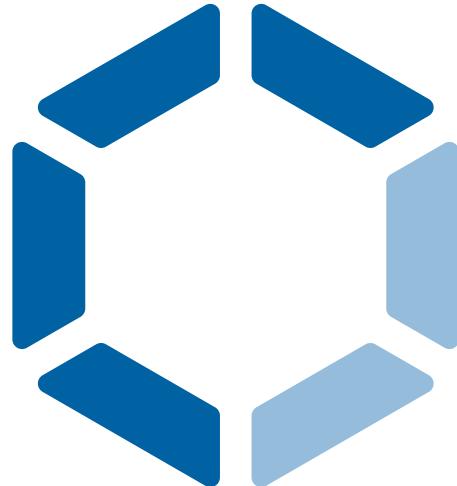


Visual Elements

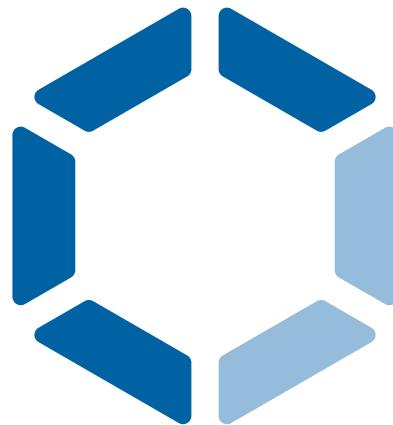
Indentity

This elements are the tools that used to communicate the Canaan Creative brand.

Primary Logotype



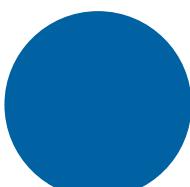
Brandmark



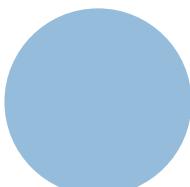
Wordmark

Canaan

Colour Palette



Pantone 2945U
C100 M50 Y1 K15
R41 G88 B140
HEX: #29588c



Pantone 2155U
C40 M15 Y5 K0
R163 G186 B208
HEX: #a3bad0

Typography

Comfortaa Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Comfortaa Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Comfortaa Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Iconic logotype

This is the primary logotype for Canaan Creative.
This logo symbolizes

Identity

Iconic Logotype - Vertical lockup

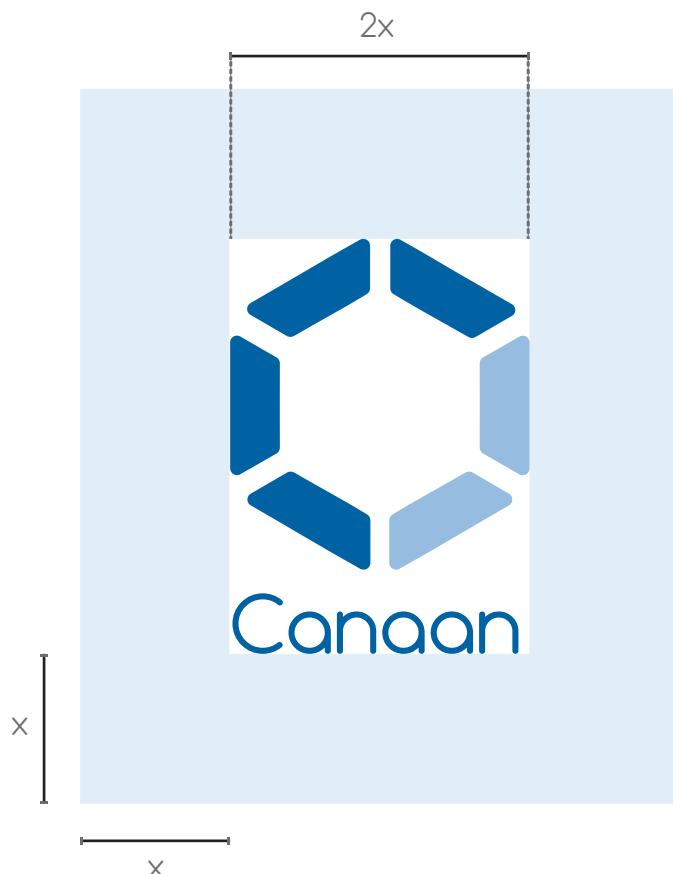


Clearspace

Indentity

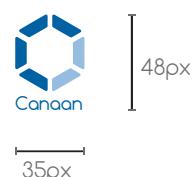
In order to maintain the integrity of the iconic logotype, it is important that no other logos, type or graphical elements infringe on its space.

Clearspace



Minimum space

The minimum size of the iconic logotype that may be used for print applications is 12.7mm or 48 pixels high.



Colour Variations

Indentity

In order to maintain the integrity of the iconic logotype, please use the approved colour variations in which the logo can be used with.

