



We are part of something

Working for Canonical is exciting and challenging. Our people, products, services and communications are all here to help Ubuntu succeed.

The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Canonical values:

ADROIT, ACCESSIBLE, PRECISE, RELIABLE

Please take the time to understand how to apply this correctly.

THE BRANDMARK

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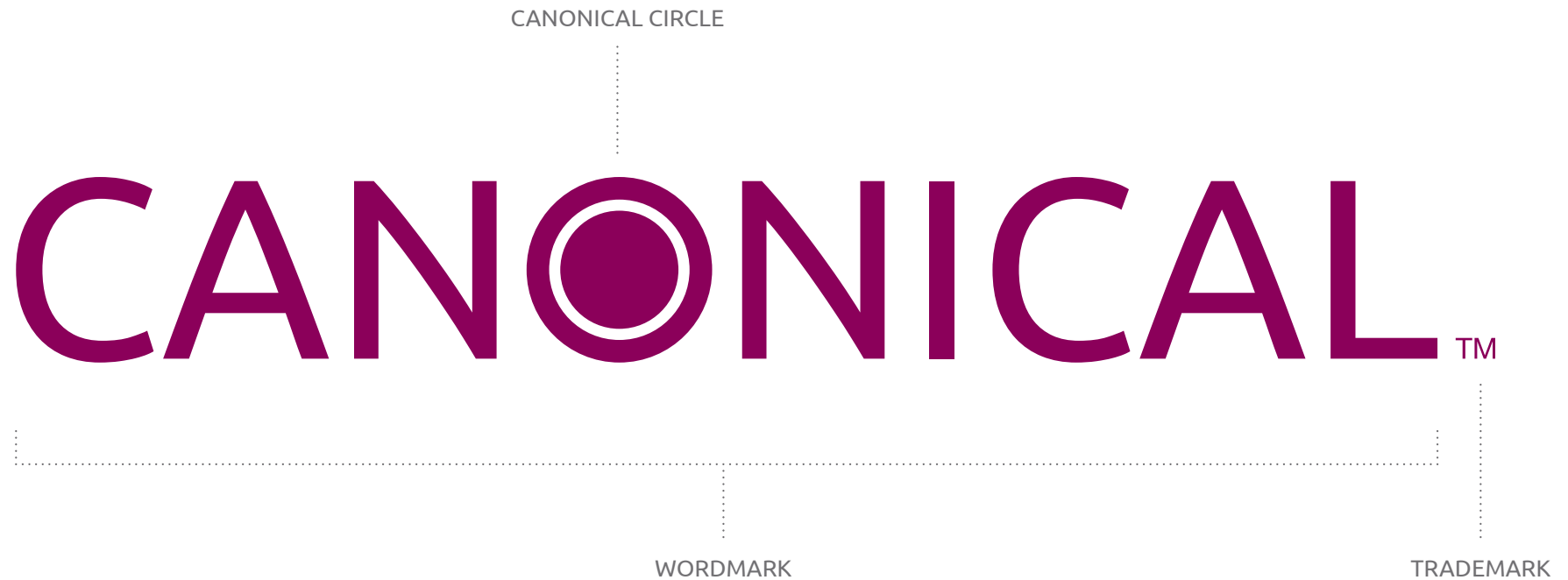
CANONICAL™

• • •
THE CANONICAL BRANDMARK

The Canonical brandmark captures the precise and reliable qualities of the brand in a straight forward symbol and wordmark.

It is made up of a custom designed font (wordmark), carefully spaced with a carefully drawn 'Canonical Circle' replacing the 'O'.

Consistent use of the Canonical brandmark is essential in creating a united brand identity. The master brandmark is supplied as artwork and should never be altered, distorted or re-created in any way.



