

CANON BRAND GUIDELINES

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March 2017

Canon

This document provides an introduction to the Canon brand and what we stand for.

It outlines the shared values we strive to uphold, and is demonstrated through our tone of voice and visual identity.

It is the starting point for employee inductions, internal training, and is important for those with direct customer contact, as a reference guide for content and copy creation.





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CANON BRAND HIERARCHY

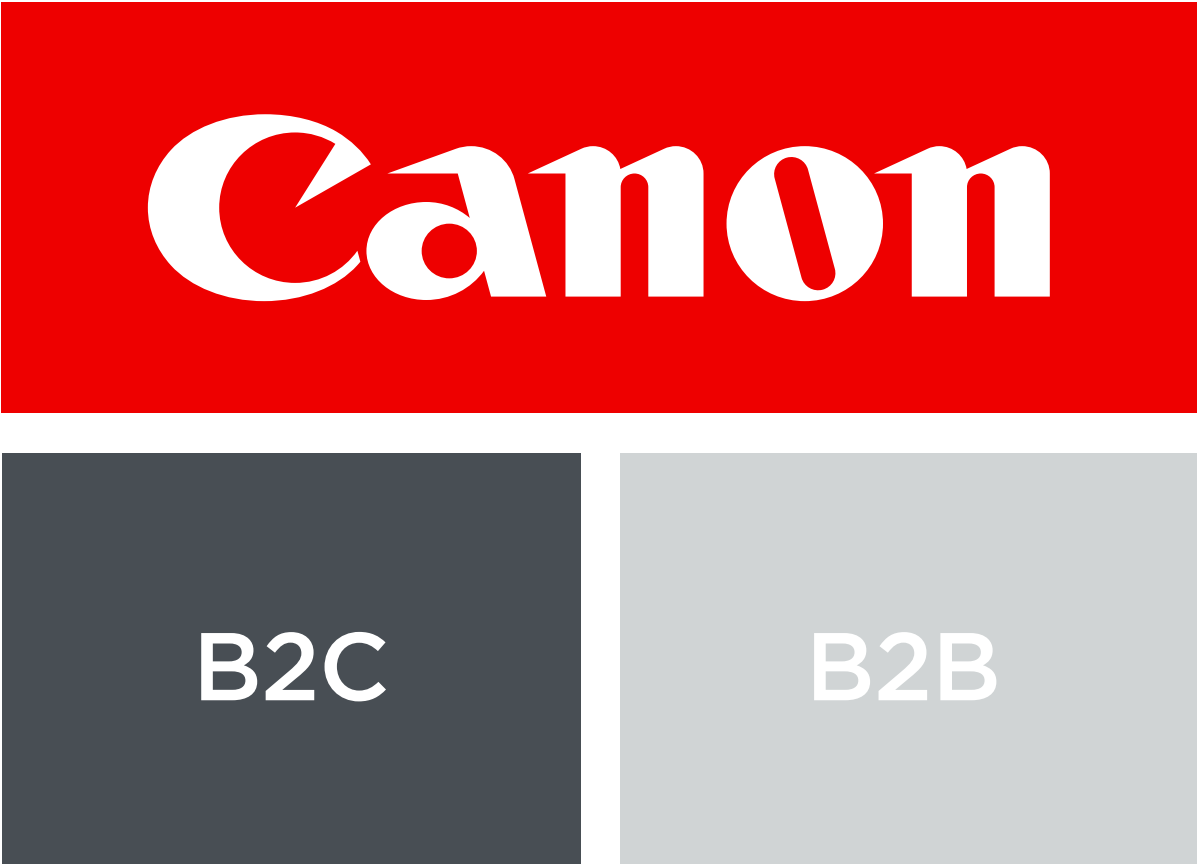
Canon brand

This represents the core of the brand across the entire business-our purpose, character, promise and values are consistent for everybody, and determines the way we act, our tone of voice and our visual identity. This is the focus of the document.

Creative Platforms

Below the masterbrand are the creative platforms for the B2B and B2C functions of the business.

These platforms bring the masterbrand to life for different audiences in our campaigns, content and owned properties.



INTRODUCING THE BRAND

THE ROLE AND IMPORTANCE OF OUR BRAND

- 1. It provides the foundation for everything that we do**
Embedding brand purpose and customer closeness in all business activities.
- 2. It defines a clear direction for employees**
Informing our culture and behaviours when we interact with our customers and each other.
- 3. It is a shortcut for our reputation**
Our logo and visual identity are symbolic of the quality and beliefs we stand for.



ONE OF THE WORLD'S MOST RECOGNISED BRANDS

Since 1937, we have been manufacturing products that enable people to do amazing things in their lives and in their businesses.

Over the years the brand has built a reputation for quality, reliability and innovation that has been rewarded in the strong, meaningful relationship we have with our customers.

The brand name derives from 'Kwanon', the Buddhist goddess of mercy, which is deeply linked to our heritage and cultural belief values within our philosophy.



Kwanon

Canon

Canon

Canon

OUR BRAND PURPOSE IS INSPIRING EXPLORATION

Human curiosity and imagination – our desire to explore – is a strong human emotion and gives us a desire to go further than we've been before. This may be exploring the world around us, through new experiences, but is also exploring within ourselves, uncovering new talents.

This drive is especially strong in our customers: their hunger for new experiences and willingness to try something new can make the world a better place.

At Canon, we should instil excitement in our customers, for all the possibilities available.



OUR BRAND CHARACTER IS THE EXPLORER GUIDE

Canon is a partner and guide to our customers, and like all good guides we take care and attention to deliver the experience customers expect.

The best guides take time to understand what their customers want and get the details exactly right. They can add wonder to a journey, delighting with a good story or opening customers eyes with knowledge. They instil confidence and trust so that, even if the next steps are unknown, everyone knows they have the ability to take care of you.



HOW WE BEHAVE

We are inspirational

The world is an exciting place and we share our customers' enthusiasm for the potential it holds. We inspire customers to look in to the future and to try new things, to explore the possibilities at their fingertips.

We are assuring

The products and services we provide have massive emotional and commercial significance. Customers seek a partner whose knowledge and expertise they can trust. It is important we deliver confidence and reliability, building upon our trusted heritage and expertise in all the relationships we build.

We are helpful

Delivering a great experience means caring for the customer. We should never assume we know best, instead really listen to their needs and offer thoughtful advice. Only through this understanding and being close to our customers can we be helpful, supporting our customers to go wherever they want to.



OUR TONE OF VOICE

Enthusiastic

Our passion for imaging and information, and the possibilities it can offer should be represented in the way we speak.

A sense of positivity and optimism stands us apart, and creates a positive environment for customers to experiment, learn, develop their skill and grow their business.

We are: optimistic, positive, inquisitive, dynamic

We are not: Silly, over the top, child-like, naive.

Confident

Our heritage, reputation, and capabilities all contribute to a confidence in what we do.

The way we speak to our customers should demonstrate this confidence - they should feel comfortable that they are partnering with experienced experts in their field.

We are: calm, reliable, dependable,

We are not: arrogant, showy, aggressive.

Clear

For our customers, imaging and information are increasingly sophisticated. Too much detail can be confusing or distracting.

When we speak to them we must be clear and direct, to help them make the best decisions they can.

We are: straightforward, precise, to the point.

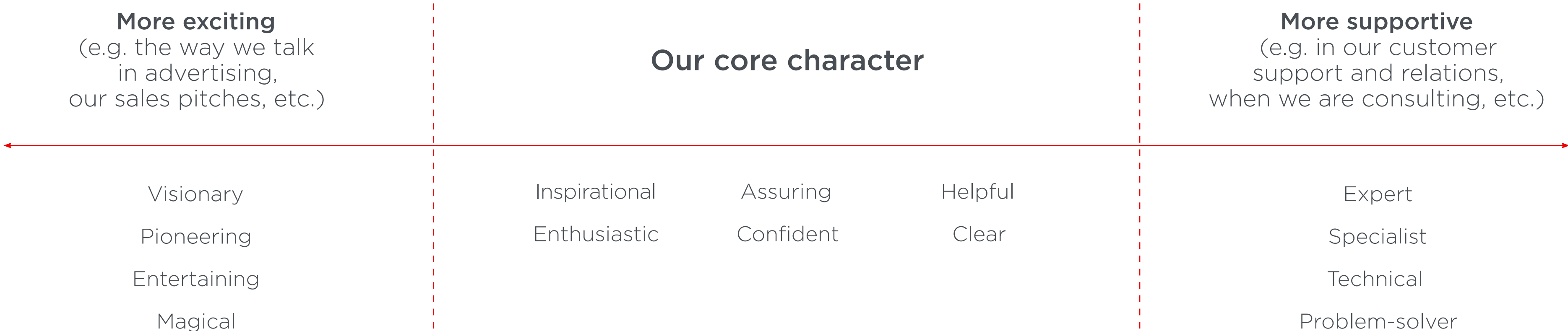
We are not: patronising, oversimplified, abrupt, plain.



THE BREADTH OF OUR CHARACTER

There are times where the way in which we behave will need to be flexible - based on who we are speaking to and the situation in which we are speaking.

Beyond our 'core character' which we have already discussed, we have flexibility to be either more 'exciting' or 'supportive' where appropriate.



WHAT TO THINK ABOUT WHEN CREATING CONTENT FOR CANON

1. Think of the customer first

Who is the audience?
What are their needs?
What can we do to address
their needs?

2. Consider our core character

How we behave: Inspirational,
Assuring, Helpful
How we speak: Enthusiastic,
Confident, Clear

3. Flex your tone as is appropriate

Depending on the customer,
channel, customer journey,
or communication objective:
More exciting: Visionary, Pioneering,
Magical, Entertaining
More supportive: Expert, Specialist,
Technical, Problem- solver

OUR CORE PRINCIPLES

Quality & Reliability

First and foremost, confidence will always come from the quality and reliability of the products and services we provide.

For this reason, we make sure that we deliver this in every experience and interaction.

A closeness with our customers

Confidence is earned by gaining an intimate understanding of who our customers are, and what it is they need.

We should be sensitive to their differing needs, and be able to respond in a way that's relevant to their situation.

A commitment to partnership

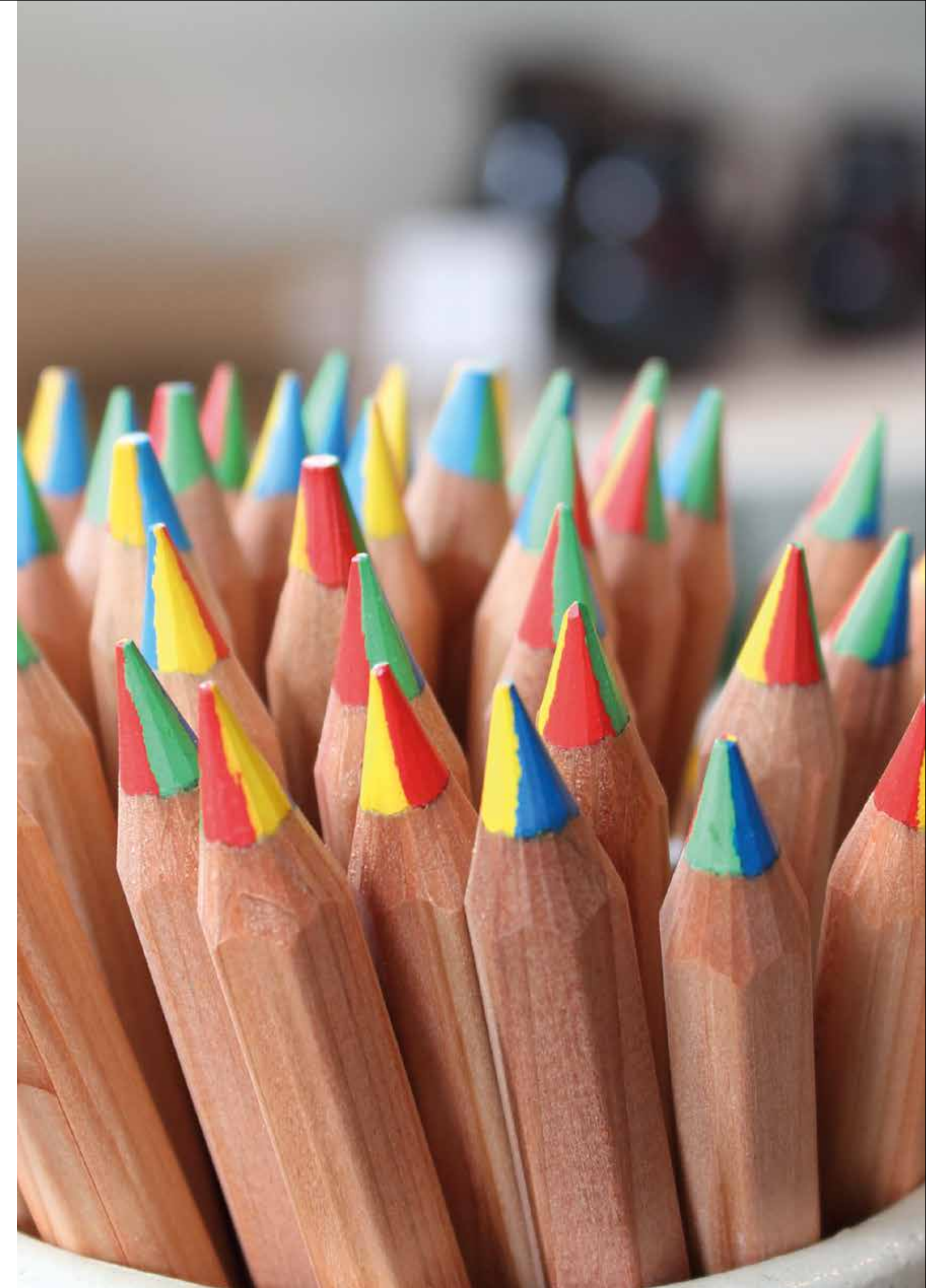
Our customers are hugely invested in imaging and information – they rely on us to be able to do what they need to do.

Knowing this responsibility, we need to be totally committed to protecting and reassuring all of our customers using the expertise and experience that we have.

An investment in long-term innovation

For us to maintain the relationships we have with our customers, we need to anticipate their changing needs and adapt to them.

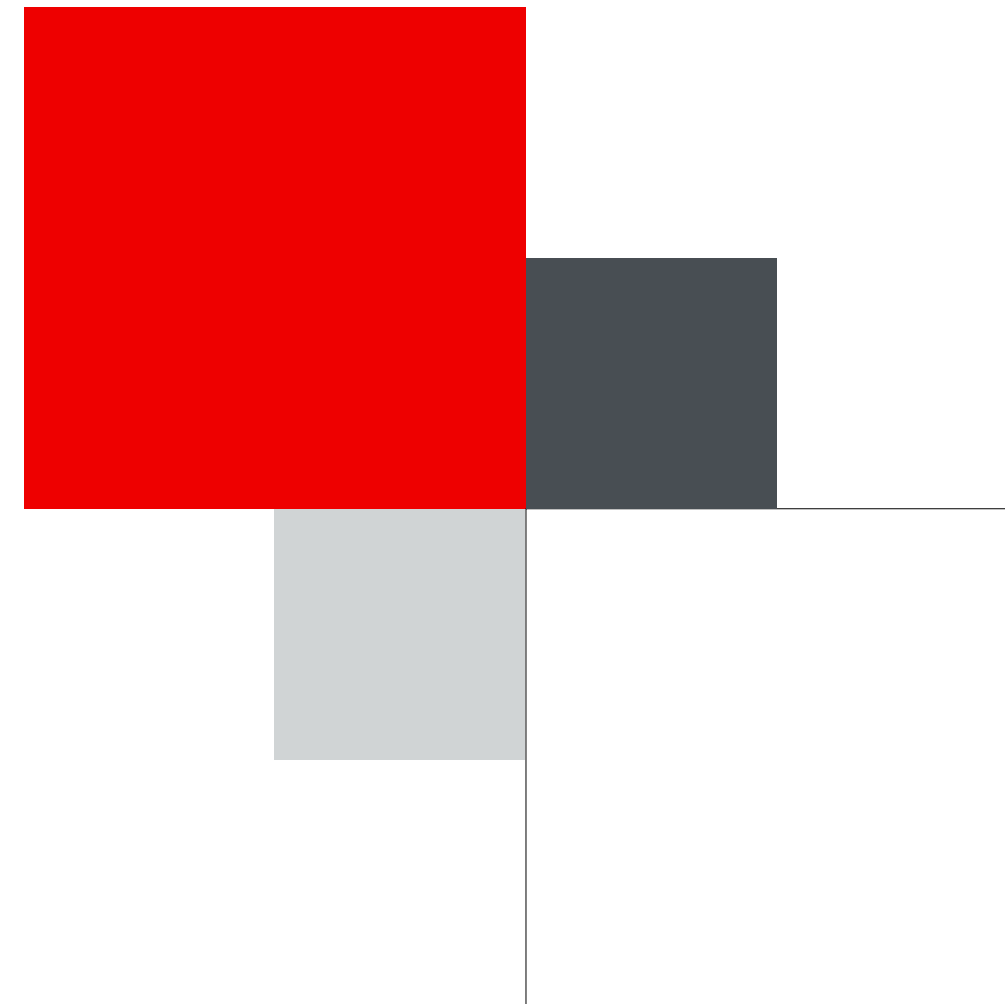
Innovation around what our customers need before they know it will grow trust and loyalty.



04 OUR VISUAL IDENTITY



1



2



3

GOTHAM BLACK
GOTHAM MEDIUM
GOTHAM LIGHT

4

Our Identity: At a glance

These are the key elements of our visual identity:


- 1. Canon logo lockup**
 - Canon logo
 - Red accent
 - Campaign endline
- 2. Primary Colours**
- 3. Photography**
- 4. Typography**

These guidelines are intended as a guide to how you can use these brand assets to build Canon branded communications.

**Our Identity:
At a glance**


This page illustrates the new visual identity at a glance. Detailed guidance of how the system works can be found in this section.

1. Single page spread
2. Pop up banner
3. Sales Sheet
4. Brochure Cover
5. 48 Sheet layout
6. Instore Leaflet
7. Tent card



**YOU NEVER KNOW
WHAT IS AROUND
THE CORNER, WHICH
IS WHY THE CANON
EOS 100D IS SMALL
ENOUGH TO TAKE
ANYWHERE.**

Lorem ipsum dolor sit amet.



Canon

Campaign Endline

1



**INNOVATE
YOUR
BUSINESS**

The new Océ VarioPrint i300: True sheet-fed flexibility and superior quality with inkjet performance.



Canon

Campaign Endline

2

PIXMA TS8050

**SMALL IN SIZE,
BIG ON
FEATURES –
EXPERIENCE
STUNNING
PRINT QUALITY
AND COMPACT
ELEGANCE.**

Powerful All-in-One delivering premium quality photo printing, multiple wireless connectivity options and an easy-to-use 10.8 cm (4.3") touchscreen, all from a stylish and compact body.





PRODUCT RANGE



- Print stunning photos with a high-quality 6-ink system
- Print, copy and scan functions – all in a compact space-saving body
- Auto-lifting front panel and large 10.8cm (4.3") touchscreen
- Auto-expanding output tray, dual paper feeders and support for square photo printing
- Wi-Fi, NFC and SD card connectivity options
- Smartphone, tablet and PC support, plus print and scan cloud functions via **PIXMA Cloud Link***
- Fast 15ppm mono printing, 10ppm colour and 10cm x15cm (4" x 6") borderless photos in 21secs
- Optional larger capacity XL ink cartridges available
- Enhanced print head technology for reduced graininess and grey ink for great shadow tones in photos
- Direct Disc Print using printable CDs, DVDs or Blu-rays

Canon

Campaign Endline

3

imagePRESS C850



**THE
FUTURE,
BRING
IT ON.**

Whatever ambitions you have for your business, get there with the new imagePRESS C850 Series.

Canon

4




**DUBAI.
JUST
ABOVE
THE 72ND
FLOOR.**

Lorem ipsum dolor sit amet.

Canon

Campaign Endline

5




**EOS 5D MARK IV
TO EARTH'S
EXTREMES**

Expedition photographer and photojournalist Lisa Coleman: "This camera really is another step up for shooting at high ISO. When you are in the middle of a scenario, you like that there is a massive dynamic range going on in there and it can be a nightmare for a camera sensor to record every detail. Looking at the files afterwards, I could see both the dark and the bright highlights had been recorded amazingly well. At that moment I knew that there was indeed a very special camera."

Lisa was quick to praise the high level of weatherproofing on the camera, something that was very handy put to the test by volcanic dust and ash as well as rain and humidity. So-called DSLRs, this camera continues to make this series the photographer's choice. "The weatherproofing is incredible," she recalls. "If I can handle a volcano on Venus, I can handle pretty much anything!"

FEATURES*

- Capture 30-megapixels of fine detail, even in poor light and extreme contrast
- An expanded 61-point AF system that tracks even the most erratic subjects
- Engineered to perform with 70p, intuitive touch-screen and weather-proof body
- Step up to cinematic 4K record Time-Lapse movies or slow motion effects with HQ 100p
- Stay connected with built-in GPS and Wi-Fi




EOS 5D Mark IV

**PURSUE
PERFECTION**

Canon

Campaign Endline


6



**IF YOU WANT
TO BE LUCKY,
BE READY
WHEN LUCK
ARRIVES**

EOS M5

- Uncompromising EOS quality in a truly portable body
- Supercharged to capture spontaneous moments
- Share your images and movies with the world – instantly



Canon

Campaign Endline

7

The Canon logo

The Canon logo distils all the experience and heritage of the brand into one powerful visual shortcut.

