EMEA PARTNER PROGRAMME
BRAND GUIDELINES

PARTNER PROGRAMME

Canon

Our aim at Canon is simple: to inspire our customers by providing them with technologies, services and knowledge that enable them to do amazing things.

We plan to deliver a new omnichannel experience, where Partners are at the heart of our goal to become truly 'channel-first'. The Partner Programme will become a key communication tool for our Partners, with a distinctive and consistent look and feel which works within the wider Canon Brand Guidelines.

The following guidelines explain a few simple rules for using the Partner Programme identity.

CONTENTS

GENERAL RULES AND INFORMATION

The following rules are applicable for all partners and should not be broken in any instance without written approval from Brand Management Committee.

1. When using the Canon logo the relationship of the Third Party and the Canon group should be clear and must not be confusing*

2. The Canon logo cannot be combined with any Partner or Third Party name or logo.

3. The Canon logo cannot be combined with text specifying the relationship with the Third Party.**

4. Third Party trademarks should not precede or follow the Canon logo.

5. The Canon logo shall not be used in a way which causes confusion, dilution or is otherwise derogatory to Canon or to Canon's trademarks.

6. The use of the Canon red line device or any other proprietary graphic styling including fonts by distributors or non-accredited resellers is not permitted.

* Under no circumstances should a Third Party use the Canon logo to give the general public the impression that they are part of, affiliated with or otherwise endorsed by the Canon group. Statements, actions, views, materials, assets and properties of any Third Party should not be misunderstood to represent those
of the Canon group of companies.

** There may be certain territories where this rule does not apply. For further information please contact CEL Brand or your local IP & Legal team.

TYPOGRAPHY

Font usage

The font Tungsten and Gotham is the Canon corporate font and is for Canon use only. The templates within this toolkit use the Century Gothic family of fonts in all instances.

Hierarchy

Headlines, introductory copy and body copy should be set in Century Gothic Regular. Century Gothic Bold may be used within these as a highlighter.

Text heavy communications may require the use of italics

Century Gothic

Bold or Regular
Tracking set to 0
Leading set to 120%
point size
Body copy always
black

System font:

CENTURY GOTHIC
abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
123456789!''£$%&()

THE PARTNER PROGRAMME IDENTIFIERS

There are two main versions of the Canon Partner Programme identifier, a Primary version and a Secondary version.

The different usages of both are defined in these guidelines.

Primary identifier

Secondary identifier

PRIMARY
IDENTIFIER
USAGE
GUIDELINES

THE PRIMARY IDENTIFIER

The Primary identifier is composed of the Canon logo locked-up with the new Partner Programme type and panel device. The relationship between the two should always remain as shown, with no variation.

This is the Primary identifier for the Partner Programme and should be used on all partner communications when talking about the Partner Programme as a whole.

To avoid repetition the Primary identifier should not be employed on Canon communications, where the main Canon logo appears.

THE PRIMARY TIERING IDENTIFIERS

Sitting beneath the main Primary identifier
sits a suite of four tiering identifiers:

– Partner
– Silver Partner
– Gold Partner
– Platinum Partner

These are used to denote a Partner's
Certification level based on achievement as
per the programme qualification thresholds.

These identifiers are to be used by
Partners as proof of Canon Partnership
and Certification level for use on their
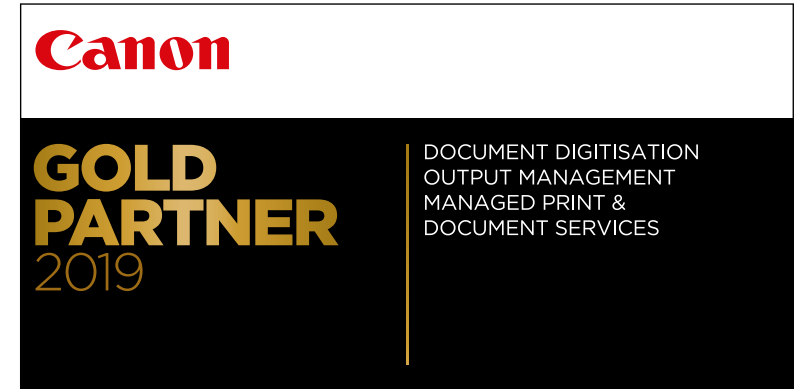own communication materials.

EXTENDED VERSIONS

The Tier identifiers have a flexible design that enables the lock-up to extend to contain different Competencies achieved.

