

# Interbrand

Press Release  
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Interbrand Japan, Inc.

## Interbrand wins iF Design Award 2022 for Fujitsu Brand Identity Refresh

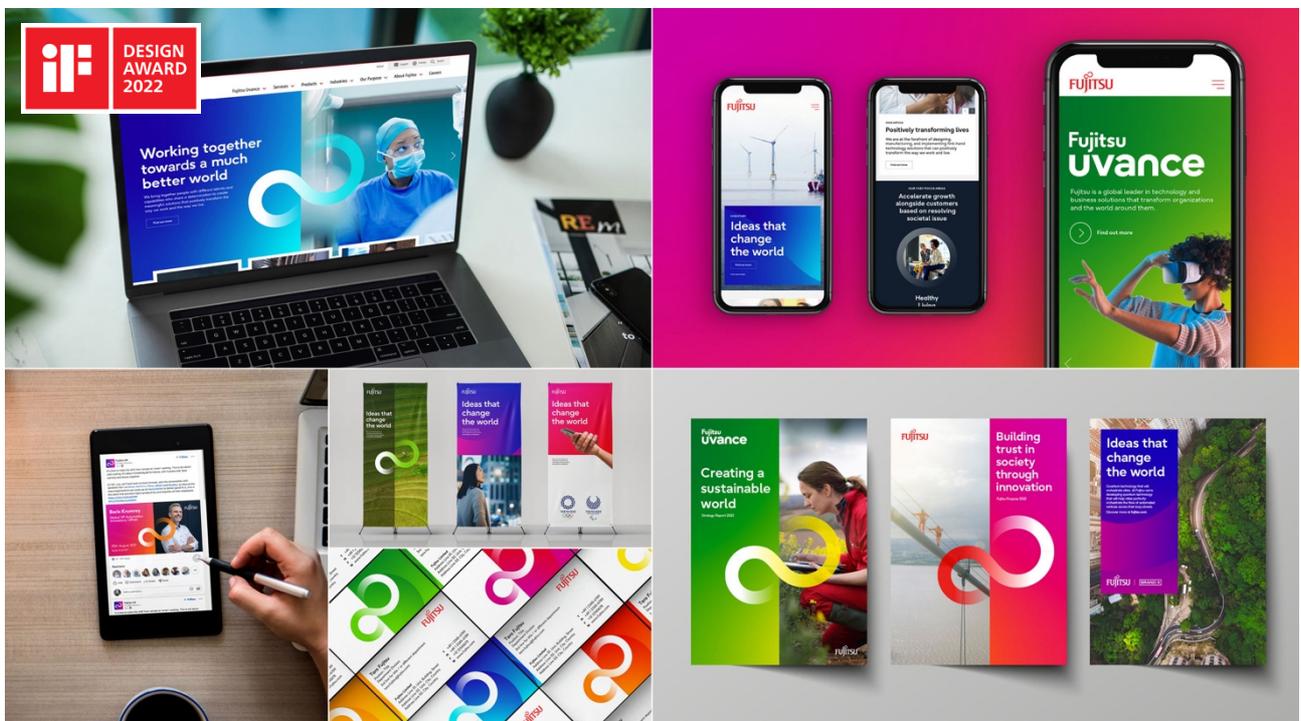
Interbrand, the world's largest branding company, has won an iF Design Award 2022 (communication field, company branding) for the Fujitsu brand identity refresh created as a collaboration between Interbrand's Tokyo and London offices.

<https://ifdesign.com/en/winner-ranking/project/fujitsu-brand-identity-refresh/350156>

The Germany-based iF Design Awards are one of the three most prestigious design accolades in the world, along with Germany's Red Dot Design Awards and the International Design Excellence Awards in the U.S. In 2022, iF received a record number of 10,776 entries.

Fujitsu recognizes the growing demand for companies to contribute to society, and is committed to leading the way in addressing critical business and social issues in partnership with its customers. The refresh expresses the purpose, "Make the world more sustainable by building trust in society through innovation."

In the new brand identity, the company's infinity mark is positioned as a bridge between various concepts. It also functions as a symbol of continuous transformation toward the realization of a sustainable world. The iF judges responded to a simple yet powerful image that drives real world change.



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## About the iF Design Award

The iF Design Award, organized by iF International Forum Design GmbH, has been one of the world's most prestigious design awards since 1953. The iF logo is widely recognized worldwide as a seal of design excellence. The awards comprise nine categories: Product, Packaging, Communication, Interior Architecture, Professional Concept, Architecture, Service Design, User Experience (UX), and User Interface (UI), with over 10,000 entries received from 60 countries each year. The awards are judged by more than 130 renowned design and architecture professionals from 20 countries on the criteria of Idea, Form, Function, Differentiation, and Impact. The winning entries will be honored at a ceremony attended by over 2,000 participants from more than 40 countries, and exhibited at the iF design exhibition in Berlin.

<https://ifdesign.com/en/>

## About Interbrand

Interbrand is the world's leading brand consultancy, established in London in 1974. For more than forty years, Interbrand has helped clients drive growth for both their brands and their business through a combination of strategy, creativity, and technology.

In this era of an unprecedented abundance of choices and rapid innovation despite increasing social uncertainty, customer expectations and values are changing faster than businesses are. At Interbrand, we believe it is crucial to explore the truth hidden behind these ever-changing human insights, understand customer thoughts and expectations as quickly as possible, make the decision to provide an experience that exceeds those expectations, and take action. We call this decisiveness and action Iconic Moves™.

At Interbrand, our strategic team, which employs cutting-edge analyses measures such as Brand Valuation™, recognized by ISO as the world's first global standard for measuring the monetary value of brands, has come together with our award-winning creative team to work on projects where we handle everything in-house, from analysis to strategy building, creative development, internal and external engagement, and support for incorporating the brand into management indicators to create innovation throughout the organization.

## About Interbrand Japan

Interbrand Japan was established in 1983, the third office in Interbrand's global network, following London and New York. Together with C Space (headquartered in Boston and London, Japanese office in Shibuya, Tokyo), a customer agency that has developed globally to help companies incorporate the customer's perspectives into their business through online community management and co-creation workshops with customers, we provide total branding services for a variety of organizations including Japanese enterprises, international companies, governments, and public agencies.

Please visit <https://www.interbrandjapan.com> to learn more.

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