Canon

Canon Americas
Corporate Identity &
Design Standards
(Authorized Reseller Version)

The Canon Americas Corporate Identity
& Design Standards (Authorized Reseller Version),
outlines proper application of the Canon logo.

This logo guidebook is intended for authorized resellers
who sell, repair or service Canon brand products.

Contact Information:
Please contact your Canon representative to obtain
the Canon logo and additional Canon red color swatches.

If you are not sure of the appropriate usage of the Canon logo or have any
additional questions, please contact your Canon representative.

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1.1 History of the Canon logo

Canon Targeted the World Since Its Establishment:

The same passion that in 1934 developed the "Kwanon", Japan's first 35mm focal plane shutter camera, is behind the prosperity of today's Canon Inc. and its subsidiaries. When full-scale production began, the trademark was renamed "Canon" in order to make it more readily acceptable by a worldwide audience, while still reflecting Canon's vision. The company name was also changed from Seiki Kogaku Kogyo K.K. to Canon Camera K.K. This decision to use the trademark as the company name was a uniquely original one, and had significant effects on Canon's corporate identity.

Striving for consistency in communicating our message since day one has greatly contributed to the global success that Canon enjoys today.

1934
A magazine advertisement using the name "Kwanon", the only time the old name was used before the camera was renamed.

1934
Engraving using the image of Kwanon attached to the "Kwanon" prototype as a motif. The name came from the Buddhist Goddess of Mercy, Kannon, who is said to bring good fortune.

From Kwanon to Canon:

In 1933, a group of young men sharing a desire to develop the best camera in the world gathered to found Seki Kogaku Kenkyusho in the Roppongi district of Tokyo. In 1934, the first Japanese 35mm focal plane shutter camera, the Kwanon, was completed after a trial-and-error process. This name derived from their earnest wish to make their dream come true with the mercy of Kwanon. As a result of a positive reception by the public that exceeded the founders' expectations, full-scale sales began in 1935. Hoping for a trademark that could be embraced worldwide, the camera was renamed Canon. Since then, Canon cameras have been sold under this name.

Origin of the Corporate Symbol and its Changes:

A corporate symbol of an eagle was adopted in 1937 when the company was still called Seiki Kogaku Kogyo K.K. The eagle represented the strong determination of the founders to build a leading international company and to develop high quality cameras with a sharp eye. This corporate spirit continued when, in 1947, the company was renamed Canon Camera K.K. The characters used for the corporate symbol were also changed and the design of the eagle was simplified, but the overall corporate symbol that existed from the beginning of the company survived. In 1988, the corporate symbol of the eagle was replaced with the present character-only corporate symbol based on Canon's vision of becoming a truly global company. Efforts were made to coordinate the companies within the Canon group and to promote the consistency of the trademark.

Canon trademark reflecting the corporate spirit:

The word "Canon" derives from the Japanese for "sacred book", "criterion"and "standard." The name represents a corporate spirit of setting a global standard for delivery of advanced technologies and excellent services and of becoming a leader in the industry. The word is easy to pronounce and remember, and the number of letters is just right so that it can be recognized around the world. In other words, it fully meets all naming conditions. The Canon logo devised in 1935 has been visually improved over the years as the company grew. Through all the changes, however, the strong, individualistic characters represented by the sweeping inward stroke of the character "C" have been inherited intact from the day the company was founded.

Canon logo used for engraving on cameras through 1983.

Changes in the corporate symbol

1937
The corporate symbol when Seiki Kogaku Kogyo K.K. was founded. The corporate symbol consisting of an eagle and a cross-sectional view of a camera lens has gone through changes since the company's founding. The corporate symbol varied within the group and was differentiated from the trademark.

1949
Canon's IIB camera represents the old corporate symbol.

1988
Consolidation of the corporate group symbol and the trademark.

Changes in the trademark

1934
Engraved characters for the Kwanon prototype (this trademark was never released on the market).

1935
Canon corporate symbol when Seiki Kogaku Kogyo K.K. was founded. Strong, individualistic characters are already visible.

1951
Well-balanced entirety that gave an impression of refinement.

1956
Serious considerations were given to detailed designs leading to the present corporate symbol.

2.2 Corporate Colors

About Canon Red

The color 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 color, 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 below is not a color sample. For the color sample, please refer to Canon Red swatches in the appendix.

Equivalent Color Values for Canon Red

When it is not possible to use Canon Red as a separate color, you may use substitute values by designating the print ink as follows.

Process Color (CMYK)	C (cyan) 0% + M (magenta) 100% + Y (yellow) 100% + K (black) 5%
PANTONE (PMS)	186C (186U is prohibited)

Approximate Reference Values for Canon Red

sRGB	R-204/G-0/B-0
HSB	H-0/S-100/B-80
Lab	L-45/a-51/b-28
Muncell	7.5R, 4.0/16.0
NCS (Natural Color System)	1085Y90R
Hex (Web)	#CC0000

Please refer to Section 6 for specific color guidelines applicable to website usage.

NOTE

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

2.2 Standard Display Colors

Standard Colors of the Canon Logo

You should always try to display the Canon logo in Canon Red—the corporate color—against a white background. When it is difficult to use Canon Red, black and white standard display colors may be used instead. Be sure to use the most appropriate color for each background.

Displaying the logo in chromatic colors other than Canon Red is prohibited.

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

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

❸ **When the background color is black or red, display the logo in reverse, in white.**

In example ❸, only use the logo data intended for use in reverse, white knock-out.

❹ **When the background color is gray, display the logo in Canon Red.**

❺ **Examples of prohibited color combinations.**

Displaying the logo in black on a red background is prohibited, as it can be difficult to read.

2.3 Background Colors

Canon Logo and Background Colors

When it is impossible to display the logo against a white background, please refer to the following color chart. The purpose of this chart is to ensure enough contrast with the background color so the Canon logo stands out and is clearly recognizable.

Please refer to Section 6 for specific color guidelines applicable to website usage.

❶ On a gray background

Composites of Canon Red and dark gray (90% or darker) require consideration toward persons with color perception handicaps. The Canon logo may not be displayed in Canon Red on a background of black or dark gray (90% or darker) in displays involving operation (product operation controls, software buttons, webpage link objects, etc.) or displays for which unified rules for the color 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

❷ On a chromatic background

When the background is a chromatic color, the Canon logo should be displayed in white or black in order to keep enough contrast between the logo and the background. When the background is a bright chromatic color close to white, the logo may be displayed in Canon Red only if the background color will not weaken the impact of Canon Red. Please refer to the following chart for further information.

Please refer to Section 6 with regards to background color usage on the web.

