



VAIO Brand Guidelines

The purpose of this style guide is not to restrict creativity, but to provide helpful guidelines to enable Sony staff, partners and suppliers to express the VAIO brand effectively across a wide range of applications and media. Some of these guidelines may be modified over time, and updated specifications will be published accordingly.



Welcome to VAIO

VAIO. The synergy of form and function, tangible yet limitless, capable and creative. VAIO is the expression of beauty spliced with utility, the meaning of reliability, efficiency incorporated.

VAIO is competent but non-conformist, styled but not pedantic, reliable but not predictable, advanced but not untouchable.

Human/tech symbiosis.

You make it a Sony.

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Sony Logo Standards

Sony is one of the world's most successful brand names. To millions of consumers, the famous Sony logo is synonymous with innovative, reliable, high-quality products. It is vital, therefore, that this reputation for excellence is supported by a strong and consistent corporate identity. This can only be achieved by adherence to the guidelines established by Sony.

Use of the Sony Logo:

- ALWAYS use 'original' artwork of the Sony logo. Poor quality reproductions of the logo tarnish the company's image.
- ALWAYS display the Sony logo on its own. The logo should NEVER be combined with other figures, words, trademarks or symbols.
- NEVER use the Sony logo in a headline or in copy text.



SONY

SONY Logo Formats

- NEVER alter the Sony logo in any way, or add extra elements to it.
- NEVER distort the Sony logo, horizontally or vertically.
- In the main, the Sony logo appears in 50% black on VAIO black on the front of sales literature.
- ALWAYS display the Sony logo horizontally, and never vertically, diagonally, in an arc or otherwise.



SONY Exclusion Zones

- ALWAYS isolate the Sony logo from other elements around it, allowing double the height of the logo on every side, unless the Sony logo is near the edge of the page (please see page 3 for instruction).



Sony Logo Positioning

- In all the VAIO below-the-line sales literature the Sony logo will always sit at the bottom left of the document or POS item.
- Always show the Sony logo in 50% black on VAIO black in all below-the-line sales literature.



The SONY logo is always 10mm from the bottom and the left of the page edges.

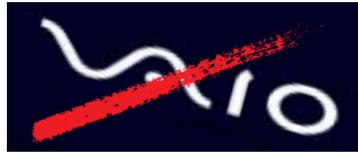
VAIO Logo Standards

- The VAIO logo is being established as a stand-alone brand and therefore should be treated with the same respect as you would the Sony logo.
- The original artwork should always be used.



VAIO Logo Formats

- NEVER alter the VAIO logo in any way, or add extra elements to it.
- NEVER distort the VAIO logo, horizontally or vertically.
- ALWAYS display the VAIO logo horizontally, and never vertically, diagonally, in an arc or otherwise.



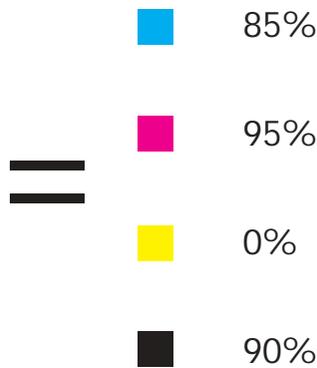
VAIO Logo Colours

- In all below-the-line communications material the VAIO logo can be either white, a minimum of 25% black or a maximum of 50% black on VAIO black.
- It is encouraged to use spot varnishes on the VAIO logo to enhance the quality and appeal of the piece.

VAIO Colours

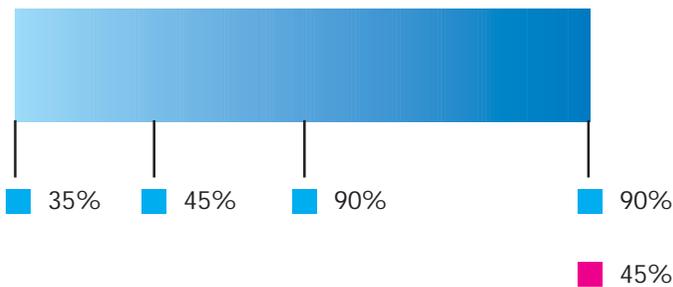
There are two principle colours which are as follows: VAIO black and VAIO support colour. The support colour is not to be used in isolation.