Live Adobe Illustrator templates have been provided to create Partner specific versions and are available from the Partner Programme Sharepoint.

The templates allow for the insertion of Competencies achieved. These are set in Gotham Book – the style, position and size of these are set within the template and should never be altered in any way.

No other aspect of the lock-up should be altered in any way.

Canon

GOLD PARTNER 2019

DOCUMENT DIGITISATION
OUTPUT MANAGEMENT
MANAGED PRINT &
DOCUMENT SERVICES

Competency level
Set in Gotham Book

Canon

GOLD PARTNER 2019

DOCUMENT DIGITISATION
OUTPUT MANAGEMENT
MANAGED PRINT &
DOCUMENT SERVICES

USING THE PRIMARY IDENTIFIERS – EXCLUSION ZONE / MINIMUM SIZE

The minimum exclusion zone is equal to 20% of the width and height of the Partner Programme identifier.

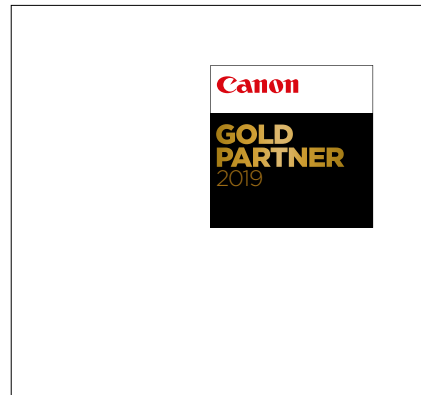Where possible leave more than the minimum space permitted.

1. Minimum exclusion zone

2. Minimum size

(X/20%)

(X/20%)

(X/20%)

(X/20%)

(X)

(30mm)

USING THE PRIMARY IDENTIFIERS – BACKGROUNDS

The preferred background for the identifiers is white but if placing on a background colour or image it should be ensured that there is a good level of contrast between the two.
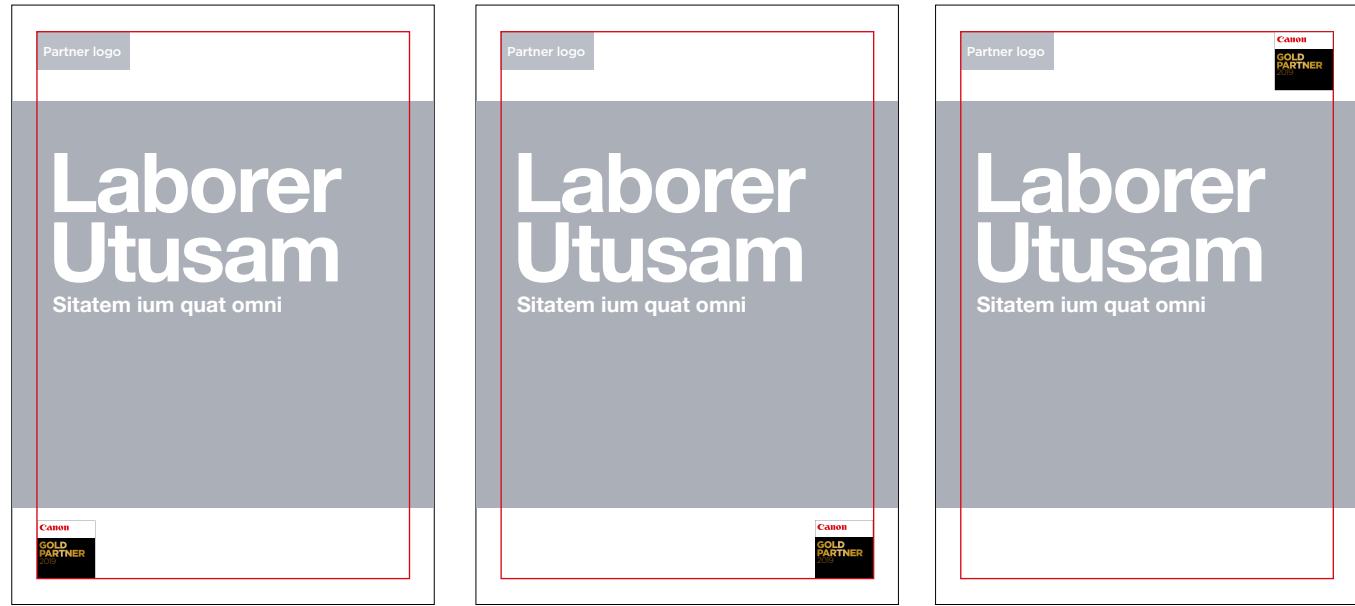
USING THE PRIMARY IDENTIFIERS – POSITIONING

Where possible the Primary identifiers should not directly neighbour a partner's logo.*

The examples shown illustrate how the identifier should be placed either left or right, in top or bottom corners of a format. The identifier can either be positioned in alignment with a Partner's logo or in a corner that is sympathetic to the design.

