

ORIGINAL PHOTO
PAPERS

BY FUJIFILM

Logo Guidelines



The Brand Logo

The Design Manual explains the standard usage of design elements related to the brand logo of Original Photo Papers (By Fujifilm).

In order to strengthen this brand identity on a worldwide basis, it is required to follow the standard rules specified in this manual. It is important to understand these rules and use such elements appropriately for all communication, marketing and advertising tools. In this way we effectively communicate the brand identity of Original Photo Papers (By Fujifilm) with consistency inside and outside the company.

In using the standard design elements, always be sure to use the digital master data and colour samples.

Rules, not guides

Never translate the product segment lockups into another language.

Do not change the bokeh frame.



The Brand Logo’s lockups

The brand logo is the most important design element in the design system.

The brand logo is used in two lockups as a general rule.

- 1. Original Photo Papers
- 2. Original Photo Papers BY FUJIFILM

These lockups have been designed to differentiate between individual use.

They are crafted to represent a physical photo using a rectangular frame, and the colour is derived from a photo, giving each lockup an authentic and meaningful purpose.

Each lockup consists of a wordmark and a frame, with the frame being the carrier for a bokeh colourway.

Rules, not guides

Never translate the product segment lockups into another language.

Do not change the bokeh frame.



Use of The Brand Logos lockups

The brand logo is used in two lockups as a general rule. These lockups have been designed to differentiate between individual use.

Logo 1. Original Photo Papers

is used when the FUJIFILM corporate brand logo is, or can be used seperately in the same expression.

