



Corporate Identity Design System Guidebook

Version1.0

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The corporate brand logo is the most important design element in Fujifilm Group's CI design system. The corporate brand logo is designed to simply and powerfully promote the FUJIFILM corporate brand. It features a sharp central design element that expresses our commitment to advanced technology and uses the color red in part of the logo to express our determination to take on the challenge of change.

The corporate brand logo functions as a proof of the quality and reliability of the FUJIFILM Group in all communications of the FUJIFILM Group.

Please be sure to use digital master data for actual use, and adhere to the standards presented in this document.

Corporate brand logo

The image shows the Fujifilm corporate brand logo in a large, bold, black sans-serif font. The word "FUJIFILM" is centered horizontally. A small red square is positioned between the 'J' and the 'I', partially overlapping the 'I' and the 'F' that follows. The 'I' is a solid black vertical bar, and the 'F' is a solid black block letter.

The basic color of the FUJIFILM Group's CI design system is FUJIFILM Advanced Green, a corporate brand color. FUJIFILM Advanced Green expresses advanced creativity and consideration for people and the environment, while reinforcing the images of FUJIFILM through its color palette.

Please use a color sample, which is available separately, before the actual application. The color sample will be sent from the Design Center or the Advertising Division upon request.

FUJIFILM Advanced Green



Reference	CMYK	RGB
	C : 90%	R : 1
	M : 0%	G : 145
	Y : 70%	B : 109
	K : 0%	

The corporate brand logo color is a basic color of the corporate brand logo. The Communication Red expresses our strong determination to take on the challenge of change while Communication Black expresses our clear intention and reliability.

Please use a color sample, which is available separately, before the actual application. The color sample will be

sent from the Design Center or the Advertising Division upon request. CMYK and RGB color values shown on this page are for reference only.

The colors should be reproduced as close as possible to the color sample.

FUJIFILM

Communication Red



Reference	CMYK	RGB
	C : 0%	R : 251
	M : 100%	G : 0
	Y : 80%	B : 32
	K : 0%	

Communication Black

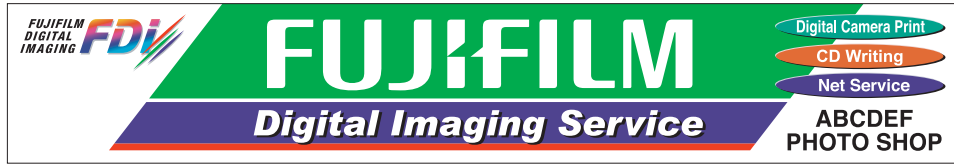


Reference	CMYK	RGB
	C : 0%	R : 0
	M : 0%	G : 0
	Y : 0%	B : 0
	K : 100%	



FDi shop (Shop equipped with Frontier digital minilab systems)

Overhead shop sign



Angled sign



Freestanding sign

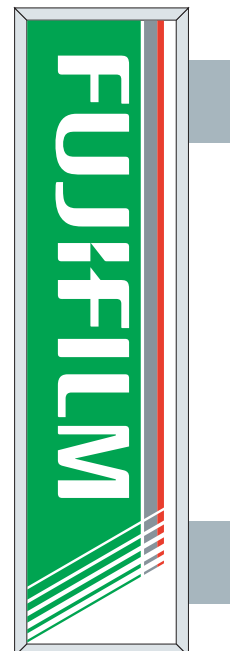


FDi shop (Alternative design for shops that prefer to maintain the FIS brand in their local markets)

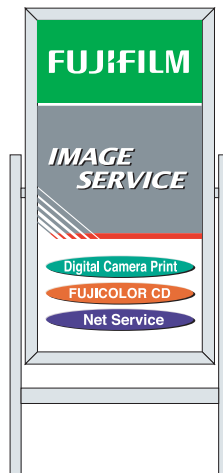
Overhead shop sign



Angled sign

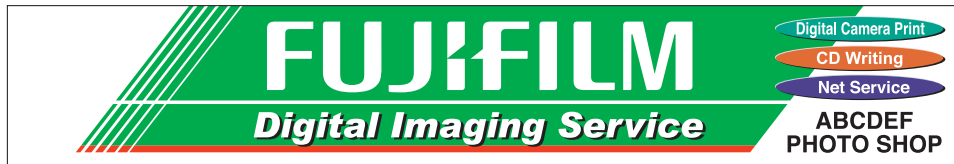


Freestanding sign



Shop equipped with non-Fujifilm digital systems

Overhead shop sign



Angled sign



Freestanding sign