Logo positioning

The Partner Programme logo may appear in either the bottom left, bottom right corner or top right. Please refer to the Canon Grid guidelines.

Where possible the Primary identifiers should not directly neighbour a partner's logo.* The examples shown illustrate how the identifier should be placed either left or right, in top or bottom corners of a format. The identifier can either be positioned in alignment with a Partner's logo or in a corner that is sympathetic to the design.

Partner logo	Partner logo	Partner logo
Laborer Utusam Sitatem ium quat omni	**Laborer Utusam** Sitatem ium quat omni	**Laborer Utusam** Sitatem ium quat omni

*On certain digital formats, email footers, partner's websites etc. there may be a neccesity for the identifier to sit next to a partner's logo and in these instances the minimum clear space rule should apply.

GENERAL RULES FOR TEMPLATES

The top third will hold your main image

Canon PP tier logo

This secondary area will house your main headline, which is set in Century Gothic font

Lorum ipsum dolor sit amet essit dolorum ipsam hillit maxim quibus

Lorum ipsum

Nem nos dita eos nisinctet officaest facerum rempora nullatio dolorit arciusaecum ium facesciant, simus, inti accusame vent rehendam ut faciis eos ea vel inctolatur, essit doforam ipsam hillit maxim quibus.

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- Musam essum fugia niminctatis dolorrum quibus suntur, con evelisquam, quid quos aut et exeribu saestio.

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Lorum ipsum

Fugit, sinvel estius comnis alitibus ducium fugit, que nobis magnatur alistis nulla pro quasit aliquo quiatus quibus et mi. ommodis nobis accatet urendant porum at volten.

Body copy

This bottom area holds the introduction text and body copy

An area for placement of any additional product imagery, if required.

Call to action / contact details

Partner logo

Partner logo area

GUIDANCE ON IMAGERY USAGE FOR THIRD PARTY COLLATERAl

Photography should be intriguing and have depth – images should be rich and involving with subtle levels of story to engage the viewer.

Our photography mostly shows our customers in their natural environment – using natural, wide shots to add context and intrigue. Supporting imagery can focus on specific detail.

Key principles

Photography should be of the highest quality. Key elements your photography should aim for are:

Photography **IS**	Photography **ISN'T**
Intriguing	Obvious
Well-considered	Throwaway
Creative	Cliché

Restrictions

All images should be legal, decent, honest and truthful and should reflect a sense of responsibility to consumers and to society. Content with references to tobacco, alcoholic drinks, nudity, gambling, weapons, politics, tattoos.
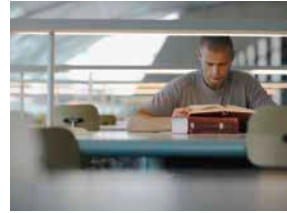
An interesting visual perspective

Use unusual camera angles, shadow or light in a creative way to show a situation in an unexpected way, adding visual variety, depth or excitement and be rich in colour to attract and involve the eye.

Real people, real situations

Go for authentic people in realistic situations or if not showing people, lifelike and credible settings. Always use true, natural colours and avoid anything that appears posed or over-staged.

Human and approachable

Create intimacy by showing people, expressions and emotions that are sincere and spontaneous, not cold or aloof.

Telling a story

Suggest that something has just happened or is about to happen so observers can find a story in what they see.

USING THE PRIMARY IDENTIFIERS - SIZE AND POSITIONING.

The Partner Programme logos displayed in this guide are to be seen as an example; each partner should use the agreed identity related to their current certification. This guide assists you in the creation of third party marketing assets.

Protected area

The Canon Partner Programme logo and the Canon logo both have exclusion zones. No text or imagery is allowed to encroach into this protected area. This area is 1/5 the Canon logo length (x) in all directions.

The Logo size relationship

The Canon Partner Programme logo should cover an area no larger than 75% the area covered by the Partner's logo. The total area of a Partner logo should be calculated then the Canon Partner Programme logo should be no bigger than 75% of this size. This ensures adherence with Canon's brand guidelines.

