



REBRANDING

Missions and values

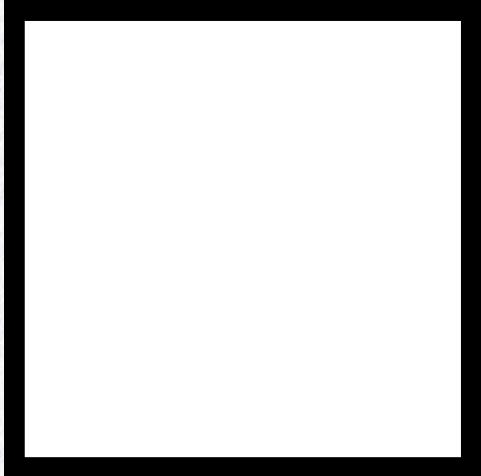
Value from Innovation

At Fujifilm, we innovate to inspire the world. Our ambition is to create a cleaner world for everyone.

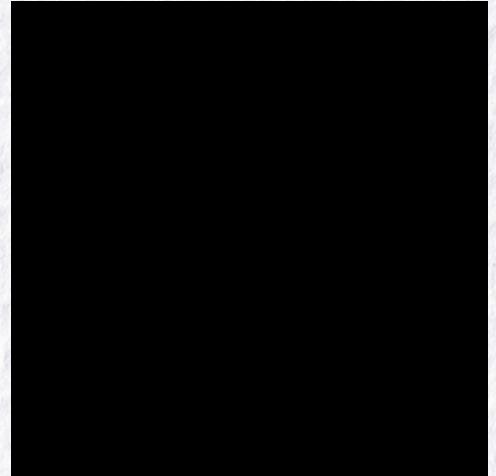
Sharper, Clearer, Healthier, these are the three words that guide us every day

Our vision is clear, and we see a better world tomorrow, by committing to a greener, healthier environment; in the office, in hospitals, and in everyday life.

Brand colors



Pure White
#FFFFFF



Intense Black
#FFFFFF

Primary colour



Verdant Green
#50AB58

Accent colour



Vivid Scarlet
#E3032E

Brand Fonts

HEADINGS

Fjalla One

BODY

Noto Sans

Noto Sans Italic

Noto Sans Bold

Noto Sans Black

Noto Sans Condensed

Noto Sans Condensed Light

Noto Sans Condensed Italic

Noto Sans Condensed Bold

Noto Sans Condensed Black

Brand Fonts

SIZES

DESKTOP

Heading: Can be used at any size down to a minimum of 30px.

Body: Can be used at any size down to a minimum of 14px.

Captions: Keep captions at 12px.

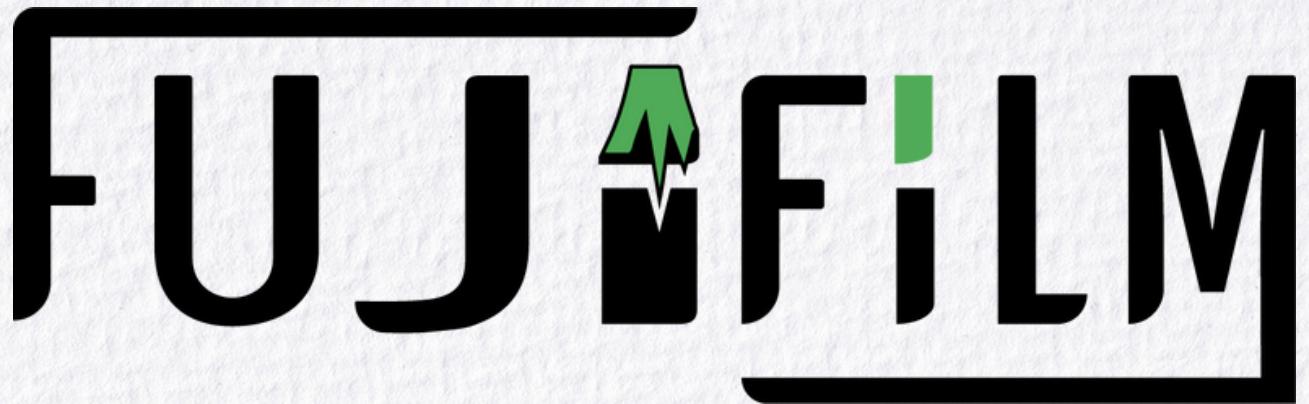
MOBILE

Heading: Can be used at any size down to a minimum of 24px.

Body: Can be used at any size down to a minimum of 14px.

Captions: Keep captions at 12px.

Brand Logo



Mt Fuji : Inspired by the first logo, the name and the origins of Fujifilms, the logo takes up the style and refined elements of the 2006 identity, so as not to break with tradition, while at the same time providing a subtle reminder of its history and origins.

Green : The return of green to Fujifilm's logo and identity is a key communication point. In the popular mind, where Fujifilm is best known for its photographic products, Fujifilm is overwhelmingly associated with green, whereas red belongs to Canon. Returning to a green hue reaffirms Fujifilm's commitment to a cleaner world, but also makes it more recognisable to the general public.

Brand Logo Application

Preferably used on a black or white background



Focus on high-contrast areas of your photos

