

EMEA PARTNER PROGRAMME BRAND GUIDELINES

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

The Partner Programme identifiers	4
Primary identifier usage guidelines	5
The Primary identifier	6
The Primary tiering identifiers	7
Extended versions	8
Using the Primary identifiers	
Exclusion zone/Minimum size	9
Backgrounds	10
Positioning	11
Don'ts	12
Secondary identifier usage guidelines	13
The Secondary identifier	14
The Secondary tiering identifiers	15
Using the Secondary identifiers	
Exclusion zone/Minimum size	16
Size and position	17
Backgrounds	18
Don'ts	19
Colour	20
Example applications	21
Print assets	22
Free standing banner	23
Digital banners	24
PowerPoint template	25
Certificates	26
Window stickers	27
Partner website	28
Partner newsletter	29
Contact	30

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

Canon

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PROGRAMME
2018



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.



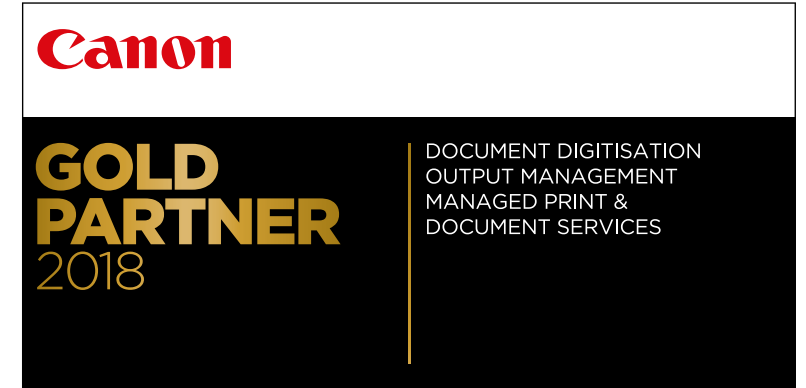
EXTENDED VERSIONS

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.



Competency level
Set in Gotham Book

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

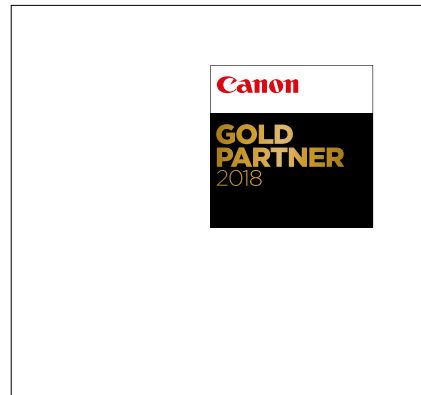


2. Minimum size



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.

