Canon Logo Guidelines for Channel Partners

SEPTEMBER 2017 - VERSION 5

These guidelines are produced by Canon Singapore Pte. Ltd.

Introduction

Thank you for helping Canon build brand share in your country.

This updated version of the Canon Logo Guidelines provides the latest information on the changes in 2017. Please refer to this guideline whenever you need to use the Canon logo in the course of your business. With proper usage of the Canon logo, we believe it will provide a strong brand recall in the long run.

As partners, let's join hands to propel the Canon brand forward and we appreciate your fullest cooperation.

Corporate Communications Department
Canon Singapore Pte. Ltd.
South & Southeast Asia Headquarters

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Contents

1.1 Three Basic Rules - Shape

1.1.1 LOGO SHAPE

Because the Canon logo functions as a symbol of the Canon brand, the shape of the Canon logo must be consistent in all situations. When using the logo, please comply with these guidelines to ensure the original shape remains unchanged.

1.1 Three Basic Rules - Shape

1.1.2 EXAMPLES OF PROHIBITED REPRODUCTIONS

The purpose of these guidelines is to ensure that all reproductions of the Canon logo are true to the original. No exceptions are allowed under any circumstances. Please refer to the below examples of incorrect usage and always take care in displaying the logo.

1.1.2.1 Alteration or falsification of the Canon logo

Alteration of character spacing		Alteration of height-to-width proportions	
Alteration of the alignment of the characters		Partial resizing of the characters	
Partial rotation or reversal of the characters		Inverted display	
Reversed display		Outlining	
Addition of shadows		3D appearance (including 3D representations and dimension using computer graphics)	

1.1.2.2 Reproducing the Canon logo without the official Canon logo data

Duplication or tracing of original data		Use of low-resolution data that results in visible jaggedness	

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1.1 Three Basic Rules - Shape

1.1.2 EXAMPLES OF PROHIBITED REPRODUCTIONS

1.1.2.3 Incorrect display surface

Display on curved surfaces that make the logo looks distorted

Display that spans multiple surfaces
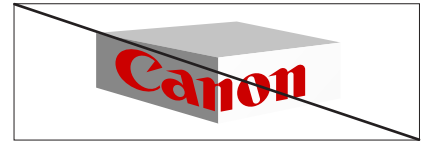
Display on uneven surfaces

Do not display the logo on a curved surface at a size larger than the restricted size. (see pg24).

1.1.2.4 Others

Divided display

Partial use of elements of the design

Use of the initial "C" alone
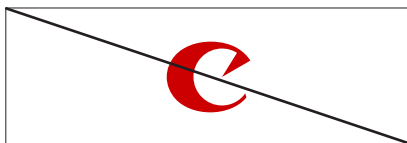
Use in combination with other designs

Do not display the logo at an angle

Do not display multiple logos on the same surface

Do not align the logo vertically as shown below. Only when it is necessary to display the Canon logo vertically due to the horizontal layout space limitation, the Canon logo can be displayed vertically so its baseline is on the left.

Not Acceptable
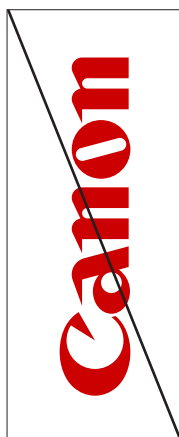
Not Acceptable
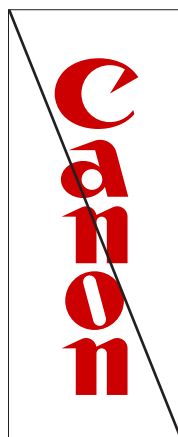
Acceptable Vertical Display

Align the logo so that the "C" will be at the top (Only use in signage or where space restrictions apply)

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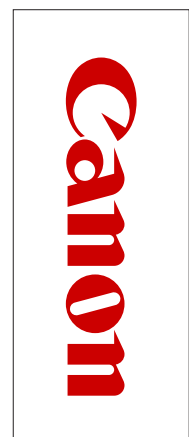
1.2 Three Basic Rules - Colour

1.2.1 THE CANON RED

The colour in which the Canon logo is displayed plays a significant role in brand recognition and in enhancing brand awareness. It is therefore every bit as important as the shape of the logo. The corporate colour, Canon Red, has been precisely defined, and should always be accurately reproduced to maintain the consistency of the brand.

