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PROUDLY BY YOUR SIDE

THE FUJIFILM ENDOSCOPY BRANDBOOK

FOR
INTERNAL
USE
ONLY

FUJIFILM
Value from Innovation

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WELCOME TO THE BRAND GUIDE OF FUJIFILM ENDOSCOPY

A SHORT
FOREWORD
FROM THE
MAKERS

PROUDLY BY YOUR SIDE

... describes our thinking, our motivation and our attitude. We were following for a long time, but with this book in your hands we want to complete the puzzle of tools we need to **lead**.

We are committed to creating value from innovative technologies, solutions, services and education for our customers and their patients. With that in mind, our vision is to become the number one endoscopy solution provider.

This book describes why we do what we do as well as our self-image, our attitude and our values – and also our uniqueness in the world. It explains what our customers get out of being our customers.

It describes the basics of our corporate design, our colors, our imagery and our use of language and gives clearly defined rules of application for marketers, media designers and all those contributing to the image of Fujifilm Endoscopy. We are concerned with

customer- and patient-oriented, clear and consistent marketing communication. Thus, this manual is the basis for effective briefings for agencies or partners and also serves as information for new colleagues. As this is a living document, we would highly value your feedback on usability and content so we can further adapt it to our all needs.

Sincerely,
The European Endoscopy Marketing Team

PART I

SELF-CONCEPTION AND POSITIONING



IMPROVING PATIENTS' QUALITY OF LIFE

60 SECONDS ABOUT US

A.K.A. THE ELEVATOR PITCH

If you are asked to introduce your company in a quick and easy-to-understand way, it's good to have a text on hand that does the trick. Here is some inspiration:

Improving patients' quality of life

When it comes to innovating for a healthier world and a more sustainable society, **we'll never stop:**

For diagnostic and interventional endoscopy we are pushing the boundaries of endoscopic imaging technologies, AI empowered.

Our long experience, diverse background and our innovative mindset help us to put the customers' and patients' needs in the center of everything that we do. This permanent dialogue enables us to offer **"EndoSolutions"** to improve the quality of healthcare delivery. We provide holistic innovative diagnostic and therapeutic technologies, from equipment and devices to services and education.

From screening to treatment, we are proudly by your side – to improve your patients' quality of life.

MISSION, VISION, PURPOSE

AND OUR BRAND PROMISE

“People are not interested in products, companies or brands. They are interested in themselves, their hopes, their dreams and their goals. Anyone who wants to be successful has to help them to make these dreams come true.” *Steve Jobs*

Through continual innovation, our vision is to become the number one endoscopy solution provider. At Fujifilm, we will push the boundaries in the way we

communicate with customers: at eye level, authentic and relevant. For this reason, we tell them how we support them and what their patients get out of it.



The second part of the statement is our **purpose**. It's also our 'Why' – our reason to exist.

SUPPORTING YOU TO IMPROVE ...

BOTH THE FIRST AND SECOND PART OF THIS STATEMENT ARE OUR **MISSION**.



... **YOUR PATIENTS' QUALITY OF LIFE**
BY ACTIVELY PROVIDING SUPERIOR MED-TECH SOLUTIONS – ALL OF THE TIME.

ENDOSOLUTIONS
FROM SCREENING TO TREATMENT

BRAND STORY AND CLAIM



The brand story we tell our customers is authentic. It’s not a hero story, and it’s certainly not a marketing shell. It’s what we do every day and what we want to do even more in the future.

It’s the story of the

CONVENIENT AND RELIABLE PARTNER

who provides holistic, innovative diagnostic and therapeutic technologies, from equipment and devices to services and education. From screening to treatment – to improve the patients’ quality of life. Everything we do remains focused on one goal:

the patients in our customers’ care, and the life that they lead. This is not a story we tell explicitly. It takes place between the lines through implicit messages such as pictures and our **claim**:

PROUDLY BY YOUR SIDE

Whenever possible, we conclude our messages with it.



PARTNERSHIP PATIENTS IN FOCUS INNOVATION LEADERSHIP

VALUES

It's not only customers but also employees who appreciate the spiritual home that a brand can convey through its values. Having observed ourselves closely, we've decided the values that we want to embody as a company.

PARTNERSHIP

We are proudly by the side of our customers as **one** team with **one** voice. We want our partners to be proud of working with us.

PATIENTS IN FOCUS

Everything we do remains focused on one goal: the patients in our customers' care and the life that they lead. We take an insightful approach to the patient outcome.

INNOVATION

We are committed to being the most disruptive and commercially innovative med-tech company in the market and we always challenge the status quo.

LEADERSHIP

Continuously pushing the boundaries, we set the pace for industry and lead by example, as a trusted brand which everyone is proud of.

TARGET GROUPS AND MOTIVES

Our target groups rely with a high level of awareness on the quality of our products – and with their subconsciousness on the the emotionality of our approach.

By meeting their emotional needs, our communication becomes more attractive and relevant to them. We have defined these six as our target groups:

- **NURSES**
 - **PHYSICIANS**
 - **HOSPITAL ENGINEERING DEPARTMENT**
 - **PROCUREMENT**
 - **C-SUITE**
- and, last not least
- **BUSINESS PARTNERS**

In the September 2021 brand workshop, we defined what they are like, what drives them, and what we can promise them. Those interested in more depth are welcome to request the presentation.



