

Canton

Brand Guide

For press, partners & collaborators

where finance *flows*

www.canton.network

Logo Guidelines

Our logo is the most recognizable element of our brand identity. To ensure it always looks its best, we provide three core variations for use across different backgrounds and applications.

Full-Color Logo

This is the preferred version of our logo and should be used whenever possible, especially on light or neutral backgrounds.



Full Color Vertical Primary Logo

Full Color Horizontal Primary Logo

Full Color Secondary Logo - Word mark

Black Logo

Use the black version when color printing is not available or when placing the logo on light-colored backgrounds.



Black Vertical Primary Logo

Black Horizontal Primary Logo

Black Secondary Logo - Word mark

White Logo

Use the white version when placing the logo on dark or colored backgrounds (other than black) to ensure legibility. On pure black, please use the yellow logo instead. (See below)



White Vertical Primary Logo

White Horizontal Primary Logo

White Secondary Logo - Word mark

Logo Guidelines

Our logo is the most recognizable element of our brand identity. To ensure it always looks its best, we provide three core variations for use across different backgrounds and applications.

Yellow Logo

Use the yellow version when placing the logo on black backgrounds. Note: Only the C is yellow. This is the preferred option for black because it offers stronger contrast and preserves brand visibility.



Yellow Vertical Primary Logo

Yellow Horizontal Primary Logo

White Secondary Logo - Word mark

Which logo to use where

Most press, partners, and collaborators will use our logo on websites and at events. Please use the horizontal version in those cases unless the space clearly calls for another format.



Vertical Logo Usage

Works well when the logo stands on its own, such as on **packaging, merchandise and social media posts**. The stacked structure gives it more presence and impact in contained spaces, making it feel more iconic.

Horizontal Logo Usage

Best suited for wide spaces like **website headers, sponsorship areas, or co-branded layouts** where other logos are also placed horizontally. Its linear shape ensures balance and consistency when displayed alongside multiple brand marks.

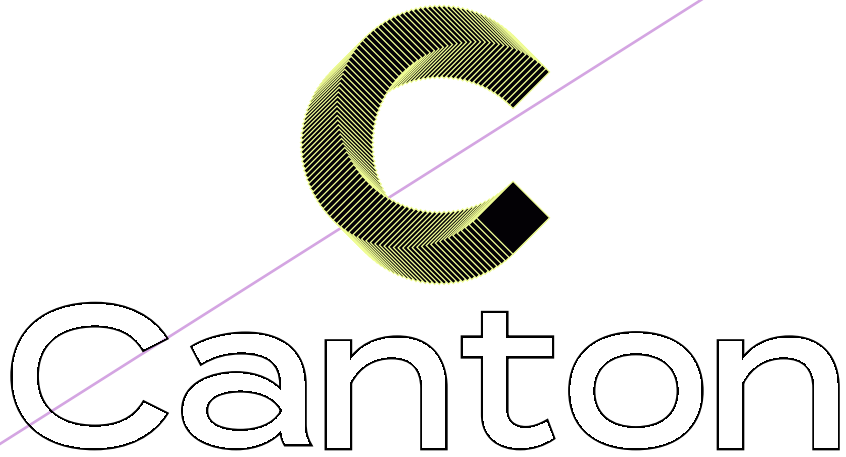
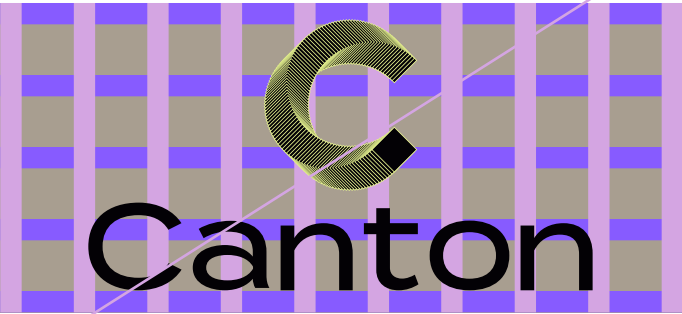
Word Mark Usage

Ideal when legibility is the priority, for example, in **small sizes, text-heavy layouts, or minimal brand applications like document footers**. The clean wordmark ensures the brand name is always clear and recognizable.