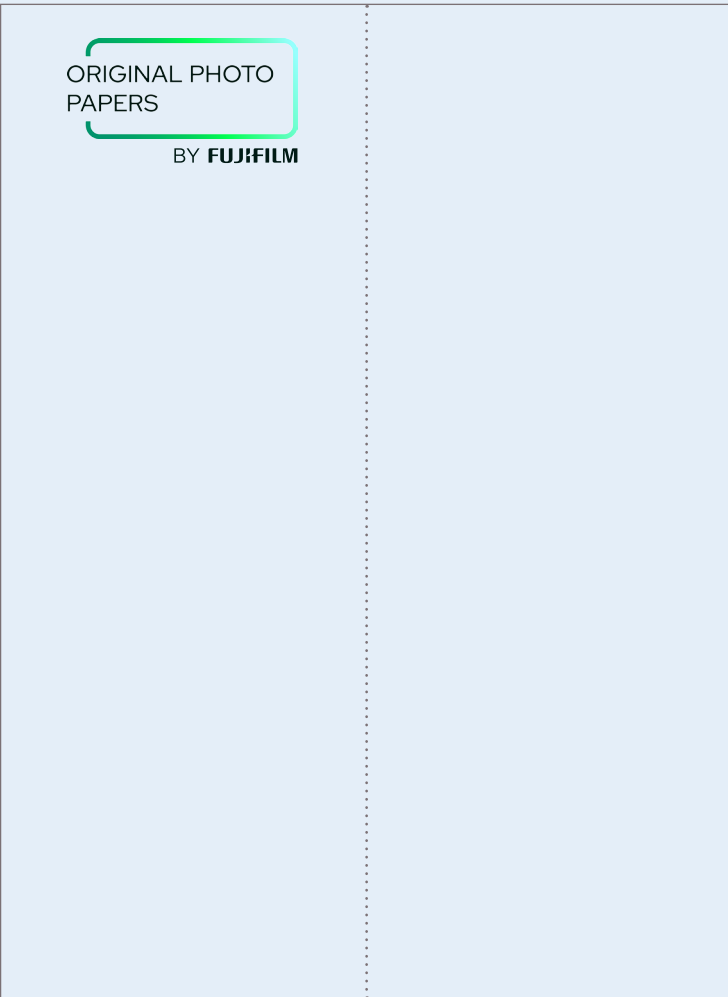
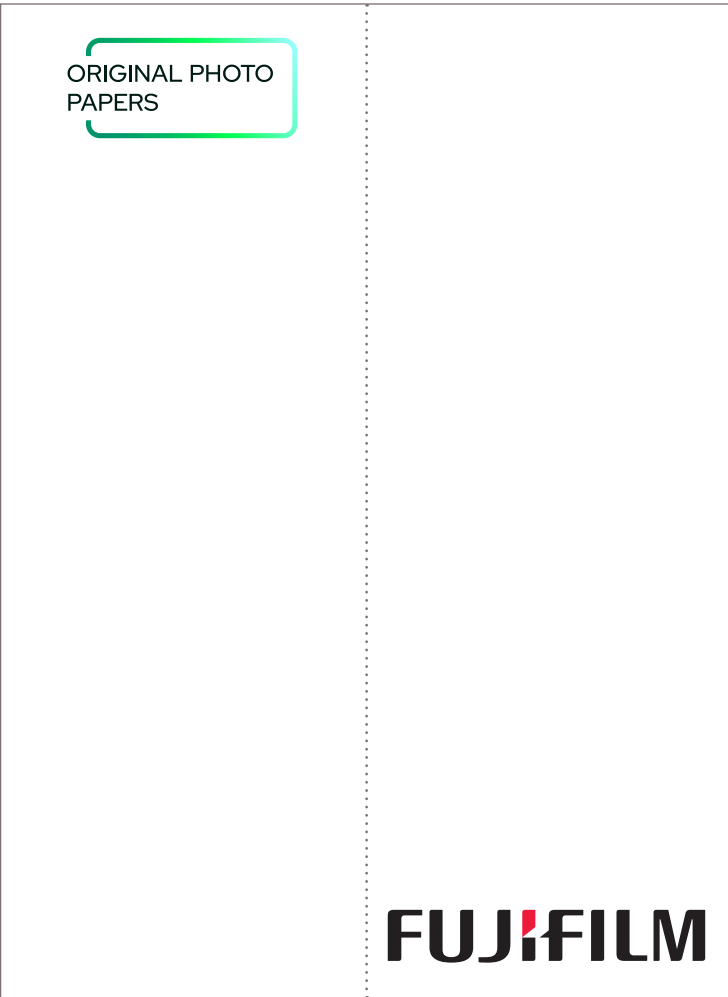