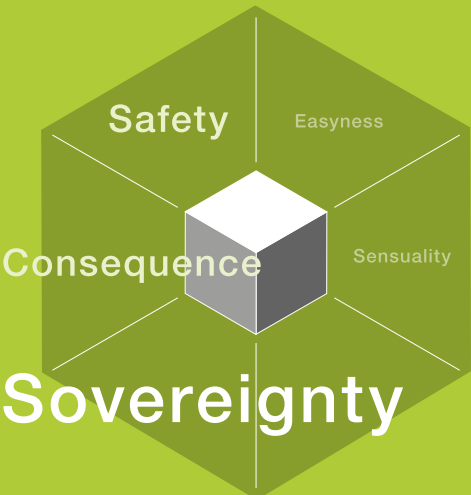
TARGET GROUPS

AND MOTIVES

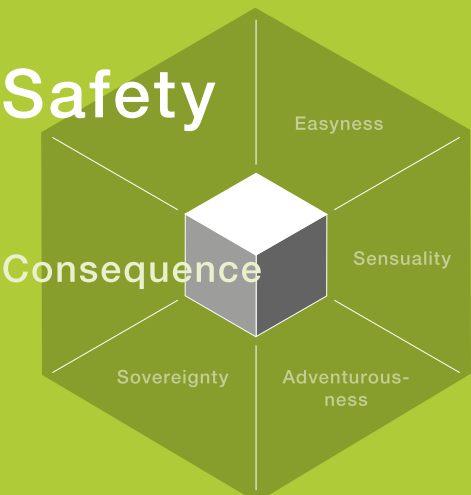
In the 'limbic system' we can easily recognize which attributes the respective target group stands for. These attributes trigger these people, and we can adjust our texts and designs accordingly.



NURSES

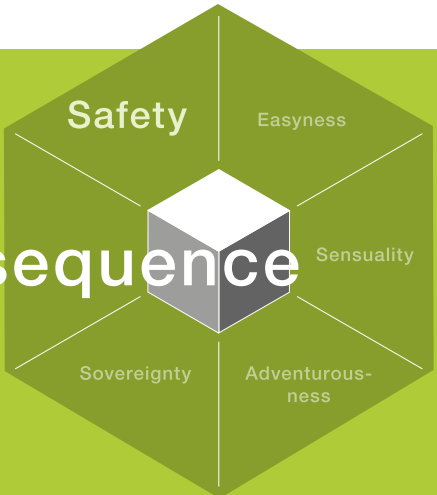


PHYSICIANS

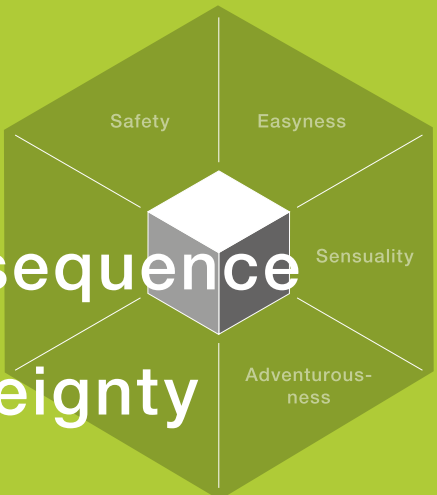


HOSPITAL
ENGINEERING
DEPARTMENT

PROCUREMENT



Consequence



Consequence
Sovereignty



Sovereignty
Adventurousness

BUSINESS
PARTNERS

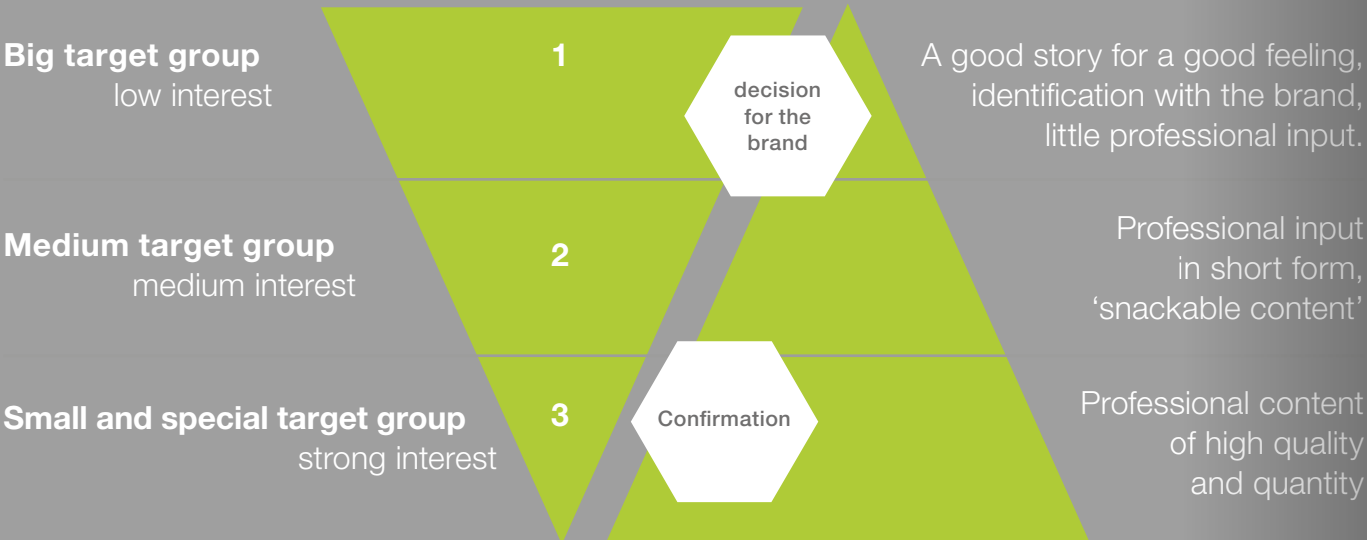
PART II

CORPORATE DESIGN, MARKET PRESENCE

IMAGERY

THE PICTURE WORLD

Based on the brand story, we use images for our ads, brochures and other media according to a strategy of a “Pyramid of interest”:



1 TYPIFIES THE BRAND LEVEL

It's about covers of image brochures, advertisements or the home pages of websites. Emotional images are used, mainly of people in nature. Implicit message: the convenient and reliable partner.