CANON RED   The Canon Red shown here is not a colour sample.

Canon Red is defined according to the following Munsell values and L*a*b* values are common standards used when representing colours as numerical values.

Munsell values	7.5R 4.0 / 16.0
L*a*b* values	L*=45, a*=51, b*=28

Approximate reference values for Canon Red*

The colours below are close approximations of Canon Red. As these are not precise representations of Canon Red, use the colour chip to confirm accurate colour reproduction.

Process Colour	M (magenta) 100% + Y (yellow) 100% + Black 5%
PANTONE	186C
Web Colour	#CC0000
sRGB	R=204, G=0, B=0
HSB	H=0, S=100, B=80
NCS (Natural Colour System)	1085Y90R

* Colour reproduction may vary depending on printing conditions. The original data must be used without any colour changes when using the digital data version of the Canon logo.

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1.2 Three Basic Rules - Colour

1.2.2 STANDARD DISPLAY COLOURS

You should always try to display the Canon logo in Canon Red, the corporate colour, against a white background. In cases where it is not possible to use Canon Red, black and white are the other standard display colours to be used instead. Be sure to use the most appropriate colour for each background, please refer to page 11.

Displaying the logo in other colours other than Canon Red, black and white is prohibited.

A Whenever possible, always display the logo in Canon Red against a white background.

B When it is impossible to display the logo in Canon Red against a white background, display it in black.

C When the background colour is black, display the logo in reverse.

D When the background colour is Canon Red, display the logo in reverse.

In cases **C** and **D** , only use the data intended for use in reverse

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1.2 Three Basic Rules - Colour

1.2.2 STANDARD DISPLAY COLOURS

Some examples to illustrate the application of the Canon logo in standard display colours:

A Canon   **B** Canon   **C** Canon   **D** Canon

Example for **A**

Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit

Example for **B**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT
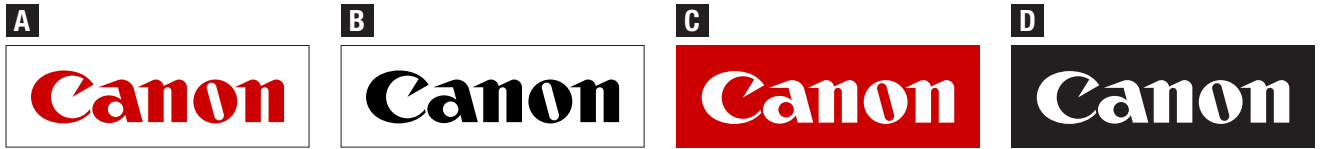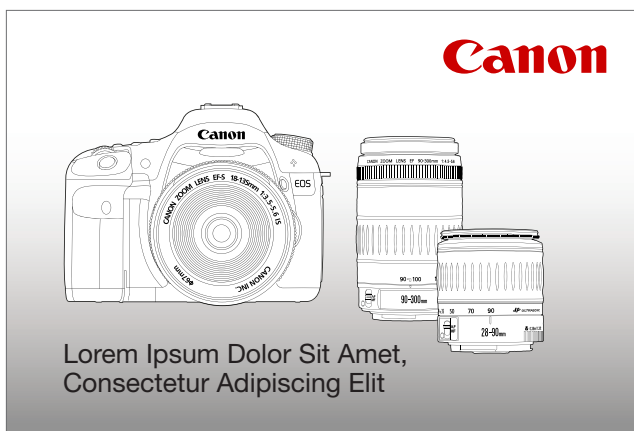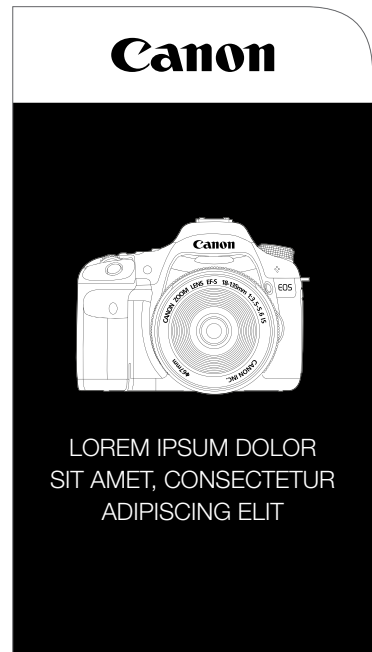
Example for **C**

Example for **D**

Lorem ipsum dolor sit amet, consectetur adipiscing elit

1.2 Three Basic Rules - Colour

In principle, the logo must be displayed on a single background colour. When, due to limitations in printing, media or materials, it is impossible to display the logo against a white background, please refer to the following chart. The purpose of this chart is to ensure enough contrast with the background colours so the Canon logo stands out and is clearly recognisable.