We shouldn't forget how often this will be subconsciously seen or felt by people – not just through communications but on the shoulder of the cameras pointed at them, on the printers they use at work, and so on.

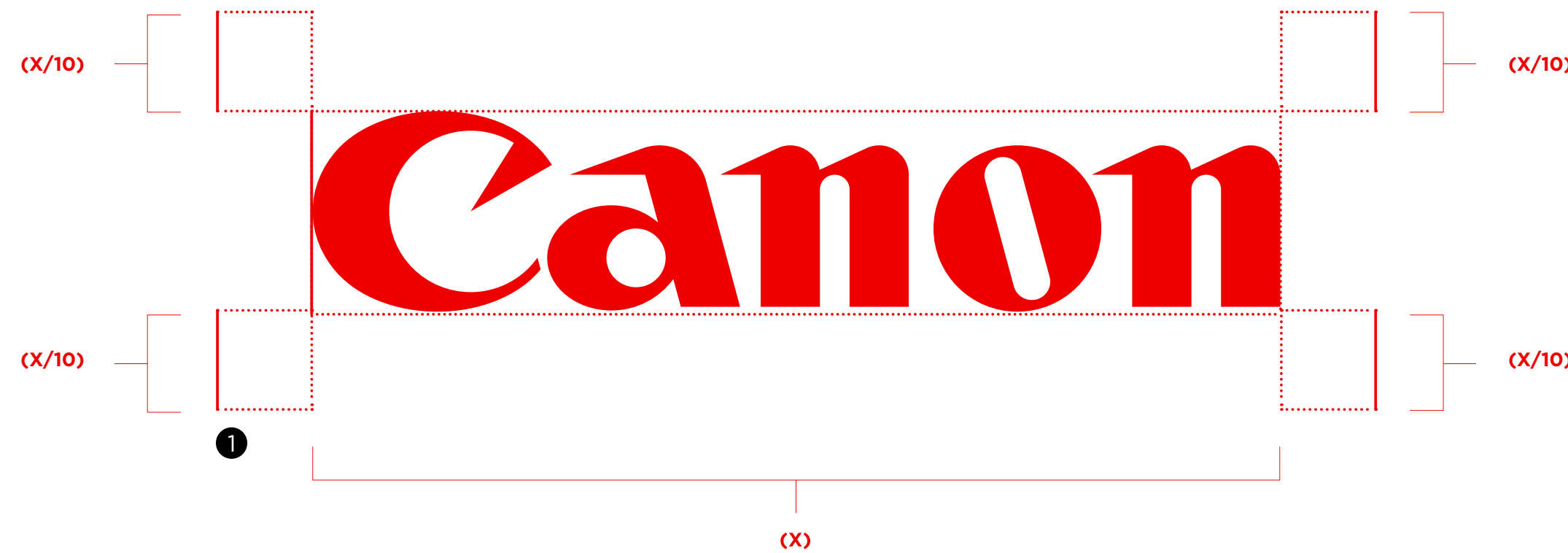
Our logo should always be prominent and legible. The exclusion zone exists to prevent other elements from being placed too close to the logo.

1. Minimum exclusion zone

This minimum exclusion zone is equal to 10% of the total width of the logo. Whenever possible leave more space than the minimum permitted.

2. Minimum size

For print, the minimum recommended size of the logo is 15mm wide. Online, the minimum recommended size of the logo is 70 pixels wide.

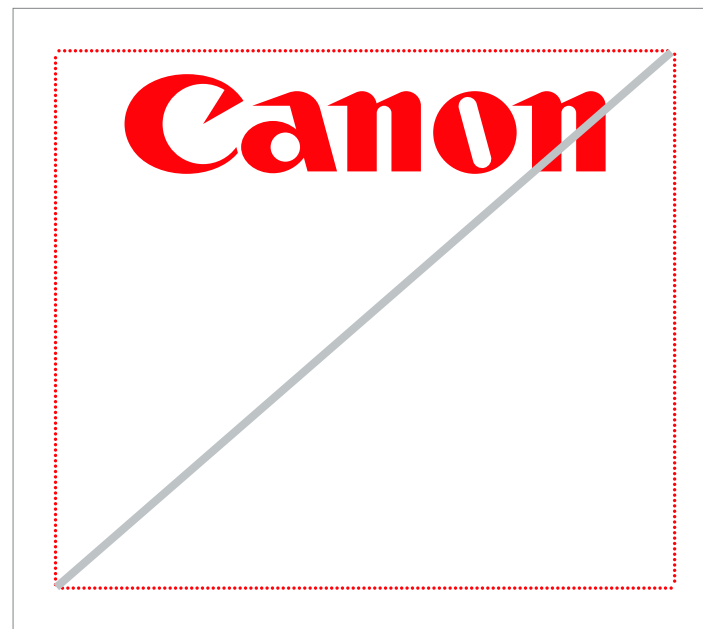


Canon logo - Don't's

Follow these rules to maintain consistency within our visual identity system.

Do not re-create or alter the logo. Always use the approved master artwork files, available on the brandsite:

canon-europe.com/brandsite



- ✗ **DON'T**
Don't place the logo in any other position.



- ✗ **DON'T**
Don't shear or italicise the logo.



- ✗ **DON'T**
Don't rotate the logo.



- ✗ **DON'T**
Don't alter the logo tracking.



- ✗ **DON'T**
Don't use non permitted colours.



- ✗ **DON'T**
Don't use special effects.



- ✗ **DON'T**
Don't place the logo over high contrast areas of a photograph.



- ✗ **DON'T**
Don't alter the logo character sizing.

Canon logo - Don't's

Follow these rules to maintain consistency within our visual identity system.

Do not re-create or alter the logo. Always use the approved master artwork files, available on the brandsite:

canon-europe.com/brandsite



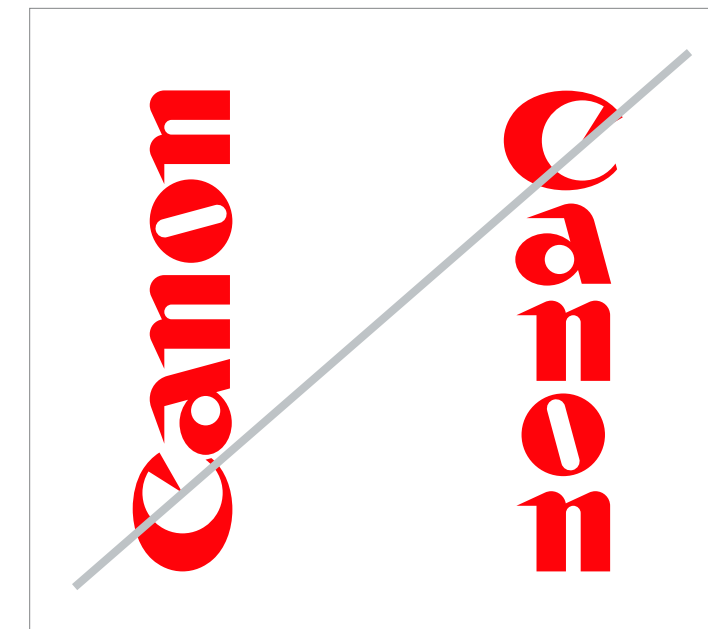
✗ DON'T
Don't alter individual logo characters.



✗ DON'T
Don't run the logo over contrasting elements.



✗ DON'T
Don't re-draw the logo.



✗ DON'T
Don't rotate counter clockwise or stack the logo characters.



✗ DON'T
Don't alter the logo to create other words.



✗ DON'T
Don't use in combination with other graphic effects.



✗ DON'T
Don't stack multiple logos.



✗ DON'T
Don't place the logo across multiple surfaces.



Canon

Campaign Endline

Red Accents

As a part of the colour palette, we want to ensure there is another way of adding the Canon red, without having to just rely on the logo at all times for branding.

To live up to the Explorer Guide character, we want the ability to be expressive, but we should retain a sense of precision in our style that reflects the precision of our products.

To do this we should add 'accents' of red, using a physical rule that sits 'on the page'. These act as a graphic device which adds structure as well as help with navigation when there's plenty of information to get across.



1



2

The Canon logo lockup

This is the Canon logo lockup. It is comprised of the Canon logo, editorial inspired red keyline and endline.

1. The Canon logo sits at the bottom of the communication above a red keyline. The keyline and logo act as a footer at the bottom of the page. Below the keyline is the endline always set in Gotham Book Medium, sentence case and Canon Dark Grey in colour. These three elements are locked together and scaled as one unit. The Canon logo and endline can move left or right on a horizontal axis. The logo and endline range off the furthest ranged right content within the layout.

Mono Lockups

2. The logo lockup in nearly all cases should appear in colour on white. If however in rare cases mono versions are required they will be supplied in both Canon Grey and white. The rules and applications for these lockups are the same as the full colour versions.

Canon Lockup: Lockup construction

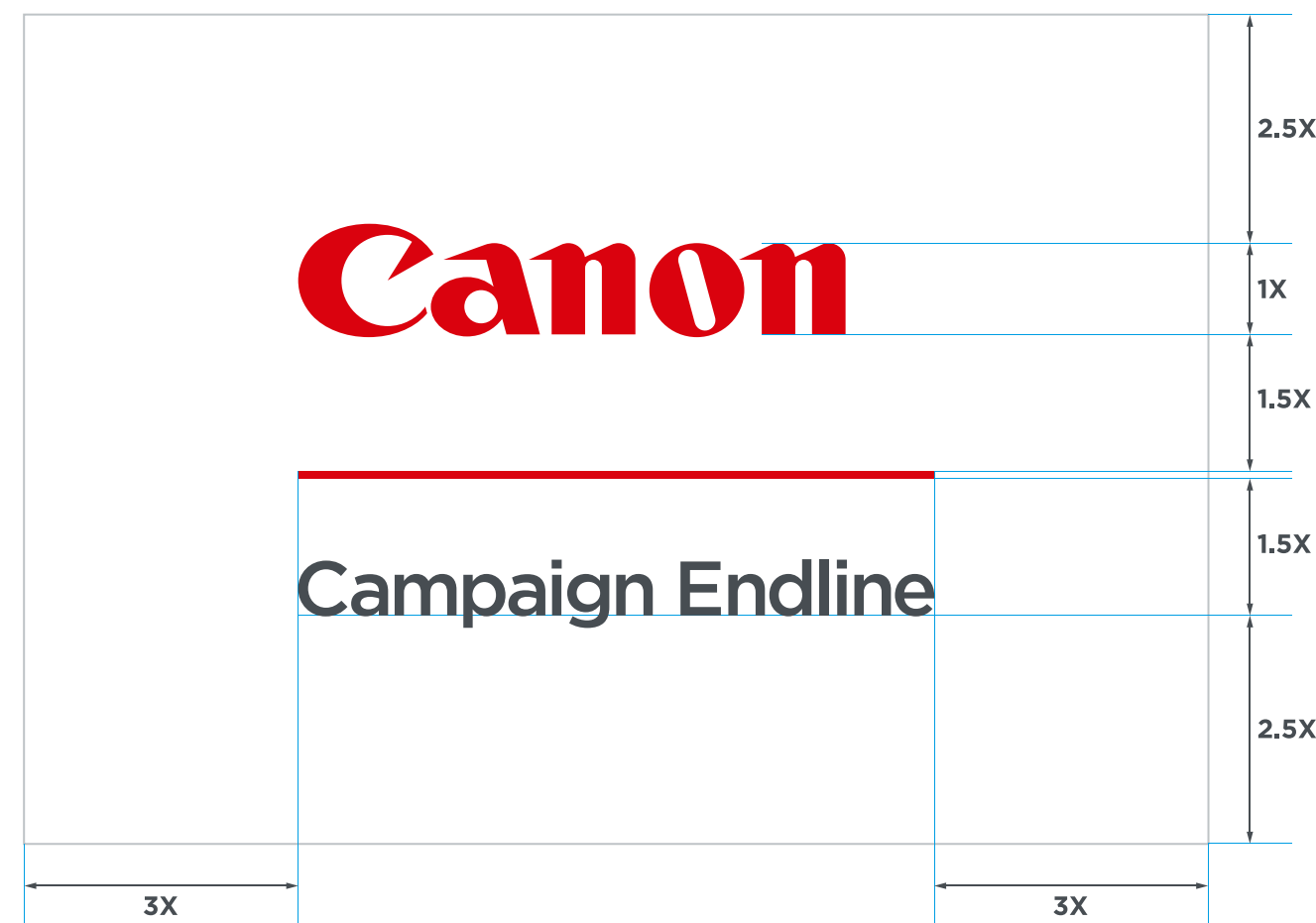
A specific Canon logo and keyline lockup has been created for different artwork formats.

This is to ensure that when the lockups are used across all media there is a visual consistency to the look of the Logo and weight of the Keyline.

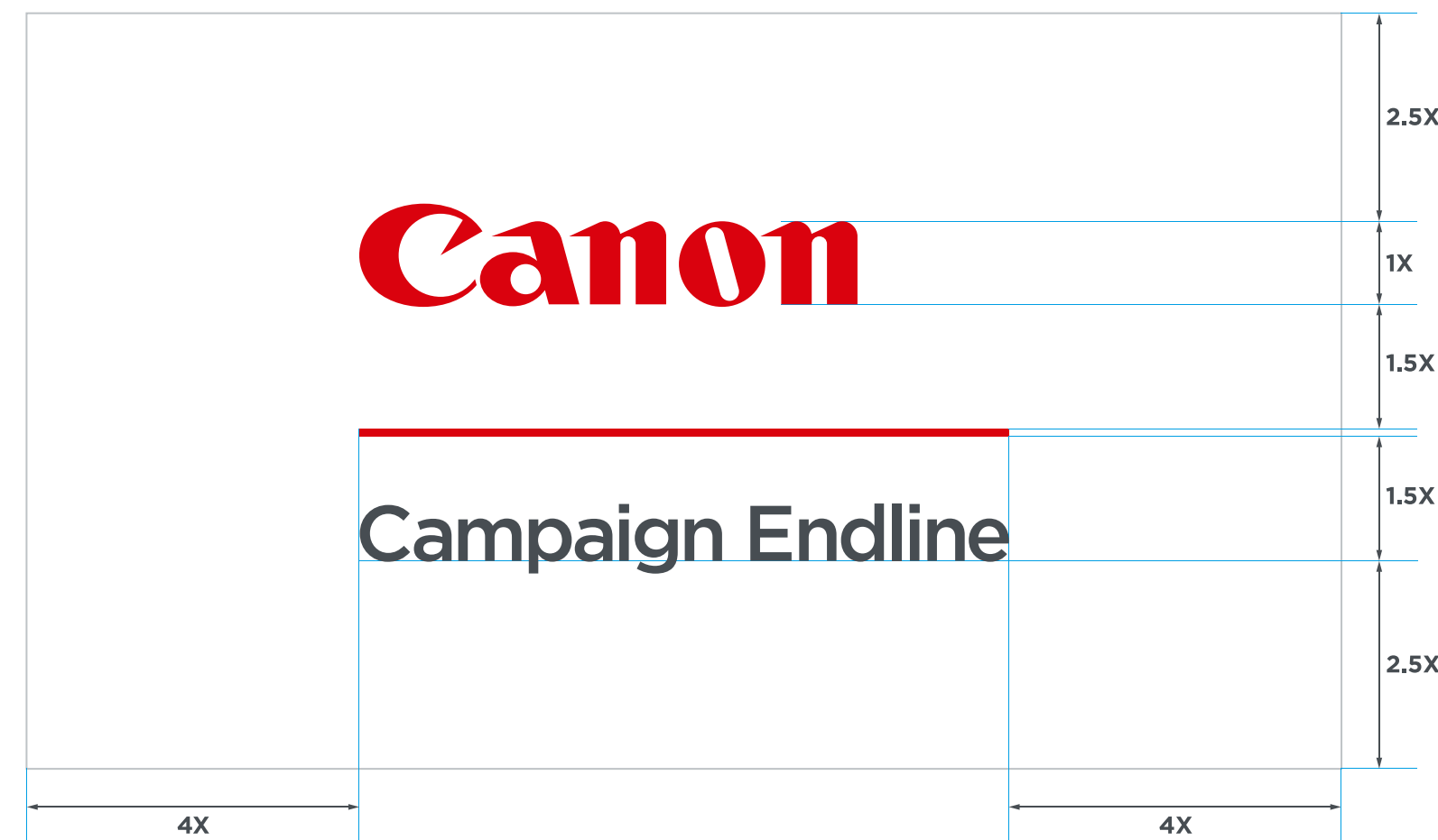
The noticeable difference between the OOH and Press/A-size lockups are the size of the endline. On the OOH the endline is smaller due to the larger size the logo will be reproduced at.

The exclusion area around each lockup, (indicated by the grey box), is defined by a unit of measurement based on the X-height of the 'N' letter in the Canon logo. When positioning the lockup within a layout this same exclusion area will delineate the right hand margin required when the red keyline is extended to the desired length.

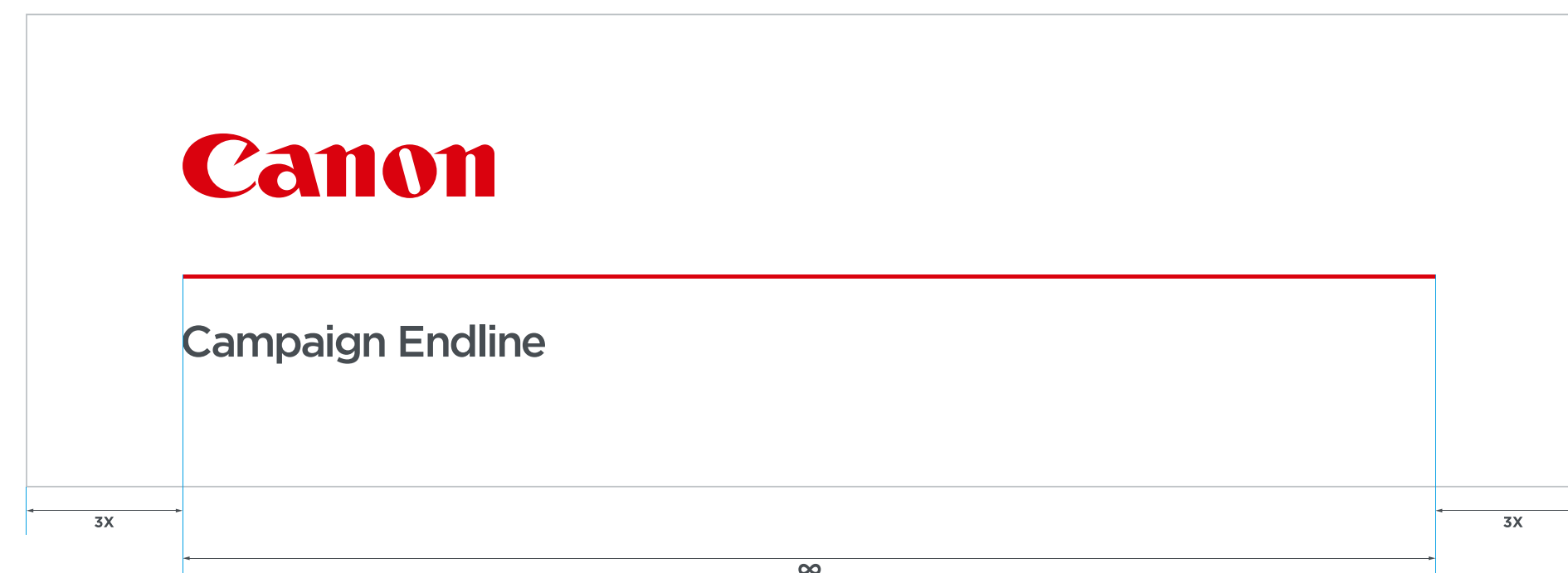
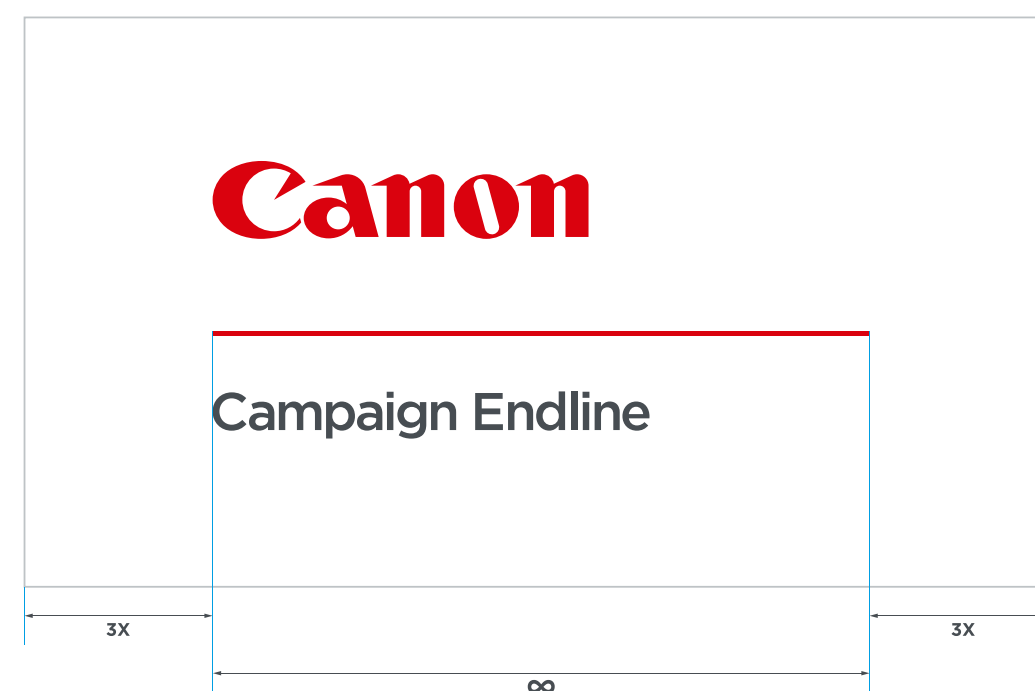
Canon OOH Lockup



