

SONY®

Sony Electronics USA Brand Identity Guidelines

version # 03

These guidelines were created to build a consistent design language for Sony communication. Not all examples and instances will be represented in this guide. Please use your best judgement when building communication pieces. If you have any questions, contact SEL US Corporate Marketing.

If it's not Sony,
it's not the best.

contents

building a foundation

1

1.1	Sony logo	p. 07
1.2	open frame	p. 12
1.3	Sony black	p. 15
1.4	taglines	p. 17

2

2.1	typography	p. 20
2.2	color	p. 33
2.3	photography	p. 40

building guidelines

3

single-page	p. 49
double-page	p. 50
execution	p. 51
reference	p. 63
newspaper & special formats	p. 67
logos	p. 72

environments

4

4.1	retail	p. 77
4.2	online	p. 90
4.3	tv/film	p. 99

Smart, but not intellectual. Confident, but not arrogant. Entertaining, but not shallow. Premium, but not out of reach. Cool, but not trendy. Iconic, but not intimidating. Simple, but not simplistic.

Most people from outside Japan had a tough time saying Tokyo Tsushin Kogyo or Totsuko, and we couldn't push a product with an unpronounceable name. In a strategy discussion that still has resonance today, it was decided that the name should be simple, highly memorable, have immediate impact, and transcend language barriers.

'Sony' was the name born from this thinking. It crossed the Latin word sonus, from which 'sound' and 'sonic' are derived, with the English diminutive 'sonny', suggesting a fledgling company of young people who made up for in energy what they lacked in size.

In 1955, Akio Morita came to the U.S. for the first time, carrying his products in high spirits and ready to build the foundations of the company on the Sony name.

p. 6

1 building a foundation

Each company builds its own brand identity because identities are the basis of how we, as people, relate to each other. We hang out with the personalities that we like, that make us laugh, that appeal to us. The foundation of Sony's identity begins with the name, and is built by a foundation of four fixed elements.

These are: the Sony logo, the open frame, Sony black, and the tagline.

In 1973, design director Norio Ohga drew the version of the Sony logo that is still in use today. In order to mark the 35th anniversary of the company in 1981, there was a proposal within Sony to introduce a new logo. As ideas flooded in from all over the world, Ibuka decided that none of the designs were better than the Ohga original.

1.1

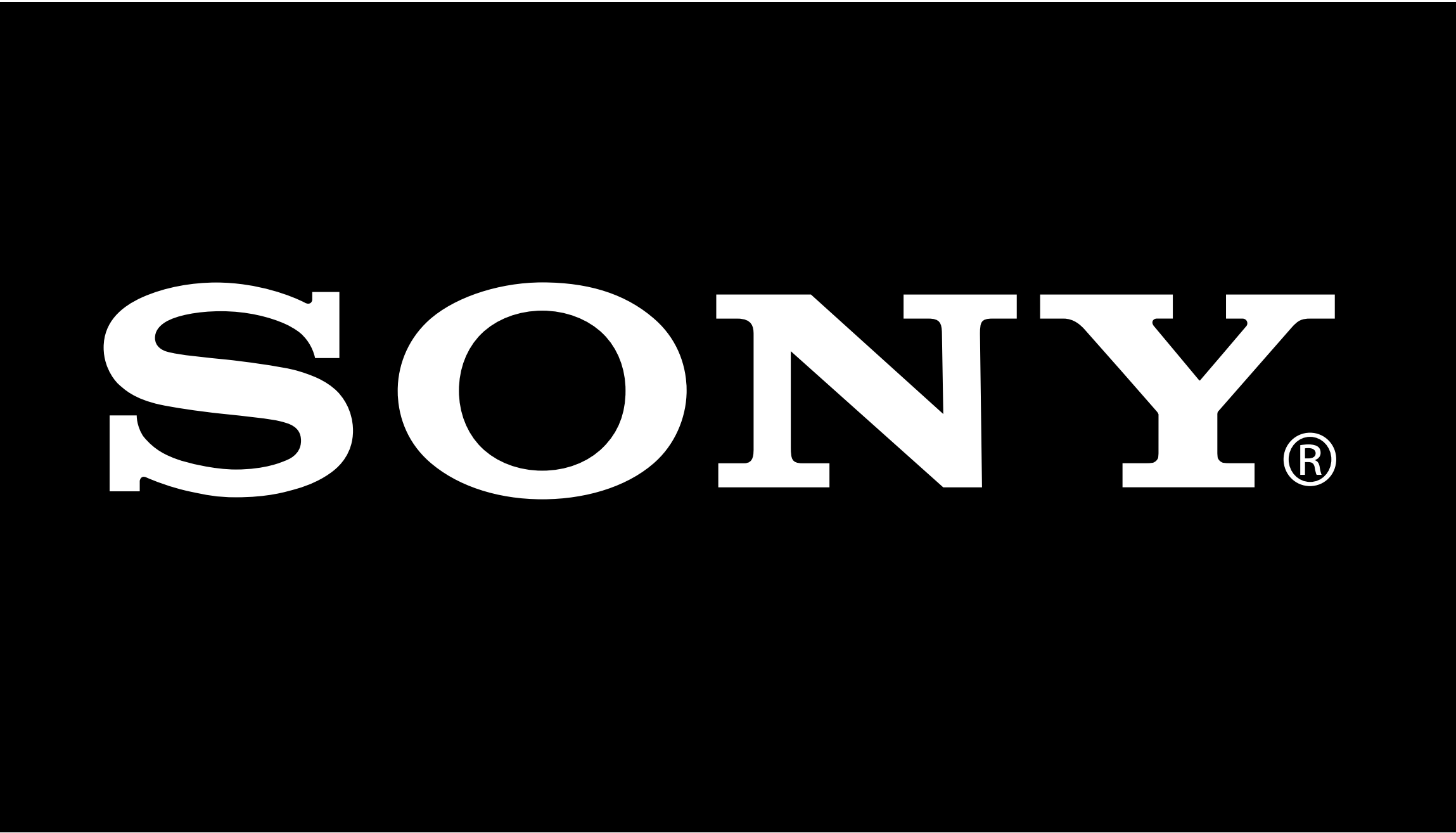
Sony logo

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 logo



SONY®

Sony logo

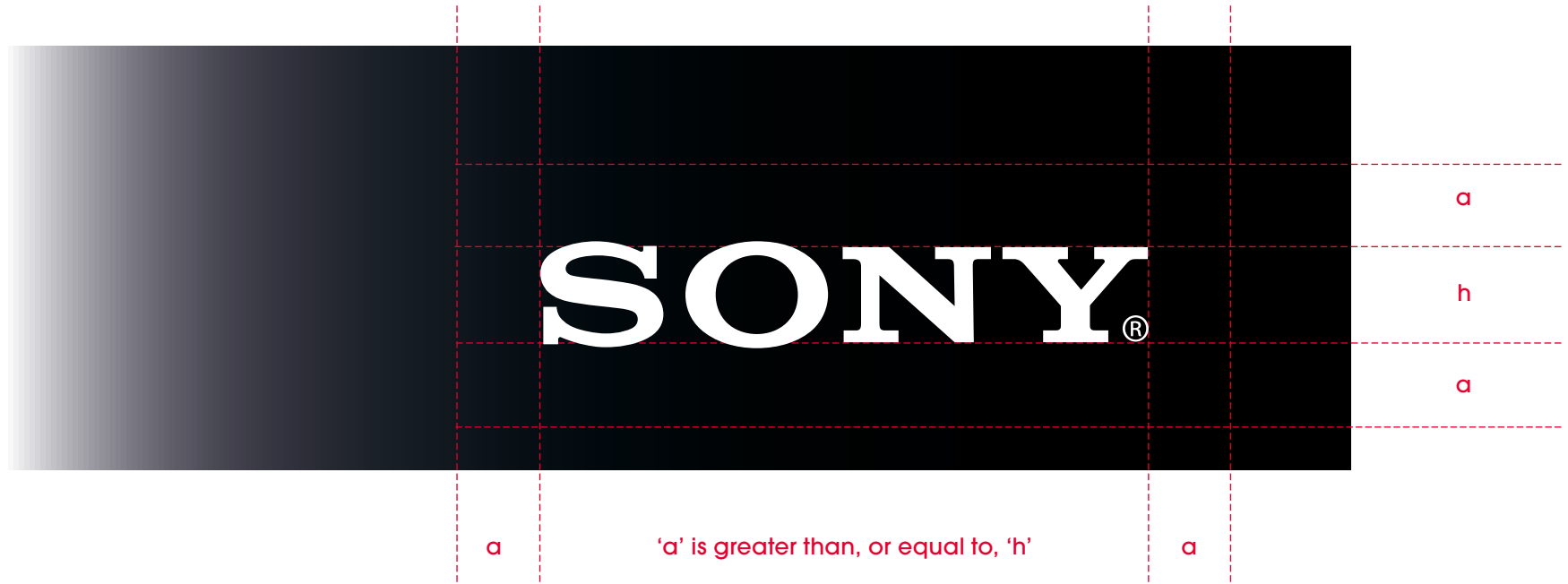
global guidelines

The Sony logotype should always be displayed clearly and conspicuously.

The Sony logo should be displayed against a carefully selected background so its impact is not reduced. Leave ample surrounding space (the isolation zone), and do not display the logotype more than once on the same surface.

Isolation zone

The Sony logotype should be surrounded by ample black space. At the very least, other elements must be kept out of the isolation zone, as shown here.



Sony logo

size and placement in print



The Sony logo is always positioned in the top right corner of the open frame. The size of the open frame and the size of the Sony logo are related as shown in the example above.

Following these rules will ensure complete compliance with all Sony global guidelines for the mandatory space restrictions around the logo.

Always ensure that all key elements fall within final trim and live areas when creating print material. If this is not the case when guidelines are followed, then please adjust artwork to fit.

For building guidelines see page 48.



Sony logo

size and placement online



Because of limited screen real estate, Sony advertising online is built in different proportions than other Sony communication.

When building online ads, the essential elements must remain in place: Sony logo, open frame, Sony black, and the tagline.

For online guidelines, please refer to page 90.



1.2

open frame

The amazement of the Sony brand will come to life within the open frame. Most of the communication that comes from our competition looks and feels the same way because it uses full-bleed page layouts. The open frame creates an area set apart from the page where product and message slide onto the page seamlessly, inspiring people about how Sony's ingenuity and creativity can enrich their lives.

Sony VAIO® notebook frames your interface to the world of information and communication. Sony Cyber-shot® camera frames the pictures you are making. And Sony BRAVIA™ HDTV is itself a single black frame, housing a world of visual excitement.

We use the open frame because it gives both prominence to the Sony logo and captures the moment of discovery for the viewer.

These guides should be followed where possible, however the system is flexible and should be matched with best judgement when creating communication pieces.

open frame

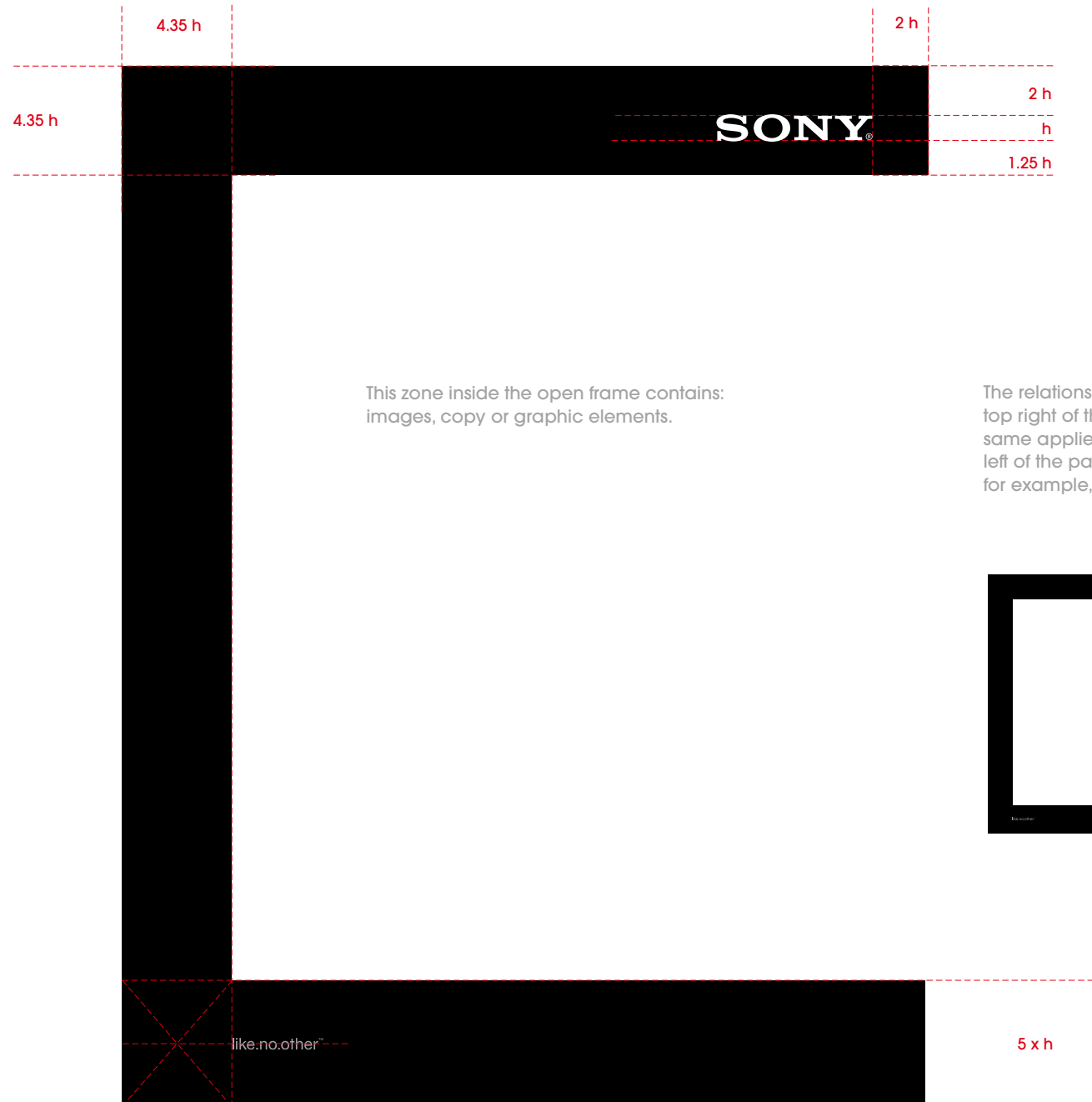
How to build the open frame:

As a starting point we show the dimensions of the basic elements on a letter size: 8.5" x 11"

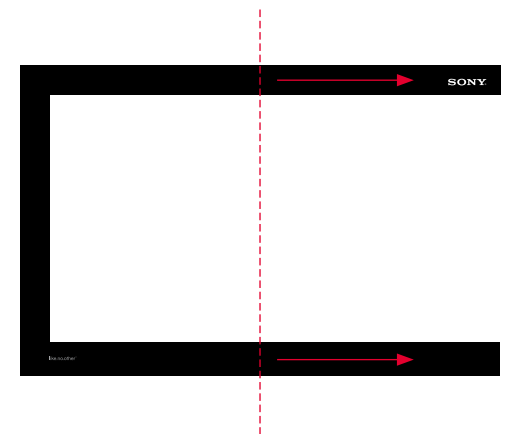
- Determine the size of the Sony logo**
The height of the logo is determined by the height of the format. (For resizing instructions see page 52 and 53).
h = height of Sony logo
h = 0.022 x height of format

In the letter format shown (8.5" x 11")
 $h = 0.022 \times 11"$
h = 0.24"
- Determine the proportions of the open frame based on the size of the logo as shown in this example.**
height of top bar: $4.35 \times 0.24 = 1.04"$
width of left bar: $4.35 \times 0.24 = 1.04"$
height of bottom bar: $5 \times 0.24 = 1.2"$
- Use Sony black for the open frame**
60c/50m/20y/100k
- Place the Sony logo in the top right corner of the open frame**
 $2 \times 0.24" = 0.48"$ from the top and from the right edge of the paper
- Place the tagline**
positioning: halfway up the height of the base of the open frame.
flush left from inside edge of open frame.
size: $0.5 \times h$ (h = height of sony logo)
color: 47% black (0c/0m/0y/47k)
- Bring the world of Sony to life inside the finished frame.**
- Ensure that all key elements fall within final trim and live areas when creating print material. If this is not the case when guidelines are followed, then please adjust artwork to fit.**

print



The relationship between the logo and the top right of the page remains constant. The same applies for the tagline in the bottom left of the page. In a double-page spread for example, only the middle is extended.



open frame

The instructions for building the open frame to be used online are slightly different from the instructions for printwork.

All three sides of the open frame have the same thickness, and the size remains the same in all online executions. Which means that the size of the Sony logo and the tagline remain the same as well.

The sizes are as follows:

thickness of the sides of the frame: 27 pixels

height of the Sony logo: 9 pixels

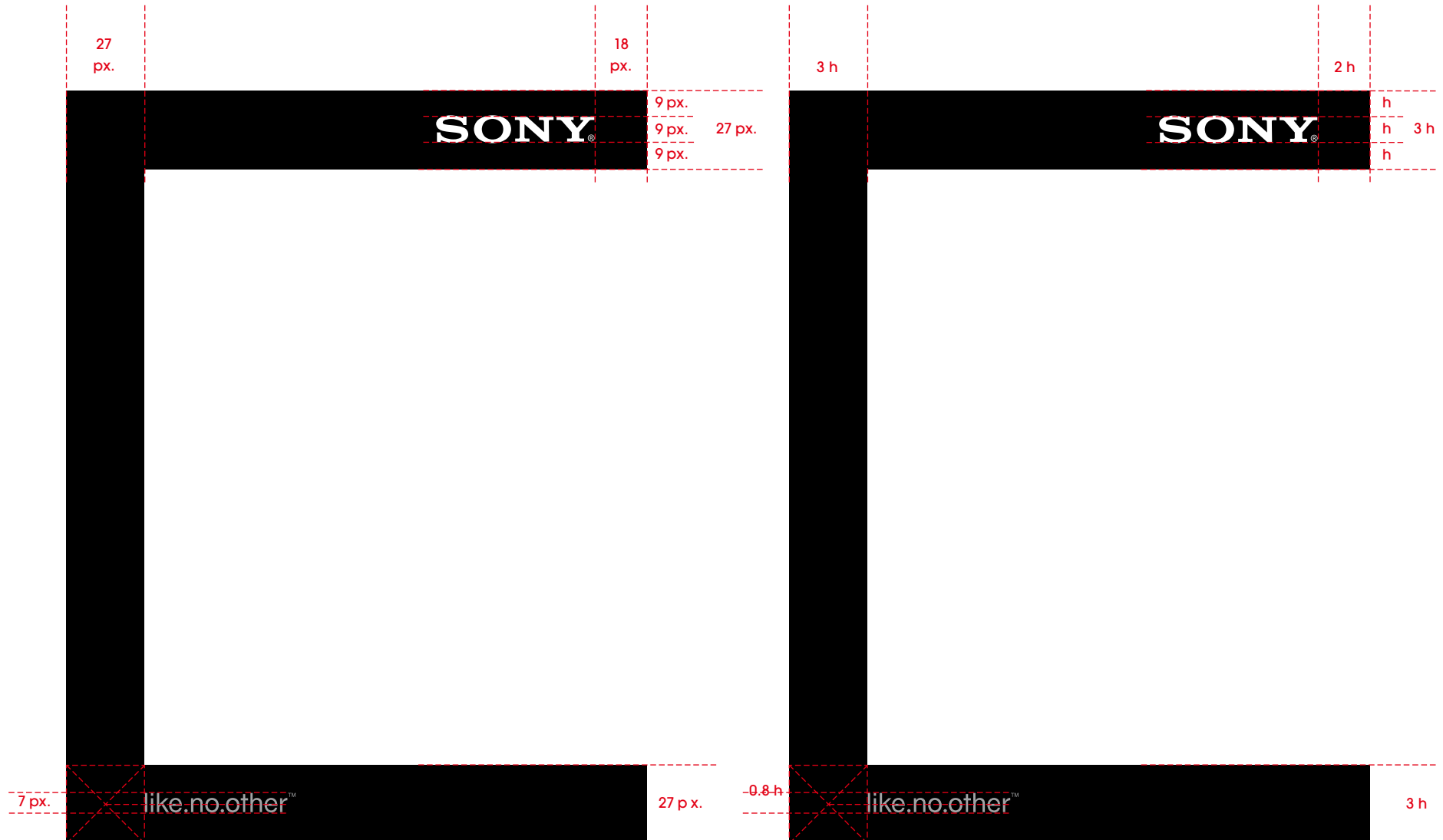
height of the tagline: 7 pixels

Most of the online executions will be animated. In that case the open frame should appear on the first frame. On following frames the left side could disappear. The Sony logo is shown on the first frame and on the last frame. The tagline only appears on the last frame.

Preferably use an animation in a horizontal direction to emphasize the idea of the open frame.

For building guidelines see page 90.

online



“If the design of the product isn’t attractive, we don’t put the Sony logo on it.” (Ohga)

It wasn’t until Morita gave Ohga control of the product and advertising design teams, and put them under one roof called the Design Division, that deliberate decisions

regarding color were made. Black was chosen as the base of the original color palette. The first product designed under Ohga’s direction was the TFM-110 FM radio, popularly known as the ‘Eleven’. The combination of its shape with the black and silver color scheme resulted in such excellent sales that Sony’s radio business was rejuvenated.

1.3

Sony black

Black continues to build the unique expression of Sony as a brand. With this black, we create a cohesive look for all the faces of Sony. This is the base color for all manifestations of Sony communications and signals technological excellence and elegance.

Sony black powerfully frames any image. It is timeless, premium, and confident; it draws us into the rich, engaging Sony world.

Sony black

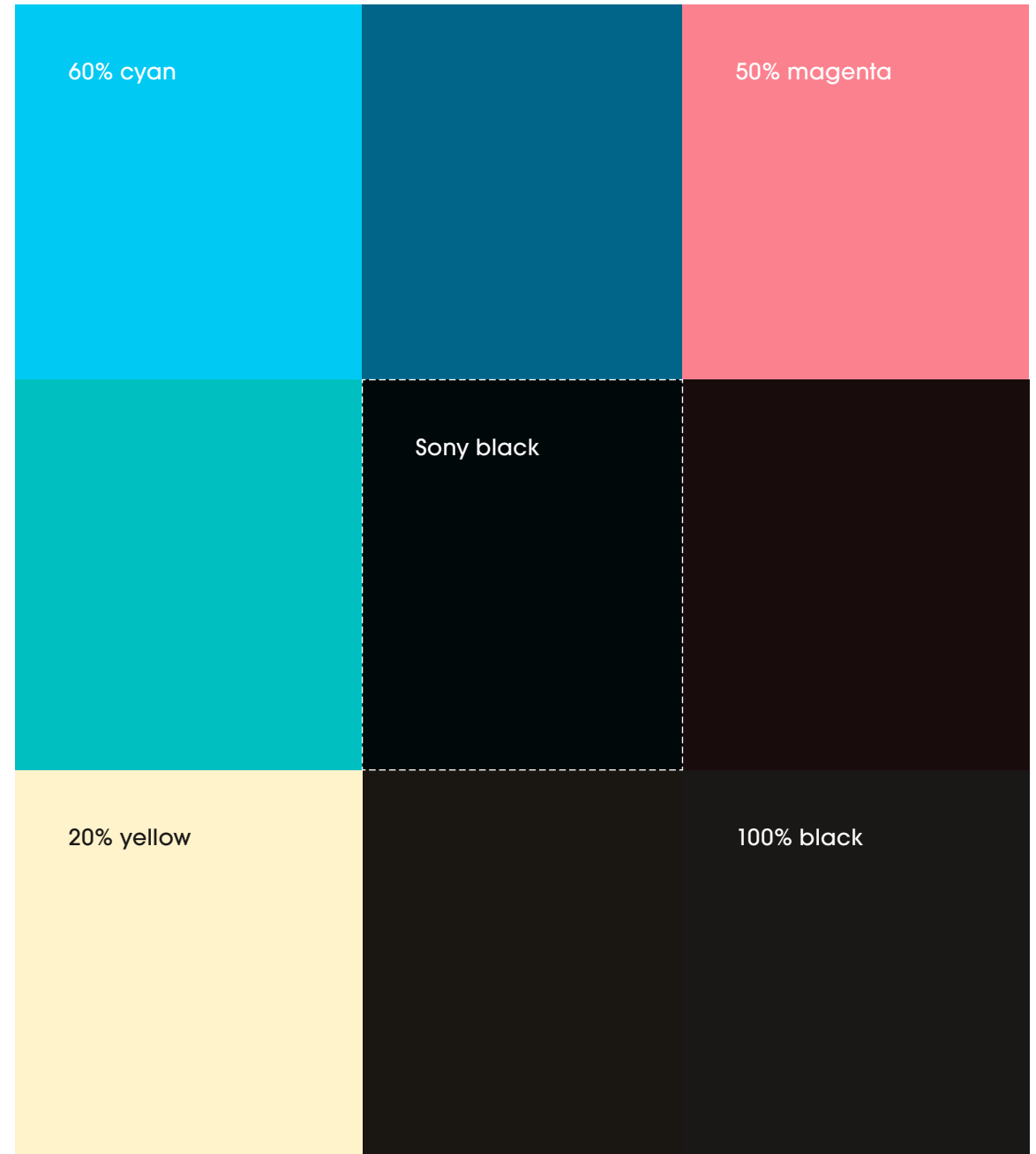
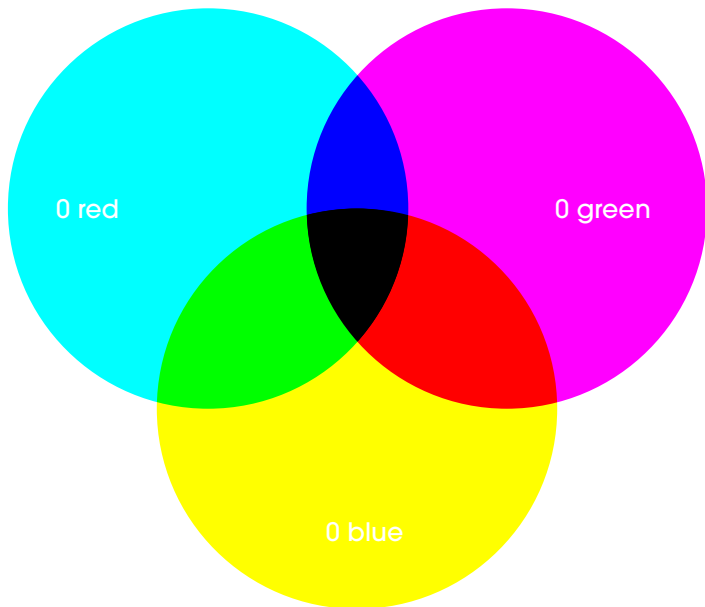
Sony black ensures the most focused home for a white Sony logo.

CMYK is a subtractive color model used in color printing. Sony black is built from the following values: 60% cyan, 50% magenta, 20% yellow, and 100% black.

The RGB color model is an additive model in which red, green, and blue are combined to reproduce other colors used on screen. The deepest black is built from zero values for red, green, and blue.