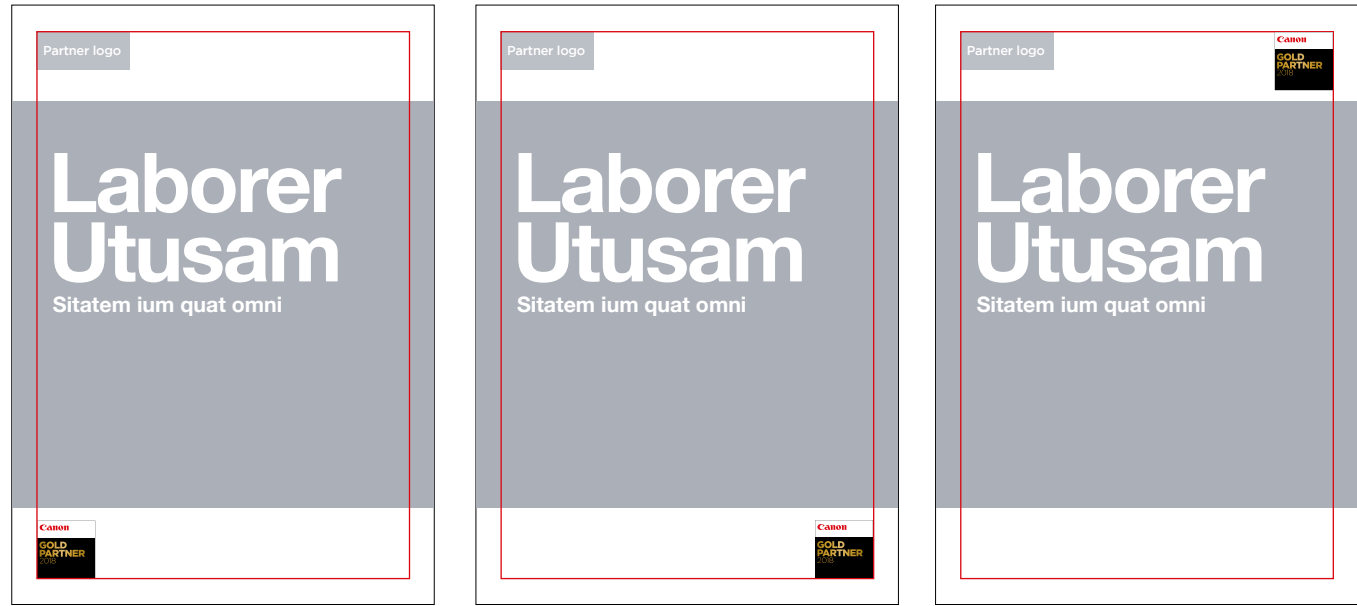


USING THE PRIMARY IDENTIFIERS – POSITIONING

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.

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



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



**PARTNER
PROGRAMME
2018**

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.



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.



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



2. Minimum size



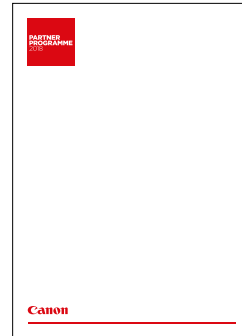
USING THE SECONDARY IDENTIFIERS – SIZE AND POSITION

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

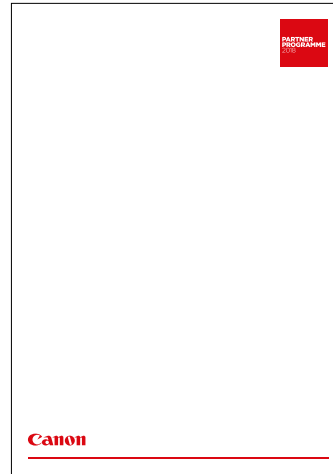
The Secondary identifier is sized at 30mm for all printed formats up to A4. For A3 and over, and extreme formats, the identifier is 70% of the Canon logo size. The identifier should have an exclusion zone of a margin width to the nearest page or image edge.

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).

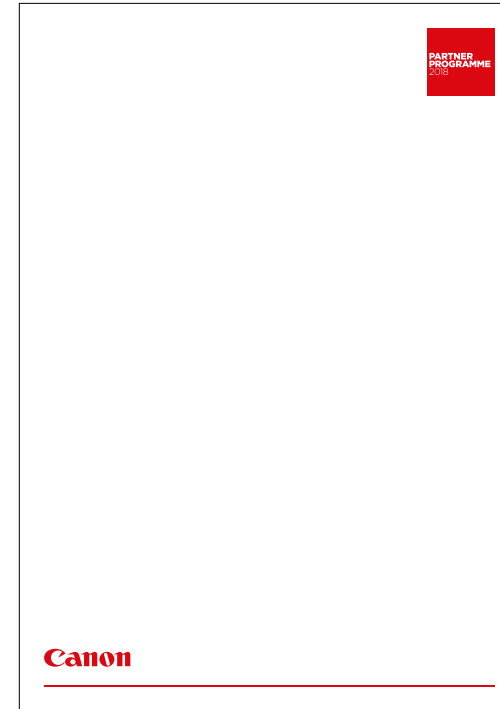
A5



A4



A3 and over



Extreme formats



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

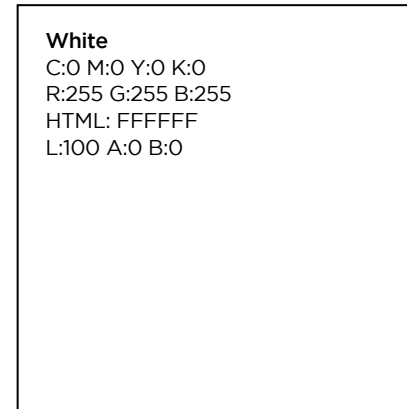
COLOUR

Apart from the Platinum Partner version the main backgrounds for the identifiers feature Canon Red and Black 100 from the Primary Palette.