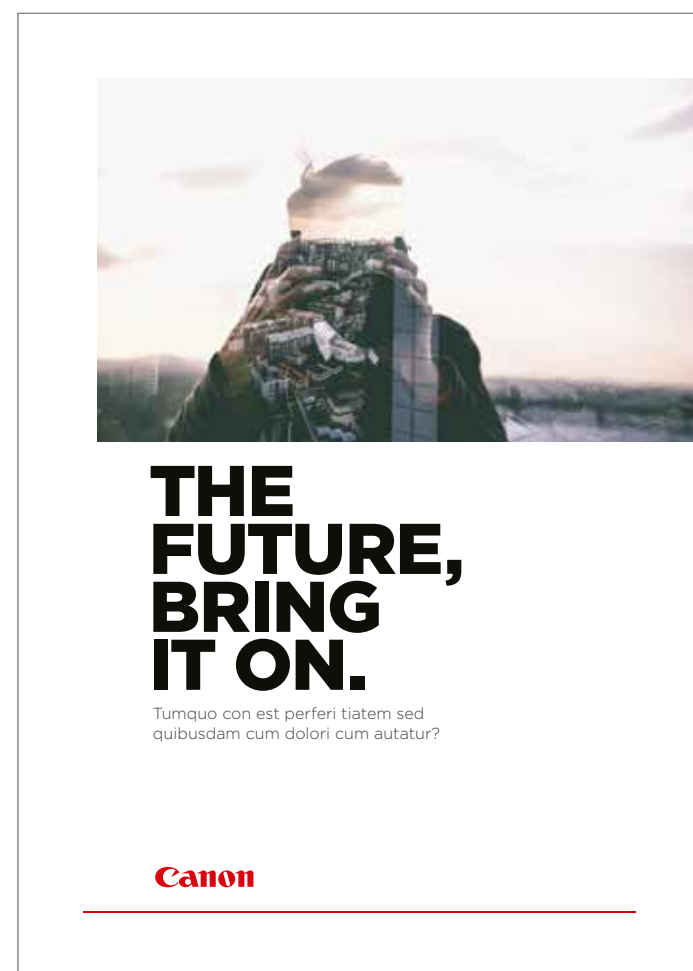
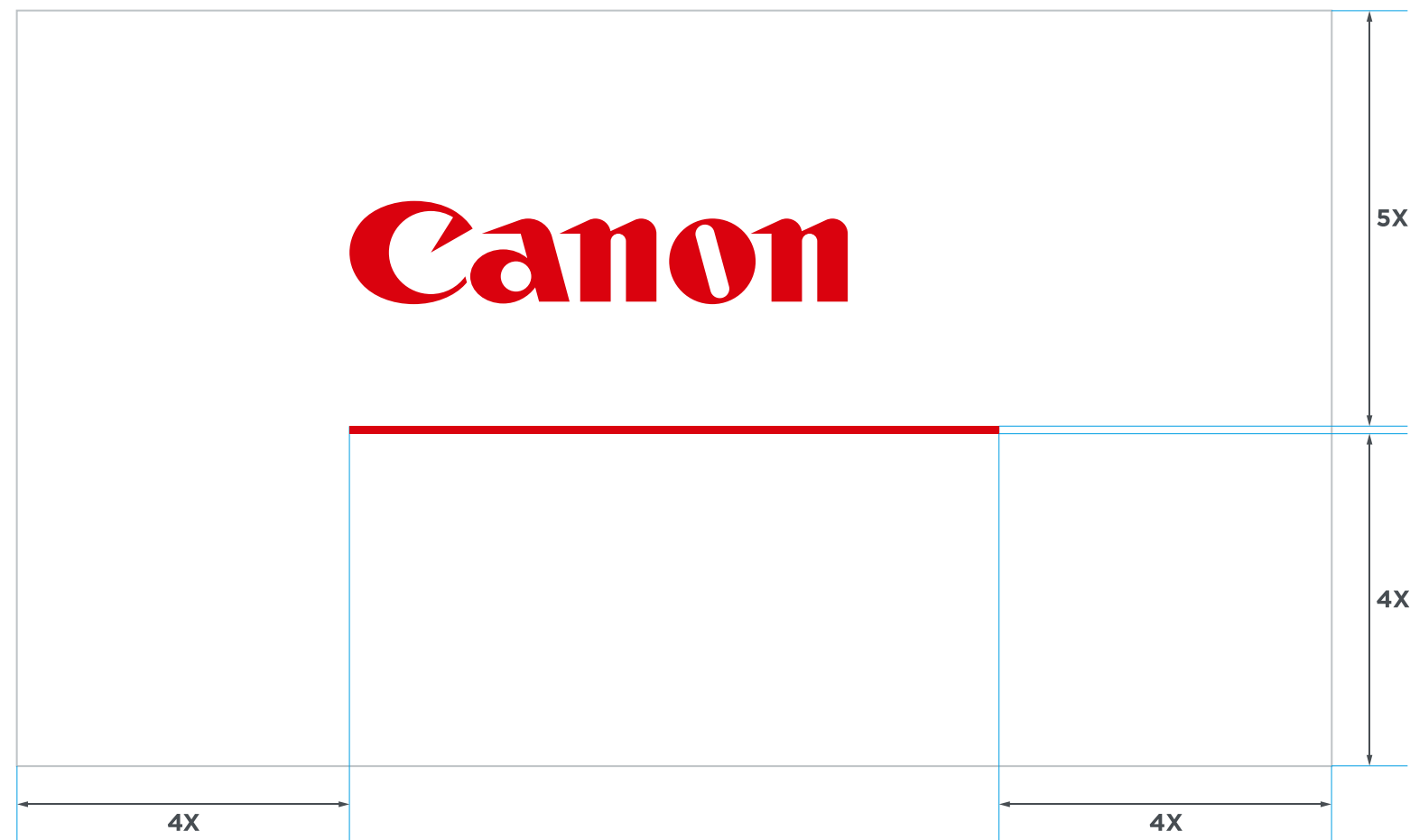
Canon Press/A-Size Lockup



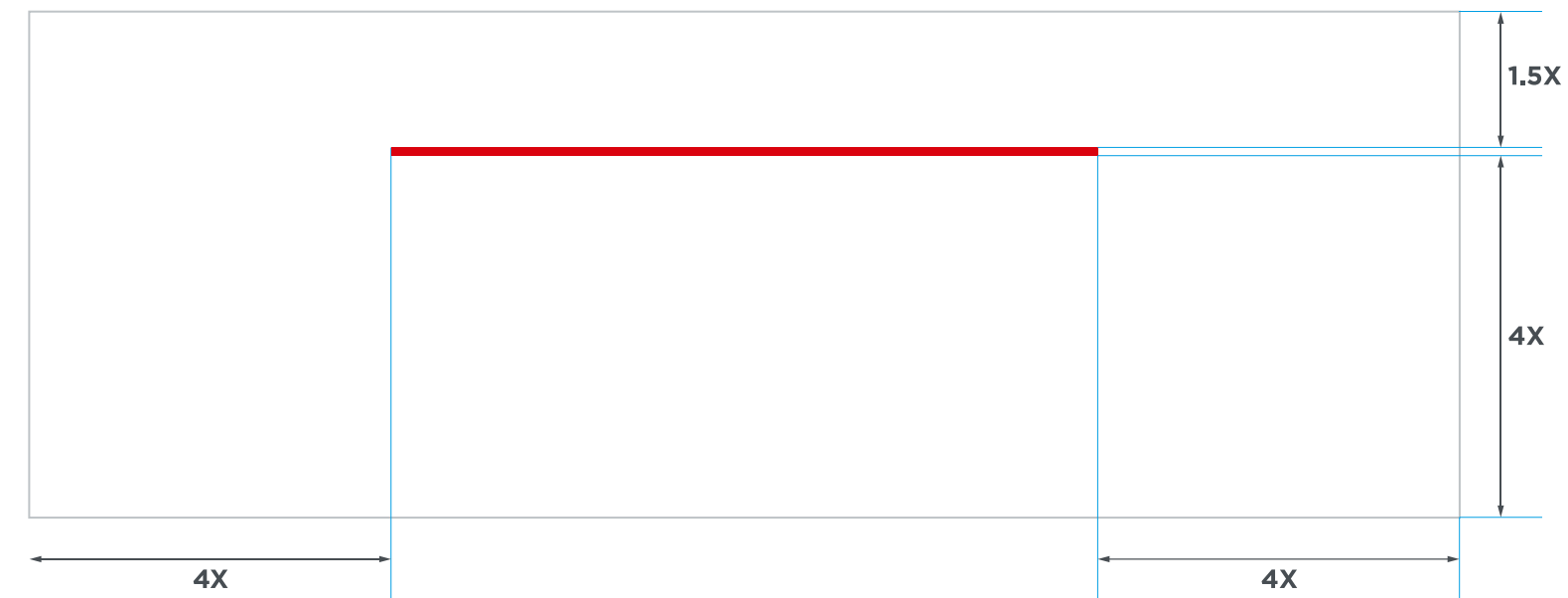
OOH Scaling example



Canon Press/A-Size Lockup



Canon Press/A-Size Keyline

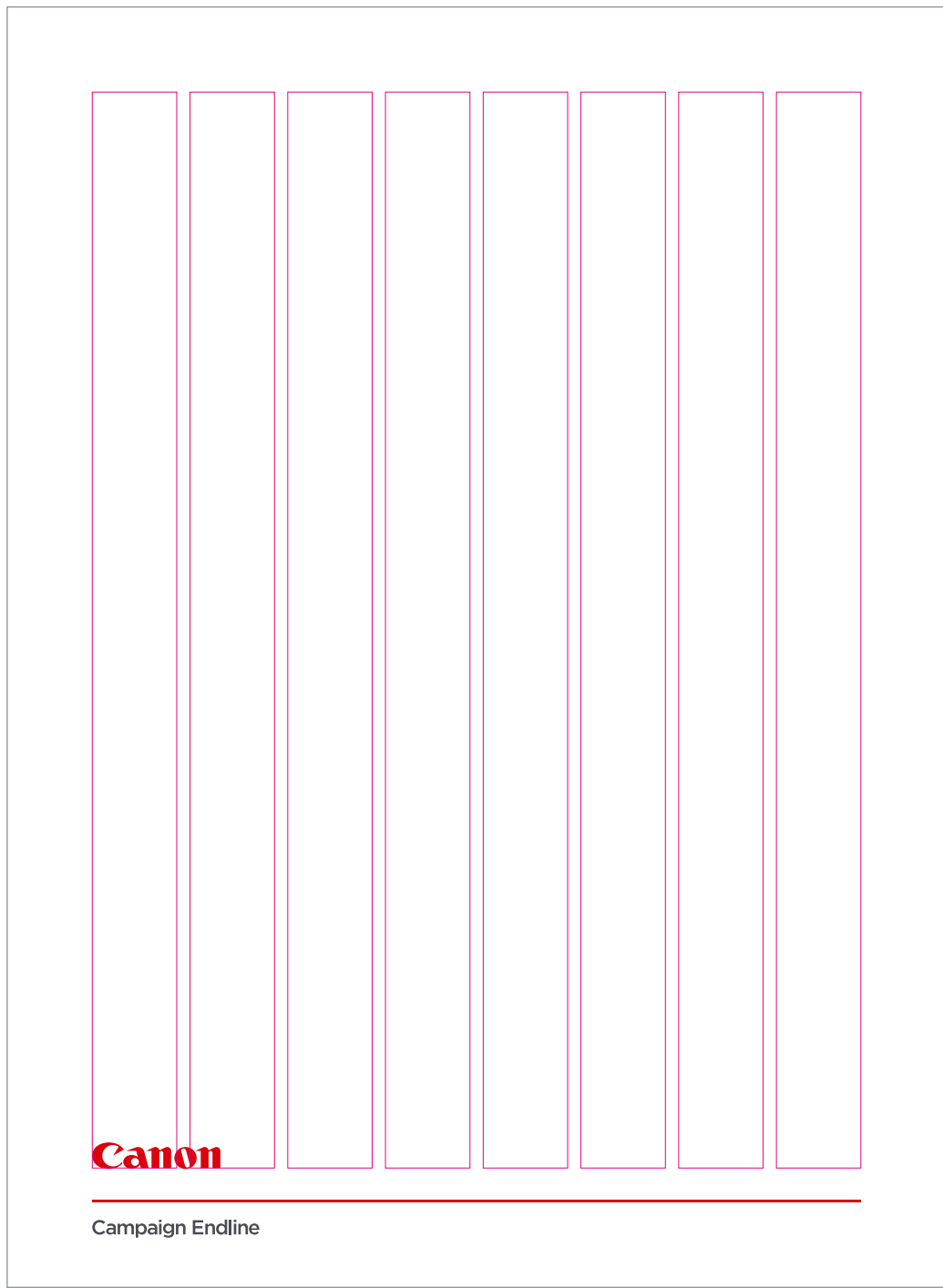


Canon Lockup: Lockup without campaign endline

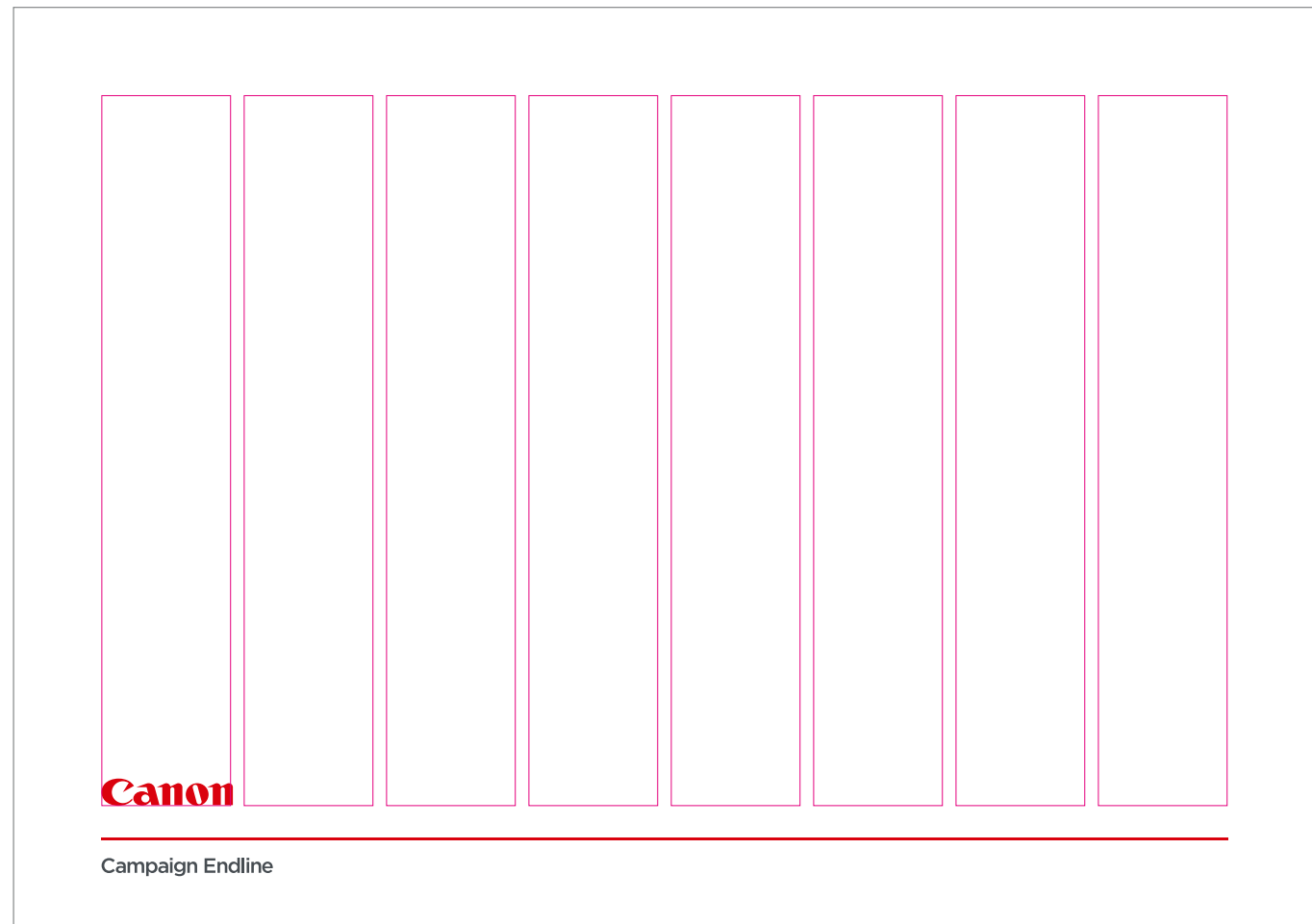
In certain instances the logo lockup may be required without a Campaign Endline. For these occasions additional lockups will be provided. These Lockups once again have been set up for Press/A-size and OOH. The exclusion area around each lockup once again is indicated by a grey box.

Canon Keyline

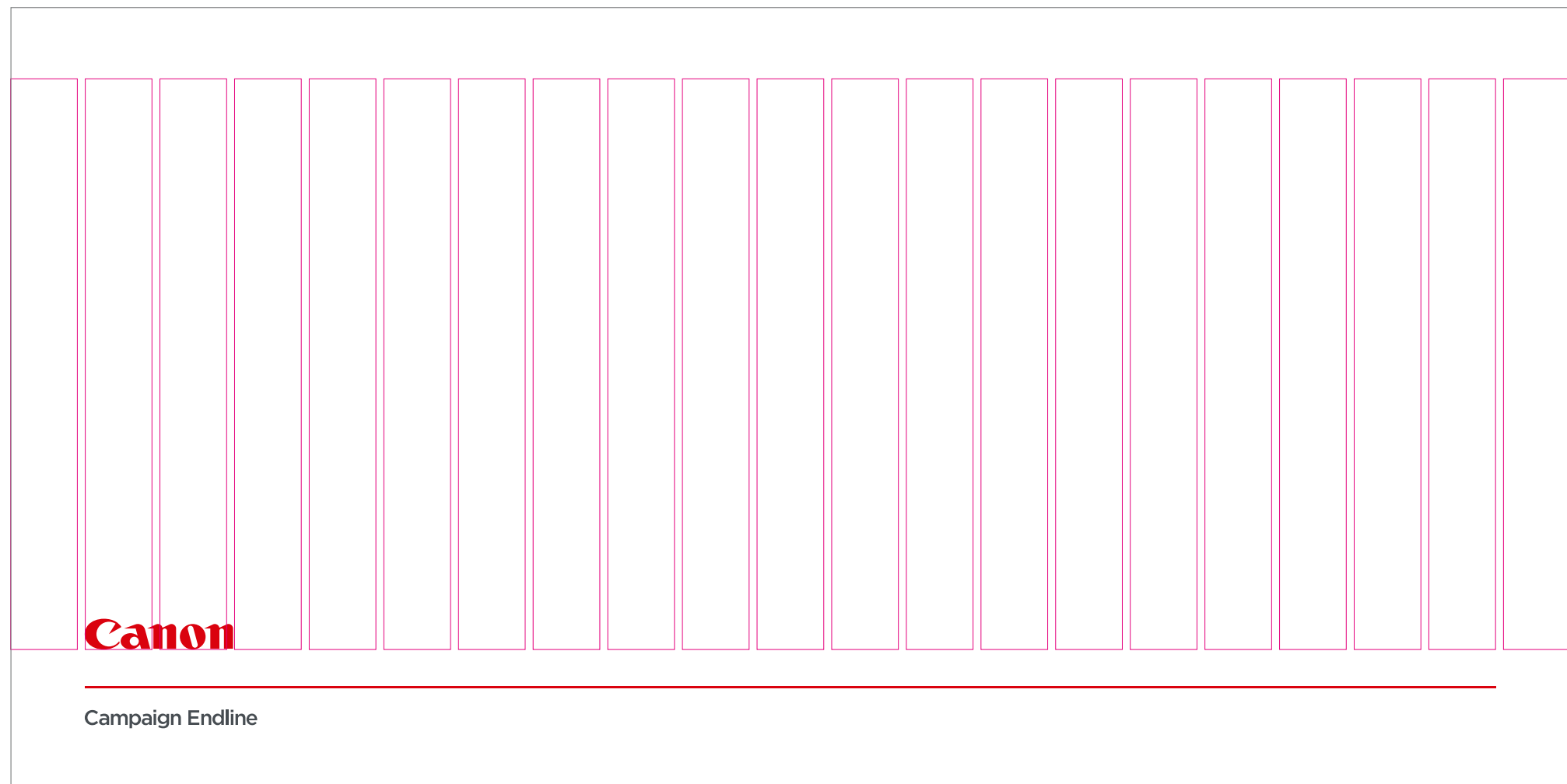
For some creative formats such as brochures and leaflets there may be a need to use the keyline with no endline or Canon logo. This is usually on artworks where the logo already appears and doesn't need to be repeated. In instances such as this an empty keyline version should be used. The rules and applications for these lockups are the same as the full colour versions.



