

Fsas Technologies Co-branding Guidelines

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Fsas Technologies-Restricted

Co-branding

Co-branding is when two or more companies form an alliance to work together to communicate a shared message or promote joint products or services that neither company could develop or promote as effectively alone. Fsas Technologies regularly partners with other organizations in this way and the reasons behind these different expressions of the Fsas Technologies visual identity can be varied, creating a need for different levels of partnership.

We have set out a flexible system which helps Fsas Technologies signal when it is collaborating with another organization and allows room for Fsas Technologies to position itself as a dominant, equal or subsidiary partner in these joint communications.

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Brand Symbol

The Brand Symbol is one of the most important elements in promoting Fsas Technologies. It must always be reproduced in the same shape, including the proportions of length and width, regardless of the size of the display. Any unauthorized modification or drawing is also prohibited.

There are three layouts and combinations of the Fsas Technologies Brand Symbol. The layout of the Brand Symbol to use depends on each application. Be sure to understand each provision of this guideline and use the Brand Symbol correctly.

First priority: Horizontal layout

This combination is best suited to the appeal of Fsas Technologies.

Second priority: Horizontal, two rows layout

This combination emphasizes the readability of the Brand Symbol Type. Use this horizontal two row style when it is not appropriate to display the horizontal Brand Symbol.

Vertical layout

Use the vertical layout style when you want to display the Symbol Mark symbolically, or when space is limited and the horizontal or horizontal two row styles are not appropriate.

Horizontal Brand Symbol



Horizontal Brand Symbol, two rows



Vertical Brand Symbol



Brand Symbol

Components

The Symbol Mark and Brand Symbol Type are structural components that make up the Brand Symbol.

Do not change the balance and position of the combination of the two components or display them separately.

Be sure to use the Brand Symbol exactly as shown on the previous page. However, under special usage conditions such as creating a Company Emblem pin-badge, or creating a Favicon, the use of the Symbol Mark alone is permitted.

Symbol Mark



Brand Symbol Type

Fsas Technologies
a Fujitsu company

Brand Symbol

Isolation area

Isolation area

The Brand Symbol should remain independent and respected as the symbol of the brand and should be clearly displayed without being overshadowed by other elements. To this end, we have created an isolation area around the Brand Symbol to ensure sufficient white space.

Do not place other elements in the isolation area. However, this does not apply when there is limited display space, such as for signboard or promotional materials.

Minimum usable size

The minimum usable size is defined as the smallest size at which the Brand Symbol can be clearly identified. However, in some use cases the Brand Symbol may not be displayed clearly in the minimum usable size depending on the printing method, media and materials. In such a case, the Brand Symbol should be displayed in a size that can be clearly identified regardless of the minimum usable size.

The clear visibility of the Brand Symbol Type is a criterion for determining whether the clarity of the display material is sufficient.

Horizontal Brand Symbol

Isolation area

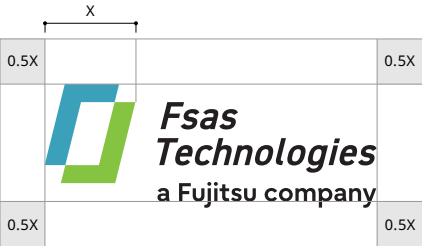


Minimum usable size

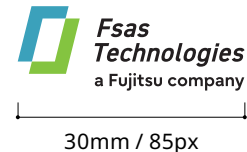


Horizontal Brand Symbol, two rows

Isolation area

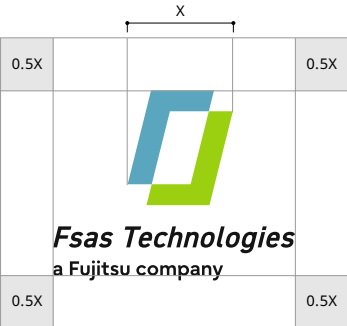


Minimum usable size

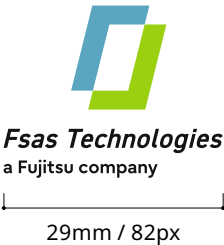


Vertical Brand Symbol

Isolation area



Minimum usable size



Brand Symbol

Display color

In principle, the display color of the Brand Symbol is full color. However, if there is a limit to the color reproduction or the visibility of the Brand Symbol is buried by the background color, the Brand Symbol should be displayed in a single color. Be sure to use the master data and apply the rules in this guideline.