1.2.3 AGAINST GREY, BLACK OR WHITE BACKGROUND

When the background colour is an achromatic colour, composite the display colour and background colour as shown in the chart below. Maintain sufficient contrast between the display colour and the background colour to allow clear recognition of the Canon logo.

Composities of Canon Red and dark grey (90% or darker) require consideration toward persons with colour perception handicaps. The Canon logo may not be displayed in Canon Red on a background of black or dark grey (90% or darker) in displays involving operation (product operation controls, software buttons, web page link objects, etc.) or display for which unified rules for the colour of the Canon logo are in place (top pages of websites, unified templates for smartphone apps, etc).

	Canon Red	Black	White (reverse)
0%	Canon	Canon	
10%	Canon	Canon	
20%	Canon	Canon	
30%		Canon	
40%		Canon	
50%		Canon	Canon
60%			Canon
70%			Canon
80%			Canon
90%	Canon		Canon
100%	Canon		Canon

	Black Background	White Background
0%	Canon	
10%	Canon	Canon
20%	Canon	Canon
30%	Canon	Canon
40%	Canon	Canon
50%	Canon	Canon
60%	Canon	Canon
70%	Canon	Canon
80%	Canon	Canon
90%	Canon	Canon
100%	Canon	Canon

* Do not display the Canon logo in dark grey (60% or darker) on the black background.

* Do not display the Canon logo in light grey (30% or lighter) on the white background.

1.2 Three Basic Rules - Colour

1.2.4 AGAINST A COLOUR BACKGROUND

When the background colour is a chromatic colour, composite the display colour and background colour as shown in the chart below.

When the background is a strong chromatic colour, use black or white for the Canon logo, as the use of Canon Red may not create sufficient contrast. The Canon logo may not be displayed in grey.

When the background is a very pale or light chromatic colour, Canon Red may be used for the logo display if doing so would not weaken the impact of the logo.

In either case, take care so that sufficient contrast is created between the Canon logo colour and the background colour.

Yellow	Black K 0%	Black K 40%	Black K 60%		Red	Black K 0%	Black K 40%	Black K 60%
Y10%	Canon	Canon	Canon		M10% Y10%	Canon	Canon *1	Canon
Y20%	Canon	Canon	Canon		M20% Y20%	Canon	Canon	Canon
Y30%	Canon	Canon	Canon		M30% Y30%	Canon	Canon	Canon
Y40%	Canon	Canon	Canon		M40% Y40%	Canon *2	Canon	Canon
Y50%	Canon	Canon	Canon		M50% Y50%	Canon	Canon	Canon
Y60%	Canon	Canon	Canon		M60% Y60%	Canon	Canon	Canon
Y70%	Canon	Canon	Canon		M70% Y70%	Canon	Canon	Canon
Y80%	Canon	Canon	Canon		M80% Y80%	Canon	Canon	Canon
Y90%	Canon	Canon	Canon		M90% Y90%	Canon	Canon	Canon
Y100%	Canon	Canon	Canon		M100% Y100%	Canon	Canon	Canon

*1 It is possible to display the logo in black.

*2 It is possible to display the logo in white.

