

THE FAMILY OF SOUND

TABLE OF CONTENTS

	INTRO THE CANTON BRAND	03		
01	LOGO IMAGERY PARAMETERS	05 06	05	VISUAL WORLD CATEGORIES: PEOPLE, INTERIOR AND PRODUCT 15
02	COLOUR TONE COLOUR CODES AND THEIR USE	08	06	ICON STYLE CONSTRUCTION AND CHARACTERISTICS 17 USE 18
03	SOUND VISUAL CIRCLE SEGMENT SYSTEM COMPOSITION	10 11	07	BRAND AT A GLANCE OVERVIEW 20
04	FONTS CERA PRO, BARO AND THEIR USE	13	08	LOOK AND FEEL PRINT/ONLINE EXAMPLES 22

OUR BRAND

With our roots in the Taunus, we have been writing sound history since 1972. We have been pursuing our fascination with sound perfection for generations. We don't think in decades – we are your sound companion for life. *We're not about consumption at the touch of a button – we're all about experiencing personal worlds of sound. We make listening perceptible and open up new sound dimensions.* Audio technology continues to develop. From the hi-fi to smart devices – we are at home in both worlds. And we remain true to our promise of enabling everyone to enjoy the best possible sound experience for them. With no compromises. Our brand design is an expression of our strength and personality. If we use it consistently across all contact points, it offers our customers guidance and forges long-term trust. The following pages explain how our corporate design works.

CANTON

LOGO

Our most important brand originator is our logo.
This represents our company like no other brand code.



Ø1. CANTON LOGO IMAGERY



CANTON

THE CANTON LOGO

The CANTON word and design mark is clear and confident. Its design is based on Avant Garde created by Herb Lubalin in five typefaces. Like a quiet note that gradually increases in volume, the volume of the individual characters increases from left to right. The CANTON word and design mark combines contrasting sounds ranging from high to low notes and volumes ranging from piano to forte. The letters 'N' and 'T' in the middle of the word mark create a division. This illustrates the principle of stereophonic sound because, as we all know, at least two sources of sound are needed for acoustic pleasure. The name CANTON comes from 'cantare', which in Italian means 'to sing'. In the striking form chosen by the designer Christof Gassner, the logo and the company name create a unique symbiosis.

01. CANTON LOGO PARAMETERS

COLOUR VERSIONS

The CANTON LOGO is primarily used in two different colour versions:

- CANTON Dark Blue
- CANTON White

The black version may only be used in grayscale applications.

DON'TS

The CANTON LOGO may not be combined with text or graphic additions. The letters featured in the logo lettering are used exclusively for the word and design mark.

FILE FORMATS

The CANTON LOGO is available in the following formats:

CANTON_Logo_Dark-Blue.eps
CANTON_Logo_White.eps
CANTON_Logo_Black.eps

CANTON_Logo_Dark-Blue.png
CANTON_Logo_White.png
CANTON_Logo_Black.png

CANTON_Logo_Dark-Blue.svg
CANTON_Logo_White.svg
CANTON_Logo_Black.svg

CLEAR SPACE:

0,5 H from the CANTON LOGO



CANTON

MINIMUM LOGO SIZE
H = 4 mm

COLOUR

TONE

Our colour tone is a key part of our brand. The primary colour CANTON Dark Blue gives it a look of high quality and elegance. This combined with three secondary colours creates our own, specific colour scheme.

022

02. CANTON COLOUR TONE

COLOUR CODES AND USE

CANTON COLOUR SPECTRUM

The CANTON colour spectrum consists of the primary colour CANTON Dark Blue and the secondary colours CANTON Royal Blue, CANTON Light Blue and CANTON Pastel Orange.

PRIMARY COLOUR CANTON DARK BLUE

CANTON Dark Blue is used either as a background colour or a tone colour in the circle segments of the CANTON SOUND VISUAL.

CANTON SECONDARY COLOURS

The CANTON secondary colours are used within the CANTON SOUND VISUAL and its variable circle formations. They may be used sparingly in the typography for highlighting purposes.

