

The Fujitsu employer brand

Your guide to creating
consistent communications

FUJITSU



Transforming the way the world lives and works

Our purpose is to make the world more sustainable by building trust in society through innovation. This is our way of working and our vision for the future. To do this, we need to attract, engage, and retain those people who share our vision. People who recognise the vital role technology plays in making the world a better place. People who will transform the way the world lives and works.

The Fujitsu employer brand is fundamental to how we can take on the challenges of tomorrow. We have defined what it is that makes us different. What it is that makes us the right choice, for the right people. This guide will help us connect with those people, wherever they are in the world.

If we can all work together to communicate the Fujitsu employer brand story in a compelling and consistent way, we will strengthen our business, and build a better future for all.

We hope you enjoy using this guide as a driver of great communications, and we look forward to seeing the positive impact it has on the way we evolve as a business.

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Helping you create communications that relate, and connect, to your audience

Enhancing our reputation



Where did our employer brand come from?

The answer is, we've always had one. Ever since we first began in 1935, people will have had an opinion of what it's like to work here. These opinions have been driven by what we do and how we do it, and they will have been informed by local activity based on local need.

But whilst all of our communication might have carried our logo, we know that our messages were not as connected as they should have been. In a globalized world, the need for consistency is crucial - at both a global AND a local level.

That's why we have spent time understanding and defining exactly what it's like to work here, so we can tell people the truth of life at Fujitsu.

We want to shape the opinions of people who look at us as an employer. Helping them to make an informed decision about whether we are right for them, or not. This framework will help us do exactly that.



Five research based promises

We can only build trust in society through innovation if we trust our people to deliver solutions that deliver lasting change. Our research clearly showed that Fujitsu is a place where everyone is trusted to transform, it's a place where working your way is the right way and where doing the right thing is everything. It's also where we achieve together in a leading business that delivers global reach and focuses on local impact.

These five promises were formed from speaking to colleagues at all levels from all four corners of the globe. They are the propositions that we can confidently make to our colleagues and candidates. They have been checked against our competitors and they represent us at our best. They reinforce what it's like to work here and we must use them as the cornerstones of every conversation and communication in order to deliver a truly connected employer brand.

Promises

The reciprocal deal

Work your way

At Fujitsu, you'll work your way to deliver customer focussed solutions that create real value. Enjoying flexibility in your approach, so that you can have a healthy work/life balance.

Trusted to transform

At Fujitsu, you'll be trusted to transform society through the innovative solutions you deliver. Whilst building your own path to success, so that you can transform your career here.

Do the right thing

At Fujitsu, doing the right thing means you'll deliver innovative work in an honest and respectful way. Enabling you to create a meaningful and positive impact on society.

Achieve together

At Fujitsu, we achieve together, as part of a welcoming and supportive team. A team where you'll co-create with customers to generate outstanding results.

Global reach, local impact

At Fujitsu our global reach and local impact sets us apart. You'll work with experts and technology that span all four corners of the world. And you'll innovate to create a positive, lasting effect on communities everywhere.

Five promises. One goal.

The five promises have been developed from deep research and insight and encapsulate the reciprocal offer that we can make to potential and existing colleagues. Whenever you are about to have a conversation, or create a communication, think about how you will use the five promises to bring our story to life.

The goal of our employer brand is to help people emotionally connect with us. To feel a certain way when they see and hear what we have to say. We must help everyone understand that at Fujitsu, you can transform your world and the world around you. You can shape the way you work and be trusted to work where you're at your best. You can revolutionize the future of global industry and local communities with the support of a great team. You can change everything for good by doing the right thing.

Our employer brand will appeal to everyone and it's the five promises behind it that will help focus your messaging.



Our central narrative

Our central narrative embodies the five promises that make up our employer brand, and delivers them all in a coherent and memorable way. Use this as inspiration for writing your own employer brand comms, being sure to tailor your message to your audience.

Technology is constantly evolving the way we learn, travel, buy, live, and work. It has accelerated our knowledge, opened our eyes to new possibilities and transformed everything we do. Technology has the power to change the world. But it's the collaboration of technology and people that can change the world, for good.

At Fujitsu, we make the world more sustainable by building trust in society through innovation. And our focus on human-centric innovation is impacting the way the world transforms to a digital future. We see it on a global and local scale, and we know that the power of innovation and human connection can create a more trusting, sustainable, and responsible world for all. This is your world and your opportunity to transform it for the better.