1.2 Three Basic Rules - Colour

1.2.4 AGAINST A COLOUR BACKGROUND

Magenta	Black K 0%	Black K 40%	Black K 60%
M10%	Canon	Canon *1	Canon
M20%	Canon	Canon	Canon
M30%	Canon	Canon	Canon
M40%	Canon *2	Canon	Canon
M50%	Canon	Canon	Canon
M60%	Canon	Canon	Canon
M70%	Canon	Canon	Canon
M80%	Canon	Canon	Canon
M90%	Canon	Canon	Canon
M100%	Canon	Canon	Canon

Violet	Black K 0%	Black K 40%	Black K 60%
C10% M10%	Canon	Canon *1	Canon
C20% M20%	Canon	Canon	Canon
C30% M30%	Canon	Canon	Canon
C40% M40%	Canon *2	Canon	Canon
C50% M50%	Canon	Canon	Canon
C60% M60%	Canon	Canon	Canon
C70% M70%	Canon	Canon	Canon
C80% M80%	Canon	Canon	Canon
C90% M90%	Canon	Canon	Canon
C100% M100%	Canon	Canon	Canon

Cyan	Black K 0%	Black K 40%	Black K 60%
C10%	Canon	Canon *1	Canon
C20%	Canon	Canon	Canon
C30%	Canon	Canon	Canon
C40%	Canon *2	Canon	Canon
C50%	Canon	Canon	Canon
C60%	Canon	Canon	Canon
C70%	Canon	Canon	Canon
C80%	Canon	Canon	Canon
C90%	Canon	Canon	Canon
C100%	Canon	Canon	Canon

Green	Black K 0%	Black K 40%	Black K 60%
C10% Y10%	Canon	Canon *1	Canon
C20% Y20%	Canon	Canon	Canon
C30% Y30%	Canon	Canon	Canon
C40% Y40%	Canon *2	Canon	Canon
C50% Y50%	Canon	Canon	Canon
C60% Y60%	Canon	Canon	Canon
C70% Y70%	Canon	Canon	Canon
C80% Y80%	Canon	Canon	Canon
C90% Y90%	Canon	Canon	Canon
C100% Y100%	Canon	Canon	Canon

*1 It is possible to display the logo in black.

*2 It is possible to display the logo in white.

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1.2 Three Basic Rules - Colour

1.2.5 EXAMPLES OF INCORRECT USE OF COLOUR

1.2.5.1 Displaying the Canon logo in colours other than Canon Red, black, gray or white

Do not use a chromatic colour other than Canon Red

Do not use a chromatic colour other than Canon Red (when displayed in reverse)

Do not use the standard display colour in composites (Canon Red with black, etc.)

1.2.5.2 Displaying the Canon logo with gradations or outlines

Do not display the logo using gradations

Do not display the logo in assorted colours

Do not give the logo surface a mirror finish so as to create reflections

Do not outline the logo to avoid effects of the background colour

Do not outline the logo

Do not display the logo in the style of neon sign

Do not display the logo through the use of patterns

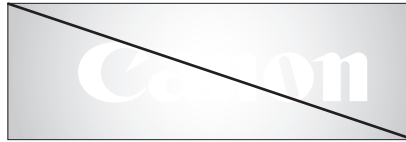Do not display the logo with images, patterns, etc. visible within the logo

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1.2 Three Basic Rules - Colour

1.2.5 EXAMPLES OF INCORRECT USE OF COLOUR

1.2.5.3 Displaying the logo on a background of gradations, patterns, or chromatic colours

Do not use a background with a gradation that would weaken the Canon Red or mar the shape of the logo

Do not display the logo against a background with a pattern or motif, even if the logo uses a standard display colour

Do not display the logo in Canon Red on top of a strong chromatic colour

1.2.5.4 Displaying the logo on an image or pattern background

Do not display the logo on top of an image or pattern

The logo may be displayed when appropriate isolation space is used to prevent the background image, etc. from having an effect on the logo.

Acceptable

Acceptable

Acceptable

1.3 Three Basic Rules - Isolation

1.3.1 THE IMPORTANCE OF ISOLATION

Displaying the logo with the proper isolation space is very important for creating a strong impression of the Canon brand. When displaying the logo, be sure to make it stands out by providing enough space around it so that it isn't adversely affected by other elements (characters, photos, graphics, etc.).

1.3.2 WHAT IS CANON LOGO ISOLATION?

The Canon logo is isolated when the following conditions are met and the logo is unmistakably separated from other elements both visually and contextually. Isolation involves more than simply maintaining the specified clearances around the logo.