Yellow	Black 0%	Black 40%	Black 60%		Violet	Black 0%	Black 40%	Black 60%
100%	Canon	Canon	Canon		100%	Canon	Canon	Canon
90%	Canon	Canon	Canon		90%	Canon	Canon	Canon
80%	Canon	Canon	Canon		80%	Canon	Canon	Canon
70%	Canon	Canon	Canon		70%	Canon	Canon	Canon
60%	Canon	Canon	Canon		60%	Canon	Canon	Canon
50%	Canon	Canon	Canon		50%	Canon	Canon	Canon
40%	Canon	Canon	Canon		40%	Canon	Canon	Canon
30%	Canon	Canon	Canon		30%	Canon	Canon	Canon
20%	Canon	Canon	Canon		20%	Canon	Canon	Canon
10%	Canon	Canon	Canon		10%	Canon	Canon	Canon

Red	Black 0%	Black 40%	Black 60%		Cyan	Black 0%	Black 40%	Black 60%
100%	Canon	Canon	Canon		100%	Canon	Canon	Canon
90%	Canon	Canon	Canon		90%	Canon	Canon	Canon
80%	Canon	Canon	Canon		80%	Canon	Canon	Canon
70%	Canon	Canon	Canon		70%	Canon	Canon	Canon
60%	Canon	Canon	Canon		60%	Canon	Canon	Canon
50%	Canon	Canon	Canon		50%	Canon	Canon	Canon
40%	Canon	Canon	Canon		40%	Canon	Canon	Canon
30%	Canon	Canon	Canon		30%	Canon	Canon	Canon
20%	Canon	Canon	Canon		20%	Canon	Canon	Canon
10%	Canon	Canon	Canon		10%	Canon	Canon	Canon

Magenta	Black 0%	Black 40%	Black 60%		Green	Black 0%	Black 40%	Black 60%
100%	Canon	Canon	Canon		100%	Canon	Canon	Canon
90%	Canon	Canon	Canon		90%	Canon	Canon	Canon
80%	Canon	Canon	Canon		80%	Canon	Canon	Canon
70%	Canon	Canon	Canon		70%	Canon	Canon	Canon
60%	Canon	Canon	Canon		60%	Canon	Canon	Canon
50%	Canon	Canon	Canon		50%	Canon	Canon	Canon
40%	Canon	Canon	Canon		40%	Canon	Canon	Canon
30%	Canon	Canon	Canon		30%	Canon	Canon	Canon
20%	Canon	Canon	Canon		20%	Canon	Canon	Canon
10%	Canon	Canon	Canon		10%	Canon	Canon	Canon

2.4 Examples of Incorrect Color Usage

Display Colors and Background Colors

The logo must always be displayed in one of the standard display colors (Canon Red, white, black). To ensure that the Canon logo is clearly visible, there must always be sufficient contrast between the logo and the background color.

The following examples of incorrect usage:

❶ Use of colors other than the standard display colors (Canon Red, white, black)

ⓐ Chromatic colors other than Canon Red are not allowed.

❷ Examples of metallic materials

Silver (stainless steel, etc.) Hairline surface.

Silver Sandblasted surface.

Gold (brass material, etc.) Sandblasted surface.

❸ The Canon logo (gradation, patterns, outline)

ⓐ Gradation.

ⓑ Mirror grinding (metallic materials, hot stamping, etc.)

ⓒ Assorted coloring.

ⓓ Outlining the logo to separate it from the background.

ⓔ Outlining the Canon logo.

ⓕ Display using a pattern.

❸ Background colors (gradation, patterns, chromatic colors,etc.)

ⓐ Using a background gradation that undermines Canon Red or the shape of the logo.
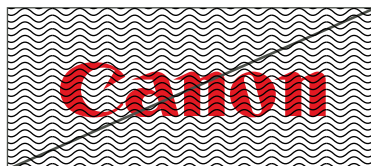
ⓑ Using a background color or pattern that does not contrast with the logo color.

❹ Display against a photo

Displaying the logo against a photo is prohibited, as it undermines the visibility of the logo. In certain cases, however, the logo may be displayed near a photo, but only if measures are taken to prevent the photo from adversely affecting the logo's visibility.

ⓐ A photo may not be used as the background, as it undermines the visibility of the logo.

ⓑ Do not blur a portion of the photo behind the logo. Display the logo against a solid background color.

❸ Examples of proper display:

ⓐ Cut out the portion of the photo in the immediate vicinity of the logo, and display the logo against a proper background color.

ⓑ Fade and blur a portion of the photo in the vicinity of the logo so that it stands out clearly against the background.

NOTE

If you are unsure of the acceptable logo usage, please contact your Canon representative.

3.1 Accurate Reproduction

Checkpoints for Accurate Reproduction and Proper Management

Learning the characteristic details of the Canon logo is the first step in using it correctly and is a very important checkpoint for accurate reproduction and management.

a The horizontal centerline

The centerline passes through the tip of the peak (acute angle cut) of the "C." In principle, the logo is always displayed horizontally, with the centerline as the main reference.

b The logo tips and the angle of the "C"

The peaks (acute angle cuts) of the "C," "a," and "n" are important factors in the distinctiveness of the overall logo. Make sure no rounding occurs on these tips when reproduced. The angle where the peak of the "C" contacts the centerline is set at 30 degrees and should never vary.

c The vertical centerline

The centerline of the logo passes through the first "n" at one-third the distance from the inner edge of the left-hand column of the "n."

d The thin sections of the logo

The weight of the "o" and "n" at the thin sections can easily deteriorate during reproduction. Particular care is required when reproducing the logo at small sizes.

e Character weighting

The lower section of the capital "C" is an important part of the logo in relation to the "a." Take particular care with the thinning of the weight of this section, as it maygive the overall logo an unwanted impression of separation.

f Character overhang

The thicker, rounded sections of the "C," "a" and "o" overhang slightly below the bottom of the "n." The bottom of the "n" defines the baseline of the logo, and should be used to confirm and correct the balance. The left edge of the "C" also extends slightly beyond the left-hand reference line.

g The angle of the "o"

The angle of the "o" relative to the horizontal centerline is 75 degrees and should never vary.

h The baseline

This line defines the base of the logo.