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BRANDMARK ELEMENTS

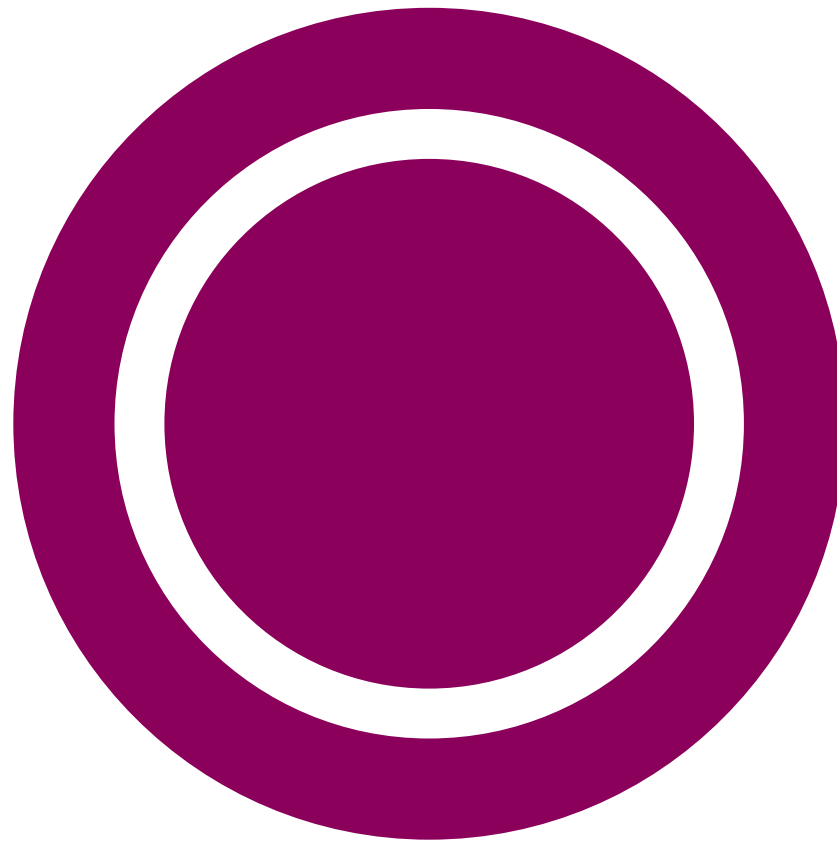
Wordmark
Logotype created using our unique, custom designed font. With each letter carefully spaced for the correct feel and maximum legibility.

Canonical Circle
A crafted graphic symbol that represents; adroitness, accessibility, precision and reliability.

Trademark TM
The Canonical word and associated brandmarks are Trademarks.

When using the Canonical brandmark, please include the TM, unless the size or location of the brandmark or reference makes this impossible or detrimental to the look and feel, in which case you should identify the brandmark as a

Canonical TM by stating in an appropriate and obvious place "Canonical is a trademark of Canonical Ltd."



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THE CANONICAL CIRCLE

The Canonical brandmark is made up of the Canonical wordmark and the Canonical symbol. This symbol is called the 'Canonical Circle'.

It has been carefully drawn for precision and added clarity.

CANONICAL

aubergine

CANONICAL

black

CANONICAL

white

...

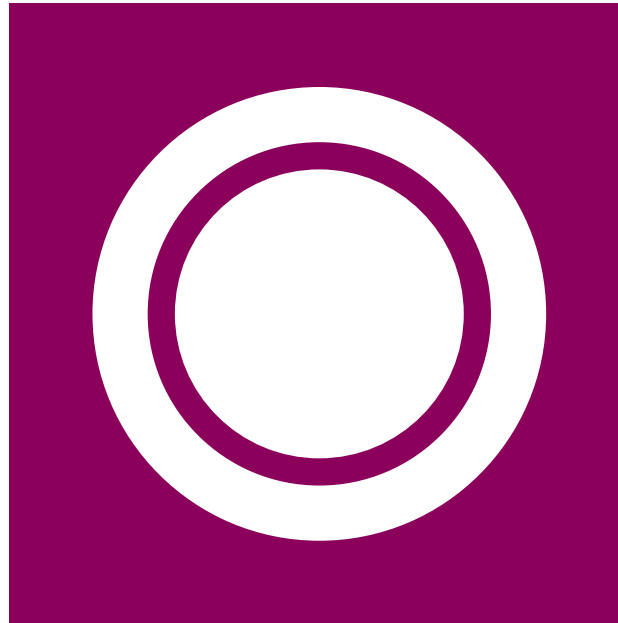
AVAILABLE COLOURWAYS

The brandmark is supplied as Pantone and CMYK versions for print, and HEX versions for web. It can only be used on one of the Canonical colours, shown on page 11.

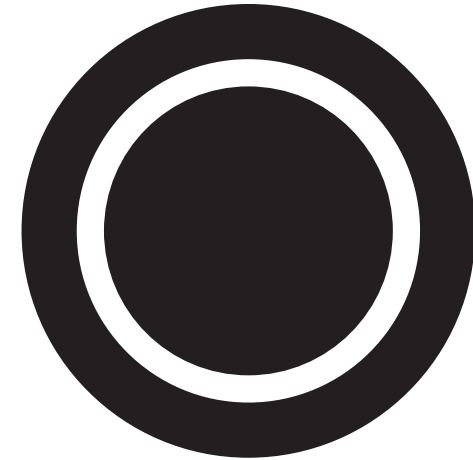
Never change any of the colours in the brandmark. For detailed colour specifications refer to page 11.



aubergine



white



black

...