2 TYPIFIES THE CUSTOMER LEVEL

In this level it's about covers of product brochures or the introduction of devices. We show the target group in action to appreciate them.

3 TYPIFIES THE PRODUCT LEVEL

The deepest level shows the products or services.



1 BRAND LEVEL



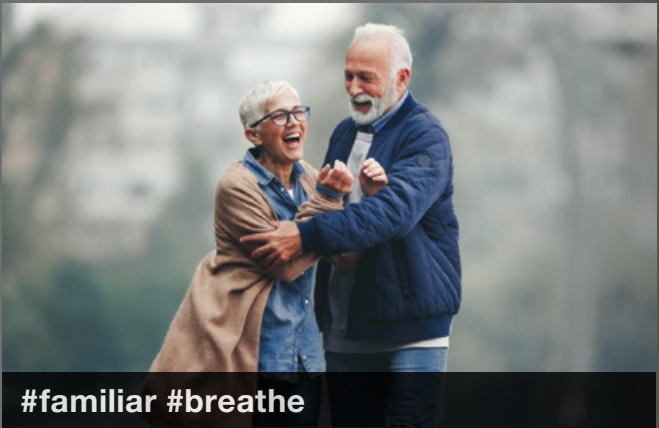
2 CUSTOMER LEVEL



3 PRODUCT LEVEL

IMAGERY
PICTURE WORLD EXAMPLES

1 BRAND LEVEL



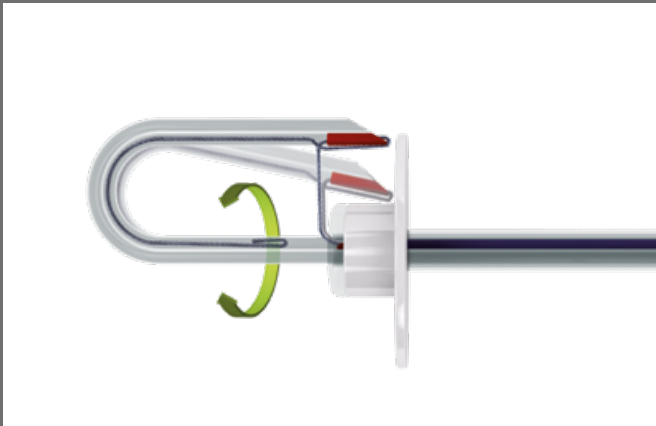
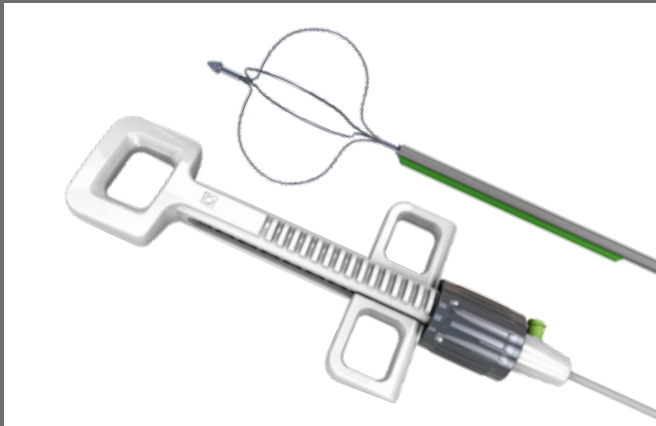
IMAGERY
PICTURE WORLD EXAMPLES

2 CUSTOMER LEVEL



IMAGERY
PICTURE WORLD EXAMPLES

3 PRODUCT LEVEL



CORPORATE DESIGN

AND OUR 5 VISUAL BRACKETS

We usually recognize brands not by their advertising copy, but by their implicit messages. This starts with the corporate color and extends to graphic shapes and other symbols that represent the brand on every medium. Whether the red of Coca Cola or the three stripes of adidas – we recognize brands by their visual brackets.

On the right you can see a typical Fujifilm brochure title. These are the five brackets. The fifth one is a special feature; it specifies the content of the image.

1_Swoosh and Swoosh-Area

The green arc and the white area below it occupy the lower fifth of the page height.

2_The Logo

The Fujifilm logo appears usually in two colors and appears in the lower right corner of all titles and advertisements.

3_The Headline

is always in white against a dark background. The background is either dark enough or must be darkened. (Please note: on title pages the headline must be twice the size of the subhead.)

4_The disturber

is a hexagon.

5_The Image

depends on the content of the medium. See chapter 'Brand Story and Imagery'.



DIN A4 @ 80 %

TEMPLATES
CAN BE FOUND
IN THE
MARKETING
FORUM

CORPORATE COLORS

OUR COLOR WORLD

Our colors are derived from the fresh green of the brand swoosh and colors from the healthcare world.