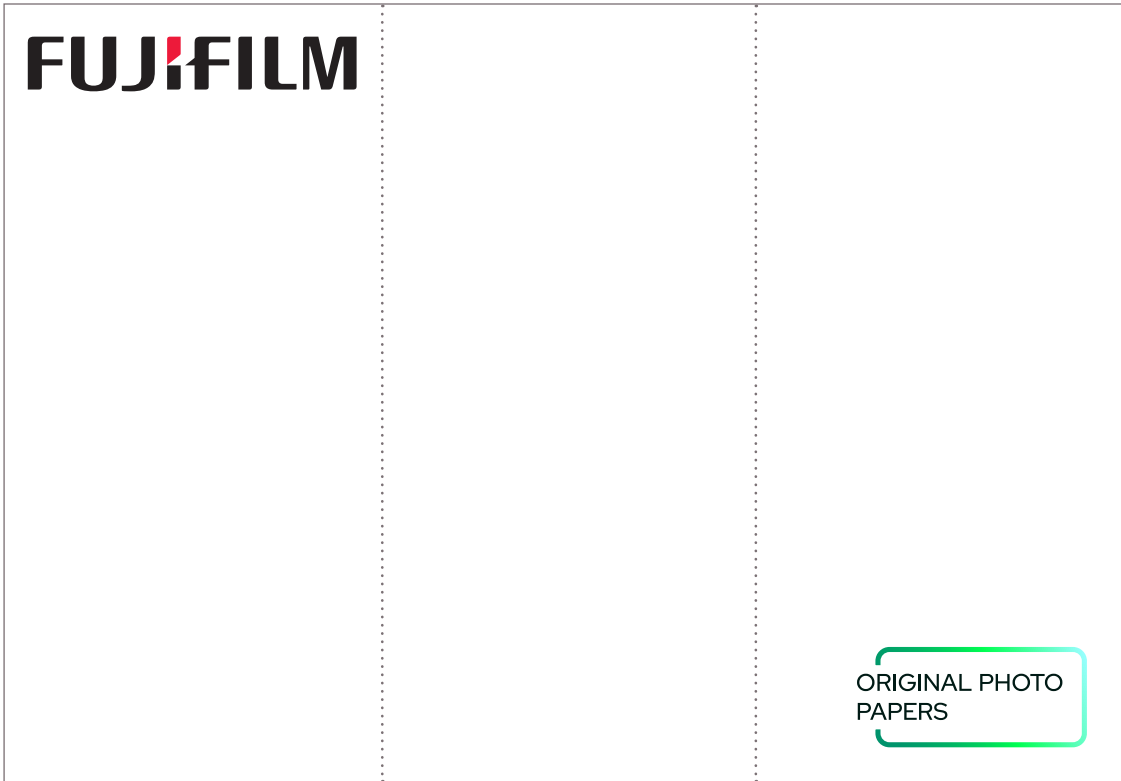
Logo 2. Original Photo Papers BY FUJIFILM

