



MOVE FORWARD WITH CANON.

PLAYBOOK

Canon

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1. THE CAMPAIGN

MOVE FORWARD WITH CANON

Our strategy for developing the following marketing campaign concepts was twofold: maintain the momentum achieved by Canon's drupa theme, **The Power to Move**, as well as sustain continuity with the last two campaigns, **You Can** and **Print Beyond Limits**.

After actively encouraging PSPs to **persevere** and **aspire** in a challenging business environment, the time is right to provide solid proof that Canon has become a dominant force in digital printing by providing exactly what's required to support short- and long-term success:

- A **comprehensive production and large format portfolio** to serve a variety of customers in the printing industry.
- Continuous **innovation** that drives the improvement of existing products and the anticipation of potential **new opportunities**.
- Commitment to **supporting our customers** and helping them achieve success.



2. OUR PRINCIPLES

**OUR TONALITY
IS INSPIRING AND POWERFUL.**

IT'S ENERGIZING, EXCITING, AND PROGRESSIVE.

It makes you more aware of the possibilities and potential that the future holds for print.

MESSAGE TONALITY › Move Forward with Canon

A bold and motivating message to print providers seeking success and transformation in an evolving industry.

In tandem with the campaign's dynamic, modernistic imagery, written content focuses on three distinct ways that working with Canon helps customers pursue a more positive future.

01 AUTHENTIC LEADERSHIP

A driving force in the advance of the digital industrial print industry, we offer unique insights into what's happening now and what lies ahead.

"Stay a Step Ahead"

"Succeed in the Short Run"

"Pursue Productivity"

02 VISIONARY TECHNOLOGY

Our product portfolio speaks to our industry-leading innovation, so we tell stories about how our solutions impact results, not just make an impression.

"Boost Your Output"

"Expand Your Range"

"Display Excellence"

03 TRUE ALLYSHIP

We're not just here to sell. We're here to serve, support, and set our customers up for short- and long-term success while making the most of their investment.

"Adapt and Diversify"

"Gain a Competitive Edge"

"Accelerate Efficiency"

3. AN EXTENSIVE IMAGE LIBRARY

was defined for the campaign to transport our story and ensure a consistent look and feel. This selection brings the exciting print world of Canon to life.

IMAGERY PRINCIPLES

Our image library demonstrates energetic and futuristic imagery that allows customers across segments to experience the momentum of forward-thinking solutions built into each and every Canon press and printer.

IMPORTANT

To preserve the integrity of the style, do not add any additional imagery to the pool. The image pool is organized into a hierarchy, which is explained on the following pages.



IMAGERY HIERARCHY

01 HERO IMAGES

Hero images act as attention-getters and evoke an emotional reaction. They are the signature/iconic photos of the campaign. They visualize energy and action.

Claim: **“Move Forward with Canon”**

02 INNOVATION IMAGES

Innovation images signal not only the persistent advance of technology but also the dynamics of a world/industry in flux. They also visually represent the power of our solutions and support our product-based storytelling.

03 ENERGY AND MOVEMENT

These supporting images round out the visual dimensions of the campaign and help create a sense of momentum toward a positive future together. They provide a dynamic backdrop for promoting our industry leadership and impact.



01. HERO IMAGES

IMAGERY HERO IMAGES

“Hero images” act as attention-getters and evoke an emotional reaction. They are the signature/iconic photos of the campaign that engage the imagination and inspire. **View appendix for all imagery.**

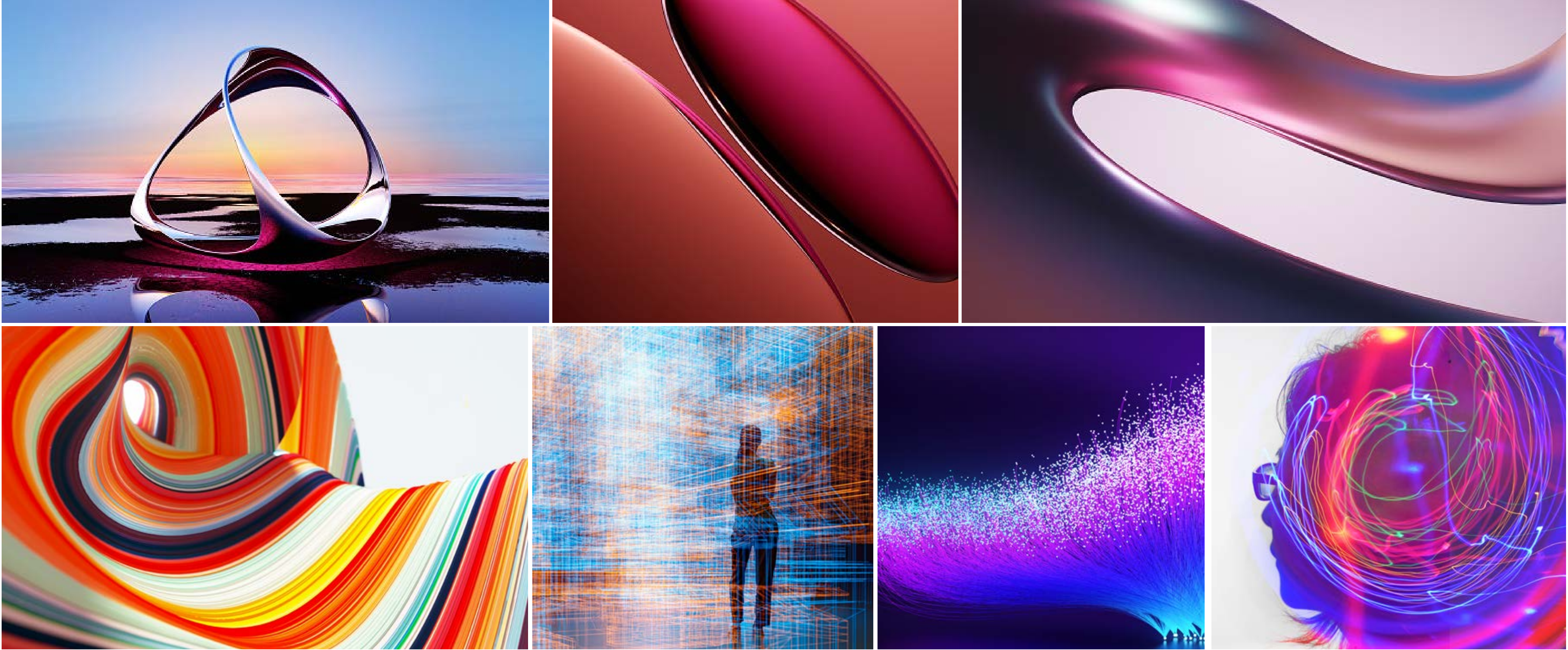




02. INNOVATION IMAGES

IMAGERY INNOVATION

“Innovation images” signal the persistent advance of technology and visually represent the power of our solutions and products. [View appendix for all imagery.](#)





03. ENERGY AND MOVEMENT IMAGES

IMAGERY ENERGY AND MOVEMENT

Images of energy and movement give the campaign additional dimension and create a sense of progress toward a positive future together. **View appendix for all imagery.**



4. BRAND ELEMENTS

TYPEFACE FONTS

The Canon brand fonts are key in achieving the **Move Forward with Canon** look and feel.

Headline font:

TUNGSTEN

Tungsten
Semibold only
Always UPPERCASE

SEMIBOLD

Roboto
Regular or Bold
Always sentence case
Tracking set to 0

Supporting font:

ROBOTO

ROBOTO

TYPEFACE USAGE

Positioning

The type should be positioned to ensure **good readability**. There are **no restrictions** on the positioning of the slogan. This implies that the background should be as plain as possible and not too bright.