You can shift the way the world gets from A-B, by having the freedom to work in the way that suits you best, from the place that fits your life. You can evolve the way the world learns, by learning from your team and co-creating a better future together. You can change the way the world works by embracing technology that puts the interest of the planet above business profit. And you can shape global communities for the better by working for a business that puts the interests of local community at the heart of every global thought.

If you can imagine a prosperous future that fulfils the dreams of people around the world, at Fujitsu you can make it a reality.





Making the most of every moment

It's often in the everyday conversations that we have a great opportunity to bring real meaning to all our messaging.

Imagine you're sitting with a candidate who is interested in working at Fujitsu. The five promises will be a great basis for framing a conversation. The central narrative can give you confidence for every simple chat or a more complex creative campaign. It's worth reading again and again to make sure it becomes second nature to you.

Evidencing the story

Our story is a powerful expression of what we do and why we do it. Making it part of your everyday language is a great start to creating consistency across your communications. But to really bring it life, we need to add positive proof points and evidence of our story in action.

This could be a project you've been part of, or you've seen come to life, that shows how we are all trusted to deliver ideas that transform careers and the world around us. It could be a personal account of how you work your way or a team story about how you've achieved together. It might be that you've seen how a local community scheme reinforces how we do the right thing, or how a global initiative amplifies the opportunities you get working for a business where global reach is balanced with local impact.

What stories can you think of that will add substance and meaning to our employer brand?

How has your work helped transform the customers world and the world at large?

What examples have you been part of, seen or heard, that bring our promises to life? Work your way, Trusted to transform, Achieve together, Do the right thing, Global reach, local impact

Crafting your words



What makes good communications?

Whether it's a face-to-face conversation, an email or a large-scale global campaign, the same principles apply to every form of Fujitsu communication. Finding the right words and writing them in the right way will give every piece of communication the consistency needed to build our reputation as a great place to work.

Authentic

Telling our story in an authentic way is crucial to building communications people trust. Be genuine, avoid hyperbole and tell the truth really well.

Different

What makes us different makes for interesting reading. So use real-life examples of people, projects and customer outcomes to show how different we are and the difference we all make.

Aspirational

We want people to aspire to want to work with us and build a great career with us. It's so important to make sure that their aspiration matches ours. Again, think about what your audience wants and deliver aspirational communications that will help your audience make an informed decision.

Relevant

Tailoring your communications to match the needs of your audience is really important. Think about what your audience is looking for and create content that is relevant to them and them alone.

Finding your voice, the Fujitsu Way

Consistency. It's a word we've used a lot in this book. It's how the best brands in the world communicate their own individual strengths. Consistency means amplifying the promises. But without compromising your individual expression. Think of the promises as a springboard for conversations and communications.

Our global brand values, found within the FUJITSU Way, are the way we deliver value to our customers through a shared way of working. The values are; aspiration, trust and empathy. These are a great place to start thinking about how we need to come across in whatever we are saying. These values contribute to how we need to sound. They are our voice.

Whenever you are putting an email together or preparing for a meeting or presentation, think about these three values. They help transform the way we write, the way we talk and the way we respond.

Aspiration

Innovation is needed to build trust in society and solve difficult societal challenges. We focus our energies on delivering innovation to achieve our purpose.

Trust

People's confidence in the future drives the sustainable growth of society. We connect people and use innovative technologies to support trust of customers and society.

Empathy

We can design new businesses and create new value by empathizing with challenges and aspirations that customers have. Let's use the power of empathy to proactively work for achieving our purpose.

Writing in the right way

Whenever we write anything on behalf of Fujitsu, we are representing our business and protecting & promoting our reputation. Making sure we write in an aspirational, trusted and empathetic way is important. To help you put together really compelling communications, the guide opposite will help transform the way you write.

1. Know your audience

We naturally tailor conversations depending on who we are speaking to. Writing is no different. When you know your audience, you'll know how to speak to them.

2. The first paragraph

The first paragraph is crucial. Think about the most important point of the piece and make sure you get it across clearly in the opening paragraph.

3. Use the people promises

The five promises are the reasons people will join us and stay with us. Think about your audience and think about those promises that will motivate them most.