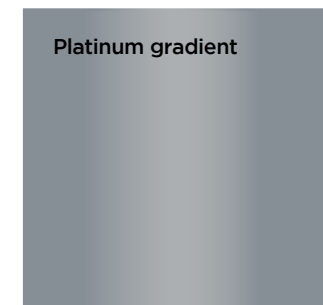
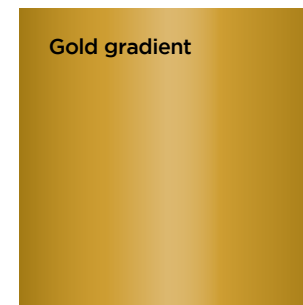
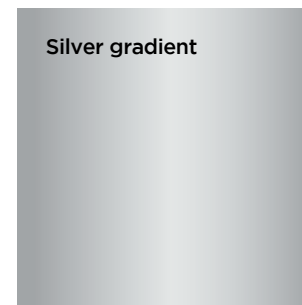
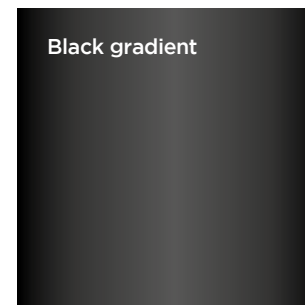
These are for use on both coated and uncoated papers.

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



Gradients



EXAMPLE APPLICATIONS



EXAMPLE APPLICATIONS – PRINT ASSETS

Primary use: A4 brochure example



Secondary use: A4 brochure example



Secondary use: A5 brochure



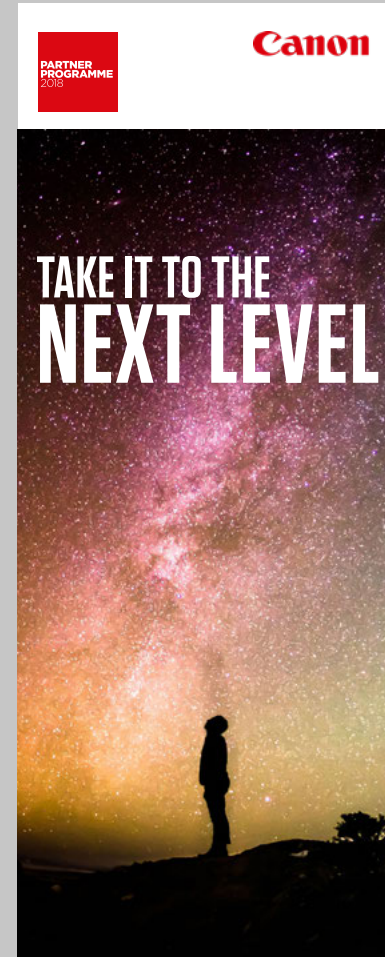
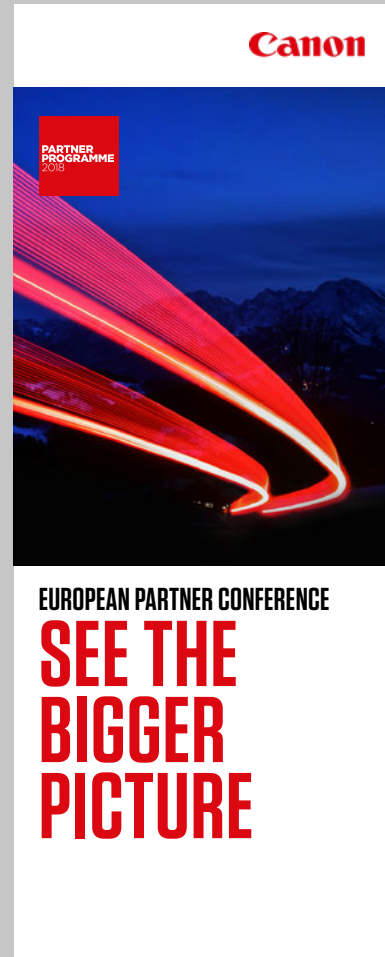
EXAMPLE APPLICATIONS – FREE STANDING BANNER