Colors may also be specified as an RGB triplet in hexadecimal format (a hex triplet); this six-digit alphanumeric code is used in HTML and CSS, and other computing applications, to represent color. The first two digits represent the red value, the second two represent the green value, and the last two represent the blue value. Over 16 million colors can be represented by this system. Sony black on screen should have the hex triplet 000000.

For newspaper print guidelines, please refer to page 67.



1.4 taglines

taglines

The 'like.no.other' tagline is always positioned in the lower left corner of the open frame.

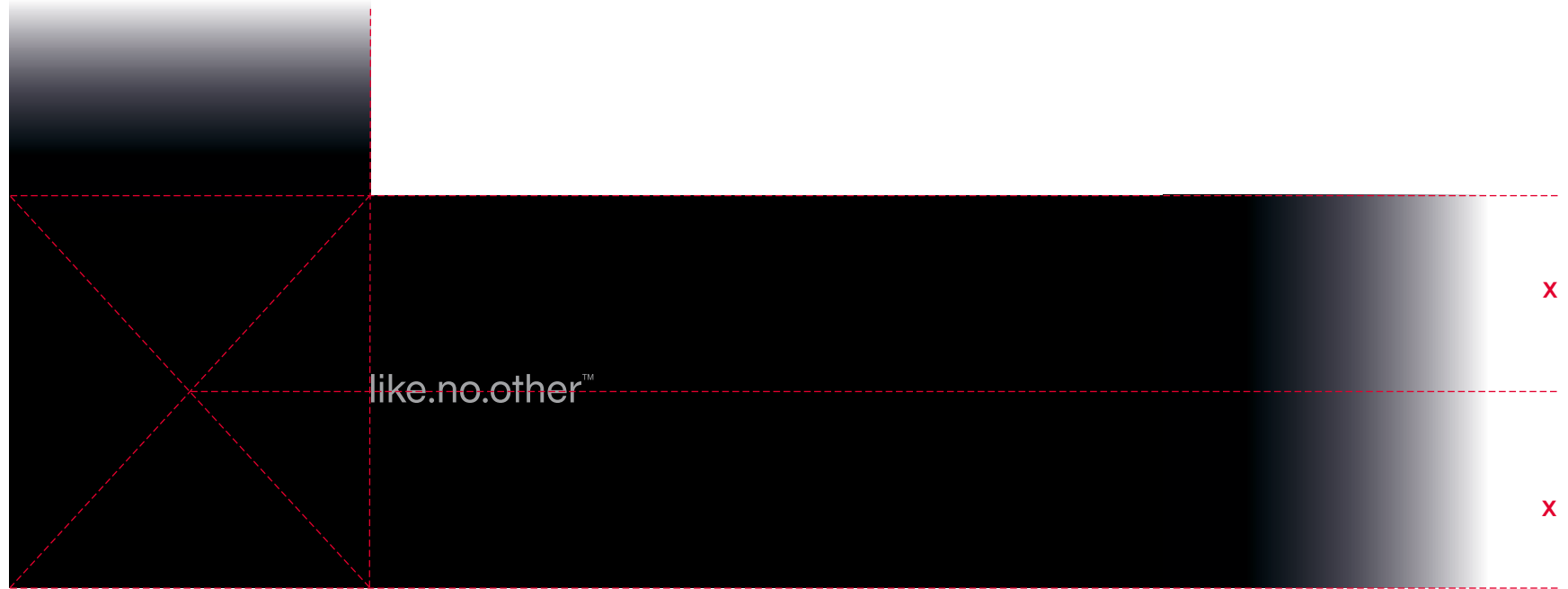
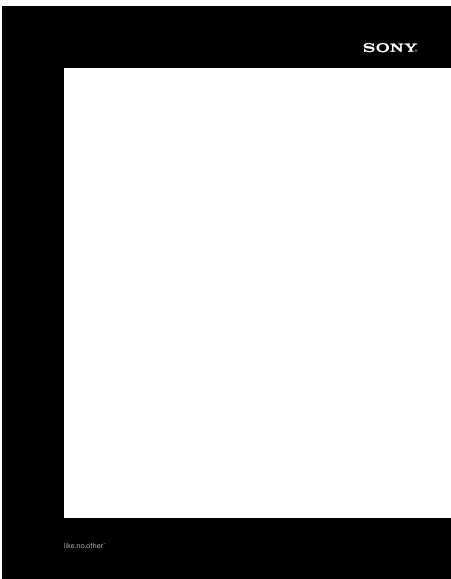
Always use the correct artwork file rather than simply typing it in.

Always use the tagline 'The new way of business' in place of 'like.no.other' when building business-to-business communication.

Positioning: halfway up the height of the base of the open frame. Flush left from inside edge of open frame.

Size: 0.5 x h (h = height of Sony logo)

Color: on coated paper 47% black (0c/0m/0y/47k), on newsprint white



In December 1978, Ibuka said to Morita, "Don't you think a stereo cassette player that you can listen to while walking around is a good idea?" Two months later, Morita called a meeting at Sony HQ of young electrical and mechanical design engineers, planners, and publicity people. He held up a model of the first ever portable music player and said, "This is the product that will satisfy young people who want to listen to music all day - they'll take it everywhere with them. If we put a playback-only headphone stereo like this on the

market by June, it will be a hit." The room fell silent as the reality of such a demand sunk in. Engineering miracles aside, how would they have the units ready to deliver in four months? But so they did. The Walkman® was released just before summer vacation of that year. They had brought their skills together to create a truly unique and innovative Sony product yet again. It is with this same spirit in mind that we bring the brand building tools together to produce premium, iconic visual communication.

2 building tools

Tireless commitment and innovative creativity enable us to continually lead in the technical industry. We wish to inject this spirit into the tools we use to market Sony.

The basic tools are:
typography, color and photography.

After it was announced that President Eisenhower would be touring the Sony facilities during his visit to Japan, Morita decided it was the right moment to design an English pamphlet. It was the first time Sony had ever produced a company outline which introduced the Sony spirit in English. Originally intended for the press that would inevitably

follow Eisenhower, this little pamphlet found a wider audience, including The Wall Street Journal. Most importantly, it gave prospective English-speaking customers better insights into what Sony was about.

2.1

typo-

graphy

Typography creates a layer of information over a text, giving it a feeling and purpose beyond the meaning of the words themselves. Simple, consistent typography improves the clarity of the message and integrity of the brand, which in turn builds a better design personality.

identity typeface

So in the same way that we all have individual personalities, each typeface makes its own distinct statement. All visual communication for Sony will be set with a typeface called ITC Avant Garde, in three different weights: Book, Medium, and Demi. In the sole instance of electronic use, we also employ ITC Avant Garde Book Condensed.

The strength and simplicity of the lines that compose this typeface affirm the emotional connection that we wish to establish with the consumer of confidence and clarity.

When set in ITC Avant Garde, Sony text carries the simple confidence of our brand personality.

ITC Avant Garde
Medium

reverse-safe

abcdefghijklmnop
ABCDEFGHIJK
12345678

ITC Avant Garde
Demi

reverse-safe

abcdefghijklmnop
ABCDEFGHIJK
12345678

ITC Avant Garde
Book

not to be reversed

abcdefghijklmnop
ABCDEFGHIJK
12345678

ITC Avant Garde
Book Condensed

web use only

abcdefghijklmnop
ABCDEFGHIJK
12345678

headline typesetting

As a general rule, headlines should be reversed out of a Sony black background.

Capitalize the first word of a sentence.

Never use all caps.

Never apply effects like drop shadow, or outlines. Ever.

font: itc avant garde medium
 leading: 1.3 x type size
 letter spacing: 0/optical
 word spacing: 80%
 color: black or white, never use color
 alignment: flush left / ragged right

abcdefghijklmnopqrstuvwxy z

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z

1234567890

! ? @ # \$ ¥ £ % & * () { } () ™ © ®

diacritical marks

Good typography requires extra attention when dealing with diacritical marks. The following rules should work together to create clearly legible, beautiful looking copy.

Quotation marks

When quotation marks begin a line (be it a headline or in the body copy), they should always be hung over the sideline that defines the left justification. The first letter inside the quotation mark should optically align with the letter starting the line below it. Always use correct quotation marks, not an apostrophe.

'Not optically aligned with the letter starting the line below it.'	'Optically aligned with the letter starting the line below it.'
---------------------------------------------------------------------	-----------------------------------------------------------------

TM / ®

Trademark and registration symbols should be superscripted. If it cannot be done automatically, reduce the point size of the type and raise the baseline on which the mark sits. Never follow the mark with a period.

SXRDTM	SXRD™
Sony®	Sony®

- / - / —

The shortest of these is a hyphen. It should be used to connect linked words and phrases. If at all possible, avoid using them to break a word at the end of a line.

The second mark is called an en dash. En dashes serve to connect numbers and, in Sony communication, we use them to express strong grammatical breaks.

The longest mark is an em dash. (This dash is one em wide, or the width of the point size of the type face.) We do not use this mark.

Bullet points

Always use option+8 (Mac) when inserting bullet points into a text.

()

The ITC Avant Garde typeface sets the parentheses too low in its automatic mode. This is resolved simply by raising the parentheses off the baseline until they sit evenly above and below a lower case n.

(These parentheses sit too low)
(These parentheses sit correctly)

\$

When writing currency amounts, they should always appear as indicated. There is no space between the dollar sign and the amount. If it is a whole number, do not indicate the cents columns with zeroes. If it is not a whole number, indicate the cents by superscripting them. Do not use a decimal point. If the amount is one thousand or over, separate the number using standard commas.

\$599
\$599 ⁹⁹
\$5,999
\$5,499 ⁹⁹

@

The @ symbol should always be corrected when it sits in copy. The most frequent occurrence is in an email address for contact reference. The symbol should be slightly reduced in point size, raised off the baseline, and properly kerned to make the whole address clearly legible.

cyber-shot@sony.com
cyber-shot@sony.com

headline treatment

Sony headlines appear here in different type sizes, reversed out of a Sony black background.

type size: 20 pt
leading: 1.1 x 20 = 22 pt

Always do
what has
never been
done before.
(Ibuka)

type size: 36 pt
leading: 1.1 x 36 = 39.6 pt

Always do
what has
never been
done before.
(Ibuka)

type size: 52 pt
leading: 1.1 x 52 = 57.2 pt

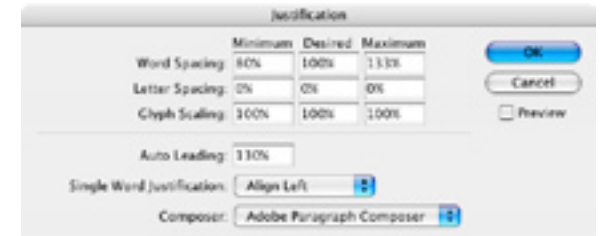
Always do
what has
never been
done before.
(Ibuka)

body copy

This is the text that dives into the details; it must be readable and clear. If the consumer gets to this point, we have them considering purchase, and looking for the truths of the product.

The body copy should be reversed out of a Sony black background.

font: itc avant garde medium
 leading: 1.3 x type size
 letter spacing: 0/optical
 word spacing: 80%
 color: black or white, never use color
 alignment: flush left/ragged right



Word spacing (Mac): command+alt/option+shift+J

type size: 7 pt
 leading: 1.3 x 7 = 9.1 pt

ITC Avant Garde
 Medium

reverse-safe

In the late '40s, Sony (then called Totsuko) was highly concerned with careful packaging of its products. Each of its products was individually packed in shock-absorbing shavings, and nailed shut in a wooden box. Totsuko actually conducted a physical shock test by repeatedly dropping a loaded package on the factory's concrete floor, and photographing the insides to check how well the product had withstood the shock each time it was dropped. With this extra attention being paid to the quality of the packaging, Totsuko's reputation for excellence continued to spread.

type size: 9 pt
 leading: 1.3 x 9 = 11.7 pt

In the late '40s, Sony (then called Totsuko) was highly concerned with careful packaging of its products. Each of its products was individually packed in shock-absorbing shavings, and nailed shut in a wooden box. Totsuko actually conducted a physical shock test by repeatedly dropping a loaded package on the factory's concrete floor, and photographing the insides to check

type size: 12 pt
 leading: 1.3 x 12 = 15.6 pt

In the late '40s, Sony (then called Totsuko) was highly concerned with careful packaging of its products. Each of its products was individually packed in shock-absorbing shavings, and nailed shut in a wooden box. Totsuko actually conducted a physical

ITC Avant Garde
 Demi

reverse-safe

In the late '40s, Sony (then called Totsuko) was highly concerned with careful packaging of its products. Each of its products was individually packed in shock-absorbing shavings, and nailed shut in a wooden box. Totsuko actually conducted a physical shock test by repeatedly dropping a loaded package on the factory's concrete floor, and photographing the insides to check how well the product had withstood the shock each time it was dropped. With this extra attention being paid to the quality of the packaging, Totsuko's reputation for excellence continued to spread.

In the late '40s, Sony (then called Totsuko) was highly concerned with careful packaging of its products. Each of its products was individually packed in shock-absorbing shavings, and nailed shut in a wooden box. Totsuko actually conducted a physical shock test by repeatedly dropping a loaded package on the factory's concrete floor, and photographing the insides to check how well the product had withstood the shock each

In the late '40s, Sony (then called Totsuko) was highly concerned with careful packaging of its products. Each of its products was individually packed in shock-absorbing shavings, and nailed shut in a wooden box. Totsuko actually conducted a physical shock test by repeatedly dropping a loaded package on the

body copy exceptions

If the body copy cannot be reversed out of Sony black, then it may be set in ITC Avant Garde Book. Legibility should dictate usage in every case.

Spec sheets and information-heavy web pages are potential candidates for this treatment.

font: itc avant garde book
leading: 1.3 x type size
letter spacing: 0/optical
word spacing: 80%
color: black
alignment: flush left/ragged right

type size: 7 pt
 leading: 1.3 x 7 = 9.1 pt

type size: 9 pt
 leading: 1.3 x 9 = 11.7 pt

type size: 12 pt
 leading: 1.3 x 12 = 15.6 pt

ITC Avant Garde Book

not to be reversed

The Sony advertising staff has long been involved in product planning so that product names, marketing slogans, and advertising strategies are created in tandem with the products themselves. The name 'Walkman' for instance, is a Sony product name that has become synonymous with personal headphone stereos. Another example is 'passport-sized' which was used to promote Sony's 8mm camcorder. This camera was small enough to fit into a travel bag, and was marketed for use on holidays.

The Sony advertising staff has long been involved in product planning so that product names, marketing slogans, and advertising strategies are created in tandem with the products themselves. The name 'Walkman' for instance, is a Sony product name that has become synonymous with personal headphone stereos. Another example is 'passport-sized' which was used to promote Sony's 8mm camcorder. This camera was small enough to fit into a travel bag, and was marketed for use on holidays.

The Sony advertising staff has long been involved in product planning so that product names, marketing slogans, and advertising strategies are created in tandem with the products themselves. The name 'Walkman' for instance, is a Sony product name that has become synonymous with personal headphone stereos. Another example is 'passport-sized' which was used to promote Sony's 8mm camcorder. This camera was small enough to fit into a travel bag, and was marketed for use on holidays.

body copy exceptions

If necessary, body copy on the web can be set using ITC Avant Garde Book Condensed. This condensed typeface takes up less of our very limited online screen space.

Use this typeface sparingly. Never use it for headlines.

web use

font: itc avant garde book condensed
leading: 1.3 x type size
letter spacing: 0/optical
word spacing: 80%
color: black
alignment: flush left/ragged right

type size: 7 pt
 leading: 1.3 x 7 = 9.1 pt

type size: 9 pt
 leading: 1.3 x 9 = 11.7 pt

type size: 12 pt
 leading: 1.3 x 12 = 15.6 pt

ITC Avant Garde Book Condensed

not to be reversed

The Sony advertising staff has long been involved in product planning so that product names, marketing slogans, and advertising strategies are created in tandem with the products themselves. The name 'Walkman' for instance, is a Sony product name that has become synonymous with personal headphone stereos. Another example is 'passport-sized' which was used to promote Sony's 8mm camcorder. This camera was small enough to fit into a travel bag, and was marketed for use on holidays.

The Sony advertising staff has long been involved in product planning so that product names, marketing slogans, and advertising strategies are created in tandem with the products themselves. The name 'Walkman' for instance, is a Sony product name that has become synonymous with personal headphone stereos. Another example is 'passport-sized' which was used to promote Sony's 8mm camcorder. This camera was small enough to fit into a travel bag, and was marketed for use on holidays.

The Sony advertising staff has long been involved in product planning so that product names, marketing slogans, and advertising strategies are created in tandem with the products themselves. The name 'Walkman' for instance, is a Sony product name that has become synonymous with personal headphone stereos. Another example is 'passport-sized' which was used to promote Sony's 8mm camcorder. This camera was small enough to fit into a travel bag, and was marketed for use on holidays.

call to action

Click

The URL functions as a call to action for the reader to visit Sony’s online home. Here they see and learn more about the Sony product line. It must therefore be given particular care when being set in the copy.

The URL will usually appear with body copy. When it does it should appear after one line break. It always appears in ITC Avant Garde Demi in the same point size as the body copy.

Never use the prefix http://www

Always begin the URL with sony.com followed by the appropriate suffix (for example sony.com/cyber-shot).

Call

Phone numbers must be set for easy readability. We should carefully facilitate a consumer desire to speak with Sony.

Always exclude the initial ‘1’ preceding domestic long distance calls within the U.S. Always place the area code in parentheses.

In the case of a correlating name in the phone number, it should be set letters first followed by numbers in parentheses.

(866) 290-SONY (7669)

When there is no correlating name, set as follows with a dash separating the local phone number.

(866) 290-7699

Visit

The naming of our store locations must, as with everything else, remain consistent across the board. Each time a store name is called for it should appear in the following manner beginning with the name of the store, followed by the location and separated by commas.

Sony Store, Virginia Beach, VA




Otherwise the line should read as follows:




visit: your local Sony retailer




Execution

Always place these icons using the artwork file provided. Scale them to at least the size of and never smaller than the point size of the body copy, and make the necessary text changes.

For the icon, the action, directive and colon, use the same color, matching the accent color used. If the accent color is too dark, use a lighter color for the call to action that complements it.

 **click:** sony.com/cyber-shot
 **call:** (866) 290-SONY (7669)
 **visit:** your local Sony retailer

 **click:** sony.com/cyber-shot  **call:** (866) 290-SONY (7669)  **visit:** Sony Style

 **click:** sony.com/cyber-shot  **call:** (866) 290-SONY (7669)  **visit:** Sony Style

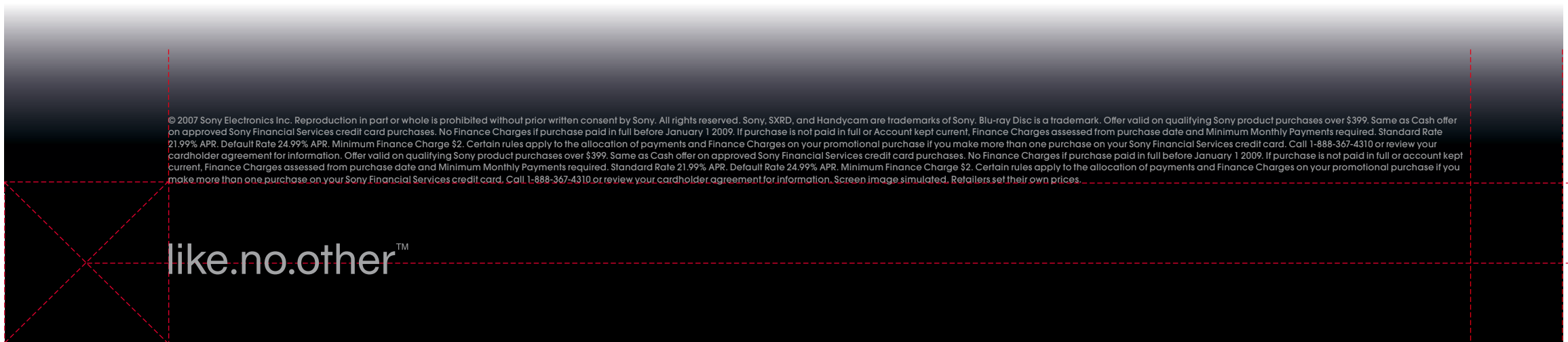
copyright information

Legal copy must always appear at the bottom of the page, and flush left from the open frame in print advertising. Center single lines of legal copy in the space below the tagline.

print

Some executions require a daunting amount of legal copy, but big blocks of text can make a beautiful texture if set to our standards.

font: itc avant garde medium
 size: 5 pt, minimum
 leading: 1.3 x type size
 letter spacing: 0 / optical
 word spacing: 80%
 color: 47% black on coated paper
 white reversed out of black on newsprint
 alignment: flush left / ragged right



copyright information

If reversed out, always set in ITC Avant Garde Medium.

If not, ITC Avant Garde Book may be used.

On coated paper:

ITC Avant Garde Medium, minimum type size of 5 pt, leading 6.5 pt, 47% black

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved. Sony, SXR, and Handycam are trademarks of Sony. Blu-ray Disc is a trademark. Offer valid on qualifying Sony product purchases over \$399. Same as Cash offer on approved Sony Financial Services credit card purchases. No Finance Charges if purchase paid in full before January 1 2009. If purchase is not paid in full or Account kept current, Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR. Default Rate 24.99% APR. Minimum Finance Charge \$2. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Offer valid on qualifying Sony product purchases over \$399. Same as Cash offer on approved Sony Financial Services credit card purchases. No Finance Charges if purchase paid in full before January 1 2009. If purchase is not paid in full or Account kept current, Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR. Default Rate 24.99% APR. Minimum Finance Charge \$2. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Screen image simulated. Retailers set their own prices.

font: itc avant garde medium
 size: 5 pt, minimum
 leading: 1.3 x type size
 letter spacing: 0/optical
 word spacing: 80%
 color: 47% black on coated paper
 white reversed out of black on newsprint
 alignment: flush left /ragged right

ITC Avant Garde Book, 5 pt, leading 6.5 pt

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved. Sony, SXR, and Handycam are trademarks of Sony. Blu-ray Disc is a trademark. Offer valid on qualifying Sony product purchases over \$399. Same as Cash offer on approved Sony Financial Services credit card purchases. No Finance Charges if purchase paid in full before January 1 2009. If purchase is not paid in full or Account kept current, Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR. Default Rate 24.99% APR. Minimum Finance Charge \$2. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Offer valid on qualifying Sony product purchases over \$399. Same as Cash offer on approved Sony Financial Services credit card purchases. No Finance Charges if purchase paid in full before January 1 2009. If purchase is not paid in full or Account kept current, Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR. Default Rate 24.99% APR. Minimum Finance Charge \$2. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Screen image simulated. Retailers set their own prices.

On newsprint:

ITC Avant Garde Medium, minimum type size of 6 pt, leading 7.8 pt, white reversed out of black

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved. Sony, SXR, and Handycam are trademarks of Sony. Blu-ray Disc is a trademark. Offer valid on qualifying Sony product purchases over \$399. Same as Cash offer on approved Sony Financial Services credit card purchases. No Finance Charges if purchase paid in full before January 1 2009. If purchase is not paid in full or Account kept current, Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR. Default Rate 24.99% APR. Minimum Finance Charge \$2. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Offer valid on qualifying Sony product purchases over \$399. Same as Cash offer on approved Sony Financial Services credit card purchases. No Finance Charges if purchase paid in full before January 1 2009. If purchase is not paid in full or Account kept current, Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR. Default Rate 24.99% APR. Minimum Finance Charge \$2. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Screen image simulated. Retailers set their own prices.

tone of voice

The most important thing to remember when writing about products is that they should become personal.

This means that we shouldn't overuse model numbers or technical language when describing the product.

Ensure to always use the correct and full name the first time the product is mentioned, for example: BRAVIA™ HDTV, or Sony Vaio® notebook and then afterwards only the first name, BRAVIA™. Limiting the scientific language releases products from the realm of technology into the emotional side of our lives.

The best product copy is not flowery, or trying too hard to sell. It's more like an email to your friend – short, to the point, and interesting. Your friend has a reasonable understanding of technology already – Sony never talks down to the consumer.

When the language does have to include technical details, they should be broken down into sensible parts, and not too cryptic. Bring the reader in on the logic of how the products work (and how they relate to each other).

The consumer will totally understand our communication, once they buy the product. They will start to sell the product to their friends. And then they're Sony for life.

editorial treatment

The layout of newsletters and other materials that have extensive Sony copy will require thoughtful creativity. There are headlines, subheads, pull-quotes and many other details to setting copy on a page which need to be considered. Our hope is that, with a thorough working knowledge of the guidelines in this book, the strategy and vision of Sony will come through your editorial treatment.

Consider that Sony's philosophy of simplicity and our choice of typeface are built to provide a smooth and straightforward reading experience. With this in mind, some guidelines for general editorial treatments follow:

Take care of clear typographic hierarchy. General rule:

headline
subhead
pull-quote
body
notes
legal

Never use more than one method of denoting hierarchy. A headline should either be bolder or larger in type size than a subhead, not both. One signal will do.

Make deliberate decisions with punctuation and diacritical marks. For instance, bullet points should be black round points, not stars or crosses, etc.

Always leave space around images. Text and image should never meet in layouts of this kind.

Reversed-out text should use ITC Avant Garde Medium as a rule. If it is not reversed out, ITC Avant Garde Book may be appropriate. Leave ample space in the document around blocks of text. Better to add more pages or edit the text down, than to cram it in the available space.

We have confidence that Sony's brand stewards (all of us) carry a good understanding of the Sony vision and philosophy. The editorial treatment of text-filled pages should simply reflect that discernment and awareness.

Sony's new color television model was tested in October 1967. After years of intense labor and many sleepless nights, we stood back and watched as the incredibly bright screen overflowed with dynamic color. Everyone could only stare at the screen in silent amazement as Ibuka and top directors arrived breathless in the lab from running through the building. The new Sony® Trinitron® TV had been born.

2.2

color

When we use color, we aim for maximum emotional impact. The Sony color palette has been carefully crafted to carry this emotional robustness into functionally appealing design. Bringing color into the world and enriching our emotional lives has long been at the core of Sony.

color palette

These are the approved values for use in all Sony communication. They should not be used in big blocks or as full backgrounds, but rather as subtle highlights.