VAIO Black



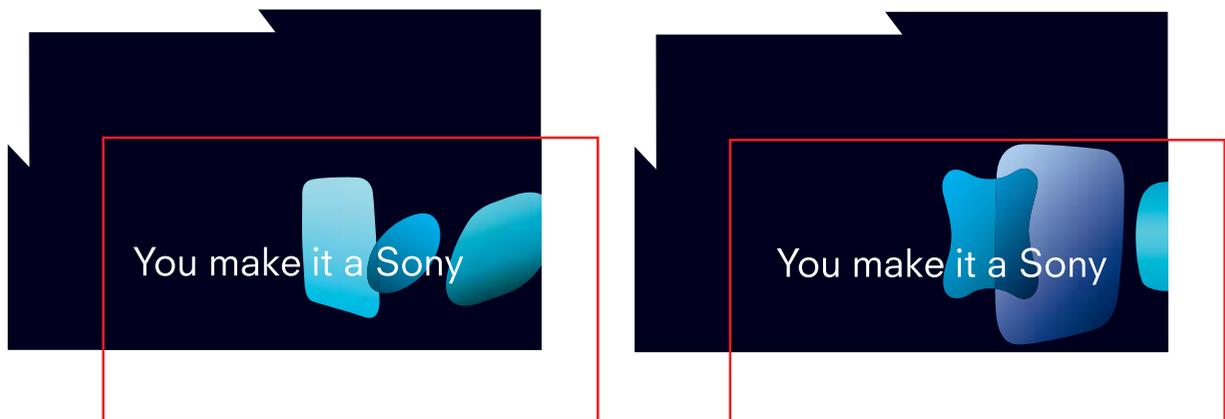
VAIO Support Colour

This colour is to be used as part of the slit and as a photographic overlay. Colouring the photography in the slit is a feel issue and depends on the shot that is chosen, but as a rule the darkest part of the blend is always on the right.