1 The Canon logo is not combined with or joined to any other elements.

2 The Canon logo is not associated with (related to) any other element.

3 The Canon logo is not assimilated into or embedded in any other element.
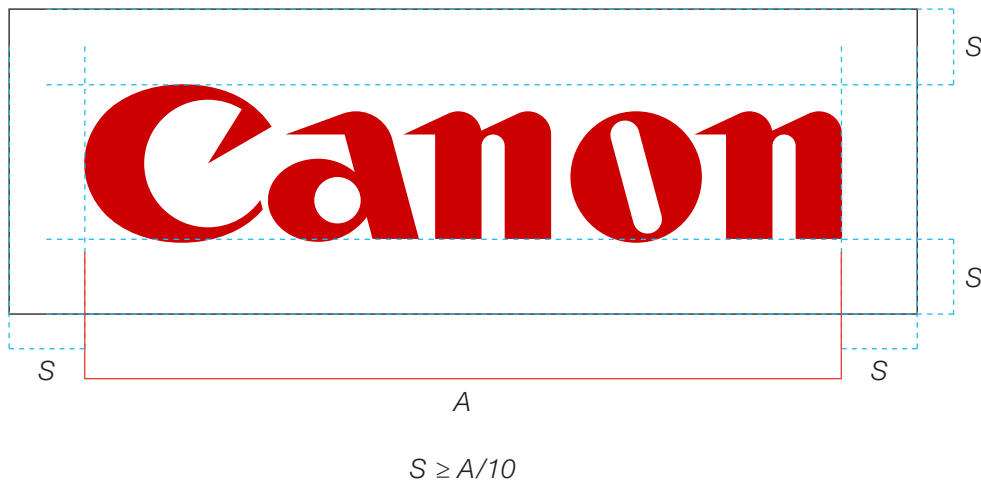
1.3 Three Basic Rules - Isolation

When displaying the Canon logo, it is important to leave enough space around it to maintain the logo's distinctiveness. Please refer to the following isolation space rules.

1.3.3 MINIMUM ISOLATION SPACE

Be sure to make the Canon logo stand out by providing enough space around it. This is to prevent the logo from getting overwhelmed by surrounding elements like words and graphics.

Minimum isolation space

• Leave isolation space (S) around the Canon logo.
• The isolation space (S) should be at least 1/10 of the Canon logo width (A).


$$S \geq A/10$$

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1.3 Three Basic Rules - Isolation

1.3.4 EXAMPLES OF INSUFFICIENT ISOLATION SPACE

The Canon logo must be displayed independently in all situations. Not providing the logo with the proper isolation space, or mixing it with other design elements, will cause the logo to lose its distinctiveness and independence. Please refer to the following examples of incorrect usage and take care in displaying the logo.

1.3.4.1 Displaying without the minimum required isolation space

Do not use a layout that places the logo too close to the edge of the display surface
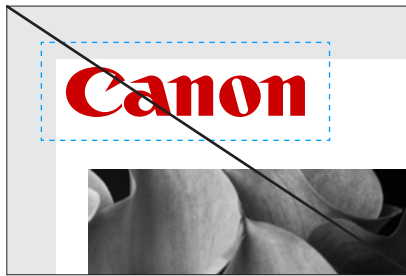
Displaying the logo as part of a magazine or advertisement layout, where the logo does not have independence, is not allowed
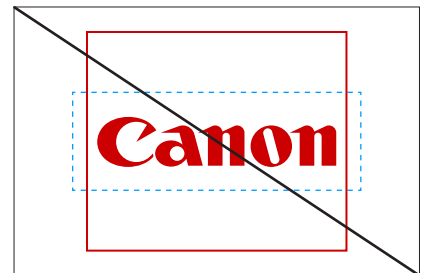

1.3.4.2 Combining other graphic elements within the isolation space

Do not let the logo adjoin other elements. (Isolation space of at least 1/10 the width of the Canon logo must be left around the logo.)

Do not surround the logo with lines, etc. without leaving the specified isolation space

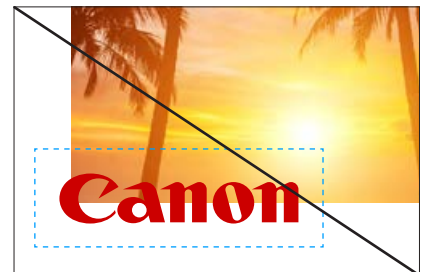### 1.3.4.3 Combining photos without the required isolation space

Do not display the logo against a photographic background without leaving the specified isolation space. (Isolation space of at least 1/10 the width of the Canon logo must be left around the logo.)