EXAMPLE APPLICATIONS – PRINT ASSETS

Primary use: A4 brochure example

Primary use: banner

Primary use: Case study

EXAMPLE APPLICATIONS – PRINT ASSETS

Partner logo

Laborer Utusam
Nost resto doluptatiunt

Audere ni fascetum

Sitatem ium quat omni Genimusa piciisim id quis ilit, ant imoles maxim fugit, sandia quibus, et que et ea pa nonsequ odicipisqui ut labor alit ducimus pa sust a dem fugiamus audam verum eost, omnihillatem faccum fugiata spissequi offici abo. Nost resto doluptatiunt desti sandae parumquia ipid ea ateniet proriae offictem Facere.

Audere ni fascetum

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Canon GOLD PARTNER 2019

Logo   Logo

Partner logo

Canon GOLD PARTNER 2019

Laborer Utusam
Nost resto doluptatiunt

Audere ni fascetum

Sitatem ium quat omni Genimusa piciisim id quis ilit, ant imoles maxim fugit, sandia quibus, et que et ea pa nonsequ odicipisqui ut labor alit ducimus pa sust a dem fugiamus audam verum eost, omnihillatem faccum fugiata spissequi offici abo. Nost resto doluptatiunt desti sandae parumquia ipid ea ateniet proriae offictem Facere.

Audere ni fascetum

Sitatem ium quat omni Genimusa piciisim id quis ilit, ant imoles maxim fugit, sandia quibus, et que et ea pa nonsequ odicipisqui ut labor alit ducimus pa sust a dem fugiamus audam verum eost, omnihillatem faccum fugiata spissequi offici abo. Nost resto doluptatiunt desti sandae parumquia ipid ea ateniet proriae offictem Facere.

Logo   Logo

Primary use: DM template

Canon PP flier logo

Lorum ipsum dolor sit amet essit dolorum ipsam hillit maxim quibus

Lorum ipsum

Nem nos dita eos nisinctet officaest focerum rempora nullatio doiorit arciusaecum ium facesciant, simus, inti accusame vent rehendam ut facilis eos ea vel inctotatur, essit dolorum ipsam hillit maxim quibus.

- Olorae cum nam voluptatio ma voluptatem ilicrem haribus aut dellaborum quo cupisin
- Musam essum fugia riminctatis doiorum quibus sunfur, con evelisquam, quid quos aut et exerilou saestio.

Beritis quiae non pratus estruptat durior simus. Et fugit ut quia solupta voluptat illatem ea quosti coritaerum. autem suntempel ipsae elentus idel intem et volo et alit reptatempe soiorepto verum ilitae omnihil u.

Uptatium qui utatur, cum et modis maios pos esed que senis et pel iducit quisquis et laboriti ibusam digendae.
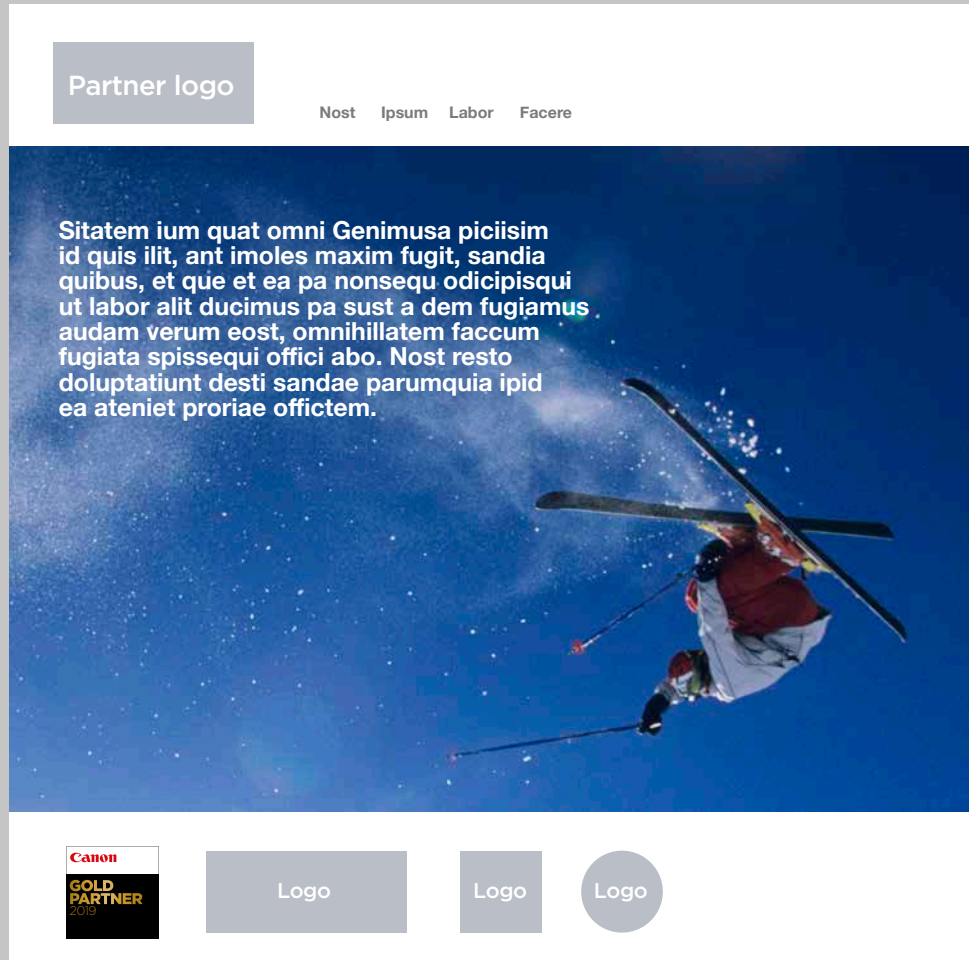
Lorum ipsum