Full color

To reproduce in printing, set the PANTONE® chip color code defined in The Color Palette section as the target color.

One color

In principle display in black or white.

This does not apply when displaying in black or white color is not possible, for example:

- When color reproduction is limited
- There is a raw material color (Example: Etching process on Stainless Steel)

Positive display

Full color



Black



Negative display

Full color



White



*Horizontal layout shown as an example.
Same applies to Vertical layout

Company Name

Notation

Company Name

The Company Name is the registered trade name. In principle all Fsas Technologies’ publications must use the company name.

Communication Name

Fsas Technologies without the “Inc.” is called the **Communication Name**. This may be used in copy text or where the display area is not large enough for the full name. This cannot be used when the formal company name is required (such as in legal documents).

- Always write the company name on one line only. Do not use hyphenation across two lines.
- Set kerning to metrics and tracking to zero (0).
- * In an environment where the defined notation is not applicable, use a font in which the weight and spacing are as close as possible to the Company Name, as shown on the right.
- * The Company Names of affiliate companies should be written following the same guidelines as those specified on this page.

Latin-script

Noto Sans Bold

Company Name

Fsas Technologies Inc.

Communication Name

Fsas Technologies

Co-branding

Level 1 Communications

Here, the Fsas Technologies brand is dominant. We can use all the elements of the Fsas Technologies design system. The partner brand is only visible through its logo.

Level 1 covers always:

- Use appropriate Fsas Technologies Brand Symbol
- Feature our Visual Signifier
- Use our color and gradients
- Use photography from our image library
- Have all typography set in Noto Sans
- Adhere to our grid structure
- Partner logo(s) can be positioned in opposite corners or as a single unit depending on the image and design layout

Please note

Assets displayed on this page are examples only.

Level 1 example communication



Co-branding

Level 2 Communications

Fsas Technologies and the partner brand logos are placed on an equal standing, with the Fsas Technologies design elements being reduced to prevent the Fsas Technologies brand from being too dominant.

Here, we remove the Visual Signifier and use gradients in its place.

Level 2 covers always:

- Feature our gradients which act as holding panels for content. These panels can be flexible in size depending on the level of content. Always make sure you follow our Accessibility guidance.
- Use photography from our image library
- Have all typography set in Noto Sans
- Adhere to our grid structure
- Partner logo(s) can be positioned in opposite corners or as a single unit depending on the image and design layout

Please note

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Level 2 example communication



Co-branding

Level 3 Communications

Fsas Technologies and the partner brand logos are placed on an equal standing. The treatment becomes more neutral to prevent either brand being too dominant.

There is no Visual Signifier or gradients and information is held in a white panel, allowing both logos to be used in full color. Messaging may change to make reference to the partnership and collaboration.

Level 3 covers always:

- Feature neutral white panels which holds content - This panel can be flexible in size and position
- Use photography from our image library
- Have all typography set in Noto Sans
- Adhere to our grid structure
- Partner logo(s) can be positioned in opposite corners or as a single unit depending on the image and design layout

Please note

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Level 3 example communications



Co-branding

Level 4 Communications

When Fsas Technologies is a guest on a piece of comms delivered by a partner brand, our logo will have to fit into their VI system.

Positioning of the logo may be outside Fsas Technologies’s control, but we should always make sure that it is applied in one of the three approved colors, with red being the preferred choice. We must also ensure the appropriate clear space guidance is followed.

The Fsas Technologies Brand Symbol should be at least 60% of the size of the partner company.

Fsas Technologies Brand Symbol

Always allow for a clear space in general of more than the minimum space around the Fsas Technologies Brand Symbol. For more information see Company Logo: Brand Symbol.

Please note

Assets displayed on this page are examples only.