4. Drivers of trust

Good communications are built on four elements that combine to make sure we are telling our story in a way that builds trust. Whatever you're about to do, be authentic, be relevant, be aspirational, be meaningful.

5. Tone of Voice

Our voice is ambitious, responsive and genuine. We must always strive to make sure our communications make us sound this way. Again, using facts and figures will help us deliver on this.

6. Be inclusive. Always.

Diversity of people, thinking and attitude make us stronger. Writing in a gender-neutral, inclusive way will ensure we always attract the widest range of applicants.

7. Spell check. Spell check.

Bad spelling makes us look like we don't care. Check your work twice once you've written it to make sure there are no mistakes. See, annoying isn't it?

8. Say it out loud

Reading out your written work is a great way to see if it sounds human, conversational and Fujitsu through and through.

9. Call to action

Every great piece of communication has a clear call to action. Think about what you want your audience to do and make this action very clear at the end of your piece of work.

Connecting with the right people

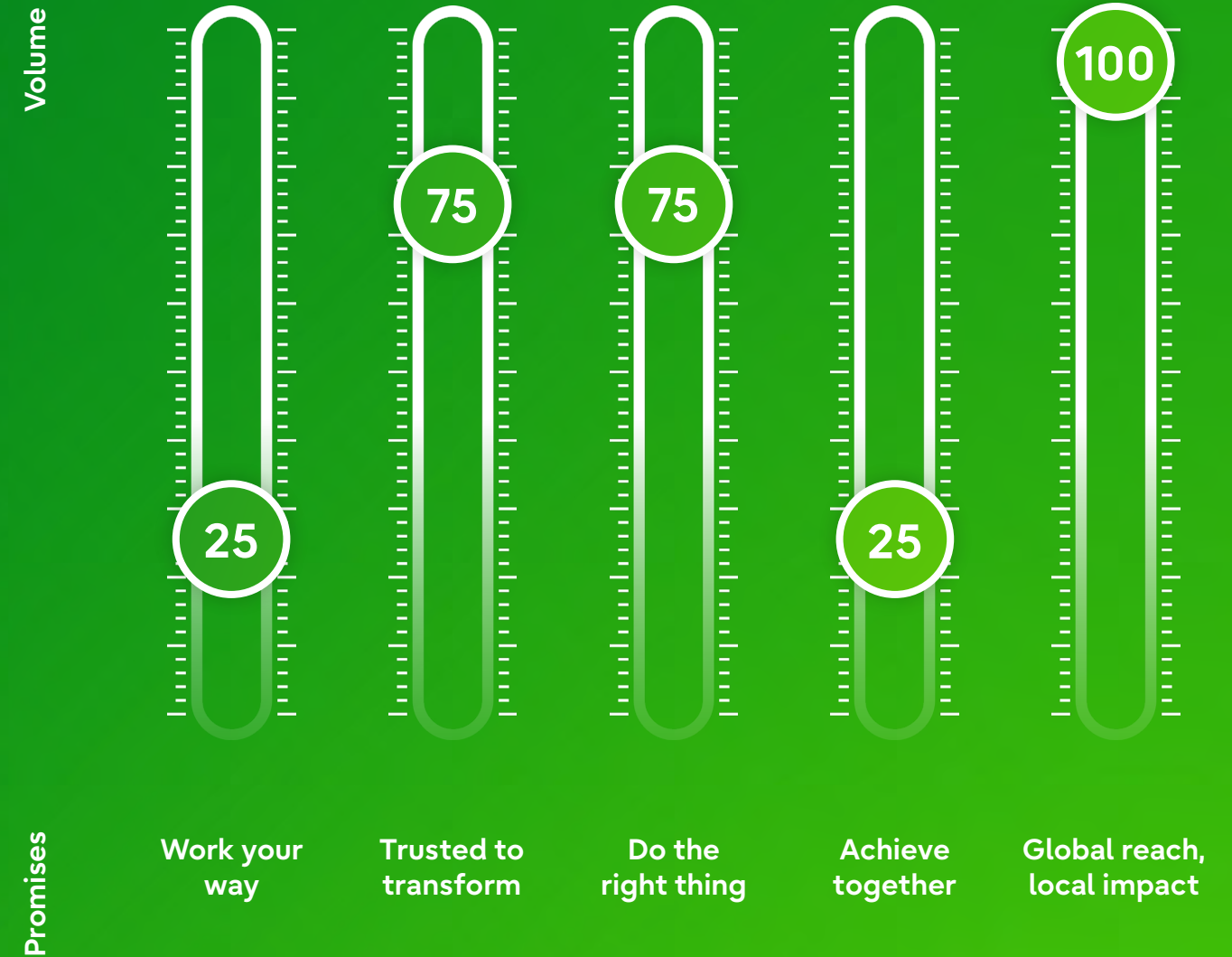
When we're having a conversation, we all naturally adapt our style to suit the person we're talking to, and the subject we're talking about. Our employer brand is no different. The promises and essence give us the necessary guide for how to frame every conversation. When we add the research and your local knowledge to this, we can deliver these messages in the right way, for the right people - in the language and tone that suits them best.