ADDITIVES

Black and white are used as additives. The colour CANTON White is primarily for use as a background colour or in typography. If the CANTON colour spectrum cannot be used, black replaces the primary colour CANTON Dark Blue in black and white applications, with shades of grey replacing the secondary colours

CANTON
DARK BLUE
RGB 0.0.40
CMYK 100.90.40.70

CANTON
ROYAL BLUE
RGB 0.15.145
CMYK 100.90.0.10

CANTON
PASTELL ORANGE
RGB 250.165.110
CMYK 0.40.60.0

CANTON
LIGHT BLUE
RGB 30.150.250
CMYK 75.40.0.0

CANTON

SOUND VISUAL

Our SOUND VISUAL characterises our visual appearance and makes music visible. The composition of the circle segments is highly versatile and flexible and can be used across all touchpoints



03. CANTON SOUND VISUAL

CIRCLE SEGMENT SYSTEM

● SOUND VISUAL

THE CIRCLE AS THE BASIS

The CANTON SOUND VISUAL is based on a circle. This is the basic geometric construction used for all of the CANTON SOUND VISUAL formations.

CIRCLE SEGMENT SYSTEM

In addition to a full circle, which may only be used as a SOUND element, semicircles and quadrants are used to construct the CANTON SOUND VISUAL.

COLOUR CODE

All the CANTON SOUND VISUAL elements bear a CANTON colour. The secondary colours CANTON Royal Blue, CANTON Light Blue and CANTON Pastel Orange are always used with the Gradient Feather tool and a mean value of 40%. Their partial transparency and the resultant overlaps generate sound.

Elements in CANTON Dark Blue are always opaque.



Ø3. CANTON SOUND VISUAL COMPOSITION

● SOUND VISUAL

COMPOSITION

Composition of the CANTON SOUND VISUAL formations is subject to strict rules. They consist of between two and a maximum of four semicircles and quadrants and can be arranged horizontally or vertically. Each formation integrates between one and a maximum of four translucent shape overlaps that give the SOUND VISUAL an impression of visual depth. The geometric shapes are combined in size ratios of 1:2, 1:3 or 1:4. The initial shape serves as the largest geometric shape of each formation.



CANTON

FONTS

Typography is a mainstay of our identity. Its geometric look and the exciting contrast of plain and outline are fundamental to our brand's recognisability.



04. CANTON FONTS

USE

HEADLINES

The unique combination of two typefaces of the geometric Baro font in headlines creates an unmistakable sound effect in communication and is a striking component of the CANTON identity. It may be used in a large size for effect, but should be short and to the point.

HIGHLIGHTING

Product names and striking highlights can be made to stand out with the aid of Baro Contour. Together with the CANTON SOUND VISUAL, these likewise make a striking sound statement.

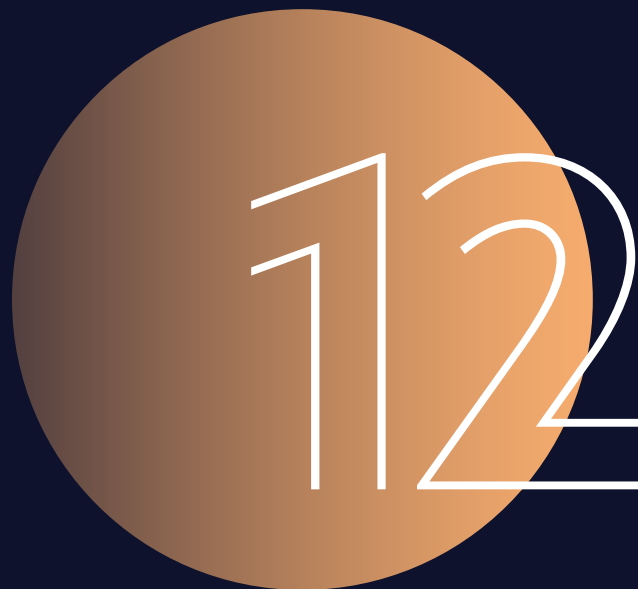
INTRO AND COPY

CERA Pro and a choice of four typefaces (Light, Light Italic, Regular and Bold) are available for setting all CANTON text elements with the exception of headlines.