Logo Guidelines

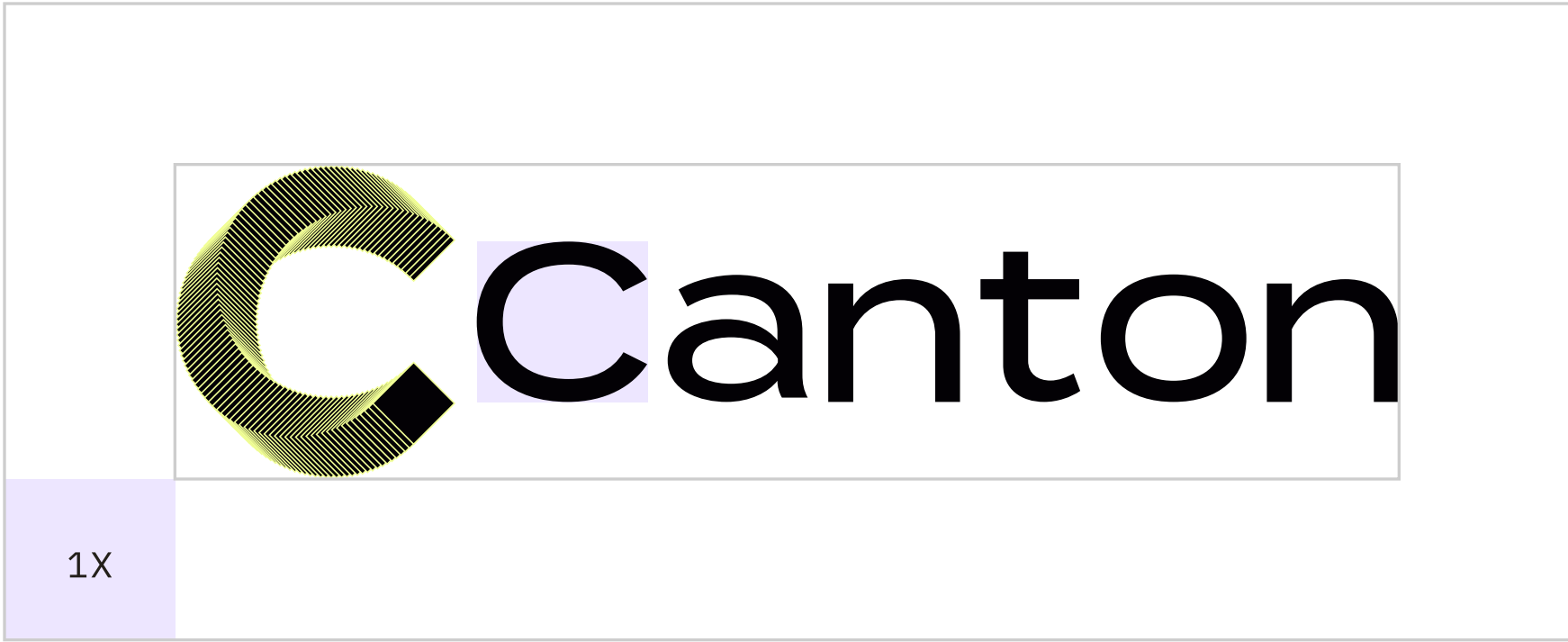
Logo Best Practices

Incorrect usage
Every guideline around logo placement exists to protect its integrity, ensuring it always appears clear, consistent and intentional. These best practices are about preserving the strength of the brand so that no matter where the logo appears, it communicates the same sense of quality and trust. This applies for all 3 versions of the Canton logo.

Do not change the colours 	Do not add strokes 	Do not stretch 
Do not rotate or tilt 	Do not apply a gradient 	Do not apply traditional effects (drop shadows, glows, etc.) 
Do not separate elements 	Never combine with graphics 	Never place on top of busy backgrounds 

Clear Space & Sizing

To maintain the logo’s strength and impact, always respect its safe zone - the clear space around it that must remain free of text, images or other visual elements. The clearspace around the logo has the same size as the height of the capital letter **C** in the logo.



The logo also has a minimum height to ensure it stays legible across all applications. The **vertical logo** must be at least **40mm** or **135px**. The **horizontal logo** must be at least **25mm** or **80px**. The **word mark** must be at least **10 mm** or **30px**.



Colour Palette

Primary colors

These three colors should always dominate in Canton’s brand expressions and must remain the primary anchors of our identity.

Primary
Canton Yellow

HEX #F3FF97
RGB 243 255 151
CMYK 5 0 41 0

Primary
Canton Black

HEX #030206
RGB 3 2 6
CMYK 50 67 0 98

Primary
Canton White

HEX #FFFFFFC
RGB 255 255 252
CMYK 0 0 1 0

Secondary colors

Lilac and Purple act as supportive colors. They are not dominant, but play a key role in adding depth and variation to the brand’s visual identity.

- Frequently used in backgrounds, gradients, and supporting graphic elements
- Can also be used for text highlights or secondary information
- Should always complement, not overpower, the primary colors

Secondary
Canton Lilac

HEX #D5A5E3
RGB 213 165 227
CMYK 6 27 0 11

Secondary
Canton Purple

HEX #875CFF
RGB 135 92 255
CMYK 47 64 0 0

Accent color

A neutral, “grown” business color that can be introduced sparingly to complement the secondary colors. Best used in layouts where a more professional or subdued tone is required.

Accent
Canton Taupe

HEX #A89F91
RGB 168 159 145
CMYK 3 2 2 0

Color Pairings

Recommended Color Usage

These combinations demonstrate harmonious ways to apply Canton’s palette while ensuring primary colors remain dominant.

Clean Highlight

Soft Balance

Vibrant Contrast

Highlight Combination

Highlight Combination

Professional Tone

NB: Never use these lilac and pink together or purple and yellow, except as soft gradients over black.

Gradient Usage

Use sparingly in backgrounds. Primarily intended to add depth and variation to hues, not as a dominant color element.



Typography

Main Typeface

IBM Plex Sans is the main typeface for Canton as its engineered, open-source design reflects the clarity and structural precision of Canton’s protocol. Its clean letterforms and weight range support both dense financial data and elevated narrative content with equal legibility.

Plex Sans speaks to global, institutional trust, the same way Canton unites complex regulated finance and next-gen blockchain innovation.

[Download here](#)

Ibm Plex Sans

Light Regular Medium Semibold Bold

H1 (Bold)

Point size: 100
Case: Sentence case
Tracking: 0%
Leading: 100%

Unlock digital
asset liquidity
with Canton

H2 (Medium)

Point size: 40
Case: Sentence case
Tracking:0%
Leading: 100%

Connections without
the trade-offs

Body (Regular)

Point size: 30
Case: Sentence case
Tracking: 0%
Leading: 120%

Canton is the first privacy-enabled open blockchain network, ensuring limitless connections that preserve privacy.