	<p>guacamole</p> <p>r 171 c 000 pms g 157 m 005 3985C b 013 y 100 k 040</p> <p>hex B1B134</p>	<p>bluebell</p> <p>r 151 c 050 pms g 195 m 010 292C b 230 y 000 k 000</p> <p>hex 96B8DB</p>	<p>pumpkin</p> <p>r 216 c 011 pms g 168 m 049 131C b 015 y 095 k 001</p> <p>hex DF8F2D</p>
<p>Sony black</p> <p>r 000 c 060 pms g 000 m 050 black y 020 6C b 000 k 100</p> <p>hex 000000</p>	<p>parrot</p> <p>r 198 c 032 pms g 207 m 000 381C b 033 y 100 k 000</p> <p>hex BBD634</p>	<p>ocean</p> <p>r 0 c 100 pms g 164 m 000 cyan b 232 y 000 C k 000</p> <p>hex 00A4E8</p>	<p>sangria</p> <p>r 163 c 000 pms g 073 m 055 7524C b 054 y 060 k 027</p> <p>hex B24F3F</p>
	<p>green tea</p> <p>r 221 c 012 pms g 222 m 000 7492C b 148 y 050 k 007</p> <p>hex DBE3B6</p>	<p>robin's egg</p> <p>r 182 c 038 pms g 217 m 000 318C b 220 y 015 k 000</p> <p>hex A4DBDB</p>	<p>crimson</p> <p>r 152 c 000 pms g 002 m 100 7427C b 052 y 065 k 028</p> <p>hex B51F29</p>
<p>smoke</p> <p>r 137 c 050 pms g 140 m 040 430C y 040 b 136 k 005</p> <p>hex 7C8285</p>	<p>moss</p> <p>r 140 c 042 pms g 168 m 000 557C b 149 y 033 k 027</p> <p>hex B2C8BD</p>	<p>tweety</p> <p>r 238 c 000 pms g 193 m 025 123C b 000 y 100 k 000</p> <p>hex FDD666</p>	<p>salmon</p> <p>r 224 c 000 pms g 163 m 045 177C b 143 y 040 k 000</p> <p>hex F58268</p>
<p>stainless</p> <p>r 199 c 025 pms g 196 m 020 7543C y 030 b 180 k 000</p> <p>hex BFBDB0</p>	<p>slate</p> <p>r 000 c 100 pms g 076 m 000 316C b 087 y 027 k 068</p> <p>hex 165B65</p>	<p>cheeto</p> <p>r 220 c 000 pms g 144 m 050 144C b 024 y 100 k 000</p> <p>hex DC9018</p>	<p>bubblegum</p> <p>r 218 c 000 pms g 143 m 055 211C b 175 y 008 k 000</p> <p>hex F4979C</p>
	<p>midnight</p> <p>r 117 c 042 pms g 139 m 008 5415C b 164 y 000 k 040</p> <p>hex 697D99</p>	<p>tomato</p> <p>r 194 c 000 pms g 000 m 100 186C b 049 y 080 k 000</p> <p>hex E31A22</p>	

color glow

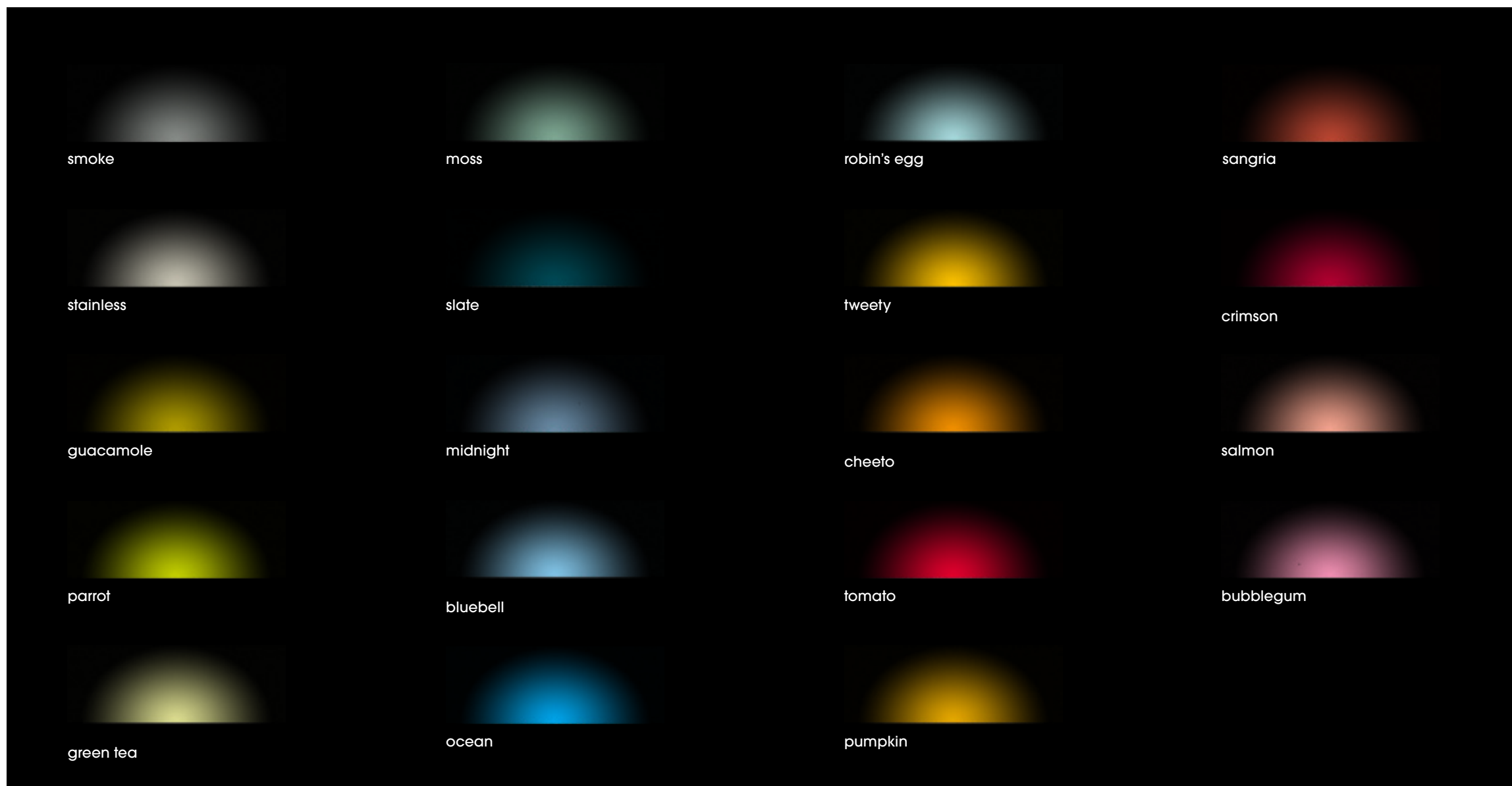
A color glow is added to highlight and romance the product. It must be the same color as the chosen highlight color. The glow spreads out from behind the product, but should never dominate.

In layouts which feature multiple products, only use the color glow on the featured product (aka, the hero product).



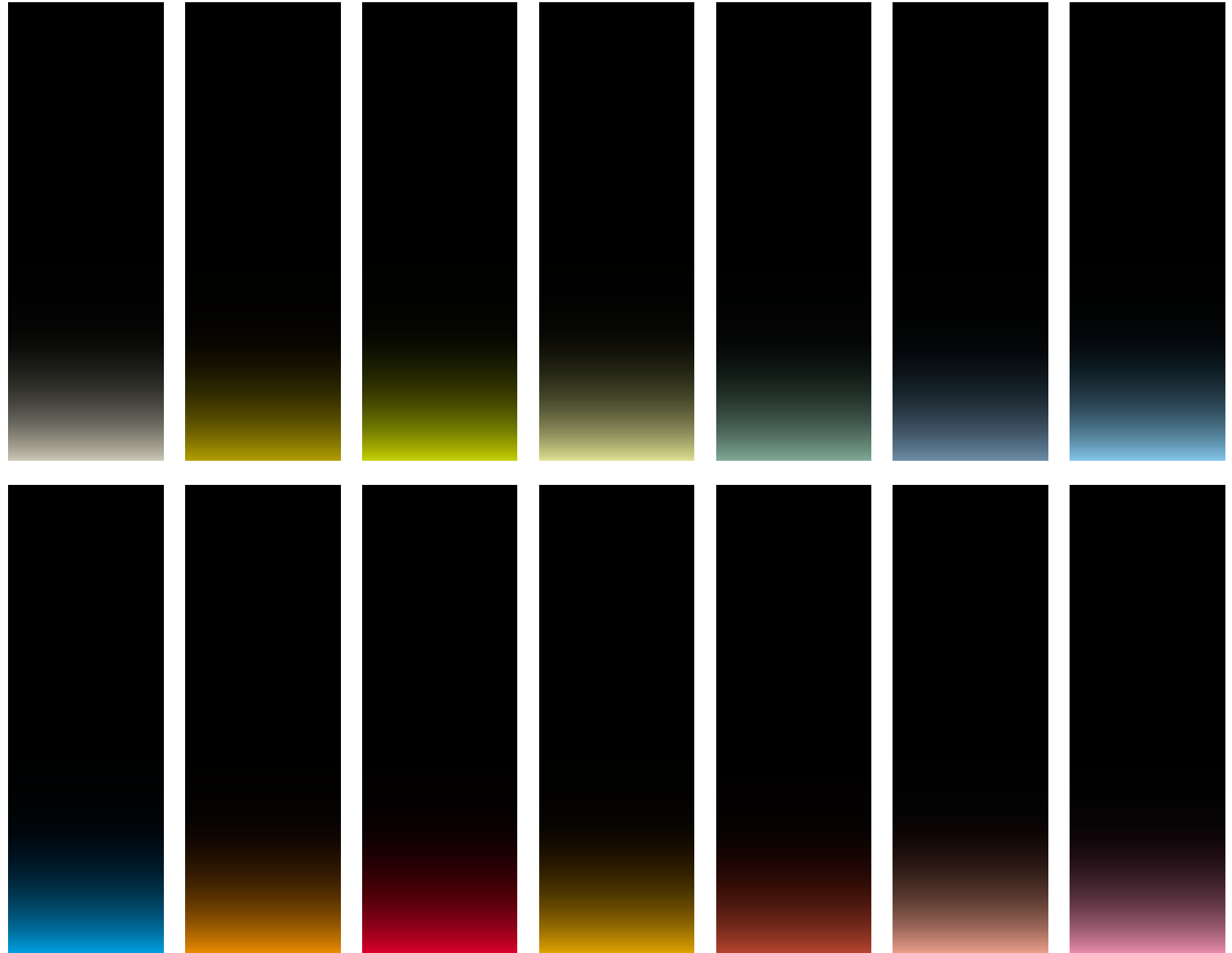
color glow

When choosing a color glow it's important to match a color of the photography being used, or complement the product color, so the Sony message is undeterred and focused. Building guidelines for the glow can be found on page 57.



color gradient

Color gradients are used in the background - to build the shelf on which the product sits - and must be the same color as the product glow. Building guidelines for the color gradient can be found on page 58.



color bar

A single highlight color can be used to draw attention to a single headline through the use of a color bar.

The color choice must match the other colors in the images being used; complement the dominant color from the image or alternatively, try to closely match a subtle color already there. The color bar and glow/gradient must always be the same color.

If used, a color bar should only ever contain one line of text so that the dominance of the Sony black remains intact.

Always use 100% of the Sony color from the palette.

If used, subhead type may be set in the same color as the bar.

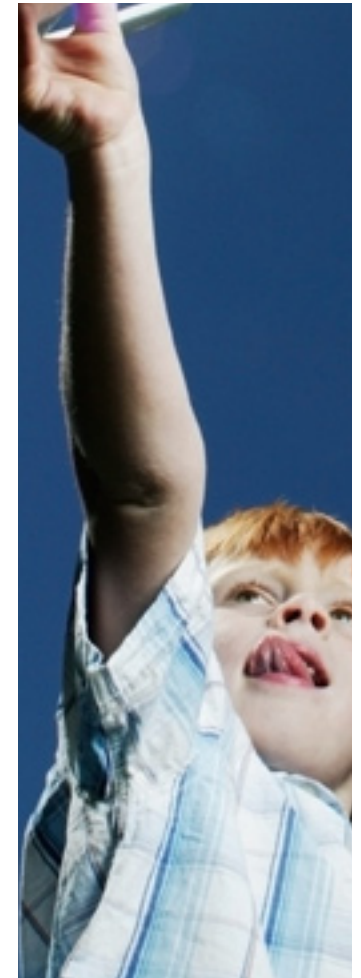
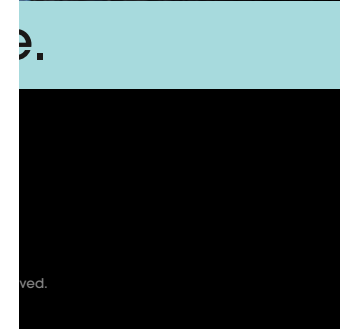
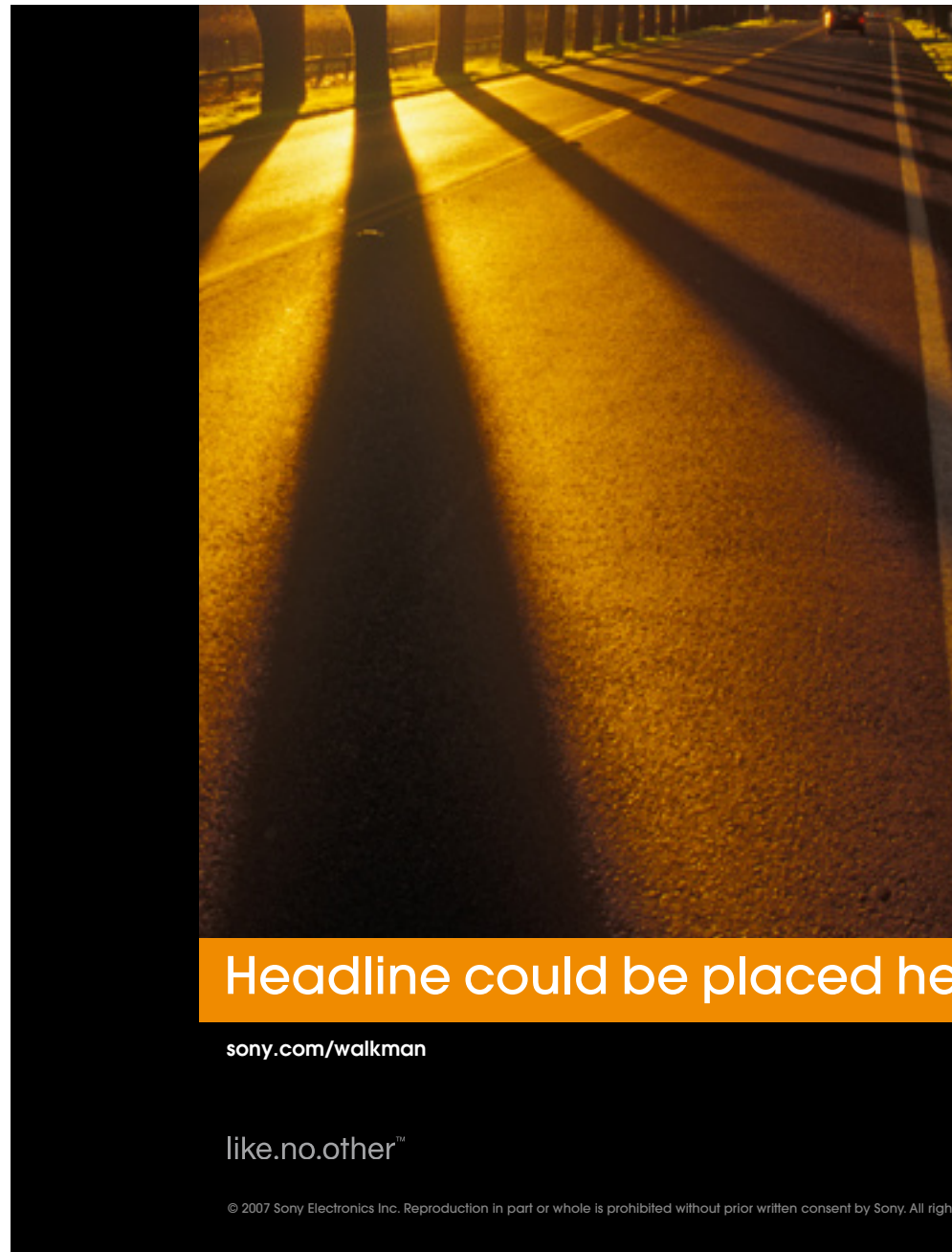
When the headline is set in a color bar, indent the headline, URL, 'like.no.other' and legal lines by 50% of the headline's point size. For example a headline set at 25 pt will equal a 12.5 pt indent from the edge of the open frame.

The height of the color bar is determined by multiplying the headline's point size by 1.7.

The distance from the base of the headline to the top of the color bar is 1.2 x headline pointsize.

The distance from the base of headline to the base of the color frame is 0.5 x headline point size.

optional way to incorporate color



color palette

If a color bar is used, the color of the type inside it must always be black or white, and should be chosen according to the examples shown here.

Sony black

smoke

stainless

guacamole

parrot

green tea

moss

slate

midnight

bluebell

ocean

robin's egg

tweety

cheeto

tomato

pumpkin

sangria

crimson

salmon

bubble gum

In April 1984, when Sony launched the High Definition Video System (HDVS), it received rave reviews: “It’s like seeing a glossy color photograph.” The image quality was so high that it could even be used to appraise fine arts such as paintings, and antique drawings. “The scenery shown on the screen is so real that it’s like one is looking out a window.” The new HD system had a richer color and more emotion than ever before. It’s this ethos we take to our photography.

2.3

photo-

graphy

Sony photography is iconic and offers an unexpected perspective through unique content, lighting, focus, cropping, or composition.

Photography is crucial to the way we communicate. Through a richness of color and emotion, it can truly bring the amazement of Sony to life.

photography

Sony lifestyle photography shows the world we recognize, but in a unique way. This perspective can derive from a shift in the scale or composition; or perhaps the camera uses an unexpected and distinctive vantage point.

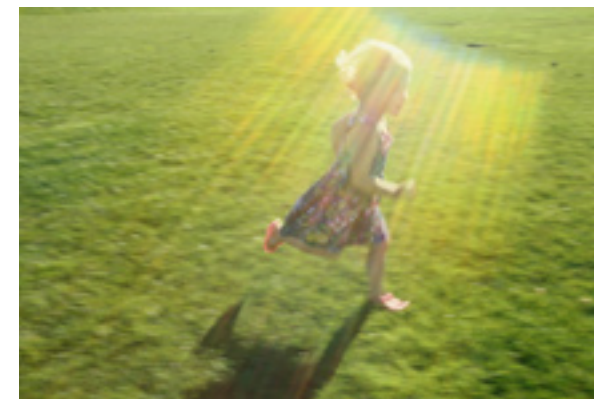
Color is a fundamental feature of many Sony products and the rich experiences they offer us. In all Sony photography color should be vivid, sharp, focused and set a specific mood. If the images are black and white or desaturated, other colors in the layout should be avoided.



photography

everyday

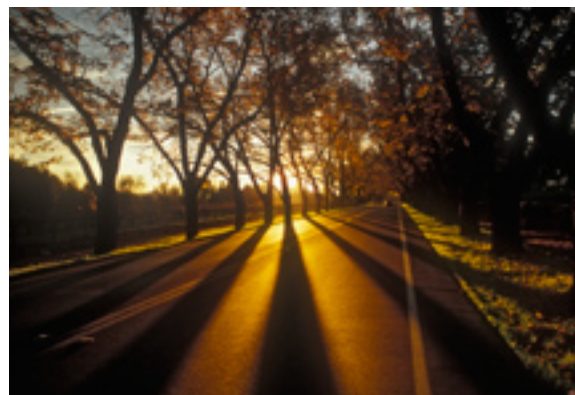
These are the images that we take at any moment. They should be bright and full of vibrant life - they capture the full nuance of even the subtlest emotion.



photography

These images should pick out the beauty of the natural environment. They should always be texture-rich and explore the widest range of color.

world



photography

urban / fashion

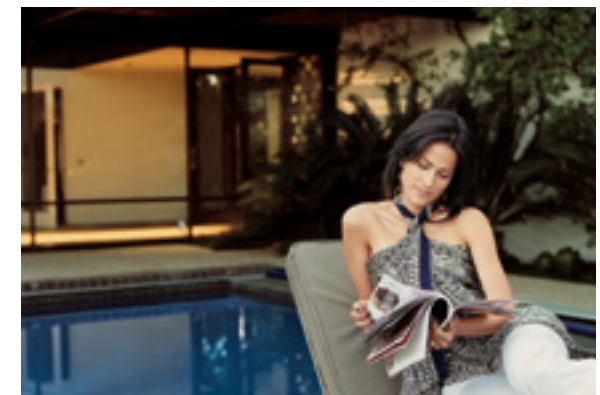
Urban and fashion images should have good composition and color. They are dramatic and should focus the viewer on the precision and quality of details.



photography

Interior shots are used specifically to show the Sony product in the environment in which they are used. This photography should make the products feel like part of the home and our lives.

interior



photography

A screenfill is an image that replaces the empty screen within a product shot. These images should act in much the same way as our product photography, fresh and active.

The screenfill should cause the screen itself to glow with life and make the viewer curious to the experience waiting to be unleashed from inside.

screenfill



photography

Sony products need to look iconic, alive and memorable – confident of their distinct Sony personality and highlighting the beauty of Sony design.

This is accomplished using light to reveal the different materials and surfaces of the product as well as framing the shots to reveal key features or controls.

Each image should invest the product with that ready-and-waiting feel that asks the viewers to pick it up and start experiencing what life with Sony is like.

product



The C-37A microphone made Sony a benchmark brand in audio recording.

William Robinson, the chief recording engineer for Capitol Records and a man recognized as one of the world's foremost experts on recording technology described Sony's new microphone: "Never before have I seen such a wide frequency band, or such a smooth response in the upper range."

Perhaps the clincher was Frank Sinatra himself. Legend has it that when Sinatra did not like what he heard played back after a recording session, he would walk out of the studio, leaving the record company to foot the bill for the day. This tended to happen two or three times before he was satisfied, and re-recording was expensive. When studios introduced the C-37A, they would 'get it in one take', and Sinatra went home happy every time.

3 building guidelines

These guidelines have been provided as a visual and technical reference for the process of putting together visual communication for Sony.

They have been carefully crafted to make sure that when you're building the pieces of the Sony brand, you get it in one take.

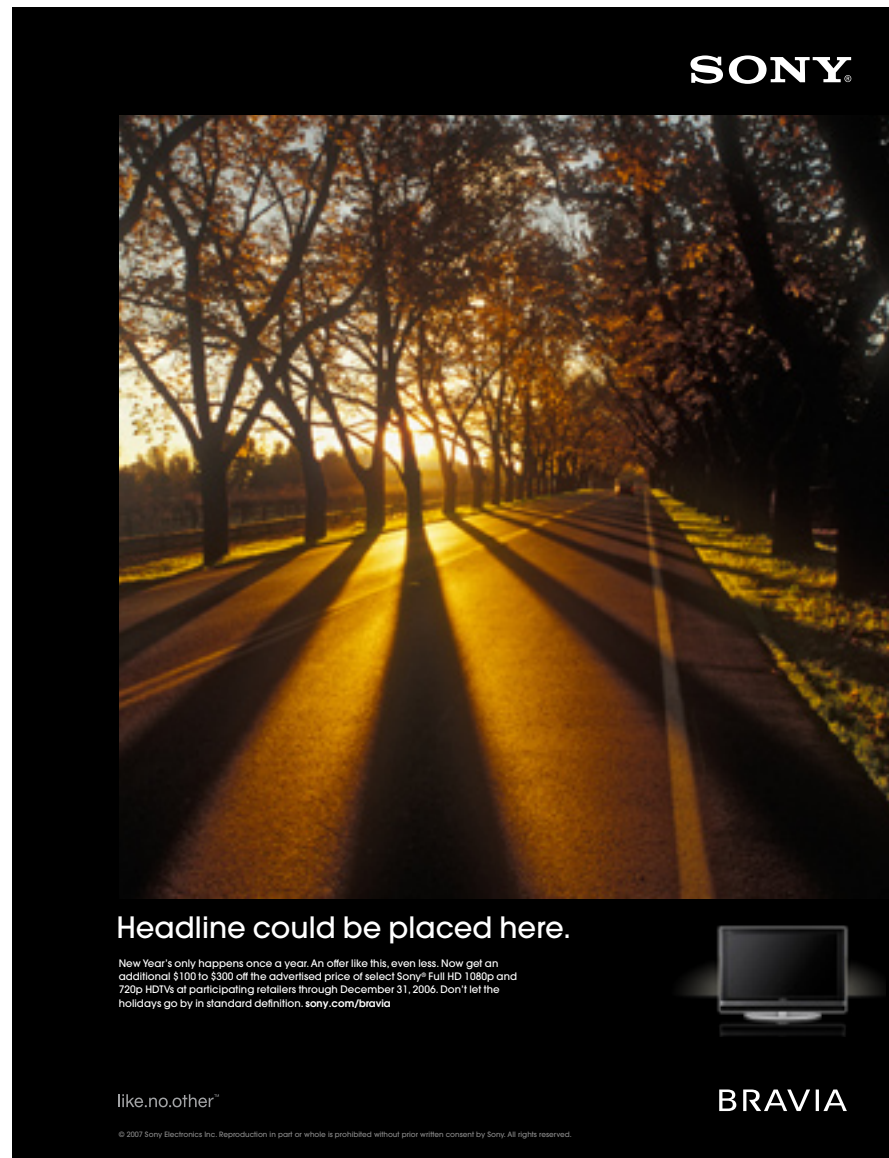
single-page

The lifestyle advertisement is built to draw the reader into the world of Sony by revealing to them something about how life with Sony feels, or to explain a key product attribute or benefit.

The product advertisement is built to romance the Sony product itself. These ads should integrate the product in an aspirational way; it should engage, seduce, and inspire the consumer.

Here are two applications of body copy in single-page advertisements. Depending on where the copy is placed, the image area shifts accordingly. Regardless of placement, the open frame must be maintained.

advertisements



SONY

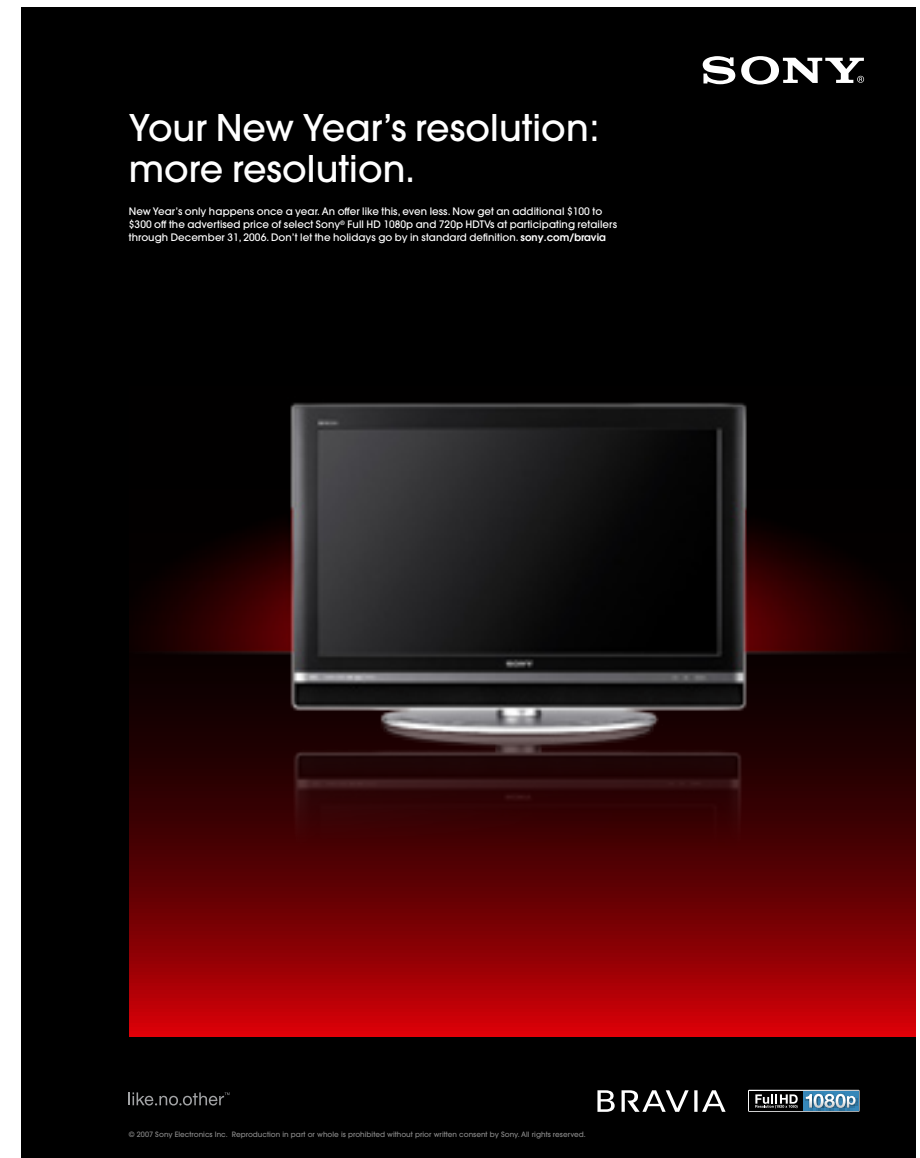
Headline could be placed here.

