

SONY

Sony Mobile Communications: Rules for Brand Communication

Version 2.1 - August 2018

Confidential

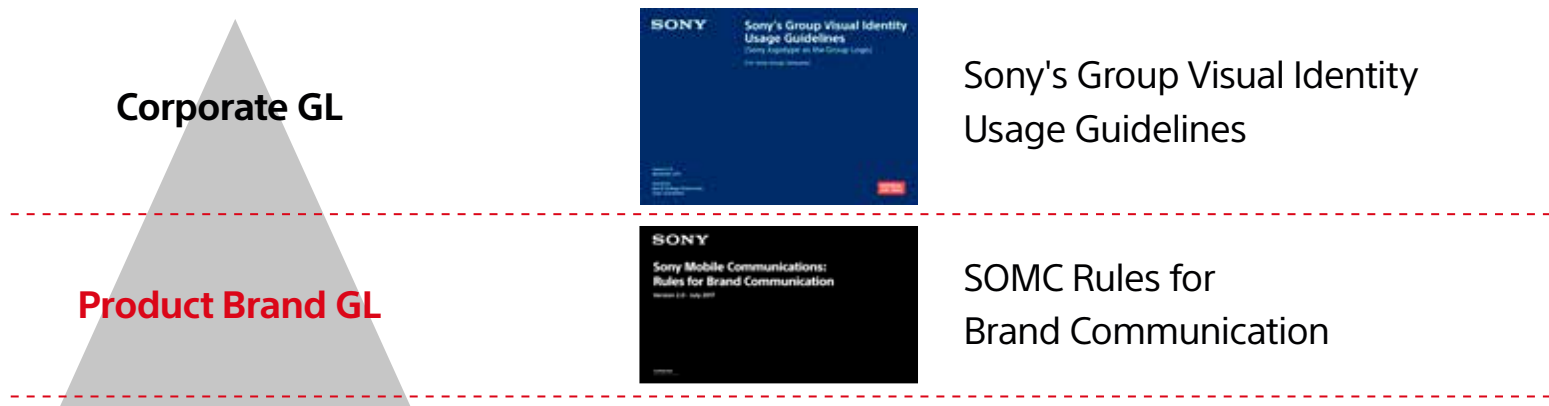
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Positioning of Rules for Brand Communication

This is the brand communication rule book for Sony Mobile Communications Inc. The principles and rules specified must be followed by all internal channel teams and all third party partners/agencies.

Any guidance related specifically to Sony's Group identity, trademark and/or masterbrand communication has been referenced directly from the Sony's Group Visual Identity Usage Guidelines.

This rule book outlines the standards that Sony in mobile adheres within its marketing communications. It does not replace nor supersede the Sony's Group Visual Identity Usage Guidelines, but specify and detail the rules and principles for Sony Mobile.



Users of this guideline:

- Sony Mobile Communications Inc. and sales companies thereof.
- Third party partners and agencies including but not limited to ad / creative agencies, operators and retailers that have signed non-disclosure agreements with Sony Mobile Communications Inc.

This document is strictly confidential.

Sony in mobile

Sony's strengths

Sony has a strong reputation and heritage for uncompromising quality, care and consideration.

Sony has an established passion for functionality paired with design, and credibility for innovation.

This is the foundation from which we build Sony's offer in mobile.

Specificity in mobile

Our values will help us to provide the specificity in mobile, and connect with the hearts and minds of our consumers.

These mobile values are; human, original, inspiring and curious.

Human

- Warm
- Accessible
- Engaging

Original

- Distinct
- Authentic
- Point of view

Inspiring

- Positive
- Challenging

Curious

- Open minded
- To discover and learn

Tone of voice checklist

1: Our Brand

Sony in mobile

Tone of voice checklist

Spark Curiosity:

don't be afraid to ask a question in the headline, without giving everything away in one go.

Speak like a

person: not a corporation, if you don't say it in everyday language, don't write it.

Make the complex simple.

Move from product **features** to **benefits** to the consumer.

Confidence, not arrogance.

Intelligent wit, not jokey humour.

Avoid talking in slang, we are a grown-up brand.

Don't 'bad mouth' our competitor brands: we talk about our strengths rather than others weaknesses.

Brand hierarchy

2: Brand Visual Identity

Brand hierarchy

- Sony logotype size specification
- Sony logotype colours
- Sony logotype position and size
- Use of Sony with other trademarks
- Don't do this
- Xperia Visual Identity
- Xperia logotype size specification
- Xperia logotype colours
- Xperia logo lock-up
- Use of trademark - Xperia as a logo
- Use of trademark - Xperia in text
- Don't do this

Sony's Group Visual Identity – the Sony logotype – is our most valuable element and it's essential that it's always reproduced to the highest quality and is legible whenever used.