Left-hand reference line
Right-hand reference line
Top reference line
Standard height
Standard width
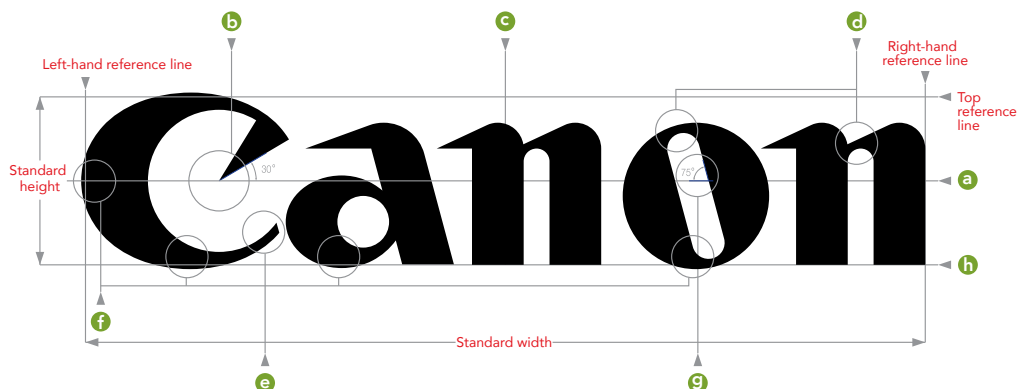
Visually balanced height-to-width ratio, 1:5

3.2 Minimum Display Size

In order to maintain legibility, a minimum size for the Canon logo has been established for a variety of applications.

If you have questions about the size of the logo on an application you are producing, please contact your Canon representative for further direction.

Canon

Minimum Display Size height and width are measured by including all elements of the Canon logo.

Application Group	Sample Unit Size (w x h)	Logo Size (w x h)
Preferred Minimum Display Size	--------------	0.75 in x 0.16 in 1.9 cm x 0.4 cm
Minimum Display Size (when absolutely necessary)	--------------	0.6 in x 0.12 in 0.3 cm x 1.5 cm
Fractional magazine	4" x 7" 3 -¼" x 12"	1.28 in x 0.267 in 3.25 cm x 0.678 cm
Standard magazine	7 -¾" x 10 -½" 11 -½" x 7"	1.68 in x 0.35 in 4.26 cm x 0.89 cm
Tabloid (magazine/newspaper)	9 -⅜" x 12 -¾" 10 -⅞" x 14"	1.97 in x 0.412 in 5 cm x 1.046 cm
Full–page newspaper	9 -½" x 18" 11 -½" x 21"	2.46 in x .514 in 6.25 cm x 1.3 cm
Transit/pedestrian OOH (small unit)	21" x 22" 21" x 33"	3.95 in x 0.826 in 10.03 cm x 2.098 cm
Transit/pedestrian OOH (large unit)	62" x 43" 60" x 46"	9.28 in x 1.94 in 23.57 cm x 4.928 cm
Billboard OOH (small unit)	21' x 10' 78.15 cm x 16.38 cm	30.77 in x 6.45 in
Web	1024 px x 768 px	140 px x 30 px

For further information regarding Canon logo usage on the Web, please refer to Section 6.

About the Minimum Display Size

If the logo is too small, it can be difficult to recognize and may not print accurately. To prevent this from happening, a horizontal size of 20 mm, or ¾ inch, has been set as an absolute minimum.

For website use, the minimum size is 70 pixels horizontally, 15 pixels vertically. **For further information regarding Canon logo usage on the Web, please refer to Section 6.**

❶ Minimum display size

[Preferred Minimum Display Size]

[Minimum Display Size (when absolutely necessary)]

20 mm

Canon

15 mm

Canon

3/4 inch

Canon

.5906 inch

Canon

As a rule, the minimum width of the logo should be 20mm (when necessary, a minimum of 15mm is acceptable).

❷ Example of application

Employee Name
Title
Department
Division

Canon Canon U.S.A., Inc.
Company Address
City, State 12060

email_address@usa.canon.com
Tel 931.330.0000   **Cell** 000.000.0000
Fax 931.330.0000

www.usa.canon.com   **Canon**

Contact your Procurement Department to order new business cards.

NOTE

Canon Business card displayed is not shown to scale.

3.3 Examples of Prohibited Reproduction

Reproduce the Logo Accurately

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 them into consideration.

❶ **Altering the shape or position of logo components**

ⓐ Do not alter the spacing between characters.

ⓑ Do not alter the overall proportions, either horizontally or vertically.

❷ **Adding effects**

ⓐ Do not add drop shadows, shading, etc.

ⓑ Do not use gradation.

❸ Other alterations

ⓐ Do not use the logo design elements for product names or other logos.
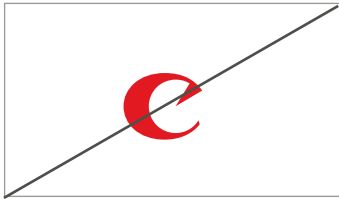
ⓑ Do not single out the letter "C."

ⓒ Do not align the logo vertically as shown above.

ⓓ Align the logo so that the "C" appears at the top (only use in signs or where space restrictions apply).

❹ Improper usage of original data

ⓐ Do not use low-resolution data. Use the proper resolution so that the curves of the logo remain smooth.

ⓑ Do not align the logo at an angle.

4.1 Isolation Space Rules

About Space and 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.

Minimum Isolation Space

Maintain a spaceof at least **A/10** around the logo, with **A** defined as the widthof the logo.

A/10

A/10

A/10

A/10

A
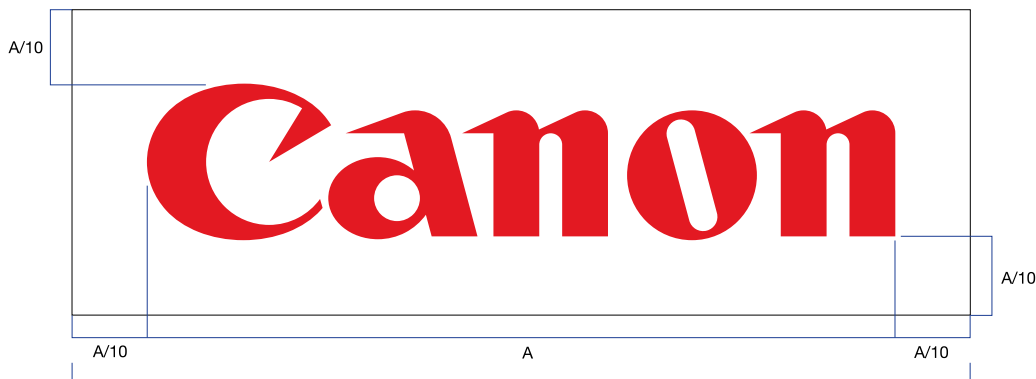
Recommended Spacing Around the Canon Logo

When the Canon logo appearson itsown, you should present it as a balanced image by displaying the rectangle formed by the logo and its surrounding space as a 1:1 square, or as a rectangle with a height-to-width ratioof 1:2or 1:3, as shown below.