is used when the FUJIFILM corporate brand logo is **not**, or can **not** be used seperately in the same expression.

Rules, not guides

Never translate the product segment lockups into another language.

Do not change the bokeh frame.



Colour variations

For complete flexibility, each logo lockup is available to use in a range of colour variations. These range from light to dark to allow for use across different backgrounds.

Rules, not guides

Do not use off-brand colours for product segment lock-

Full Colour



Black



Pure White



Safe area

The safe area is the minimum space around the logo lockup to maximise its legibility. This offers infinite scalability while retaining and controlling a consistent brand look and feel. Ensure nothing encroaches within the safe area when placing the logo lockups.

The ‘P’ height

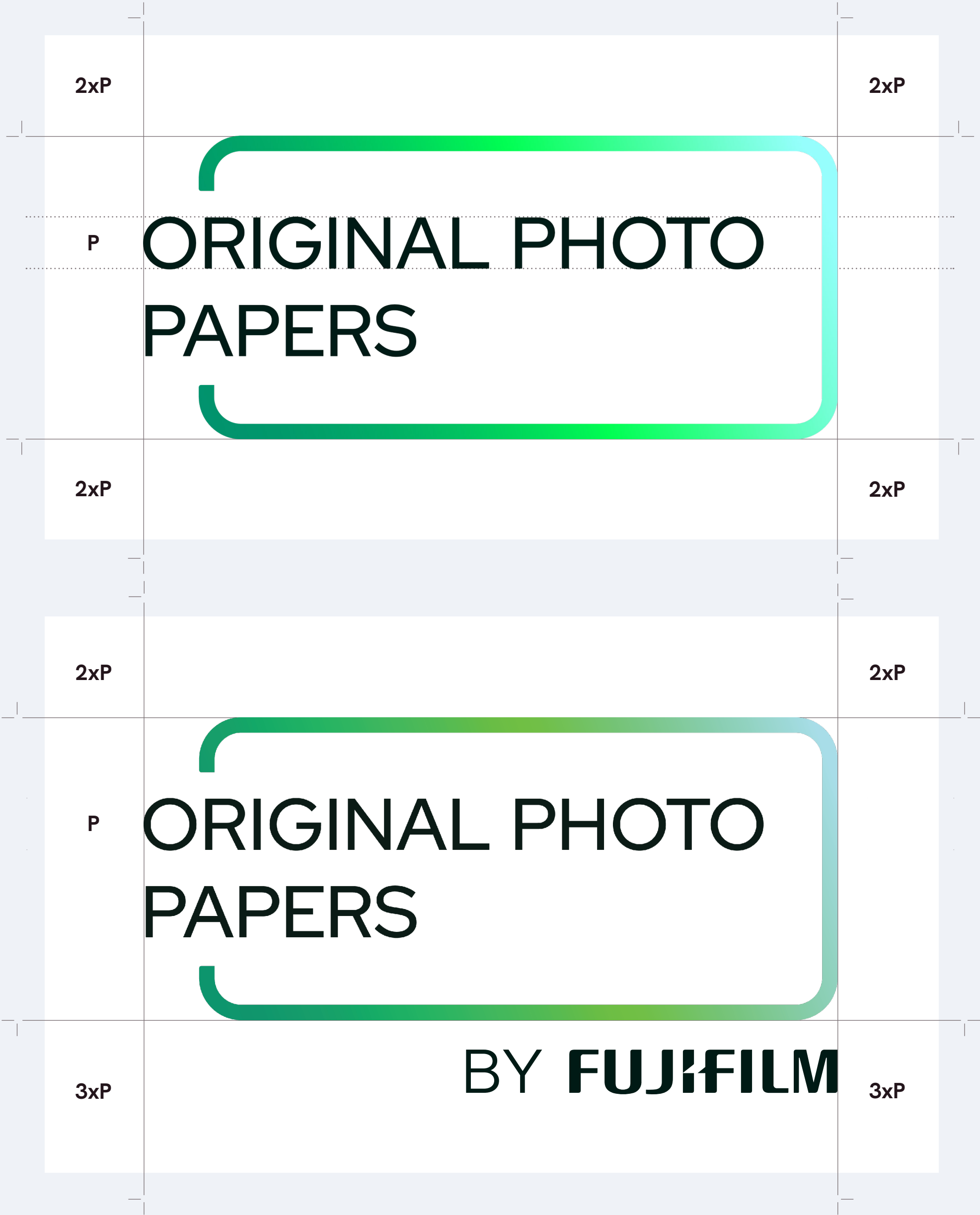
The lines indicate the minimum margin or protected space around the logo lockup.

To determine the ‘P’, measure the height of the ‘P’ in the first line of the logo lockup and multiply it by 2. This gives you your ‘P’ height. Multiply by 3 for the “BY FUJIFILM” side of the logo lockup.

The ‘P’ height should be used around all four sides of the lockup.

Rules, not guides

Ensure nothing encroaches within the safe area when placing the logo lockups



Minimum size

The logo lockups have minimum sizes that must be abided by at all times.

The minimum size for all logo lockups is 50mm wide.

Therefore the FUJIFILM corporate logo will never be smaller than the stated 20mm, according the Fujifilm Group Brand Guidelines.



Rules, not guides

The product segments lockups must always stay above the minimum size outlined on this page.

Usage rules

The rules on this page must always be followed. However, there are two exceptions to the rules, which are outlined below.

