

1. The logo

- [Meaning](#)
- [Evolution](#)
- [Why SONY?](#)
- [Like no other](#)

2. Design guidelines

- [Logo color positioning](#)
- [Typography](#)
- [Color palette theme](#)
- [Photography](#)
- [Graphic elements](#)
- [Writing guidelines](#)

Meaning

SONY.
like.no.other

1946 Tokyo Tsushin Kogyo



Wanted a Romanic name



Sony was born

→ Sony :mixture of Latin and English
sonus (sound)+ sunny.



Evolution

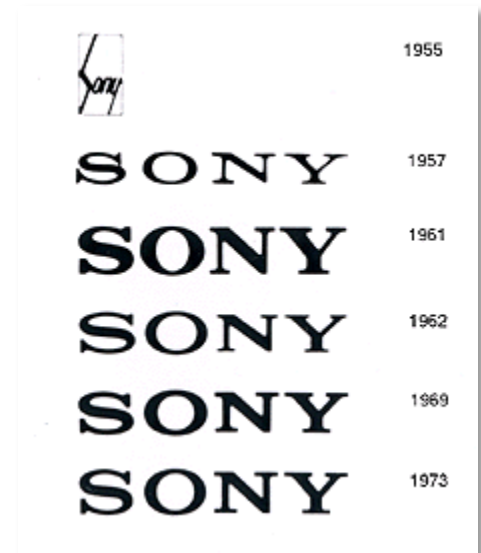
SONY
like.no.other

Company with 20 employees in consumerelectronics



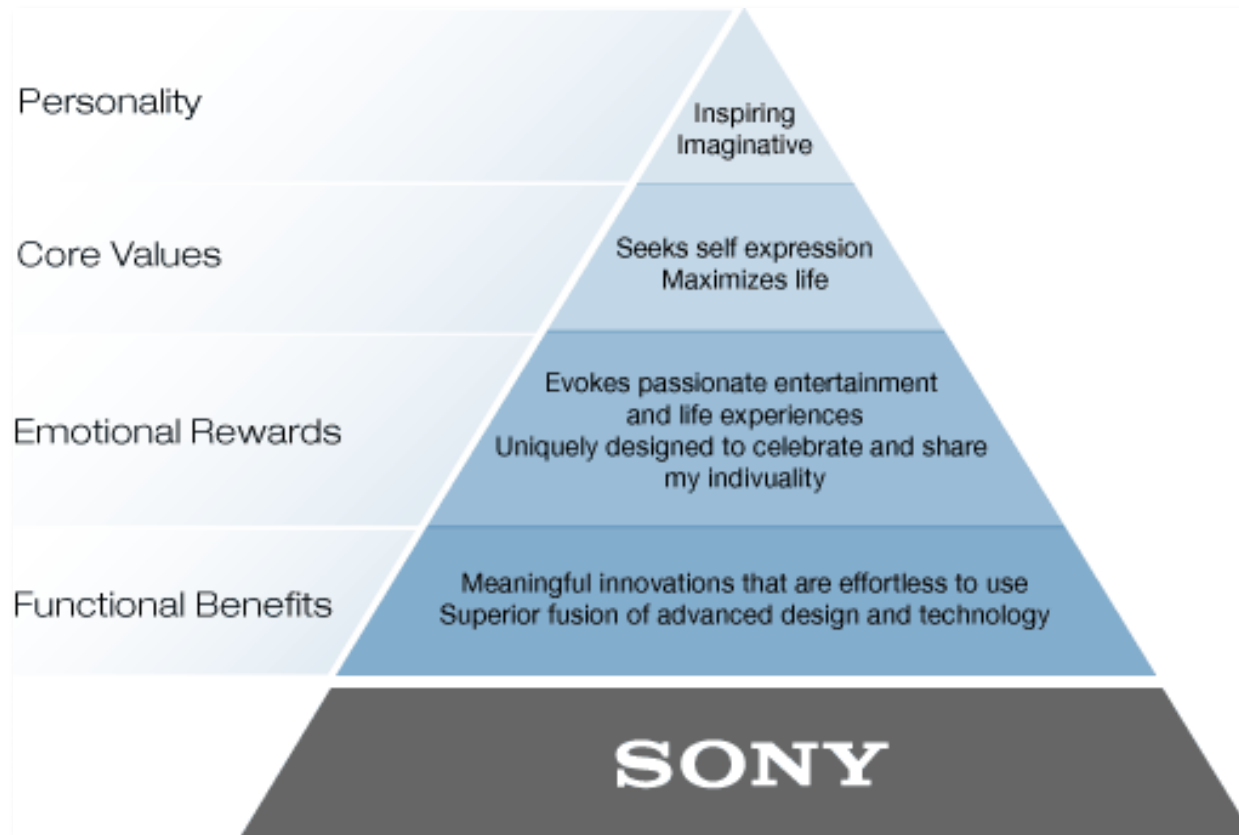
Worldwide concern in electronics, music, games