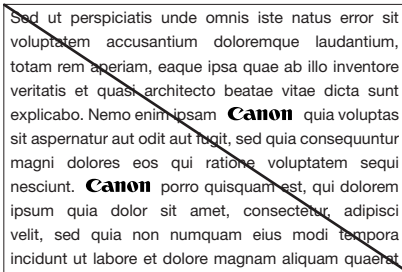

Do not display the logo overlapping with photographs.

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1.3 Three Basic Rules - Isolation

1.3.4 EXAMPLES OF INSUFFICIENT ISOLATION SPACE

1.3.4.4 Using the Canon logo within text

Not Acceptable
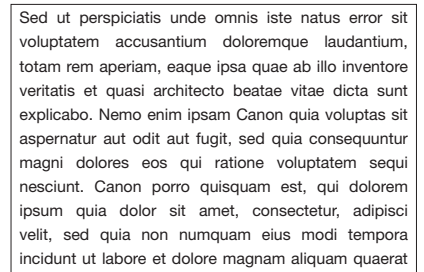
Do not display the Canon logo within other words or text

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam **Canon** quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. **Canon** porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat

Acceptable

When using the Canon name in copy, use the same font as the surrounding text

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam Canon quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Canon porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat

1.3.4.5 In combination with other words

Not Acceptable

Using the logo in combination with other words is not allowed
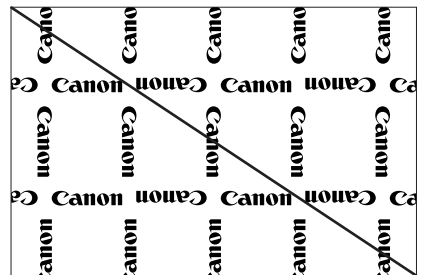

Acceptable

1.3.4.6 Patterns

Using the logo in repetition to create a pattern is not allowed (except as the backing of photo paper)

Using the logo to produce a cross pattern is not allowed

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2. Minimum Display Size of the Logo

The Canon logo must be displayed clearly and correctly. Before reducing the size of the Canon logo, you must duly consider the logo's application and necessity of reducing the size.

If reduction is unavoidable, the minimum width of the Canon logo is 20mm for print or 70px for online display.

If the logo is too small, the logo can be difficult to recognise, and the details may be marred. In all cases, please ensure the logo is displayed with sufficient resolution that the logo's shape is not deformed.

Minimum display size

• The minimum width of the Canon logo for print is 20mm.
• The minimum width of the Canon logo for online display is 70px.

Canon

20mm / 70px

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3. Applications of the Logo

3.1 Creating composite logos for contracted companies handling Canon brand products

The company should display the composite Canon logo at a smaller size than the company's own corporate symbol or company name. As a guide, the Canon logo should be at least 15% smaller while maintaining the minimum width of the Canon logo at 20mm for print or 70px for online display. Refer to page 19.

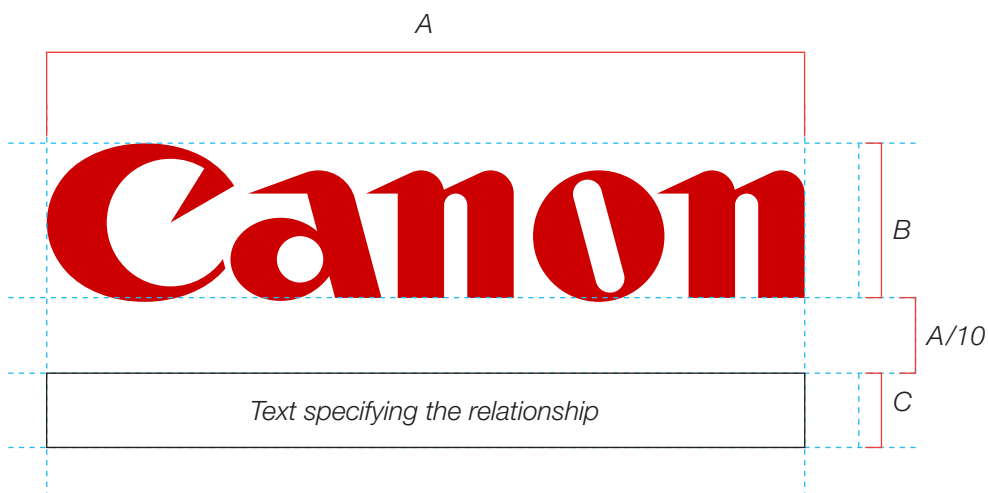## 3.2 Basics for creating a composite logo for handling Canon brand products

3.2.1 Proper font for text specifying the company relationship with Canon:

Helvetica or similar Sans Serif font

The font used for text specifying the company relationship should be consistent within the country or region where it is used.