Fugit, sinvel estius comnis alitibus ducium fugit, que nobis magnatur alistis nulia pro quasti aliquo quiatus quibus et mi, ommodis nobis accatet urendant porum ut vollen.

Partner logo

English Edition © Canon Europa N.V., 2019

EXAMPLE APPLICATIONS – DIGITAL ASSETS

Primary use: skyscraper

Partner logo

Laborer Utusam

Sitatem ium quat omni

Partner logo

Nost   Ipsum   Labor   Facere

Sitatem ium quat omni Genimusa piciisim id quis ilit, ant imoles maxim fugit, sandia quibus, et que et ea pa nonsequ odicipisqui ut labor alit ducimus pa sust a dem fugiamus audam verum eost, omnihillatem faccum fugiata spissequi offici abo. Nost resto doluptatiunt desti sandae parumquia ipid ea ateniet proriae offictem.

Logo

Logo

Logo

On certain digital formats, email footers, partner's websites, etc. there may be a neccesity for the identifier to sit next to other partner logos and in these instances the minimum clear space rule should apply.

EXAMPLE APPLICATIONS – DIGITAL ASSETS

Primary use: eDM

Primary use: Newsletter

Primary use: Event invite

EXAMPLE APPLICATIONS – WINDOW STICKERS

Primary use: Window stickers

These come in a range of sizes; 5, 10 and 20cm (along shortest edge).
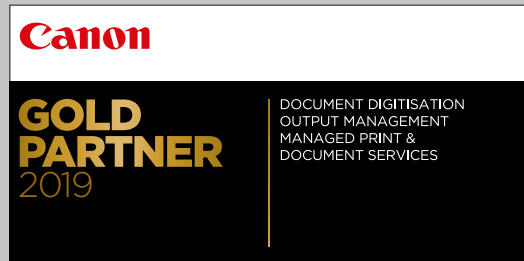
USING THE PRIMARY IDENTIFIERS – DON'TS

Here are a few things not to do when using the Primary identifiers.

The lock-up, type, colour and proportion should not be altered in any way.

Don't rotate the identifier

Don't stretch the identifier

Don't alter the typefaces

Don't alter the colour

Don't alter the size of elements

Don't stack the identifiers

Don't use them on clashing backgrounds

SECONDARY IDENTIFIER USAGE GUIDELINES

Internal usage only

THE SECONDARY IDENTIFIER

The Secondary identifier is composed of
the new Partner Programme type and panel
device. The relationship between the
two should always remain as shown, with
no variation.

This is the Secondary identifier for the
Partner Programme and should be used on
all Canon communications where the main
Canon logo also appears. This version of
the identifier is for internal use only.

This version should be used when talking
about the Partner Programme as a whole.

**PARTNER
PROGRAMME
2019**

THE SECONDARY TIERING IDENTIFIERS

Sitting beneath the main Secondary identifier sits a suite of four tiering identifiers:

– Partner
– Silver Partner
– Gold Partner
– Platinum Partner

These are used to denote a Partner's Certification level based on achievement as per the programme qualification thresholds.