→ logo evolution



Why Sony

SONY
like.no.other



Like no other

SONY.
like.no.other

Concept

Our goal is to ensure that both our products and our marketing activities truly convey the uniquely joyful experiences, which Sony brings to the lives of our users around the world - experiences that are 'like no other'.

It is therefore our hope and expectation that each individual involved in Sony's electronics business will continue to pursue their dreams, to create original and innovative ideas and will always retain a passion for technology, design and quality which is 'like no other'.

The products inspired by this will bring emotional value to their users which is unique to Sony and truly 'like.no.other'



Logo color

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SONY.



Black
#000000
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

SONY.



Sony Blue 90
Pantone custom color
On coated
Rubine Red
Process Blue
Black

22.0%
71.0%
7.0%

On uncoated
Rubine Red
Process Blue
Black

19.4%
77.7%
2.9%

#003D6C
C:100 M:70 Y:0 K:50
R:0 G:51 B:102

SONY.



Sony Dark Gray 90
PANTONE Cool Gray 10C
#7F7876
C:70 M:56 Y:49 K:26
R:127 G:120 B:118

SONY.



Sony Light Gray 90
PANTONE Cool Gray 5C
#B5AEAB
C:31 M:25 Y:24 K:0
R:181 G:174 B:171

SONY.



Silver
PANTONE 877C
#98928F
C:47 M:37 Y:36 K:2
R:152 G:146 B:143

SONY.

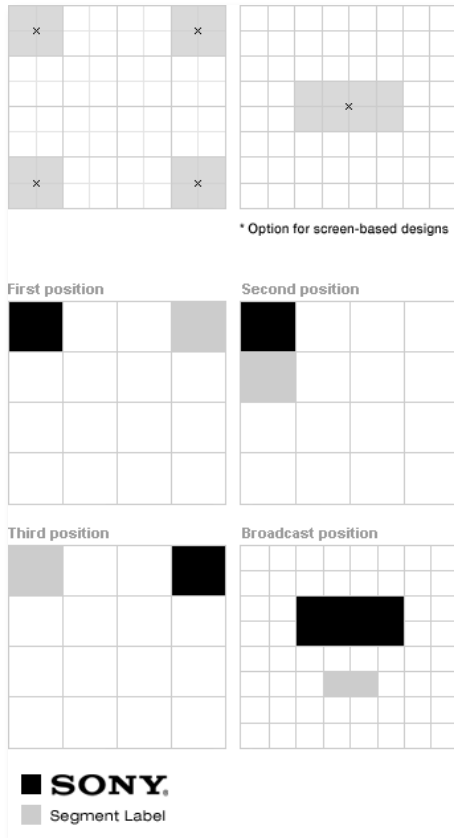


White
Also for negative logotype
#FFFFFF
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