Font

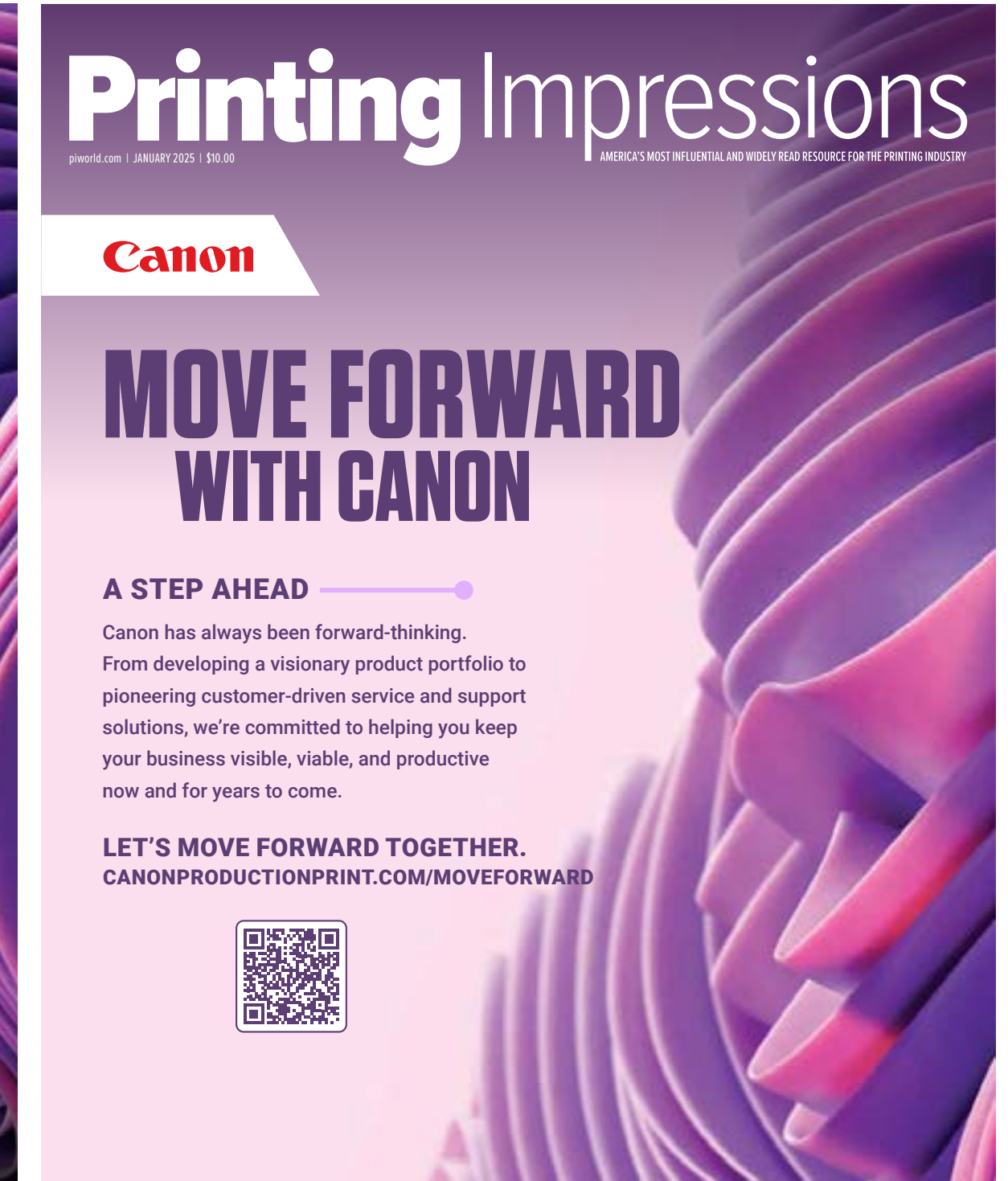
The font for the headline should always be **Tungsten Semibold**. Any **other text** on the page should be **Roboto Regular** or **Roboto Medium**.

Color

Drive visual engagement by bringing color from the imagery into the type, or type can be white. Exception: When type is not placed on an image but on a white background, red or black may be used.



Examples



Examples: color in the imagery used in the type

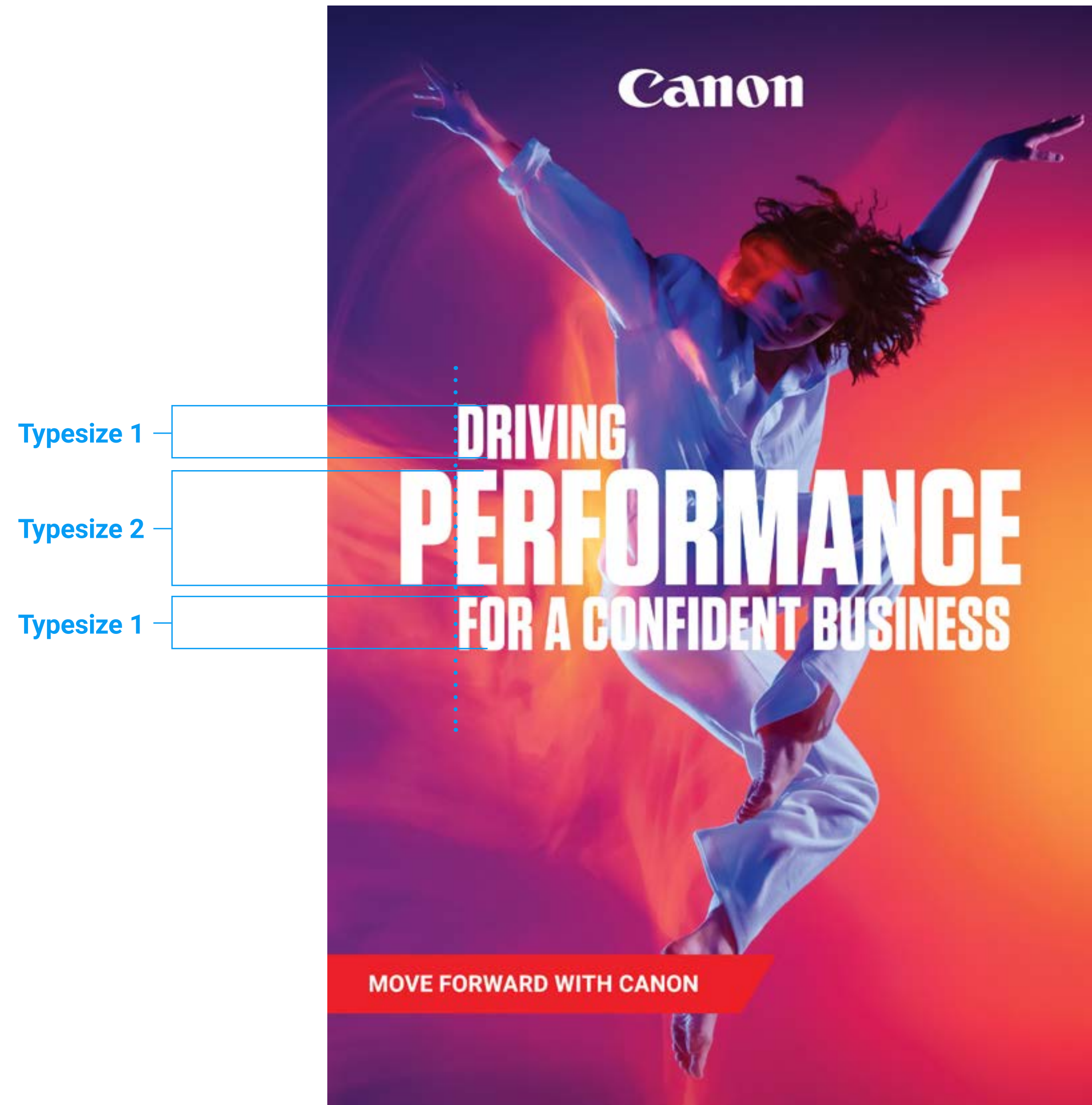
TYPEFACE USAGE

Size

The **size** may also be adjusted individually, but should be as **“bold and expressive”** as possible and should not get lost in the motif. If possible, **different sizes should be used within a headline**—but no more than two type sizes should be used in any headline. Headlines should have a **maximum of three lines**. The words are always **placed in offset** to each other (instead of flush).