For example, our research clearly highlighted that when we are talking to people from Poland who we want to attract to work at our GSDU site, we know that they are more interested in working for a global technology giant than having more autonomy to work their way. So naturally, we need to amplify that promise above all others.

When we are talking to early careers, we know that they want to work for businesses where there is a purpose beyond the profit, so showing them how we do the right thing to benefit society is a natural place to start.

Thinking about how you can turn the volume up and down on the promises will help you create communications that connect with the people you need.

Imagine our promises to be on volume dials like the below and think about how you would adjust the levels to talk to the different audiences you're communicating with. To ensure your message is clear and has impact you'll need to think carefully about this. Communications with all the dials set to 100% won't be effective in capturing your audience's attention as there will be too many messages competing for attention.



Creating inclusive and gender-neutral recruitment copy

For any business, a workforce that is rich in diversity contributes to diversity of thinking, better employee experiences and greater customer understanding and connection. We want to be a global leader in diversity and inclusion. But we can only achieve this together. To attract a diverse audience to want to work with us, we need our language to be inclusive and gender-neutral.

The following guidance on writing inclusive and gender-neutral copy should be used in conjunction with our tone of voice.

Writing job specifications

The job specification you create is for internal candidates and it will also be used as the basis for how we will shape the opinions of external candidates around the world. Making sure that your copy is clear and succinct is crucial to gaining competitive advantage. After all, other companies are also looking for the same talent as we are.

The following points are a great way to deliver right first time job specifications:

Make it interesting and impactful

In terms of style, describe the role in a positive and welcoming way. Focus on the impact you want the candidate to have, rather than a list of responsibilities and related skills/experiences. Inspire them by talking about how they can create impact at Fujitsu. Candidates find long lists of responsibilities boring and off-putting.

Use gender-neutral language

This is proven to encourage more women to apply, without putting men off. Make it feel direct and personal by the use of the word 'you'. Avoid stereotypically masculine words like 'competitive', 'determined' or 'ninja' which can make female applicants feel that they wouldn't belong in our culture. On the other hand, words like 'collaborative' and 'trusted' are more likely to attract women whilst also being words that align with our promises.

Ask for what you really need

Only a maximum of 1/3 of the specification should be a list of bullets. This is because women on average will want to match to most of the bullets to have the confidence to apply. Men typically will apply even if they only meet some of your requirements. Implicit rules of job specifications could dictate that 100% of your specification needs to be met so, keep bullets to core essentials – not every skill you 'might' need should be listed.

Shape your language the Fujitsu Way

Remember the FUJITSU Way. It's why Fujitsu people across the world work together every day and it's how they achieve together. A good job specification should mention this as the talent we are looking to hire will help to achieve this. Also, remember our values (Aspiration, Trust, Empathy), they are a great place to start when writing in an authentically Fujitsu way.

**Shape your
designs**



A powerful style

The combination of how we sound, and how we look, has been created to have maximum impact across every expression of our employer brand and maximum recognition across the globe. Our colour palette, strong typography, the Super-Infinity graphic, diverse people imagery and inspiring language all combine to help the Fujitsu employer brand stand out and stand apart in an increasingly competitive world.

A note on our design guidelines: All of this work has been created in conjunction with Marketing and Brand. For any guidance on how to create work that adheres to our design principles, please visit our [Global Brand Hub](#).





