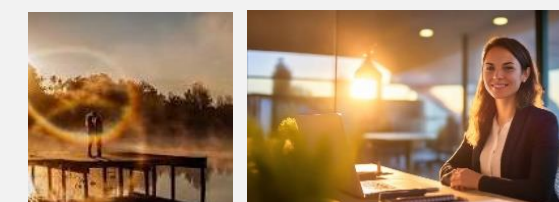


## Don't

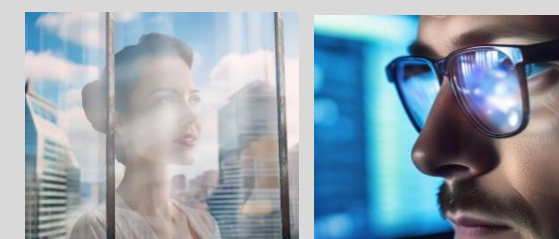
Blurred elements in the foreground, as these are visual barriers.



Any kind of lens-flare, intense light flashes, glares or strong backlight.



Busy reflections, reflections that create distortions, reflections through glass.



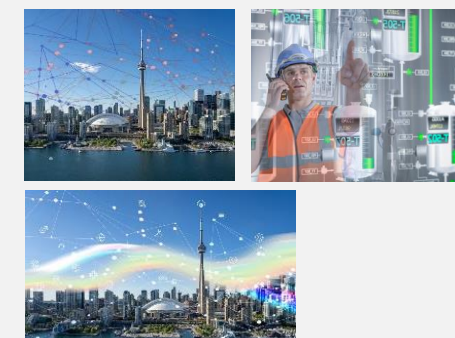
Too faded, double exposure over exposed.



Complex, busy patterns or shapes.



Decorative overlays, combination of different overlays, Overlays with blur or light-flashes.



\*Please note that this guidance also applies to footage.

# Section 3: Motion

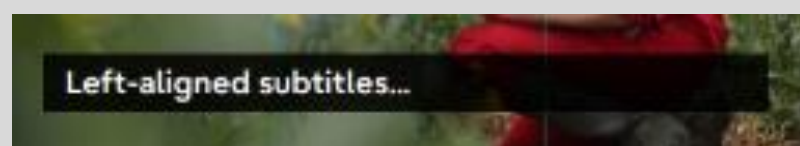
## Do

Use the [official AE/premiere file templates](#) available in the Fujitsu Media Portal.

Text animation: word-by-word; line-by-line; appear, fly in horizontally or vertically.

**Text**

When applying subtitles to a video, ensure they are placed on a minimum 90% opaque white or black ribbon. Always left-aligned.



The copyright has to be incorporated in every video, placed at the bottom left during the intro, and can fade out after that.



Some regions (or countries) require specific Information Classifications (or security markers) to be displayed on all assets (e.g. FUJITSU-SECRET), if required then please include this in the footer of your film at a similar size to the copyright line.



## Don't

Don't recreate intros/outros/lower thirds etc.

Don't animate text: Letter-by-letter, flying in in circles, stretch. Don't use animations or transitions with motion blur or that cause distortion to the footage.

**Text**

Never release a film without open or closed captions.

Never release a video without the copyright © Fujitsu [Year of creation].

Don't use an Information Classification unless you clarified and confirmed that this needed.

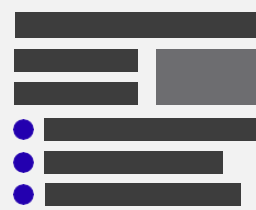
# Section 3: Accessibility\*

## Do

Throughout Fujitsu assets, all text should be left aligned.



Break up information using headings and sub-headings. Shorten paragraphs and use bullet points to improve information structure.



Use plain language without unnecessary technical jargon.

Write in sentence case.

**Text**

Prefer regular or bold font.

**Text**

Expand acronyms the first time they appear in a document.

Sustainability transformation (SX)

Ensure color contrast between text or graphical elements and background.

**text**

Use a combination of color, shapes and text to convey meaning.

**text**

Add alternative text (alt text) to all images and graphical elements.

<alt>

Hyperlinks should be the standard blue, underlined and are descriptive.

[Visit the Fujitsu website.](#)

## Don't

Don't use justified, centered or right aligned text.



Create complex, cluttered layouts, without clear and easy to understand structures.



Use complex and/or technical language and complicated sentences.

Write in all uppercase.

**TEXT**

Underline words, use italics.

*Text*

Use abbreviations and acronyms without explanation.

**SX**

Place text or graphical elements on top of any image.



Only color code to convey meaning.



Provide any asset or media content without alt text.



Hyperlinks that look like regular text and are not descriptive.

**Click here**


\*Please note that these are basic accessibility standards. Access the [accessibility checklist](#) for steps and tips on accessibility.

## Section 3: Accessibility\*

### Do


Use off-white (#F9F9F9) or dark grey (#262626) backgrounds.


 Pure black text on off-white background  
#F9F9F9

 Pure white text on dark grey background  
#262626

### Don't

Use pure white and pure black backgrounds.

 Pure black text on white background  
#000000

 Pure white text on black background  
#FFFFFF

### Supporting resources

- [Brand identity guidelines - Accessibility & Inclusive design - page 10](#)
- [Accessibility CoE training](#)
- [Accessibility - Brand and visual identity SharePoint page](#)

### Brand resource portals

- [Fujitsu Media Portal - brand guidelines & templates](#)
- [Global Brand Hub - guidelines, VI & templates](#)
- [Brand FAQ \(GBH\)](#)

\*Please note that these are basic accessibility standards. Access the [accessibility checklist](#) for steps and tips on accessibility.