Height-to-width ratio = 1:1

B/2

B/2

B

Height-to-width ratio = 1:2

B/4

B/4

B

Height-to-width ratio = 1:3

B/6

B/6

B
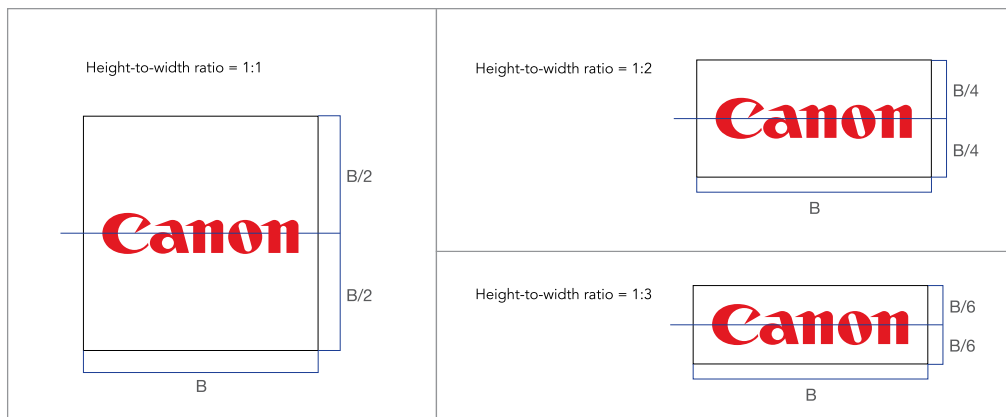
Display the Logo Independently

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.

The following examples of incorrect usage.

1 Displaying without the minimum required isolation space

ⓐ Displaying the logo too close to the edge of the display area.
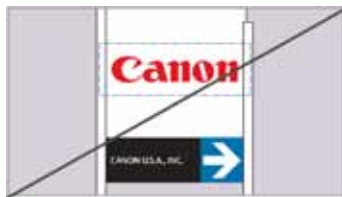
ⓑ Displaying the logo without the required isolation space on both sides.
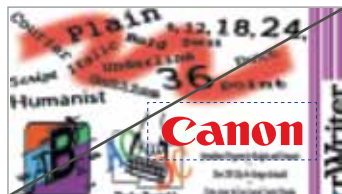
ⓒ Displaying the logo as part of a magazine or advertisement layout, where the logo does not have independence.

2 Combining other graphic elements within the isolation space
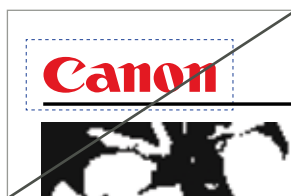
ⓐ Enclosing the logo inside a box without the required isolation space.
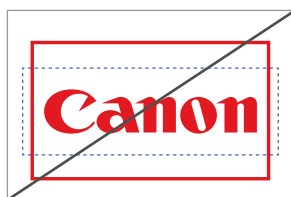
ⓑ Adding lines above and/or below the logo without the required isolation space.

3 Combining photos without the required isolation space

ⓐ Displaying the logo against a photo without the required isolation space.
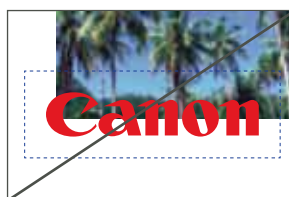
ⓑ Displaying the logo over a photo without appropriate isolation measures.

4.2 Examples of Insufficient Isolation Space

❶ Using the Canon logo within text

rk and a trademark have dif anings. **Canon** uses the san o as both a corporate symb demark. **Canon** also uses th o as an emblem in situation logo is neither a corporate
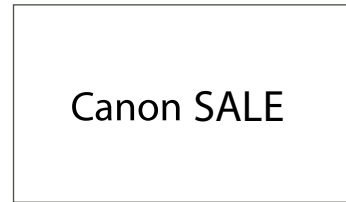

ark and a trademark have differ eanings. Canon uses the same go as both a corporate symbol ademark. Canon also uses the go as an emblem in situations e logo is neither a corporate m

Using the logo within text.

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

❷ In combination with other words

Canon SALE

Canon SALE

Using the logo in combination with other words.

❸ Patterns

ⓐ Using the logo in repetition to create a pattern (except as the backing of photopaper).

ⓑ Using the logo to produce a cross pattern.

# 5 MULTIMEDIA

5.1 Canon Composite Logos

Creating composite logos for Authorized Resellers handling Canon brand products.

Authorized Resellers that handle Canon brand products that require application of the Canon composite logo must use the logo with text specifying their relationship with Canon. Using the Canon logo individually or together with the company's own name is prohibited. Contact your Canon representative for the prepared text. The Canon Composite logo should not be larger than the company name or symbol, as to not misrepresent the Canon/Dealer relationship.

Basic guidelines for creating a composite logo for companies handling Canon brand products. **The Canon/Authorized dealer composite logo has been used for sample purposes only.**

Proper font for text specifying the company's relationship with Canon.
Helvetica or similar Sans Serif font. The font used for text specifying the business relationship should be consistent within the country or region where it is used.

A

B

A/20

C

Canon

AUTHORIZED DEALER
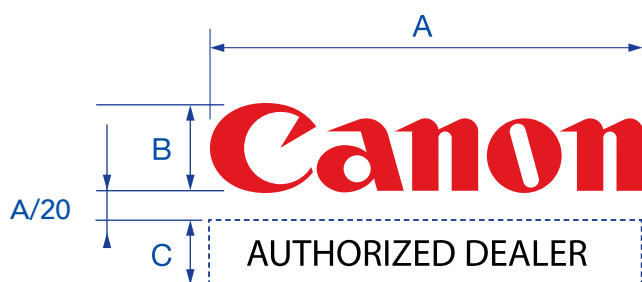
When placing text below the Canon logo, select the appropriate composite logo from the following options.

❶ Create the composite logo by balancing the width of the Canon logo "A" and the business relationship at a ratio of 1:1 or 1:1.5
❷ Create the composite logo by balancing the height of the Canon logo "B" and the business relationship "C" at a ratio of 1:0.5 - 1:0.7

Examples of correct usage

All Capital Letters

Canon
AUTHORIZED DEALER

Initial Capital Letters

Canon
Authorized Dealer

NOTE

When creating a composite logo, the business relationship (e.g. Authorized Dealer), can be written in either all Capital letters or Initial Capital letters. Both are acceptable text applications.