Emotive people imagery

Creating an emotional connection in our communications is a very important part of our employer brand as it represents the impact we have on local community and global society. We want to show the freedom that comes with working your way, the emotional reward of doing the right thing and the flexibility of being trusted to transform. And we want to use imagery that brings our team focus to life. Demonstrating how achieving together makes us stronger.

Fujitsu approved images

We have selected a series of images that best represent Fujitsu as a place to work and the impact we have on society. These have all been selected to promote the diversity of our workforce, the different ways we work and the impact we have on society. Please remember all of this when selecting images to use.



Powerful typography

Our font is as important as our imagery. Fujitsu Infinity Pro is unique to us and represents our warmth, approachability, and energy.

Refer to our full brand guidelines for information on how to use our fonts.

Fujitsu Infinity Pro

Colour and Gradients

Refer to our full brand guidelines for information on how to use our Colours and Gradients.



Infinity Super-graphic

Refer to our full brand guidelines for information on how to use our Infinity Super-graphic.



Delivering on our promises

We have created a global launch campaign that combines all of the elements from the previous pages. This campaign can be adapted for all channels and can be translated into any language. They focus on our essence and one of the promises for each of the executions. Used across both traditional and social media inside and outside Fujitsu, this campaign will deliver those generic messages that are the heartbeat of the Fujitsu employer brand. We hope you share our pride in how they represent us at our best.

Global reach, local impact

As a global business with a purpose to make the world more sustainable, our people have the resources and support to create solutions that reach every corner of the globe. Transforming the lives of people living in the smallest communities to the largest megacities - whilst being globally responsible and locally respectful.

FUJITSU



Trusted to transform

We build trust in society by trusting our people to positively transform the world around them. Building their own path to success and cocreating with their customers to develop solutions with tangible value. Respect and autonomy are at the heart of Fujitsu, where trust is everything.



FUJITSU

Achieve together

Together we achieve the extraordinary. Embracing new ideas, and supporting new perspectives is how our teams create outstanding value with their work. Building trust through innovation by collaborating with each other and connecting our purpose with the needs of the world.



FUJITSU

Work your way

As leaders in Hybrid IT we're shaping the way the world works, wherever we are. We shift how we balance work and life to empower our people to create real value for our customers and for society. Supporting everyone to work in a way that works for them.



FUJITSU

Do the right thing

We create solutions focusing on the needs of today and the impact they have tomorrow. Solutions that support our customers and create a positive effect on society. It's our responsibility to do the right thing. Working with respect and honesty, whilst nurturing our curiosity and imagination to build a better future for all.