These identifiers are to be used on all Canon communications where the main Canon logo also appears. They should be used when talking directly to, or about, a partner within a specific tier.

PARTNER
2019

SILVER PARTNER
2019

GOLD PARTNER
2019

PLATINUM PARTNER
2019

USING THE SECONDARY IDENTIFIERS – EXCLUSION ZONE / MINIMUM SIZE

The minimum exclusion zone is equal to 20% of the width and height of the Partner Programme identifier.

Where possible leave more than the minimum space permitted.

1. Minimum exclusion zone

(X/20%)

(X/20%)

PARTNER PROGRAMME 2019

(X/20%)

(X/20%)

(X)

2. Minimum size

PARTNER PROGRAMME 2019

(30mm)

USING THE SECONDARY IDENTIFIERS – SIZE AND POSITION

The secondary identifier is positioned at the top left or right of the page for all print formats.

The Secondary identifier is sized at 30mm for all printed formats up to A4. For A3 and over, and extreme formats, the identifier is 70% of the Canon logo size. The identifier should have an exclusion zone of a margin width to the nearest page or image edge.

On extreme formats where the Canon logo should be positioned in the top left or right, the Partner Programme identifier can be aligned with the top of the Canon logo in the opposite corner (see page 23). In instances where the Canon logo sits within its own white panel, the bottom edge of the panel can be treated as the top of the format and the identifier positioned below (see opposite).
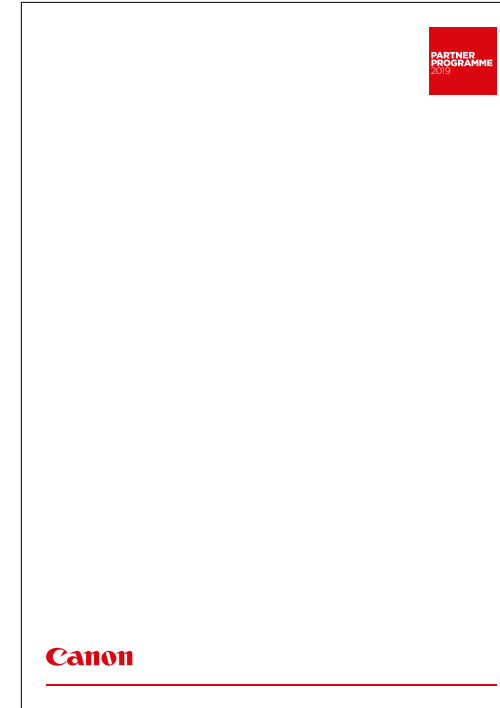
A5
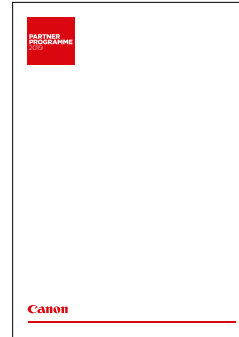
A4
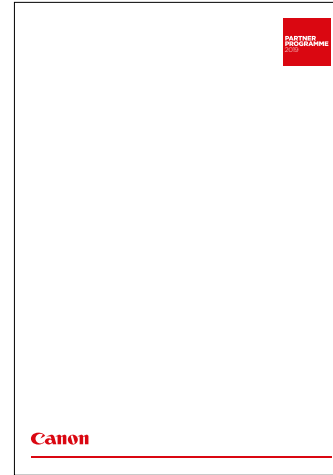
A3 and over

Extreme formats

(margin)

GOING
PLATINUM

USING THE SECONDARY IDENTIFIERS – BACKGROUNDS

The preferred background for the identifiers is white but if placing on a background colour* or image it should be ensured that there is a good level of contrast between the two.

*All flat colours should come from the brand approved Canon Colour Palettes.

USING THE SECONDARY IDENTIFIERS – DON'TS

In addition to the rules set down in the main Canon Brand Guidelines for using the Canon logo here are a few things not to do when using the Partner Programme identifiers.

Suffice to say that the lock-up, type, colour and proportion should not be altered in any way.

