HOW TO USE YOUR PRINT IS LIFE CAMPAIGN MATERIALS

Table of Contents

Introduction

Logo and Identity

Social Media Guidelines

Video Guidelines

Email Guidelines

Direct Mail Guidelines

Frequently Asked Questions

Introduction

Print is Life is a campaign, sponsored by Canon Solutions America and its partners across the print industry, to strengthen the case for print to B2C marketers.

The Print is Life campaign kit includes:

- A co-brandable 11×17” direct mailer (which folds down to 11×6” and is optimized to run on both the varioPRINT iX sheetfed inkjet press and imagePRESS cutsheet color press)
- A co-brandable HTML email
- A series of social media images
- A video that speaks to the power of print in our everyday lives

Logo and Identity | Logo Variations

PRINT is LIFE

PRINT is LIFE

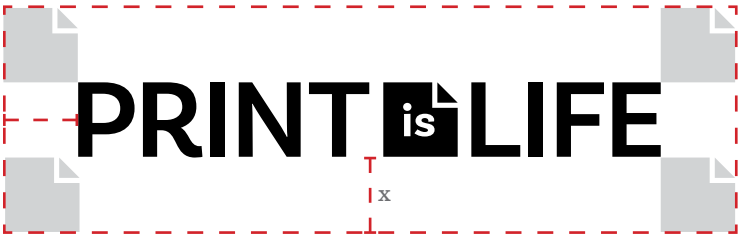
PRINT is LIFE

PRINT is LIFE

PRINT is LIFE

PRINT is LIFE

Logo and Identity | Minimum Safe Area



Logo and Identity | Prohibited Usage

PRINT is LIFE

PRINT is LIFE

no stretching on any axis

PRINT is LIFE

no modification of the vector forms

PRINT is LIFE

no stroke usage

Logo and Identity | Colors

CMYK
(20, 83, 0, 0)
RGB
(242, 46, 210)
HEX
(#f22ed2)

CMYK
(80, 76, 0, 0)
RGB
(72, 46, 242)
HEX
(#482ef2)

CMYK
(38, 0, 100, 0)
RGB
(164, 242, 46)
HEX
(#a4f22e)

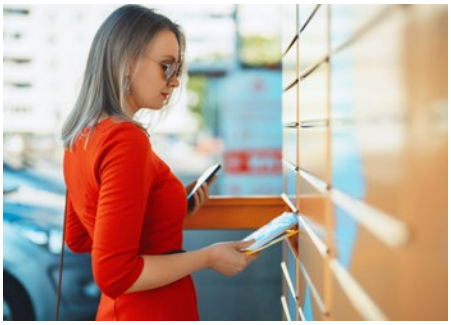
CMYK
(2, 46, 93, 0)
RGB
(242, 154, 46)
HEX
(#f29a2e)

CMYK
(0, 95, 89, 0)
RGB
(242, 46, 46)
HEX
(#f22e2e)

