you can

Canon

The Identity:
Canon logo

Our logo is one of our most important assets. It tells people who we are. How the logo is presented will affect how our customers see Canon, so it must always be shown consistently and in accordance with our guidelines.

The Canon logo

Within the EMEA region the You Can brand platform should be used across all communications. The Canon logo is only used when there is a space restriction, or for sponsorship/event branding. This should always be approved first by the brand management team.

The Canon logo should always appear in Canon red (for colour values please see the colour section).

Canon

The Identity:
Canon logo

Exclusion area

The Canon logo needs space around it to maximise the impact of the message it is designed to convey. The 'exclusion area' refers to the fixed area that may not be invaded by text, images, colour, or any other element. This white space helps to make the logo stand out. It is easy to calculate as the area of white space surrounding the logo should be equal to 10% of its total width.
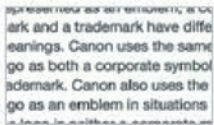
Minimum size

The logo is suitable for use across all sizes. The artwork can be used as large as required and reduced down to a minimum recommended size of 15mm.

1/10

Canon

1/10   1/10

1/10

The Identity:
Canon logo
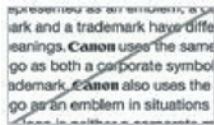
Using the logo within text is not allowed

Always use the same font as the surrounding text

Canon NEWS

Canon NEWS

Using the logo in combination with other words is not allowed

Always use the same font as the surrounding text

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

Using the logo to produce a cross pattern is not allowed

Display the logo independently

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

Print this section

The Identity:
Canon logo

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

Background colours

If there are limitations in printing, media or materials and it is impossible to display the logo against a white background, you will need to make sure that there's enough contrast with the background colours to allow the logo to stand out and be clearly recognisable. The adjacent chart is a valuable reference guide for this.

Print this section

you can

Canon

The Identity:
Canon logo

Do not alter the
character alignment

Do not add
dimension, as with
CG animation

Do not add drop
shadows or shaping

Do not alter the
character spacing


Assorted colouring
is not allowed

Outlining the logo
to separate it from
the background is
not allowed

Accurate reproduction

The purpose of these guidelines is to ensure
that all reproductions of the Canon logo are true
to the original. Any variations that are made to
the logos will distort our visual identity and could
compromise our values and brand personality
as a result. That is why no exceptions can be
allowed under any circumstances.

Print this section

The Identity:
Canon logo

Start —————————————————→

—————————————————→ End
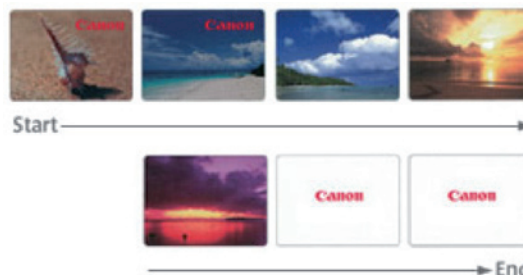
Broadcast and on-screen media

For broadcast or on-screen media, follow the
usage rules for printed materials. Ensure the
logo keeps its exclusion area, to maintain a
unified brand image.

For animations or video sequences, display the
logo at the beginning and the end of the film, in
the same position, for approximately two seconds
each time. As the edge of the logo may become
blurry, a black outline may be used to sharpen it.

Print this section

you can
Canon
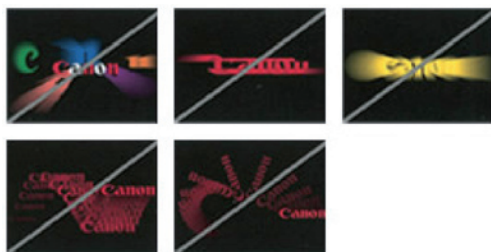
Broadcast and on-screen media

Do not modify the logo with any imaging processes or video effects, or use motion and/or colour that would damage the logo.

The Identity:
Canon logo

Downloads

The Canon logo (for print)
▶ Download ZIP (EPS format)

The Canon logo (for tv & film)
▶ Download ZIP (EPS & PNG formats)

The Canon logo (for web)
▶ Download ZIP (EPS, JPEG & GIF formats)

Canon