Their geometric look just like that of the CANTON headline font Baro creates a balanced overall typography, allows for good legibility and looks timeless.

COMMUNICATIVE HEADLINES IN BARO PLAIN AND CONTOUR:

**WE ARE:
THE FAMILY
OF SOUND**



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

BARO PLAIN | Type design: Julie Soudanne | 2018

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

BARO CONTOUR

Intros, body copy and small print in Cera Pro:

We stand for fascination founded on passion and are your sound companion for life. Our products have been creating real experiences and generating worlds of sound since 1972.

SMART SOUNDDECK 100

Erleben Sie Ihre Lieblingsfilme, Konzerte, Sportevents oder Konsolenspiele mit unserem brandneuen Multiroomlautsprecher als ein mitreißendes Klangerlebnis. Das Sounddeck 100 ist dabei nicht nur ein Genuss für die Ohren: die Oberseite aus wärmebehandeltem und geschliffenem Glas verleiht dem Smart Sounddeck 100 einen edlen Look.

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

CERA PRO BOLD | Type design: Jakob Runge | 2015

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

CERA PRO REGULAR

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

CERA PRO LIGHT

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

CERA PRO LIGHT ITALIC

VISUAL WORLD

Our visual style reflects our high standards when it comes to precision and technology. In addition to our products, it is life-worlds and listening experiences that we aesthetically stage in our visual world.



05. CANTON VISUAL WORLD CATEGORIES

● VISUAL WORLD

The CANTON visual world is divided into three categories – PRODUCT, INTERIOR and PEOPLE. They are founded on the following three fundamental principles:

CLARITY

CANTON products demonstrate unmistakable confidence. The powerful design language on which the clarity of their geometric shape is founded combines pure product aesthetics, elegance, timelessness and style. Whether as a cut-out image in a head-on perspective within the CANTON SOUND VISUAL or as part of an interior product staging, all CANTON products make an impression with their simple elegance and place the focus on the product's high quality.

AUTHENTICITY

The CANTON visual world is authentic and credible – the motifs look tangible. In images of people, their proximity to the beholder is palpable. A natural lighting mood creates a vibrant atmosphere.

EMOTIONALITY

The CANTON visual world is expressive and vibrant. It tells people's stories in their habitats – people who experience ultimate listening pleasure in all of its emotive facets through the CANTON product portfolio. A harmonious colour scheme which is at one with the CANTON colour code appears stylish and aesthetic.

PEOPLE



INTERIOR



PRODUCT



ICON

STYLE

Much like our font and SOUND VISUAL, the style of our icons is based on basic geometric shapes and thus contributes to a harmonious overall look.