New Year's only happens once a year. An offer like this, even less. Now get an additional \$100 to \$300 off the advertised price of select Sony® Full HD 1080p and 720p HDTVs at participating retailers through December 31, 2006. Don't let the holidays go by in standard definition. sony.com/bravia

like.no.other™

BRAVIA

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.



SONY

Your New Year's resolution:
more resolution.

New Year's only happens once a year. An offer like this, even less. Now get an additional \$100 to \$300 off the advertised price of select Sony® Full HD 1080p and 720p HDTVs at participating retailers through December 31, 2006. Don't let the holidays go by in standard definition. sony.com/bravia

like.no.other™

BRAVIA Full HD 1080p

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

double-page

The same rules apply to these double-page spreads. More room does not mean that we have to fill up all the space. Remember that Sony black is filling up that space more powerfully than any additional product shots or unnecessary graphic elements.

Keep it simple. Keep it focused.

Build the double-page advertisement according to the same guidelines as the single-page ad, bearing in mind the fold that will run down the middle of it.

advertisements

Keep the Sony logo and the tagline in their respective corners according to the specifications given in the foundations section.

The size of the headline changes according to its length. The open frame is maintained. Never run a headline across the middle of a folded spread.

Note that in these examples, the product and product glow appear in the lower right hand corner, within the open frame.

Business-to-business

The double-page spread on the right is Sony communication that goes straight from business-to-business.

It follows the same Sony visual brand strategy that we use for business-to-consumer.

SONY

Headline could be placed here.

Featuring Super SteadyShot™ Optical Image Stabilization and high ISO sensitivity, the DSC-F828 captures beautiful shots with total clarity, where it fails in low light or might blur in the mood. The DSC-F828 also comes equipped with a precision Carl Zeiss® Optical Zoom lens. sony.com/eyewatch

like.no.other™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

SONY

Your passport to efficiency.

Sony is once again changing the world of instant photography! Our new UPK-C200 Digital Printing System is the most modern, flexible, and efficient passport ID and mini-printer system yet. Offering state-of-the-art Bluetooth wireless technology, the system lets you transfer images from the camera to the printer without a docking station or cables. The system includes a 4 megapixel digital camera with auto focus, gridlines to frame your photos and a Quick Review function which allows you to review and print images. sony.com/professionalphotoprinters

THE NEW WAY OF BUSINESS™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

execution

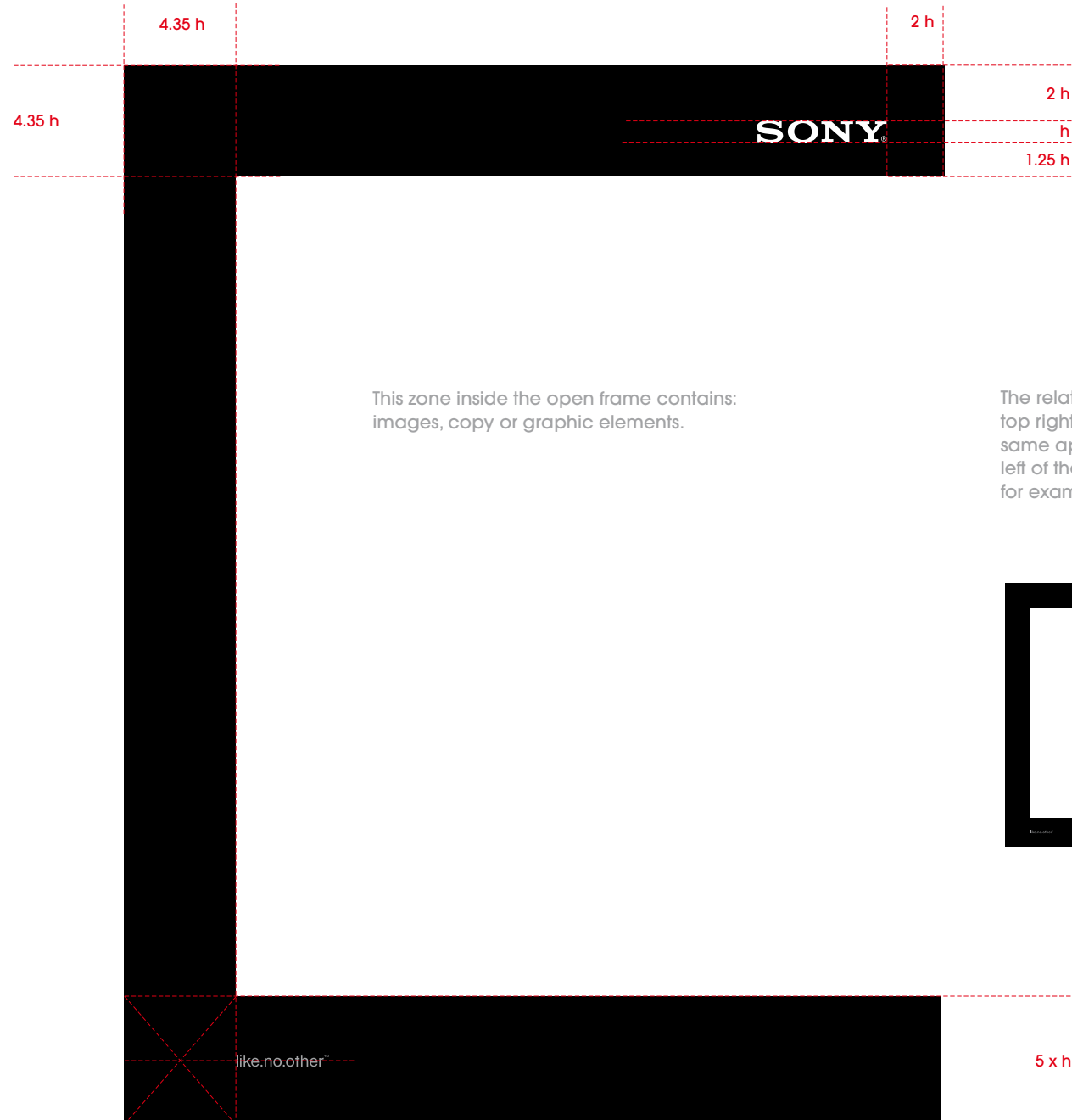
How to build the open frame:

As a starting point we show the dimensions of the basic elements on a letter size: 8.5" x 11"

1. **Determine the size of the Sony logo**
The height of the logo is determined by the height of the format. (For resizing instructions see page 52 and 53).
h = height of Sony logo
h = 0.022 x height of format

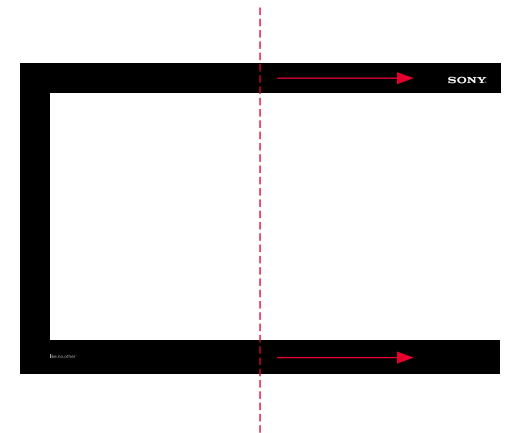
In the letter format shown (8.5" x 11")
h = 0.022 x 11"
h = 0.24"
2. **Determine the proportions of the open frame based on the size of the logo as shown in this example.**
height of top bar: $4.35 \times 0.24 = 1.04"$
width of left bar: $4.35 \times 0.24 = 1.04"$
height of bottom bar: $5 \times 0.2 = 1.2"$
3. **Use Sony black for the open frame**
60c/50m/20y/100k
4. **Place the Sony logo in the top right corner of the open frame**
 $2 \times 0.2" = 0.48"$ from the top and from the right edge of the paper
5. **Place the tagline**
positioning: halfway up the height of the base of the open frame.
flush left from inside edge of open frame.
size: $0.5 \times h$ (h = height of sony logo)
color: 47% black (0c/0m/0y/47k)
6. **Bring the world of Sony to life inside the finished frame.**

open frame



This zone inside the open frame contains:
images, copy or graphic elements.

The relationship between the logo and the top right of the page remains constant. The same applies for the tagline in the bottom left of the page. In a double-page spread for example, only the middle is extended.



execution

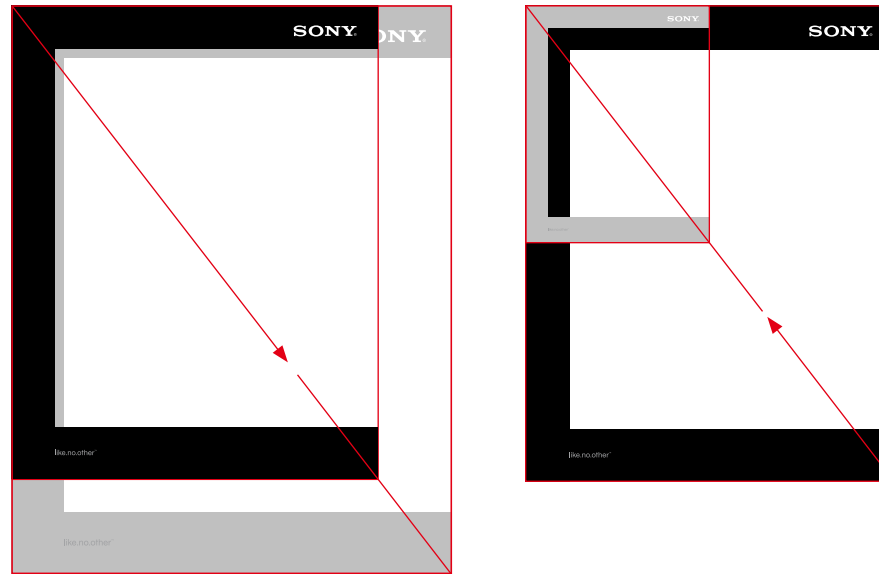
When resizing the open frame for print communication, use the dimensions of the letter size (8.5 x 11") as the reference. Scale the letter format until it fits inside the desired format, using the given examples as guidelines. This will properly set the width of the open frame. Reconstruct the frame with the resulting widths.

The relationship between the logo and the top right of the page remains constant. The same applies for the tagline in the bottom left of the page.

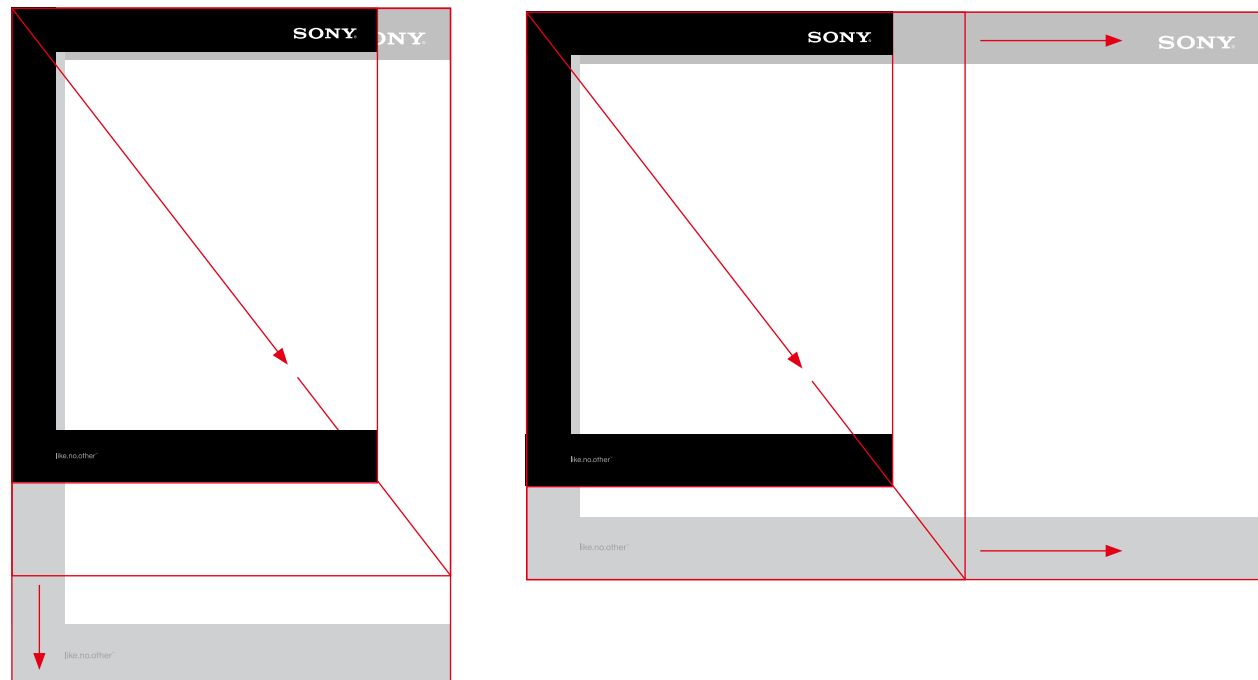
Minimal size: 50% of the size of the open frame on a letter size should be considered the minimal size for printed versions. This means that the minimal height of the Sony logo is 0.1"

resizing open frame

For sizes within the same proportions as the letter format. Scale up or down proportionately.



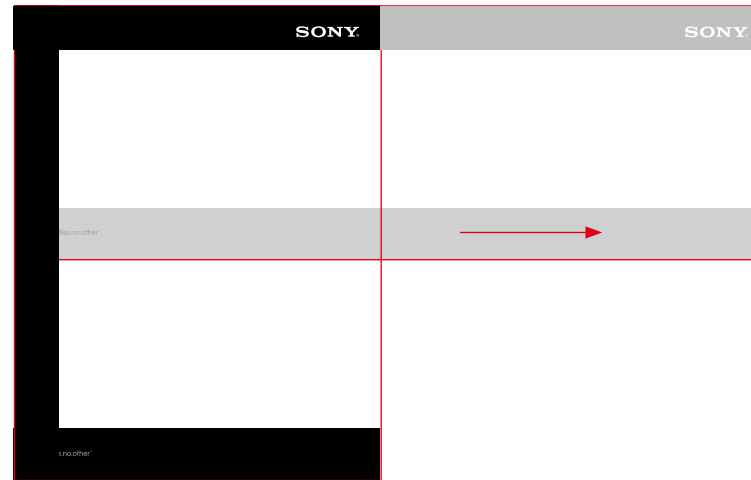
For sizes with different proportions from the letter format. Scale up proportionately until you hit one of the sides and extend in horizontal or vertical direction.



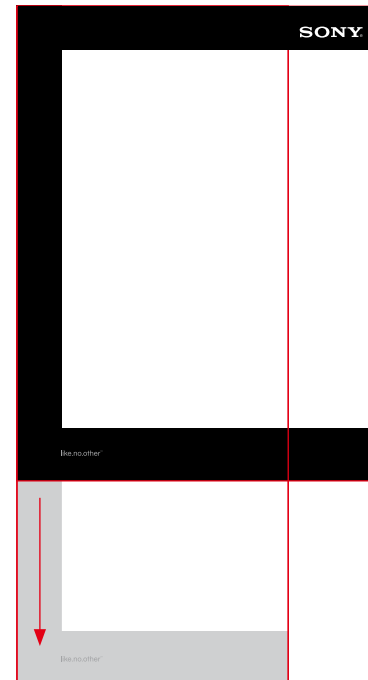
execution

resizing open frame

If the frame is wider than 8.5" but shorter than 11" than simply adapt the length of the sides of the open frame.



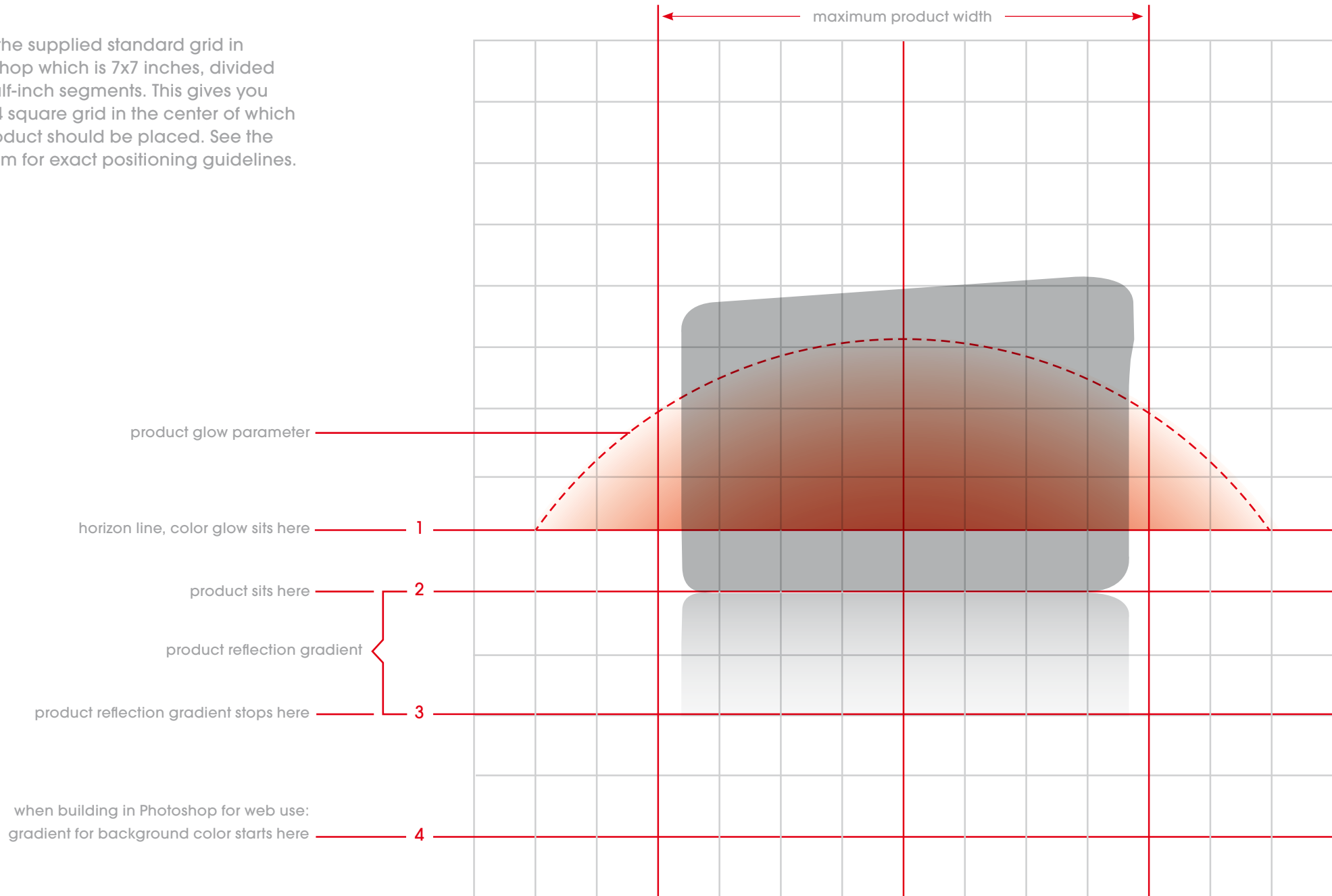
If the frame is taller than 11" but less wide than 8.5" than simply adapt the length of the sides of the open frame.



execution

Open the supplied standard grid in Photoshop which is 7x7 inches, divided into half-inch segments. This gives you a 14x14 square grid in the center of which the product should be placed. See the diagram for exact positioning guidelines.

product treatment step 1: grid



execution

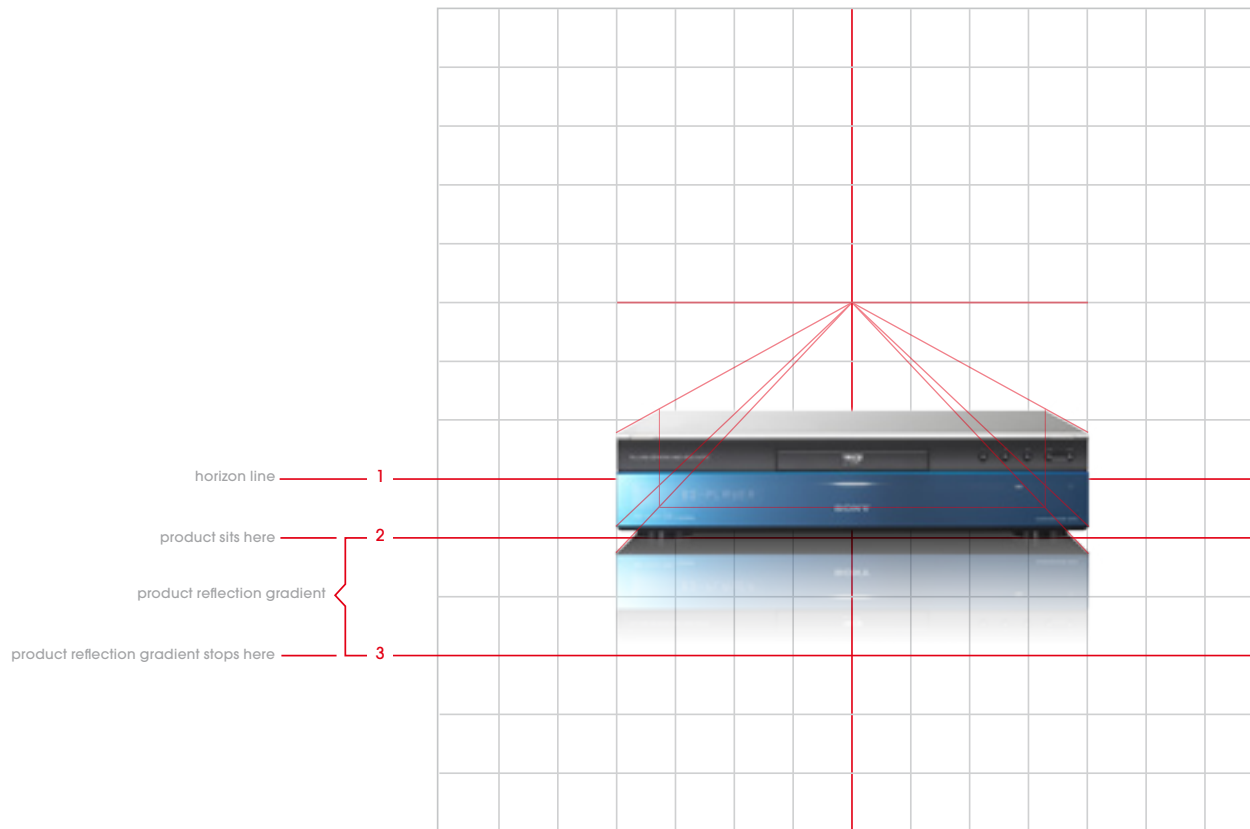
The reflection of all Sony products can be achieved in a number of different ways.

product treatment step 2: reflection

With a rectangular product, like the Sony Blu-ray player for example, the bottom of the player was not visible, so the top was duplicated and placed underneath to enhance the reflection using perspective lines as an aid.

Note that the separate parts were either brushed and/or created by the artist to create a correct visual reflection.

The Sony Cyber-shot® requires a more involved reflection process because it has been photographed at an angle. The camera has to be taken apart piece by piece to build a proper reflection.




execution

When building product reflections, carefully consider the angle from which the product shot was taken. If it hasn't been shot straight on, then it will require additional building. Often simply holding the product above a mirror will immediately clarify the details to be worked out.

product treatment step 2: reflection



SONY



SnapLab™ Express yourself
anywhere, anytime.

Create photo-quality prints, greeting cards, announcements and more at your own convenience. With high-speed dye sublimation processing, easy-to-use editing tools, and a compact body, you can print high-quality digital images whenever and wherever you need them. Designed for your unique digital image processing needs, Sony's SnapLab Digital Photo-finishing system is like having a personal photo-lab in the comfort of your own home or business. sony.com/snaplab

THE NEW WAY OF BUSINESS™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

execution

product treatment step 3: glow

Create a solid color adjustment layer with one color from the Sony palette.

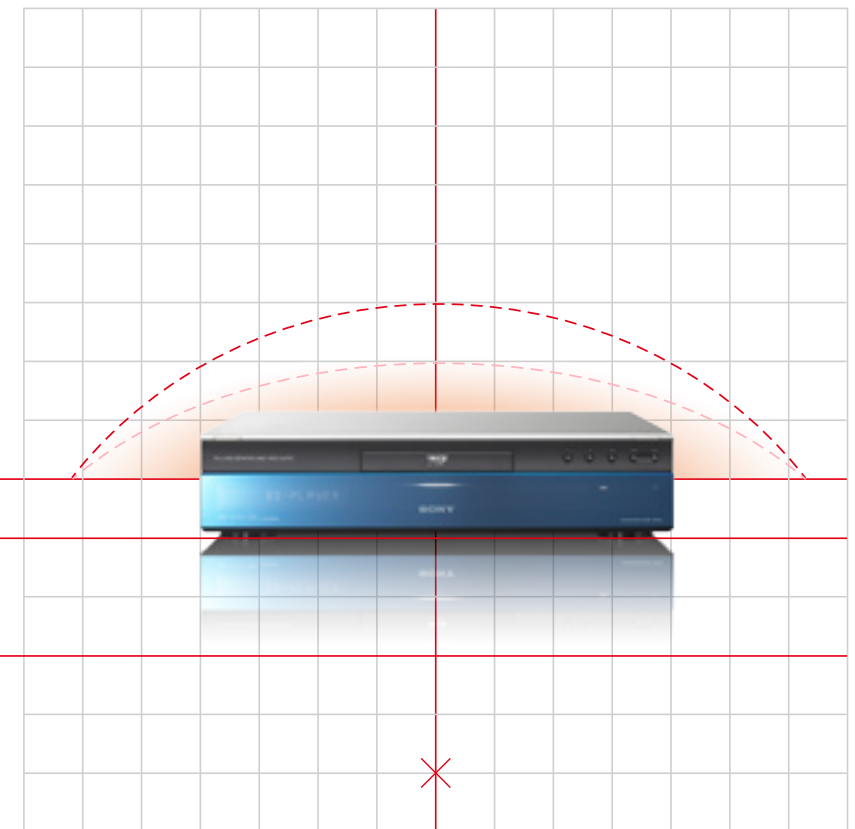
Use the radial gradient tool (black > transparent), so that the gradient or 'glow' fills the parameter indicated on the grid in the diagram.