Refer to 'Sony's Group Visual Identity Usage Guidelines' for more details.

Brand hierarchy

We use one Sony logotype, this is our group identity, and by using one logotype we continue to build equity in the Sony masterbrand through mobile.

When creating communications for any channel, we follow the following brand hierarchy. The Sony masterbrand, Sony logotype, is the highest level followed by our product group mark in mobile – Xperia.

Please note, we don't create a lock-up between Sony and Xperia.

Our communications use the Xperia logo or appropriate product device mark, when required – this is not in fixed lock-up with Sony's Visual Identity. The Xperia logo and our product device marks, e.g. Xperia XZ Premium, have a maximum size in relation to the Sony logotype.

Our masterbrand – Sony's Group Visual Identity = the Sony logotype



Xperia logo – Product group mark for Sony Mobile Communications



Xperia product device mark (example)



Sony logotype size specification

2: Brand Visual Identity

Brand hierarchy

Sony logotype size specification

Sony logotype colours

Sony logotype position and size

Use of Sony with other trademarks

Don't do this

Xperia Visual Identity

Xperia logotype size specification

Xperia logotype colours

Xperia logo lock-up

Use of trademark - Xperia as a logo

Use of trademark - Xperia in text

Don't do this

Minimum size

In printed communications, the Sony logotype should not be used smaller than 5mm in height. When using the logo in digital communications, the minimum size of the logo is 13px in height, as shown right. When the Sony logotype is used in USA market communications, please ensure the registered symbol - ® - is used. Do not reproduce the Sony logotype smaller than the sizes shown here. Where possible, carry out appropriate tests on materials to be used to ensure legibility.

Clearspace

The standard clearspace is 2Y, as shown right, this ensures legibility and prominence of our Sony logotype – we use the standard clearspace in our printed communications, e.g. in our campaign. The minimum clearspace zone for the Sony logotype is the height of the 'Y' on all sides, as shown right. The clearspace zone here is the minimum space only. In exceptional circumstances, e.g. limited media space, it is acceptable to use a smaller clearspace zone. In such cases, the clearspace area should be no less than 50% of the minimum clearspace zone.

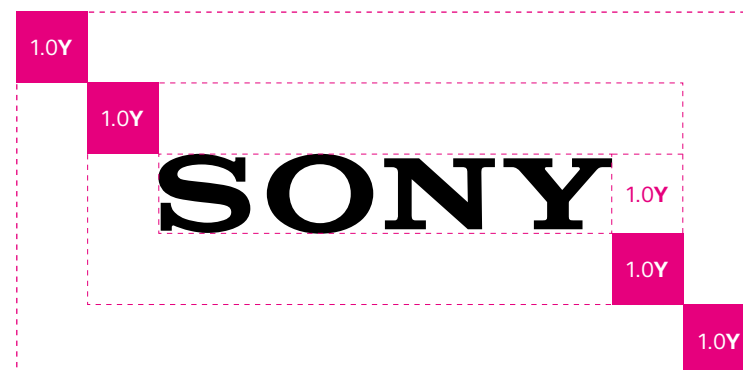
Minimum sizes (not shown to size here)



Sony logotype with Registered symbol – USA market use only



Standard minimum clearspace = 2Y



2: Brand Visual Identity

Brand hierarchy

Sony logotype size specification

Sony logotype colours

Sony logotype position and size

Use of Sony with other trademarks

Don't do this

Xperia Visual Identity

Xperia logotype size specification

Xperia logotype colours

Xperia logo lock-up

Use of trademark - Xperia as a logo

Use of trademark - Xperia in text

Don't do this

Sony logotype colours

We use two colour versions of the Sony logotype to ensure the best legibility and consistency. The Sony logotype must be legible and readable on all communications.

Black version

The black version is the primary version of the Sony logotype.

This version can only be used on white or light backgrounds and images to ensure legibility. When this version can't be used on a background, use the white version.

White version

The white version is used on imagery, dark or solid colour backgrounds where there is not sufficient standout for the black version.

Do not use or create any other versions.

Always use the master artwork files and seek professional advice for specialist print reproductions.

Black Sony logotype on white or light background

The Sony logotype in black, set against a plain white background.The Sony logotype in black, set against a light grey background.