ENDOSOLUTIONS AND UPPER GI CMYK: 40/0/90/0 PMS: 375C RGB: 175/203/55 HEX: #afcb37	
SMALL BOWEL CMYK: 54/0/100/0 PMS: 376C RGB: 132/189/0 HEX: #84bd00	
LOWER GI CMYK: 90/0/70/0 PMS: 3278C RGB: 0/160/112 HEX: #00a070	
HPB CMYK: 65/11/25/27 PMS: 5483C RGB: 79/134/142 HEX: #4f868e	
PULMONOLOGY CMYK: 48/6/10/0 PMS: 304C RGB: 141/200/223 HEX: #8dc8df	
BRAND/DISTURBER RED CMYK: 0/100/80/0 RGB: 229/4/48 HEX: #e50430	
DISTURBER YELLOW CMYK: 0/20/100/0 RGB: 255/204/0 HEX: #ffc000	
BRAND/DISTURBER WHITE CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #ffffff	
BRAND/DISTURBER BLACK CMYK: 0/0/0/10 RGB: 0/0/0 HEX: #000000	
GREY IN VARIATIONS PERCENTAGE FROM 100 BASED ON CMYK: 0/0/0/100	

CORPORATE TYPEFACE

TYPOGRAPHY FOR BROCHURES

Our house font is New Helvetica Pro by Linotype.

PAGE SUBHEAD

PAGE HEADLINE

Helvetica New LT Pro 45 Light, 23 Pt., width 10
Helvetica New LT Pro 95 Black, 24 Pt., width 10
Line spacing 26 Pt.

HEADLINE LEADER TEXT

For diagnostic and interventional endoscopy Fujifilm is pushing the boundaries of endoscopic imaging technologies, AI empowered.

Helvetica New LT Pro 75 Bold, 14 Pt., width 10

Helvetica New LT Pro 45 Light, 14 Pt., width 10
Line spacing 18 Pt.

HEADLINE COPY

**For diagnostic and interventional endoscopy
Fujifilm is pushing the boundaries of endoscopic
imaging technologies, AI empowered.**

We have built an integrated portfolio of solutions which is able to support the healthcare system to focus on the patient's needs.

Fujifilm offers a wide range of endoscopic and therapeutic technologies from endoscopy systems to devices and services, providing endoscopic solutions from screening to treatment.

Helvetica New LT Pro 75 Bold, 12 Pt., width 10

Helvetica New LT Pro 45 Light, 10 Pt., width 10
Line spacing 13 Pt.



Font to be used for the disturber:

HELVETICA
NEW LT PRO
56 ITALIC AND
86 HEAVY
ITALIC

CORPORATE TYPEFACE
TYPOGRAPHY FOR CATALOGS

Example

PAGE HEADLINE

Helvetica New LT Pro 95 Black, 24 Pt., width 10

HEADLINE LEADER TEXT

For diagnostic and interventional endoscopy Fujifilm is pushing the boundaries of endoscopic imaging technologies, AI empowered.

Helvetica New LT Pro 75 Bold, 14 Pt., width 10

Helvetica New LT Pro 45 Light, 14 Pt., width 10
Line spacing 18 Pt.

- BULLET POINT 1
- BULLET POINT 2
- BULLET POINT 3

Helvetica New LT Pro 75 Bold, 12 Pt., width 10
Line spacing 14 Pt.
Room between: 1 Line
No Points!

TABLES HEADLINES

Helvetica New LT Pro 75 Bold, 12 Pt., width 10

Tables Text and Numbers

Helvetica New LT Pro 45 Light, 7,5 Pt., width 10



23 mm

CORPORATE TYPEFACE

TYPOGRAPHY FOR BRAND COMMUNICATION

53 mm

Please always stick to our house font and make sure that the size ratios of the fonts are contrasting. Recommendation: Use single-line headlines! The ideal ratio of headlines, leader text and copy for DIN A4 pages can be seen in these examples.

90 mm

Font sizes and line spacing for title pages and advertisements on the A4 example:



Subhead 20 Pt., width 10
Headline 40 Pt., width 10

Line spacing:
Set a capital „H“ from the **Subhead**
and rotate it 90 degrees.
This is your line spacing!

Headline 40 Pt., width 10
Subhead 20 Pt., width 10

Line spacing:
The same as on the left:
Set a capital „H“ from the **Subhead**
and rotate it 90 degrees.

Helvetica New LT Pro 95 Black, 24 Pt.

Helvetica New LT Pro 45 Light, 11 Pt.



Helvetica New LT Pro 95 Black, 16 Pt.



Helvetica New LT Pro 45 Light, 10 Pt.