5.2 Application of Canon Composite Logos

The Canon Composite logo should not be larger than the Company logo, as to not misrepresent the Canon/Dealer relationship. **The Canon/Authorized dealer composite logo has been used for sample purposes only.**

5.2.1 Business Card

Business cards for employees of a company dealing with Canon brand products

Incorrect

Correct

5.2.2 Company Vehicle

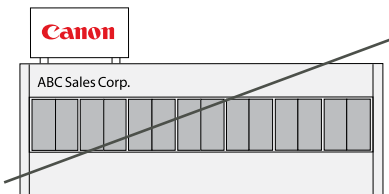Commercial vehicles owned/used by companies dealing with Canon brand products

Incorrect

Correct

5.2.3 Signboard

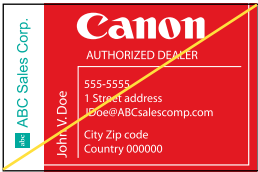Buildings owned/used by companies dealing with Canon brand products
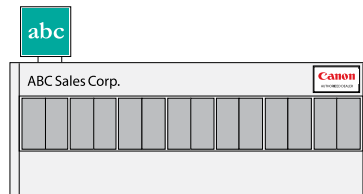
Incorrect

Correct

5.2.4 Letterhead and Envelope

Letterhead and Envelopes used by a company dealing with Canon brand products

Incorrect

Correct

Canon
AUTHORIZED DEALER

Examples of incorrect usage

When using the Canon Composite logo, please ensure that it is appropriately positioned (the Canon Composite logo should not be larger than the Company logo), as to not misrepresent the Canon/Dealer relationship.

ABC Sales Corp.

The Canon logo may not be combined with the company name or logo.

Canon *Sales Partners*

abc ABC Sales Corp.

Do not separate, modify or combine the composite logo with the company name and symbol.
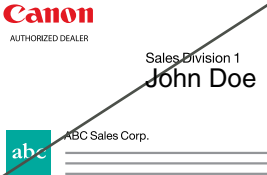
Authorized Dealer

Do not combine the logo and text specifying the relationship with the company symbol.

ABC Sales Corp.

Do not combine the logo and text specifying the relationship with the company symbol.

Canon
AUTHORIZED DEALER

Sales Division 1
John Doe

abc ABC Sales Corp.

Do not make the composite logo bigger than the group company's symbol.

Canon Corporate ID & Design Standards (CIDS), Authorized Reseller Version

CIDS, Authorized Reseller edition is intended for contracted companies and Authorized Dealers handling Canon brand products. The Authorized Reseller guide is an abridged version of the Canon Corporate ID & Design Standards (CIDS), and is available electronically at the locations listed below.

Imaging Technology Communications Group (ITCG)

For ITCG Dealers only, a Canon U.S.A. (CUSA) Authorized Dealer logo has been introduced, effective November 2009, and is intended for CUSA Dealers of Canon ITCG products. The logo can be obtained directly from the CUSA ITCG Extranet (Canon PartnerNet (CPNet))

From the CPNet Home page, click on the "Info / Download Center >> Authorized Dealer Logo" [CPNet Home page menu choice] to go to a separate page for details and instructions to download the Authorized Dealer logo(s).

Dealers are instructed to contact their Sales Representatives with any questions about the Authorized Dealer program.

Business Imaging Systems Group (BISG)

Authorized dealers and resellers of BISG products, can access ISG Central. Located on the ISG Central home page is a link to the "Canon Corporate ID & Design Standards (CIDS)" guide.
From there you will find the Canon Authorized Dealer logo strictly for BISG. Along with the digital logo format, you will also be instructed on proper use of the Canon Authorized Dealer logo as it applies to BISG dealers and resellers of Canon Brand products.

http://isgcentral.cusa.canon.com

5.2.5 Advertisements

The following are examples of the Canon Composite logo being used in close proximity to the company name in advertisements for Canon products.

The Canon Composite logo should not be larger than the company logo, as to not misrepresent the Canon/Dealer relationship.

The Canon logo with the Dealer Company Name as a composite logo.	The Canon logo without specifying the relationship.	The composite Canon/Dealer logo should not be larger than the company name

Minimum print display size

If the logo is too small, it can be difficult to recognize and may not print accurately. To prevent this from happening, a horizontal size of 20 mm, or ¾ inch, has been set as an absolute minimum for the Canon logo

Canon
AUTHORIZED DEALER

20 mm
Canon
AUTHORIZED DEALER

3/4 inch
Canon
AUTHORIZED DEALER

5.2.6 The Canon Logo on Shirts

Canon logo color

Do not use colors other than Canon Red, black, white, or gray for the Canon logo in any use (embroidery, print, etc.).

Canon logo quality

Close attention should be given to how accurately the logo is reproduced. Embroidery reproductions, in particular, are susceptible to inaccuracy, so use only high-quality embroidering.

Canon logo position

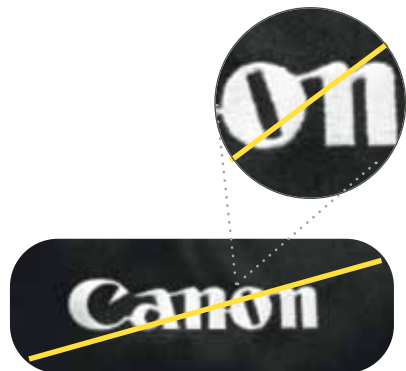Always display the logo horizontally in a position that is not affected by other design elements.

Examples of correct use

Examples of incorrect use

When using embroidery:
• Be sure to use the correct Canon Red color
• Do not allow the threading to connect between the letters.

❶ The Canon Composite logo on Authorized Reseller Shirts

When using the Canon Composite logo, please ensure that it is appropriately positioned (the Canon Composite logo should not be larger than the Company logo), as to not misrepresent the Canon/Dealer relationship.

❶ Minimum Print Display Size

If the logo is too small, it can be difficult to recognize and may not print accurately. To prevent this from happening, a horizontal size of 20 mm, or ¾ inch, has been set as an absolute minimum for the Canon logo.

5.3 Exhibitions and Trade Show Displays

The Canon logo usage as displayed in trade show booths

Events and exhibitions are important opportunities to communicate the Canon brand to customers. Refer to the following examples and observe the three basic rules of Color, Shape and Isolation Space described in Sections 2, 3 and 4 to maintain the logo's distinctiveness so that a consistent image is communicated.

❶ Using lights to display the logo can distort its color and shape. Always refer to the physical "Canon Red" color swatch to accurately reproduce the Canon logo in red.

❷ Canon Red is key to brand recognition: use it wherever possible. Black or white should only be used where absolutely necessary.

❸ Avoid displaying the Canon logo on a rounded surface. Where exhibition space constraints make it unavoidable, place the logo so that it can be seen clearly.

❹ Avoid displaying the Canon logo on a rounded surface. Where exhibition space constraints make it unavoidable, place the logo so that it can be seen clearly. Refer to section **3.6 Display on a Curved Surface**, for specifications on how to estimate the display size of the Canon logo.