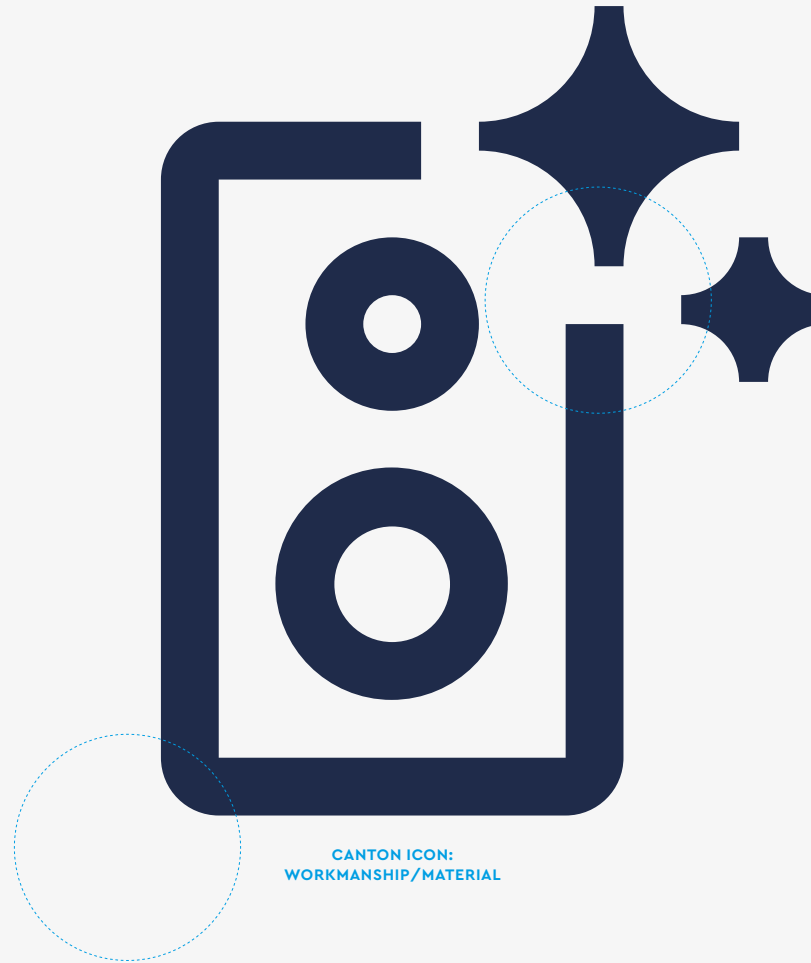


06. CANTON ICON STYLE

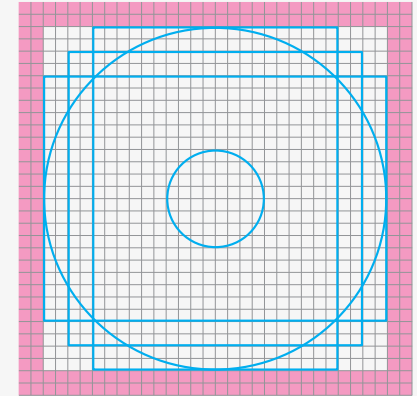
CONSTRUCTION AND CHARACTERIS- TICS

CONSTRUCTION AND CHARACTERISTICS

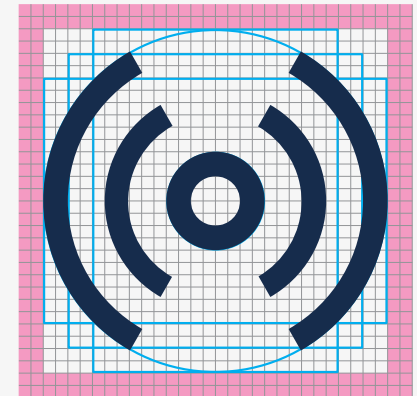
The CANTON icon language offers guidance/ provides a quick overview of a product's key details. It is the visual continuation of the geometry principle upon which the majority of the CANTON brand codes are based (logo, font, SOUND VISUAL). The interplay of rounded and angular shapes within the construction of the icons makes the portfolio of icons striking and enables them to correspond with the other image elements.



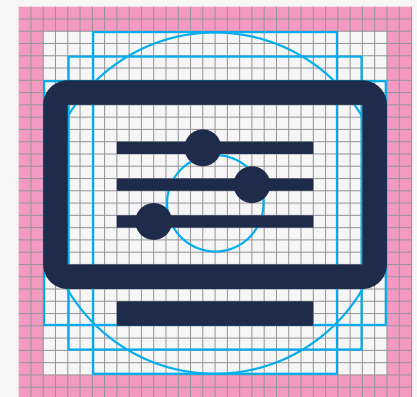
CANTON ICON:
WORKMANSHIP/MATERIAL



32 x 32 GRID WITH GUIDANCE SIZES FOR
VARIOUS BASIC SHAPES



EXAMPLE OF ROUND SHAPE
CONSTRUCTION



EXAMPLE OF ANGULAR SHAPE
CONSTRUCTION

06. CANTON ICON STYLE USE

USE

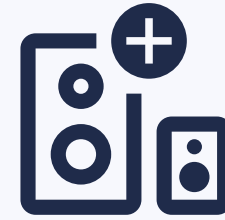
Every CANTON icon features the same characteristic – it consists of outlines, not solid surfaces. Icons appear either in CANTON Dark Blue, White or a shade from the palette of secondary colours. They combine rounded and angular elements.