3.2.2 When placing text below the Canon logo, select the appropriate composite logo from the following options

A Create the composite logo by balancing the height of the Canon logo "B" and the height of the indication relationship with Canon "C" at a ratio of 1:1/2 - 3/4

B Create the composite logo by balancing the width of the Canon logo "A" and the width of the indication of relationship with Canon at a ratio of 1:1 or 1:1.2

A

Canon

B

A/10

Text specifying the relationship

C

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3. Applications of the Logo

3.3 Using Canon logo in composite with company names

3.3.1 Example of composite logo
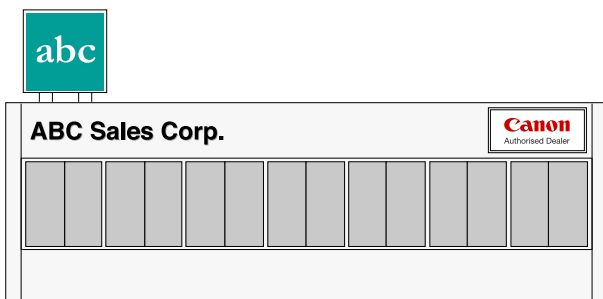

3.3.2 Examples of application of composite logo

Business card

Store sign

Sign on company building

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3. Applications of the Logo

3.3 Using Canon logo in composite with company names

3.3.2 Examples of application of composite logo

Advertisment

1 Display the Canon logo at a visually smaller size than the company's own symbol and name while maintaining the minimum width of the Canon logo. As a guide, the Canon logo should be at least 15% smaller while maintaining the minimum width of the Canon logo at 20mm for print or 70px for online display. Refer to page 19.

2 Replace **Canon Singapore** with **Canon Authorised Dealer**

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3. Applications of the Logo

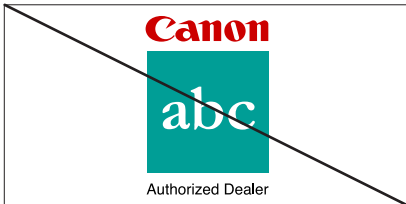## 3.3 Using Canon logo in composite with company names

3.3.3 Examples of incorrect use

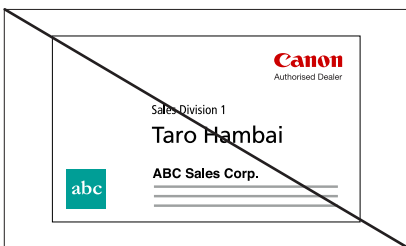Do not display the Canon logo in composite with a company name

Do not composite the logo with a company's own corporate symbol or company name by distorting or modifying the composite logo

Do not composite the corporate symbol of a company handling Canon brand products with the Canon logo or with an expression indicating relationship with Canon

Do not composite the corporate symbol of a company handling Canon brand products with the Canon logo or with an expression indicating relationship with Canon