GRAPHICAL ELEMENTS
HEXAGONS AND ICONS

16:9



9:16

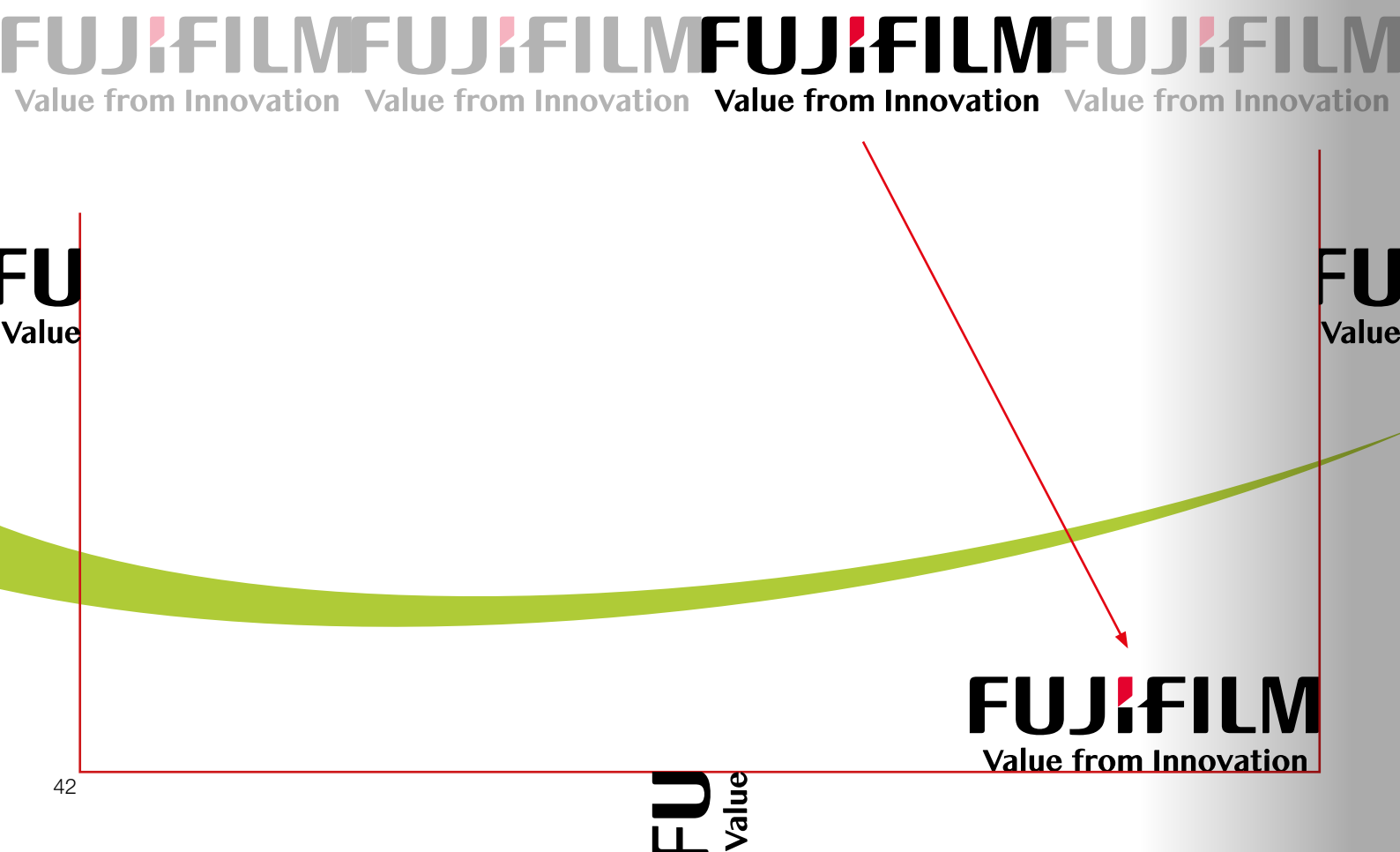


GRIDS AND SIZES

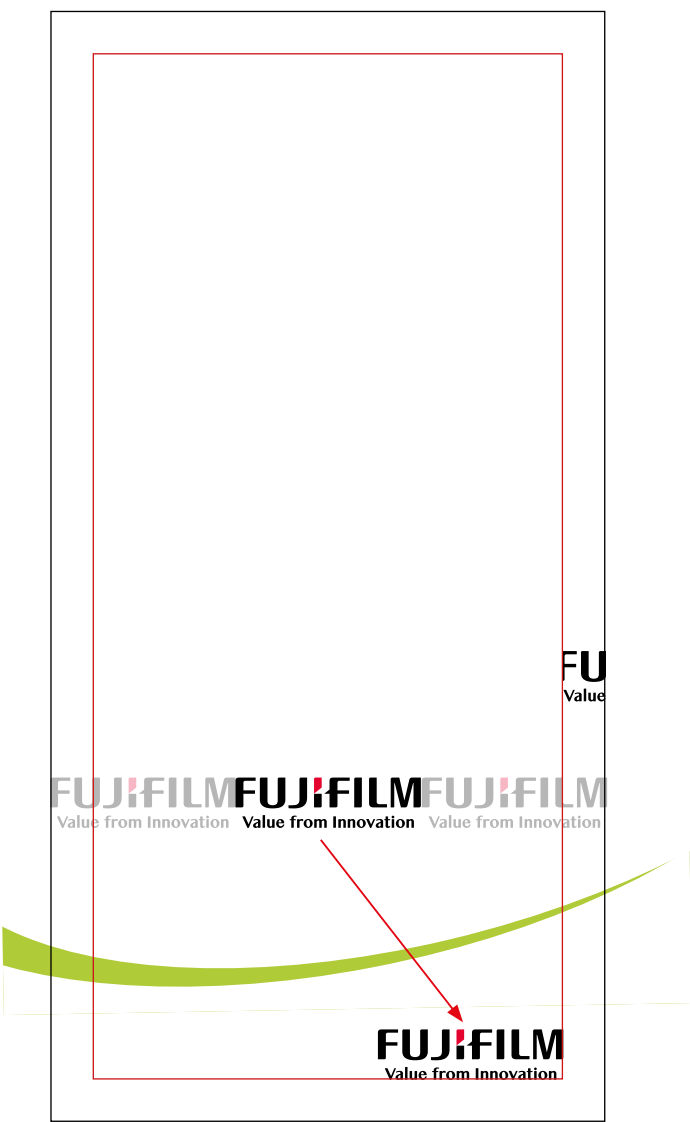
SOME RULES AND HELPERS

To define the size of the logo on title pages or advertisements, please use the following solutions.

