Fundamentals — Logotype/Tagline Usage

Sony Logotype

About
A logo is the central visual cue that we all use to identify a brand. It is the symbol of a company’s personality. Everywhere the logo shows up, it must act and behave the same way so consumers recognize us and can trust that the relationship they are building is sound and secure.

The Sony logo is the heart and soul of this company. Since 1973, it has stood firm because of its timelessness and careful stewardship.

It is our biggest asset and must constantly be given protection and prominence. All communication must stress Sony above all else.
Sony Group Logo

Group Logo Usage

The Sony Group Brand Message “make.believe” launched in 2009 was discontinued at the end of 2013. Now it is time to begin a new phase of brand strategy towards realizing ‘One Sony’.

As the first step, the Sony logotype—currently used in the electronics and network services business segments—has become the visual identity for the entire Sony Group as of January 1, 2014.

The Sony logotype will now represent the entire group from electronics to entertainment to financial services and will be used in marketing communication activities.

The transition period for the termination of using “make.believe” is from January 1, 2014 to December 31, 2014. Regarding Sony’s Group Logo, please contact the Brand Strategy Department, Sony Corporation at Brand.info@jp.sony.com (inquiries from Sony internal only).

Within This Document

Usage of the Sony logotype specified in these guidelines mainly applies to Sony Corporation and its sales companies. In these guidelines it will be referred to as the “Sony logotype”.
Sony Logotype

Positive Artwork
The one-color positive version of the creative lock-up should only be placed on 100% white to 30% black backgrounds.

Always ensure significant contrast between the signature and the background. Do not place the lock-up on random colored, patterned or textured backgrounds.

*Allowable background colors: refer to page 13.

Reversed Artwork
The reverse version should only be placed on 100% black to 30% black backgrounds.

Housemark vs. Trademark
Using the Sony logotype as housemark or trademark each holds a different purpose. The Sony logotype must be used as appropriate for each case, with full and accurate understanding of what it signifies.

The Sony logotype is used as a housemark in places indicating the company itself.
- Company building signs
- Stationery components
- Materials introducing corporate information such as corporate brochures, annual reports, corporate website

The Sony logotype is used as a trademark in places indicating the originator of a product or service.
- Body of products
- Packaging
- Instruction manuals, product warranty cards
- Marketing materials for products and services

When To Use The Registration Symbol ®
The Sony logotype must be used with the registration symbol ® on the body of Sony electronics products, on their packaging and instruction manuals. (Use of the registration symbol ® is optional on product warranty cards and other documents packed with the products.) The general rule is that the registration symbol ® should be displayed with the Sony logotype once for each such product-related item.

Access To Creative
Refer to Dealer Source directory on page 67.
Sony Logotype

Clearspace
Use the isolation zone outlined here as a minimum space only, not as a maximum. The logo will be more effective with plenty of space around it rather than as large as possible in a tight space. No prominent visual elements should break the isolation zone.

In exceptional circumstances (i.e., because of limited media space), it is acceptable to use a smaller isolation zone. In such cases, the isolation zone should be no less than 50% of the preferred isolation zone. However, this configuration should only be used as a last resort.

Minimum Suggested Size
Always keep the size of the Sony logo in proportion with the creative execution. There are also minimum size guidelines to follow depending on your media space. Please refer to the information on the right.

Minimum size for print: 0.40in / 10mm / 29pt wide
Minimum size for screen: 43px wide
Sony Logotype

Logo Usage
Make sure the Sony logo is clearly legible and sits on a relatively neutral background. It does not need to sit on a completely solid background, but it must be clearly defined, and the isolation zone must be respected.

The logo should remain either white or black. Choose either color depending on how well it allows the logo to stand out against your chosen background color and/or image.
Sony Logotype

**Logo Rules**
When reproducing our logo, do not tamper with it. We have built significant brand equity over the decades by faithfully reproducing our logo. Give it the respect it deserves, and do not apply short-term changes or effects to it. Please refer to the examples on the right, although this is not an exhaustive list. Be sensible when working with our logo.

The logo should remain either white or black. Choose either color depending on how well it allows the logo to stand out against your chosen background color and/or image.

**Do not use the Sony make.believe logo.**

**Do not attempt to recreate the Sony logo.**

**Do not add effects to the Sony logo.**

**Do not alter the Sony logo.**

**Do not combine with any other element or shape.**
Sony Logotype
In Graphic Media
And Posters

Logo Placement For Graphic Media
When placing the Sony logotype in print media, use the placement positions specified for each print format. Choose one placement from the eight, six or five location options available. This rule only applies to print media and should not be applied to any other touch points.

A larger-size Sony logotype is recommended to clearly show Sony ownership of the communication asset.

Logo Placement For Posters
When placing the Sony logotype in posters, use the placement positions specified for each print format. Choose one placement from the eight location options available.
Sony Logotype
In Digital Media

**Logo Placement**
When placing the Sony logotype in digital media, use the placement positions specified for each specific format. Two and four location options are available for online media. Do not use the eight location options specified for print media in online media.

**Size**
When reproducing the Sony logotype for digital media, follow the instructions below to calculate the logo size.

When reproducing the Sony logotype for digital media, such as Web banners, follow the minimum size rule of 43 pixels wide.

Skyscraper Digital

Leaderboard Digital

MPU

The maximum size within a media space must respect the Isolation Zone.
Logo Hierarchy

The Sony logotype must always have a greater presence over the product and service brand logos, feature names/logos and slogans. The Sony logotype must stand out in size and positioning.

To maximize limited media space and ensure that the various logos do not distract from the key message and Sony brand appeal, keep the number of logos to a minimum in any given media space.

For details on usage of the product brand logos, please refer to the name and logo usage guidelines for each of the product brand logos.

Logo Size / Placement / Color

Place the Sony logotype in one of the designated positions to express ownership of the advertisement. Product brand logos must also be placed near the product packshot and/or the body copy, to create a singular visual unit, thereby minimizing the number of elements in any given layout.

Product brand logos and other logos must not be placed in any of the logo positions that are designated solely for the Sony logotype. When these logos appear under the Sony logotype placed in one of its designated positions, they must be indented with a space equal to at least the height of the Sony logotype.

In advertisements the product brand logo must not be larger than the Sony logotype. The size ratio is simply determined as shown on the right. Since different product brand logos have different proportions, different percentages for the product brands must be used.

In addition, product brand logos must only be reproduced in black or white, and not in any other colors.

Third-party logos, such as FIFA and Intel, are exceptions. Please follow the guidelines provided by third-party logo owners when positioning such logos.