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

Primary use: banner



Secondary use: banner



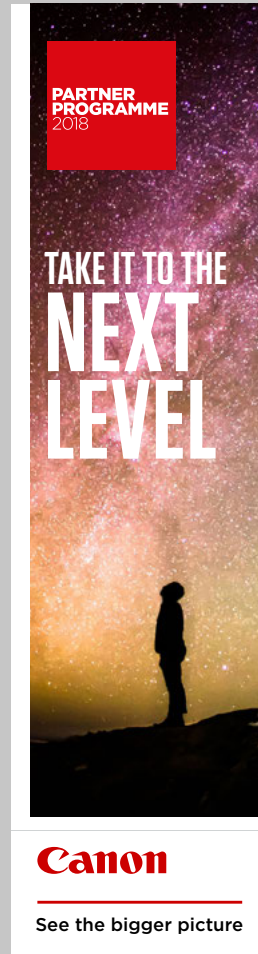
EXAMPLE APPLICATIONS – DIGITAL BANNERS

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

Primary use: skyscraper



Secondary use: skyscraper



Secondary use: leaderboard

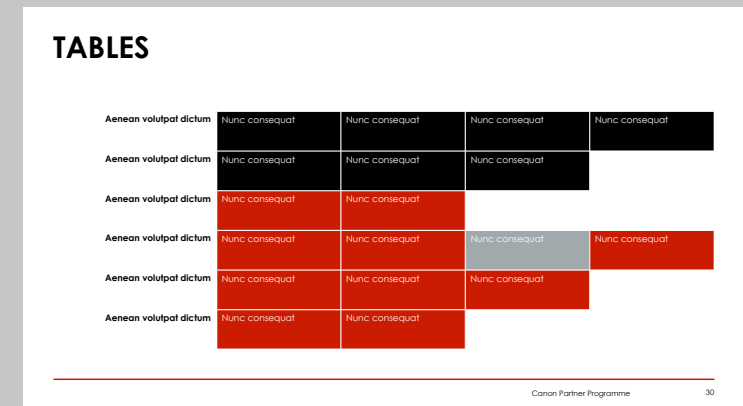
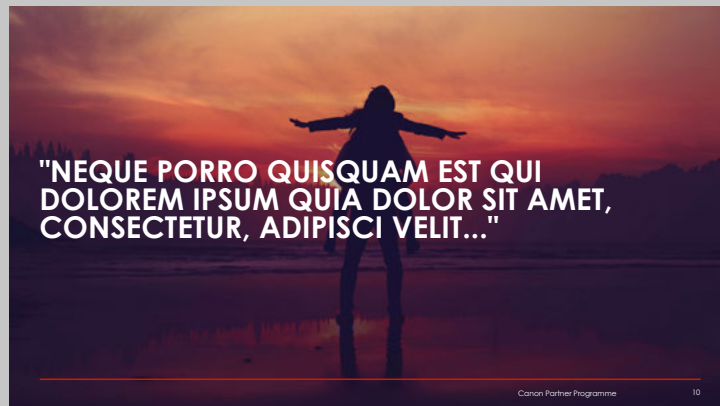


Secondary use: square



EXAMPLE APPLICATIONS – POWERPOINT TEMPLATE

Secondary use: Powerpoint presentation



EXAMPLE APPLICATIONS – CERTIFICATES

Secondary use: Certificates



**SILVER
PARTNER
2018**

**PARTNER
PROGRAMME
2018**

Company name to go here

Competency level to go here
Competency level to go here
Competency level to go here

Awarded on

Name here
Managing Director,
Canon UK & Ireland

Name here
Canon Partner
Channel Director,
Canon UK & Ireland

Canon



**GOLD
PARTNER
2018**

**PARTNER
PROGRAMME
2018**

Company name to go here

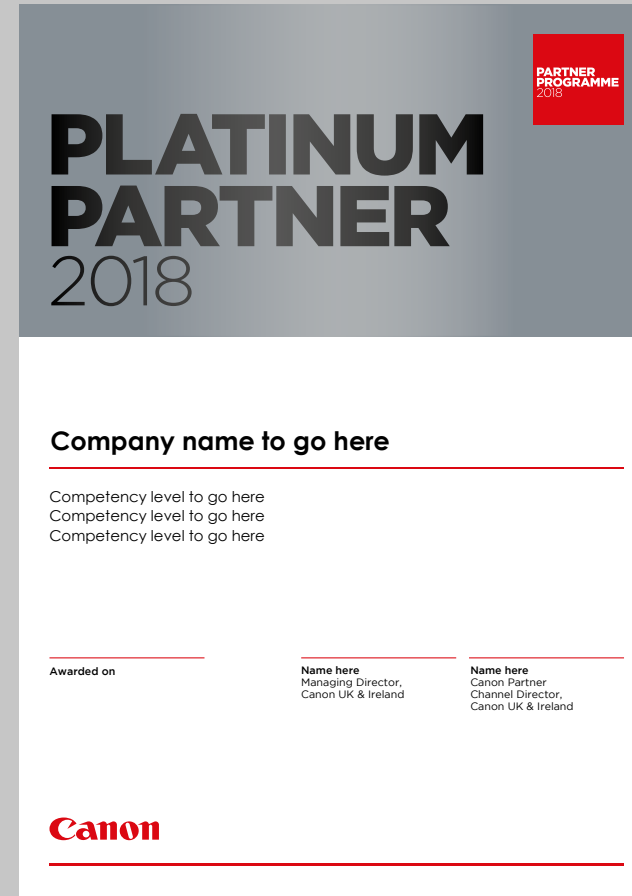
Competency level to go here
Competency level to go here
Competency level to go here