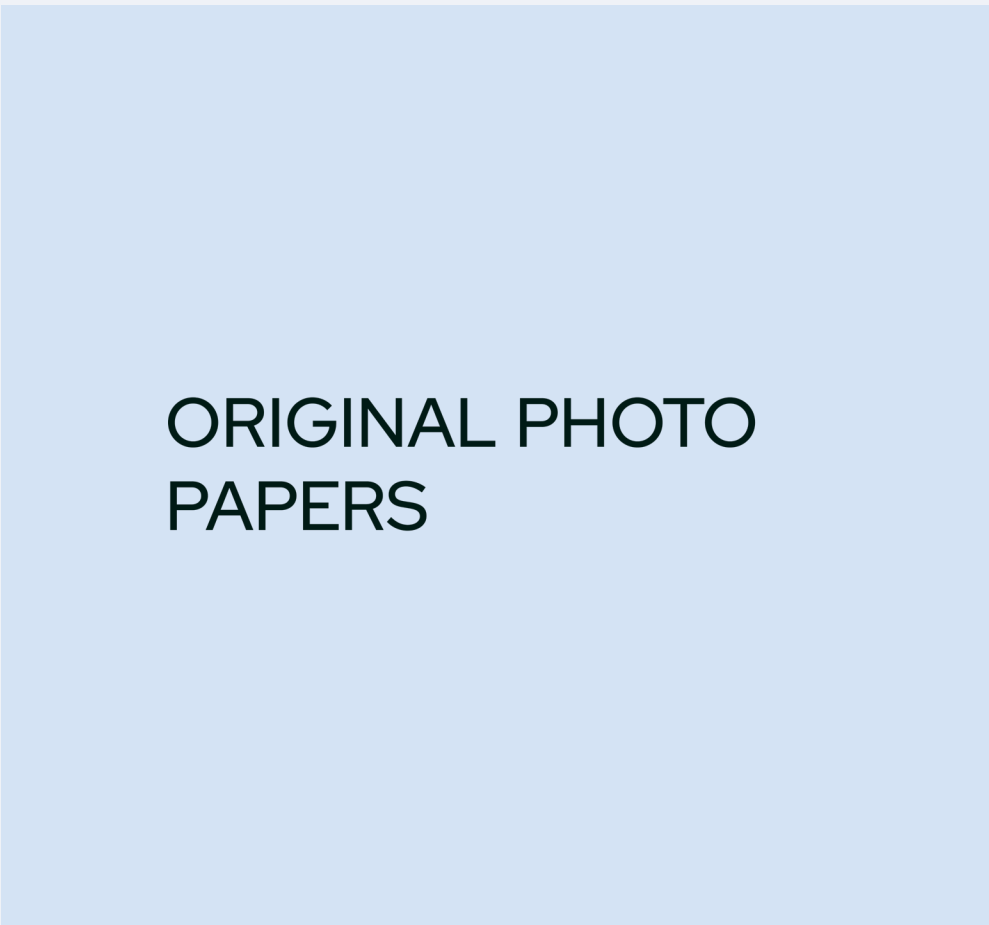
Rules apply to all product segment lockups.

Notes

- 1. The only exemption to lockup rotation is when in the lockup is used on photo paper back prints, where the lockup is rotated 44° anti-clockwise.
- 2. Back prints use unique colours, and therefore this rule does not apply for this application.