8 column grid.
Gutter 3-4mm.



8 column grid.
Gutter 3-4mm.



21 column grid.
Gutter 3mm.

Canon Grid

A grid acts as a framework onto which we build the piece of communication. The background is always white.

Our editorial style and grid system allows everything to be structured in place, meaning the focus of our materials, the images, and copy relating to them to stand out on a clear white base.

Portrait Grid

For portrait artworks an **8 column grid** should be used. This is to ensure you have creative freedom to balance the content within the layout but stop content from being to scattered.

Landscape Grid

For landscape artworks an **8 column grid** should be used. This again, is to ensure you have creative freedom to balance the content within the layout but stop content from being to scattered.

48 Sheet Grid

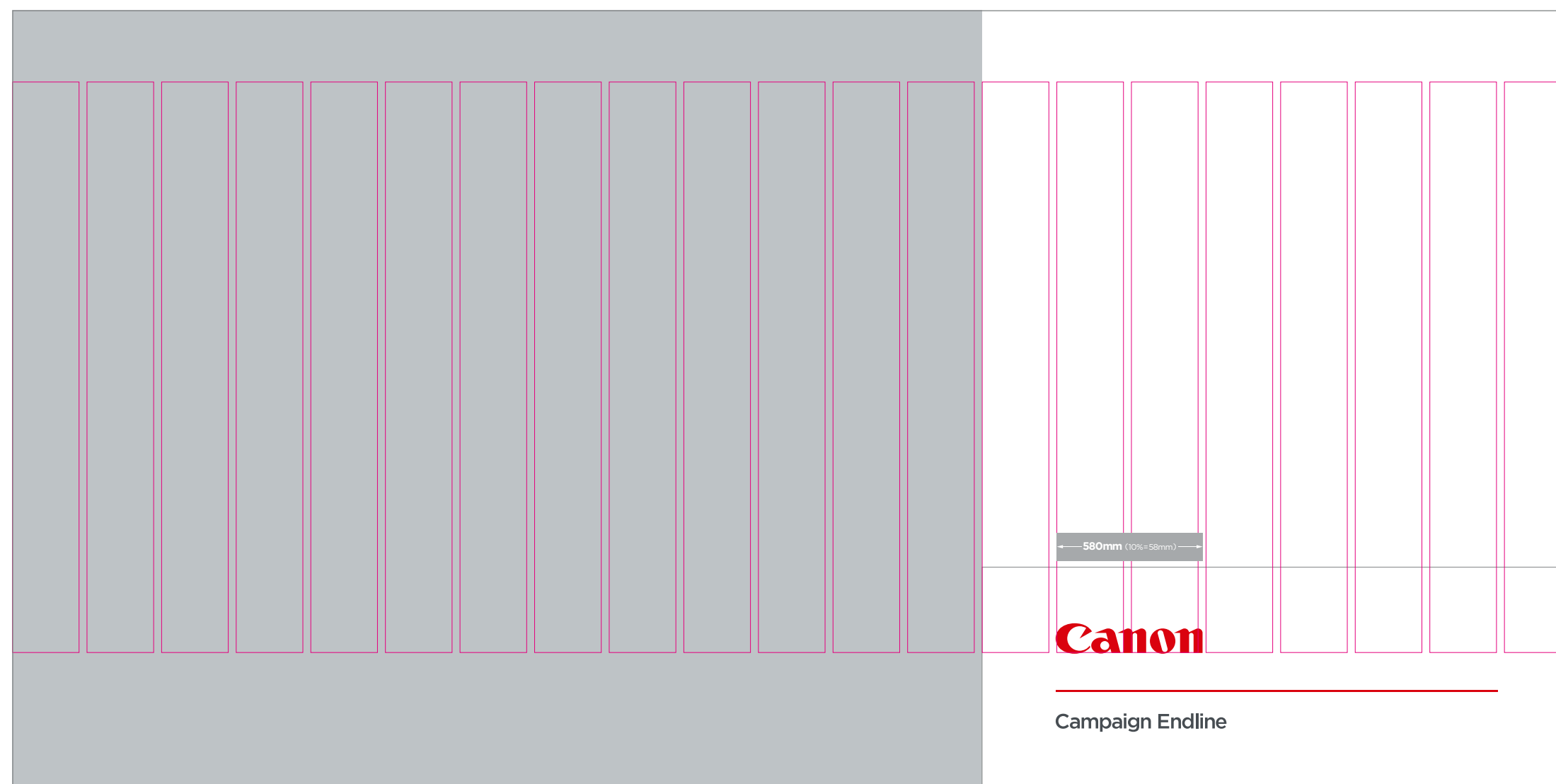
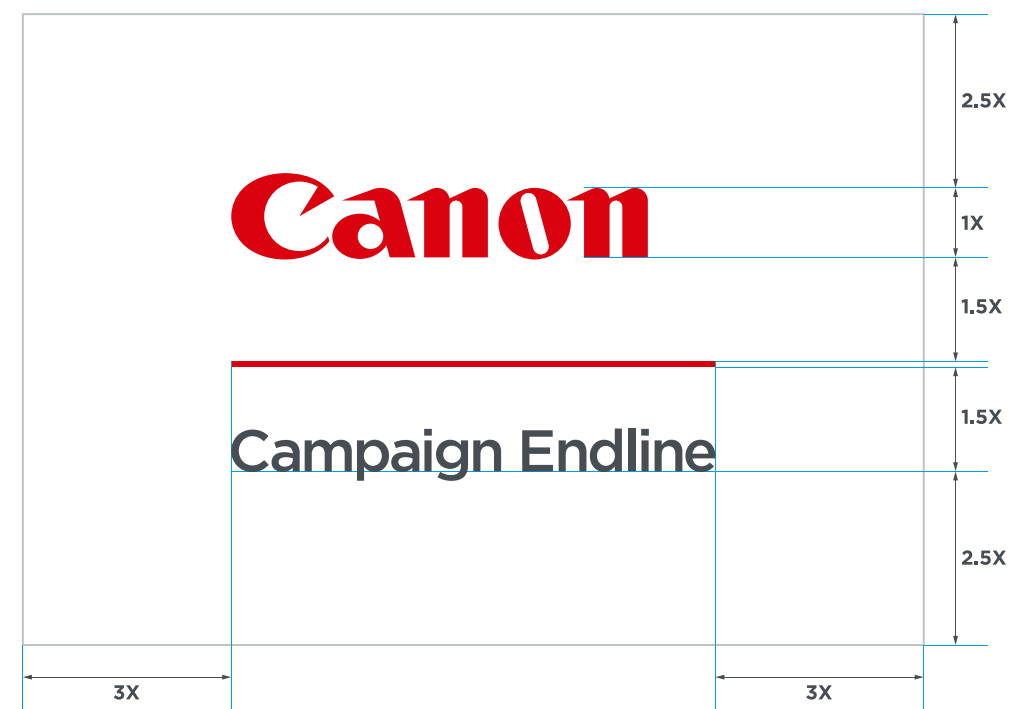
For the 48 sheet artwork a more flexible grid has been developed. This **21 column grid** runs flush to the end of the layout. The lockup can be positioned flush with any column along the grid based on wherever the main image will appear. See section 05 for 48 sheet examples.

Canon Lockup - Advertising: Sizing & Placement

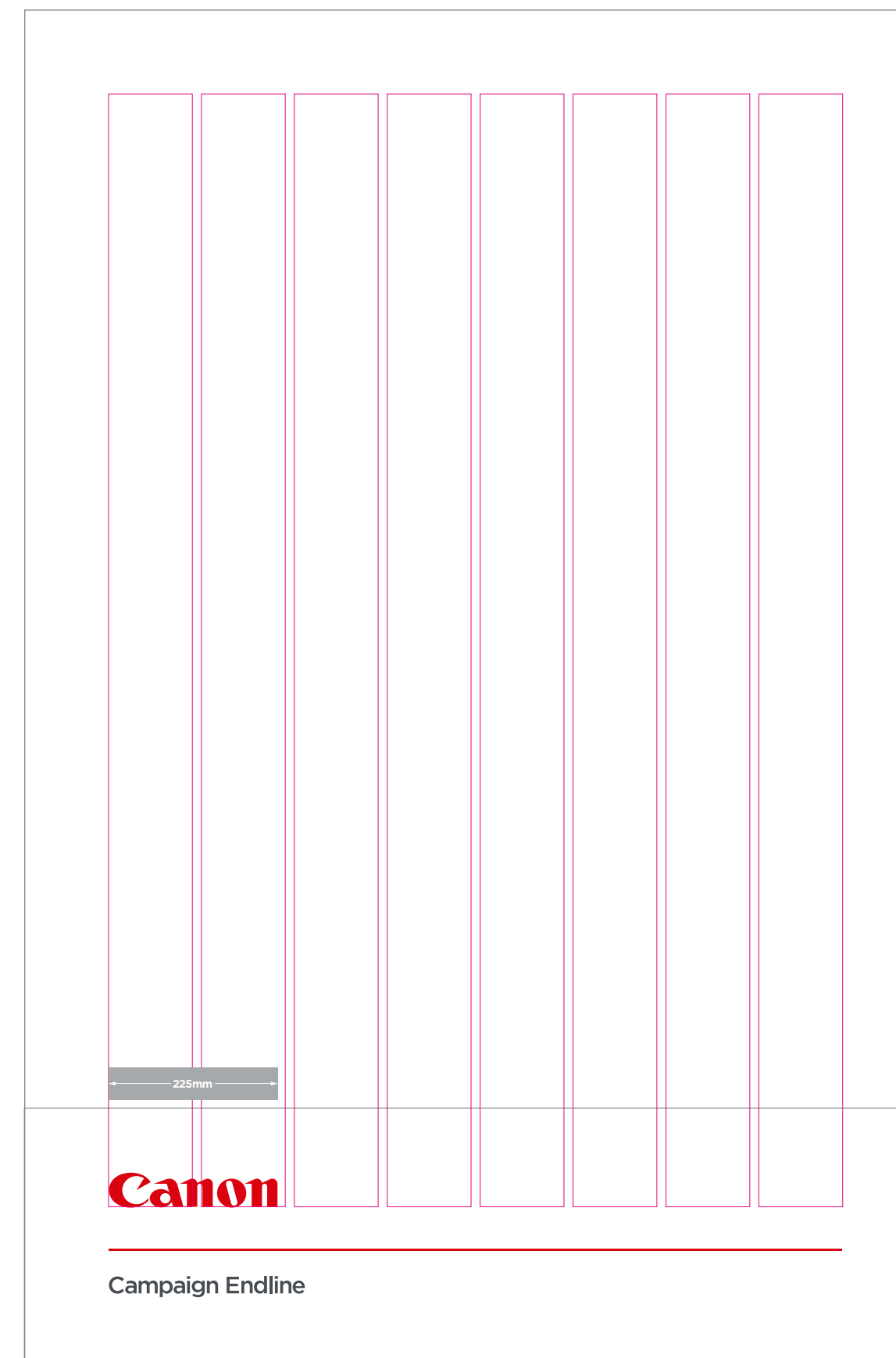
For all OOH layouts there is a specific Canon OOH Lockup. This lockup uses a specific exclusion zone for this format.

These are the recommended 'Canon' logo sizes to be used when the OOH lockup is used for the following formats:

- 1. 48 Sheet:** 580mm
- 2. 6 Sheet:** 225mm



1



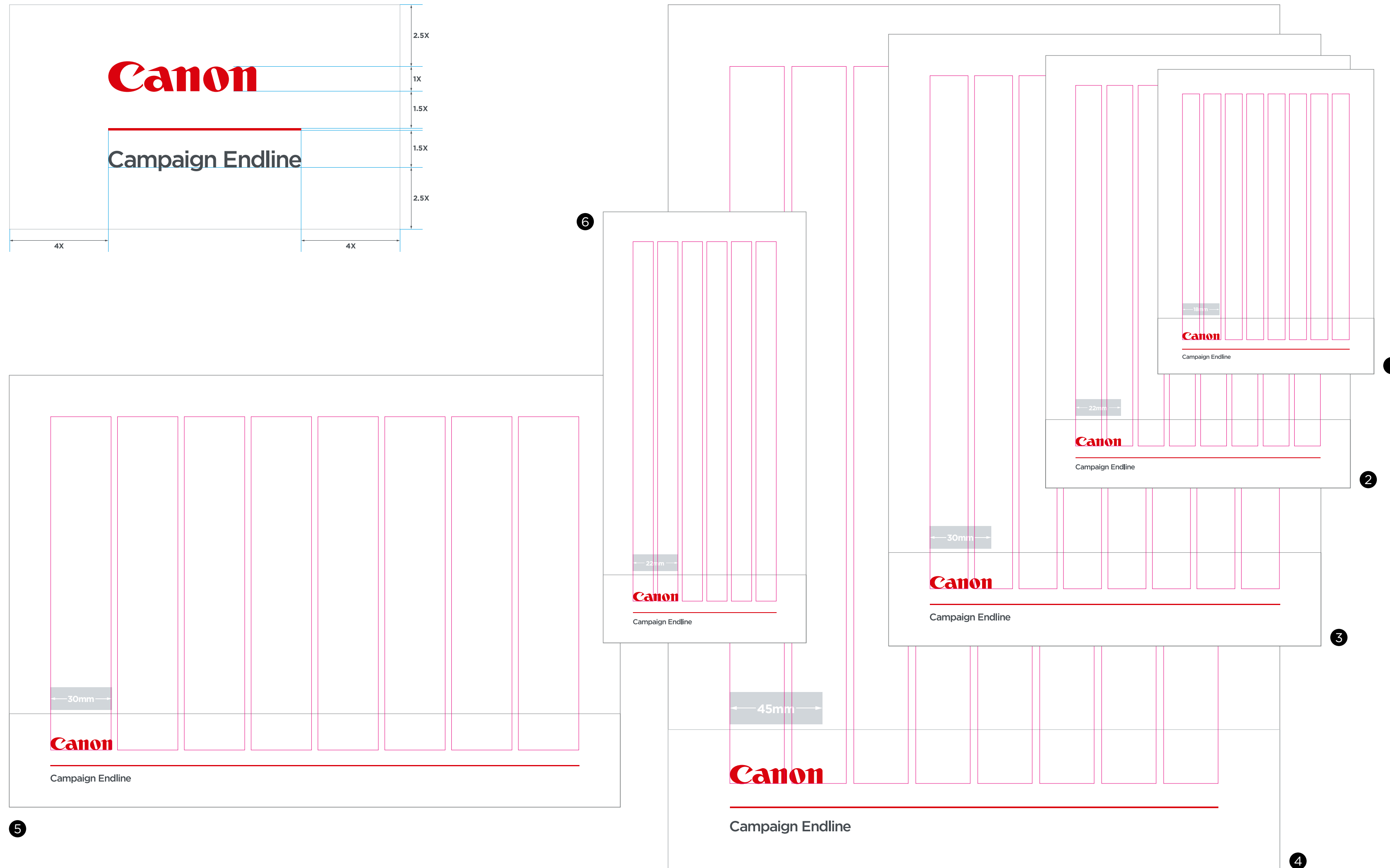
2

Canon Lockup - Press/A-size: Sizing & Placement

For all Press layouts there is a specific Canon Press/A-size Lockup. This lockup uses a specific exclusion zone for this format.

These are the recommended 'Canon' logo sizes to be used when the Press lockup is used for the following formats:

1. **A6:** 18mm
2. **A5:** 22mm
3. **A4:** 30mm
4. **A3:** 45mm
5. **A4 (Landscape):** 45mm
6. **DL:** 22mm

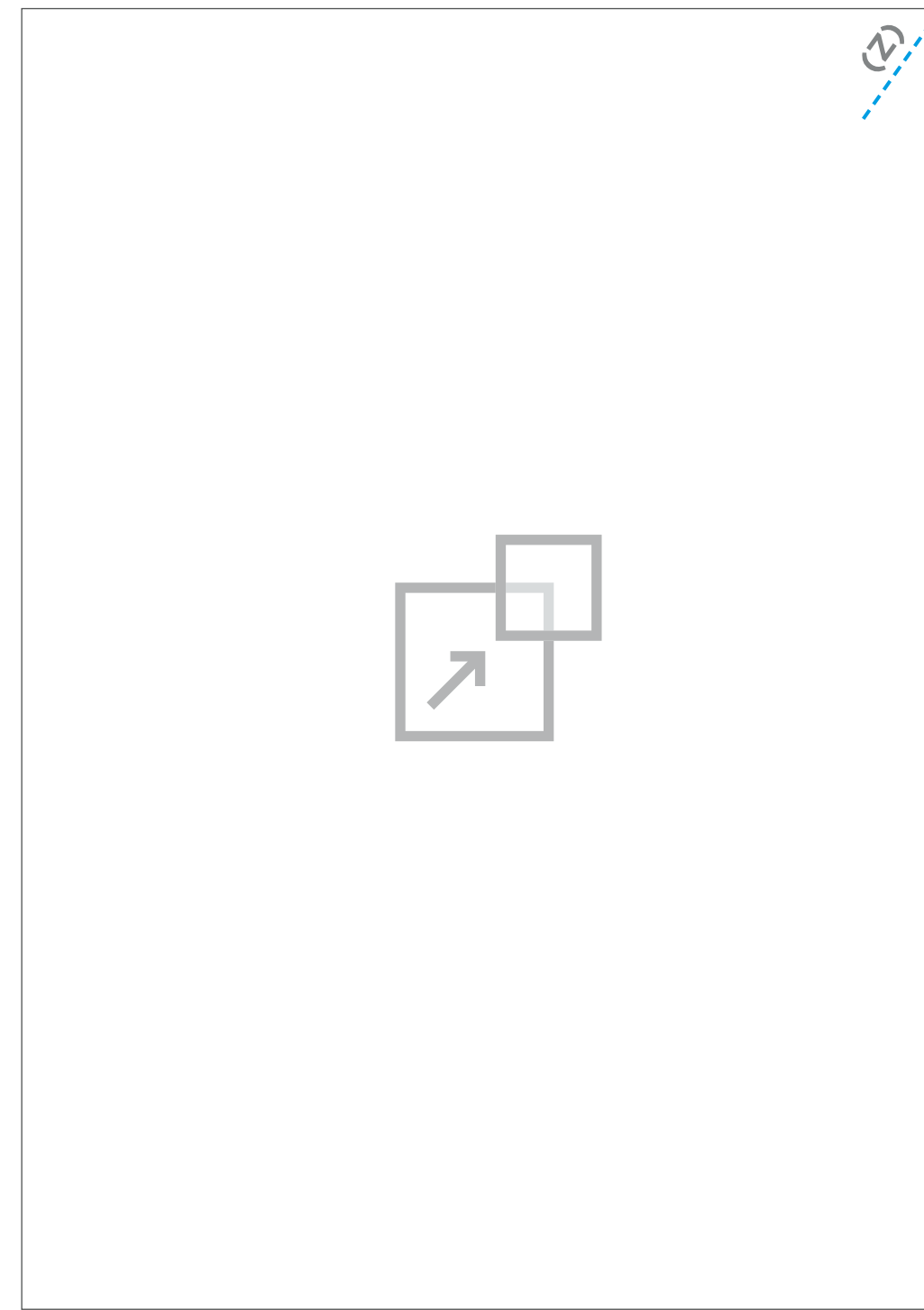
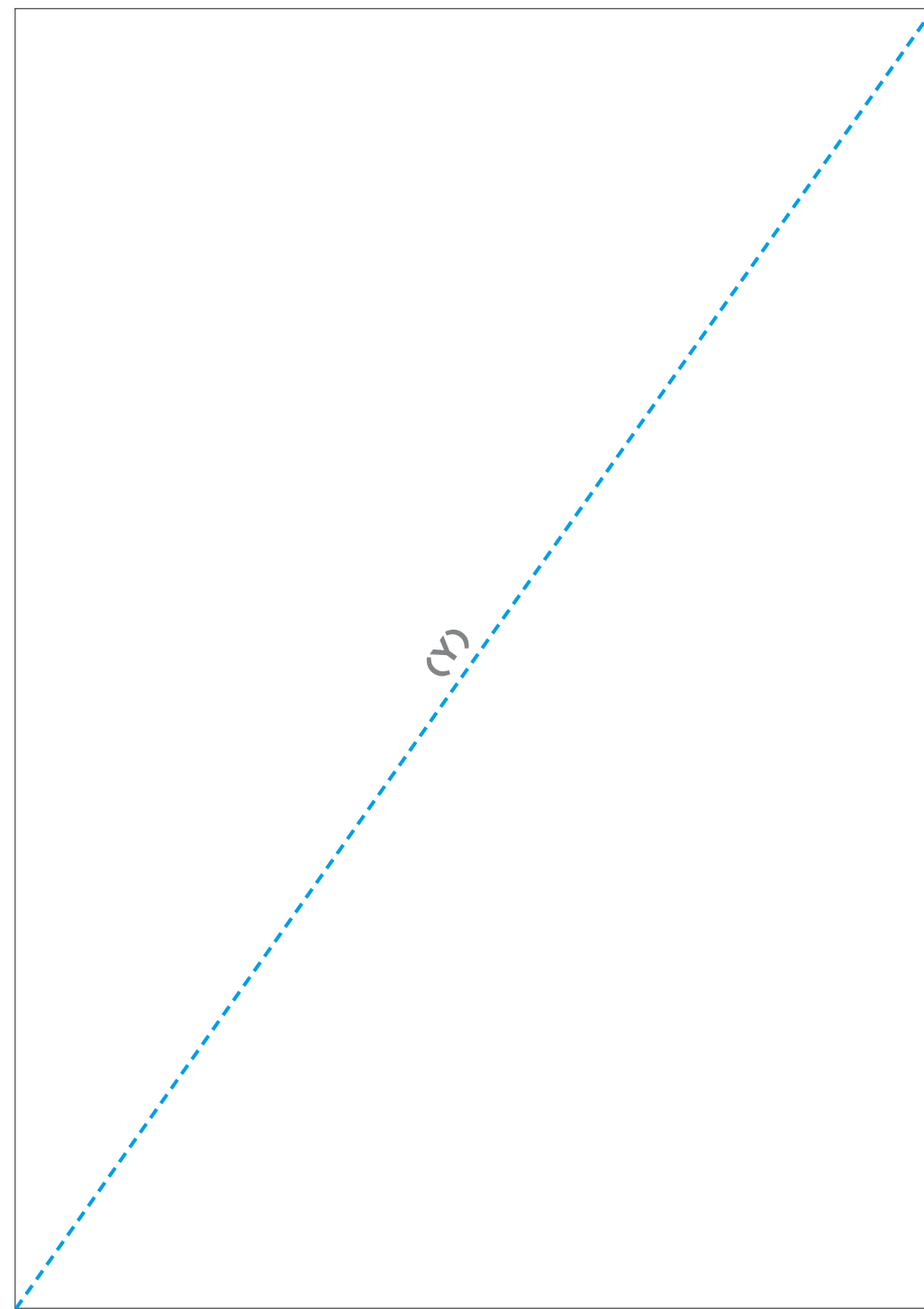


Canon Lockup - Non-standard sizing

Use this system to calculate Canon logo sizes across non-standard formats.