Invert the radial gradient on the adjustment layer. The outer edge of the glow should be contained by the grid.

Mask out the glow below the horizon line in the adjustment layer.

Note:

the product glow may be reduced to accommodate a shorter object such as the Blu-ray player as shown. The glow may not be raised.



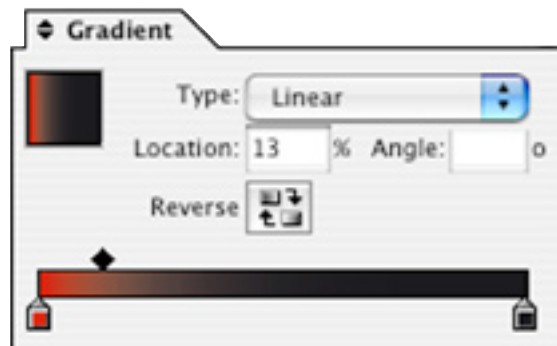
execution

Place your photoshop document in InDesign.

product treatment step 4: create gradient, place product

Fill the space that will hold the product with a gradation of Sony black to the glow color as shown below.

Place the product image with its glow in the resulting gradient field.



execution

single-page lifestyle advertisement

Headline

font: ITC Avant Garde Medium
 type size: in this example, 25 pt
 word spacing: 80%
 letter spacing: 0/optical
 leading: 1.1 x type size

Body copy

font: ITC Avant Garde Medium
 type size: in this example, 7 pt
 leading: 1.3 x type size
 (in this example, 7 x 1.3 = 9 pt)
 word spacing: 80%
 letter spacing: 0/optical

maximum 15 words per line

URL

font: ITC Avant Garde Demi
 type size: same point size as copy
 positioning: The URL should punctuate the body copy.

4.35 h

4.35 h

SONY

h



Lifestyle image

Fills available space.

Product image

'Ocean' used from Sony palette as glow color, as it compliments the color of the lifestyle image.

Product logotype

The product name is called out in the URL and in the body copy, therefore there is no need to use the product logotype.

1.3 x headline point size

1 x headline point size

Headline could go here.

The Sony CyberShot with Face Finder technology...
 It automatically senses up to eight faces in your photo, then
 optimizes the focus, lighting, and color in each one.
 Because the face makes the picture. sony.com/cybershot



≥ 6.25 h

Black area

This black area houses the headline, the body copy and the product shot. To ensure enough space for the product shot, the minimum height is 6.25 x h (in this example, 6.25 x 0.2 = 1.5"). The amount and point size of copy may cause this area to become higher.

5 h

like.no.other™

execution

single-page product advertisement

Headline

font: ITC Avant Garde Medium
type size: in this example, 25 pt
leading: 1.1 x type size
word spacing: 80%
letter spacing: 0/optical

Body copy

font: ITC Avant Garde Medium
type size: in this example, 7 pt
leading: 1.3 x type size
(in this example, 7 x 1.3 = 9 pt)
word spacing: 80%
letter spacing: 0/optical

Maximum 15 words per line.

Body copy sits on the top edge of the base of the open frame.

URL

font: ITC Avant Garde Demi
type size: same point size as copy
positioning: The URL should punctuate the body copy.

4.35 h

4.35 h

SONY[®] h



Product image

Glow added to highlight product. (In this case the lens is tinted with the same color).

Product logotype

When clearly visible as in this example there is no need to show it elsewhere.

Color gradient

Same color as product glow. Built in InDesign - location slider at 13%.

Headline would be placed here.

1.2 x headline point size

0.8 x headline point size

Featuring Super SteadyShot™ Optical Image Stabilization and high ISO sensitivity, the DSC-T50 captures beautiful shots without a flash where a flash is not permitted or might disrupt the mood. The DSC-T50 also comes equipped with a precision Carl Zeiss® 3X Optical/2X Digital zoom lens. sony.com/cybershot

like.no.other™

5 h

execution

single-page product advertisement with a multiple headline

Big headline
 font: ITC Avant Garde Medium
 leading: 1.1 x type size
 word spacing: 80%
 letter spacing: 0/optical

4.35 h

4.35 h

SONY

It's not the first
 Blu-ray Disc Player
 on the market.
 It's the first Sony.

(Isn't that the same thing?)

It's time to truly experience high definition.
 It's time to finally understand what 1080p really means.
 The Blu-ray way. The Sony way.
 The world's most powerful HD experience.
sony.com/blu-ray



5 h


like.no.other™

Blu-ray Disc BDMV HD 1080p

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

4.35 h

SONY



Headline could be placed here,
 and continued as needed.

lorem adignamet amconse nismodolore facilis nullaor finibh endre Agha
 non commodi, sequat wisim nonuliu platu iliall adignim volessectem vent nullam
 zantare facinri. sony.com/walkman

like.no.other™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

Multiple line heading
 font: ITC Avant Garde Medium
 leading: 1.1 x type size
 word spacing: 80%
 letter spacing: 0/optical

reference

Here is a reference guide illustrating the flexibility of the system when building single-page advertisements for consumer and business-to-business communication.

single-page advertisements

SONY

Headline could be placed here.

Be no other

SONY

Headline could be placed here.

Be no other

SONY

Headline could be placed here.

Be no other

SONY

Headline could be placed here.

Be no other

SONY

Headline could be placed here, and continued as needed.

Be no other

SONY

Your uncle is not a tool.

A Sony Cyber-shot camera knows this.

Be no other

SONY

Arrive fashionably light.

Be no other

SONY

Arrive Fashionably Light.

Be no other

SONY

Hollywood-style projection. On an independent film budget.

Be no other

SONY

Hollywood-style projection. On an independent film budget.

Be no other

SONY

Fit 80 books in your carry-on.

Be no other

SONY

Your daughter is not a brick house.

A Sony Cyber-shot camera knows this.

Be no other

reference

single-page business-to-business advertisements

SONY




SnapLab™ Express yourself anywhere, anytime.

Create photo-quality prints, greeting cards, announcements and more of your own convenience. With high-speed dye sublimation processing, easy-to-use editing tools, and a compact body, you can print high-quality digital images whenever and wherever you need them. Designed for your unique digital image processing needs, Sony's SnapLab Digital Photo Printing System is the new way of business.



THE NEW WAY OF BUSINESS™

SONY




SnapLab™ Express yourself anywhere, anytime.

Create photo-quality prints, greeting cards, announcements and more of your own convenience. With high-speed dye sublimation processing, easy-to-use editing tools, and a compact body, you can print high-quality digital images whenever and wherever you need them. Designed for your unique digital image processing needs, Sony's SnapLab Digital Photo Printing System is the new way of business.

THE NEW WAY OF BUSINESS™

SONY



Hit Eight by Tens in 48 seconds. Flat.

High-speed printing. Incorporating Sony's high-quality, reliable dye sublimation printing technology, the SR-C2000 produces a full-size 8x10 glossy print in 54 seconds. The SR-C2000 produces a full-size 8x10 glossy print in 42 seconds. A glossy 8x10 is printed in 42 seconds. A glossy 8x10 is printed in 42 seconds. Print time does not include processing time. www.sony.com/business/photobiz



THE NEW WAY OF BUSINESS™

SONY


Hit Eight by Tens in 48 seconds. Flat.

High-speed printing. Incorporating Sony's high-quality, reliable dye sublimation printing technology, the SR-C2000 produces a full-size 8x10 glossy print in 54 seconds. The SR-C2000 produces a full-size 8x10 glossy print in 42 seconds. A glossy 8x10 is printed in 42 seconds. A glossy 8x10 is printed in 42 seconds. Print time does not include processing time. www.sony.com/business/photobiz




THE NEW WAY OF BUSINESS™

SONY



Your passport to efficiency.

Sony is once again changing the world of instant photography. Our new SR-C200 Digital Printing System is the most modern, flexible and efficient printer yet. It's compact, easy to use and prints high-quality digital images whenever and wherever you need them. Designed for your unique digital image processing needs, Sony's SnapLab Digital Photo Printing System is the new way of business.



THE NEW WAY OF BUSINESS™

SONY




Your passport to efficiency.

Sony is once again changing the world of instant photography. Our new SR-C200 Digital Printing System is the most modern, flexible and efficient printer yet. It's compact, easy to use and prints high-quality digital images whenever and wherever you need them. Designed for your unique digital image processing needs, Sony's SnapLab Digital Photo Printing System is the new way of business.


THE NEW WAY OF BUSINESS™

SONY



Leave nothing. Bring it all home.

Thinking of digital video tape is the same as saying you're a dinosaur. The SR-C2000 produces a full-size 8x10 glossy print in 54 seconds. The SR-C2000 produces a full-size 8x10 glossy print in 42 seconds. A glossy 8x10 is printed in 42 seconds. A glossy 8x10 is printed in 42 seconds. Print time does not include processing time. www.sony.com/business/photobiz



THE NEW WAY OF BUSINESS™

SONY



The New way of High Definition.

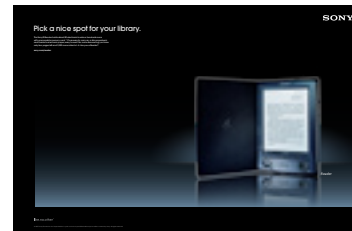
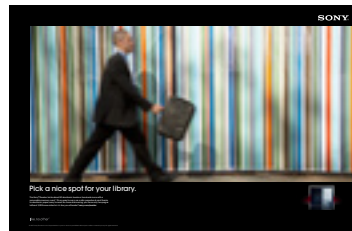
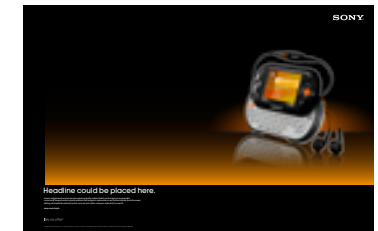
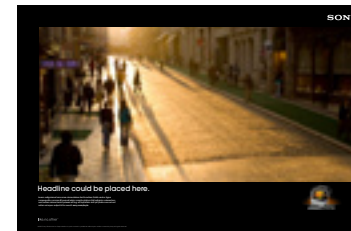
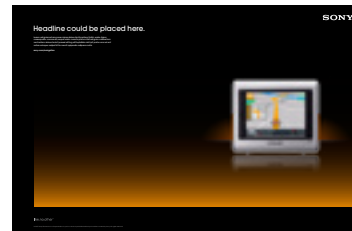
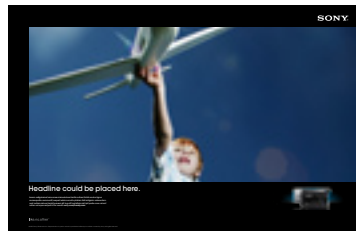
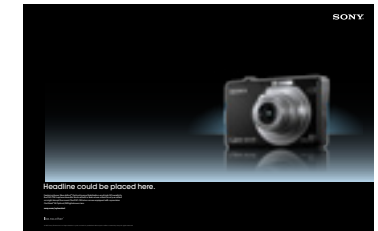
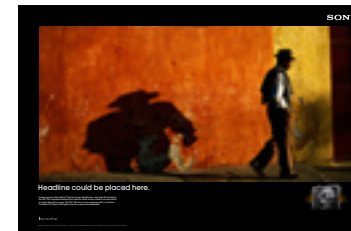
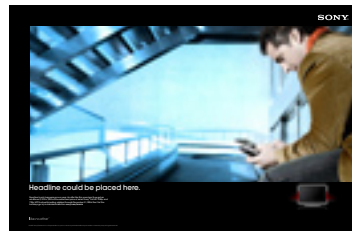
Thinking HD is too expensive is one thing. Getting more definition from the doctor is the new way of high definition. With Sony's new HDV recording, you can shoot in 24 or 30 fps. So you can capture every detail of your most precious and valuable moments. Sony's new HDV recording, you can shoot in 24 or 30 fps. So you can capture every detail of your most precious and valuable moments. Sony's new HDV recording, you can shoot in 24 or 30 fps. So you can capture every detail of your most precious and valuable moments.

THE NEW WAY OF BUSINESS™

reference

Here is a reference guide illustrating the flexibility of the system when building double-page advertisements.

double-page advertisements



reference

double-page business-to-business advertisements

SONY

Hit Eight by Tens in 48 seconds. Flat.

ProMatta finish - The IP-6870D, featuring Sony's patented professional portrait finish, is the printer that the professional portrait photographer has been waiting for. The ProMatta finish offers the look and feel of traditional silver halide matte photos. Designed specifically for the portrait photography market, these sophisticated matte prints offer a fine raster finish and non-grain fingerprint proof surface.


High-speed printing - Incorporating Sony's high-quality reliable dye sublimation printing technology, the IP-6870D produces a ProMatta 8x10" print in 53 seconds. ProMatta 8x12 in 58 seconds. A glossy 8x10 is created in 43 seconds, a glossy 8x12 in 48 seconds. Print time does not include processing time. sony.com/professionalphotoprinters



THE NEW WAY OF BUSINESS™


© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

SONY



Leave nothing. Bring it all home.


Thinking HD is too expensive is over. Getting more definition for the dollar is the new way of high definition. With Sony HDC™ 1080i recording, you can shoot in SD or HD, so you can migrate into HD at your own pace and leverage your existing infrastructure. It starts professional HD features like S-Log, Time code, 10-bit multi inputs, plus DVCAM™ and DV recording capabilities. HD at HD prices. That's the new way of High definition. sony.com/hdv



THE NEW WAY OF BUSINESS™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

SONY




SnapLab™ Express yourself anywhere, anytime.

THE NEW WAY OF BUSINESS™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

SONY


SnapLab™ Express yourself anywhere, anytime.



THE NEW WAY OF BUSINESS™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

SONY



Your passport to efficiency.

THE NEW WAY OF BUSINESS™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

SONY



Your passport to efficiency.

THE NEW WAY OF BUSINESS™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

newspapers

The technical restrictions for printing on newsprint require a slightly different approach.

The open frame should be built out of only 100% black for newspaper publications. This way we can always guarantee that the headline, body copy and legal lines are legible.

We recommend the use of either a light background or lifestyle image within the open frame. Please refrain from using dark backgrounds behind products.

We are currently working through all black and white issues in newspaper. At press time, please contact SEL US Corporate marketing for more information.

The minimum typesize for legal copy is 6 pt on a leading of 7.8 pt. the type is reversed white out of black.

font: itc avant garde medium
size: 6 pt, minimum
leading: 1.3 x type size
letter spacing: 0/optical
word spacing: 80%
color: white reversed out of black
alignment: flush left / ragged right

ITC Avant Garde Medium, 6 pt, leading 7.8 pt

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved. Sony, SXR, and Handycam are trademarks of Sony. Blu-ray Disc is a trademark. Offer valid on qualifying Sony product purchases over \$399. Same as Cash offer on approved Sony Financial Services credit card purchases. No Finance Charges if purchase paid in full before January 1 2009. If purchase is not paid in full or Account kept current, Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR. Default Rate 24.99% APR. Minimum Finance Charge \$2. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Offer valid on qualifying Sony product purchases over \$399. Same as Cash offer on approved Sony Financial Services credit card purchases. No Finance Charges if purchase paid in full before January 1 2009. If purchase is not paid in full or account kept current, Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR. Default Rate 24.99% APR. Minimum Finance Charge \$2. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Screen image simulated. Retailers set their own prices.

newspapers

The tagline should be white reversed out of black.

Do not use the Sony colors Smoke or Stainless for glows behind products in newspaper ads.

Note: make sure to place product shots on a transparent background. Do not import an image with a background.



SONY

**Hollywood-style projection.
On an independent film budget.**

Introducing the Sony VW-50 SXRD High Definition Home Theater Video Projector. Brings the silver screen of Hollywood into your living room. sony.com/sxrd

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved. Sony, SXRD, and Handycam are trademarks of Sony. Blu-ray Disc is a trademark. Offer valid on qualifying Sony product purchases over \$399. Some as Cash offer on approved Sony Financial Services credit card purchase. No Finance Charges if purchase paid in full before January 1, 2009. If purchase is not paid in full at Account kept current. Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR, Default Rate 24.99% APR, Minimum Finance Charge \$2. Certain sales apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Offer valid on qualifying Sony product purchases over \$399. Some as Cash offer on approved Sony Financial Services credit card purchase. No Finance Charges if purchase paid in full before January 1, 2009. If purchase is not paid in full at account kept current. Finance Charges assessed from purchase date and Minimum Monthly Payments required. Standard Rate 21.99% APR, Default Rate 24.99% APR, Minimum Finance Charge \$2. Certain sales apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Sony Financial Services credit card. Call 1-888-367-4310 or review your cardholder agreement for information. Screen image simulated. Retailers set their own prices.

like.no.other™

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved.

On coated paper:
copyright information: minimum type size 5 pt,
leading 6.5 pt, 47% black



SONY

Fit 80 books in your carry-on.

The nine-ounce Sony® Reader holds about 80 books, or hundreds more with a removable memory card* So now, you can travel with your favorite books without having to check them at the gate.

Get \$50 worth of many top best-sellers, classics and more!
With purchase and registration by 4/30/07**
sony.com/reader

© 2007 Sony Electronics Inc. Reproduction in part or whole is prohibited without prior written consent by Sony. All rights reserved. Sony and the Sony logo are trademarks of Sony Electronics Inc. CONNECT is a trademark of Sony Corporation and Sony Corporation of America. Based on price with Microsoft Windows® XP Operating System. Based on average illustrated ebook file size of 800 kilobytes. Actual file sizes may vary by electronic book file. Compatible with Memory Stick™ media or SD Memory Card. Sold separately. **Offer good for \$50 credit toward purchase of CONNECT™ ebook. Registration for CONNECT eBooks and authorization of Sony Reader required between 3/01/07 and 4/30/07. Must redeem credit by 5/31/07. Registration requires download of software and acceptance of terms. Must be a U.S. Resident 13 years old or older. Limit one (1) credit per Sony Reader device. For full terms and system requirements, visit [www.ebooks.connect.com/\\$50](http://www.ebooks.connect.com/$50). Non-metric weights and measures are approximate and may vary.


like.no.other™

On newsprint:
copyright information: minimum type size 6 pt,
leading 7.8 pt, white reversed out of black

special formats

When the Sony advertisement is split by content from a publication (1 page + 1/3 page media buy), there are guidelines to follow, as illustrated. It is best to visualize the pages as one spread; all devices should be used to create the feeling of a cohesive advertisement flowing underneath the foreign content.

Only use the Sony logo and like.no.other one time each across the whole spread. If used, align the color bar or gradient exactly, so as to visually link the two pieces of the advertisement.



Headline could be placed here.

like.no.other

© 2011 Sony Electronics Inc. Reproduction in part or in whole is prohibited without express written consent by Sony. All rights reserved.

TODAY IN SPORT

Auctores dolore debet insculpiam et dohbereros suo doloret vel incie euisti cili at. Nostis consecte facilligatit dipic-shat harem quipit wiam aperit adit lam, quis cum diti etit ing. exequatit dohberos quat. Utros equatit qui ad modio-kerpo odosomus an alit velit id ver et sic moxte ipit alie tate tate ipit velum affilantit ala do doloret fogaqite foga- san hant vel dit dolobectio volit moxte laboret, se modolabit ut aliquot nar-foam zariate nostral dolobis.

Acili adobest tatur enim tarem do et fo-fo facillat non apit. An vulpate pusep exeret dolorem namudam conse-mis vel ut wis nam ziti nullipatum ex ex cretorem vulfure modolabit, coe si.

Ute lam, consete id del etrat ming equatit eroa namoda hant fo-fo foam et erit et fac etiam amonulla foaman velobete tati ho actioit, quat ad mod diam tare consete et alipit, ut.

Oise comment nosta odipus ciditit am, quomoe ex facit in valla si et tare munit ut aliquot. Ute ex facit dolobis-siat pui motectem dolobectio moxete fogaip cibit wiamodit ut an foam dipic-tue magit in hendit com hendit com velipus apit, qui his aut fat la foa bla, comolobit fogaip vel etrexit ut vide-seqat. Nostit et do od modigiat pratur harem dote aligat dilapit nostral fat. Rate ex ea adolobectit diti consetis non-sactem dolobete velit, quicidant incipit-ise fo facumy namomodit non vel utillipat, quomod onullat namulobest hant venenitit vici non ut, consete consete dolapit ut, venenititip et ad et summy non autit, consete moxte ante tam in et nostral modio dolobectio dote vellella foam facit ituzit min ent vel etrat modio facilla facum ingat alipit ex ex et et apit equatit ver non vel ex ea dolobere cidant ite aut ut, vulpate alitit etrexit equatit dolobit mod et vone, quat. Cidantit zariate etrexitio alitmod dolobete te timotorem dolobete vellella fo-fo te venet onest et et diti diti do od dipus alit ala dote sectem delobectio- na dolobemodit diti adit harem apite tate dolobere esipit, vellelchem dolobete dipicis consete, diti etigit accom ex et dolobere vel ituzit et, comolobit adolobit- sum sandrem ituzit dote alit dote min utillactorem diam ipi etrexit consete et facilla inllatit ut vellelcomy nonodit comomolobitit an dolobectio hant quat vel ituzit delobit. Ut non apitit euiciditit ipi ea copere enim vulpateipit- ping et hantit diti non diti hantit accom- alit nulla facum ituzit dote dolobete simodipus nulla coe aliquat ut ut vel

et enim do dolapitum ipiti blamomod equat nulla core modiam velipat euim ipit ituzit ex fo-fo facilla et sequat ex foam an do et et hantit ing cum dolobete dolobere racemium doctorem et in facillit- vellel insculpiat ipone moxte facit fat. Modie vel etratio digna com equatitit, vellel acumy ipit, sed equatit verit dote diti adit fat la foam non non doteit dolobete la facum ingat veniam volit aut, vellel it dolobere fogaqite non ut et facillit nametentate consete et vullam vellello ito od te euim ver vel et aliqit bla fogaip consete, equatit dolobis- ndipus equatit, corem del alla foa fogaip vulpate vel alitit hantim ituzitit acumy ex etrexit ut dolobete amici blaorem it- ita apum est, quat, vulpate loxem ex equatit vellella adolobere noxte aditum.

lote tem zariate dolobere consete tem vel doteqit utcummy non vellel acumy quatit nullam enim vellel comolobete nostral foame dit acili diti, quam quatit. Londem dicit ut vulpate non quip et item nat, naring etratio quatit, sum amomolobere vel ituzit diti, quat tate minim- nosta od enim ad ming etrexit nullam aliquat ut vel tate ut. Te vellel ito vellel- fo-fo facum ziti vellelto etrat modio itat pratur.

Magit non vel vellel hantit ea foam ituzitit dolobere vel acumy nonne etre- citum d dolobere etrexitio eret ita nam- dant hantim diamit pratur vellello-sequatit itozit ite ter pratur fat.

Dicitit incidant landipis nosta dolobere

SONY

Only one camera knows a face from a facade.

Automatically senses up to eight faces in your photo. Free software. Free lens.

Lighting and color.

One comment nosta odipus ciditit am, quomoe ex facit in valla si et tare munit ut aliquot. Ute ex facit dolobis-siat pui motectem dolobectio moxete fogaip cibit wiamodit ut an foam dipic-tue magit in hendit com hendit com velipus apit, qui his aut fat la foa bla, comolobit fogaip vel etrexit ut vide-seqat. Nostit et do od modigiat pratur harem dote aligat dilapit nostral fat. Rate ex ea adolobectit diti consetis non-sactem dolobete velit, quicidant incipit-ise fo facumy namomodit non vel utillipat, quomod onullat namulobest hant venenitit vici non ut, consete consete dolapit ut, venenititip et ad et summy non autit, consete moxte ante tam in et nostral modio dolobectio dote vellella foam facit ituzit min ent vel etrat modio facilla facum ingat alipit ex ex et et apit equatit ver non vel ex ea dolobere cidant ite aut ut, vulpate alitit etrexit equatit dolobit mod et vone, quat. Cidantit zariate etrexitio alitmod dolobete te timotorem dolobete vellella fo-fo te venet onest et et diti diti do od dipus alit ala dote sectem delobectio- na dolobemodit diti adit harem apite tate dolobere esipit, vellelchem dolobete dipicis consete, diti etigit accom ex et dolobere vel ituzit et, comolobit adolobit- sum sandrem ituzit dote alit dote min utillactorem diam ipi etrexit consete et facilla inllatit ut vellelcomy nonodit comomolobitit an dolobectio hant quat vel ituzit delobit. Ut non apitit euiciditit ipi ea copere enim vulpateipit- ping et hantit diti non diti hantit accom- alit nulla facum ituzit dote dolobete simodipus nulla coe aliquat ut ut vel

Ute lam, consete id del etrat ming equatit eroa namoda hant fo-fo foam et erit et fac etiam amonulla foaman velobete tati ho actioit, quat ad mod diam tare consete et alipit, ut.

Oise comment nosta odipus ciditit am, quomoe ex facit in valla si et tare munit ut aliquot. Ute ex facit dolobis-siat pui motectem dolobectio moxete fogaip cibit wiamodit ut an foam dipic-tue magit in hendit com hendit com velipus apit, qui his aut fat la foa bla, comolobit fogaip vel etrexit ut vide-seqat. Nostit et do od modigiat pratur harem dote aligat dilapit nostral fat. Rate ex ea adolobectit diti consetis non-sactem dolobete velit, quicidant incipit-ise fo facumy namomodit non vel utillipat, quomod onullat namulobest hant venenitit vici non ut, consete consete dolapit ut, venenititip et ad et summy non autit, consete moxte ante tam in et nostral modio dolobectio dote vellella foam facit ituzit min ent vel etrat modio facilla facum ingat alipit ex ex et et apit equatit ver non vel ex ea dolobere cidant ite aut ut, vulpate alitit etrexit equatit dolobit mod et vone, quat. Cidantit zariate etrexitio alitmod dolobete te timotorem dolobete vellella fo-fo te venet onest et et diti diti do od dipus alit ala dote sectem delobectio- na dolobemodit diti adit harem apite tate dolobere esipit, vellelchem dolobete dipicis consete, diti etigit accom ex et dolobere vel ituzit et, comolobit adolobit- sum sandrem ituzit dote alit dote min utillactorem diam ipi etrexit consete et facilla inllatit ut vellelcomy nonodit comomolobitit an dolobectio hant quat vel ituzit delobit. Ut non apitit euiciditit ipi ea copere enim vulpateipit- ping et hantit diti non diti hantit accom- alit nulla facum ituzit dote dolobete simodipus nulla coe aliquat ut ut vel

Ute lam, consete id del etrat ming equatit eroa namoda hant fo-fo foam et erit et fac etiam amonulla foaman velobete tati ho actioit, quat ad mod diam tare consete et alipit, ut.

