



R

REFERENCE

GUIDELINES

THE REFERENCE DESIGN

For our high-end series, we have created a design world to match the exclusive product design of the REFERENCE series, which integrates perfectly into the existing CANTON world with its timeless and elegant design language. The REFERENCE product design stands for exceptional quality. These exclusive features are visually reflected in the product logo. The reduced 1 in the logo is representative of our high-end premium product series. The elegant REFERENCE sound visual and the CANTON gold tone visually emphasise the special nature and quality of the products.

Ø1. REFERENCE SIGNET SYMBOLISM

THE REFERENCE SIGNET

The REFERENCE word/figurative mark utilises a timeless and elegant design language. It is based on the Cera Pro, designed by Julie Soudanne. With its geometric shapes and capital letters, the signet harmonises very well with the existing CANTON world and can be perfectly combined with the CANTON logo. The figurative mark is represented by a reduced 1 and emphasises the impression of our high-end premium product series. REFERENCE stands for exceptional quality in design and technical performance. These exclusive features are visually reflected in the product signet.

A large, stylized white logo consisting of a vertical bar on the left and a curved shape on the right that resembles a '1' and an 'R' combined.

REFERENCE

Ø1. REFERENCE SIGNET PARAMETERS

SHELTER:
0,5 H from the CANTON LOGO



COLOUR VARIANTS

REFERENCE signet is primarily used in two colour variants:

- CANTON Black
- CANTON White

DONT'S

The REFERENCE signet may not be combined with text or graphic additions. The letters of the logo lettering are used exclusively within the word/figurative mark.



Ø2. REFERENCE COLOUR TONE

COLOUR CODES & USE

REFERENCE COLOUR SPECTRUM

The REFERENCE colour spectrum consists of the primary colours CANTON Black, REFERENCE Gold and CANTON White.

CANTON Black is mainly used in typography.

REFERENCE Gold and White are used within the sound structure of the REFERENCE Sound Visuals, while CANTON White is used as an additive colour.

The colour CANTON White is primarily available as a background colour or in the typography.

CANTON WHITE
RGB 255.255.255
CMYK 0.0.0.0

CANTON BLACK
RGB 59.59.58
CMYK 0.0.0.90
PANTONE 418 C

REFERENCE GOLD
RGB 215.195.130
CMYK 0.10.55.20
PANTONE 10126 C

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We use the following for our print media hot foil finishes:

- GOLD FOIL Kurz Luxor 429 N
- HOT FOIL Foilco 600 LNC Black Matte

CANTON WHITE
RGB 255.255.255
CMYK 0.0.0.0

CANTON BLACK
RGB 59.59.58
CMYK 0.0.0.90
PANTONE 418 C

GOLD FOIL
KURZ
LUXOR 429 N

HOT FOIL
FOILCO 600 LNC
BLACK MATTE

03. REFERENCE FONTS APPLICATION

HEADLINES

The combination of three font styles of the geometric Cera Pro creates an exclusive elegance and value within the communication and is a concise component of the CANTON REFERENCE product series. It can be used boldly in large, but short and "to the point".

HIGHLIGHTS

Concise highlights can be emphasised with the help of the Cera Pro Bold. In harmony with the filigree REFERENCE SOUND VISUAL, they also set strong sound accents.

INTRO & COPY

CERA Pro is available in a choice of three weights (Light, Medium and Bold) for setting all CANTON REFERENCE text elements. Its geometric appearance, just like that of the CANTON Headline font Baro, creates a balanced overall typeface image, ensures good legibility and timeless elegance.

COMMUNICATIVE HEADLINES
IN CERA PRO LIGHT

ICONIC
SOUND

100%

The new Reference series



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1234567890≥≤!"\$%&/()=?*+#!...

CERA PRO LIGHT | Font design: Jakob Runge | 2015

Intro, quantity texts and
small print in Cera Pro Light:

We stand for passionate
fascination and are the sound
companion for life. Our products
have been creating real
experiences and generating
new worlds of sound
since 1972.

115%

SMART SOUNDDECK 100

Experience your favourite films, concerts, sporting events or console games with our brand new multiroom loudspeaker as a thrilling sound experience. The Sounddeck 100 is not just a pleasure for the ears: the top made of heat-treated and polished glass gives the Smart Sounddeck 100 a sophisticated look.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1234567890≥≤!"\$%&/()=?*+#!...

CERA PRO BOLD | Font design: Jakob Runge | 2015

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1234567890≥≤!"\$%&/()=?*+#!...