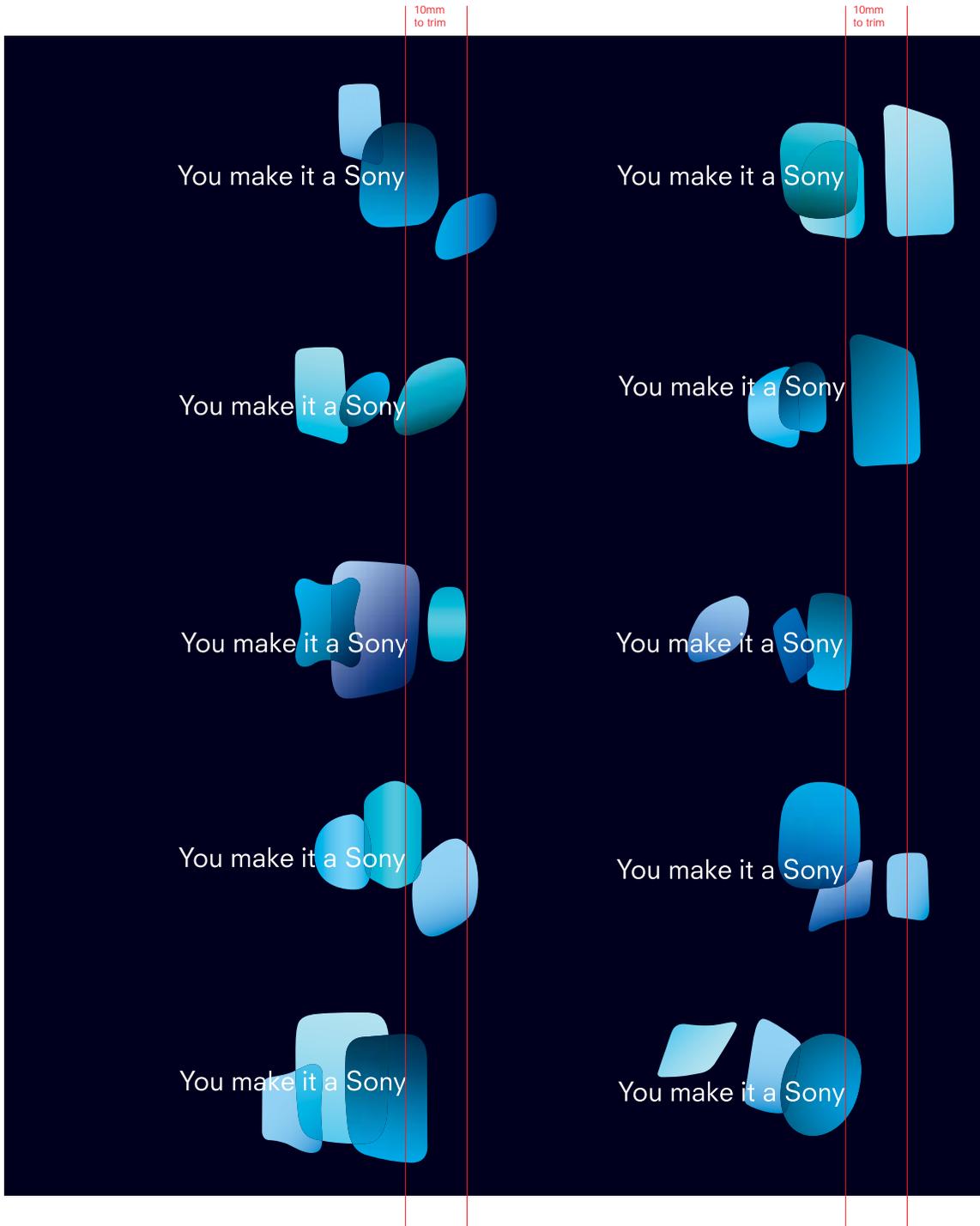


You Make It A Sony (YMIAS) Logo Standards

- The YMIAS cluster is made up of three shapes.
- Each shape is a different colour and when the shapes overlap one another the overlap is transparent.
- The YMIAS cluster will always be on VAIO black.
- Cluster shapes can be different or all the same.
- Put the shapes together differently for each piece of communication.
- The YMIAS cluster always sits bottom right.
- The YMIAS cluster can be cropped on the right hand side or at the bottom.