Do not display the Canon logo in such a way that it is misunderstood as a company's own corporate symbol, such as by displaying the Canon logo at a larger size than the company's own symbol
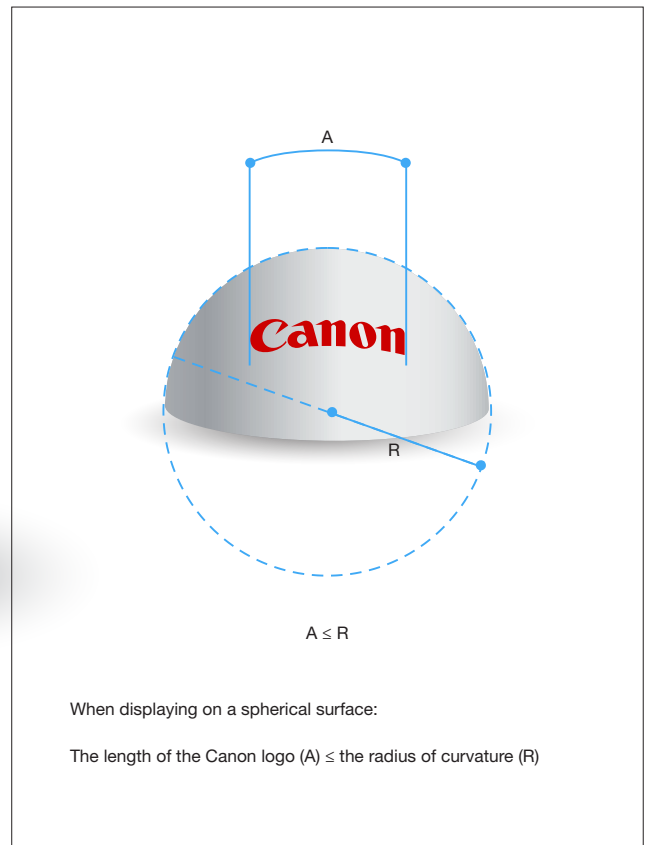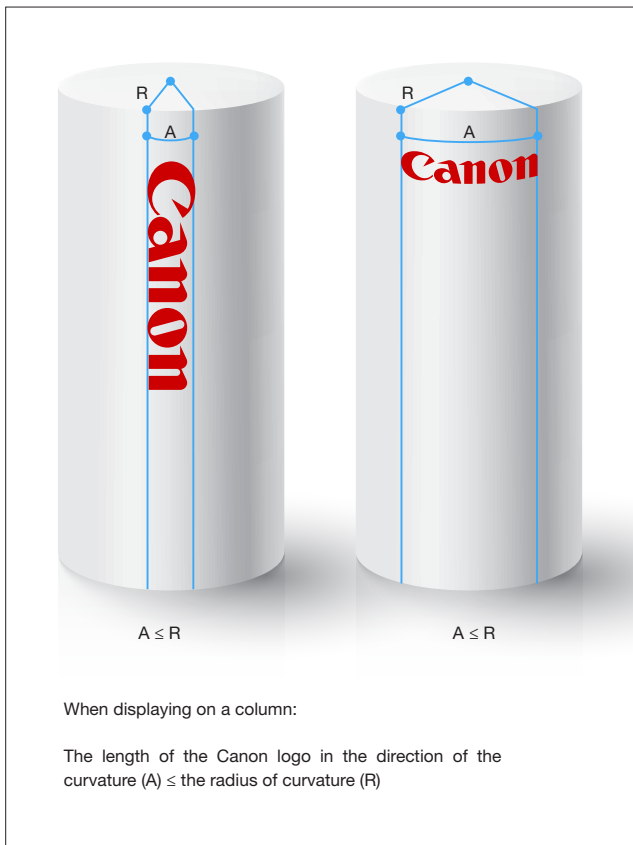
3. Applications of the Logo

3.4 DISPLAY SURFACE

3.4.1 FLAT SURFACES

Display the Canon logo on a flat and smooth surface to ensure accurate and distortion-free display. Note that a flag, banner, or other cloth may be considered a flat surface when displaying the Canon logo.

3.4.2 CURVED SURFACES

The Canon logo may be displayed on a gently curving surface. However, the Canon logo may not be displayed on a column, sphere, etc., if the logo would appear cut off due to curvature or if the shape of the logo would appear distorted when viewed from the front. Select the size and position of the Canon logo according to the following standards so that the logo as a whole appears in its proper form.

When displaying on a column:

The length of the Canon logo in the direction of the curvature (A) ≤ the radius of curvature (R)

When displaying on a spherical surface:

The length of the Canon logo (A) ≤ the radius of curvature (R)

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CONTACT INFORMATION

Corporate Communications Department

Canon Singapore Pte. Ltd.

South & Southeast Asia Headquarters

Contact

If you have any query or wish to use the Canon logo for other purposes or in other ways not covered in this guideline, please contact the Corporate Communications Department of the Canon office in your country. If there is no Canon office in your country, please contact the Corporate Communications Department of Canon Singapore.

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