Leading

The leading (the space between the lines of type) of the headline should be **80% of the point size** of the type.



APPLICATION OF LOGO OVER IMAGE

Positioning

The logo is displayed in one of the below approved lockups:

- Red logo placed in **white angled box**
- The Master Logo in white or red may only be used over a **solid part** of the image.



Red logo placed in white angled box flush with headline




The Master Logo in white or red may only be used over a solid part of the image.

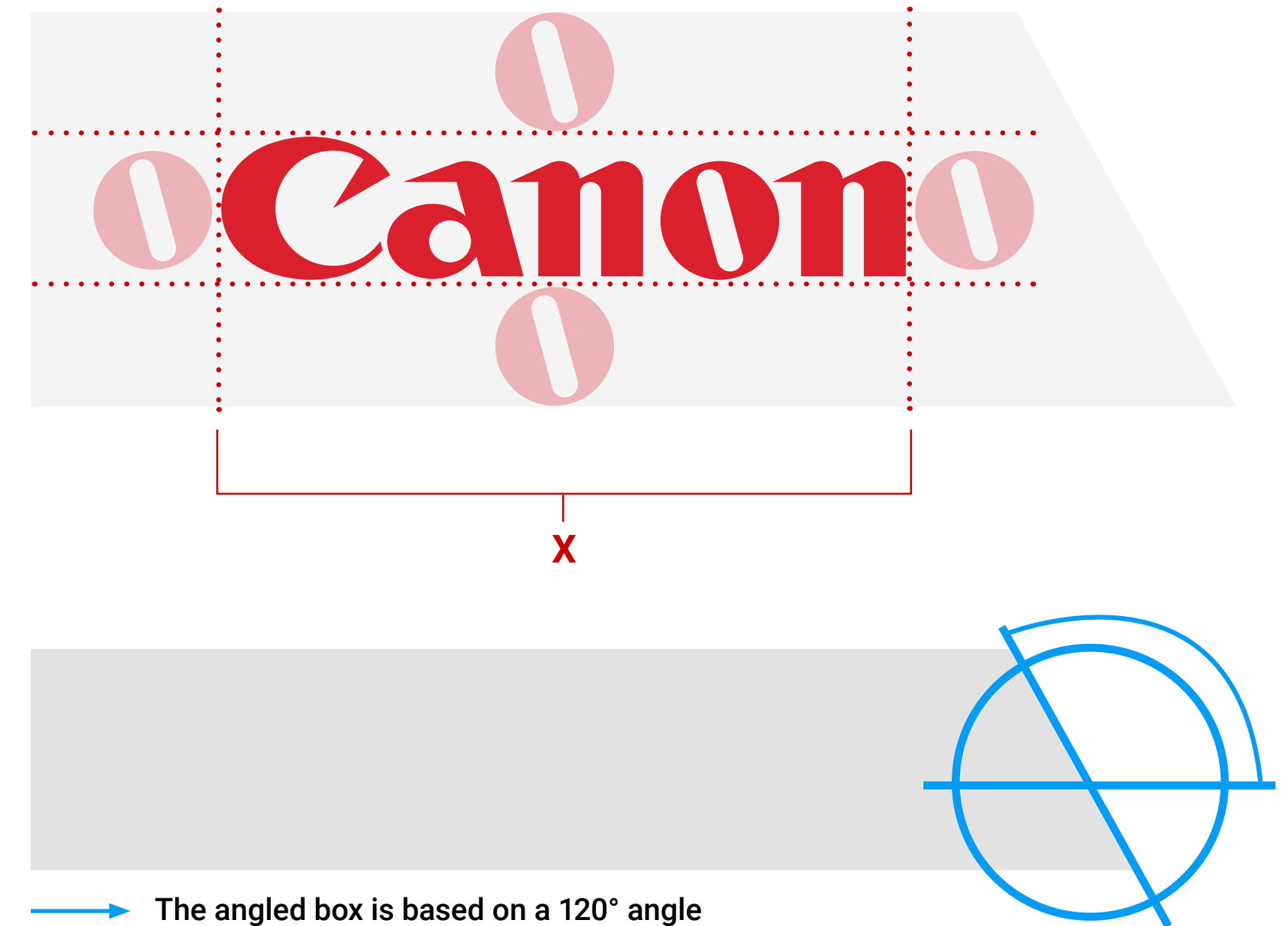
LOGO REGULATIONS

Logo Box

A buffer space must be maintained within the angular shape. The size of the angular shape always remains proportional to the logo.

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

The gutter and picture margin **is the height of the  in the logo.**



5. BEST PRACTICE

BEST PRACTICE **IMAGE COMMUNICATION**

When we are not promoting a specific product, the following styles can be used for **branding or image campaign purposes**:

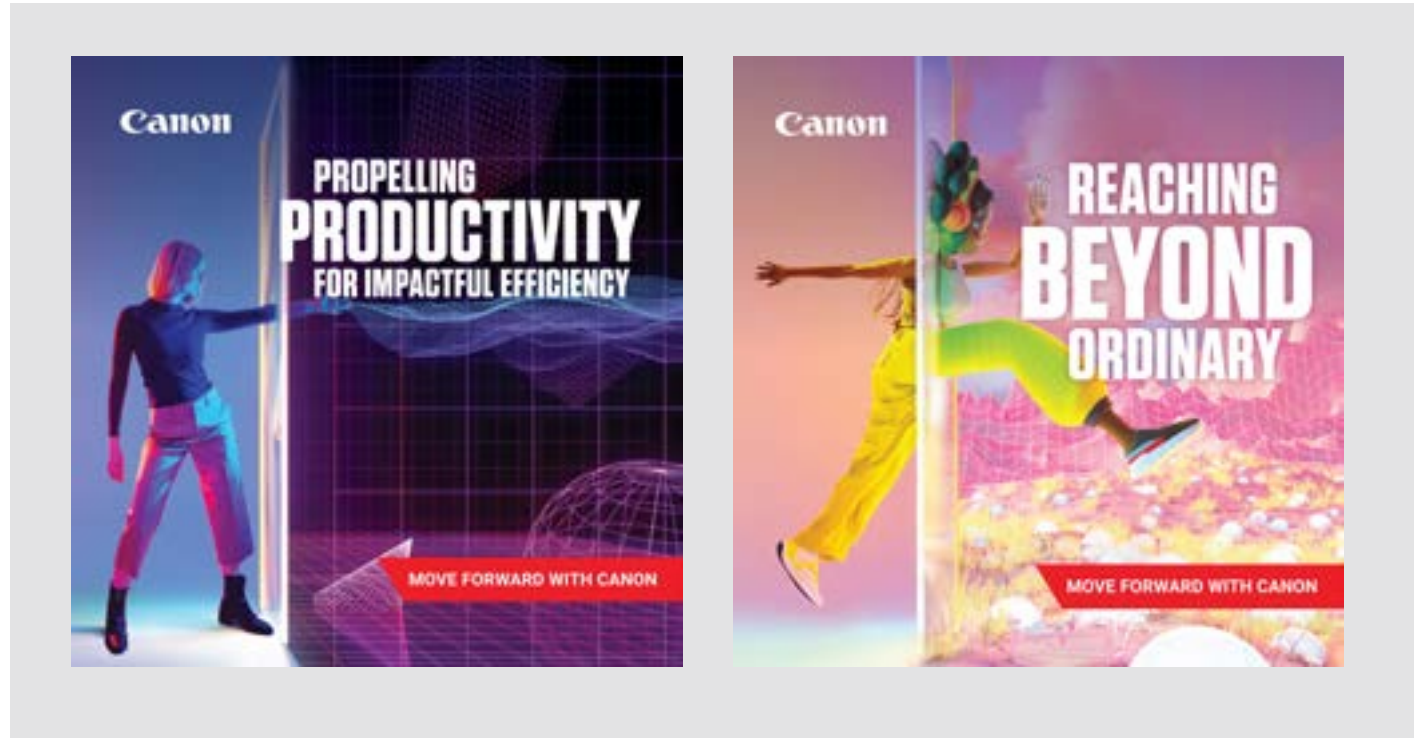
- **Only the image**
(print application, decoration)
- **Slogan on image**
(design element; e.g., in a showroom, on the exhibition stand, event decoration)