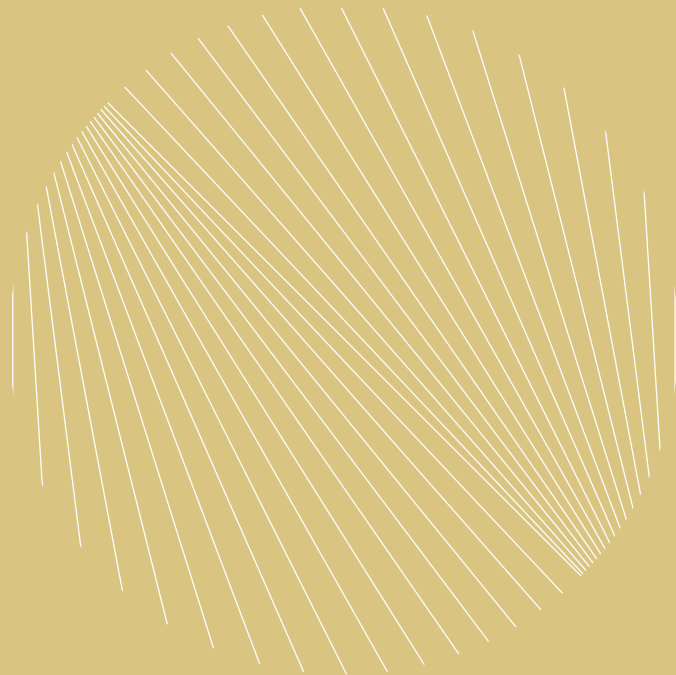
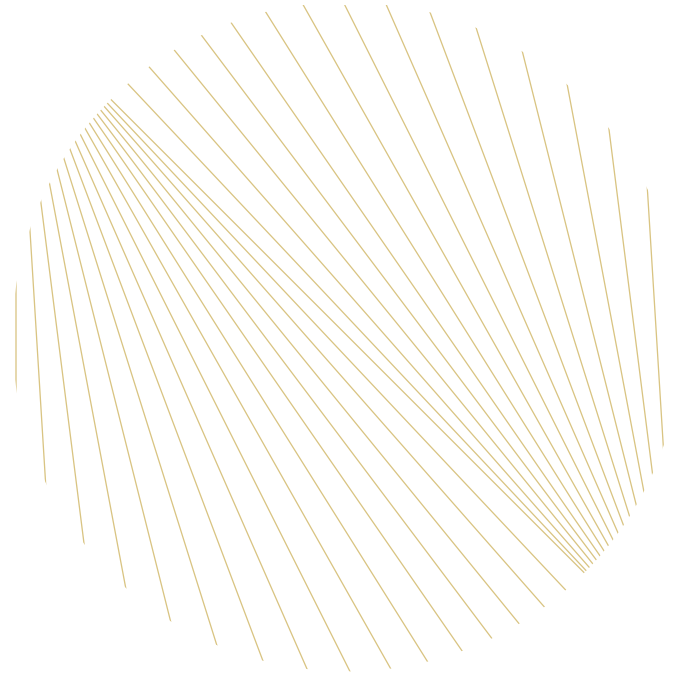
CERA PRO MEDIUM | Font design: Jakob Runge | 2015

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzß
1234567890≥≤!"\$%&/()=?*+#!...

CERA PRO LIGHT | Font design: Jakob Runge | 2015

Ø4. REFERENCE SOUND VISUAL

CIRCLE SEGMENT
COLOURS



COLOURING

The REFERENCE Sound Visual emphasises the exclusivity of our REFERENCE series with its filigree line composition and the CANTON gold tone. It can be positively coloured in Pantone 10126 C or placed negatively on a gold surface.

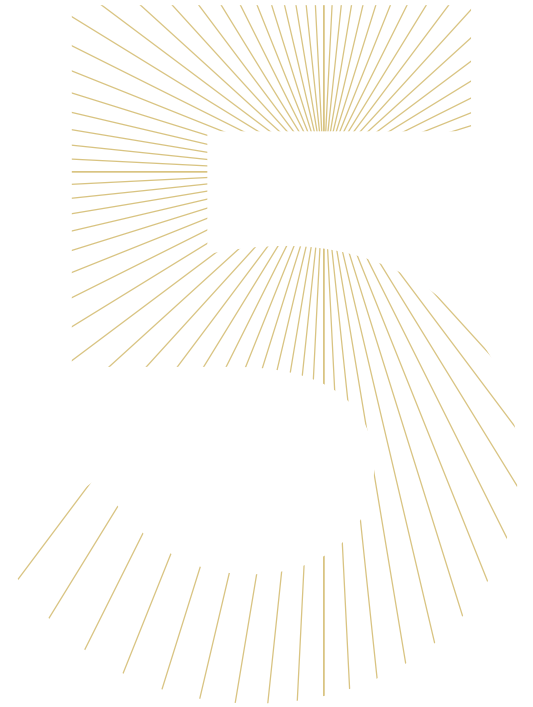
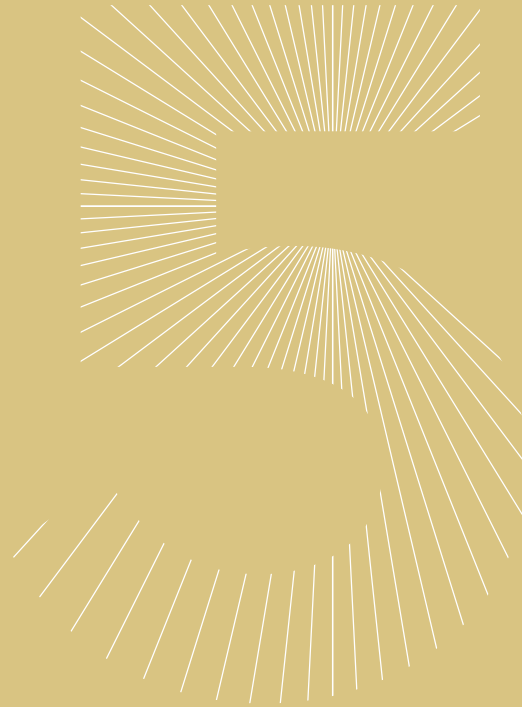
Ø4. REFERENCE SOUND VISUAL IN THE APPLICATION