1. Rule diagonally across the format (Y)
2. Scale (Y) down to 8.5% to achieve (Z)
3. Use (Z) to calculate logo width

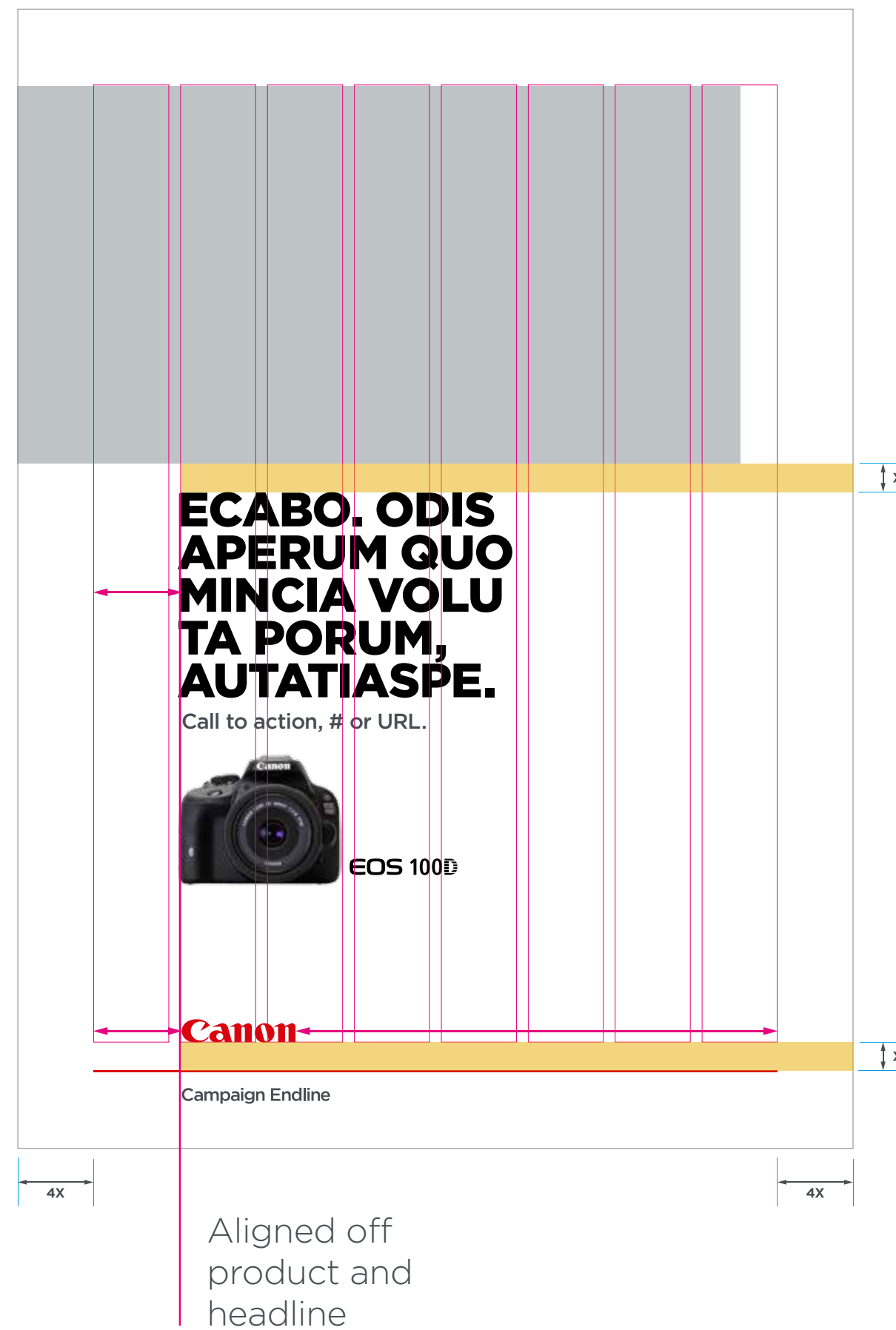
This is a guide only and may need to be adjusted to suit the design.



Canon portrait grid: Spacing rule

Once the Canon logo lockup is fixed in the layout and the grid is determined, content can be placed. All headlines, body copy and content should adhere to the grid but can move freely within it. To produce creative standout, images are allowed to roam free of the grid and also run off the canvas if desired.

When positioning headlines and content below any images you must ensure there is enough space. Use the distance between the Canon logo baseline and red keyline as an indicator for this.



48 sheet grid landscape

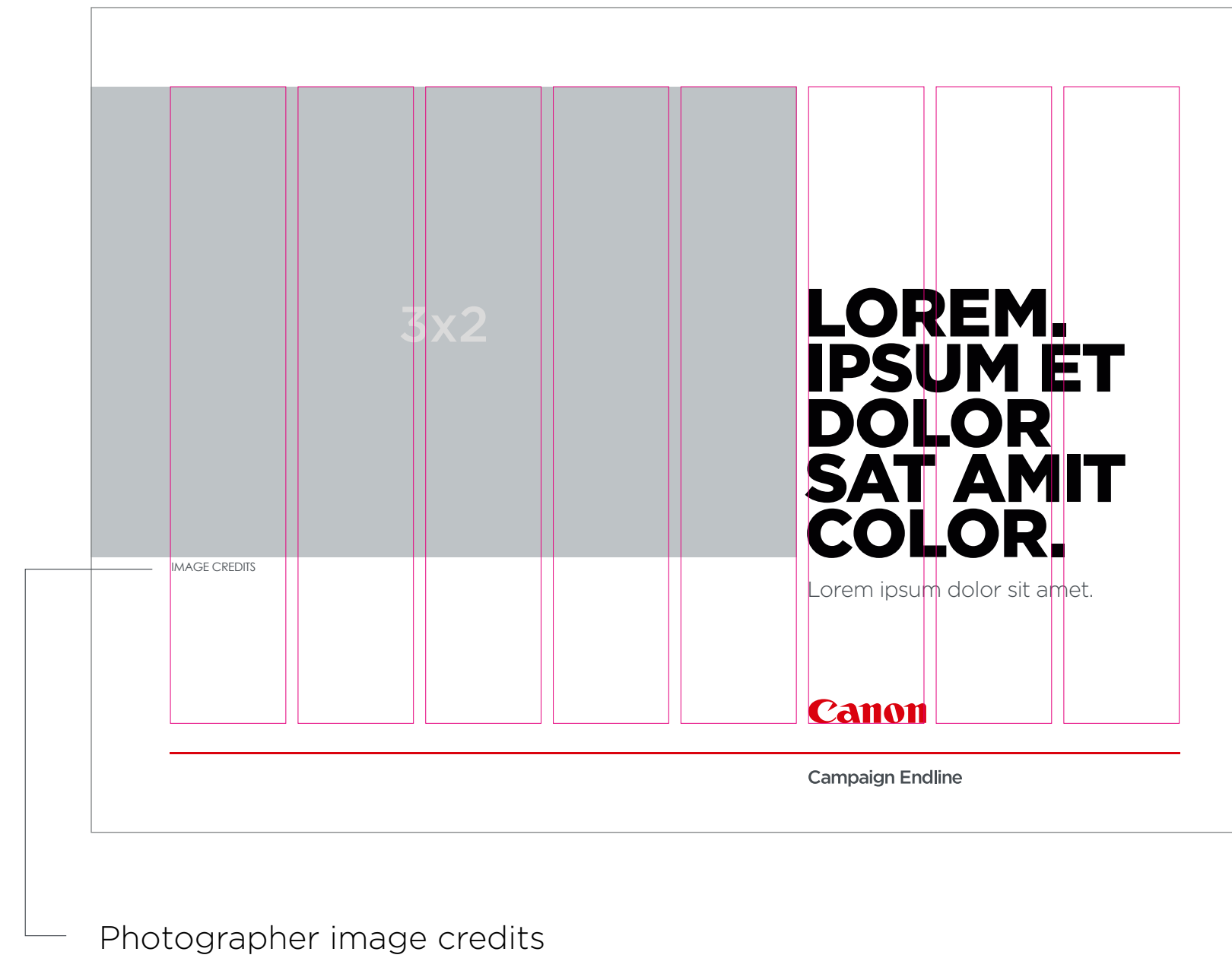
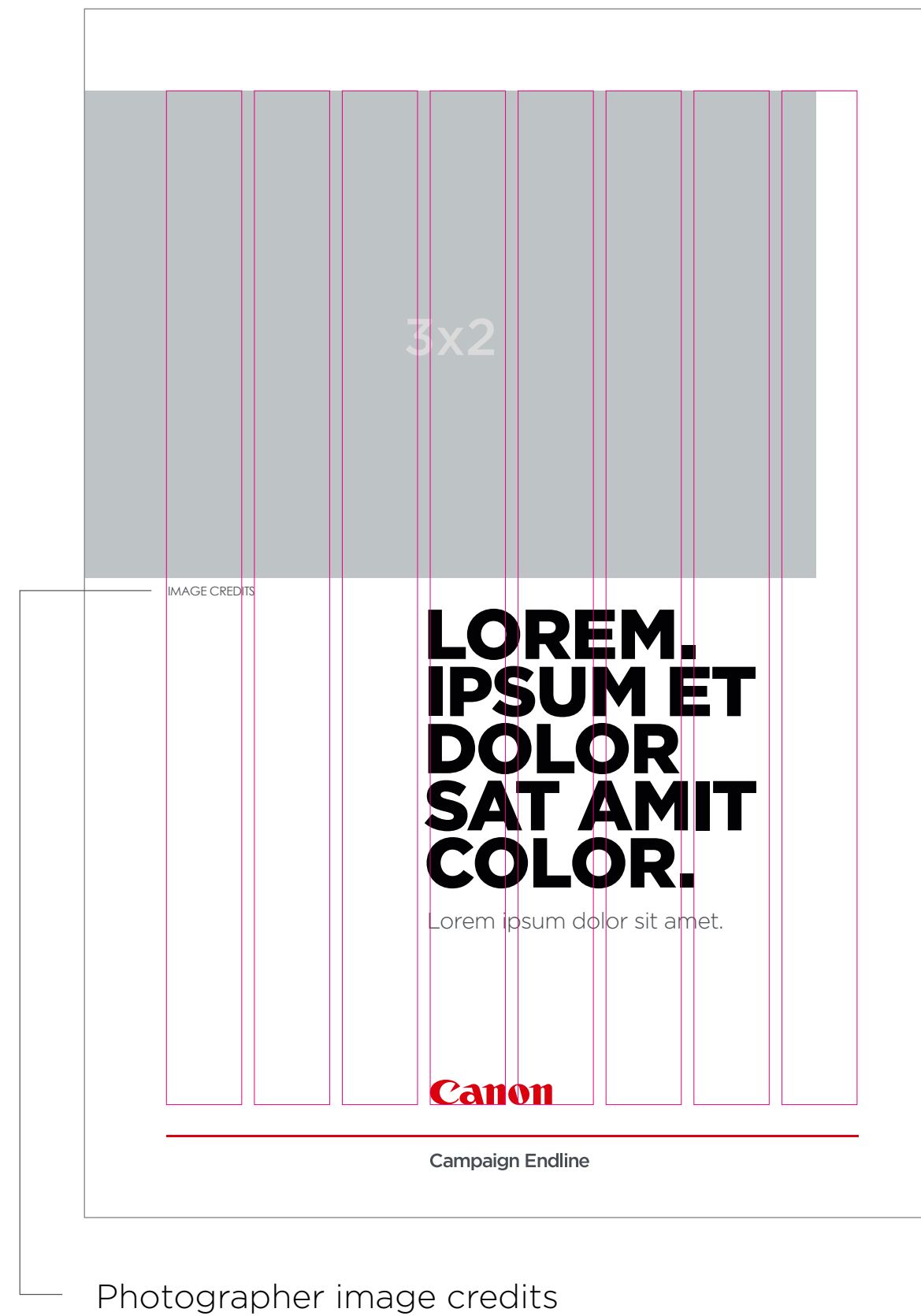
For the 48 sheet designs the image must always appear full height on the left side of the artwork. In this example however the images and content must adhere to the grid. This is to ensure the exclusion zones around the Canon logo lockups are correct.



Ambassador landscape grids

When creating layouts with ambassador's images you must always ensure that the image is not cropped in any way.