Banner



Roll-up and tabletop banners for exhibitions or showrooms



BEST PRACTICE **IMAGE COMMUNICATION** WEB BANNER

For web banners featuring content unrelated to specific products or applications, the campaign claim is always used in combination with a **library image**.

The integration of a call-to-action button is optional.

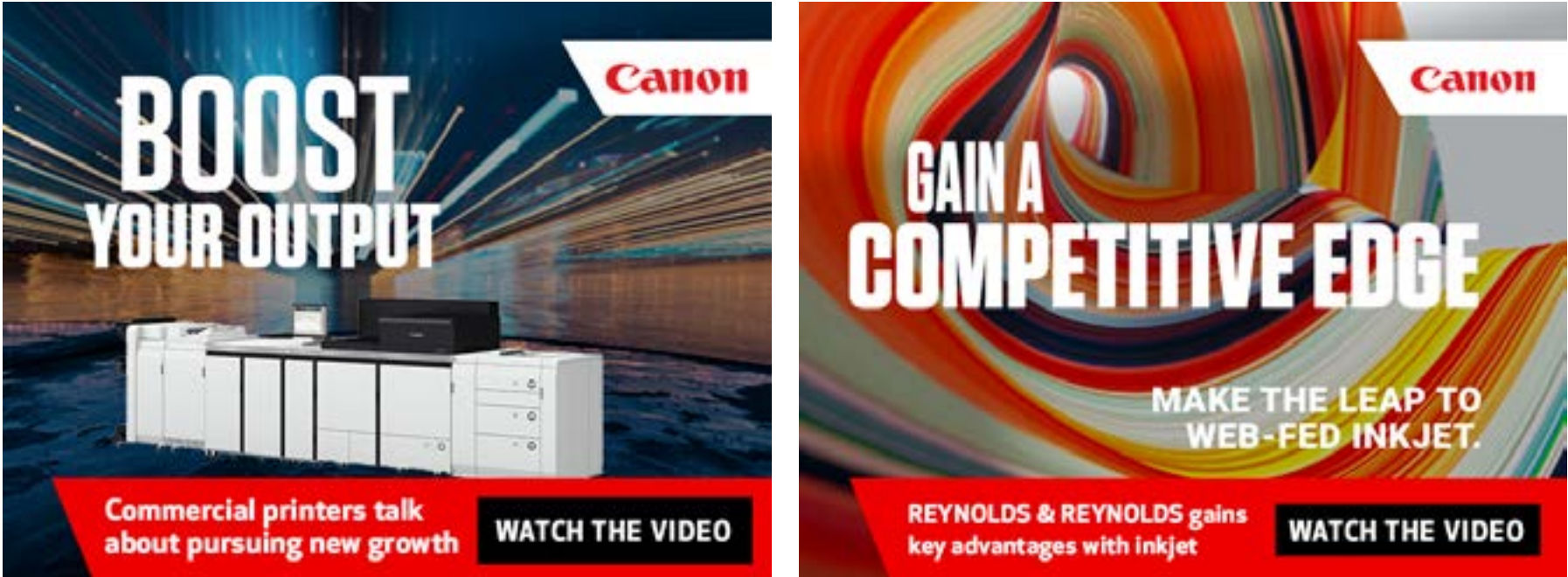
This mechanic can be continued as required for any banner format.



Banner Ad (300x250 px)



Banner Ad (728x90 px)



Banner Ad (640x480 px)



Banner Ad (300x600 px)

BEST PRACTICE **IMAGE COMMUNICATION** SOCIAL MEDIA

Social media posts also follow the **guidelines of image communication**: We use bold slogans in combination with our image pool.

Logo

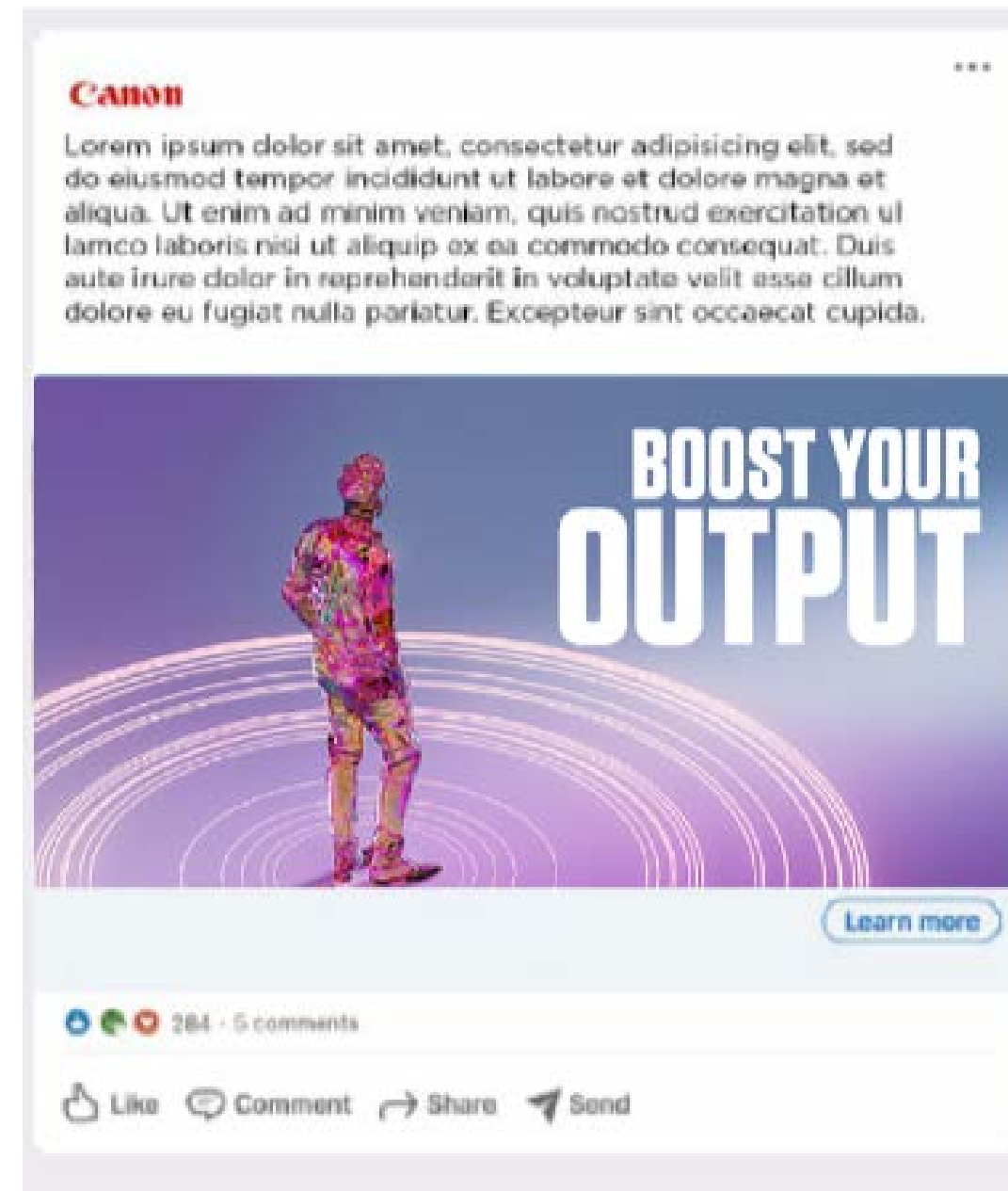
Each social media channel's profile image is the Canon logo. To avoid overuse, it is not necessary to include the Canon logo within the post's graphic itself.

