

Brand Style Guide

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CANYON

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Why a Brand Style Guide?

The way we project our brand considerably influences how it is perceived by our various audiences and markets. The logo is the most widely seen expression of our brand identity and is usually the first contact people have with our brand. And as a positive public perception is one of the brand's most valuable assets, it is our responsibility to optimize our chances to make a great first impression with our audiences and to build our image.

Each communication provides information about the brand and its products: the way it is presented as well as the clarity, style and quality of the content. Moreover, being consistent across markets with our identity is a cornerstone for an increased recognition and awareness and, thus, for a stronger brand globally.

A Brand Style Guide is a tool where standards for the use of the brand identity elements are prescribed. Having such guidelines is very important to preserve the brand's integrity; to build up the reputation; to convey a clear and consistent message; and to develop and foster a distinctive visual identity.

At CANYON, we are dedicated to establish a strong and trusted brand. With this guide, we hope to encourage local initiatives to create, develop and produce marketing & communications materials promoting CANYON in a consistent and correct way –globally.

For all CANYON logo users, we ask that you read and follow the guidelines as explained below. CANYON's logos may be used only by official partners, artwork designers, press agencies and journalists publishing articles specifically about CANYON and its products.



Brand Statement

CANYON is a cheerful, young and dynamic lifestyle brand that thrives to make life more comfortable by offering a wide range of practical, easy-to-use and affordable IT-related consumer electronics and computer peripherals to the many people.

Our product range is developed with our commitment to offer beautiful and stylish product design at competitive prices, without compromising the quality. This is at the heart of the CANYON brand and our daily business activities globally.



Brand Mark

Canyon's Brand mark consists of a Symbol (the V shape) and a Logotype (Canyon's name). These are the most visible elements of our brand identity and should be used according to general standards to ensure consistency globally.



Colors

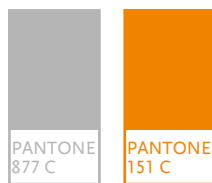
Standard Brand Colors

To preserve our brand's unique look, a consistent use of colors is very important. The core brand colors are black, silver, orange and white.

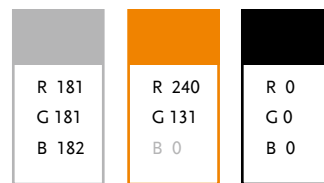


Whenever possible, the Canyon logo should be reproduced in the following colors. When color is not an option, use a grayscale palette. If used on a colored background, please ensure that our brand mark stands out clearly.

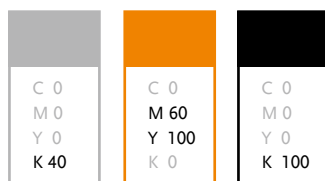
PANTONE Colors (Print materials)



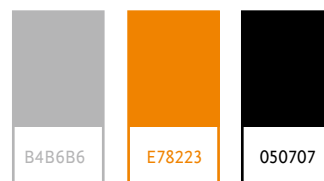
RGB Colors (Web)



CMYK Colors (Print materials)