Rules, not guides

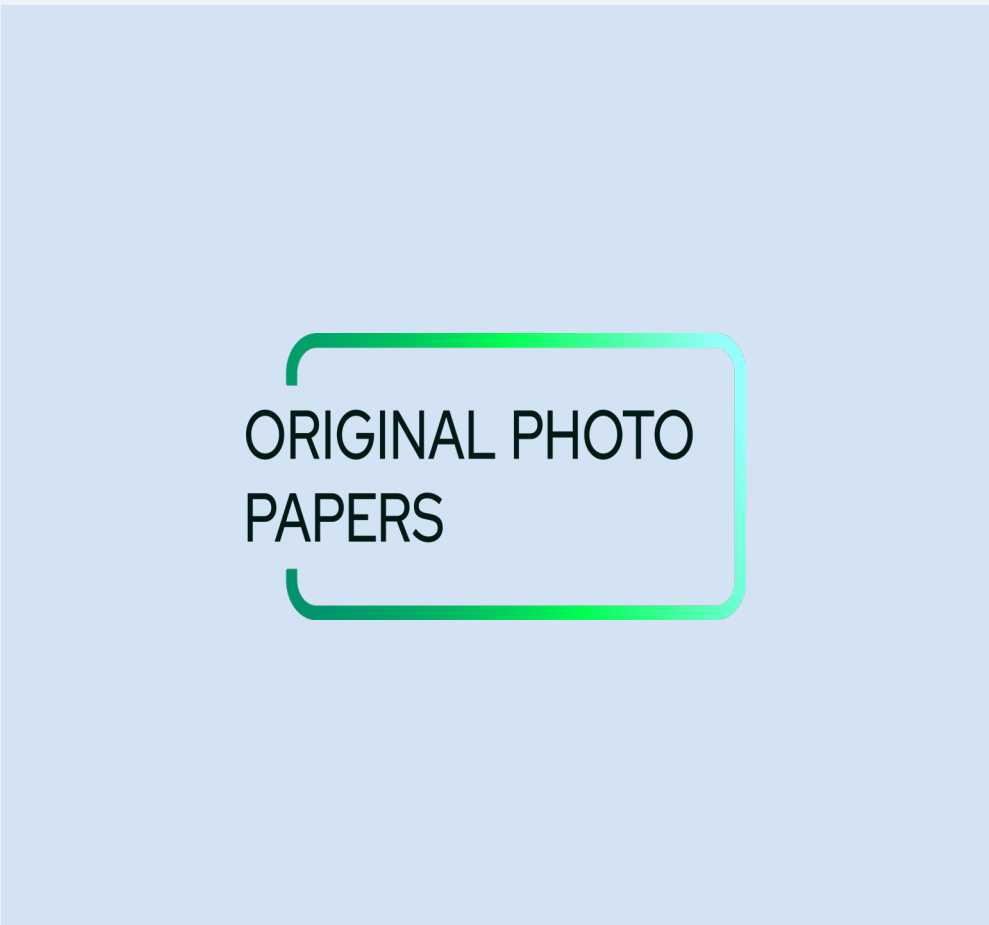
Never modify the product segment lockups in any way.



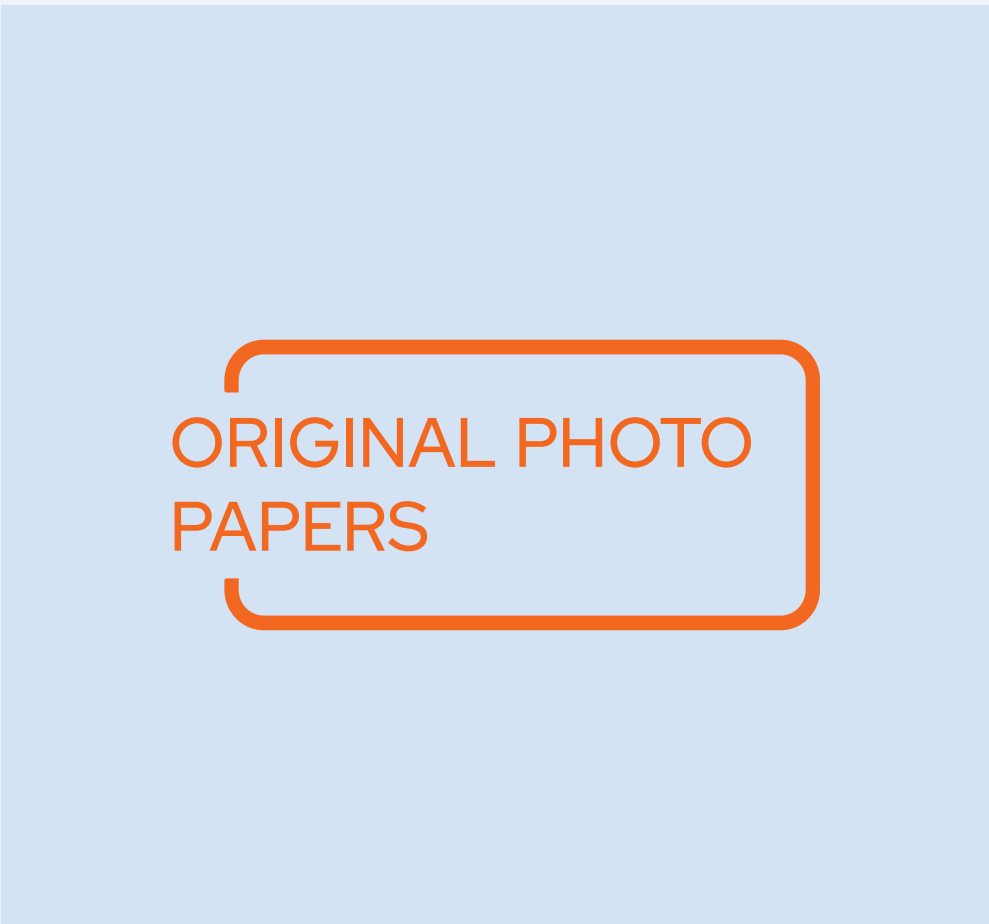
✗ Never remove elements of the logo lockup