White Sony logotype on dark or black background

The Sony logotype in white, set against a dark grey background.The Sony logotype in white, set against a solid black background.

2: Brand Visual Identity

Brand hierarchy

Sony logotype size specification

Sony logotype colours

Sony logotype position and size

Use of Sony with other trademarks

Don't do this

Xperia Visual Identity

Xperia logotype size specification

Xperia logotype colours

Xperia logo lock-up

Use of trademark - Xperia as a logo

Use of trademark - Xperia in text

Don't do this

Sony logotype position and size

Sony logotype position

The Sony logotype can be positioned in the top two corners on Sony in mobile communications. The preferred position for the Sony logotype is the top left corner of the communication.

Preferred position – top left corner



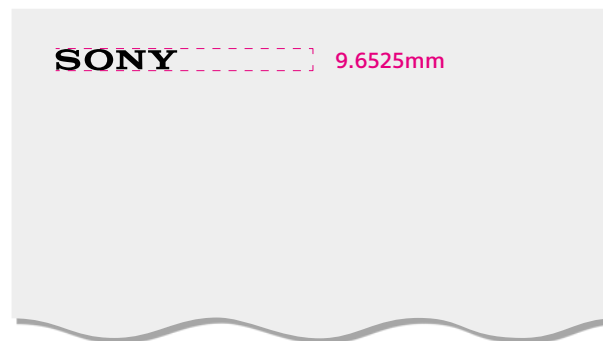
Secondary position – top right corner



Minimum logotype size

Examples here are shown in the minimum size. Please note: the minimum size of the Sony logotype is mandatory.

Minimum size – H x 0.0325 = L height (A4)



Use of Sony with other trademarks

2: Brand Visual Identity

Brand hierarchy

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Don't do this

Xperia Visual Identity

Xperia logotype size specification

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Xperia logo lock-up

Use of trademark - Xperia as a logo

Use of trademark - Xperia in text

Don't do this

If there is a specific need to highlight within a certain context of a communication, that the origin is from Sony by using the Sony name in conjunction with other trademark names, transcribe the Sony name without combining it with those trademarks. This is in order to prevent misconception that the resulting combination is in itself a trademark that incorporates the Sony name. This is also required to protect the trademark rights of those trademarks (such as product brands).

Do

Transcribe the Sony name in a way so that it is not combined with other trademarks. Transcriptions in European fonts should have standard spacing between Sony and other words.

Xperia from Sony

Xperia smartphone by Sony

Sony's BRAVIA

While trademarks should not to be transcribed in possessive form ('s), with the above example the Sony name is used to refer to the company through such terms as "Sony's," "from Sony" and "by Sony."

Please refer to the section 15 and the website of the department in charge of intellectual property at Sony Corporation , for the usage of the trademark symbols (® and ™).

Don't

Do not transcribe Sony in ways that seem as it is combined with other trademarks, even if there is spacing between the words.

~~**Sony Xperia**~~

~~**Sony BRAVIA**~~

~~**Sony Walkman**~~

Trademarks may be written in bold face, but when transcribing two trademarks side by side, this should be avoided as they will be seen as one trademark.

Don't do this

2: Brand Visual Identity

Brand hierarchy

Sony logotype size specification

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Sony logotype position and size

Use of Sony with other trademarks

Don't do this

Xperia Visual Identity

Xperia logotype size specification

Xperia logotype colours

Xperia logo lock-up

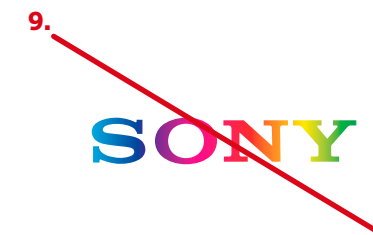
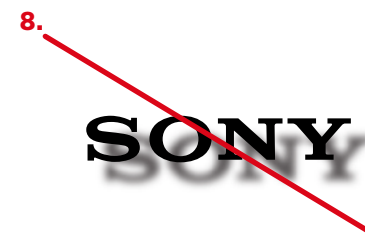
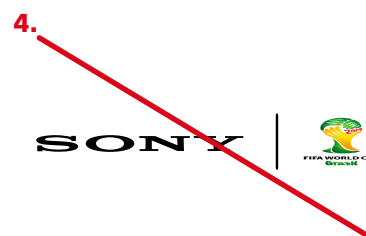
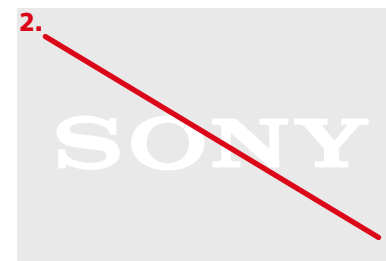
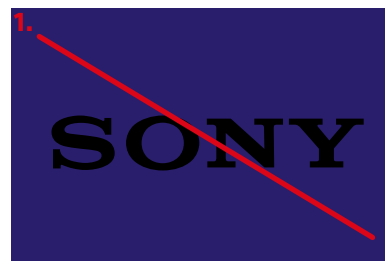
Use of trademark - Xperia as a logo