AVAILABLE COLOURWAYS

The Canonical Circle is supplied as Pantone and CMYK versions for print, and HEX versions for web. It can only be used on one of the Canonical colours, shown on page 11.

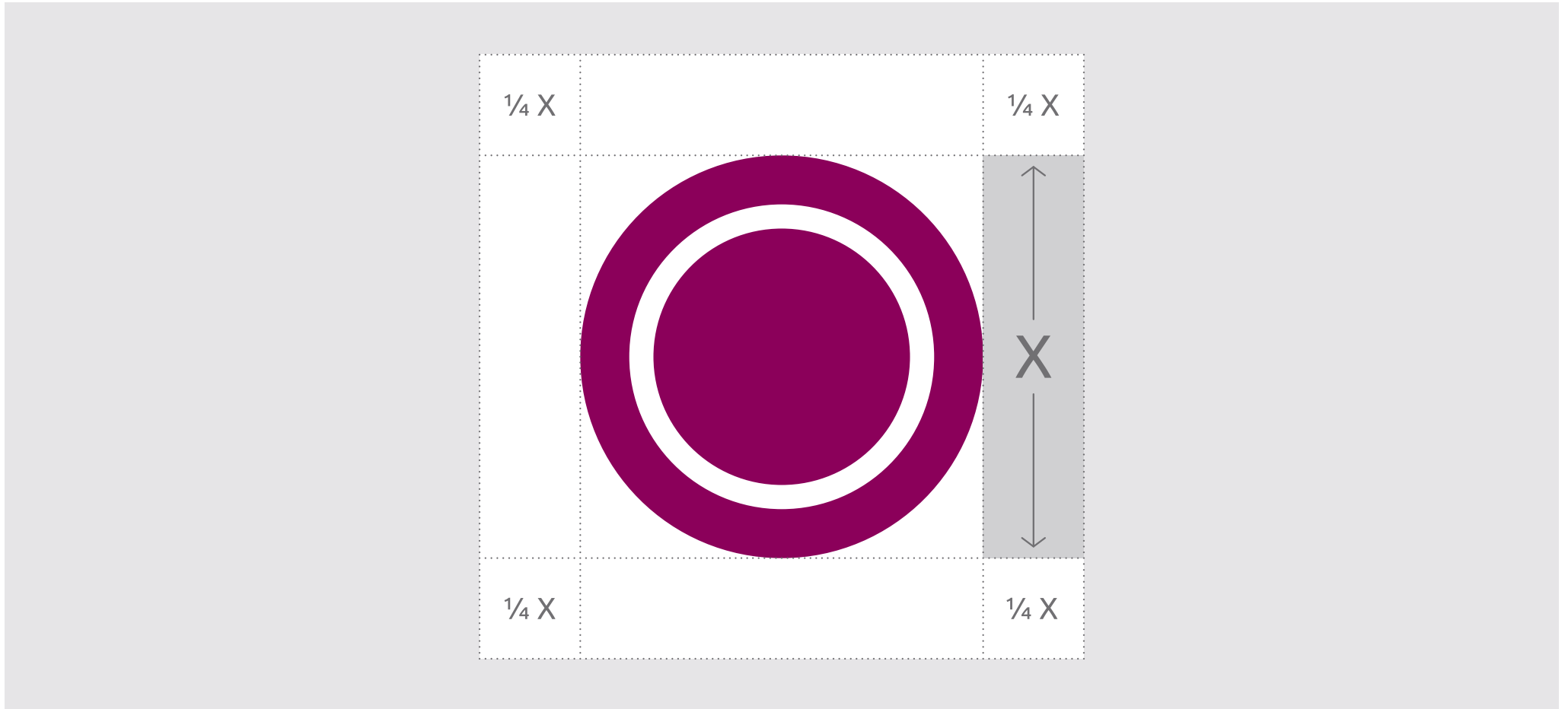
Never change any of the colours in the landmark.
For detailed colour specifications refer to page 11.



DEFINING THE EXCLUSION ZONE

The Canonical brandmark must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the 'Canonical Circle' and use half this measure to create the boundary of clear space around the brandmark.



DEFINING THE EXCLUSION ZONE

The Canonical Circle, when used on its own, must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the 'Canonical Circle' and use a quarter of this measure to create the boundary of clear space.

standard version



no TM version



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MINIMUM SIZE

Standard version

The standard version of the brandmark must never be used at a width less than 80mm, as shown above.

