

**CANYON**  
**YOU CAN**

# Canyon Introduces **NEW BRAND IDENTITY** Appealing To Young Generation

June 2020. Canyon, a dynamically growing brand of mobile accessories, computer gadgets and wearables, unveils its new brand identity, redesigned logo, and a slogan. The changes are appealing to the audience of young people with a clear and simple motto of nowadays: **“You can!”**

After a thorough analysis of today's trends and in-depth research of the audience, Canyon design and marketing team has decided to open a completely new page in the brand's 17-year history.

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Over the last few years, Canyon Accessories has significantly scaled its product range while broadening its worldwide presence. Our new brand identity reflects our character and addresses it to the young audience in a better way.

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**says Maksym Nabok,**  
**Business Development Director of Canyon**



Designed to create an upbeat mood, the new Canyon identity uses vibrant trendy colors and a bit of provocative creativity. It is aimed to work simultaneously across on- and offline channels, as well as to be implemented in the packaging and POS materials. The changes already affected **Canyon Accessories Instagram account**, a key communication channel with the brand's core audience.

Canyon people strive for everything that's new and unique, they always want to be amazed. At the same time, they are overwhelmed with trends of mindfulness, smart consumption, eco-activism, diversity, and body positivity.

# CANYON



YOU CAN  
BE YOURSELF

Canyon brand identity combines youthful carelessness with a smart way of thinking:

**You can** be yourself without aiming to impress others!

**You can** join the tribe of mindful consumers!

**You can** throw away imposed body standards - your body is your business!

**You can** care about the environment and live an eco-friendly life!

Canyon Accessories is a fast-growing brand of high-quality and stylish, yet affordable mobile accessories, computer gadgets, wearables and gaming tools. Being founded in the Netherlands in 2003, it has grown to a full-scale consumer electronics brand. It has offices in 16 countries and its products are sold in more than 26 countries all across the globe.

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With our brand's communication platform, we'd love to motivate those who belong to Generation Z. These people are cooler than the brands they use, as they make brands better, not vice versa. They are creative, mindful, caring, helpful, and fun, thus they can change this world for the better.

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**says Nataliya Grishina,**  
**Global Marketing Director of Canyon**

### CURRENT CANYON REGIONS

**Europe:** Belarus, Bosnia and Herzegovina, Bulgaria, Czech Republic, Croatia, Cyprus, Estonia, France, Greece, Latvia, Lithuania, Malta, Romania, Russia, Serbia, Slovakia, Spain, the UK, Ukraine

**Asia:** Armenia, Azerbaijan, Georgia, Kazakhstan, Uzbekistan

**Africa:** South Africa

**Latin America:** Costa Rica

**Middle East:** Kuwait

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