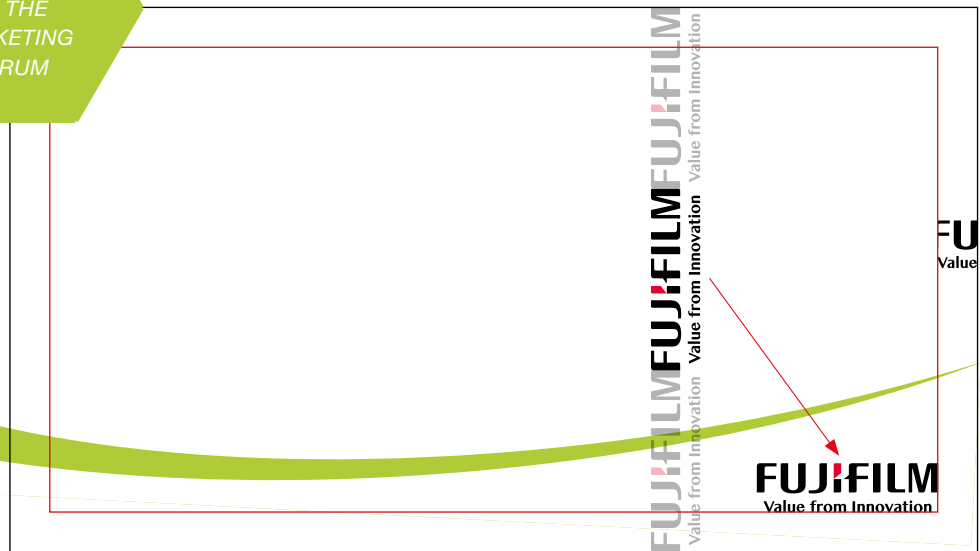
Paste the Fujifilm logo with the claim exactly **four times** in a standard portrait format. This gives the size of the logo that you will place at the bottom right. The width of the word 'Value' gives the layout margin! For DIN A4, this is 12 mm.



For narrow portrait and narrow landscape formats, we place the logo three times next to each other to achieve the size for the logo on the bottom right. Again, the word 'Value' gives the layout border.



TEMPLATES
CAN BE FOUND
IN THE
MARKETING
FORUM



GRIDS AND SIZES

THE SWOOSH

Before showing examples, we want to introduce one of our main brand icons: the swoosh. On the right side you can see the basic layout for DIN A4 portrait formats.

In this format you can see the original proportions of our swoosh, the “Masterswoosh” in a manner of speaking.

How you have to deal with the swoosh when the formats change is described on the following pages!

As a general rule, for portrait-format media, the swoosh together with the white space occupies one-fifth of the height. For other formats, please stick to the templates.

TEMPLATES
CAN BE FOUND
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100% height and width

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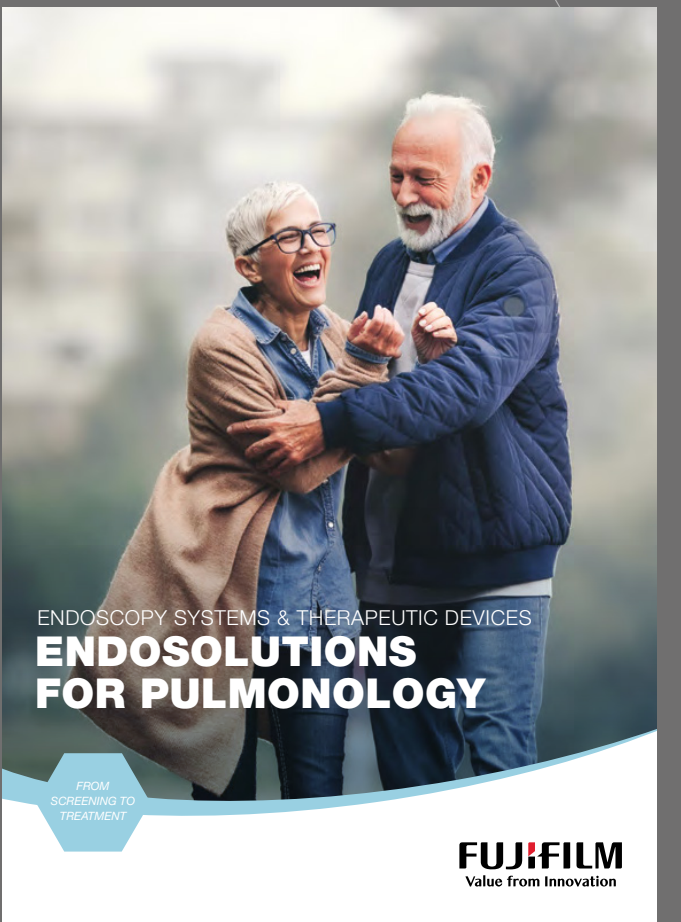
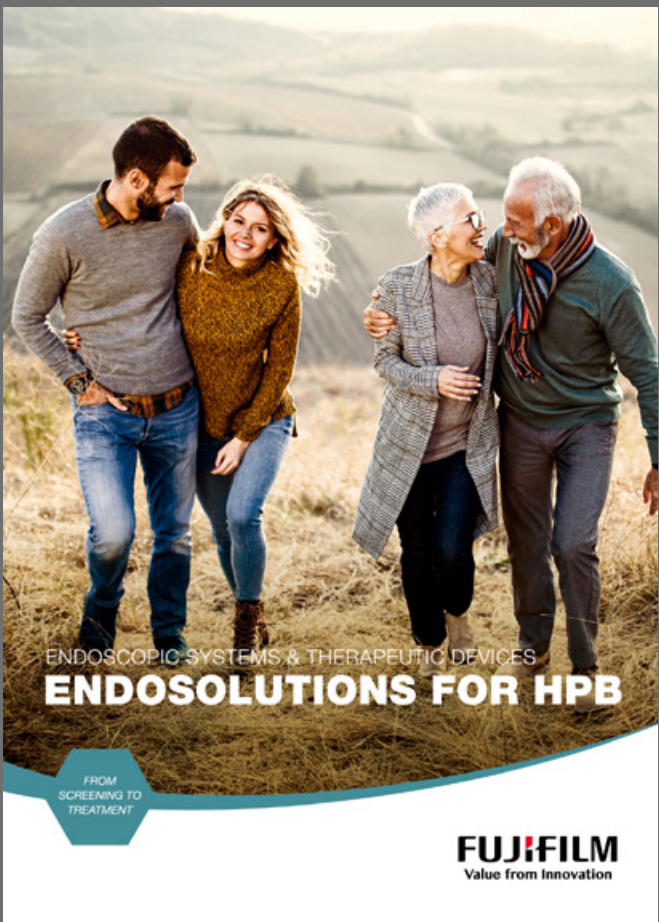
FUJIFILM
Value from Innovation