❺ Try to avoid placing the Canon logo on any kind of seam. If it is unavoidable to display the Canon logo over a noticeable seam due to exhibition space constraints, try to position the logo where the seam does not cut through each individual letter of the Canon logo.

❻ Do not use the logo on objects that will be stepped on or dirtied, such as floor mats, carpets or ashtrays.
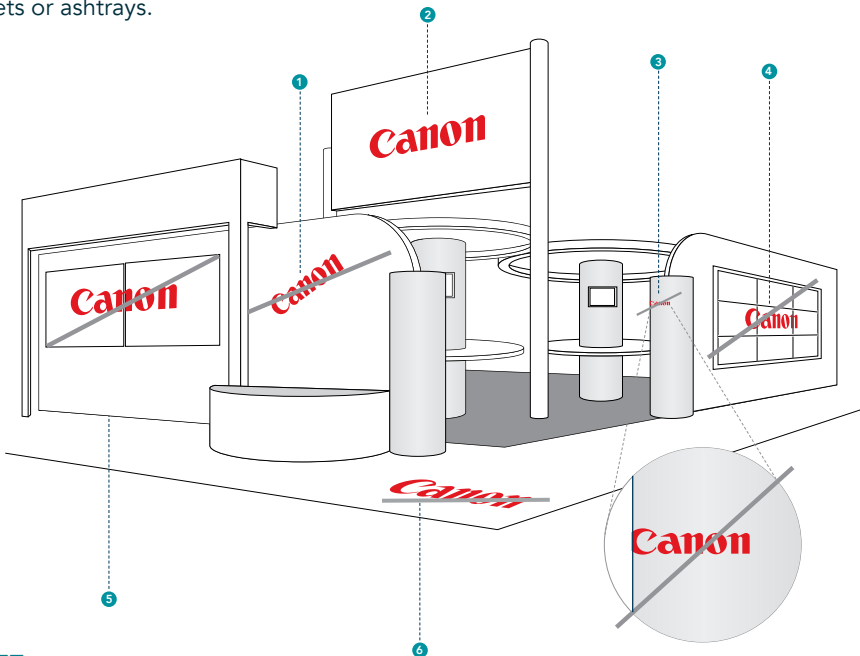
NOTE

Do not attempt to animate the Canon logo or use any video or computer generated effects.
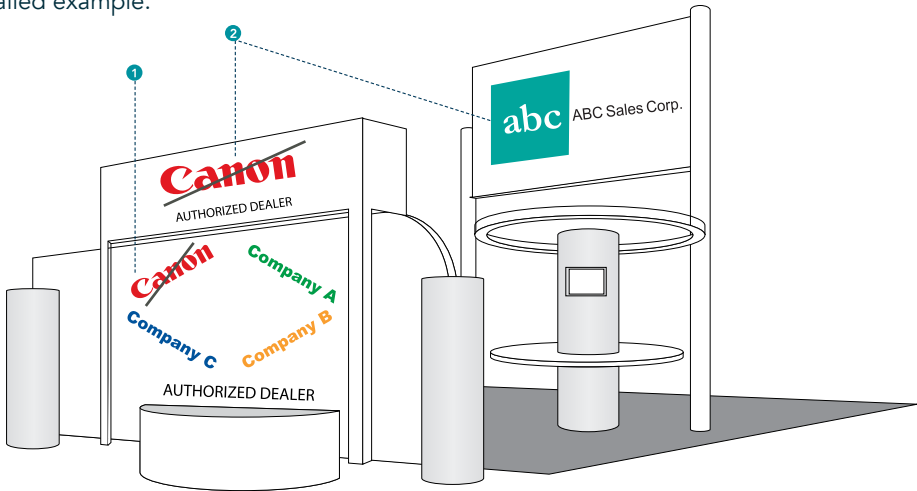
Authorized Resellers displaying the Canon Composite logo at trade shows

If the Canon logo is displayed in close proximity to the name of such a company, that company may be mistaken for a member of a Canon subsidiary. To avoid this, the relationship with Canon must be displayed next to the Canon logo, and the composite logo must be used in such a case.
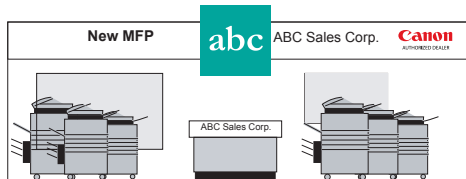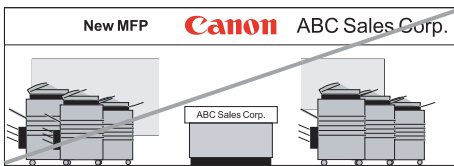
In the diagram below, the Canon Authorized Dealer composite logo has been used for sample purposes only.

❶ Do not align the logo at an angle. Refer to the following examples and observe the three basic rules of Color, Shape and Isolation Space described in Sections 2, 3 and 4.

❷ The Canon Authorized dealer logo should not appear larger than the Company logo, as to not mistake the Dealer trade show booth for a Canon booth. See example 1A for a more detailed example.

❶A

The Canon Logo should not appear larger than the Company logo. The relationship with Canon must be dispayed next to the Canon logo, and the composite logo must be used in such a case.
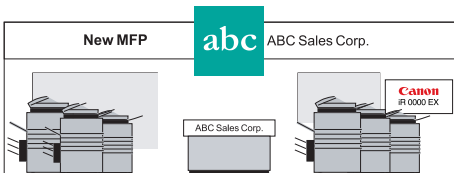
If the main target products of sales promotions also include products other than Canon products, the use of the stand alone Canon logo is not permitted. If a company dealing with Canon brand products displays the Canon logo in close proximity to a Canon product at trade shows, the logo is regarded as indicating the brand of the product, and its use is permitted.

6.1 Logo Usage

Web Overview

Every website which represents the Canon brand, contributes to the user's perception of Canon. When a user visits the website, he or she takes away an impression of Canon and its products. To ensure a unified web presence, all sites representing the Canon brand are required to promote usability and reinforce our brand identity.

6.1 Logo Usage

The Canon/Authorized dealer composite logo has been used for sample purposes only.

Logo Color

The correct application is a Canon Red logo on a white background.