Text

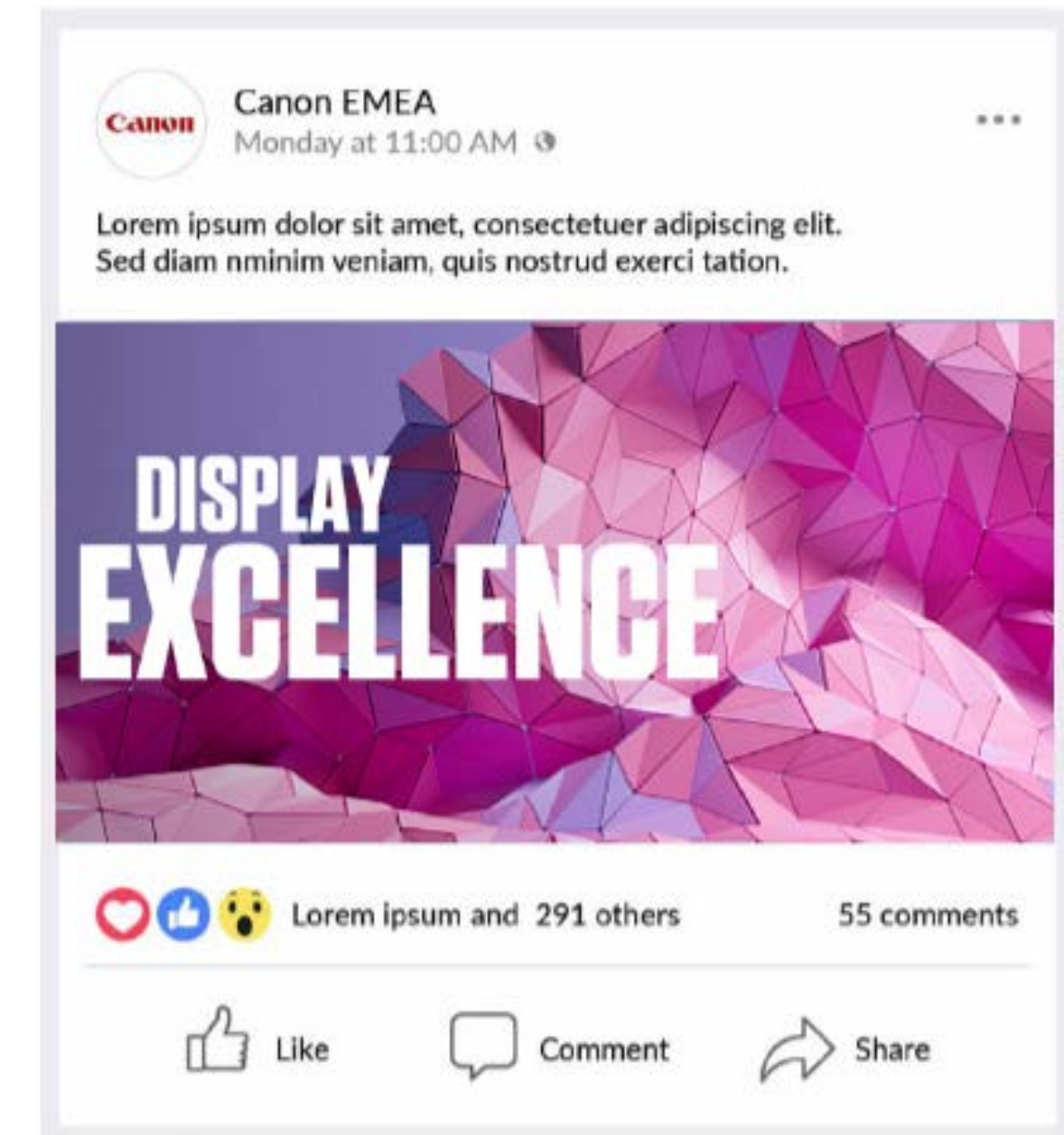
Take care not to use too much text or make the font size too small.

Please test all posts on a mobile device to ensure that the text is readable.

We recommend putting all the detailed information in the post text (not in the image).



