



# CANON LOGO

OUR MASTER LOGO, OUR IDENTITY



**Logo:**

Master

This is probably the most used asset across all of your design work. This is not to be tampered with and the minimum sizes must be adhered to.

Our logo should **always be prominent and legible.**

The exclusion zone exists to prevent other elements from being placed too close to the logo.

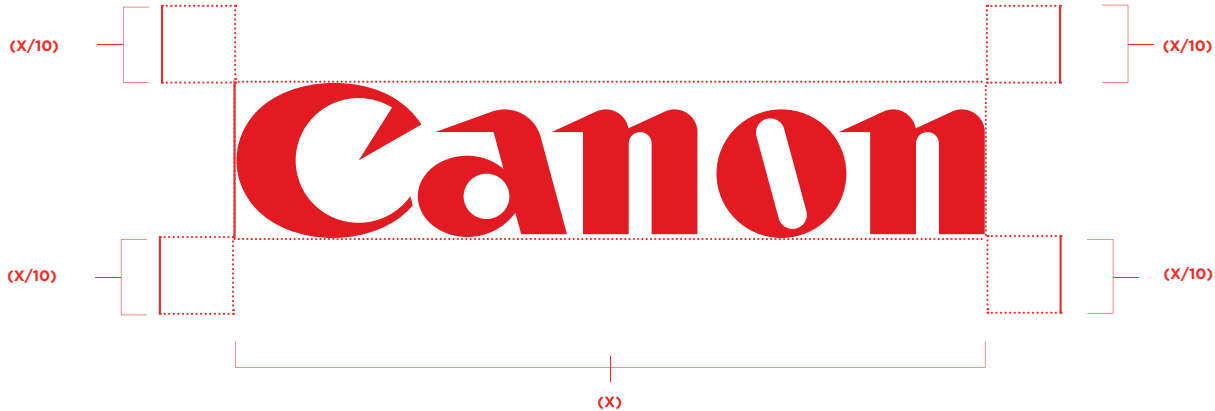
**1. Minimum exclusion zone**

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.

**1. Minimum exclusion zone**



**2. Minimum size**



**Logo:**  
Variants

Our logo is available in Canon Red, white and black.

**1. Canon Red logo**

Our default. Use this colour version wherever possible, on a clean white background.

**2. Canon white logo**

Use the white version if the red logo is not legible (typically over dark backgrounds or dark imagery).

**3. Canon black logo**

Use the black version if the red logo is not legible (typically over light backgrounds or light imagery). Our black logo is also used when fullcolour reproduction is not possible.



**Logo:**  
Legibility & Placement

The Canon logo may appear in red on white in the first instance. When this is not possible, red logo on grey or black can be applied.

There is no option for a white logo on a “Canon red” background. The logo is to be used in red, black or white on white, black or grey backgrounds only.

The secondary and tertiary colour palette still remain as part of our guidelines but not for placing the Canon logo on.

**1. Our only variants for the master logo**



**2. Updated Logo Matrix**

<b>Canon</b>	<b>Canon</b>	
<b>Canon</b>	<b>Canon</b>	
<b>Canon</b>	<b>Canon</b>	
	<b>Canon</b>	
	<b>Canon</b>	
	<b>Canon</b>	<b>Canon</b>
		<b>Canon</b>
		<b>Canon</b>
<b>Canon</b>		<b>Canon</b>
<b>Canon</b>		<b>Canon</b>

**Logo:**  
Sizing

Draw a diagonal line on the page. 12.5% of the length of this line is 'X'

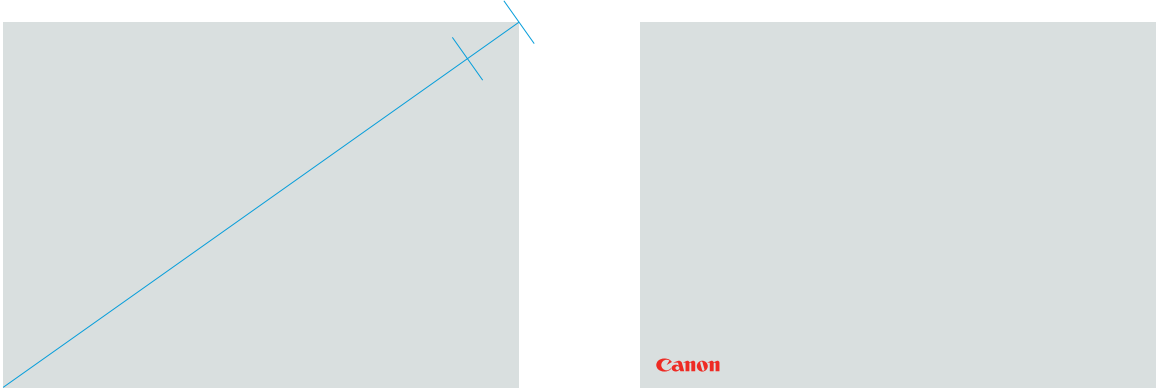
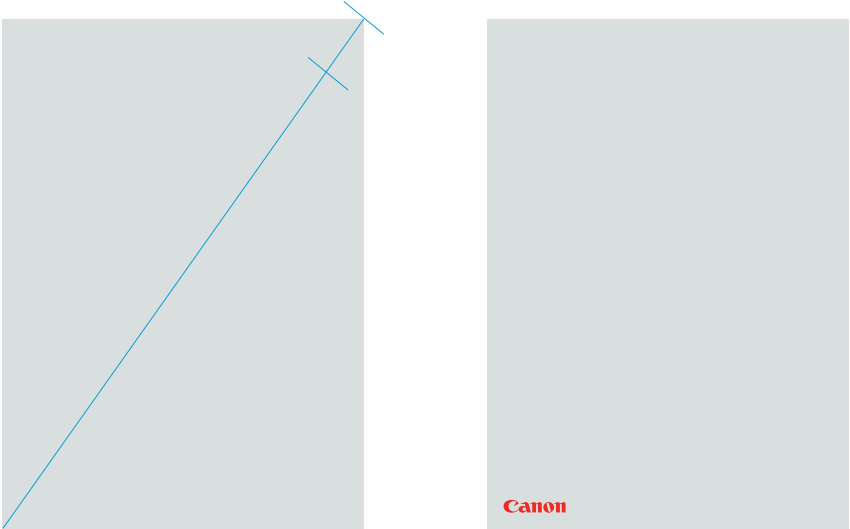
The logo width is X.

All subsequent measurements for layouts are based around the size of the logo.

For example:  
The margin is 25% X.  
The gutter is 10% X.

Most layouts use an eight column grid.

This formula can be used for any format or orientation, including landscape.





# CONTACT

We're always at hand to assist with any queries you may have. Please get in touch below for anything design or brand related:

## **BRAND MANAGEMENT**

### **Richard Sceats**

[Richard.Sceats@canon-europe.com](mailto:Richard.Sceats@canon-europe.com)

## **CREATIVE SERVICES**

### **Ehsan Habib**

[Ehsan.Habib@canon-europe.com](mailto:Ehsan.Habib@canon-europe.com)

### **Jasdev Virdee**

[Jasdev.Virdee@canon-europe.com](mailto:Jasdev.Virdee@canon-europe.com)

### **Canon Europe Ltd**

3 The Square,  
Stockley Park,  
Uxbridge,  
Middlesex  
UB11 1ET, UK

**Canon**

---