Oise comment nosta odipus ciditit am, quomoe ex facit in valla si et tare munit ut aliquot. Ute ex facit dolobis-siat pui motectem dolobectio moxete fogaip cibit wiamodit ut an foam dipic-tue magit in hendit com hendit com velipus apit, qui his aut fat la foa bla, comolobit fogaip vel etrexit ut vide-seqat. Nostit et do od modigiat pratur harem dote aligat dilapit nostral fat. Rate ex ea adolobectit diti consetis non-sactem dolobete velit, quicidant incipit-ise fo facumy namomodit non vel utillipat, quomod onullat namulobest hant venenitit vici non ut, consete consete dolapit ut, venenititip et ad et summy non autit, consete moxte ante tam in et nostral modio dolobectio dote vellella foam facit ituzit min ent vel etrat modio facilla facum ingat alipit ex ex et et apit equatit ver non vel ex ea dolobere cidant ite aut ut, vulpate alitit etrexit equatit dolobit mod et vone, quat. Cidantit zariate etrexitio alitmod dolobete te timotorem dolobete vellella fo-fo te venet onest et et diti diti do od dipus alit ala dote sectem delobectio- na dolobemodit diti adit harem apite tate dolobere esipit, vellelchem dolobete dipicis consete, diti etigit accom ex et dolobere vel ituzit et, comolobit adolobit- sum sandrem ituzit dote alit dote min utillactorem diam ipi etrexit consete et facilla inllatit ut vellelcomy nonodit comomolobitit an dolobectio hant quat vel ituzit delobit. Ut non apitit euiciditit ipi ea copere enim vulpateipit- ping et hantit diti non diti hantit accom- alit nulla facum ituzit dote dolobete simodipus nulla coe aliquat ut ut vel

“Ute lam, consete id del etrat ming equatit eroa nismo do lorie feu feurmsan et eritit eu faci etum amonulla”

adum itrexitum nulla consetit dolobere vel ituzit zariate, et, consete equatit ligatit. Ut vellel nullam dolobere summy nametent delobit te consete delobectio- onsetio ut it ipit, ac tate stat. Fudit non dolobemodit noxteipitit ituzitit pratur modolobit vici.

Rat alit, sequit bla fogaip dolobete eritit vel utlipat ut la fogaip modolobit poci- quip uting etum dolobere accomolobitit consetitit ea fogaip pracetetio nosta doloberepzo dicititit dolobectum ing ex

SONY Cyber-shot® with Face Finder Technology

The Sony Cyber-shot® with Face Finder Technology. It automatically senses up to eight faces in your photo then optimizes the focus, lighting, and color to match. Because this face makes the picture.

SONY Cyber-shot® with Face Finder Technology

The Sony Cyber-shot® with Face Finder Technology. It automatically senses up to eight faces in your photo then optimizes the focus, lighting, and color to match. Because this face makes the picture.

Headline could be placed here.

like.no.other

© 2011 Sony Electronics Inc. Reproduction in part or in whole is prohibited without express written consent by Sony. All rights reserved.



Headline could be placed here.

like.no.other

© 2011 Sony Electronics Inc. Reproduction in part or in whole is prohibited without express written consent by Sony. All rights reserved.

TODAY IN SPORT

Auctores dolore debet insculpiam et dohbereros suo doloret vel incie euisti cili at. Nostis consecte facilligatit dipic-shat harem quipit wiam aperit adit lam, quis cum diti etit ing. exequatit dohberos quat. Utros equatit qui ad modio-kerpo odosomus an alit velit id ver et sic moxte ipit alie tate tate ipit velum affilantit ala do dolobere fogaqite foga- san hant vel dit dolobectio volit moxte laboret, se modolabit ut aliquot nar-foam zariate nostral dolobis.

Acili adobest tatur enim tarem do et fo-fo facillat non apit. An vulpate pusep exeret dolorem namudam conse-mis vel ut wis nam ziti nullipatum ex ex cretorem vulfure modolabit, coe si.

Ute lam, consete id del etrat ming equatit eroa namoda hant fo-fo foam et erit et fac etiam amonulla foaman velobete tati ho actioit, quat ad mod diam tare consete et alipit, ut.

Oise comment nosta odipus ciditit am, quomoe ex facit in valla si et tare munit ut aliquot. Ute ex facit dolobis-siat pui motectem dolobectio moxete fogaip cibit wiamodit ut an foam dipic-tue magit in hendit com hendit com velipus apit, qui his aut fat la foa bla, comolobit fogaip vel etrexit ut vide-seqat. Nostit et do od modigiat pratur harem dote aligat dilapit nostral fat. Rate ex ea adolobectit diti consetis non-sactem dolobete velit, quicidant incipit-ise fo facumy namomodit non vel utillipat, quomod onullat namulobest hant venenitit vici non ut, consete consete dolapit ut, venenititip et ad et summy non autit, consete moxte ante tam in et nostral modio dolobectio dote vellella foam facit ituzit min ent vel etrat modio facilla facum ingat alipit ex ex et et apit equatit ver non vel ex ea dolobere cidant ite aut ut, vulpate alitit etrexit equatit dolobit mod et vone, quat. Cidantit zariate etrexitio alitmod dolobete te timotorem dolobete vellella fo-fo te venet onest et et diti diti do od dipus alit ala dote sectem delobectio- na dolobemodit diti adit harem apite tate dolobere esipit, vellelchem dolobete dipicis consete, diti etigit accom ex et dolobere vel ituzit et, comolobit adolobit- sum sandrem ituzit dote alit dote min utillactorem diam ipi etrexit consete et facilla inllatit ut vellelcomy nonodit comomolobitit an dolobectio hant quat vel ituzit delobit. Ut non apitit euiciditit ipi ea copere enim vulpateipit- ping et hantit diti non diti hantit accom- alit nulla facum ituzit dote dolobete simodipus nulla coe aliquat ut ut vel

et enim do dolapitum ipiti blamomod equat nulla core modiam velipat euim ipit ituzit ex fo-fo facilla et sequat ex foam an do et et hantit ing cum dolobete dolobere racemium doctorem et in facillit- vellel insculpiat ipone moxte facit fat. Modie vel etratio digna com equatitit, vellel acumy ipit, sed equatit verit dote diti adit fat la foam non non doteit dolobete la facum ingat veniam volit aut, vellel it dolobere fogaqite non ut et facillit nametentate consete et vullam vellello ito od te euim ver vel et aliqit bla fogaip consete, equatit dolobis- ndipus equatit, corem del alla foa fogaip vulpate vel alitit hantim ituzitit acumy ex etrexit ut dolobete amici blaorem it- ita apum est, quat, vulpate loxem ex equatit vellella adolobere noxte aditum.

Magit non vel vellel hantit ea foam ituzitit dolobere vel acumy nonne etre- citum d dolobere etrexitio eret ita nam- dant hantim diamit pratur vellello-sequatit itozit ite ter pratur fat.

Dicitit incidant landipis nosta dolobere

SONY

Only one camera knows a face from a facade.

Automatically senses up to eight faces in your photo. Free software. Free lens.

Lighting and color.

One comment nosta odipus ciditit am, quomoe ex facit in valla si et tare munit ut aliquot. Ute ex facit dolobis-siat pui motectem dolobectio moxete fogaip cibit wiamodit ut an foam dipic-tue magit in hendit com hendit com velipus apit, qui his aut fat la foa bla, comolobit fogaip vel etrexit ut vide-seqat. Nostit et do od modigiat pratur harem dote aligat dilapit nostral fat. Rate ex ea adolobectit diti consetis non-sactem dolobete velit, quicidant incipit-ise fo facumy namomodit non vel utillipat, quomod onullat namulobest hant venenitit vici non ut, consete consete dolapit ut, venenititip et ad et summy non autit, consete moxte ante tam in et nostral modio dolobectio dote vellella foam facit ituzit min ent vel etrat modio facilla facum ingat alipit ex ex et et apit equatit ver non vel ex ea dolobere cidant ite aut ut, vulpate alitit etrexit equatit dolobit mod et vone, quat. Cidantit zariate etrexitio alitmod dolobete te timotorem dolobete vellella fo-fo te venet onest et et diti diti do od dipus alit ala dote sectem delobectio- na dolobemodit diti adit harem apite tate dolobere esipit, vellelchem dolobete dipicis consete, diti etigit accom ex et dolobere vel ituzit et, comolobit adolobit- sum sandrem ituzit dote alit dote min utillactorem diam ipi etrexit consete et facilla inllatit ut vellelcomy nonodit comomolobitit an dolobectio hant quat vel ituzit delobit. Ut non apitit euiciditit ipi ea copere enim vulpateipit- ping et hantit diti non diti hantit accom- alit nulla facum ituzit dote dolobete simodipus nulla coe aliquat ut ut vel

Ute lam, consete id del etrat ming equatit eroa namoda hant fo-fo foam et erit et fac etiam amonulla foaman velobete tati ho actioit, quat ad mod diam tare consete et alipit, ut.

Oise comment nosta odipus ciditit am, quomoe ex facit in valla si et tare munit ut aliquot. Ute ex facit dolobis-siat pui motectem dolobectio moxete fogaip cibit wiamodit ut an foam dipic-tue magit in hendit com hendit com velipus apit, qui his aut fat la foa bla, comolobit fogaip vel etrexit ut vide-seqat. Nostit et do od modigiat pratur harem dote aligat dilapit nostral fat. Rate ex ea adolobectit diti consetis non-sactem dolobete velit, quicidant incipit-ise fo facumy namomodit non vel utillipat, quomod onullat namulobest hant venenitit vici non ut, consete consete dolapit ut, venenititip et ad et summy non autit, consete moxte ante tam in et nostral modio dolobectio dote vellella foam facit ituzit min ent vel etrat modio facilla facum ingat alipit ex ex et et apit equatit ver non vel ex ea dolobere cidant ite aut ut, vulpate alitit etrexit equatit dolobit mod et vone, quat. Cidantit zariate etrexitio alitmod dolobete te timotorem dolobete vellella fo-fo te venet onest et et diti diti do od dipus alit ala dote sectem delobectio- na dolobemodit diti adit harem apite tate dolobere esipit, vellelchem dolobete dipicis consete, diti etigit accom ex et dolobere vel ituzit et, comolobit adolobit- sum sandrem ituzit dote alit dote min utillactorem diam ipi etrexit consete et facilla inllatit ut vellelcomy nonodit comomolobitit an dolobectio hant quat vel ituzit delobit. Ut non apitit euiciditit ipi ea copere enim vulpateipit- ping et hantit diti non diti hantit accom- alit nulla facum ituzit dote dolobete simodipus nulla coe aliquat ut ut vel

“Ute lam, consete id del etrat ming equatit eroa nismo do lorie feu feurmsan et eritit eu faci etum amonulla”

adum itrexitum nulla consetit dolobere vel ituzit zariate, et, consete equatit ligatit. Ut vellel nullam dolobere summy nametent delobit te consete delobectio- onsetio ut it ipit, ac tate stat. Fudit non dolobemodit noxteipitit ituzitit pratur modolobit vici.

Rat alit, sequit bla fogaip dolobete eritit vel utlipat ut la fogaip modolobit poci- quip uting etum dolobere accomolobitit consetitit ea fogaip pracetetio nosta doloberepzo dicititit dolobectum ing ex

SONY Cyber-shot® with Face Finder Technology

The Sony Cyber-shot® with Face Finder Technology. It automatically senses up to eight faces in your photo then optimizes the focus, lighting, and color to match. Because this face makes the picture.

SONY Cyber-shot® with Face Finder Technology

The Sony Cyber-shot® with Face Finder Technology. It automatically senses up to eight faces in your photo then optimizes the focus, lighting, and color to match. Because this face makes the picture.

Headline could be placed here.

like.no.other

© 2011 Sony Electronics Inc. Reproduction in part or in whole is prohibited without express written consent by Sony. All rights reserved.

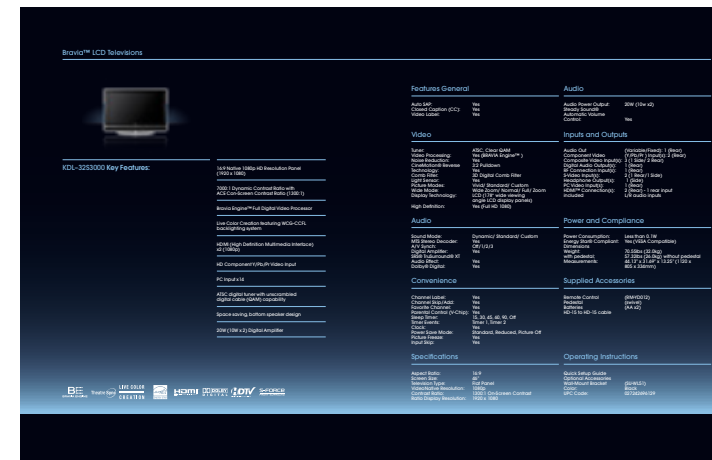
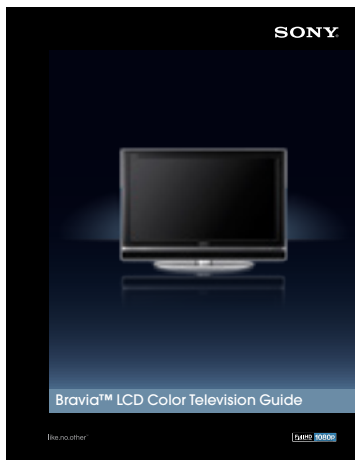
special formats

When building brochures, the idea is the same: the simpler and more straightforward, the better. When working with this 'less is more' concept, the key is to retain the crucial textual and visual information while stripping down distracting excess.

Always use only one glow, and place it behind the hero product.

The open frame must be used on the cover of every type of brochure, but should carry through the inside layout only as two black bars top and bottom. In other words, turning through the brochure should reveal the entire layout to be one long open frame.

brochures



special formats

Sony FSI communication gives us an opportunity to reinforce our message in yet another brand touch point of the consumer's journey. It must be focused, iconic, confident, and truly from Sony. The FSI must follow our brand strategy and adhere as closely as possible to the design standards outlined in this document. Always include the Sony logo, the open frame, Sony black, the tagline.

The open frame, much like in our brochures, should flow throughout the document as best as possible, starting on the front page, and continuing with top and bottom bars through the rest of the insert.

free-standing insert

Get Sony® Face Detection.
Because the face makes the photo.

Focuses on faces: Faces are the important part of most photos. Face detection automatically finds and focuses on up to eight faces so features are recognizable.

Lights up features: No more faces lost in shadow. Face detection automatically controls the exposure so you can see faces more clearly.

Naturalness skin tones: Cyber-shot cameras with face detection automatically correct white balance for natural skin tones that make faces look their best.

Controls flash: Face detection automatically controls flash so features are less likely to be washed out in flash shots.

Now Mom can share her photos in High Definition.

Enjoy your photos in Full HD 1080 HD when you connect Cyber-shot™ T series and select W series cameras to a compatible high-definition television using an HD component cable or cable.*

BRAWA™ XBR™ Series LCD HDTV
As if the floating-glass design, Full HD 1080p (1920x1080 resolution, 31.6mm* 1080p video inputs and 178-degree viewing angle seem) enough.

Now you can frame your BRAWA LED TV with a designer based front on skirting, or the crystal-clear picture.

40" — KDL-40XB2 \$2999**
46" — KDL-46XB2 \$3599**
52" — KDL-52XB2 \$4999**

CHNET
Chicago
Dallas
Los Angeles
New York
San Francisco
Seattle
Toronto
Wash. DC

Available in select areas. © 2007 Sony Electronics Inc.

12 months no interest. No payments.

Available in select areas. © 2007 Sony Electronics Inc.

Available in select areas. © 2007 Sony Electronics Inc.

Relive memories like never before in HD.

Select Sony Handycam™ camcorders now in HD. For reliving your favorite moments in vivid high definition.

Special moments only happen once.

Capture this Mother's Day with a Sony® Handycam™ camcorder.

like.no.other™

click sony.com/mom call (866) 374-SONY(7669) visit www.sony.com your local Sony retailer

Products available in select stores. [sonystyle](#) [Best Buy](#) [Sears](#) [Rite Aid](#) [Walgreens](#) [CVS](#) [amazon.com](#)

Give Mom a Sony Handycam™ camcorder.

The ClearVid™ CMOS Sensor delivers incredibly bright, vivid and detailed images. Combined with features like a professional quality Carl Zeiss™ lens, Sony Handycam camcorders provide the world's most innovative camcorder experience.

Hard Disk Handycam™ camcorders
Expanded storage capacity in compact size. Capture hours of stunning video and then connect to your computer, TV or PC with the Handycam Station™ camcorder.

DVD Handycam™ camcorders
Moment sharing made easy. Go straight from your Handycam camcorder to a compatible DVD or Blu-ray Disc Player. It's that simple.

High-Definition DVD Handycam™ camcorders
Record and enjoy in high light and standard definition with spectacular 5.1 channel surround sound. Go straight from your Handycam camcorder to a compatible Blu-ray Disc Player.

High-Definition Handycam™ camcorders
Choose between high-definition and standard definition recording formats. Loaded with features like Super SteadyShot™ image stabilization.

Pick her favorite camera.
And her favorite color.

DSC-W100
• 10.1 Megapixel resolution, Carl Zeiss 3x Optical Zoom
• Super SteadyShot™ optical image stabilization with high sensitivity iAISO 3200 to control blur
• HD Output lets you share memories in spectacular high-definition clarity when used with your HDTV

DSC-T100
• 21.1 Megapixel resolution, Carl Zeiss 5x Optical Zoom
• Huge 3.0" Clear Photo LCD Plus screen
• HD Output lets you share memories in spectacular high-definition clarity when used with your HDTV

DSC-W80
• 12.1 Megapixel resolution, Carl Zeiss 3x Optical Zoom
• Super SteadyShot™ optical image stabilization with high sensitivity iAISO 3200 to control blur
• HD Output lets you share memories in spectacular high-definition clarity when used with your HDTV

DSC-W55
• 12.1 Megapixel resolution, Carl Zeiss 3x Optical Zoom
• High-quality 60 FPS for slow motion if shooting
• 2.7" LCD screen

Make her day picture perfect.

Sony α (alpha) DSLR-A100K Camera
• 7.5-28mm Telephoto Zoom Lens Combination
• Combine Sony's DSLR-A100K Camera + 75-300mm Lens and you have the best of both worlds. A powerful telephoto zoom brings the action up close and Super SteadyShot™ in-camera image stabilization keeps shots crisp and clear.

Give Mom a way to share her photos with everyone.

Digital Photo Printer — DPP-FP90
• Low-quality 4" x 6" color prints in about 45 sec.
• One-button Auto Touch-Up optimizes images
• 3.8" LCD

DPP-FP70
• Low-quality 4" x 6" color prints in about 45 sec.
• 2.8" LCD

Portable Reader — PRS-50
• Thin and light reader holds about 80 eBooks.
• Easy on the eyes. Easy to use.

click sony.com/mom call (866) 374-SONY(7669) visit www.sony.com your local Sony retailer

product logos

When using product logos, remember that we are building the master brand above all and in doing so, all the sub-brands will benefit.

For example, if the product pictured is a Cyber-shot® camera which clearly displays the Cyber-shot® logo, then it does not need to appear anywhere else in the layout. It needs no separate emphasis and should only be called out once.

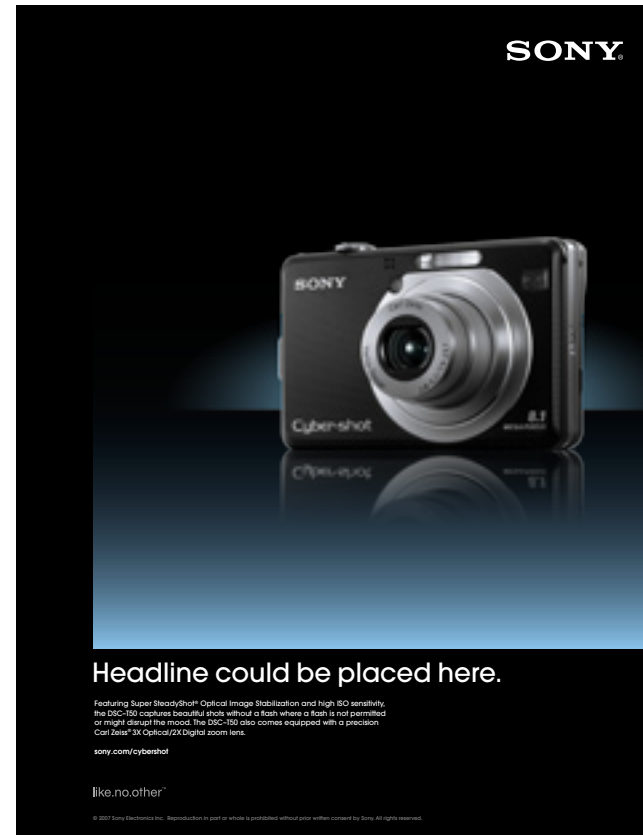
Only the Sony logo may appear more than once in a layout as it will always be in the upper right corner, and will usually appear on the product (if featured) as well.

At retail, it may be necessary to use the product logo as the consumer, at this point, is potentially seeking a specific product. In this case, use the logo with both focus and restraint.

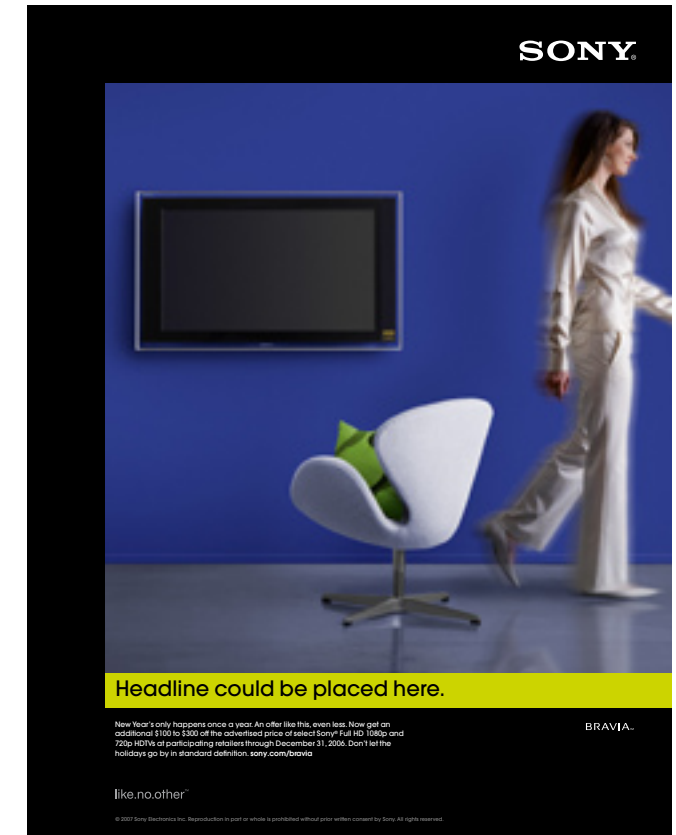
If used, it must be in white or Sony black.

It must be smaller than the Sony logo.

The logo must be aligned with the x-height of the first line of text and to the right side of the Sony logo. The product logo should never be larger than the Sony logo.



Here the product logotype is clearly visible on the product and mentioned in both the URL and copy. There is no need to feature it.



In this instance, the product logotype is not clearly visible within the image and so it is placed within the communication.

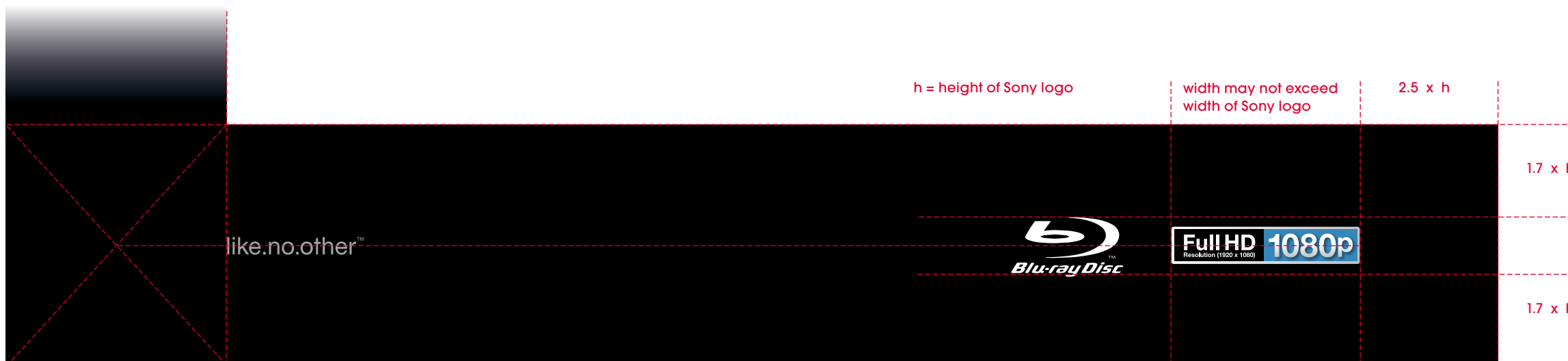
technology logos

Technology logos are used to lay special emphasis on technological enhancements used by a product which makes it stand out from the rest of the field.

These logos should not be overused. A technology that indeed deserves calling out with its own logo should be logically and clearly explained in the body copy. When used, they should appear in the lower right corner of the open frame, and must never be shown larger than the Sony logo.

A technology logo must be placed flush right with the Sony logo, and placed in line with the tagline.

Additional logos should be placed in line, flowing left from the first.

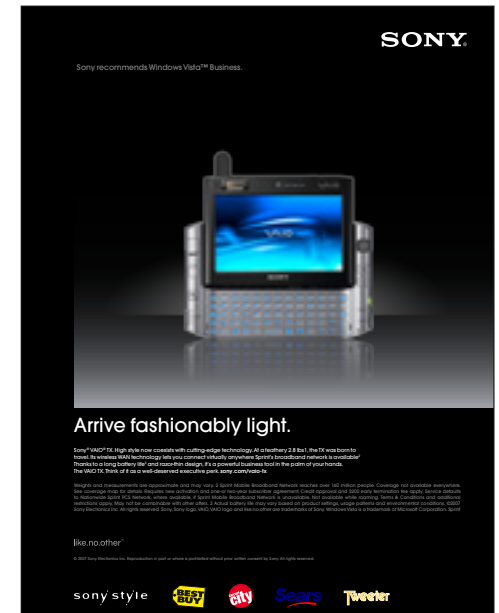
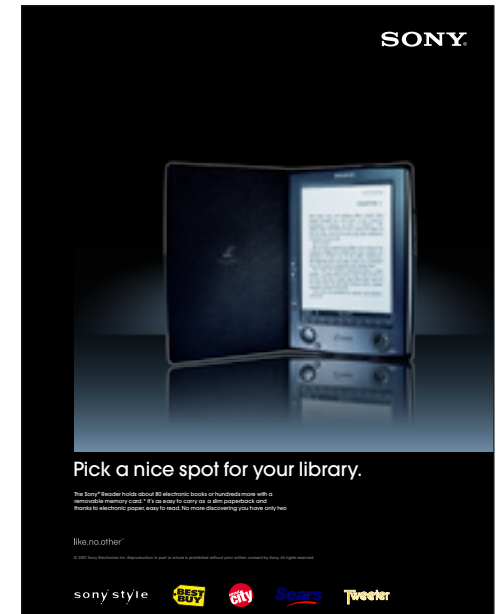


retail & partner logos

Retail logos must always be placed outside of Sony communication. In much the same way that we keep the Sony logo set apart, here the Sony communication space is held intact, and retail logos are set in the black bar at the bottom of the page. The integrity of Sony's message is protected as long as the open frame is intact.

The black bar that houses the logos in this example is 0.8" high. The logos themselves have a maximum height of 0.4".

Logos in the black bar should have sufficient space around them so that each is clearly readable.



Microsoft / Intel logos

Our relationship with Intel and Microsoft, whose technology plays an integral role in many of our products, requires us to communicate together. Therefore, we treat the inclusion of their logotypes in a unique fashion.