FUJITSU

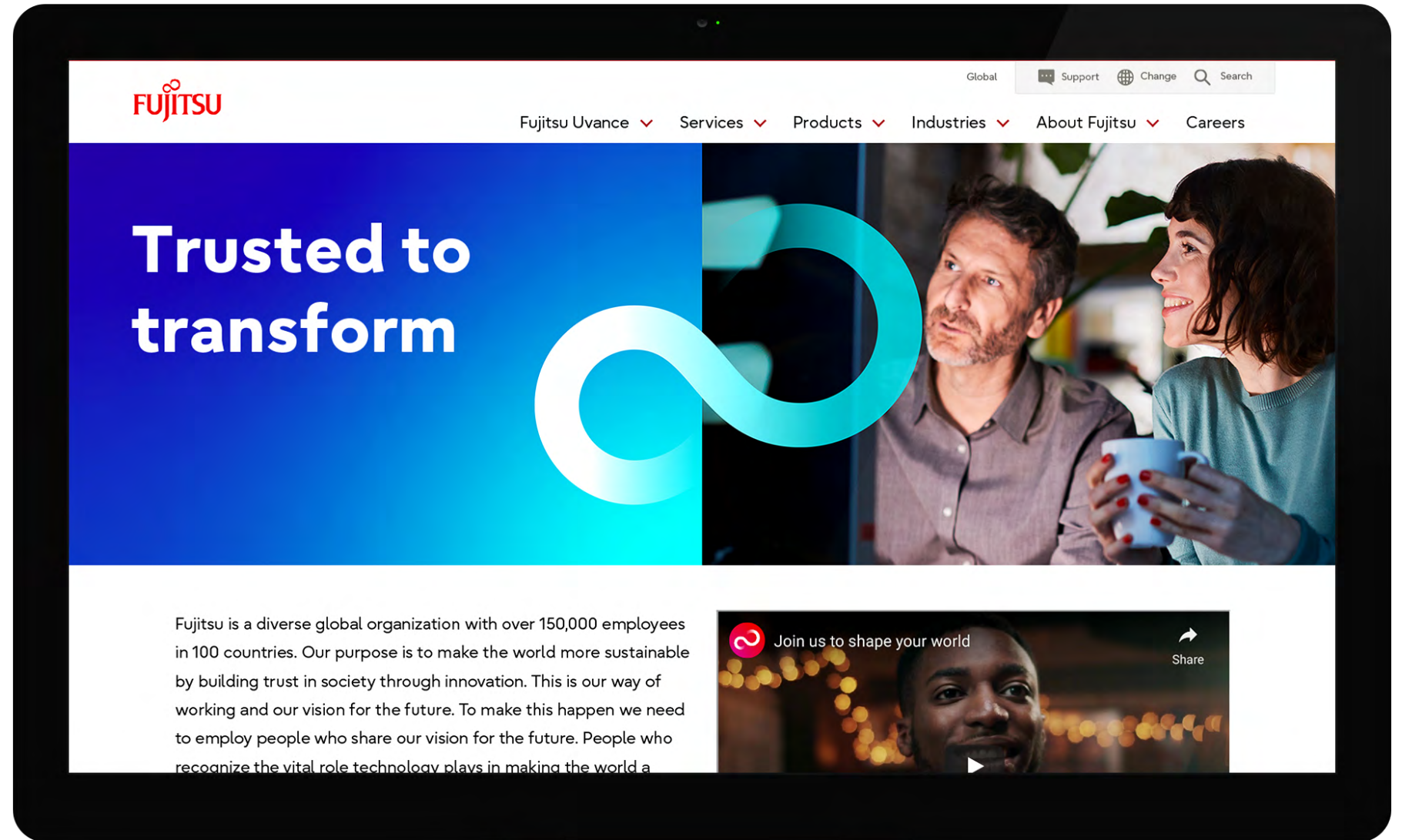
Spreading the word

For every promise we want to promote there are countless opportunities to use them across myriad channels. Here are two examples of how we have used each of the promises in a different setting.

LinkedIn Post



Careers site hero image



Connecting your communications



Creating a great first and lasting impression

Getting your communications off to a great start will help you create work that leaves a fantastic lasting impression. In order to do this we've created a simple five stage process to help you cut through the complexity of your communication and get to the heart of exactly what it is you need to deliver. So, before creating anything, please ask yourself these five questions. The answers and the writing guide will help you deliver impactful Fujitsu employer brand work.

1. What content are you delivering and what is relevant to the audience you are talking to?

2. Why has this come about? Your audience needs to know the context behind the content.

3. Why does this piece of communication matter to Fujitsu, to society and to your audience?

4. What one thing do you want your audience to remember? This will help with your headline and first paragraph of copy.

5. What action do you want your audience to take? How will you make this clear?



The Fujitsu approval process

This brand book has been created to help you write and design work that will attract, engage and retain the people we need to make the world more sustainable by building trust in society through innovation – those who will work the FUJITSU Way, developing a great career and making a difference to our business and the world we all share.

Getting a second opinion is hugely important to everything you do. In the first instance share your work with your colleagues. We all want to create the best work and achieving that aim together is always a first port of call.

We also have a dedicated brand and marketing portal for you to send your work to. This is a really great resource for us to share our work, make sure it is 'on-brand' and develop our skills as Fujitsu employer brand ambassadors.

Transforming our reputation

The work we do makes a huge difference to people across the globe. This is technology that is positively transforming the way we learn, travel, buy, live, and work. And we should all feel incredibly proud of who we are and what we do.

As an ambassador of our employer brand, you can help deliver meaningful, consistent, and trusted communications every day – sharing the great work that we do and shaping the opinions of everyone we come into contact with.

We hope you enjoy using this book and building our reputation as a great place to work.



The image features a background with a gradient from light orange to dark orange, overlaid with a large, semi-transparent dark orange circle. In the bottom-left corner, the Fujitsu logo is displayed in white. The logo consists of the word "FUJITSU" in a bold, sans-serif font, with a stylized infinity symbol (∞) positioned above the letter "J".

FUJITSU