Logo and Identity | Graphic Elements

IV MOUNTAIN TRAIL
10 K
037
APR. 28

11

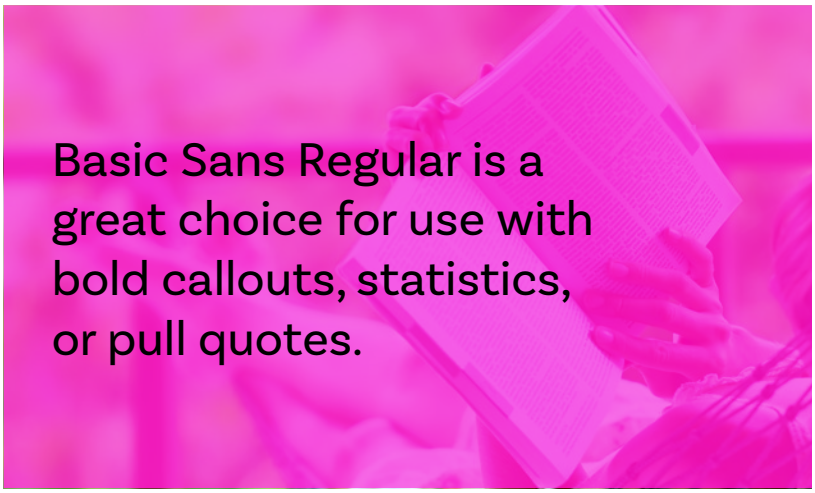


Logo and Identity | Typography

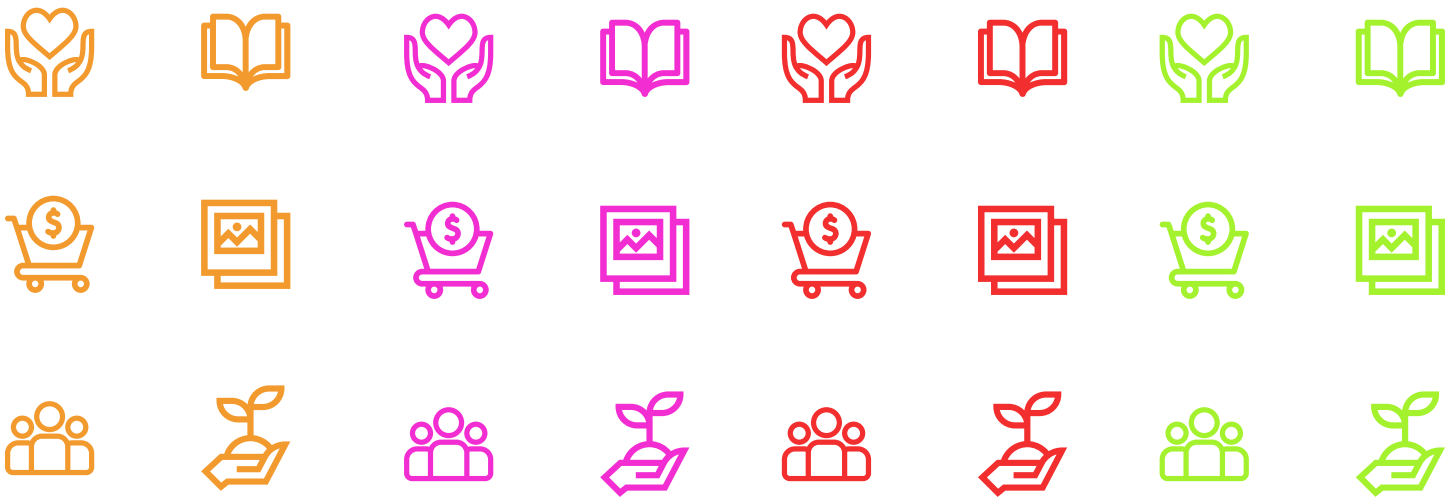
Henriette Bold for Headlines

Henriette Regular is great for body copy

BASIC SANS BOLD



Logo and Identity | Iconography



Social Media Guidelines | Overview

Incorporate the premade Print is Life social media visuals, which are sized for usage on any of the most popular social media platforms, into your regular social media publication schedule. We have provided sample post copy, including hashtags, to accompany the visual assets, but we encourage you to edit it to reflect your company's voice and brand.

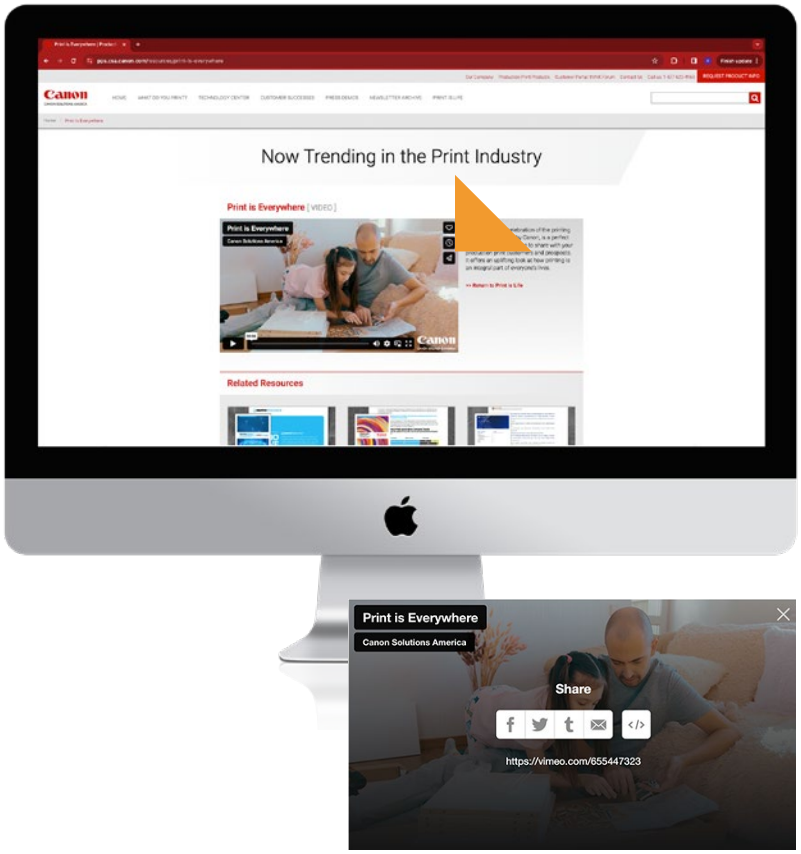
We have also provided a social media template so that you can make your own social media visuals using your own photography. Do not edit the logo area of the template; simply add an image and craft your own post copy.

Examples of imagery you could use:

- Photos of application samples
- Photos of team members
- Photos of your press technology

Video Guidelines | Overview

Share the Print is Life video, “Print is Everywhere,” with your production print customers and prospects via your social media feeds, via email, or on your company website. This celebration of print offers an uplifting look at how print is an integral part of our lives and is meant to be used as a sales tool.



Examples of ways to share:

- Click the “Share” button and copy the link to share on social media or via email.
- Click the “Share” button and copy the embed code to embed on your website.

Email Guidelines | Overview

Import the HTML email into your email marketing software. Cobrand the email by adding your logo and contact information to the signature. Then, personalize the first name field using data from your CRM. Send this email to your prospects and customers to encourage them to contact you about upcoming print projects.

You may also use the email as inspiration for your own sales and marketing email communications.

*cobrand template also available

Direct Mail Guidelines | Overview

Cobrand the direct mail piece by adding your logo, contact information, and background on your company. Personalize using variable data, print, and mail to your prospects and customers to educate them about the power of print.

PRINT is LIFE

COMPANY LOGO HERE

<StreetAddress>

Frequently Asked Questions | Overview

Does Canon need to approve my use of Print is Life campaign materials?

No. As long as you include your company's logo within the designated area of cobrandable materials and do not alter the Print is Life or Canon logos, your use of the materials falls within our guidelines

Other questions about the Print is Life campaign?

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