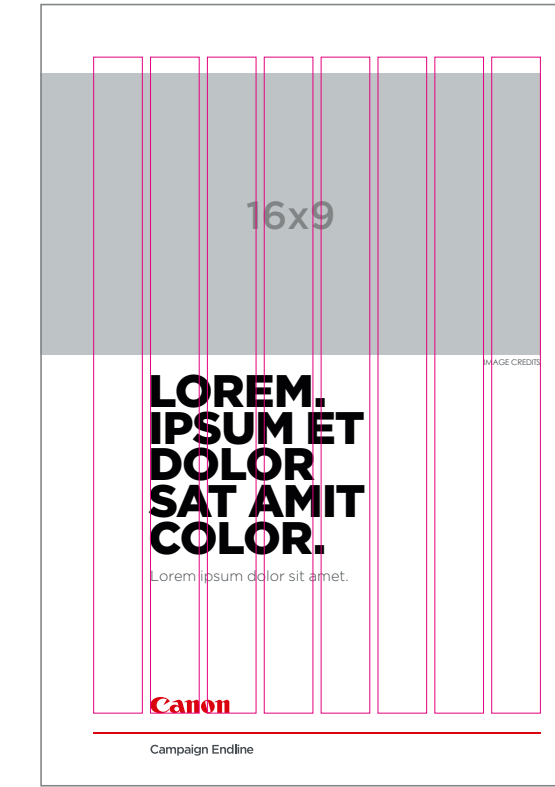
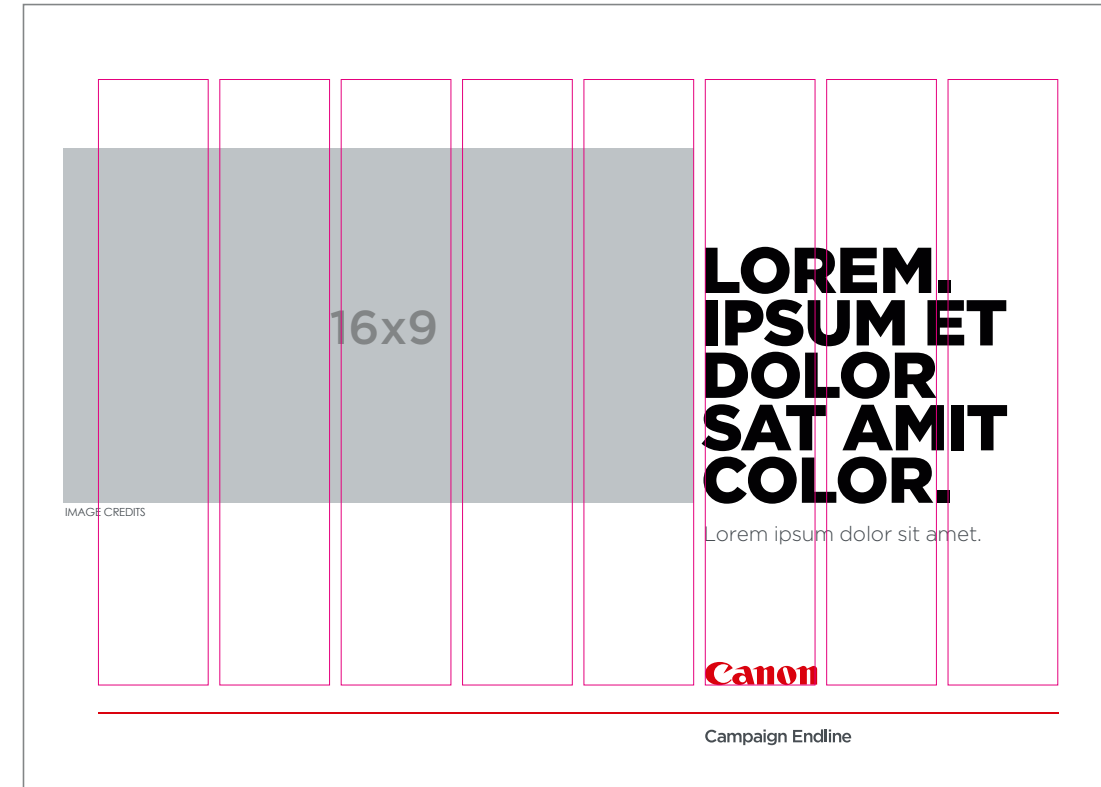
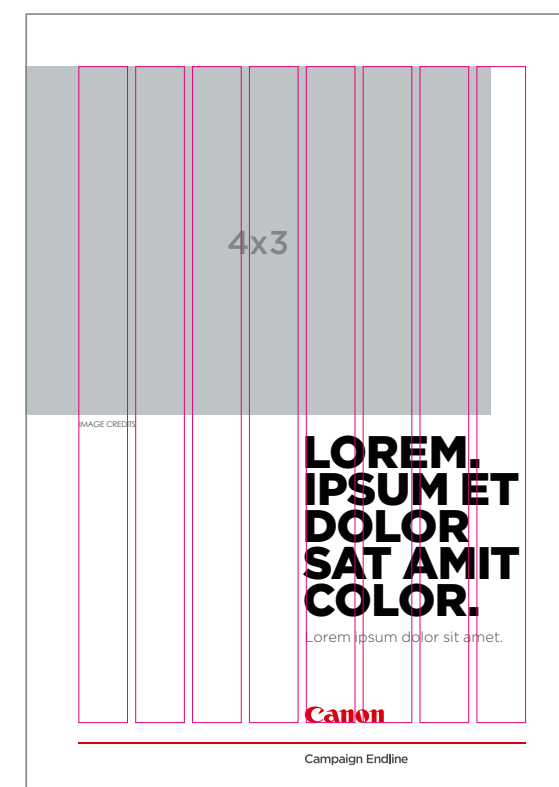
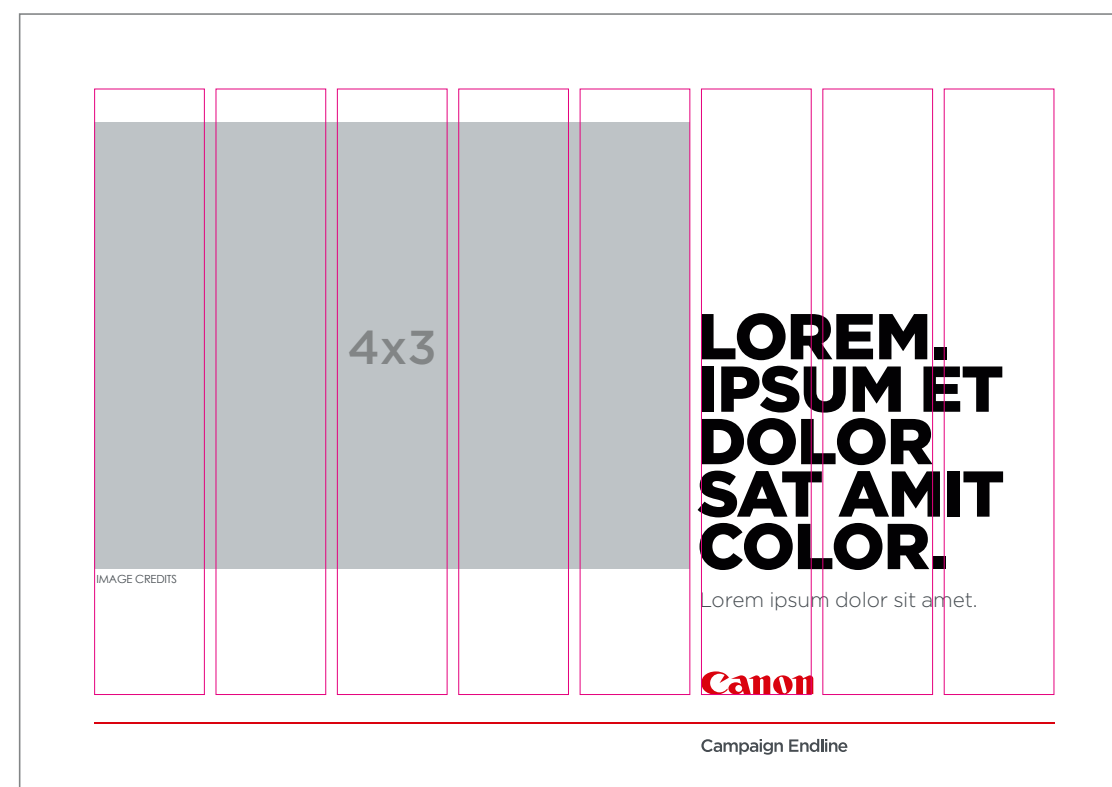
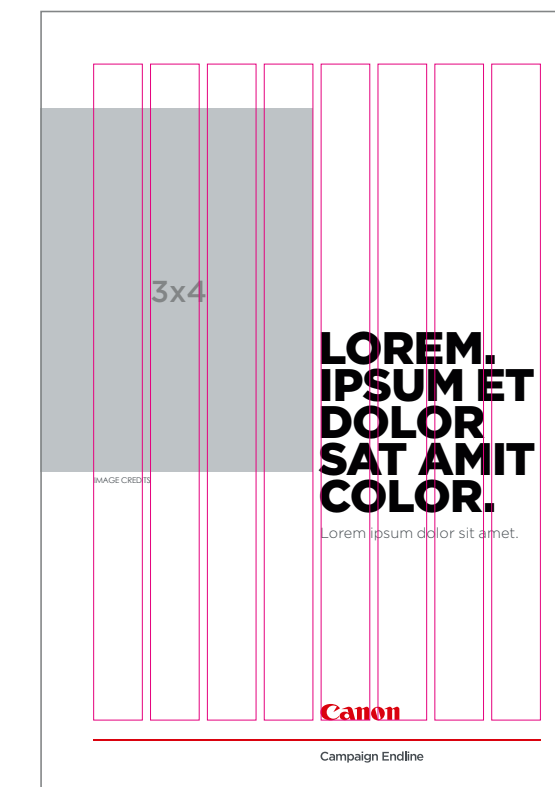
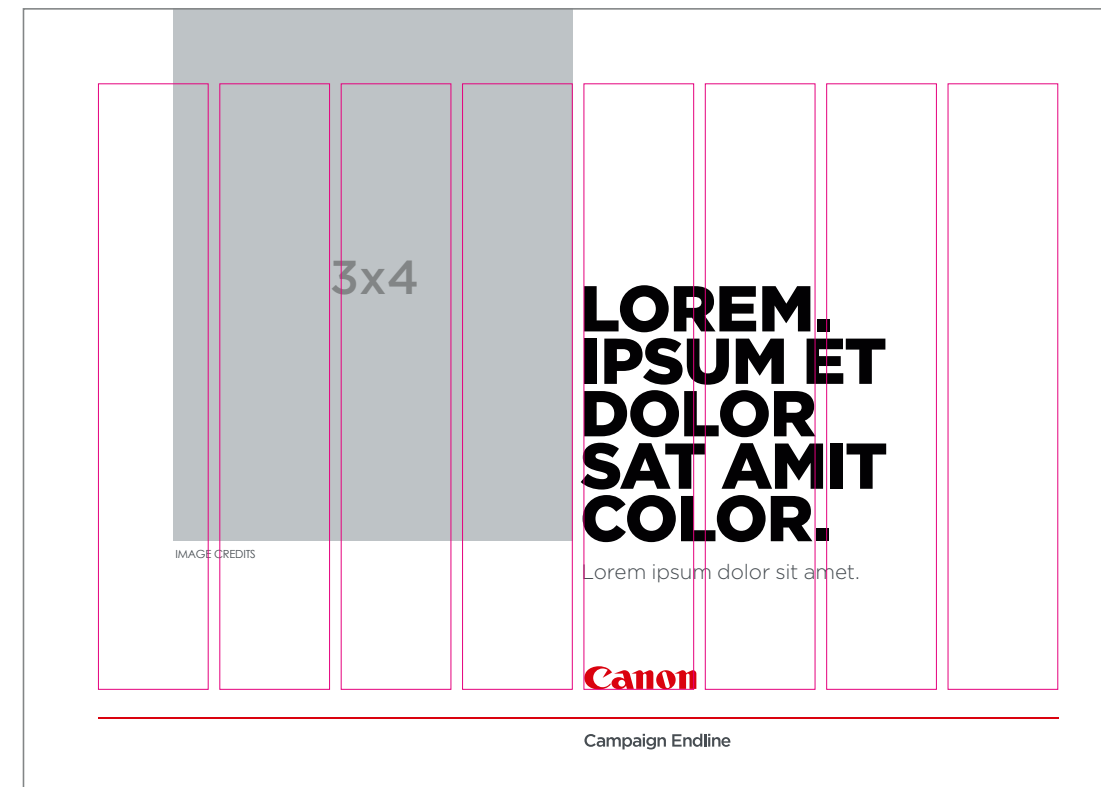
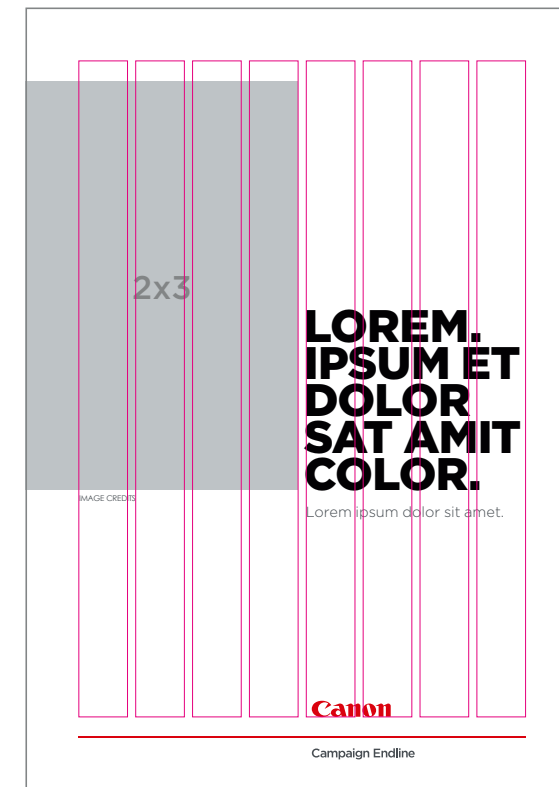
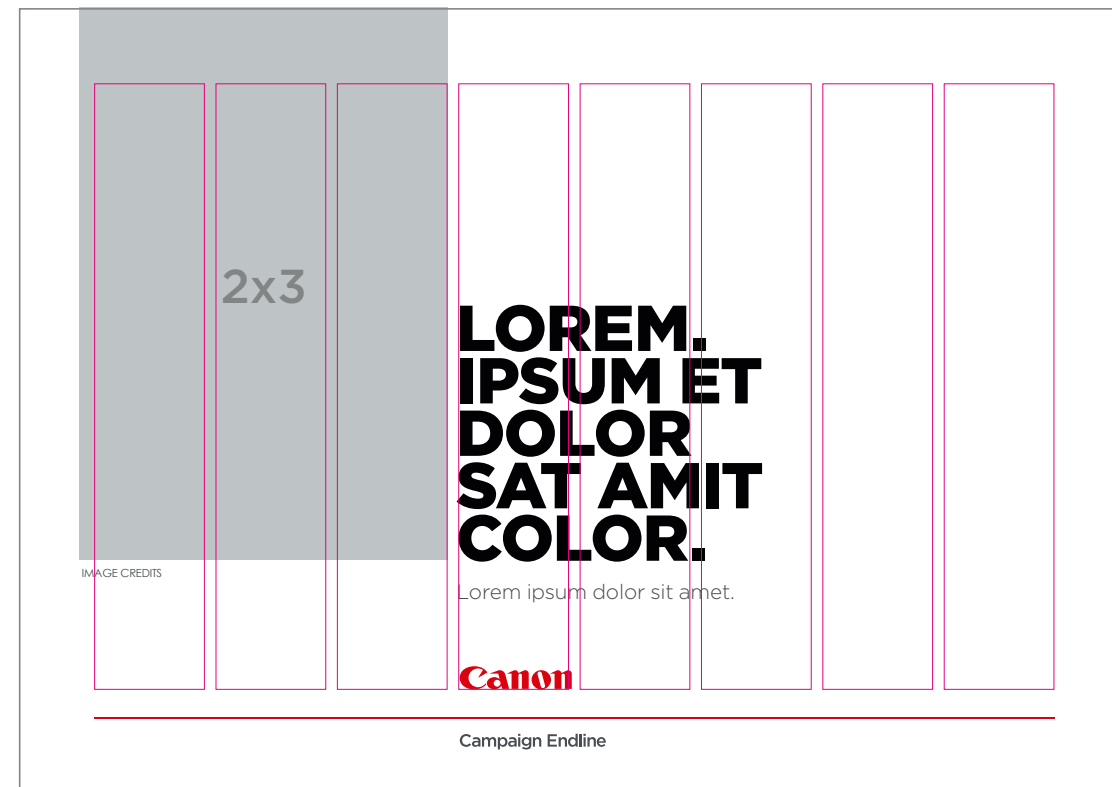
Additionally the photographer must also always be credited on the layout.



Ambassador additional layouts

Often ambassador images will be provided uncropped, in these cases templates for the most common image sizes have been created.

In cases where an images is supplied in a non-standard size the layout with the closest fit can be used and then customized.



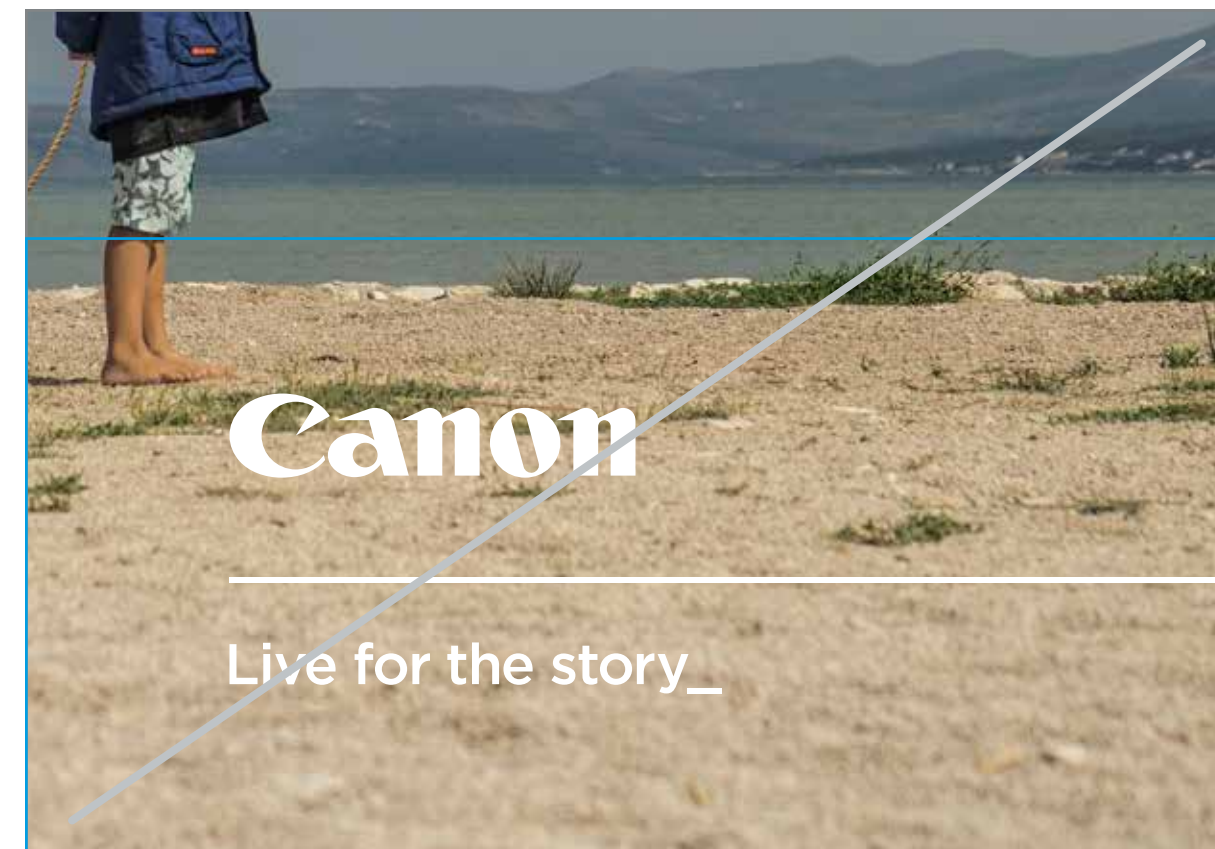
Lockup don'ts

The exclusion zones around the Canon logo lock up is there to ensure that no full bleed imagery is used and also that photographic content doesn't roam too close to the Canon logo. This will allow more white space around the logo and endline, giving it more stand out.

Follow these rules to maintain consistency within our visual identity.



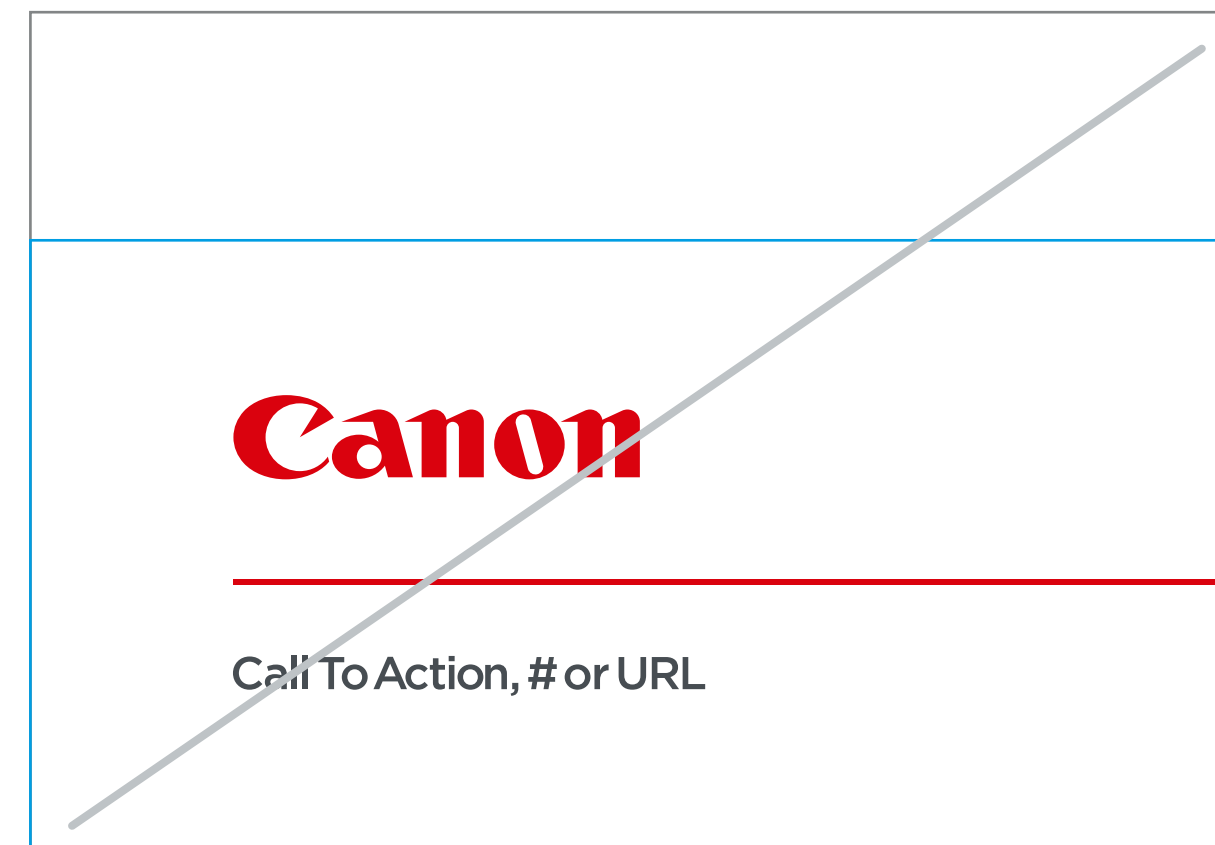
- ❌ **DON'T**
Don't use full bleed images behind Canon logo lockup.



- ❌ **DON'T**
Don't use full bleed images behind mono Canon logo lockup.



- ❌ **DON'T**
Don't position cropped images in Canon logo lockup exclusion zone.



- ❌ **DON'T**
Don't use any alternate call to action or information in the endline section.

Colours

The primary palette is very simple, and purposefully paired back as it allows the photography to add the depth of colour and variety to express our 'Explorer Guide' character. It also gives the Canon logo the best stand out.

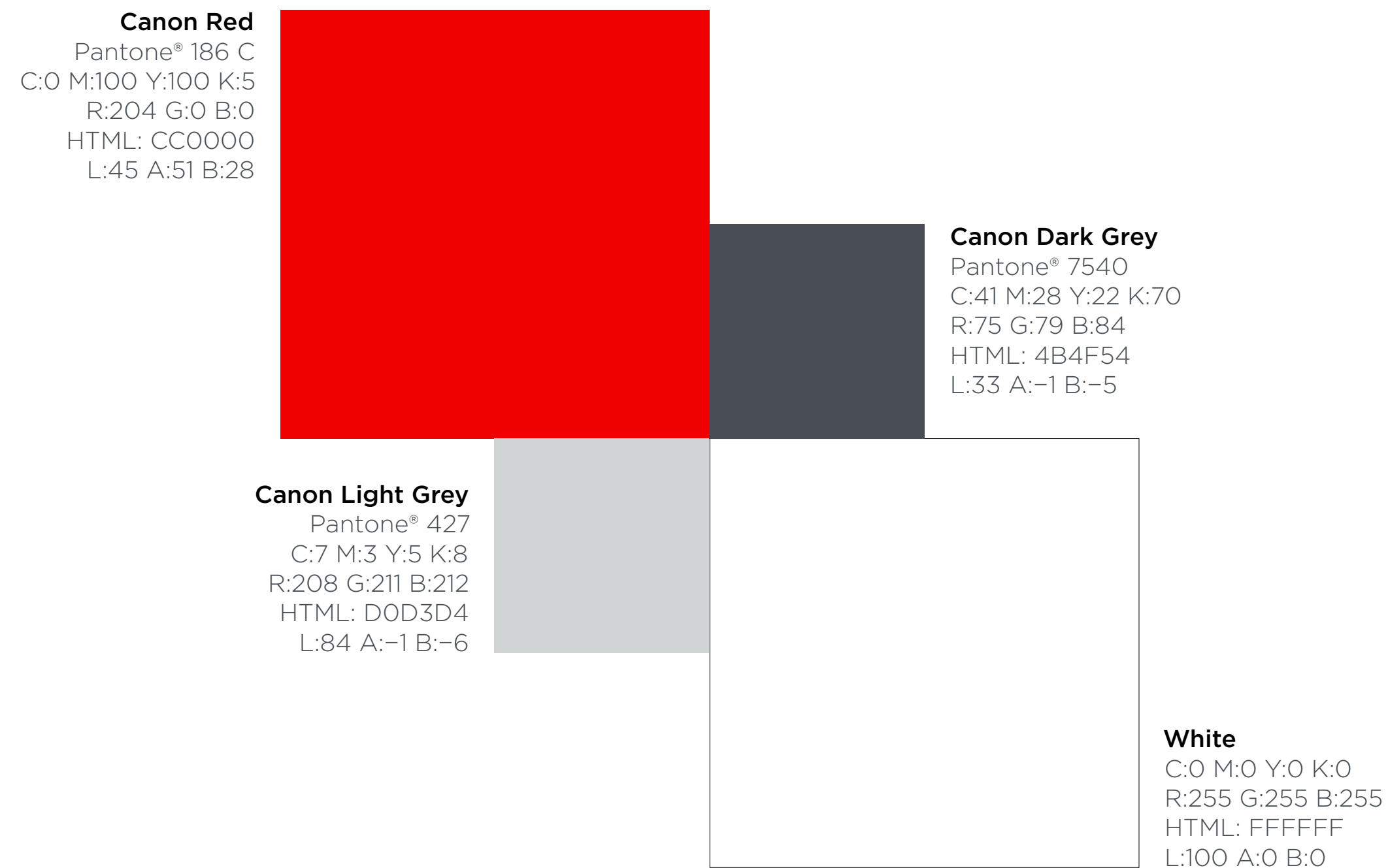
As important as these colours are, what is more important is the use of white space in our communications.