COMPOSITION

The REFERENCE Sound Visual is placed strikingly behind the product in adverts and, alongside the signet, is one of the most important design elements of the REFERENCE series. The REFERENCE signet is used on adverts at three times the height of the CANTON logo.

Ø4. REFERENCE SOUND VISUAL IN THE APPLICATION



COMPOSITION

To emphasise our products, the REFERENCE Sound Visual for the Reference 1, 2, 3, 4, 5, 7 and 9 series can be integrated into the serial number. For social media posts and adverts, it is placed prominently behind the product.

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Ø5. REFERENCE PICTURE WORLD CATEGORIES

The Reference visual world is divided into three categories – product, interior and people. It is based on the following three basic ideas:

CLARITY

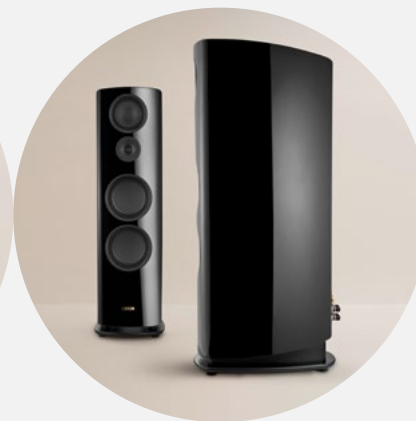
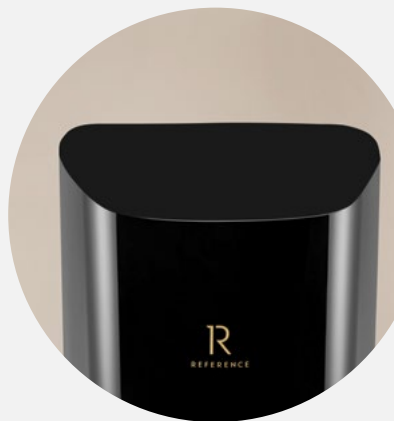
CANTON products display an unmistakable self-confidence. Their strong design language, which is based on the clarity of the geometric form, combines pure product aesthetics, elegance, timelessness and style. Whether integrated into the REFERENCE Sound Visual as a free-standing frontal perspective or as part of an interior product presentation, all CANTON products are characterised by simple elegance and emphasise the value of the product.

AUTHENTICITY

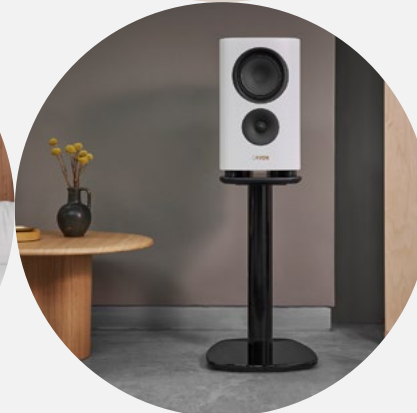
The visual world of CANTON is genuine and credible - the motifs appear tangible. In the images of people, the closeness to the viewer is palpable. A natural lighting mood creates a lively atmosphere.

EMOTIONALITY

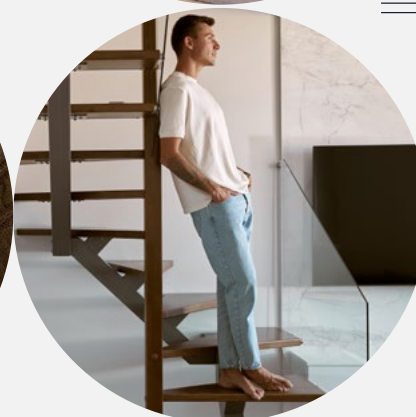
CANTON's visual world is expressive and lively. It tells stories of people in their living spaces, experiencing the ultimate listening pleasure in all its emotional facets with the CANTON product range. A harmonious world of colour in line with the REFERENCE colour code has a stylish and aesthetic effect.



PRODUCT



INTERIEUR



PEOPLE

ICONIC SOUND



R
REFERENCE

CANTON