IMPLEMENTATIONS
EXAMPLES – PRINT

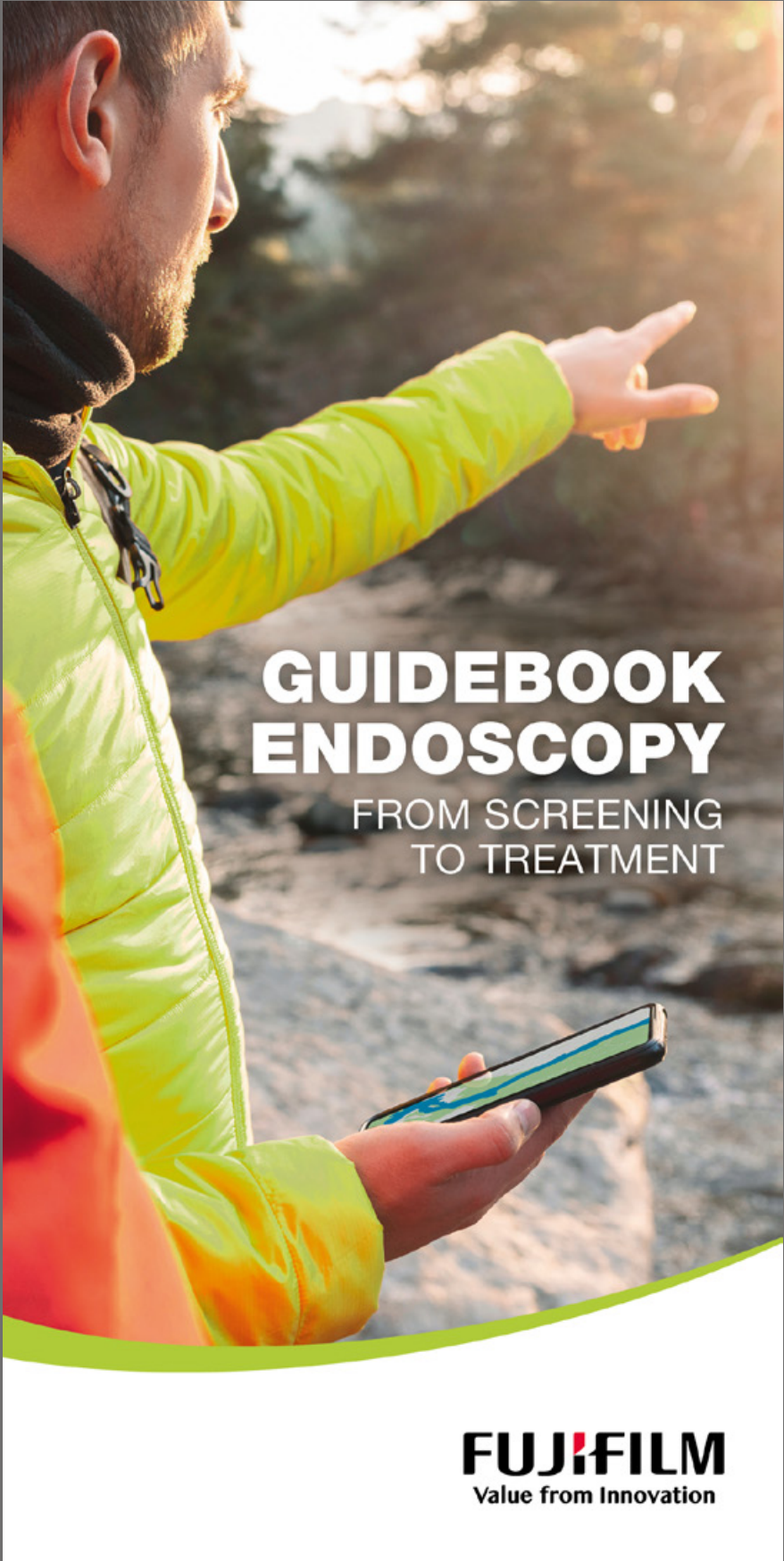


As described on page 32, we use different color codes for different areas. For most applications, we use the ‘Endosolution Brand’ green, which is at the top of the color hierarchy.

In the examples below you can see implementations for HPB and Pulmonology.



