

Brand guidelines

V1. July 2011

1.1 Logo

Always use the Canals logo on all communications. It is our most distinctive visual asset and so use it prominently.

The logo comprises an icon with our name to the right of the icon. Together they make a lock-up. You must always show the logo as a lock-up.



You may only use the core logo exactly as shown here, in its entirety, using Pantone 634C and Pantone 367C whenever colour is available.

The logo should be consistently positioned in the top right of all communications except the Canals website where it is positioned in the top left corner.

Please do not recreate the logo. Files are available from the events and marketing team (Vikki, Gemma, Rita).

Our strapline

Insight. Innovation. Impact.

This is to appear in the bottom blue bar on all letterheads, web sites, business cards and presentations.

1.2 Logo violations



Don't change the scaling of the logo either vertically or horizontally



Don't rotate the logo



Don't outline the logo



Don't separate the elements of the logo



Don't change the relative scale of the elements



Don't change the colour of the logo



Don't change the fonts

1.3 Minimum size

You can increase or decrease the size of the logo depending on what you're producing. As a guide, the logo should be around 55mm wide on A4. The logo may be reduced in size but needs to maintain legibility so must not be shown smaller than 30mm wide (for example, on printed business cards) or 85 pixels on screen.



1.4 Clear space

The Canalys logo must always have clear space around it. The minimum area of clear space is based on the height of the 'c' in canalys as shown below:




Nothing is to encroach into this area.

1.5 Core colours

Colour is a core brand asset. Black and Canals blue are the predominant colours used on a white background in all our communications. The secondary colours may be used to provide an accent. You can use up to three secondary colours (in any combination) in a document, but there should never be more secondary colour than Canals blue.

No other colours are allowed.

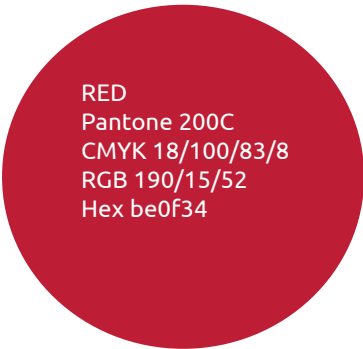
You may also use any of the following tints if you wish: 85%, 70%, 55%, 40%, 25%, 10%.



AQUA
Pantone 7466C
CMYK 95/0/29/0
RGB 0/177/193
Hex 00b1c1



LIME
Pantone 367C
CMYK 39/0/76/0
RGB 163/216/105
Hex a3d869



RED
Pantone 200C
CMYK 18/100/83/8
RGB 190/15/52
Hex be0f34



BLUE
Pantone 634C
CMYK 100/50/30/8
RGB 0/102/144
Hex 006690



OLIVE
Pantone 7490C
CMYK 63/23/100/6
RGB 108/149/60
Hex 6c953c



PURPLE
Pantone 258C
CMYK 46/81/1/0
RGB 149/81/158
Hex 95519e



ORANGE
Pantone 158C
CMYK 4/68/99/0
RGB 234/113/37
Hex ea7125

1.6 Candefero and Channels Forum

The Candefero and Channels forum logos should appear as shown below.



Whenever referencing to Canalys consulting please always use the Canalys logo.

The same clear space guidelines apply to the Candefero and Channels forum logo.

2. Typography

Please see guidelines in Word (report) template and PowerPoint template.

3. Imagery and display boxes

Always use boxes with right-angled corners when displaying imagery, graphics or text. Look at the example slides in the PowerPoint template for more guidance.

4. Design elements

Canalys blue band

This band must feature at the bottom of all communications. It will always contain the Canalys web site address in white and right aligned. The Canalys strapline also features in white and left aligned.

It should always cover the width of the document and be no higher than 20mm.

See section 5 for examples of how this is used.