

Canary Design Standards and Brand Integrity

MISSION: Canary creates products that enable people to protect the places that matter most. Canary aims to make the communities we live in safer and smarter by reimagining how people connect with each other and with the important places in their lives.

GUIDELINES: Any visual representation of the Canary brand reflects the goals of the company itself, and should remain clean, consistent, and meaningful. This poster establishes the key graphic elements used in implementing the Canary identity.

Identity



Product



Elements

TYPOGRAPHY

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Gibson Light: Display and Body

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í î ï ÿ Á À Ä Å Ä Ç È É Ê Ë Ì Í Î Ï Ñ Ó Ô Õ Ù**
Gibson Semibold Caps, +90 tracking: Subheads

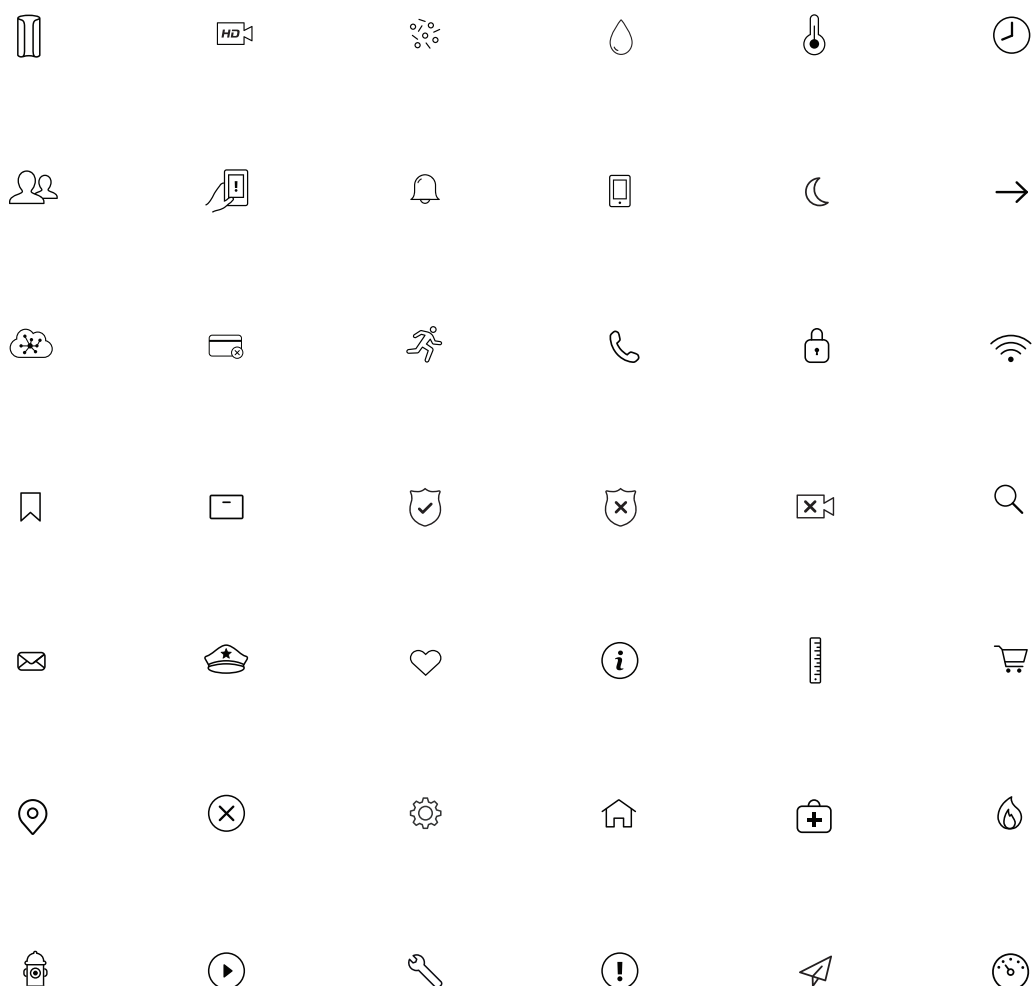
COLOR FORMULAS

- 00 00 00 #000000
- 239 239 239 #E9E9E9
- 255 255 255 #FFFFFF
- 255 204 51 #FFCC33
- 255 172 51 #FFAC33
- 255 83 63 #FF533F
- 214 60 48 #E13521
- 0 139 166 #008BA6
- 72 204 223 #48CCDF
- 74 175 134 #4AAF86
- 52 122 87 #347A57

COLOR HIERARCHY



ICON SYSTEM: SIMPLE, STROKED, ROUNDED



Integrity

OPTICAL CENTERING



RELATIVE CLEAR SPACE RULES



SCALE RULES

min width: 0.4 inches
min width: 0.6 inches

TAGLINE: STYLE

Smart home security for everyone.™