You Make It A Sony Logo Examples



You Make It A Sony Cluster Colours

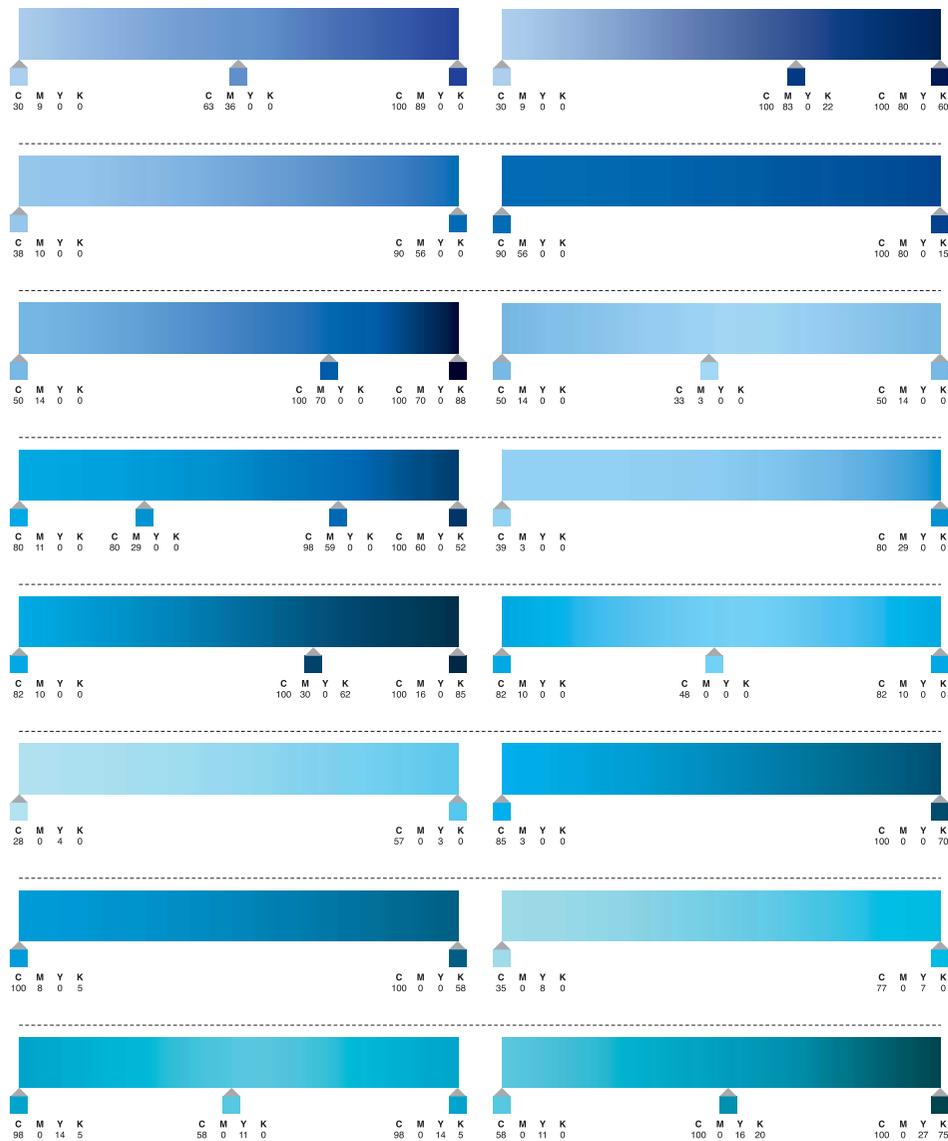
- Clusters used on VAIO advertising should always be blue.
- Colours must be chosen from the palette below.
- When making their selection, designers should choose colours which complement the colour and overall mood of any photography used.
- The range below will provide ample choice.

PANTONE 277 C M Y K 30 9 0 0	PANTONE 278 C M Y K 44 15 0 0	PANTONE 279 C M Y K 63 36 0 0	PANTONE Ref. Blue C M Y K 100 89 0 0	PANTONE 280 C M Y K 100 83 0 22	PANTONE 281 C M Y K 100 83 0 42	PANTONE 282 C M Y K 100 80 0 60
PANTONE 283 C M Y K 38 10 0 0	PANTONE 284 C M Y K 53 20 0 0	PANTONE 285 C M Y K 90 55 0 0	PANTONE 286 C M Y K 100 60 0 0	PANTONE 287 C M Y K 100 60 0 15	PANTONE 288 C M Y K 100 60 0 30	PANTONE 289 C M Y K 100 60 0 66
PANTONE 290 C M Y K 21 1 0 0	PANTONE 291 C M Y K 33 3 0 0	PANTONE 292 C M Y K 50 14 0 0	PANTONE 293 C M Y K 100 70 0 0	PANTONE 294 C M Y K 100 72 0 28	PANTONE 295 C M Y K 100 72 0 49	PANTONE 296 C M Y K 100 70 0 88
PANTONE 2905 C M Y K 39 3 0 0	PANTONE 2915 C M Y K 60 11 0 0	PANTONE 2925 C M Y K 60 29 0 0	PANTONE 2935 C M Y K 86 59 0 0	PANTONE 2945 C M Y K 100 60 0 5	PANTONE 2955 C M Y K 100 60 0 52	PANTONE 2965 C M Y K 100 54 0 72
PANTONE 297 C M Y K 48 0 0 0	PANTONE 298 C M Y K 60 2 0 0	PANTONE 299 C M Y K 82 10 0 0	PANTONE 300 C M Y K 98 50 0 0	PANTONE 301 C M Y K 100 58 0 5	PANTONE 302 C M Y K 100 50 0 62	PANTONE 303 C M Y K 100 16 0 85
PANTONE 2975 C M Y K 28 0 4 0	PANTONE 2985 C M Y K 57 0 3 0	PANTONE 2995 C M Y K 85 3 0 0	PANTONE 3005 C M Y K 100 37 0 0	PANTONE 3015 C M Y K 100 32 0 28	PANTONE 3025 C M Y K 100 0 0 70	PANTONE 3035 C M Y K 100 0 13 87
PANTONE 304 C M Y K 35 0 8 0	PANTONE 305 C M Y K 54 0 8 0	PANTONE 306 C M Y K 77 0 7 0	PANTONE Process Blue C M Y K 100 6 0 5	PANTONE 307 C M Y K 100 12 0 27	PANTONE 308 C M Y K 100 0 0 58	PANTONE 309 C M Y K 100 0 14 87
PANTONE 310 C M Y K 40 0 10 0	PANTONE 311 C M Y K 58 0 11 0	PANTONE 312 C M Y K 65 0 15 0	PANTONE 313 C M Y K 88 0 14 5	PANTONE 314 C M Y K 100 0 16 20	PANTONE 315 C M Y K 100 0 18 42	PANTONE 316 C M Y K 100 0 27 75