Colour variations

Full colour variation



Full colour variation on grey background



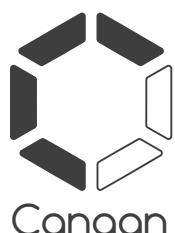
Greyscale logo



Grey simplified on light background



One colour logo



Reversed one colour on dark background



Placement

Identity

Placement of the logo is extremely vital to the visual identity of the brand, thus it is important that the logo is not placed in areas that infringe other graphical elements, this applies to brand elements such as advertisements.

Logo placement

The iconic logotype will always, on any medium be placed in the centre of the page.



Violations

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved logo.

Identity

Logo violations



Do not change the colour of the iconic logotype.



Do not distort or skew the iconic logotype.



Do not rotate the iconic logotype in any manner.



Do not add any effects to the iconic logotype.



Do not resize any aspect of the iconic logotype.



Do not reflect the iconic logotype in any manner.



Do not recreate the iconic logotype in any manner.



Do not place iconic logotype on imagery.



Do not use colour variations other than specified.

Iconic logotype

This is the primary logotype for Canaan Creative.
This logo symbolizes

Identity

Iconic Logotype - Horizontal lockup



Clearspace

In order to maintain the integrity of the iconic logotype, it is important that no other logos, type or graphical elements infringe on its space.

Indentity

Clearspace



Minimum space

The minimum size of the iconic logotype that may be used for print applications is 12.7mm or 48 pixels high.



Colour Variations

Indentity

In order to maintain the integrity of the iconic logotype, please use the approved colour variations in which the logo can be used with.

Colour variations

Full colour variation



Full colour variation on grey background



Greyscale logo



Grey simplified on light background



One colour logo



Reversed one colour on dark background



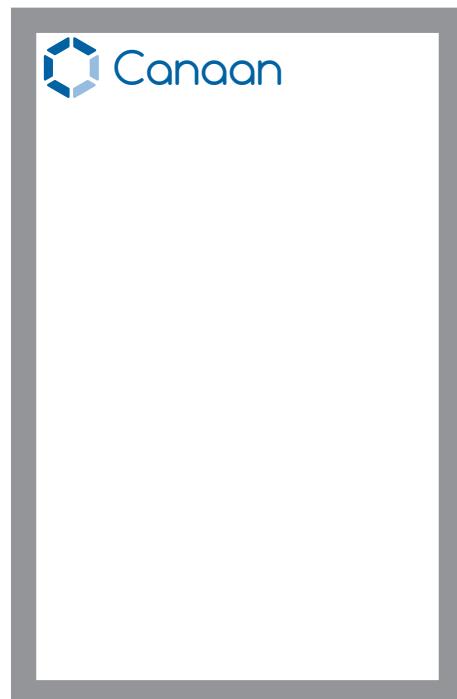
Placement

Indentity

Placement of the logo is extremely vital to the visual identity of the brand, thus it is important that the logo is not placed in areas that infringe other graphical elements, this applies to brand elements such as advertisements.

Logo placement

The iconic logotype will always, on any medium be placed on the top left of the page.



Violations

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved logo.

Indentity

Logo violations



Do not change the colour of the iconic logotype.



Do not distort or skew the iconic logotype.



Do not rotate the iconic logotype in any manner.



Do not add any effects to the iconic logotype.



Do not resize any aspect of the iconic logotype.



Do not reflect the iconic logotype in any manner.



Do not recreate the iconic logotype in any manner.



Do not place iconic logotype on imagery.



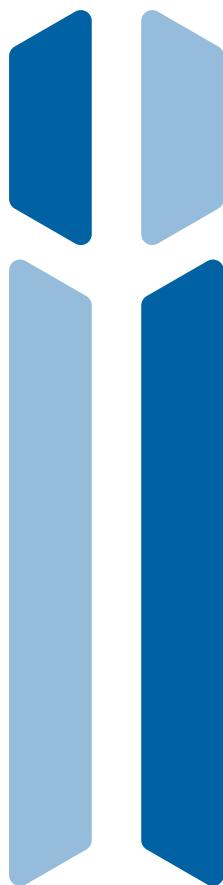
Do not use colour variations other than specified.

The Ribbon

Indentity

The ribbon is the secondary graphic of the Canaan Creative visual identity. Derived from two pieces of the main iconic logotype, and keep its shape on top.

Secondary graphic

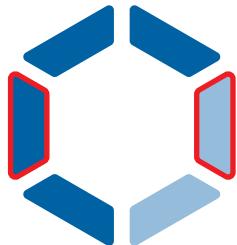


Construction

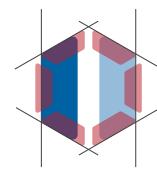
Indentity

Here is a step by step run through of how the secondary graphic was conceived to allow a greater understanding behind it's visual design.

Construction



- ① Take two pieces from the trademark.



- ② Realign them to keep the former shape.



- ③ Build a extension with its own shape and colour.



- ④ The tail's width can be adapted for different situations.