Use of trademark - Xperia in text

Don't do this

Please do not change, alter or do any of the following to the Sony logotype:

1. Don't place a black Sony logotype on a dark background, it must always be legible
2. Don't place a white logo on a light background, it must always be legible
3. Don't alter the Sony logotype or other logos to create a new logo
4. Don't stretch or change any logo
5. Don't use the 'make.believe' Composite logo in any communications
6. Don't alter the Sony logotype or use discontinued elements, e.g. 'make.believe'
7. Don't rotate any logo, it must be legible
8. Don't add effects, e.g. a drop shadow
9. Don't add gradients, patterns or use non-brand colours
10. Don't use imagery in the logo (as a mask)
11. Don't create new lock-up logos
12. Don't create a logo, change typefaces or colour for any logo



2: Brand Visual Identity

Brand hierarchy

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Use of Sony with other trademarks

Don't do this

Xperia Visual Identity

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Xperia logotype colours

Xperia logo lock-up

Use of trademark - Xperia as a logo

Use of trademark - Xperia in text

Don't do this

Xperia Visual Identity

We use Xperia when communicating about the entire experience and product, e.g. Xperia XZ Premium to communicate the specific product device. Our objective is to build equity in the Sony masterbrand through the consistent use of the Xperia product device mark.

When there is only one opportunity for a logo, e.g. sponsorship, always use the Sony logotype and not the Xperia logo in its space.

Do not use or create any other versions.

Always use the master artwork files.

Xperia logo – for entire range communications

XPERIA

Xperia product device mark – for specific product communications

XPERIA XZ

Premium

2: Brand Visual Identity

Brand hierarchy

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Xperia logo lock-up

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Use of trademark - Xperia in text

Don't do this

Xperia logotype size specification

Sony and Xperia logotype size specification

The size of the Xperia product device mark is in a fixed size relationship with the Sony logotype – this cannot change.

In the majority of our communications, the height of the Xperia product device mark is fixed at 75% of the height of the 'Y' of the Sony logotype, as shown in the example on this page. This is the maximum size and mandatory size.

The use of the height of 'Y' from the Sony logotype is a consistent size used throughout Sony in mobile communications.

Respect the Xperia product device mark to ensure legibility and prominence of the Xperia product device mark when used.

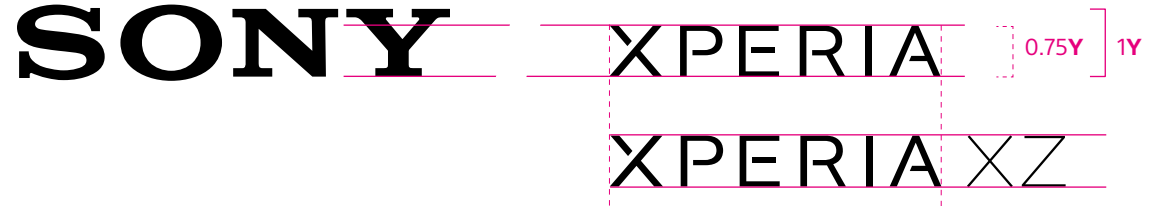
Xperia minimum size

The minimum size of the Xperia logotype for any printed material is 5mm, 13px, in height, based on the 'X' of the Xperia logotype used.

Xperia clearspace

The minimum clearspace zone for the Xperia product device mark is the height of the 'X' used. When used in the typographic system, follow the spacing specified. It is important to retain a minimum clearspace around the logo – no text or graphics should enter this clearspace.

Sony and Xperia logotype size relationship



Use of Sony measurement – height of Y from the logotype



Minimum size in printed communications



Minimum clearspace



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Use of trademark - Xperia in text

Don't do this

Xperia logotype colours

We use two colour versions of the Xperia logo to ensure the best legibility and consistency. The Xperia logo must be legible and readable on all communications.