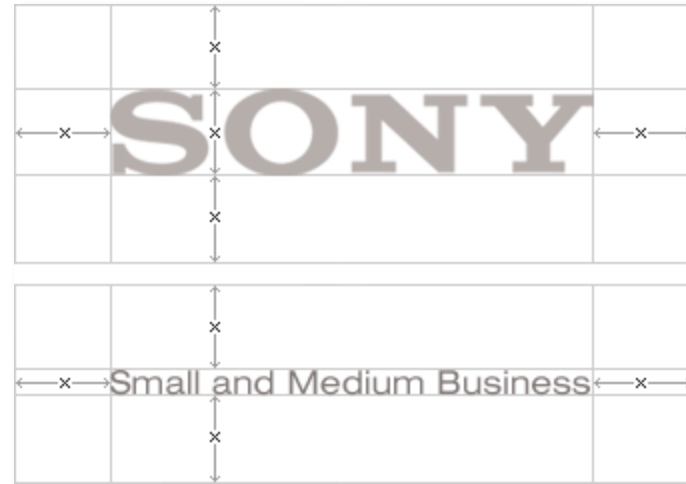


Logo positioning

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Alignment



Whitespace



Dont's



Typography

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Helvetica Neue 65 Mediam

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Helvetica Neue 43 Light Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789





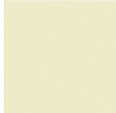
Helvetica
family



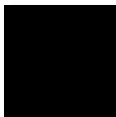



Color palette

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Primary color palette

	<p>#0099CC Pantone 299 R:0 G:153 B:204 (NTSC: R:0 G:153 B:204) C:100 M:0 Y:0 K:10</p>		<p>#FF6633 Pantone 1575C R:255 G:102 B:51 (NTSC: R:255 G:102 B:51) C:0 M:70 Y:100 K:0</p>
	<p>#999933 Pantone 582 R:153 G:153 B:51 (NTSC: R:153 G:153 B:51) C:45 M:25 Y:100 K:15</p>		<p>#99CC33 Pantone 376 R:153 G:204 B:51 (NTSC: R:153 G:204 B:51) C:50 M:0 Y:100 K:0</p>
	<p>#FFFFCC Pantone 729 R:241 G:239 B:21 (NTSC: R:241 G:239 B:21) C:0 M:0 Y:10 K:3</p>		

Accent color palette

	<p>#000000 R:0 G:0 B:0 (NTSC: R:0 G:0 B:0) C:0 M:0 Y:0 K:100</p>		<p>#ACA6A3 R:172 G:166 B:163 (NTSC: R:172 G:166 B:163) C:0 M:0 Y:0 K:40</p>
	<p>#CECAC8 R:206 G:202 B:200 (NTSC: R:206 G:202 B:200) C:0 M:0 Y:0 K:20</p>		<p>#FFFFFF R:255 G:255 B:255 C:0 M:0 Y:0 K:0</p>



Color theme

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Blue theme



Orange theme



Photography

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Lifestyle	People	Builds excitement and establishes an emotional connection with the customer. Communicates big ideas such as freedom, empowerment and expression.
	Environment	
Product	Hero with lifestyle	Communicates emotional rewards and functional benefits of Sony products.
	Hero on texture	Highlights form and product design
	Detail	Supports identification and associations with other products as well as objective comparison.



Graphic elements

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Writing guidelines

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Voice & Tone

Sony speaks from a position of strong self-expression, **confidence**, and **passion** about exploring new ground. Sony is empowering, and is a "**trusted advisor**," providing useful advice and information about our products and services. Like Sony Style, the tone for Sony Business should be **clear, direct**, and **honest**.

However, the language should be more **formal** and business-appropriate. Also, there should be a clear focus on the product's **key features and benefits** based on its use in a business context. By taking this tone, we will reinforce a positive and consistent Sony Business brand experience. Refer to the Brand Guidelines introduced in the brand section for further details and use