Social Media Post LinkedIn
1200x627 px



Social Media Post Facebook
1200x630 px

BEST PRACTICE **PRODUCT COMMUNICATION**

Slogans

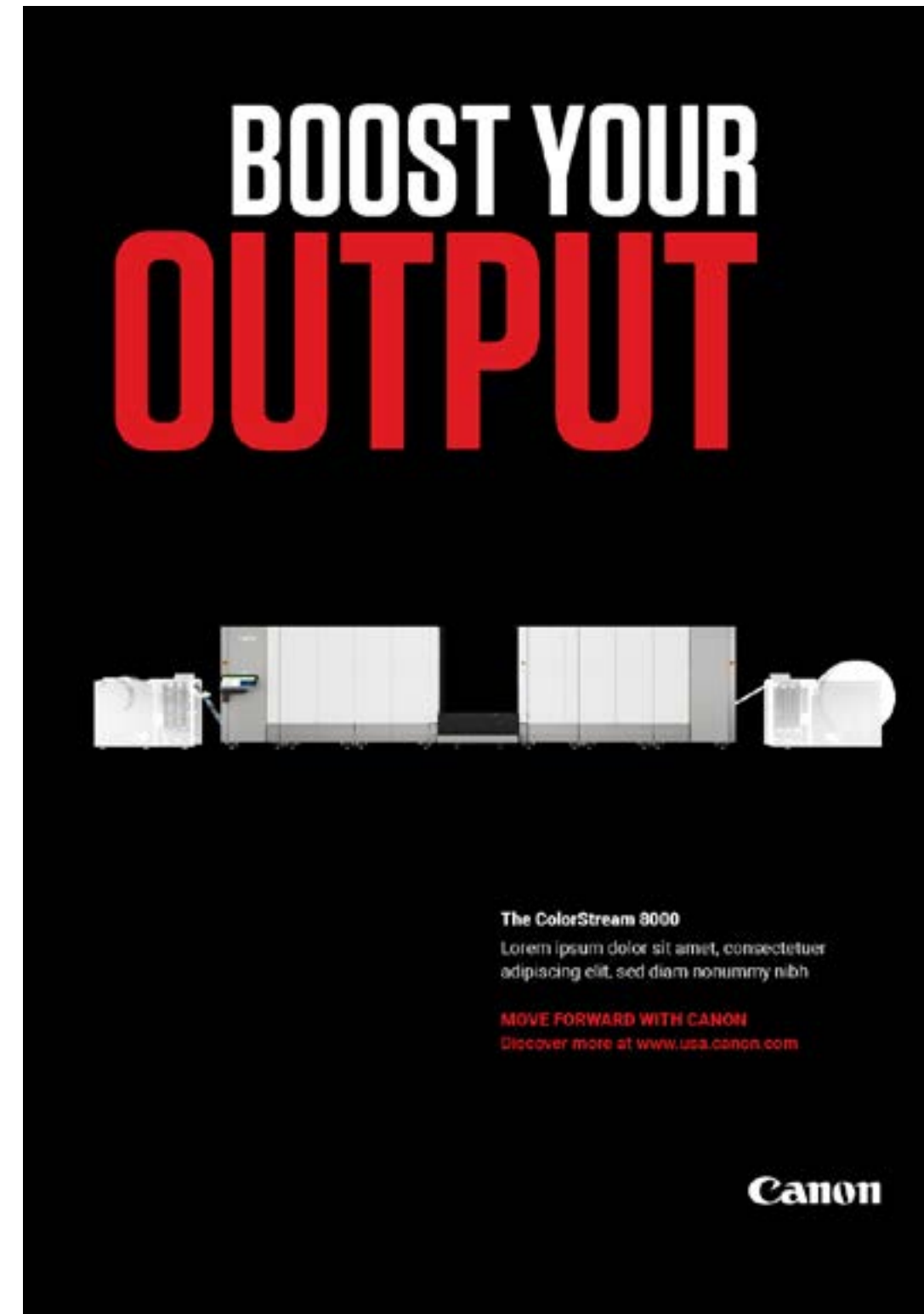
In our product communication, we adjust our campaign claim to the product messaging.

The headline should refer to the specific product's Unique Selling Proposition while maintaining the **bold tonality and inspiring character** of the Move Forward with Canon campaign.

Imagery

Our defined imagery may also be used here, if the format is suitable. Ideally, an **image should be selected that conveys one of the product benefits in a figurative sense.**

The decision whether to use an image or not can be made individually depending on the situation.



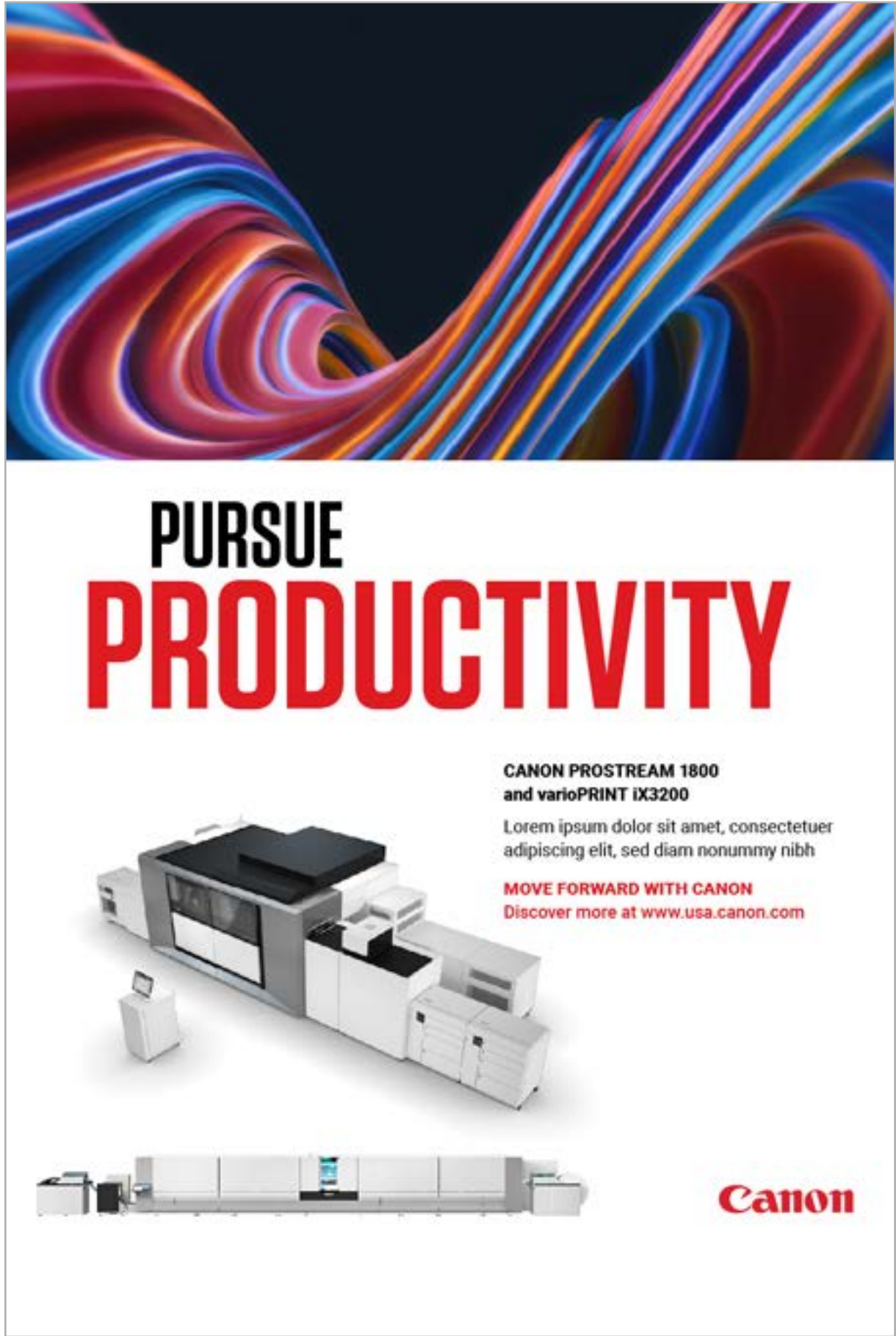
Print ad in which the campaign is expressed through the headline