Level 4 example communications



Co-branding

Alignment with partner Brand Symbols

Fsas Technologies' Co-Branding Communications offer two types of Brand Symbol placement relationships: Type A and Type B. Select the appropriate type according to the production conditions and design, and develop.

Type A



Display the Fsas Technologies Brand Symbol at the left corner and the partner Brand Symbol at the right corner of the screen. This positional relationship cannot be swapped.

Type B



Display one combined Brand Symbol of Fsas Technologies Brand Symbol and partner Brand Symbol on a screen. Place the Fsas Technologies Brand Symbol on the left and the partner Brand Symbol on the right side.

Co-branding

Alignment with partner Brand Symbols Type A

Type A displays the Fsas Technologies Brand Symbol on the far left and the partner Brand Symbol on the far right. This placement relationship cannot be swapped in view of the fact that Fsas Technologies is responsible for the communication. Also, be sure to balance the display so that the sizes of both Brand Symbols are the same in volume.

*Inserting text in the partner Brand Symbol that indicates the partnership between the companies also helps to indicate the relationship between the two companies. Examples include “sponsoring partners” and “affiliated partners.”

*As a general rule, Brand Symbols are arranged horizontally. However, if the display space or the balance of the partner Brand Symbol makes vertical columns more suitable, use vertical columns.

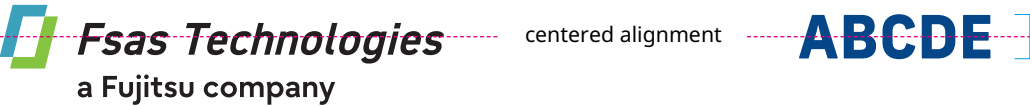
Layout example



Brand Symbol placement
The positioning of the Brand Symbol is based on the centering of both Brand Symbol heights. Because the balance of the position and the sense of volume of the size differ depending on Brand Symbol design of the partner, adjust the position and size by eye.

When placing multiple partner Brand Symbols, draw a line of height A between the partner Brand Symbols and leave a space of about 2B between the line and the Brand Symbols.

Horizontal layout



Horizontal layout, 2 row



Multiple partner Brand Symbols



Co-branding

Alignment with partner Brand Symbols Type B

Type B displays a combination of the Fsas Technologies’ Brand Symbol on the left and partner Brand Symbols on the right. This placement relationship cannot be swapped in view of the fact that Fsas Technologies is responsible for the communication. Also, be sure to balance the display so that the sizes of both Brand Symbols are the same.

*Inserting text in the partner Brand Symbol that indicates the partnership between the companies also helps to indicate the relationship between the two companies. Examples include “sponsoring partners” and “affiliated partners.”

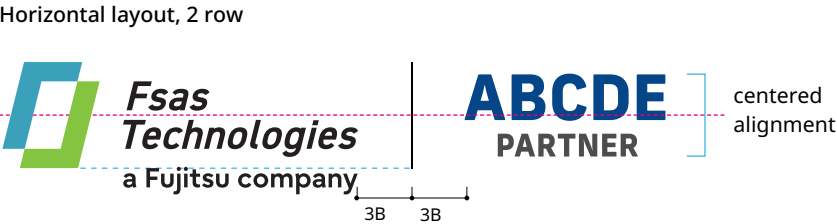
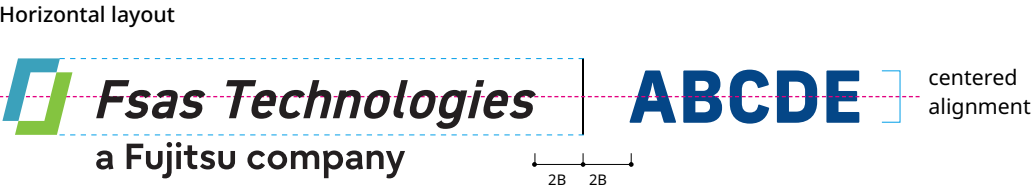
*As a general rule, Brand Symbols are arranged horizontally. However, if the display space or balance of the partner’s Brand Symbols makes vertical columns more suitable, use vertical columns.