No TM version

Below the width of 80mm, the no trademark version must be used. It must never be used at a width less than 20mm.



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CENTERING THE BRANDMARK

When centering the brandmark, it is important to maintain a visual balance of surrounding space.

Horizontal alignment

Align the mid-point between the 'Canonical Circle' and 'N' with the centre of the page/screen.

Vertical alignment

Position the brandmark so that the centre of the Canonical Circle sits on the centre of the page/screen.



INCORRECT USE

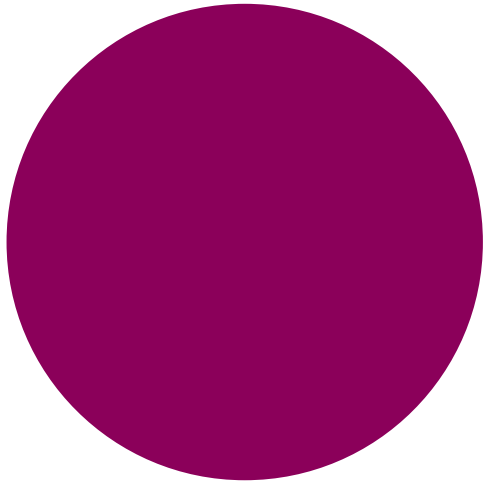
Ensuring the correct application of the brandmark is paramount to the Canonical brand identity.

By following the guidelines on how to use them you will help to build a powerful and united identity for the Canonical brand.

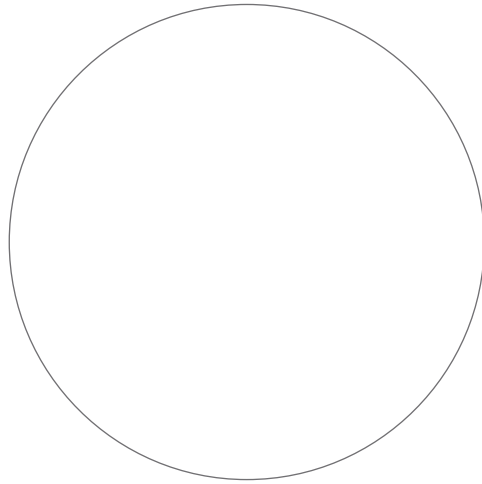
Shown on this page are examples incorrect use.

YOU MUST NOT...

1. Change the spacing between the individual elements or characters
2. Change the colour of the wordmark
3. Change the colour of the Canonical Circle
4. Change the elements within the Canonical Circle
5. Place the brandmark at an angle other than horizontal or vertical
6. Change the proportion of the brandmark
7. Place the brandmark on a non brand colour



CANONICAL AUBERGINE
Pantone 683
C26 M99 Y12 K52
HEX #772953



WHITE
-
C0 M0 Y0 K0
HEX #FFFFFF

...

COLOUR SPECIFICATIONS

Colour is an effective, powerful and instantly recognisable medium for visual communications. To convey the brand personality and brand values, there is a sophisticated colour palette.

These colours are used widely in the brand communications, to convey the precise, reliable and free personality.

PLEASE NOTE: The colours shown on this page are a guide only and should not be used as an accurate match.

Pantone Matching System is a worldwide printing, publishing and packaging language for the selection, marketing and control of colour.

PANTONE® is a registered trademark of Pantone Inc.

canonical_aubergine_pms_noTM.eps

BRAND NAME

COLOURWAY

COLOUR MODE

TRADEMARK
STATUS

FILE FORMAT

...

FILE NAMING SYSTEM

The Master Artwork File uses a simple naming system (detailed on this page) to make it easy to find the correct files.

Use the following pages as a guide to choosing the correct version for your communication.

Brand name

Canonical

Colourway

aubergine
black
white

Colour mode

pms = Pantone
cmyk = Four colour
process
b-w = Greyscale
hex = Web safe colours

Trademark status

noTM = no trademark
version

File format

.eps = for print and web
.svg = for web
.jpg = for web
.png = for web

CANONICAL

canonical_aubergine_pms.eps



canonical_white_b-w.eps

CANONICAL

canonical_black_b-w.eps

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CHOOSING THE CORRECT VERSION

Use the examples and chart above to help you choose the correct version of the brandmark.

The naming of colourways are the same for both print and web versions, and all file formats.

The examples above are print versions.

CANONICAL BRANDMARK COLOURWAY CHART

Brandmark file name	Wordmark	Canonical Circle
canonical_aubergine_pms.eps	aubergine	aubergine
canonical_white_b-w.eps	white	white
canonical_black_b-w.eps	black	black