✗ Do not rotate the logo lockup



✗ Never adjust the aspect ratio of the logo lockup



✗ Do not use off-brand colours on the lockup



✗ Never place the logo lockup on busy backgrounds



✗ Do not add anything to the logo lockup

Usage

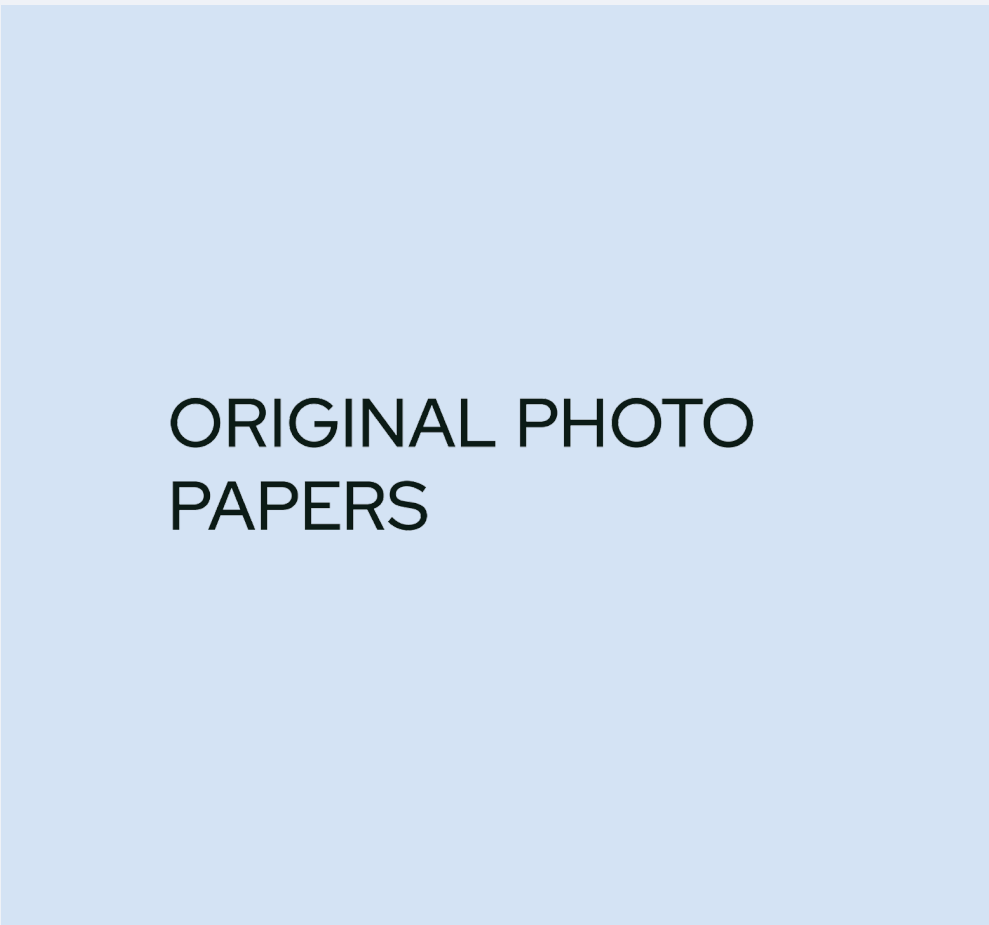
The rules on this page must always be followed. However, there are two exceptions to the rules, which are outlined below.