HEX: #CC0000

Examples of Incorrect Background Colors

Examples of correct usage

All Capital Letters

AUTHORIZED DEALER

Initial Capital Letters
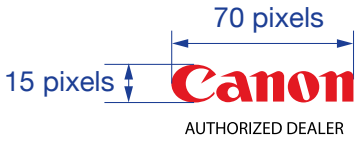

Authorized Dealer

NOTE

When creating a composite logo, the business relationship (e.g. Authorized Dealer), can be written in either all capital letters or Initial capital letters. Both are acceptable text applications.
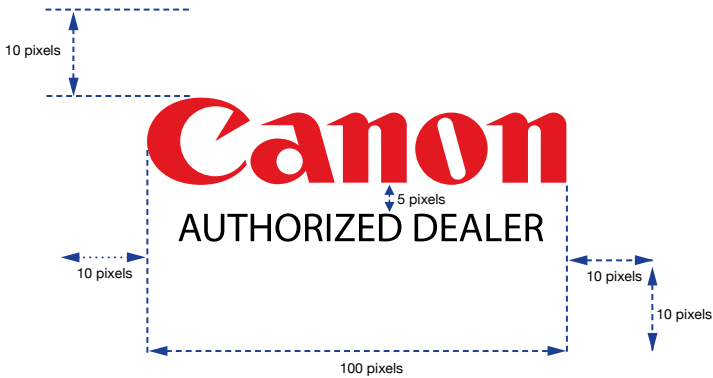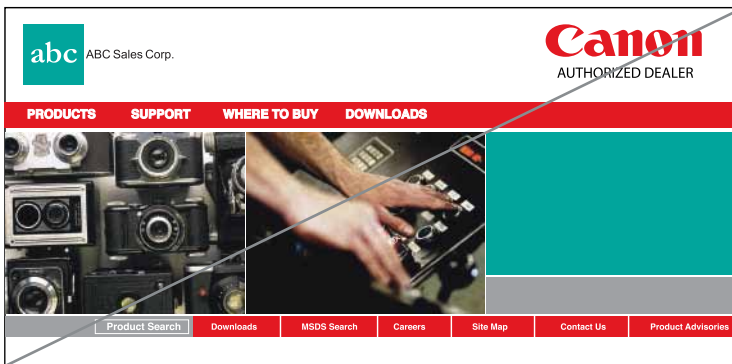
Minimum Web Page Logo Size

70 pixels

15 pixels

Canon

AUTHORIZED DEALER

The minimum Web usage size allowed is 70 pixels by 15 pixels.

Isolation Space

10 pixels

Canon

AUTHORIZED DEALER

5 pixels

10 pixels

10 pixels

10 pixels

100 pixels

Border space around the logo must be a minimum of 10% of the length of the logo as used.

Example of Incorrect Usage

abc ABC Sales Corp.

Canon

AUTHORIZED DEALER

PRODUCTS   SUPPORT   WHERE TO BUY   DOWNLOADS

Product Search | Downloads | MSDS Search | Careers | Site Map | Contact Us | Product Advisories

The Canon Composite logo should not be larger than the company logo.

Additional Logo Usage Guidelines

The logo cannot be altered in any way, including but not limited to, adding effects or drop shadows, increasing letter spacing, adding strokes, etc.

Examples of Incorrect Logo Usage

a Do not increase the letter spacing of the logo.	**b** Do not outline the logo.	**c** Do not add a drop shadow behind the logo.

Logo treatmentcombined with photography

The Canon Composite logo cannot be displayed against any background, graphic or photo that would otherwise undermine its visibility. This includes gradients, patterns, and tiles.

Incorrect	Correct
A photo may not be used as the background, as it undermines the visibility of the logo.	Cut out the portion of the photo in the immediate vicinity of the logo, and display the logo against a proper background color.
Do not blur a portion of the photo behind the logo. Display the logo against a solid background color.	Fade and blur a portion of the photo in the vicinity of the logo so that it stands out clearly against the background.

Using the Canon logo incombination with words

The logo cannot be used in combination with other words to create titles, such as Canon News, or used in a repeating pattern.
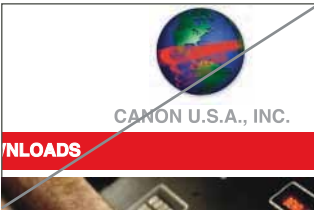
Incorrect Usage

Correct Usage

BIG **Canon** SALE!

Logo in combination with other words

BIG **Canon** SALE!

Using the Canon logo in Flash or Multimedia

The logo cannot be used in Flash or Multimedia components in ways that undermine or reduces its visibility. Specific multimedia treatments not allowed include:

CANON U.S.A., INC.

NLOADS

ER   OFFICE/PRODU

SOLUTION ZONE
-Government
-National Accounts
-Industry Marketing

Canon

ⓐ Blurring, fading, slanting, rotating, zooming, or other graphic elements.

ⓑ Creating a 3-D version of the Canon logo.

ⓒ Using the Canon logo over images or motion.

APPENDIX

Canon Red Color Swatches
(Contact your Canon representative
to obtain Canon red color swatches)

Canon Red

The corporate color, Canon Red has been precisely defined and should always be accurately reproduced to maintain the consistency of the brand. Match the Canon Red color swatches located in the appendix of the Canon Americas Corporate Identity & Design Standards.

Equivalent Color Values for Canon Red

When it is not possible to use Canon Red as a separate color, you may use substitute values by designating the print ink as follows.

Process Color (CMYK)	C (cyan) 0% + M (magenta) 100% + Y (yellow) 100% + K (black) 5%
PANTONE (PMS)	186C (186U is prohibited)
sRGB	R=204/G=0/B=0
HSB	H=0/S=100/B=80
Lab	L=53/a=80/b=59
Muncell	7.5R, 4.0/16.0
Natural Color System	1085Y90R
Hex (Web)	#CC0000

• You should always try to display the Canon logo in Canon Red against a solid white background.

• If you cannot use the Canon Red logo you may substitute it with the black or white version of the logo against a chromatic color background.

• In order to keep enough contrast between the logo and background, always display the Canon logo in white or black against any chromatic color.

Yellow	Black 0%	Black 40%	Black 60%	Violet	Black 0%	Black 40%	Black 60%
100%	Canon	Canon	Canon	100%	Canon	Canon	Canon
90%	Canon	Canon	Canon	90%	Canon	Canon	Canon
80%	Canon	Canon	Canon	80%	Canon	Canon	Canon
70%	Canon	Canon	Canon	70%	Canon	Canon	Canon
60%	Canon	Canon	Canon	60%	Canon	Canon	Canon
50%	Canon	Canon	Canon	50%	Canon	Canon	Canon
40%	Canon	Canon	Canon	40%	Canon	Canon	Canon
30%	Canon	Canon	Canon	30%	Canon	Canon	Canon
20%	Canon	Canon	Canon	20%	Canon	Canon	Canon
10%	Canon	Canon	Canon	10%	Canon	Canon	Canon

• The Canon logo should always be displayed on a solid background. Displaying the logo against a photo is strictly prohibited as it undermines the visibility of the logo.