Don't rotate the identifier

Don't stretch the identifier

Don't alter the typefaces

Don't alter the colour

Don't alter the size of elements

Don't stack the identifiers

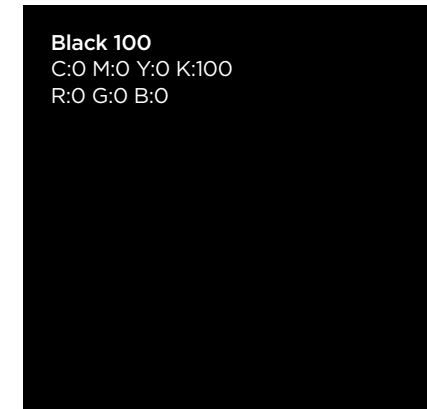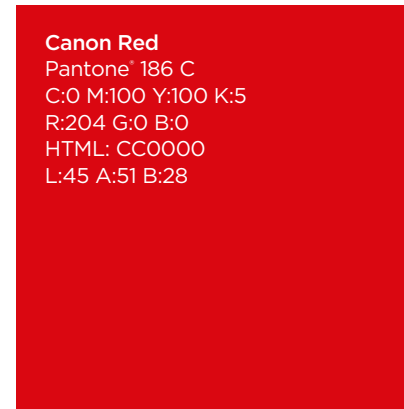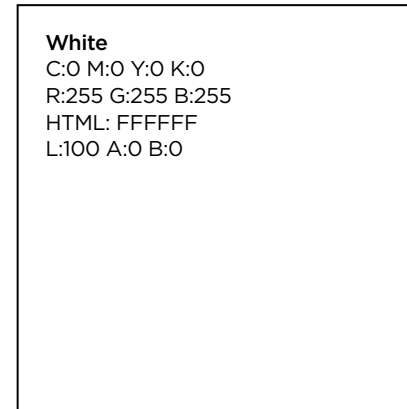**Don't use them on clashing backgrounds**

COLOUR

Apart from the Platinum Partner version the main backgrounds for the identifiers feature Canon Red and Black 100 from the Primary Palette.
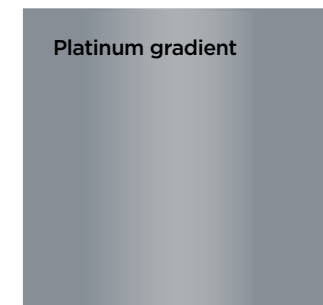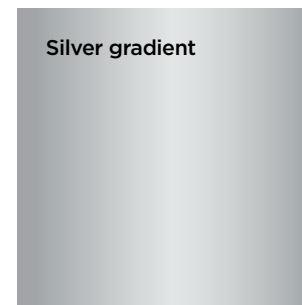
These are for use on both coated and uncoated papers.

The gradient colours are set within the identifier lock-ups and as a rule should not be used in any other aspects of a design.

Primary colour palette

White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HTML: FFFFFF
L:100 A:0 B:0

Canon Red
Pantone® 186 C
C:0 M:100 Y:100 K:5
R:204 G:0 B:0
HTML: CC0000
L:45 A:51 B:28

Black 100
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

Gradients

Black gradient

Silver gradient

Gold gradient

Platinum gradient
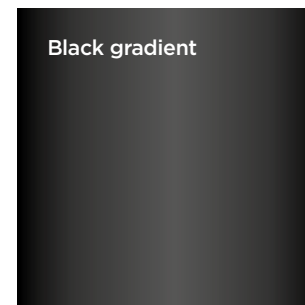
EXAMPLE APPLICATIONS – PRINT ASSETS