The white space acts as a surface to work creatively onto, like a canvas, manuscript or paperback.

We should effectively be 'placing' the imagery and type onto this clean surface.

Red is a very strong colour and used sparingly within a white world creates impact.

We are keeping the imagery clear (no elements appear over the photography). This pure and clean approach is the same principle we want to adopt with the white background.





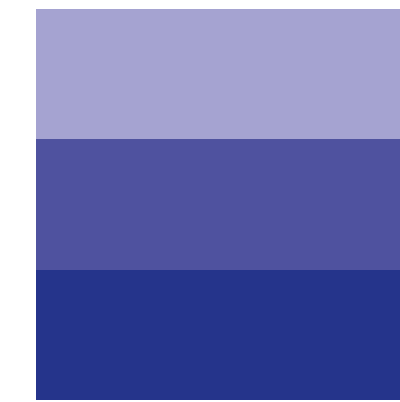
Dark Teal
Pantone® 2417 C
C:75 M:1 Y:59 K:0
R:32 G:173 B:133



Deep Aqua
Pantone® 7716 C
C:90 M:0 Y:40 K:10
R:0 G:152 B:154



Aqua
Pantone® 7688 C
C:76 M:23 Y:2 K:0
R:17 G:154 B:212



Deep Blue
Pantone® 2372 C
C:100 M:90 Y:0 K:0
R:37 G:50 B:138

40%
80%
100%



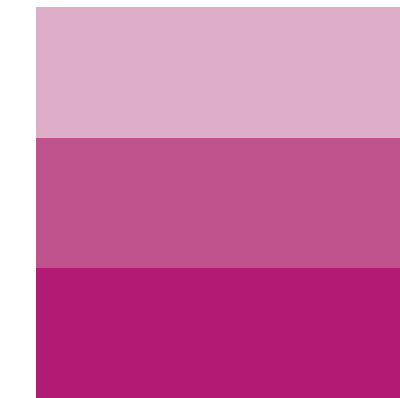
Yellow
Pantone® 142 C
C:0 M:28 Y:83 K:0
R:252 G:191 B:57



Orange
Pantone® 130 C
C:0 M:38 Y:97 K:0
R:248 G:170 B:0

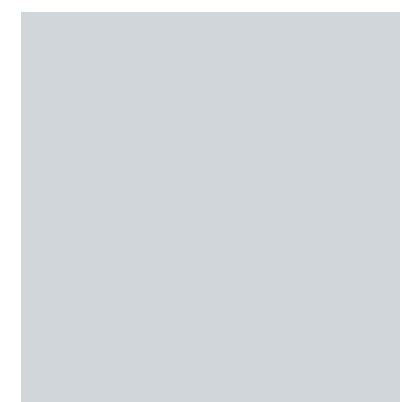


Deep Orange
Pantone® 1595 C
C:1 M:66 Y:90 K:0
R:236 G:111 B:37



Deep Lilac
Pantone® 215 C
C:33 M:98 Y:16 K:0
R:179 G:28 B:117

40%
80%
100%



Grey 20
Pantone®
Cool Gray 2 C
C:5 M:0 Y:0 K:20
R:209 G:214 B:218



Grey 40
Pantone®
Cool Gray 6 C
C:5 M:0 Y:0 K:40
R:170 G:175 B:178



Grey 60
Pantone®
Cool Gray 8 C
C:5 M:0 Y:0 K:60
R:129 G:133 B:134

Secondary Colours

To add flexibility to our visual language we have a broad supporting colour palette. Additional breakdown information for these colours are below the swatches opposite.

Dark Teal
HTML: 63AB86
L:63 A:-45 B:-15

Yellow
HTML: EDBF49
L:82 A:13 B:70

Deep Aqua
HTML: 2E9597
L:54 A:-49 B:-15

Orange
HTML: E4A822
L:76 A:21 B:80

Aqua
HTML: 5698D0
L:59 A:-19 B:-40

Deep Orange
HTML: D06E23
L:62 A:46 B:66

Deep Blue
HTML: 2D3687
L:25 A:19 B:-52

Deep Lilac
HTML: 982171
L:41 A:62 B:-11

Grey 20
HTML: D1D5D8
L:85 A:-2 B:-3

Grey 60
HTML: 818385
L:55 A:-2 B:-2

Grey 40
HTML: AAADB0
L:71 A:-2 B:-3

**Secondary Colours in use:
Background to products**

There are occasions when a layout needs an accent of colour. Use panels of colour from the secondary colour pallet.

Where possible you should try and choose a secondary colour that compliments the most dominant colour within the photography.

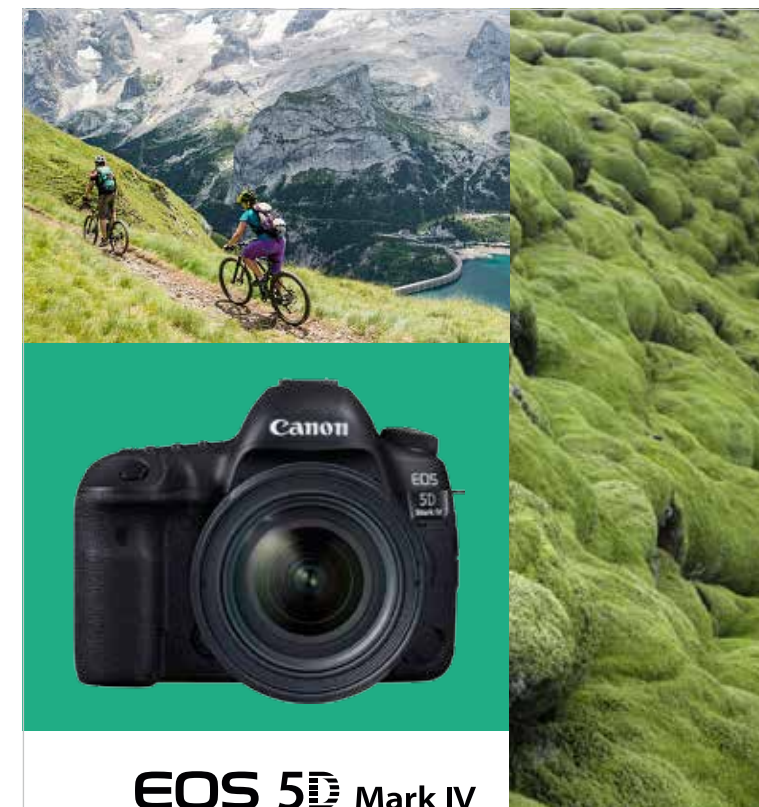


EOS 5D Mark IV

**PURSUE
PERFECTION**

Canon

Campaign Endline

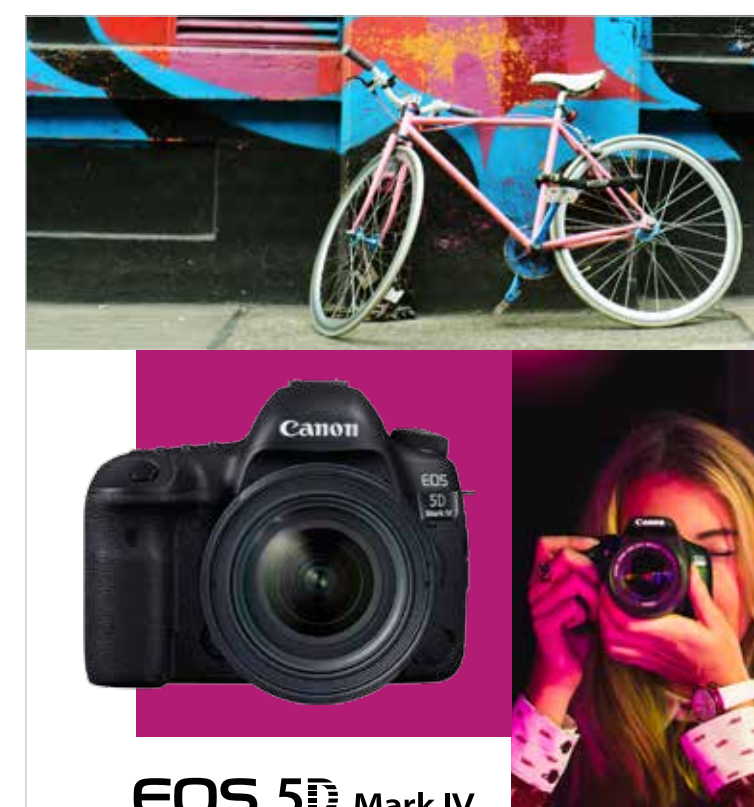


EOS 5D Mark IV

**PURSUE
PERFECTION**

Canon

Campaign Endline



EOS 5D Mark IV

**PURSUE
PERFECTION**

Canon

Campaign Endline



PIXMA TS9055

**A GOOD
STORY
OR A BAD
ONE?**

Canon

Campaign Endline

**Secondary Colours in use:
Offer roundels**

While shapes, imagery and headlines are linked to the grid system, we allow “stickers” to highlight a certain offer, promotion or product.

Stickers will only appear on below the line communication (leaflet, tent cards, in-store, etc). They are not linked to the grid and are able to be positioned more freely depending on the communication.



X DON'T
Don't use any grey or grey tints for promotional roundels.



X DON'T
Don't position any roundel over the Canon logo or product names.

Photography and Video

The photography and video we use, and the 'quality' we expect from our photography and video are not defined by a style, technique or category, but by the feeling they evoke, and by the stories that they tell.

Those stories should share the same sense of enthusiasm, confidence and clarity that is present in our tone of voice - championing the sense of togetherness and exploration that sits at the heart of the brand.

This means a more relaxed, more emotive and more 'human' tone to our photography and video than Canon has traditionally used, and less emphasis on technical precision, or extraordinary moments shown in the subject matter.

It should feel:

- **Accessible not amateur**
- **Candid not incidental**
- **Intriguing not confusing**
- **Telling a story not stating a fact**



1



2



3



4

Product photography

Canon products should be shot in the following styles:

1. Packshot

On a solid background or with clipping path.

2. Beauty

Interesting angles, well lit.

3. Lifestyle

Product with people.

4. Ambient

Product in usage environment.



1



2



3



4

Intro - Overview

Our principles are based around:

“The Brand” – Visual Storytelling / Inspiring Exploration / Brand Character – Explorer Guide.

The context of the image and accompanying story matters.

Restrictions:

Photography depicting war, religion, or other potentially inflammatory topics should never be used out of context.

Ensure that photography is used to tell a story, with copy explaining the context and story behind the image.

Good Practice:

Be aware of local cultural sensitivities and abide by them.

Credit everyone in images, whoever they are.

Limit the use of stock photography where possible (taking into account NSO limitations)

Devices:

If Canon commissions the shoot, use a Canon.

If featuring UGC or a story then other brands and smartphones are okay.

From 2017, NSO and RSO Marketing Directors are responsible and accountable for confirming that any locally proposed creative content does not raise any intellectual property (IP) concerns.

There will be no other active checks for IP issues arising

from the content.

If you confirm that the content is free of IP concerns, then you are confirming that you have checked to ensure that the content does not contain any third party brands, products and / or content, which are likely to expose Canon to risk, or if there

are, then you have checked to ensure that Canon has all rights necessary to use the third party brand, product and/or content in the proposed creative content.

If you have any doubts whether or not locally proposed creative content is free of IP concerns, please escalate the matter to the

IP Team at Canon Europe Limited prior to submission.

Once you have confirmed the checks above, then please complete section 5 of the Creative & Content Approvals Form.

Photography and Video don'ts

Our visual style is as rich and varied as the experiences we aim to capture. However certain photography and video effects are off-brand and should never be used.

Follow these rules to maintain consistency within our visual identity system.

Always use approved photography, available on the Kura & Kurator.

For further information, contact the brand team.



- X DON'T**
Don't choose to force the narrative.



- X DON'T**
Don't choose staged images with people or product lifestyle imagery.



- X DON'T**
Don't choose obvious and clichéd images — we are explorers.



- X DON'T**
Don't use circles to crop or hold images.



- X DON'T**
Don't choose flat images — photographs should have depth.



- X DON'T**
Don't choose bland images. Photographs should be intriguing and stimulating.



- X DON'T**
Don't use excessive image manipulation.


Image Tiles

Using the grid as a template, we create rectangles and squares into which we import images. These shapes can contain imagery, products, logos or areas of colour.

Sometimes we need to show a number of objects in a small space. In these instances, we can use a number of different sized boxes that are sympathetic to the format. A narrow leaflet for example, could contain a number of different sized shapes into which we can insert a range of shots.

Sometimes a section or detail of a product needs to be highlighted - this can be achieved by cropping in tightly.

There should also always be a hero image within the configuration that is at least x2 the size of the smallest imagebox. Also never crop the Canon logo.



EOS 5D Mark IV

PURSUE PERFECTION

Canon

Campaign Endline




EOS 5D Mark IV

PURSUE PERFECTION

Canon

Campaign Endline




EOS 5D Mark IV

PURSUE PERFECTION

Canon

Campaign Endline



PIXMA TS9055

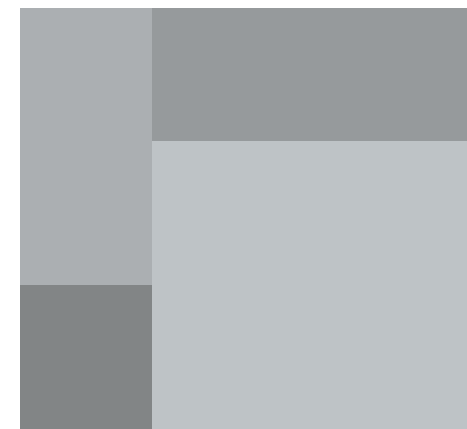
A GOOD STORY OR A BAD ONE?

Canon

Campaign Endline



Potential configurations



✗ DON'T
Don't use same size squares.

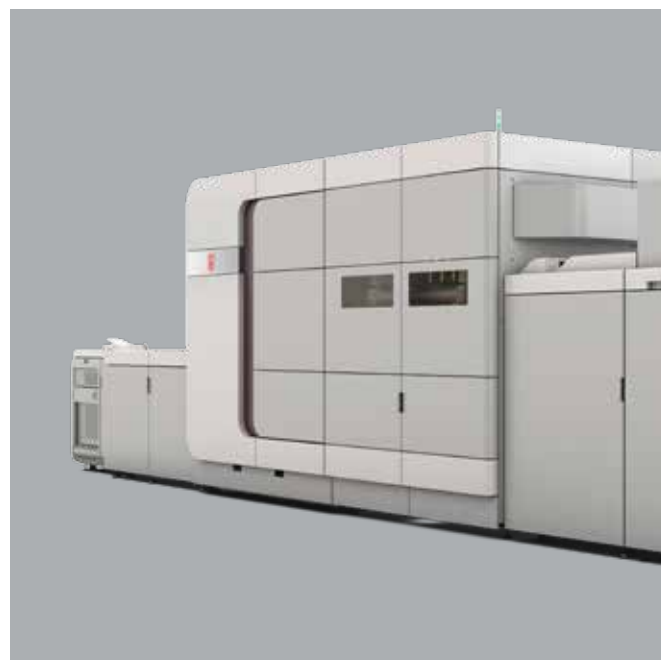
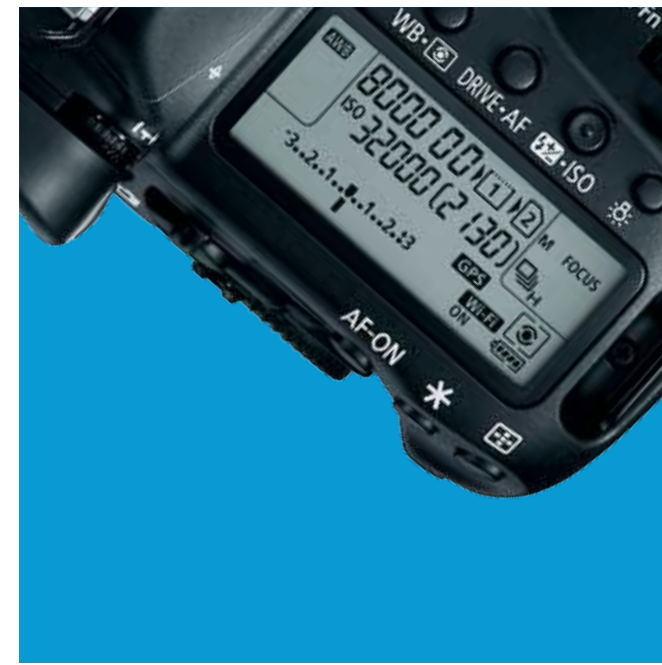


✗ DON'T
Don't use more than 4 squares or rectangles.

Background Colours - Tiles

When there is a need to focus on a particular area of a product, we use the shape to crop in tightly. Avoid making the background colour too dark. Grey 60 is the darkest colour.

Never crop through the Canon logo.





**DIS APUM
QUO MINCA
VOLU RUM,
AUTATIAS
UO MINCHI
HUE THAPE.**

Lorem ipsum dolor sita
et, con sectetur adipisci
ng elit. Prae sent vel effi
citur mauris. Pasellus fe
me ntum vel dig nissim
ullam corper fer. Fo rem
ipsum dolor sitam ehte,
con sect etur adpiscing
aesent vel effic.

Call to action, # or URL.

Canon

Campaign Endline

GOTHAM BLACK GOTHAM MEDIUM GOTHAM LIGHT

All headlines are to be in CAPS
Bodycopy and CTA are to be in sentence case

Headline highlight (Gotham Black)

Headline (Gotham Black)

Body copy (Gotham Light)
Leading 120% of type size
Tracking is only ever
between -10pt & -15pt

CTA, # or URL (Medium)

Typeface

Our central font is Gotham and is used across all communications. Gotham is an informative and impactful font. It works well in different formats, from headlines on large posters to body copy on small leaflets. The graphic nature of its letterforms means it works well when set against white.

Using fonts outside the Gotham family is not recommended. Explicit permission is needed from CEL Brand Management Committee to use any creative fonts outside the Gotham family.

In certain cases sentence case may be required for headlines. This may be in rare occasions where you require less impact or standout for messaging. Generally this is discouraged but is permitted in these instances.

Secondary Colours in use

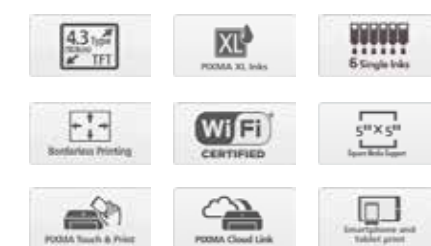
Sometimes we highlight the start or end of a headline using a colour, bringing an accent of colour to the page to highlight a particular word. Never use more than one colour and only use 100% solid colours.

PIXMA TS8050

**SMALL IN SIZE,
BIG ON
FEATURES –
EXPERIENCE
STUNNING
PRINT QUALITY
AND COMPACT
ELEGANCE.**



Powerful All-In-One delivering premium quality photo printing, multiple wireless connectivity options and an easy-to-use 10.8 cm (4.3") touchscreen, all from a stylish and compact body.



PRODUCT RANGE



- Print stunning photos with a high-quality **6-ink system**
- Print, copy and scan functions – **all in a compact space-saving body**
- Auto-tilting front panel and large 10.8cm (4.3") touchscreen
- Auto-expanding output tray, dual paper feeders and support for square photo printing
- Wi-Fi, NFC and SD card connectivity options
- Smartphone, tablet and PC support, plus print and scan cloud functions via **PIXMA Cloud Link***
- Fast 15ipm mono printing, 10ipm colour and 10cm x15cm (4" x 6") borderless photos in 21secs
- Optional larger capacity XL ink cartridges available
- Enhanced print head technology for reduced graininess and grey ink for great shadow tones in photos
- Direct Disc Print using printable CDs, DVDs or Blu-rays

Canon

Campaign Endline

Headline Highlight
(Century Gothic Bold)

Headline
(Century Gothic Bold)

Body copy – Key point
(Century Gothic Bold)

Body copy
(Century Gothic Regular)
Leading 120% of type size
Tracking is only ever
between -10pt & -20pt

CENTURY GOTHIC BOLD

CENTURY GOTHIC REG

All headlines are to be in CAPS
Bodycopy and CTA are to be in sentence case

Typography System typeface

We use a standard operating system typeface called Century Gothic for all our internal communications. E.g. Microsoft Word, PowerPoint and Excel and email communications. This typeface has similar aesthetic qualities to our professional typeface Gotham.

We only use the following type weights and styles:

- **Century Gothic Bold**
- **Century Gothic Regular**

Century Gothic is pre-installed on the operating systems of Apple Mac (OSX) and PC (Windows) and the Microsoft Office suite of programmes.