Incorrect

Correct

Incorrect

Correct

Incorrect

Minimum Display Size – To maintain legibility, a minimum size for the Canon logo has been established for different applications. Please turn to section 3.4 for further information.
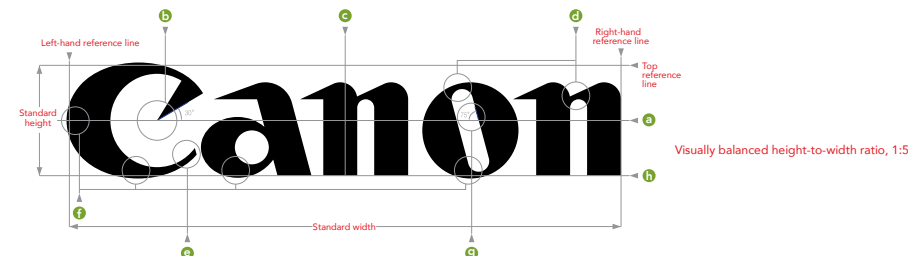
20 mm

3/4 inch

• The logo must always be displayed accurately to keep our brand consistent.

ⓐ Do not alter the overall proportion of the logo.
ⓑ Do not use gradation.
ⓒ Do not use drop shadows or shading.
ⓓ Do not use a low-resolution version of the Canon logo.

• The shape of the Canon logo functions as a symbol of the Canon brand. The shape of the Canon logo must be consistent in all situations.
• There are eight characteristics to the Canon logo.

ⓐ The horizontal centerline
ⓑ The logo tips and the angle of the "C"
ⓒ The vertical centerline
ⓓ The thin section of the logo
ⓔ Character weighting
ⓕ Character overhang
ⓖ The angle of the "o"
ⓗ The baseline

Left-hand reference line

Right-hand reference line

Top reference line

Standard height

Visually balanced height-to-width ratio, 1:5

Standard width

Minimum Isolation Space – 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.

A/10
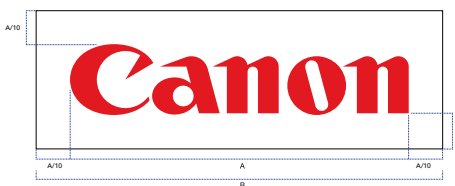
Maintain a space of at least **A/10** around the logo, with "**A**" defined as the width of the logo.
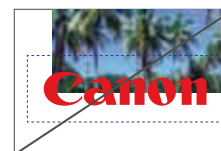
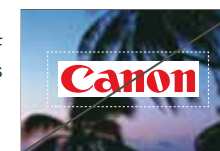• **Examples of Insufficient Isolation Space**

Displaying the logo too close to the edge of the display area is not allowed.

Displaying the logo against a photo without the required isolation space is not allowed.

Displaying the logo as part of a layout, where the logo does not have independence, is not allowed.

Displaying the logo over a photo without appropriate isolation measures is not allowed.

• **Patterns –** Using the logo to create a pattern is not allowed (except as the backing of photo paper).

In combination with other words – Using the logo in combination with other words is prohibited.

**Example of a display with proper measures taken**

Canon SALE ➡ Canon SALE

Authorized Resellers displaying the Canon logo at trade shows

If the Canon logo is displayed in close proximity to the name of such a company, that company may be mistaken for a member of a Canon subsidiary. To avoid this, the relationship with Canon must be displayed next to the Canon logo, and the composite logo must be used in such a case. **In the diagram below, the Canon Authorized Dealer composite logo has been used for sample purposes only.**
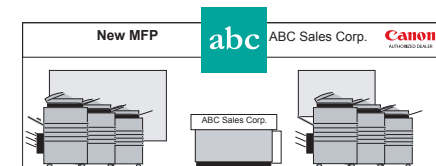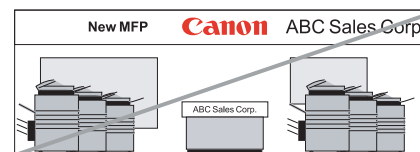
❶ Do not align the logo at an angle. Refer to the following examples and observe the three basic rules of Color, Shape andIsolation Space described in Sections 2, 3 and 4.

❷ The Canon Authorized dealer logo should not appear larger than the Dealer logo, as to not mistake the Dealer trade show booth for a Canon booth. See example 1A for a more detailed example.
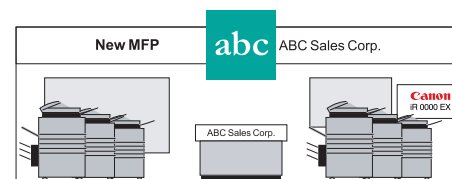
❶A
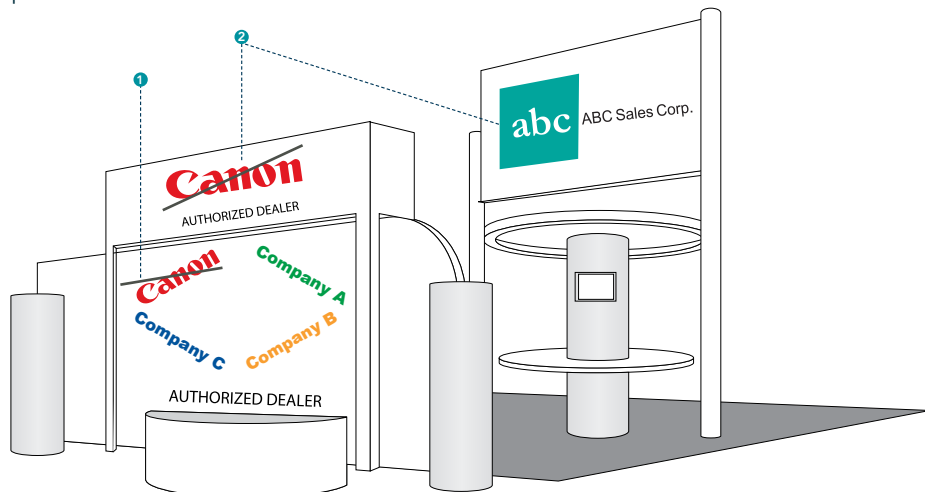
The Canon Logo should not appear larger than the Dealer logo. The relationship with Canon must be dispayed next to the Canon logo, and the composite logo must be used in such a case.

If the main target products of sales promotions also include products other than Canon products, the use of the stand alone Canon logo is not permitted. If a company dealing with Canon brand products displays the Canon logo in close proximity to a Canon product at trade shows, the logo is regarded as indicating the brand of the product, and its use is permitted.

Logo Color – The correct application is a Canon Red logo on white background.

HEX: #CC0000

Minimum Web Page Logo Size – The minimum web usage size allowed is **70 pixels by 15 pixels.**

70 pixels

15 pixels