Secondary use: A4 brochure example

GOING PLATINUM

Taking teamwork to the next level

PARTNER PROGRAMME 2019

Canon

Secondary use: A5 brochure

TAKE IT TO THE NEXT LEVEL

PARTNER PROGRAMME 2019

Canon

EXAMPLE APPLICATIONS – FREE STANDING BANNER

Note: Use of the 'See the Bigger Picture' brand needs to align to the corporate brand guidelines
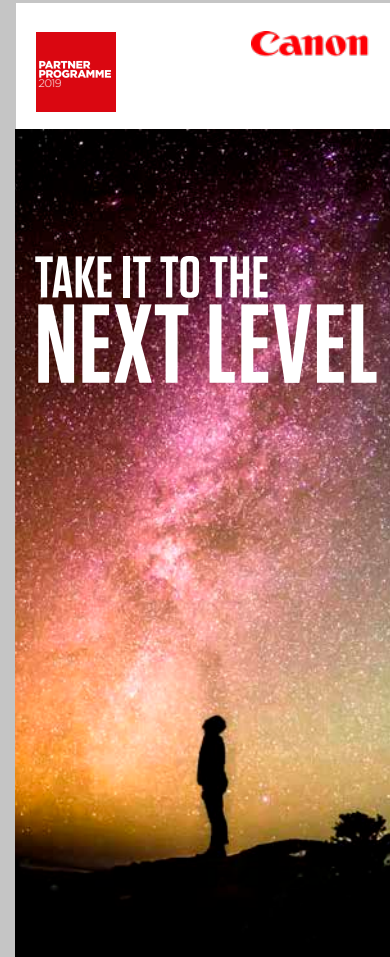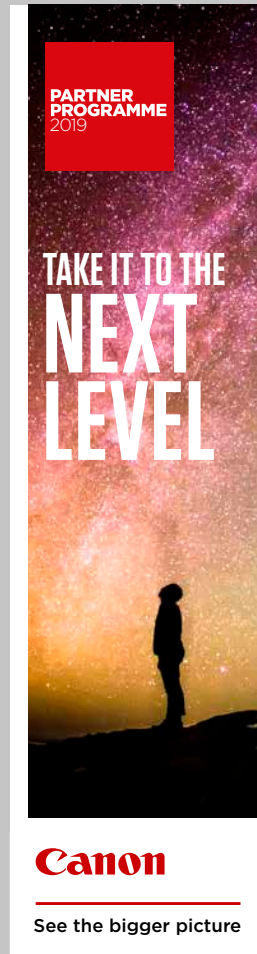
Secondary use: banner

EXAMPLE APPLICATIONS – DIGITAL BANNERS

Note: Use of the 'See the Bigger Picture' brand needs to align to the corporate brand guidelines

Secondary use: skyscraper
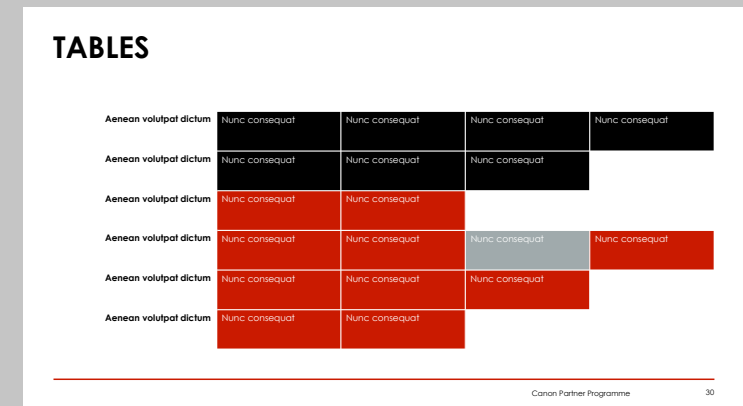
Secondary use: leaderboard

Secondary use: square

EXAMPLE APPLICATIONS – POWERPOINT TEMPLATE

Secondary use: Powerpoint presentation

EXAMPLE APPLICATIONS – CERTIFICATES

Secondary use: Certificates

CANON LOGO

The Canon logo may only be used by third party companies, channel partners, distributors and non-accredited partners alongside or in proximity with the kind of Canon product, service or proposition that is being offered in accordance with usual business practices.

15mm

Canon

50px

Protected area

The Canon logo has an exclusion zone. No text or imagery is allowed to encroach into this protective area. This area is 1/10 the Canon logo length (x) in all directions.

Logo positioning

The Canon logo should appear on the bottom right of any product shots where possible.

The exclusion zone

The exclusion zone is equal to 10% of the total width of the logo.

The Logo size relationship

The Canon logo must remain visible and on a white background.

For print materials, the minimum size of the logo is 15mm wide. For Online materials, the minimum size of the logo is 50 pixels wide.

CANON LOGO

Logo positioning

The Canon logo should appear on the bottom right of any product shots where possible.

The exclusion zone

The exclusion zone is equal to 10% of the total width of the logo.

Restrictions of use

In addition to the general rules and information please ensure that the following is adhered to:

• The use of the Canon logo does not give the impression that the Third Party is part of or affiliated to the Canon group

• The use of the Canon logo does not give the impression that Third Party employees are the employees of the Canon group

• The use of the logo does not give the impression that any Third Party objects (car, company building etc.) are owned or used by the Canon group
•
• The use of the logo does not diminish the public trust in the Canon group
•
• The use of the logo does not diminish or tarnish the reputation of the Canon group and/or Canon products in any way

Contact:

For any questions or queries please contact:
azeem.rehman@canon-europe.com