IMPLEMENTATIONS
EXAMPLES – PRINT



DIN lang Flyer Title @ 110 %

The Swoosh is scaled in width by 80% and rotated 1° to the top right to keep the dynamics

White Area and Swoosh: lower fifth of page height



DIN A5 Print-Advertisement @ 85 %
The swoosh is scaled in width by 120% and 60 % in height and rotated by -2°

DIN Format Print Flyer



US Format Print Flyer

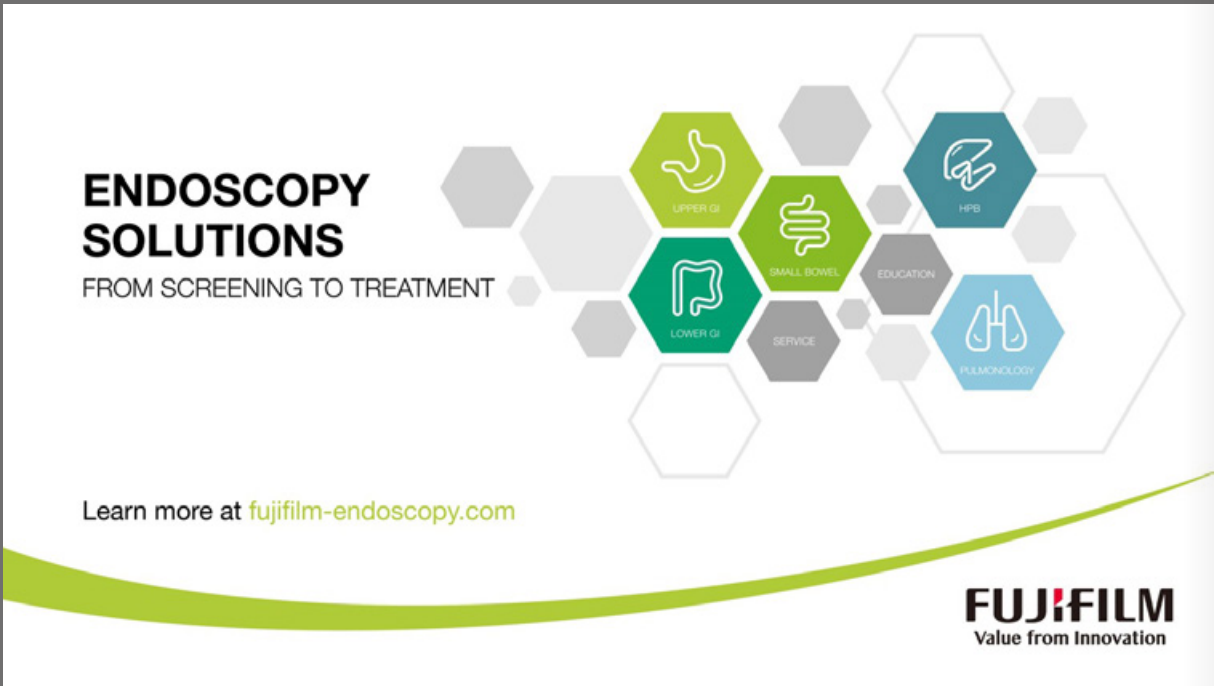


IMPLEMENTATIONS

EXAMPLES – DIGITAL



Social Media Post 1080 x 1080



1280 x 720 | The swoosh is scaled in width by 120% and rotated by -3°
> e.g. Video-Titles, Social Media Contributions ...



LinkedIn Header 1584 x 396, Customer Level
The swoosh is scaled in width by 120% and 60 % in height and rotated by -3°



LinkedIn Header 1584 x 396, Brand Level

TEMPLATES
CAN BE FOUND
IN THE
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FORUM

IMPLEMENTATIONS

EXAMPLES – EXHIBITION



Booth Wall Endosolutions

The graphics should be applied according to the theme of the event. Please note that at exhibitions it is not allowed to print images of products on the wall.



Booth Wall
Core GI



Booth Wall
HPB



Booth Wall
Pulmonology

IMPLEMENTATIONS

EXAMPLES – SLIDES

TEMPLATES
CAN BE FOUND
IN THE
MARKETING
FORUM



Powerpoint Template

On the front page, you can create an emotional bond with an image that fits the theme on an emotional level



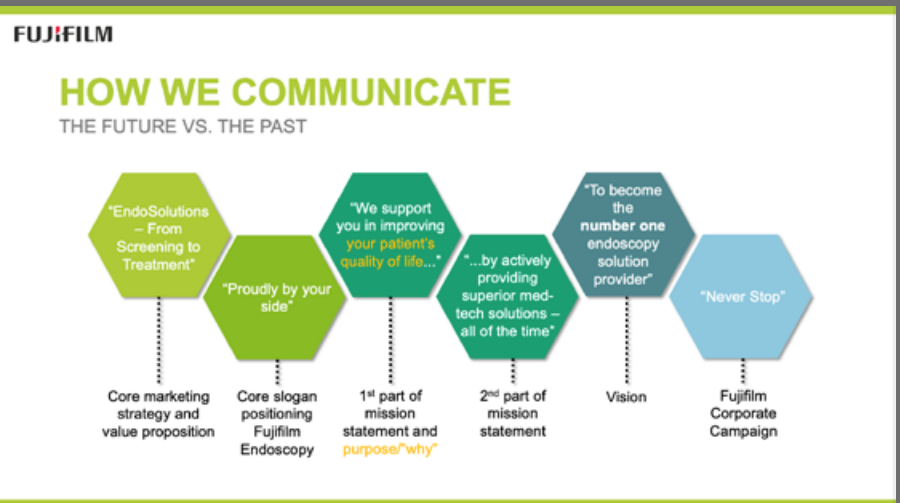
Please use the hexagons very sparingly



Use only the Arial font



Bullet points are helpful, but too many may be tiring



The Hexagon is well suited for clear infographics



Try to stick to the basic layout (if in doubt, use more slides and avoid putting too much information on one slide)



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