OPERATION



CHROMECAST BUILT-IN



MULTICHANNEL SOUND FORMATS



HDMI PORTS



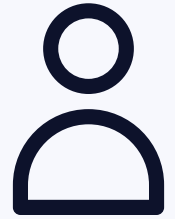
SOUND



MULTIROOM



OPERATION



CUSTOMER ACCOUNT



WORKMANSHIP/MATERIAL



SEARCH FUNCTION



SHOPPING CART



WISH LIST



TRANSPORT



LISTENING APPOINTMENT



LOCATION



NEWSLETTER



BRAND AT

A GLANCE

Our brand codes are the hallmarks of our brand identity. Together, they generate coherence and brand awareness across all touchpoints. We apply them rigorously at all times.



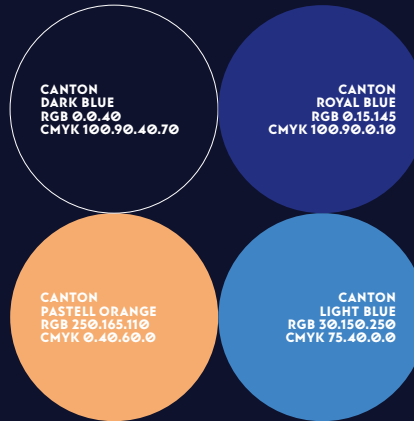
07. BRAND AT A GLANCE OVERVIEW

CANTON BRAND ELEMENTS

Powerful design language, clear geometric typography, pure product aesthetics in combination with an approachable, emotive visual language or the harmonious colour scheme are the hallmarks of the CANTON brand identity. Together, they make the brand's corporate design unmistakable.

CANTON

CANTON LOGO



CANTON COLOUR TONE

SMART SOUND

SMART SOUNDDECK 100

Erleben Sie Ihre Lieblingsfilme, Konzerte, Sportevents oder Konsolenspiele mit unserem brandneuen Multiroomlautsprecher als ein mitreißendes Klangerlebnis. Das Sounddeck 100 ist dabei nicht nur ein Genuss für die Ohren: die Oberseite aus wärmebehandeltem und geschliffenem Glas verleiht dem Smart Sounddeck 100 einen edlen Look.

CANTON TYPOGRAPHY



CANTON SOUND VISUAL



CANTON ICONS



CANTON VISUAL WORLD





CANTON

LOOK & FEEL



SMART CINEMA



SMART SOUNDBAR 10 MIT DOLBY ATMOS®

Erleben Sie mit der leistungsstarken Multiroom-Soundbar Ihre Lieblingsfilme, Sportevents, Konzerte und Videospiele als ein mitreißendes Klangerlebnis. Mehr auf [canton.de](https://www.canton.de)

CANTON

PRODUKTE SUPPORT PARTNER

CANTON



SMART SOUND

SMART SOUNDBOX 3
MULTIROOM LAUTSPRECHER

JETZT KAUFEN



MacBook





CANTON



CLASSIC & SMART SERIE
KATALOG



LOOK AND FEEL

CANTON

24



PURE CLASSIC
Bester Klang in jedem Raum.

CANTON

SMART SERIE

20
21

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20

21

UNSERE
PRODUKTE



GLE
SERIE

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WELCOME
TO THE
FAMILY
OF SOUND

CANTON



WELCOME
TO THE
FAMILY
OF SOUND

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