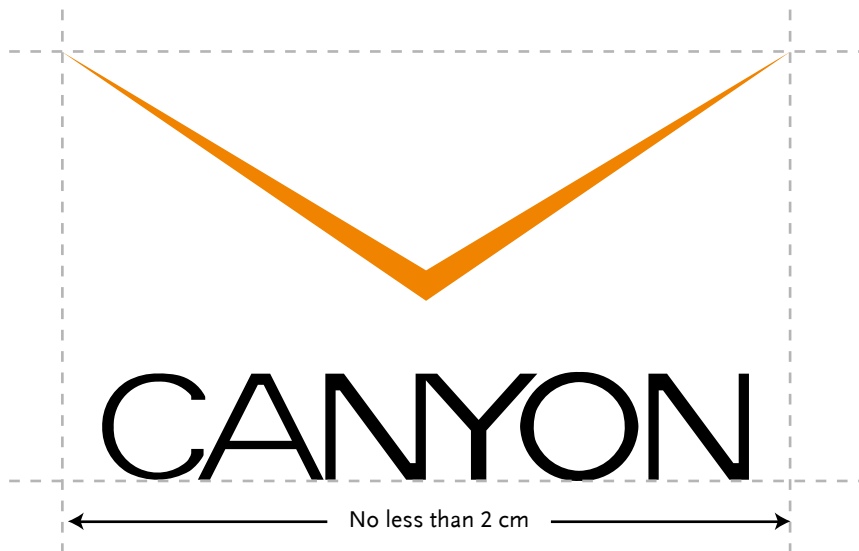


HEX Colors (Web)



Size

To optimize recognition of the brand, it is important that our brand mark is used in a visible and appropriate size. Therefore, the preferred minimum size for the brand mark is one inch wide. Exceptions may be granted in some cases.



Typography

When creating any documents or web content related to CANYON, we strongly encourage you to use the preferred fonts and specifications for text accompanying our brand mark.

Recommended document fonts:

Tahoma Normal

1234567890 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tahoma Bold

1234567890 abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet Normal

1234567890 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trebuchet Bold

1234567890 abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Recommended web fonts:

Titles; Trebuchet MS Normal in 24, in blue or grey

1234567890 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ





Subtitles; Trebuchet MS Bold in 16, in blue or grey

1234567890 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Standard text; Tahoma Normal 11, in black (can also be bold for headers)

1234567890 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

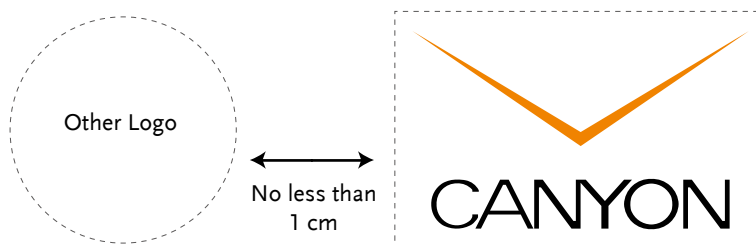
Recommended colors for web and documents fonts:

	PANTONE Colors (Print materials)	CMYK Colors (Print materials)	RGB Colors (Web)	HEX Colors (Web)
	PANTONE 151C	C:0 M:60 Y:100 K:0	R:240 G:131 B:0	E78223
	PANTONE 3005C	C:73 M:24 Y:0 K:0	R:0 G:160 B:233	00A0E9
	PANTONE 877C	C:0 M:0 Y:0 K:40	R:181 G:181 B:182	B4B6B6
		C:0 M:0 Y:0 K:100	R:0 G:0 B:0	050707



Combination with other brand(s)

When our brand mark appears on documents in combination with other brands, it is essential that it is shown in a way that cannot harm or 'diminish' our name and reputation. Please ensure that CANYON's standard brand mark is equally visible and at least equivalent in size (and no smaller than) other brand marks. It should also be positioned in a way which respects the brand mark, with a minimum of 10mm (for a 1" brand mark) of space between the CANYON brand mark and the other ones.



Example 1.

DISTRIBUTED BY
ASBIS[®]



Example 2.