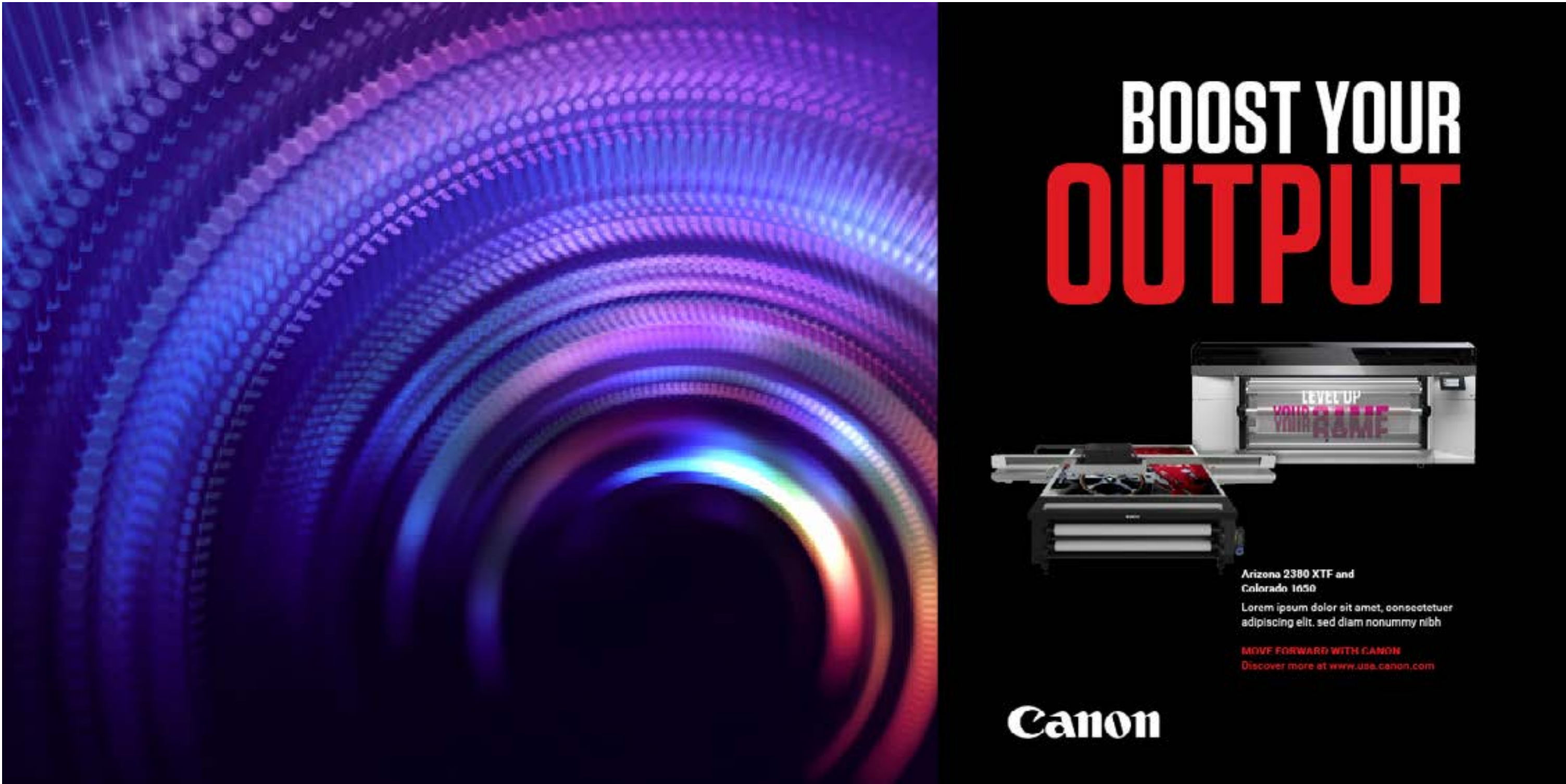
Print ad in which the campaign is expressed through the imagery and the headline



BEST PRACTICE **PRODUCT COMMUNICATION**



Two products combined red with red logo



Two products combined white logo on solid background

BEST PRACTICE **PRODUCT COMMUNICATION** WEB BANNER

The following options are provided for web banners that advertise specific products or applications.

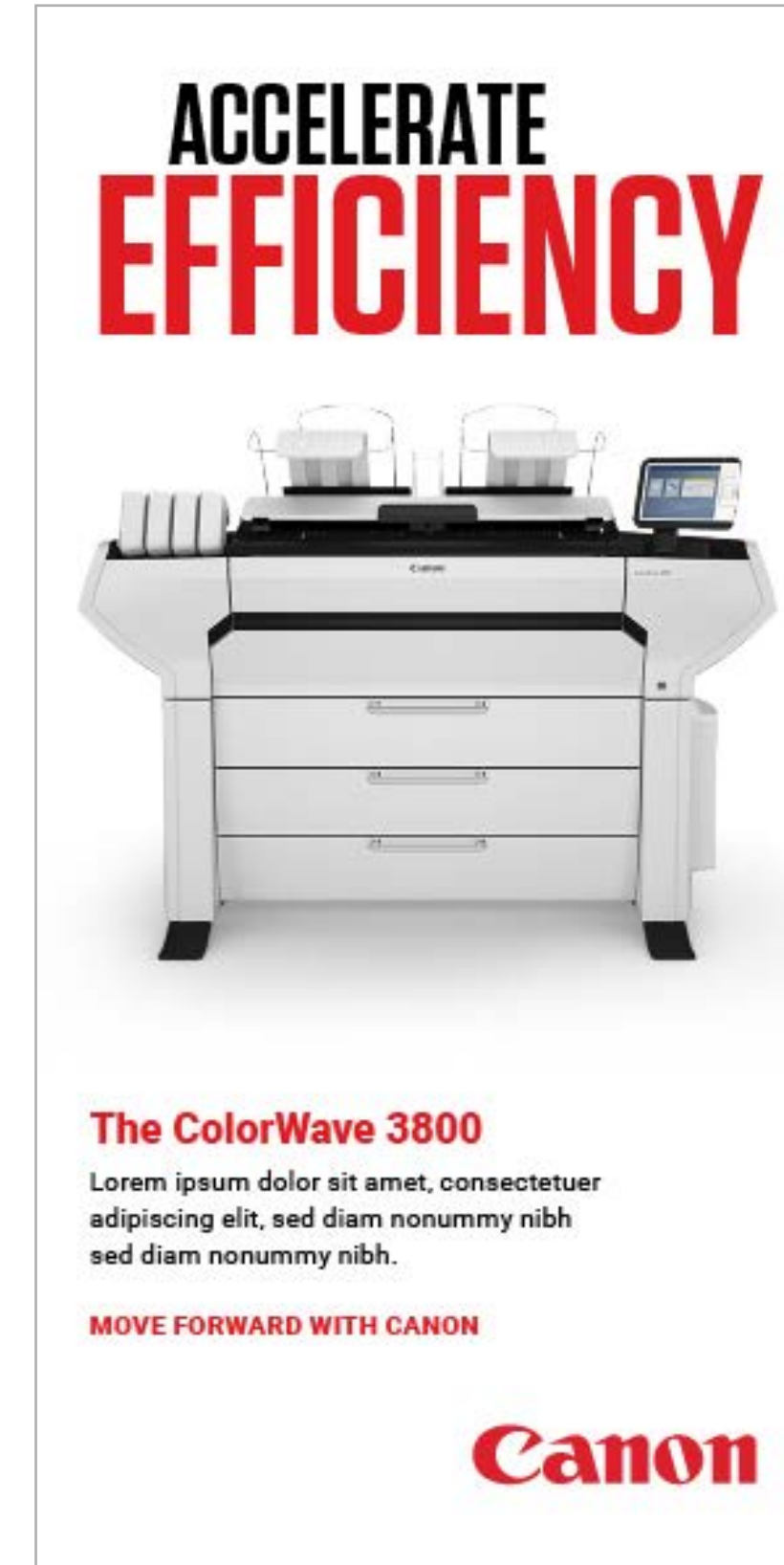
Version 1:
Combination of headline, image, and call to action. The image should visually support the related Unique Selling Proposition. The headline can be placed either on the image or on white.

Version 2:
Combination of headline, product image, and call to action.

For more information, consult your local Canon branding team.