Black version

The black version is the primary version of the Xperia logo – this matches the primary version of Sony logotype. This can only be used on white background and images ensuring legibility. When this version can't be used on a background, use the white version.

White version

The white version is used on imagery, dark background where there is not sufficient standout for the black version.

Do not use or create any other versions. Always use the master artwork files and seek professional advice for specialist print reproductions.

Black Xperia logotype on white background

XPERIA

White Xperia logotype on black background

XPERIA

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Sony logotype size specification

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Use of Sony with other trademarks

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Xperia Visual Identity

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Xperia logo lock-up

Use of trademark - Xperia as a logo

Use of trademark - Xperia in text

Don't do this

Xperia logo lock-up

The Xperia logotype should never be changed or altered. Do not combine any other elements with the intent of creating a new lock-up logo or any other version of the Xperia logo.

The Sony logotype (nor the “Sony” name) and Xperia logo cannot, under any circumstances, be used together in a locked format.

Xperia logo lock-up (examples)



XPERIA
Sony Smartphone



XPERIA
Smart Product

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Xperia Visual Identity

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Xperia logo lock-up

Use of trademark - Xperia as a logo

Use of trademark - Xperia in text

Don't do this

Use of trademark – Xperia as a logo

It is important to ensure we attribute the correct Trademark (™) or Registered (®) marks in our communications. The small point on communications covers this in greater detail and must be followed in each market. For our product brand's – our Xpreia devices and wearable products we follow the following.

Xperia [as a logo]

We do not use the ™ or ®, symbols with any Xperia logo.

Xperia product device mark – no Trademark

XPERIA XZ Premium

Xperia product device mark – Don't do use a Trademark

~~XPERIA™ XZ Premium~~

Xperia product device mark (USA only) – no Registered

~~XPERIA® XZ Premium~~

Use of trademark – Xperia in text

2: Brand Visual Identity

- Brand hierarchy
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- Xperia logotype colours
- Xperia logo lock-up
- Use of trademark - Xperia as a logo
- Use of trademark - Xperia in text**
- Don't do this

Xperia [in text]

Use capital letter just for “X” and use small letters for “peria”.

When writing Xperia you must use the ™ symbol in first instance in running text (prose). Use of ™ is optional for subsequent mentions of Xperia.

However, when using a typeface to write Xperia product or service name, do not use the ™ or ®, symbols with Xperia.

Examples of product/service names:

Xperia XZ Premium
Xperia Lounge

The trademark symbol should be used but it shouldn't dominate. It can be used at 50% of the point size used and then moved up (baseline shift) to align with CAP height as shown right – Xperia™. The ™ is in 4.75pt, the symbol size can be calculated by using this formula: (Point size × 0.5) × 0.70 = baseline shift. A 4.75pt symbol the baseline shift is 3.325 pt.

Xperia written in text – uses Trademark

Xperia™

Xperia written in text – uses Trademark

~~XPERIA™~~

Xperia written in text – product name

Xperia XZ Premium

Xperia written in text – product name

~~Xperia™ XZ Premium~~

Xperia written in text – service name

~~Xperia™ Lounge~~

Xperia written in text (USA only) – uses Registered

Xperia®

Xperia written in text – uses Trademark

~~xperia™~~

Xperia written in text – service name

Xperia Lounge

Xperia written in text – product name

~~Xperia® XZ Premium~~

Xperia written in text – service name

~~Xperia® Lounge~~

Don't do this

2: Brand Visual Identity

Brand hierarchy

Sony logotype size specification

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Use of Sony with other trademarks

Don't do this

Xperia Visual Identity

Xperia logotype size specification

Xperia logotype colours

Xperia logo lock-up

Use of trademark - Xperia as a logo

Use of trademark - Xperia in text

Don't do this

Please do not do the following to the Xperia logo or other product marks:

1. Don't place a black Xperia logo on a dark background, it must always be legible
2. Don't combine logos or reorder hierarchy to create a new logo lock-up
3. Don't place a white Xperia logo on a light background, it must always be legible
4. Don't stretch or change any logo
5. Don't rotate or crop the Xperia logo, it must be legible
6. Don't alter the Xperia product device mark or used discontinued elements
7. Don't add any effects, e.g. drop shadow
8. Don't add gradients or use non-brand colours
9. Don't use imagery in the logo (as a mask)
10. Don't include trademark symbol on the Xperia logo
11. Don't create a logo, change typefaces or colour for any products
12. Don't recreate the Xperia mark, using typefaces or colours that aren't on brand