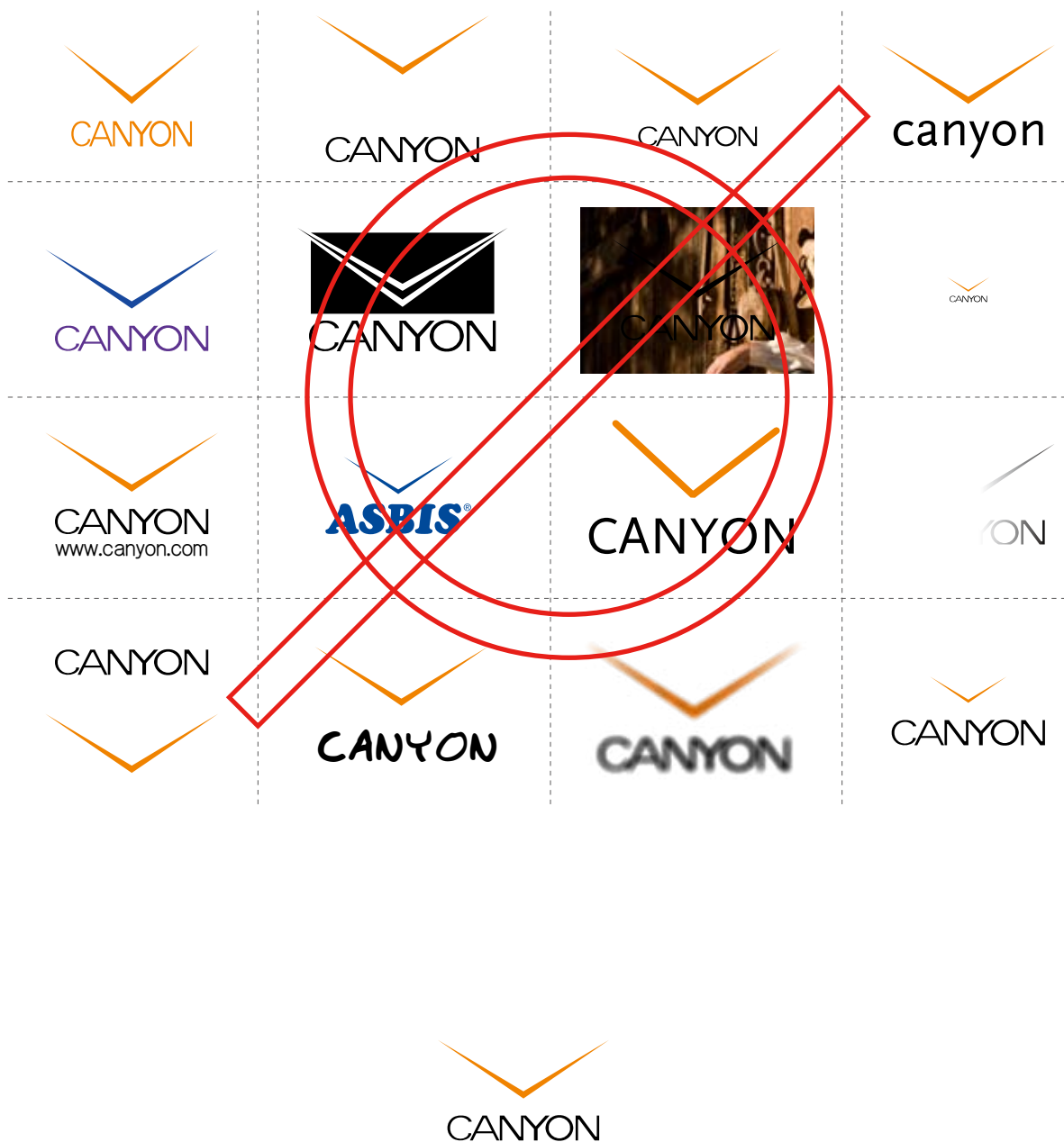


Example 3.



Examples of incorrect application

- Do not distort the symbol;
- Do not separate the symbol from the logotype, except when one element is used alone;
- Do not change the proportion of the brand mark elements;
- Do not change the typography;
- Do not use the old logo of CANYON;
- Do not attempt to reproduce by hand the brand mark element for professional purposes;
- Do not alternate the brand mark elements;
- Do not add any text or graphic elements to the brand mark;
- Do not use the brand mark below the minimum size;
- Do not place the logo on a background that would reduce its visibility;
- Do not use other colors than the prescribed ones for the logo;
- Do not cut, crop or fade out the brand mark elements.



Images

Here are samples of our lifestyle imagery representing CANYON: young, cheerful, friendly, dynamic, stylish. The images should also show people, be inviting and fresh.



Contact

For further information, advice and guidance on using the guidelines for our brand identity please contact:

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