

CANNON LOGO GUIDELINES

Updated August 2019



LOGO USAGE - HORIZONTAL



minimum clear space
is the n in the logo



minimum size 0.75"



Reverse



1-Color

LOGO USAGE – HORIZONTAL WITH TAGLINE



minimum clear space
is the n in the logo



minimum size 1.15"



1-Color

Reverse

LOGO USAGE – VERTICAL

VERTICAL LOGO OPTIONS ARE
RESERVED FOR CANNON USE ONLY



— minimum clear space
is the n in the logo



Reverse



1-Color

LOGO MISUSE



Never squeeze, stretch or rotate



Never apply effects such as a drop shadow



Never use a background that affects visibility of the icon



Never resize or reposition the logo elements



Never change the colors



Never use a background that affects legibility



Never recreate with other fonts



Avoid putting any content in the clearspace



Never resize or reposition the logo elements or change opacity of objects

LOGO PAIRING

PAIRING WITH MINN KOTA AND HUMMINBIRD LOGOS

When the assignment calls for two or more fishing brands to be featured together, please follow the order, color, spacing and sizing guidelines shown here. Logos can be arranged vertically or horizontally in color, black, reverse, or white. Logo colors should not be altered when combined with another brand.



Horizontally Aligned (Color)



Horizontally Aligned (1-Color: Black)



Horizontally Aligned (Color/Reverse)



Horizontally Aligned (1-Color: White)



Vertically Aligned (Color)



Vertically Aligned (1-Color: Black)



Vertically Aligned (Color/Reverse)



Vertically Aligned (1-Color: White)

SIZING AND POSITIONING

When sizing the logos, reference the icon widths shown in Figure A. The sizing on the Cannon logo should include the “circle” icon and the space that follows before the Cannon name. Figure B shows correct spacing between logos. Logos should be centered when vertically aligned, and base aligned when horizontally aligned.