In certain cases sentence case may be required for headlines. This may be in rare occasions where you require less impact or standout for messaging. Generally this is discouraged but is permitted in these instances.

Iconography - Icon style

Icons use a simple clean vector style and can be either outline, solid or a combination of the two. As well as icons, we can also use Helvticons, Boldicons & Glyph Icons in Canon communications.

All icons are fixed artworks and solids should not be converted to outline by users.

All icons should appear in a Canon primary colour wherever possible.



Icons

Helvticons

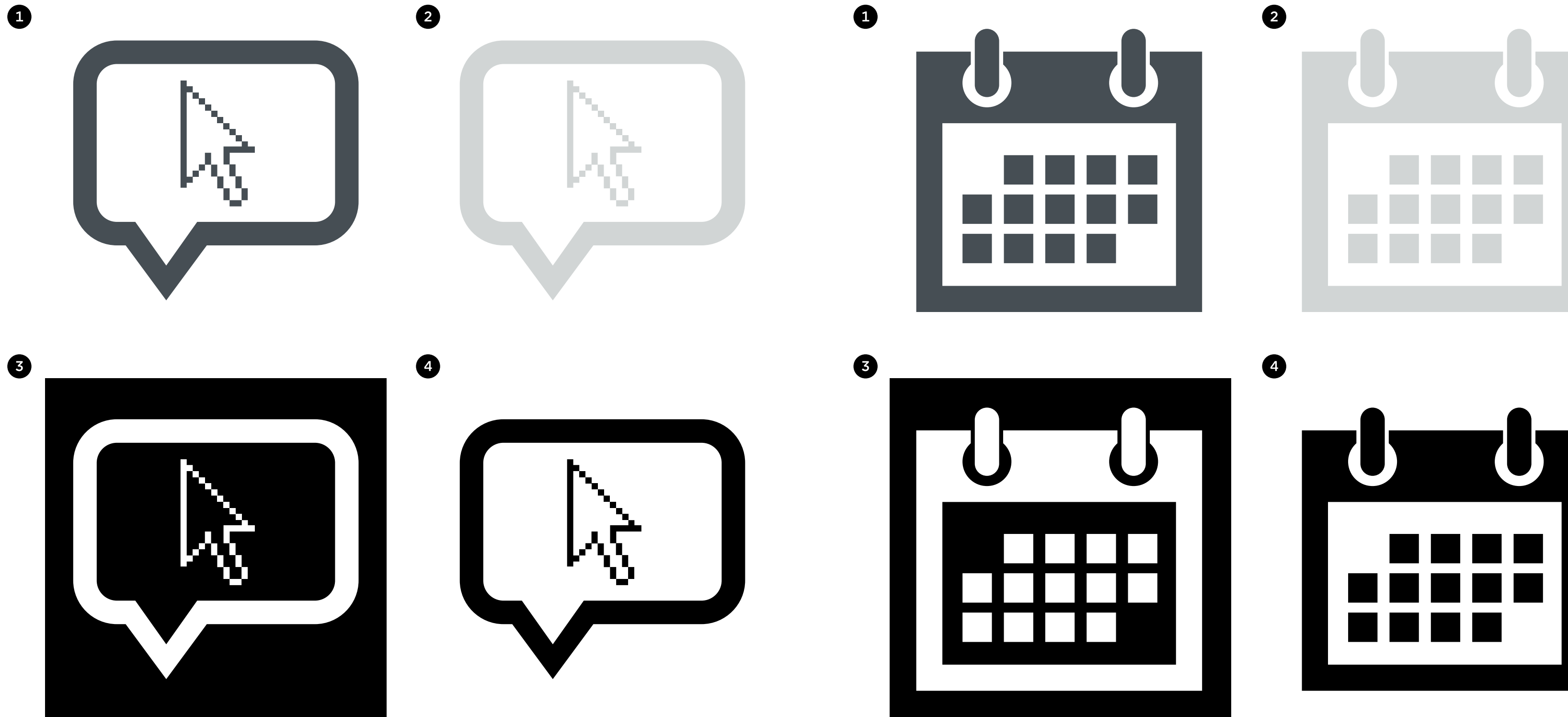
Iconography colourways

This page shows the permitted colourways for iconography when used in infographics.

All iconography should appear in a Canon primary colour as a default but Canon secondary colours are also permitted to add depth and variety to infographics as an accent colour.

Iconography single colours

1. Canon dark grey
2. Canon light grey
3. White
4. Black



Icons

Helvetica

Iconography - Iconography accent colour

All iconography should appear in a Canon primary colour as a default but Canon secondary colours are also permitted to add depth and variety to infographics as an accent colour.

Iconography accent colours

(primary colour + one secondary colour)

Permitted primary colours



Canon Dark Grey
Canon Light Grey
White
Black

Permitted secondary colours



Canon Dark Teal
Canon Deep Aqua
Canon Aqua
Canon Deep Blue
Canon Yellow
Canon Orange
Canon Deep Orange
Canon Deep Lillac

Accent colours should always appear at 100% opacity - never as tints.



Iconography - For web use

Social icons are available for web use only.
Use of secondary colours is also permitted
for social icons.



05 EXAMPLES IN PRACTICE



**YOU NEVER KNOW
WHAT IS AROUND
THE CORNER, WHICH
IS WHY THE CANON
EOS 100D IS SMALL
ENOUGH TO TAKE
ANYWHERE.**

Lorem ipsum dolor sit amet.



Canon

Campaign Endline



**INNOVATE
YOUR
BUSINESS**

The new Océ
VarioPrint i300:
True sheet-fed
flexibility and
superior quality with
inkjet performance.



Canon

Campaign Endline



**DUBAI.
JUST
ABOVE
THE 72ND
FLOOR.**

Lorem ipsum dolor sit amet.

Canon

Campaign Endline

**EOS 5D MARK IV
TO EARTH'S
EXTREMES**

Expedition photographer and photojournalist Ulla Lohmann: "This camera really is another step up for shooting at high ISO. When you are in the middle of a volcano, you see that there is a massive dynamic range going on in there and it can be a nightmare for a camera sensor to record every detail. Looking at the film afterwards, I could see both the dark and the bright highlights had been recorded amazingly well. At that moment, I knew that here was indeed a very special camera."

Ulla was quick to praise the high level of weatherproofing on the camera, something that was very quickly put to the test by volcanic dust and ash as well as rain and humidity. With enhanced protection over previous EOS 5D-series DSLRs - this camera continues to make this series the photojournalist's choice. "The weathersealing is incredible," she recalls. "It can handle a volcano on Yasuatu it can handle pretty much anything!"

FEATURES*

- Capture 30-megapixels of fine detail, even in poor light and extreme contrast.
- An expanded 61-point AF system that tracks even the most erratic subjects
- Engineered to perform with 7fps, intuitive touch-screen and weather-proof body
- Step up to cinematic 4K, record Time-Lapse movies or slow motion effects with HD 120p
- Stay connected with built-in GPS and Wi-Fi.

30.4MP CMOS sensor

61-point AF

Dual Pixel RAW

4K video

7fps

ISO 32000

Wi-Fi/NFC

GPS

EOS i-Contrast II


EOS i-Mode

EOS 5D[®] Mark IV

**PURSU
PERFECTION**


Canon

Campaign Endline




**YOU NEVER KNOW
WHAT IS AROUND
THE CORNER, WHICH
IS WHY THE CANON
EOS 100D IS SMALL
ENOUGH TO TAKE
ANYWHERE.**

Lorem ipsum dolor sit amet.




Canon

Campaign Endline



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WHAT IS AROUND
THE CORNER, WHICH
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EOS 100D IS SMALL
ENOUGH TO TAKE
ANYWHERE.**

Lorem ipsum dolor sit amet.



Canon

Campaign Endline




**DUBAI.
JUST
ABOVE
THE 72ND
FLOOR.**

Lorem ipsum dolor sit amet.

Canon

Campaign Endline



**DUBAI.
JUST
ABOVE
THE 72ND
FLOOR.**

Lorem ipsum dolor sit amet.

Canon

Campaign Endline




© Andy Rouse. Canon Explorer.

**LOREM.
IPSUM ET
DOLOR
SAT AMIT
COLOR.**

Lorem ipsum dolor sit amet.

Canon

Campaign Endline



© Andy Rouse. Canon Explorer.

**LOREM.
IPSUM ET
DOLOR
SAT AMIT
COLOR.**

Lorem ipsum dolor sit amet.

Canon

Campaign Endline




© Andy Rouse. Canon Explorer.

**LOREM.
IPSUM ET
DOLOR
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Lorem ipsum dolor sit amet.

Canon

Campaign Endline



© Andy Rouse. Canon Explorer.

**LOREM.
IPSUM ET
DOLOR
SAT AMIT
COLOR.**

Lorem ipsum dolor sit amet.

Canon

Campaign Endline



Ulla Lohmann, Canon Explorer

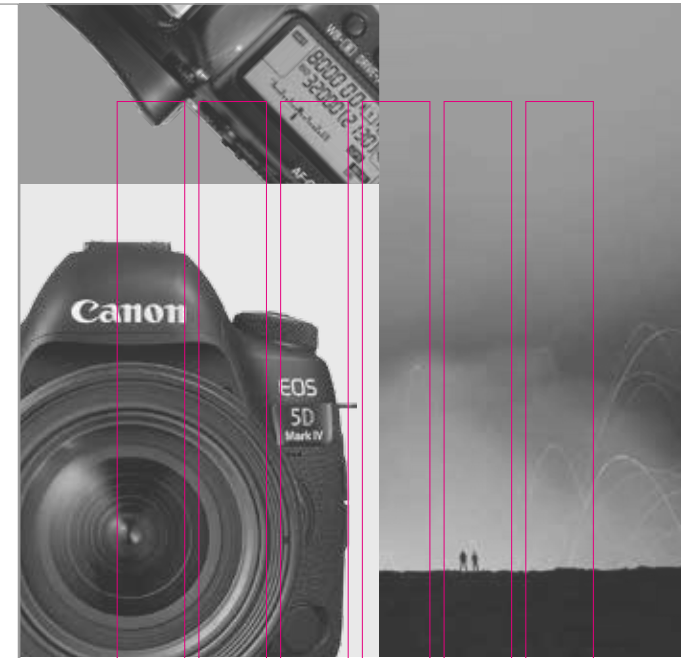
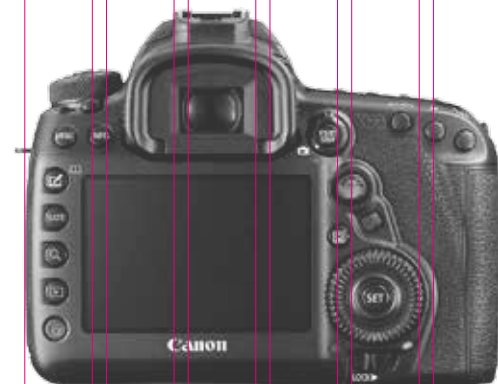
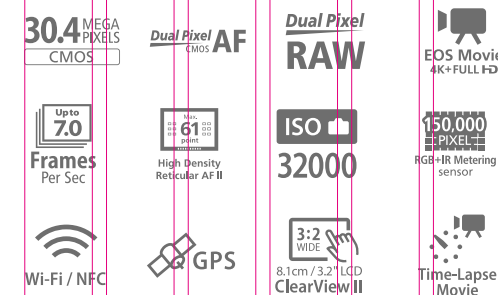
EOS 5D MARK IV TO EARTH'S EXTREMES

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- Step up to cinematic 4K, record Time-Lapse movies or slow motion effects with HD 120p
- Stay connected with built-in GPS and Wi-Fi



EOS 5D Mark IV

PURSUE PERFECTION

Canon

Campaign Endline



Ulla Lohmann, Canon Explorer

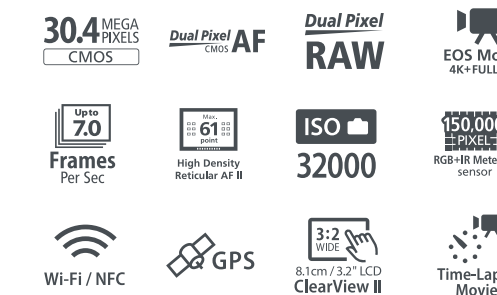
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EOS 5D Mark IV

PURSUE PERFECTION

Canon


Campaign Endline

IF YOU WANT TO BE LUCKY, BE READY WHEN LUCK ARRIVES

EOS M5

- Uncompromising EOS quality in a truly portable body
- Supercharged to capture spontaneous moments
- Share your images and movies with the world - instantly

Ask for a demo



Canon


Campaign Endline

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Canon

Campaign Endline

**INNOVATE
YOUR
BUSINESS**

The new Océ
VarioPrint i300:
True sheet-fed
flexibility and
superior quality with
inkjet performance.



Canon

Campaign Endline



**INNOVATE
YOUR
BUSINESS**

The new Océ
VarioPrint i300:
True sheet-fed
flexibility and
superior quality with
inkjet performance.



Canon

Campaign Endline



**INNOVATE
YOUR
BUSINESS**

The new Océ
VarioPrint i300:
True sheet-fed
flexibility and
superior quality with
inkjet performance.



Canon

Campaign Endline

KEEPING CUSTOMERS OR GROWING CUSTOMERS YOU CAN DO BOTH



The most important thing to any business is the customer.

Whether internal or external, you need to be able to offer the services that will keep your clients happy. But, at the same time, you need to ensure revenue growth - either by attracting new customers with the latest services, or reducing costs to increase the profitability of your print room.

The image PRESS C850 Series is uniquely equipped to help you do both at once.

So you no longer need to choose - now you can have it all.



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PIXMA TS8050

**SMALL IN SIZE,
BIG ON
FEATURES –
EXPERIENCE
STUNNING
PRINT QUALITY
AND COMPACT
ELEGANCE.**

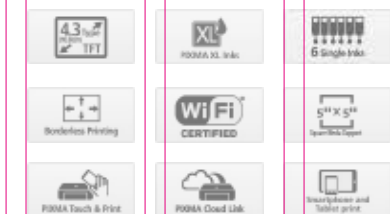


- Print stunning photos with a high-quality 6-ink system
- Print, copy and scan functions – all in a compact space-saving body
- Auto-tilting front panel and large 10.8cm (4.3") touchscreen
- Auto-expanding output tray, dual paper feeders and support for square photo printing
- Wi-Fi, NFC and SD card connectivity options
- Smartphone, tablet and PC support, plus print and scan cloud functions via PIXMA Cloud Link*
- Fast 15ipm mono printing, 10ipm colour and 10cm x15cm (4" x 6") borderless photos in 21secs
- Optional larger capacity XL ink cartridges available
- Enhanced print head technology for reduced graininess and grey ink for great shadow tones in photos
- Direct Disc Print using printable CDs, DVDs or Blu-rays

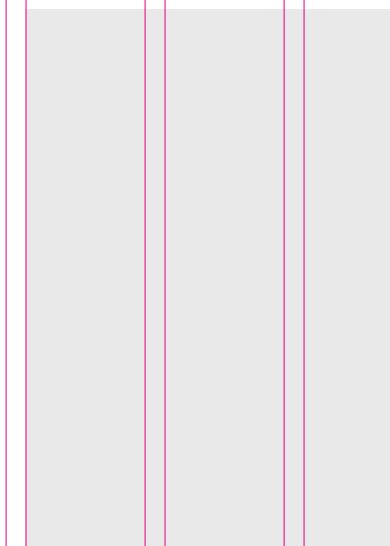
Canon

Campaign Endline

Powerful All-in-One delivering premium quality photo printing, multiple wireless connectivity options and an easy-to-use 10.8 cm (4.3") touchscreen, all from a stylish and compact body.



PRODUCT RANGE



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PRODUCT RANGE



An area of the Sales Sheet is left clear for the pricing to be added. The text in this area is set in Century Gothic.

Digital

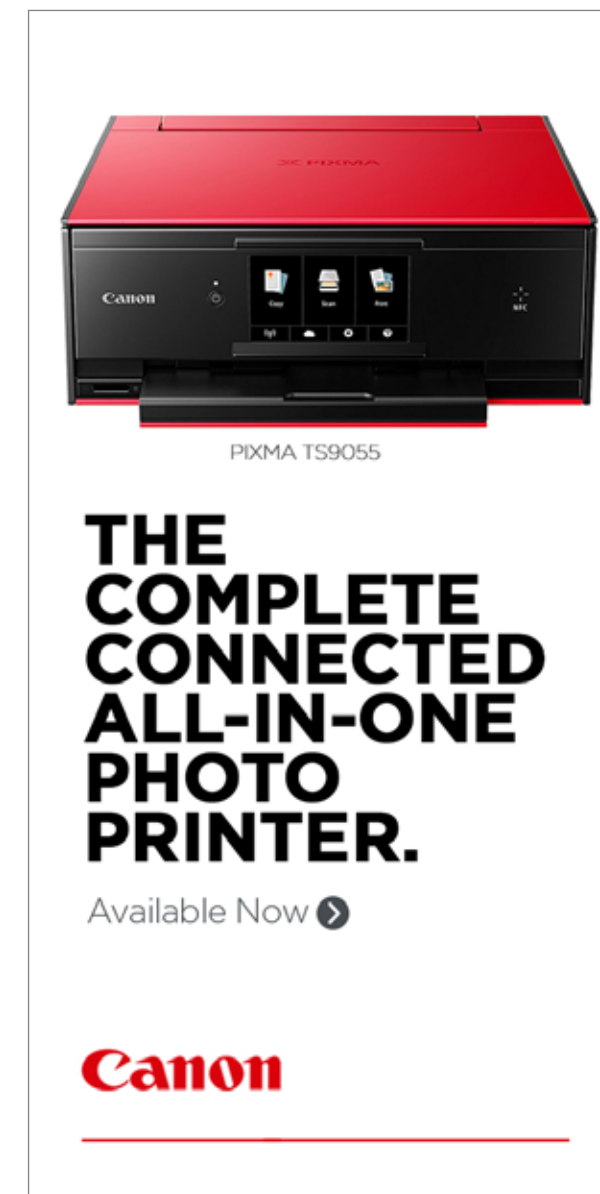
Animated banners

Try to use a large crop of Canon device making sure never to cut off the Canon logo.

Always use the block CTA. This should always attach to the edge of the banner. Either left edge or right edge depending on layout and space.



300x600 Double MPU



160x600 Skyscraper



728x90 Leaderboard

Digital

Static banners

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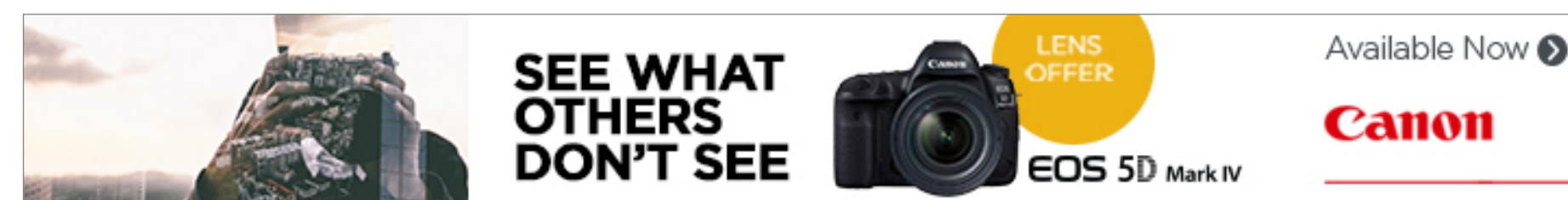
300x600 Double MPU



160x600 Skyscraper



300x250 MPU



728x90 Leaderboard

From 2017, NSO and RSO Marketing Directors are responsible and accountable for confirming that any locally proposed creative content does not raise any intellectual property (IP) concerns.

There will be no other active checks for IP issues arising

from the content.

If you confirm that the content is free of IP concerns, then you are confirming that you have checked to ensure that the content does not contain any third party brands, products and / or content, which are likely to expose Canon to risk, or if there

are, then you have checked to ensure that Canon has all rights necessary to use the third party brand, product and/or content in the proposed creative content.

If you have any doubts whether or not locally proposed creative content is free of IP concerns, please escalate the matter to the

IP Team at Canon Europe Limited prior to submission.

Once you have confirmed the checks above, then please complete section 5 of the Creative & Content Approvals Form.

TEMPLATE EXAMPLE / DOWNLOAD SECTION

TEMPLATE WORKING GUIDANCE

Additional guidance for the following platforms will be provided at a later stage.

Digital Guidelines

- Canon Website
- Ecomm
- Mobile
- Irista

Social Media Guidelines

Advertising Guidelines

Photography & Video Guidelines

Literature Guidelines

Editorial Guidelines

Live Comms & Experiential Guidelines

In-Store Guidelines

Bundle Kits

Building Branding Guidelines

Merchandising Guidelines

CBS Site Branding Guidelines

Logo Usage Guidelines

3rd Party Guidelines

- Channel Partners
- Canon Business Centres
- Partner Program
- Channel Partner Applications
- PartnerNet “Campaign on Demand”

For any questions or queries please contact the Canon EMEA brand strategy team

- Rob Bell – rob.bell@canon-europe.com
- Subbaiah Kuttanda – subbaiah.kuttanda@canon-europe.com
- Marc Ranner – marc.ranner@canon-europe.com
- For brand assets and detailed information visit canon-europe.com/brandsite or search on Kura
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