Notes

- 1. The only exemption to lockup rotation is when in the lockup is used on photo paper back prints, where the lockup is rotated 44° anti-clockwise.
- 2. Back prints use unique colours, and therefore this rule does not apply for this application.

Rules, not guides

Never modify the logo lockups in any way.



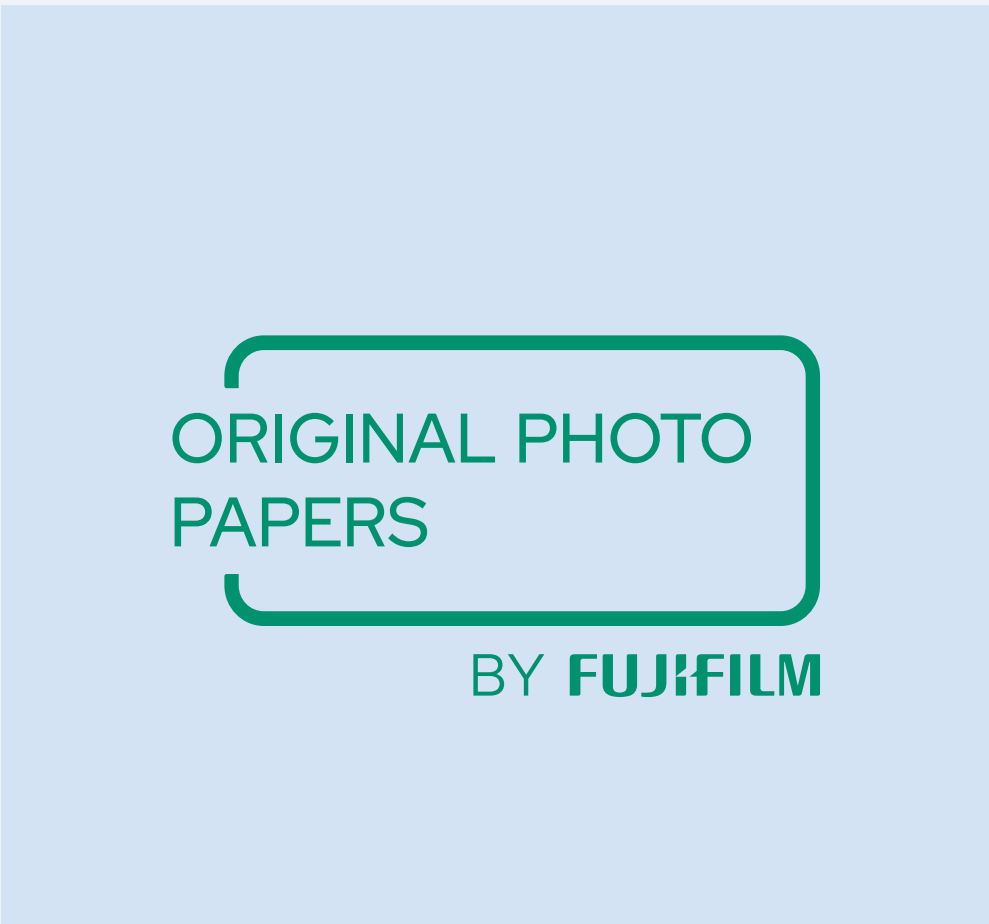
✗ Never remove elements of the segment lockup



✗ Do not rotate the segment lockup¹



✗ Never adjust the aspect ratio of the segment lockup



✗ Do not use off-brand colours on the segment lockup²



✗ Never place the segment lockup on busy backgrounds



✓ Place the logo lockup on backgrounds with clear contrast

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