Layout example



Brand Symbol placement
Draw a line at the height of A between each Brand Symbol, and leave a space between the line and the Brand Symbols at about 2B for horizontal arrangement and 3B for horizontal double arrangement.

The positioning of the Brand Symbol is based on the centering of both Brand Symbol heights. Depending on the Brand Symbol design of the partner, the balance of the position, the space between Brand Symbol, and the volume of the size will vary, so adjust the position and size with your eyes.



Co-branding

Partner Ecosystem Badges

The different levels of the Fsas Technologies Partner Program can be achieved by meeting specific business and training requirements. Fsas Technologies Partners are eligible to use the badges corresponding to their respective level:

- **Essential Partner**
- **Advanced Partner**
- **Strategic Partner**

Additional Partner Badges:

- **Champion:** eligible to be used by qualified partners according to T&Cs
- **Authorized Service Partners:** eligible to be used by Authorized Service Partners
- **Certified Service Partners:** eligible to be used by Certified Service Partners
- **Registered Service Partners:** eligible to be used by Registered Service Partners
- **Implementation Partners:** eligible to use PRIMEFLEX badges according to their specialization
- **Partner Program:** for general identification when referring to the Partner Program

For details on the certification requirements and the benefits associated with each designation, please contact your designated Fsas Technologies Channel Partner representative.

White
Background

Standard Outline

Positive Outline



Blue Gradient
Background

Standard Outline

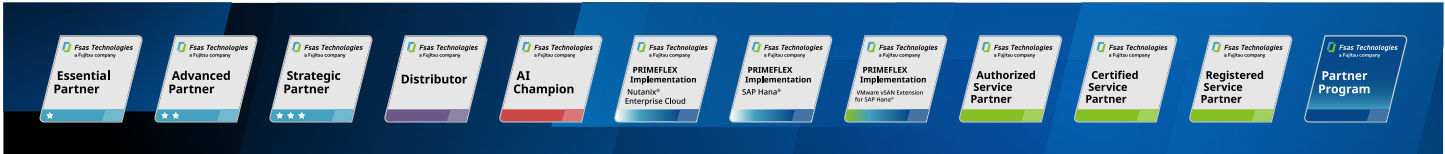
Negative Outline



Pattern
Background

Standard Outline

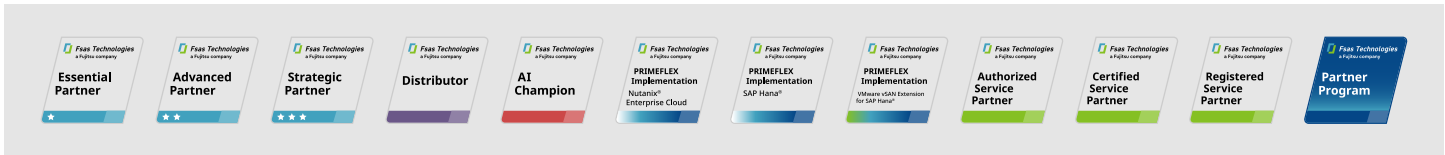
Negative Outline



Gray
Background

Standard Outline

Positive Outline



Depending on the background on which the badge is to be placed, different color variants can be selected. The final badge files are available through the media portal.

Celebrating Partnerships

These guidelines cover channel partner communications.

The Fsas Technologies channel partner logo is a symbol of our commitment to work in cooperation with our channel partners, enabling them to deliver solutions that build customer value and drive results. In communications where Fsas Technologies is the guest brand, it is essential that both the sender and channel partner are immediately clear. The Fsas Technologies partner role is communicated through the official Fsas Technologies Partner Program logos, which is primarily the only element of the Fsas Technologies visual identity which may be used by our channel partners that are members of Fsas Technologies Partner Program in their communications.



By invitation

Higher revenue commitment – higher rebates

Business plan on how to achieve the targets:

- Compliance & Generalist Certification
- Number of certified people – optional



Revenue commitment – rebates

Business plan on how to achieve the targets:

- Compliance & Generalist Certification
- Number of certified people – optional



No revenue commitment

Compliance & Generalist Certification



Fsas Technologies
a Fujitsu company