Half-Page Ad (300x600 px)
Product example: version 1



Half-Page Ad (300x600 px)
Product example: version 2



Leaderboard (728x90 px)
Product example: version 2



Square (250x250 px)
Product example: version 1

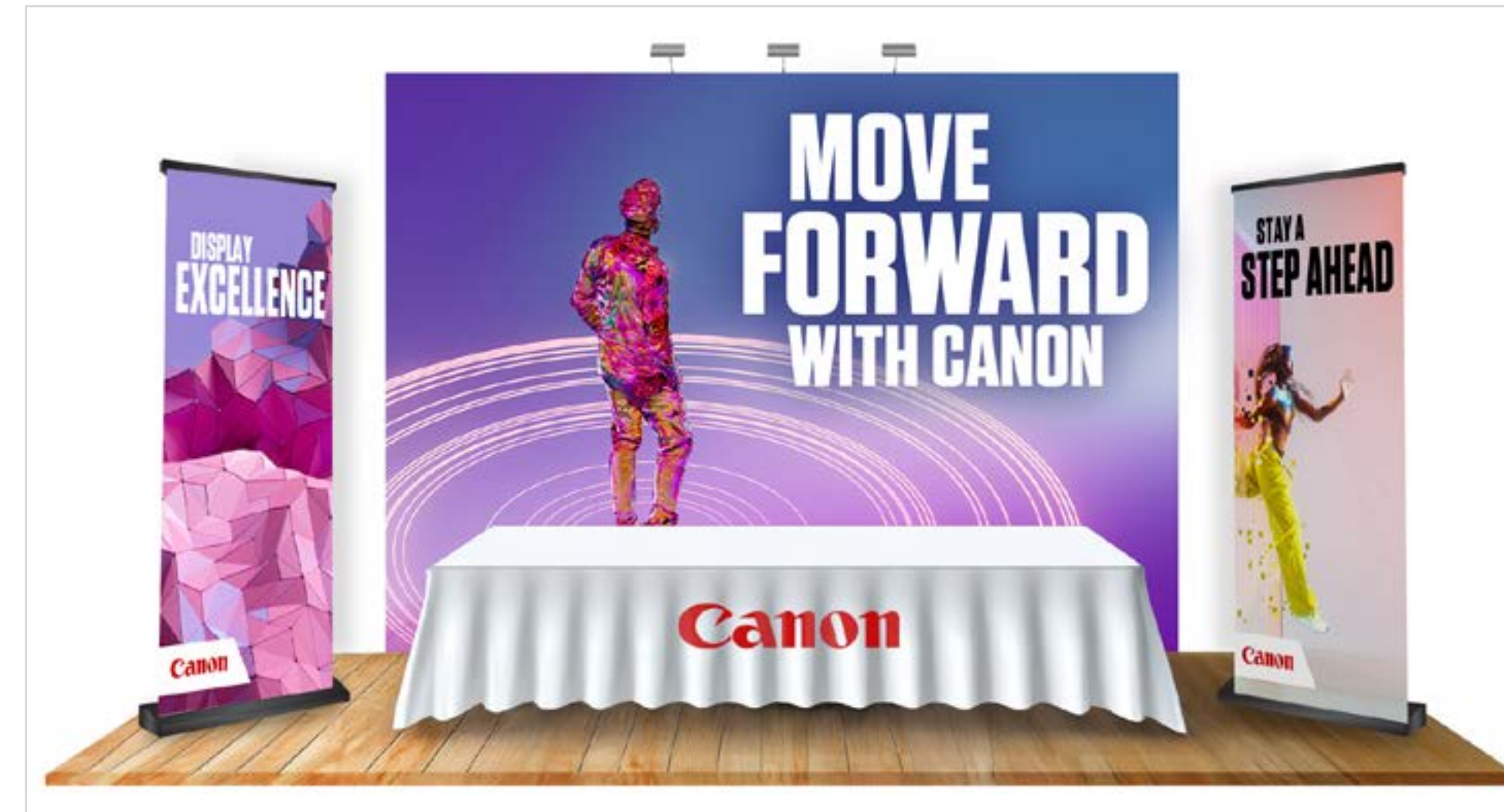


Square (250x250 px)
Product example: version 2

BEST PRACTICE **EVENTS/TRADESHOWS**

Sample of how the campaign works for events/tradeshows.

1. 10x10-foot backdrop with Canon logo on a solid color background with table in front and pop-up signage on each side.
2. 10x10-foot backdrop featuring campaign mantra Move Forward with Canon / table in front and pop-up signage on each side.






CONTACT

Are you ready? If you have any queries, we are always here to guide you. Please get in touch with us for anything related to design, brand, or image licensing.

CANON PRODUCTION PRINTING

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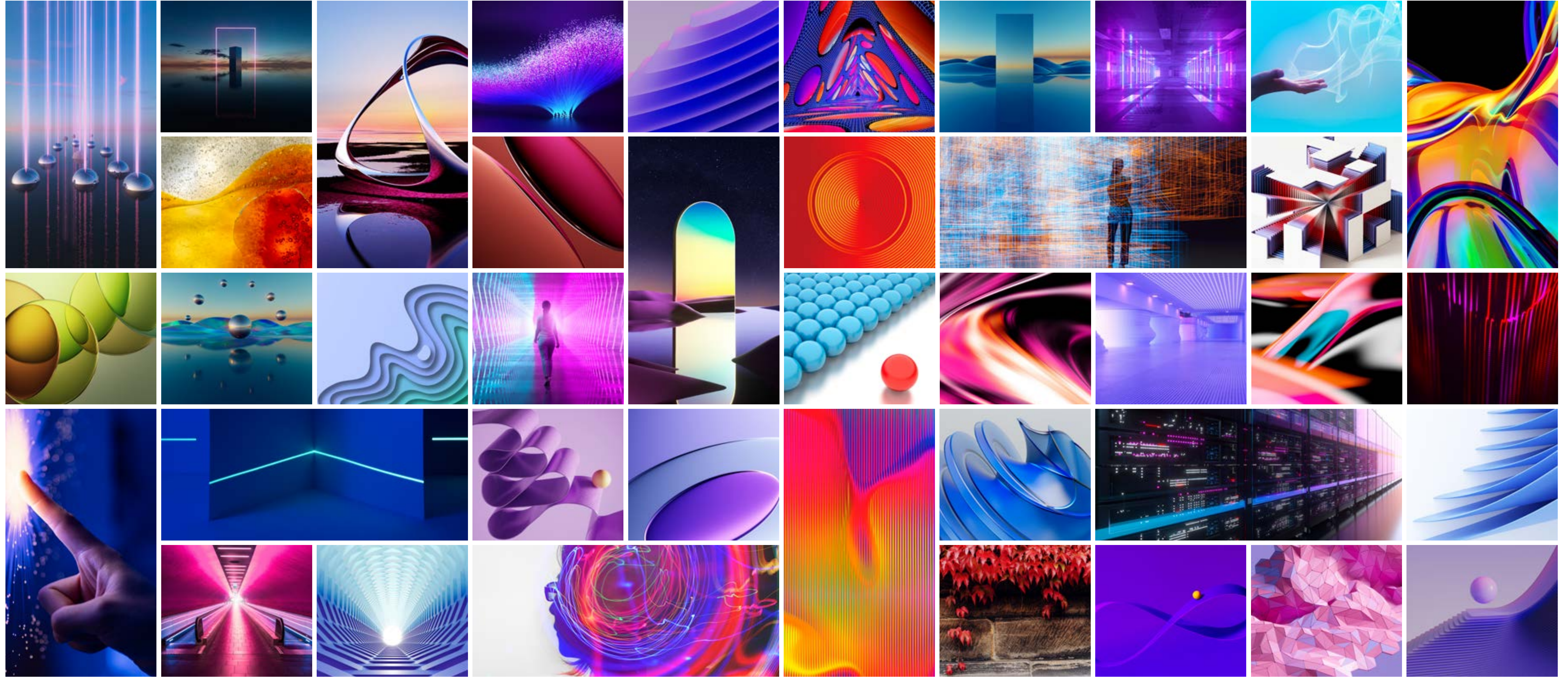


APPENDIX

HERO IMAGERY



INNOVATION IMAGERY



ENERGY AND MOVEMENT **IMAGERY**