Awarded on

Name here
Managing Director,
Canon UK & Ireland

Name here
Canon Partner
Channel Director,
Canon UK & Ireland

Canon



**PLATINUM
PARTNER
2018**

**PARTNER
PROGRAMME
2018**

Company name to go here

Competency level to go here
Competency level to go here
Competency level to go here

Awarded on

Name here
Managing Director,
Canon UK & Ireland

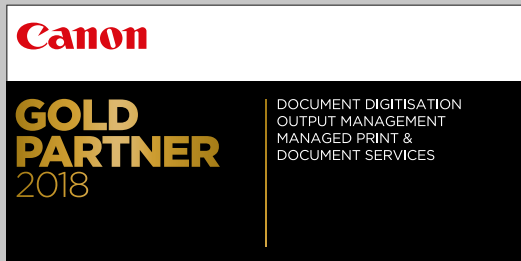
Name here
Canon Partner
Channel Director,
Canon UK & Ireland

Canon

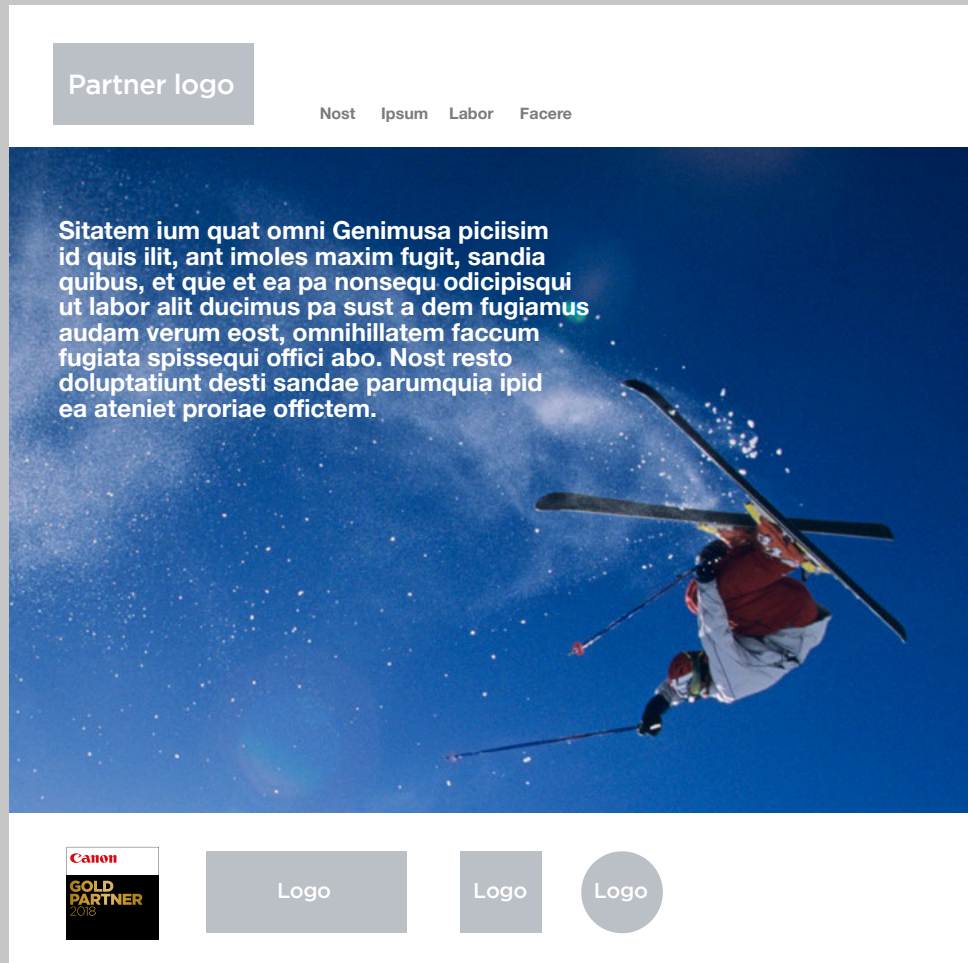
EXAMPLE APPLICATIONS – WINDOW STICKERS

Primary use: Window stickers

These come in a range of sizes; 5, 10 and 20cm (along shortest edge).



EXAMPLE APPLICATIONS – PARTNER WEBSITE



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

EXAMPLE APPLICATIONS – PARTNER NEWSLETTER

Partner logo

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Logo

Logo

Partner logo



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Audere ni fassetum
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Audere ni fassetum
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Logo

Logo

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