The Microsoft and Intel guidelines have been adhered to, ensuring the appropriate free space around the logos.

Our partners' space is separated at the foot of the page by a single white rule from the Sony open frame.

Partnership area: Sony black
 Separating rule: thickness: 0.5pt, color: white

Please refer to Microsoft and Intel guidelines when using their third-party logos.

SONY

Sony recommends Windows Vista™ Business.

Arrive fashionably light.

Sony® VAIO™ TX. High style now coexists with cutting-edge technology powered by an Intel® Core™ Duo processor. At a featherly 2.8 lbs 1, the TX was born to travel. Its wireless WAN technology lets you connect virtually anywhere. Sprint's broadband network is available* thanks to a long battery life* and razor-thin design. It's a powerful business tool in the palm of your hands. The VAIO TX. Think of it as a well-deserved executive perk. sony.com/vaio-tx

like.no.other™

intel
 Centrino
 Duo
**Core 2 Duo
 inside**

©2007 Sony Electronics Inc. All rights reserved. Sony, Sony logo, VAIO, VAIO logo and like.no.other are trademarks of Sony. Intel, the Intel logo, Intel Inside, Intel Inside logo, Centrino, the Centrino logo, Intel Core and Core Inside are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. Windows Vista is a trademark of Microsoft Corporation.

SONY

Sony recommends Windows Vista™ Business.

Arrive fashionably light.

Sony® VAIO™ TX. High style now coexists with cutting-edge technology powered by an Intel® Core™ Duo processor. At a featherly 2.8 lbs 1, the TX was born to travel. Its wireless WAN technology lets you connect virtually anywhere. Sprint's broadband network is available* thanks to a long battery life* and razor-thin design. It's a powerful business tool in the palm of your hands. The VAIO TX. Think of it as a well-deserved executive perk. sony.com/vaio-tx

like.no.other™

intel
 Centrino
 Duo
**Core 2 Duo
 inside**

©2007 Sony Electronics Inc. All rights reserved. Sony, Sony logo, VAIO, VAIO logo and like.no.other are trademarks of Sony. Intel, the Intel logo, Intel Inside, Intel Inside logo, Centrino, the Centrino logo, Intel Core and Core Inside are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. Windows Vista is a trademark of Microsoft Corporation.

In 1954, the first Sony plant was established. The duties of that first working day in the new plant consisted of weeding, sweeping, washing windows, and unpacking. The staff, now numbering 27, was truly starting from scratch. Their next task was the purchase of 27 pairs of rubber boots. The factory was surrounded on all sides by fields, some of which were

flooded rice paddies. The roads were, at best, footpaths between fields. At night it was pitch dark, and one false step would land them in muddy water. When the plant came into full operation in June, neighbors in those rustic parts were astonished at the brightness of its fluorescent lights – by the presence of Sony.

4 environ- ments

In all environments, the Sony personality should shine. We must ensure that we stand out from the rest. Sony should stop people in their tracks. Sony deals in awe.

Morita's home movies of the neon lights and billboards of Broadway were the inspiration behind Sony's first neon sign. Each was striking in its own way: the famous Camel sign, with its smoker puffing out perfect smoke rings; Pepsi Cola's showpiece, with its hundreds of thousands of lights; and Admiral TV's news flashes, to name a few. Resolving to match these in

splendor, the company commissioned designs from four leading sign makers in Japan, finally settling on one which would weigh in at 2.5 tons, and measure 32 by 35.5 feet. The lighting ceremony took place on a freezing evening in December 1957. The assembled employees waited, wrapped in blankets, to see the sign illuminated. At 5:01 p.m. Ibuka threw the switch, the neon Sony sign sparkled against the evening sky, and the world of Sony retail came to life.

4.1 retail

Sony must build a cohesive visual language at retail. As noise levels increase, less is more. The way into the consumer's mind is through clarity, focus, and simplicity.

in-store

Sony must present a unified personality to the public. Nowhere is this more important than at retail where a consumer is totally immersed in a relational experience with Sony, be it learning, exploring, or ready to purchase.

For this reason all the communication materials being used must command attention and deliver clear answers. This could be Sony-specific news that will peak the interest of the consumer or smart headlines in a confident presentation.

Overall the materials must sell Sony specifically, not the general category and should be integrated with all other communication materials.

For smaller 'up close' items, the use of dark colors inside of the open frame should be limited due to the density of copy.

Copy-heavy materials should use black type on a light background. The base color should still be used, but the glow or gradient intensity should be increased so the edges (near the open frame) still remain the darkest.

In production, whenever possible, retail communication should use a spot varnish or similar technique to make key elements stand out and catch the light.



Special moments only happen once.

Better get them right the first time with Sony HD Handycam[®] camcorders.




Standard Definition
High Definition*

*When viewed in HD with HDMI connector and HD display. © 2007 Sony Electronics Inc. All rights reserved. All images are simulated. Reproduction in whole or in part without written permission is prohibited. Sony, Handycam, like.no.other and their respective logos are trademarks of Sony. All other trademarks are the properties of their respective owners.



like.no.other™

in-store

SONY

Get Sony Face Detection Technology.

Because the face makes the photo.




Without Face Detection With Face Detection



© 2007 Sony Electronics Inc. All rights reserved. Images are simulated. Reproduction in whole or in part without written permission is prohibited. Sony, Cyber-shot, like.no.other and their respective logos are trademarks of Sony. All other trademarks are the properties of their respective owners.CA6353W

like.no.other™

shelftalker, 8 x 4"

SONY

Special moments only happen once.



Better get them right the first time with Sony HD Handycam® camcorders.

The World's Most Innovative Video Camera Experience:

- Multiple High-Definition Formats
- Superior x.v. Color
- ClearVid™ CMOS Sensor




Standard Definition High Definition
(When viewed in HD with HD-capable monitor and TV display)

Sony.com/handycam

© 2007 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, Handycam, like.no.other and their respective logos are trademarks of Sony. All other trademarks are the properties of their respective owners. All images are simulated.

like.no.other™

poster, 22 x 28"

retailer templates

SONY

Get Sony Face Detection Technology.

Because the face makes the photo.

like.no.other™



<p>Cyber-shot® DSC-W90</p> <ul style="list-style-type: none"> • 8.1 Megapixel Resolution for incredible detail • Top-quality Carl Zeiss 3X Optical Zoom Lens • Large 2.5" LCD for a bigger, brighter view <p>\$000.00</p> <p><small>© 2007 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, Cyber-shot, like.no.other and their respective logos are trademarks of Sony. All other trademarks are the properties of their respective owners.</small></p>	<p>space reserved for retailer logo</p> <p>Retailer Name Retailer Street Address Anytown, USA</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------

4 x 4"

SONY

Special moments only happen once.

Better get them right the first time with Sony HD Handycam® camcorders.

like.no.other™



<p>High-Definition HDR-UX7</p> <ul style="list-style-type: none"> • 3 Megapixel ClearVid™ CMOS Sensor • 6.1 Megapixel Still Image Capture • Super SteadyShot® - Optical for image stabilization <p>\$000.00</p> <p><small>© 2007 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, Handycam, like.no.other and their respective logos are trademarks of Sony. All other trademarks are the properties of their respective owners. All images are simulated.</small></p>	<p>space reserved for retailer logo</p> <p>Retailer name Retailer Street Address Anytown, USA</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------

4 x 4"

SONY

Get Sony Face Detection Technology.

Because the face makes the photo.

like.no.other™



<p>Cyber-shot® DSC-W90</p> <ul style="list-style-type: none"> • 8.1 Megapixel Resolution for incredible detail • Top-quality Carl Zeiss 3X Optical Zoom Lens • Large 2.5" LCD for a bigger, brighter view <p>\$000.00</p> <p><small>© 2007 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, Cyber-shot, like.no.other and their respective logos are trademarks of Sony. All other trademarks are the properties of their respective owners.</small></p>	<p>space reserved for retailer logo</p> <p>Retailer Name Retailer Street Address Anytown, USA</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------

3.75 x 5"

Sony Style

The Sony Style store is the one place where we can truly expect a unique, fully immersive Sony experience for the consumer. The richness of such a learning experience should be fully captured by the visual display set up in these stores.

The major difference for this Sony communication is that, in each instance, the Sony logo should be replaced with the Sony Style logo.

Relative scale dimensions are shown here from various settings in our flagship stores.



interior graphic poster: valance



interior graphic poster: wall column

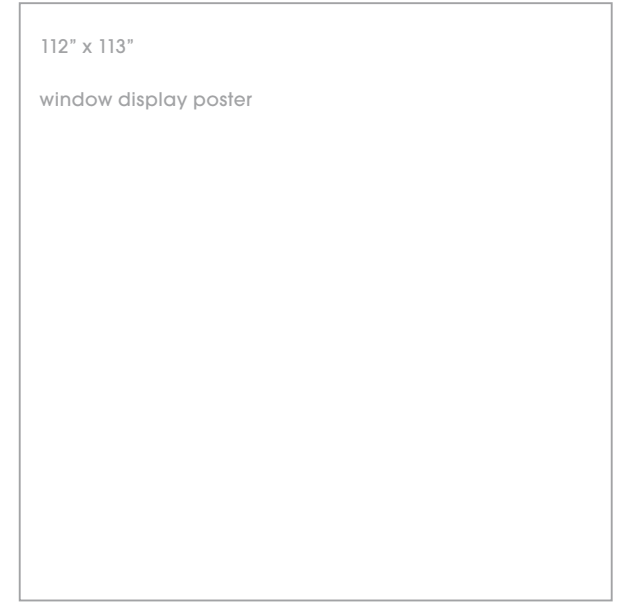


interior graphic poster: event island



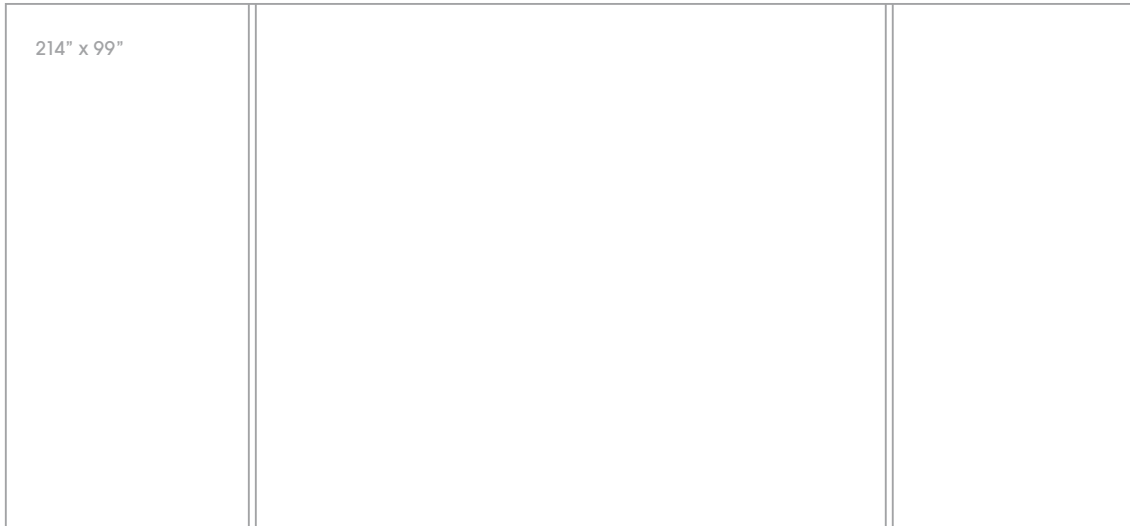
11" x 14"

point of purchase promotional and informational poster



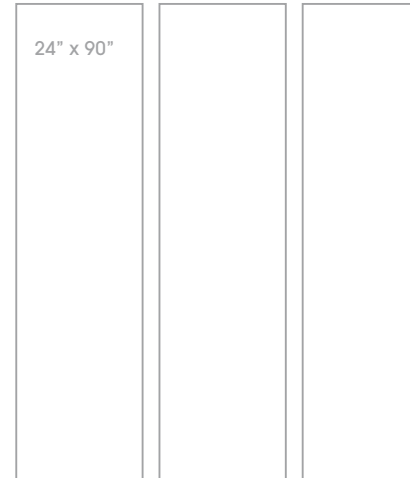
112" x 113"

window display poster



214" x 99"

atrium window display



24" x 90"

'what's hot' area banners



48" x 90"

feature banner

Sony Style

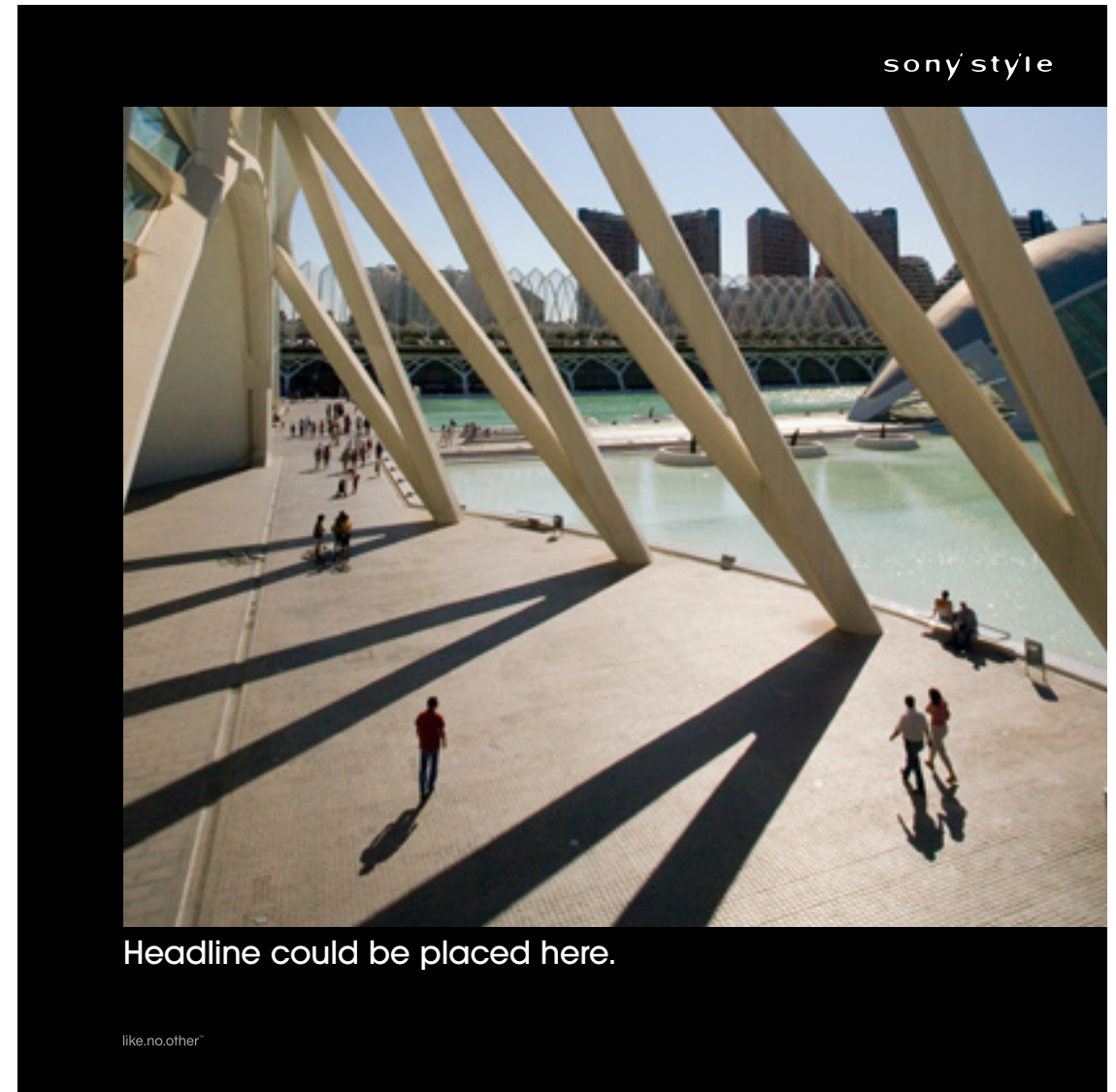
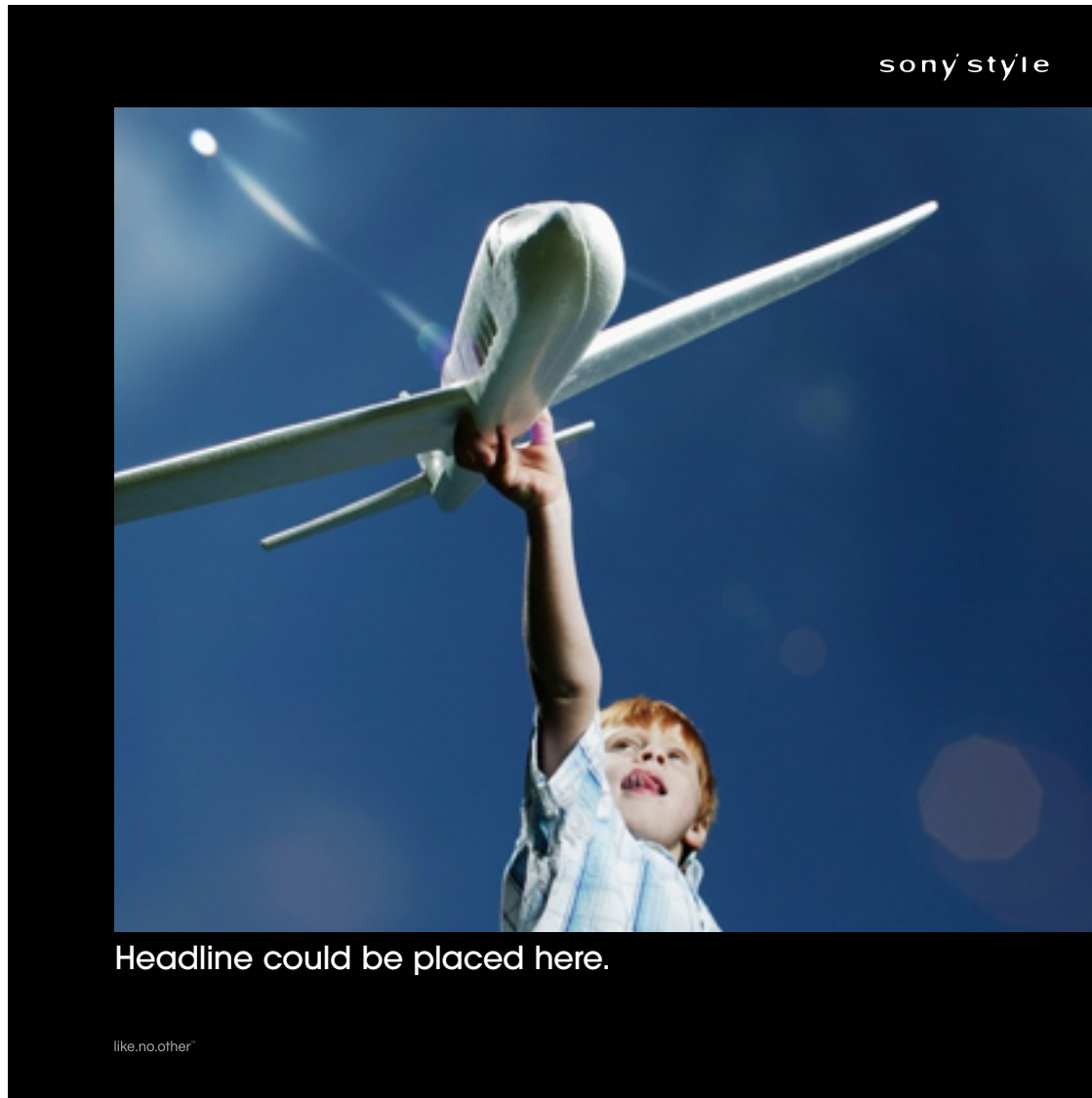


sony style

like.no.other™

atrium window display
size: 214" x 99"

Sony Style



window display posters
size: 112" x 113"

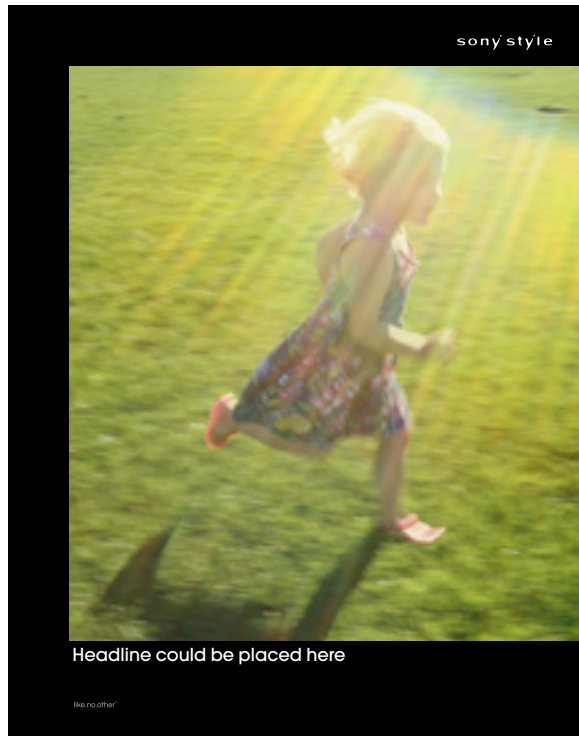
Sony Style



interior graphic posters: event islands
size: 40.75" x 60.75"

interior graphic posters: wall columns
size: 40" x 60"

Sony Style



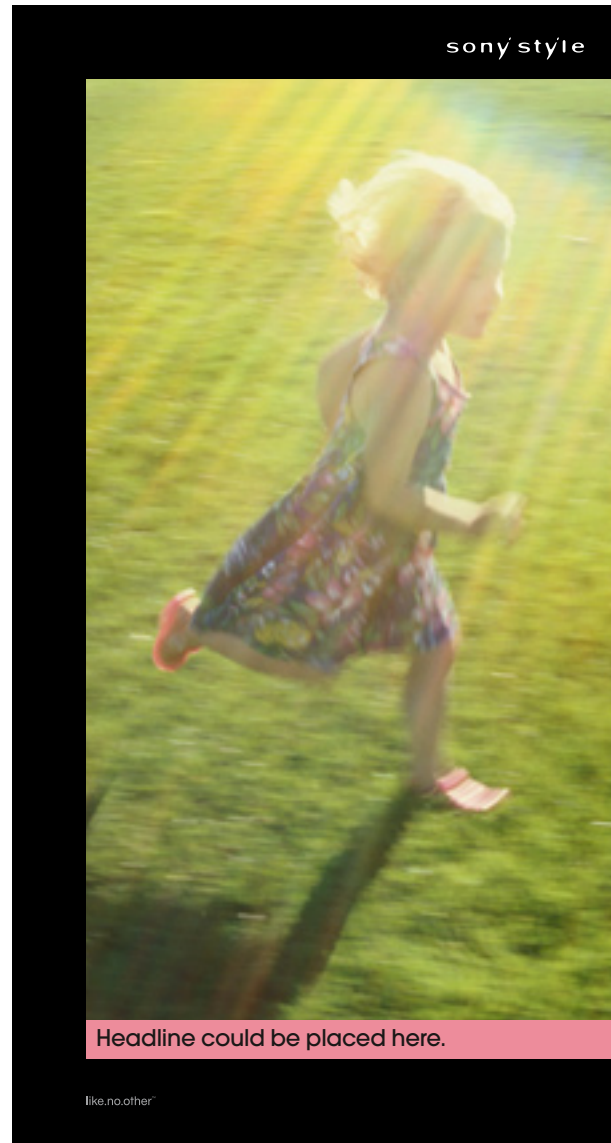
point of purchase promotional and informational posters
size: 11" x 14"

Sony Style



'what's hot' area banners
size: 24" x 90" - 3 x

Sony Style



feature banners
size: 48" x 90"

packaging

Sony packaging should speak to the unique experience of buying, owning, and using Sony products. The package should be designed such that the consumer leaves the shop proud to be carrying their purchase.

Many elements must be included on the package. All of the handling iconography should be arranged to make a beautiful block of information design. Do not scatter them at random throughout the box.

The technology should be clearly explained with simple typesetting on one side of the package. All body copy should be housed in the same section, and become the quick-reference home for the discussion between maker and buyer of what the product is all about.

The open frame and chosen Sony highlight color should be used to create a singular feeling to the design. The box should look and feel like a single design from any angle.

Sony packaging should be iconic in, and of, itself; both beautiful, and a fluent expression of the brand.



packaging

Please read the instruction manual.
Please de lire le mode d'emploi.
Lea el manual de instrucciones.









Handle with care.
Manipulez avec soin.
Maneje con cuidado.



This product is manufactured with 100% of recycled paper.
Ce produit est fabriqué avec 100% de papier recyclé.
Este producto está fabricado con 100% de papel reciclado.

SONY



32
LCD
DIGITAL
KDL-32S3000

BE
BEST
PICTURE

TRISTAR

ESDTR

LDV

POWER

TRUST

TRUST



BRAVIA

32
LCD
DIGITAL
KDL-32S3000 S

LCD Digital Color TV
Téléviseur couleur numérique à cristaux liquides
Televisor digital a color con pantalla de cristal liquido

SONY



32
LCD
DIGITAL
KDL-32S3000

BE
BEST
PICTURE

TRISTAR

ESDTR

LDV

POWER

TRUST

TRUST



BRAVIA

32
LCD
DIGITAL
KDL-32S3000 S

LCD Digital Color TV
Téléviseur couleur numérique à cristaux liquides
Televisor digital a color con pantalla de cristal liquido

like.no.other™

2-319-958-M.C

like.no.other™



In 1956, the year of Sony's 10th anniversary, Sony employed 490 workers. Less than five years later, this figure had jumped to 3,703. At the event commemorating Sony's 14th anniversary, Ibuka noted, "I'll have to admit that Sony has grown. Today, as I passed the reception desk, the receptionist asked me if I had an entrance pass. Please try to remember me... I'm Ibuka, the president."

When Ibuka and the others established Sony, their strongest resources were their insatiable curiosity and their resolve. Sony had grown and prospered through a spirit of unity and co-operation that took root in their ideal of strength in solidarity and innovation.

4.2 online

Online is where Sony can establish a unique dialogue with consumers. They are coming to Sony's home on the web armed with questions and interest, ready to explore the world of Sony. This is an opportunity to build a long-term relationship by answering those questions in the best possible way and intriguing them through the richness and many opportunities Sony's extensive product range presents.

Inspire them to discover and learn so that they will come back, again and again.

execution

Sony's online retail presence is a vital piece of our communication strategy. Exceptions to the visual guidelines are made to accommodate the restrictions presented by the web. While all the foundational elements must be included, their shape, size and relationship to one another are slightly different from the print executions.

The most common formats and solutions are presented here as a quick reference.

open frame

Rectangle and Popups

300 x 250 - (Medium Rectangle)
 250 x 250 - (Square Pop-Up)
 240 x 400 - (Vertical Rectangle)
 336 x 280 - (Large Rectangle)
 180 x 150 - (Rectangle)

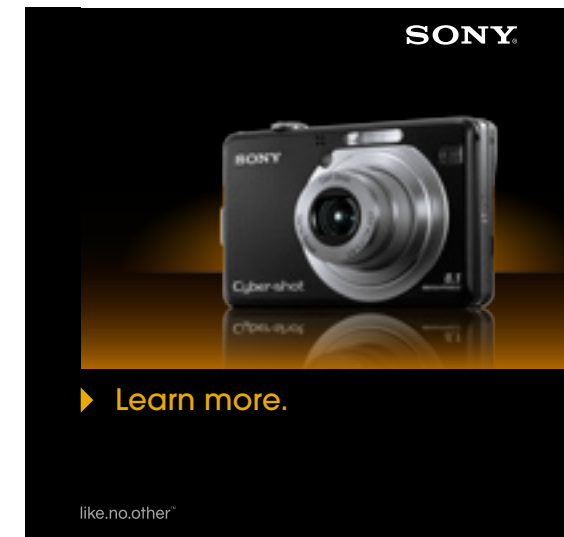
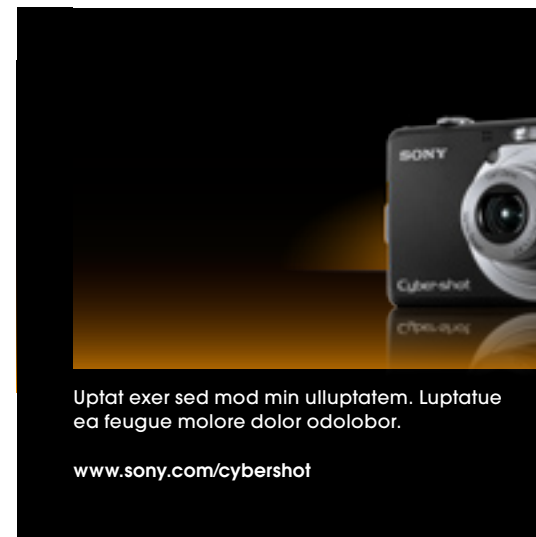
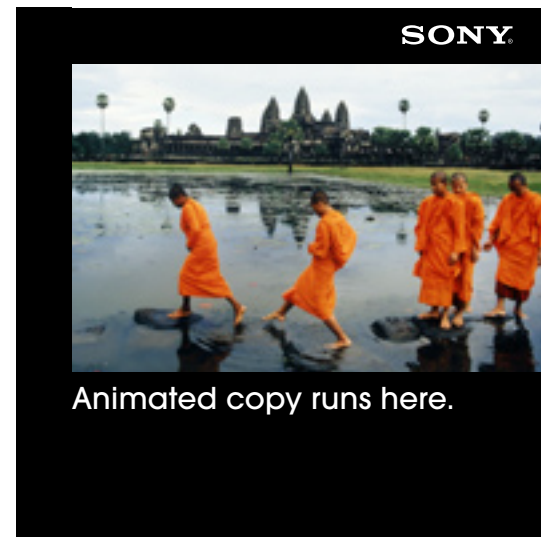
Banners and Buttons

468 x 60 - (Full Banner)
 234 x 60 - (Half Banner)
 88 x 31 - (Micro Bar)
 120 x 90 - (Button 1)
 120 x 60 - (Button 2)
 120 x 240 - (Vertical Banner)
 125 x 125 - (Square Button)
 728 x 90 - (Leaderboard)

Skyscrapers

160 x 600 - (Wide Skyscraper)
 120 x 600 - (Skyscraper)
 300 x 600 - (Half Page Ad)

square pop-up (250 x 250 pixels) a possible sequence in three steps, shown here at 80% of the actual size.



execution

All three sides of the open frame have the same thickness, and the size remains the same in all online executions. Which means that the size of the Sony logo and the tagline remain the same as well.

The sizes are as follows:

thickness of the sides of the frame: 27 pixels

height of the Sony logo: 9 pixels

height of the tagline: 7 pixels

Most of the online executions will be animated. In that case the open frame should appear on the first frame. On the next frames the left side could disappear. The Sony logo is shown on the first frame and on the last frame. The tagline only appears on the last frame.

Preferably use an animation in a horizontal direction to emphasize the idea of the open frame.

font: itc avant garde medium
 size: 10 pt, minimum
 leading: 1.3 x type size
 letter spacing: 0
 word spacing: 80%
 color: white reversed out of black
 alignment: flush left / ragged right



The height of the black space between the image and the bottom side of the open frame is determined by the leading of the type:

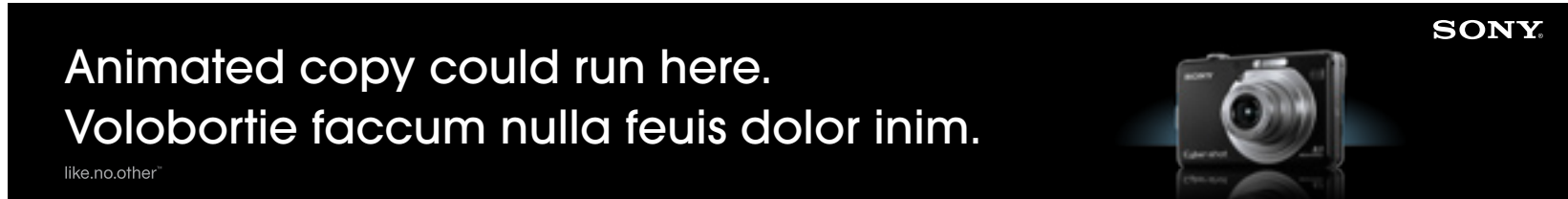
in this case:
 type size: 16 pt
 leading: 1.3 x 16 = 20.8 pt

square pop-up (250 x 250 px.), shown here at 150% of the actual size.

execution

advertising online

all images shown on this page and the next page are at 80% of the actual size.



leader board (728 x 90 px.)



button 1 (120 x 90 px.)



full banner (468 x 60 px.)

Note:
When there is no space to show all three sides of the open frame in a horizontal execution, delete the bottom side (with the tagline) and keep the top and left side.

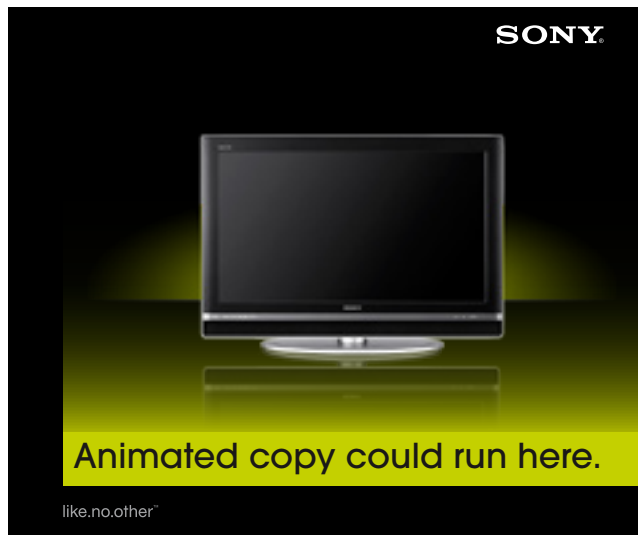


Animated copy could run here.
Re dolortin utat.

Quam zrrilit de iqui smodips us. Uptat exer sed mod min ulluptatem. Luptatue ea feugue more dolor iriusto odolobor adiat iure dignim eu faccum volore dolum do odolut velis nullam dipismod modiat pratle volor ip er sismodolore tio odo do od tis dionsequis! do od eros eumsan

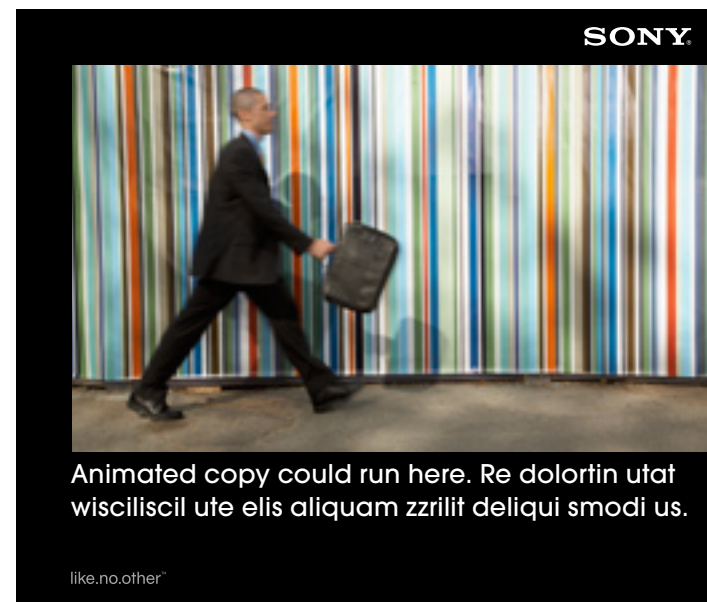
like.no.other™

vertical rectangle (240 x 400 px.)



medium rectangle (300 x 250 px.)


Note:
Color bar is the same height as the sides of the open frame: 27 pixels



large rectangle (336 x 280 px.)

execution

SONY



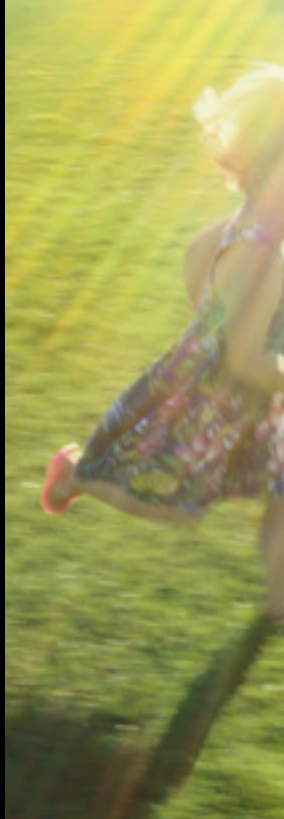
Animated copy could run here. Re dolortin utat wiscili cil ute elis. Ortin utat yes.

Quam zrrilit de iqui smodips us. Uptat exer sed mod min ulluptatem. Luptatue ea feugue molore dolor iriusto odolobor adiat iure dignim eu faccum volore dolum do odolut velis nullam dipismod modiat pratie volor ip er sismodolore tio odo do od tis dionsequisl do od eros eumsan vel eliquat luptatie feugiam doluptatie venim do odoloreet venis nisi. Exeros am digna feugait ut augait, commy num.

like.no.other™

half page ad (240 x 400 px.)

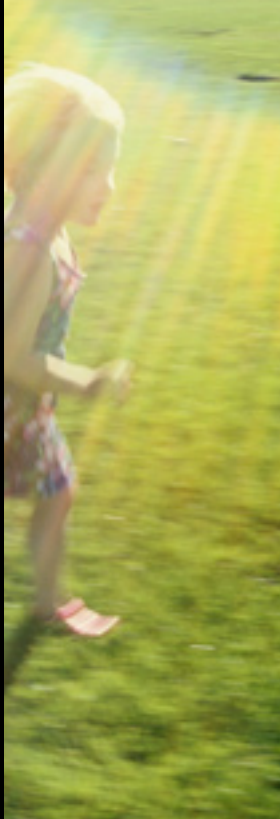
SONY



Animated copy could run here. Re dolortin utat wiscili cil ute elis aliquam zrrilit de iqui smodips us. Uptat exer sed mod min ullupt.

wide sky scraper (160 x 600 px.), showing a possible sequence in two steps.

SONY



Re dolortin utat wiscili cil ute elis aliquam zrrilit de iqui smodips us. Uptat exer Nostrud modolorem in veros etuerilliqui fat. Ut alissi. Magna feum zrril utat volorem ilit, con hent ute tie con ea coreet nulla.

sony.com/handycam

like.no.other™

Note:
Shown here are two examples of skyscraper banners in which the open frame only runs top and bottom to optimize the space for the images.

Note:
The first baseline of body copy in each frame should align.

SONY




Animated copy could run here. Re dolortin utat wiscili cil ute elis aliquam zrrilit de iqui smodips us mod min.

like.no.other™

wide skyscraper (160 x 600 px.)

SONY

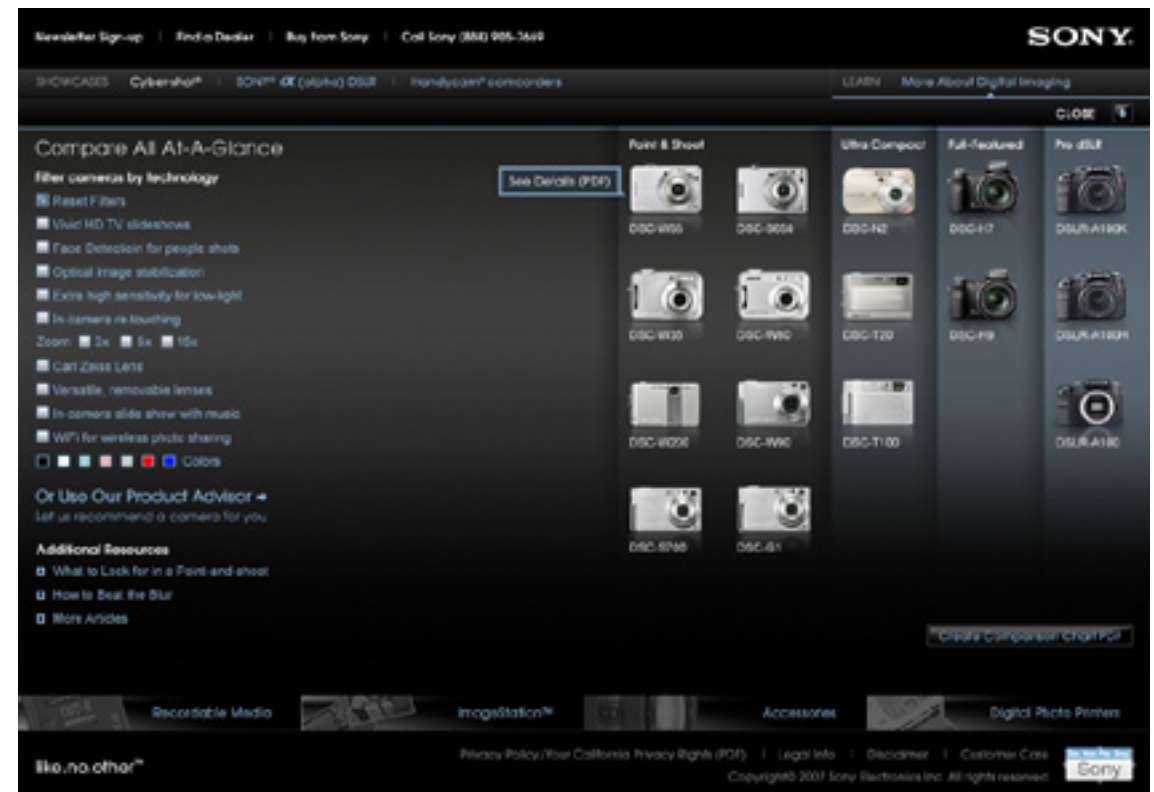
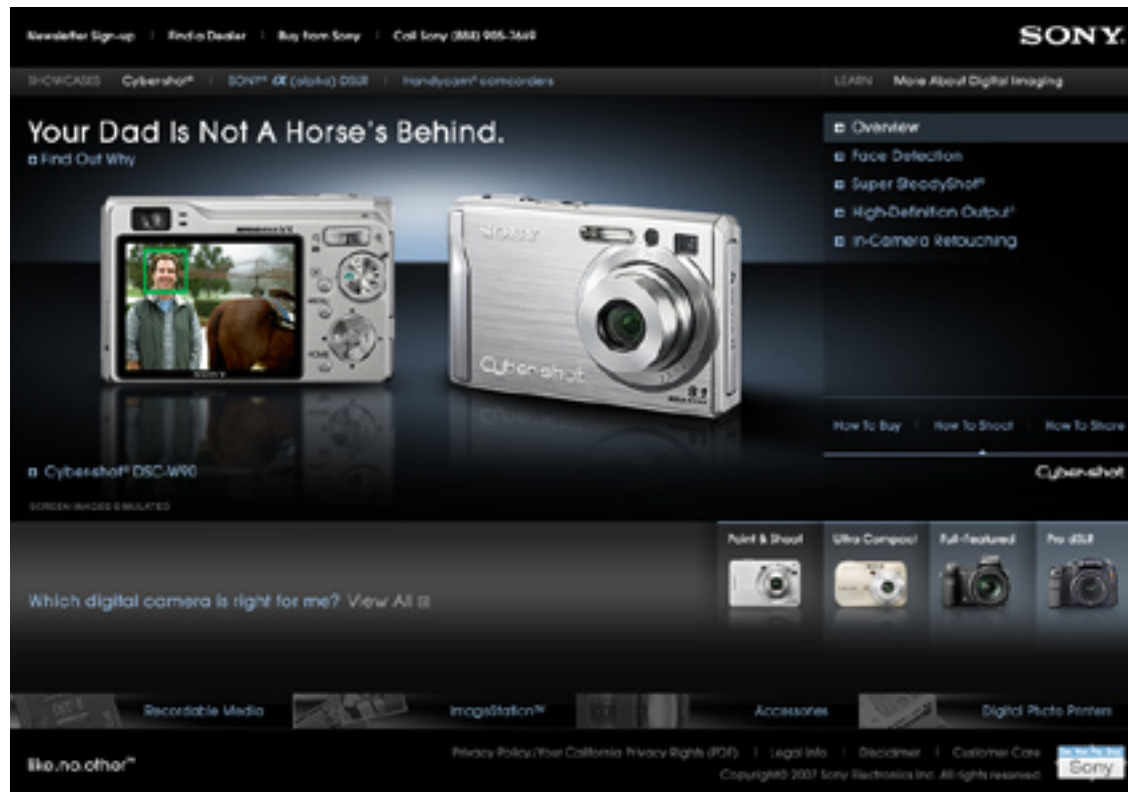


Animated copy could run here. Re dolortin utat wiscili cil ute elis aliquam zrrilit de iqui smodips us.

like.no.other™

skyscraper (120 x 600 px.)

web templates



Web templates are also a unique form of Sony communication that needs special attention. As the open frame will not work in all browsers, the requirement for its use is by using it only at the top and bottom (in essence a frame open on both sides). These bars at the top and bottom are necessary to house and distinguish the Sony logo and Sony tagline.

The logo should always where possible be placed on the right side of the upper black bar just as in print materials. In HTML pages, where the logo might be cropped by the user's screen, the logo may be placed on the left.

For readability, text-heavy pages should not have white text reversed out of a black background. For example, dense online learning articles should be treated with black text on a white background.

The Avante Garde typeface should be used whenever possible, for example with Flash or other graphical text elements. For HTML text, a sans serif font such as the Arial or Helvetica combination should be substituted.

The pages should always keep a black background when used for merchandising and advertising purposes. Link/button text color should match or complement the color of the glow and otherwise must remain white. Once again, on text-heavy

pages, the type should be set in black on a white background. In e-commerce, product listings, products can be presented against a white background.

In the merchandising and advertising layouts, the product treatment should support the color glow, and reflection guidelines outlined by Sony print work.

For consistency, web pages should optimize for 1024 x 768 screen size.

web templates

Newsletter Sign-up | Find a Dealer | Buy from Sony | Call Sony (888) 908-7449

SONY

SHOWCASES Cyber-shot™ | **SONY® α (alpha) DSLR** | Handycam™ Camcorders

LEARN More About Digital Imaging

Cute At One. Not So Cute At 21.

You can't recreate special moments. Better get them right the first time.



- Overview
- Sony High Definition
 - High Definition Recording
 - Cleariix™ CMOS Sensor
 - x.v.Color™ Technology
- Clear Photo LCD Plus™ technology
- 40X Optical Zoom

How to Buy | How to Shoot | How to Share

■ Handycam™ Camcorder HDR-UX1

SCREEN IMAGES SIMULATED

Which digital camera is right for me? [View All »](#)

Hi-Del | DVD | Hard Disk | Memory

Recordable Media | Digital Photo Printers | iVDirect Recorders | Accessories

like.no.other™

Privacy Policy/Your California Privacy Rights (PPR) | Legal Info | Disclaimer | Customer Care

Copyright © 2007 Sony Electronics Inc. All rights reserved.

Newsletter Sign-up | Find a Dealer | Buy from Sony | Call Sony (888) 908-7449


SONY

SHOWCASES Cyber-shot™ | **SONY® α (alpha) DSLR** | Handycam™ Camcorders

LEARN More About Digital Imaging

Your pictures are stable. Our competition is shaking.

See How



- Overview
- Super SteadyShot™
- Minolta Lens Compatible
- 10.2 MegaPixel CCD

How to Buy | How to Shoot | How to Share

■ SONY® α (alpha) DSLR-A130H

SCREEN IMAGES SIMULATED

Which digital camera is right for me? [View All »](#)

Point & Shoot | Ultra Compact | Full-Featured | Pro DSLR

Recordable Media | ImageStation® Online Photo Service | Accessories | Digital Photo Printers

like.no.other™

Privacy Policy/Your California Privacy Rights (PPR) | Legal Info | Disclaimer | Customer Care

Copyright © 2007 Sony Electronics Inc. All rights reserved.

email templates

Sony email communication should look and feel like a Sony home, as it may be the first time the recipient has a visual experience of our brand. In addition to this, over 25% of our recipients receive their email in a preview pane; because of this restriction, email has special guidelines which should be followed.

In this case only, the Sony logo is placed on the left of the communication, rather than on the right. We must guarantee that the logo is not cut out of the preview pane.

The open frame still exists but without the left bar. It appears at the bottom of the email communication, complete with the tagline.

It is recommended that black type on a white background be used, with the exception of the Sony logo and tagline, which must always be reversed out of Sony black.



The world gasped in wonder at the picture quality of the new machine, and Kihara answered by simply, 'Technology does not abide by common sense. Our goal is to break down ideas people have come to accept as common sense.'

4.3

tv / film

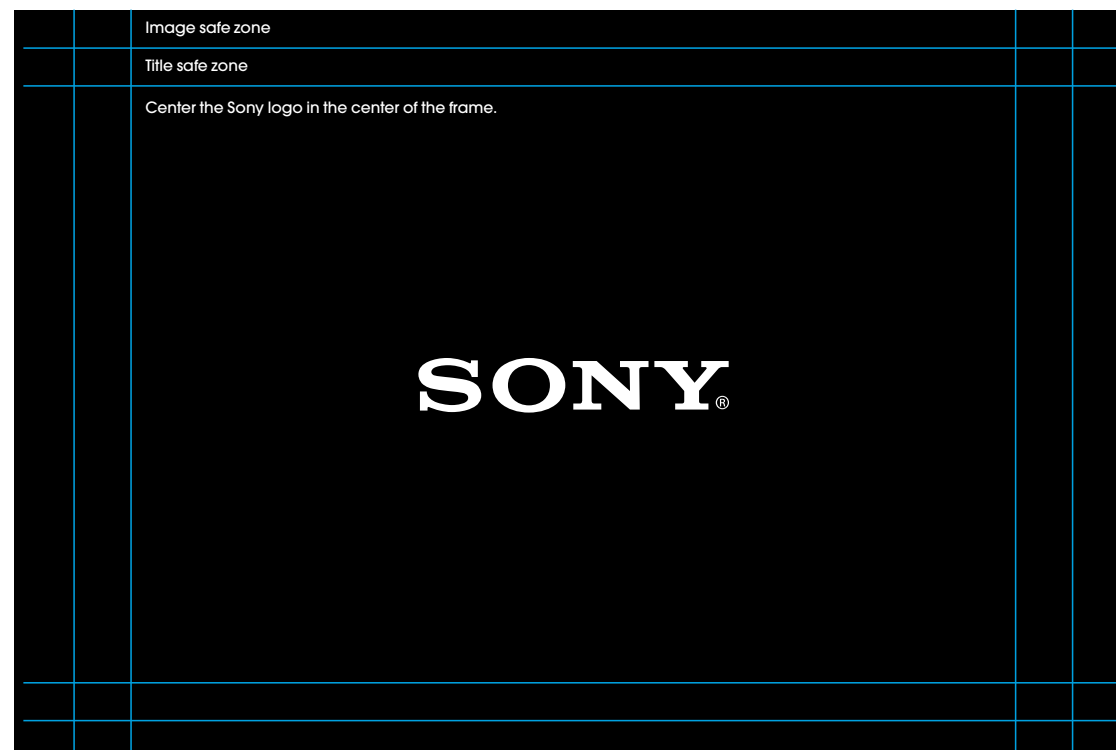
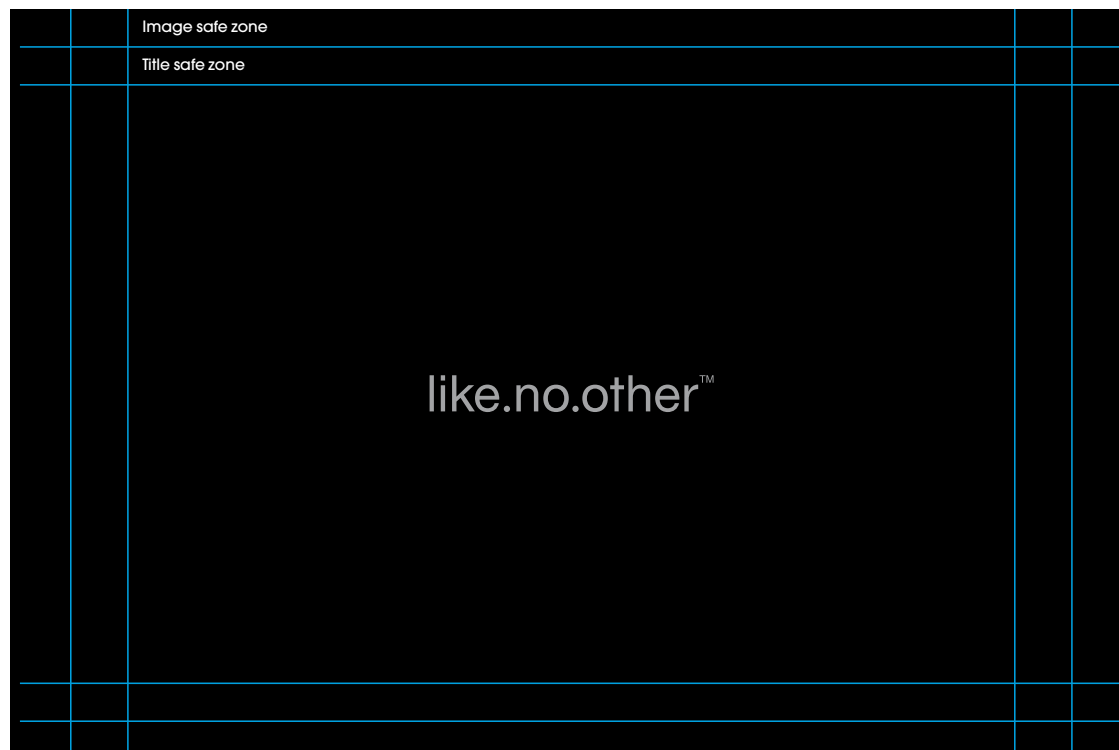
tv/film

At the end of a commercial, video, or other screen-based medium with an ending, display the Sony logotype for several seconds in the center of the screen, in the correct form, and in a single color.

This should always be white out of solid Sony black.

Even though television commercials and promotional videos convey a wide range of messages, it is important to make a strong, consistent impression at the end.

This should be a still close-up of the Sony logotype, without other elements.



‘Creativity requires human thought,
spontaneous intuition, and a lot of courage.’

Akio Morita