Example Gradients

So as to imply depth and movement, the individual shapes of the clusters should be filled using gradients. These gradients must be constructed using two or more colours from the same horizontal row of the colour palette.

As illustrated in the examples below, the gradients should use sensitive variations of colour and tone. Don't use colours from opposite ends of the palette and don't use gradients which swing wildly from dark to light tones.



You Make It A Sony Concept Line

- The concept line uses the NeuzetS Book font.
- The minimum size of the concept line is 30mm wide.
- The concept line is never displayed without the cluster shapes.
- The concept line is never altered or manipulated in any way.
- The concept line is never displayed with other logos.

You make it a Sony

~~You make it a Sony~~

~~You make it a Sony~~

~~You make it a Sony~~

~~You make it a VAIO~~

~~You make it a Sony~~

~~You make it a SONY~~

You Make It A Sony Concept Line Positioning

You Make It A Sony Concept Line Positioning

- The cluster is always positioned in the bottom right corner.
- The Sony logo should never be replaced by the cluster.



The cap height of the concept line is exactly three-quarters the height of the Sony logo on the same piece of communication.

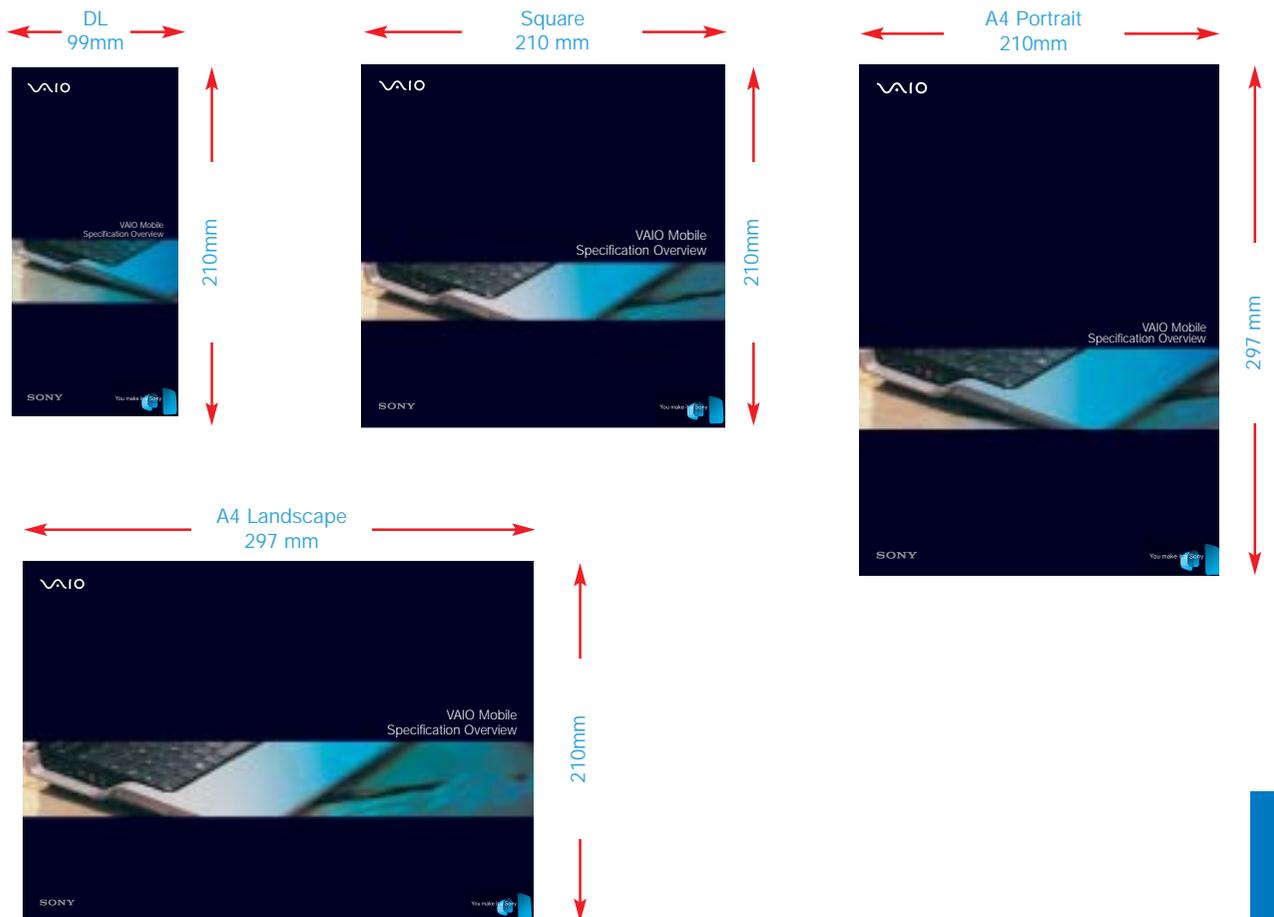


The height of a cluster is up to 4 times the height of the concept line (which includes capitals, ascenders and descenders).

VAIO Sales Literature Types

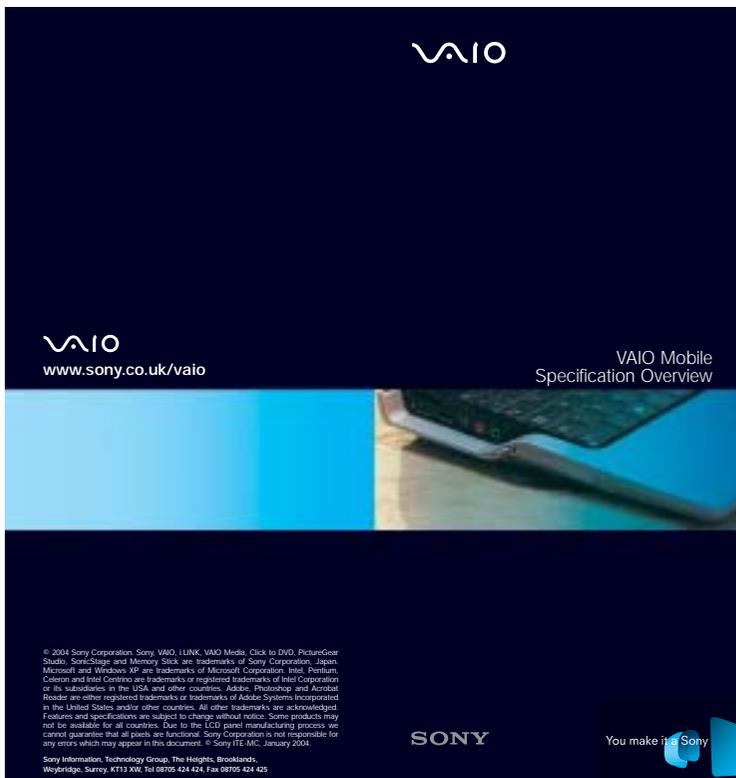
There are three types of sales literature: brochures, data sheets, press inserts.

- Brochures come in three sizes: DL, 21cm square, and A4 brochures. These are usually used for single category literature, i.e. VAIO Mobile.
- Press inserts are variable in size but will follow the brochure rules.



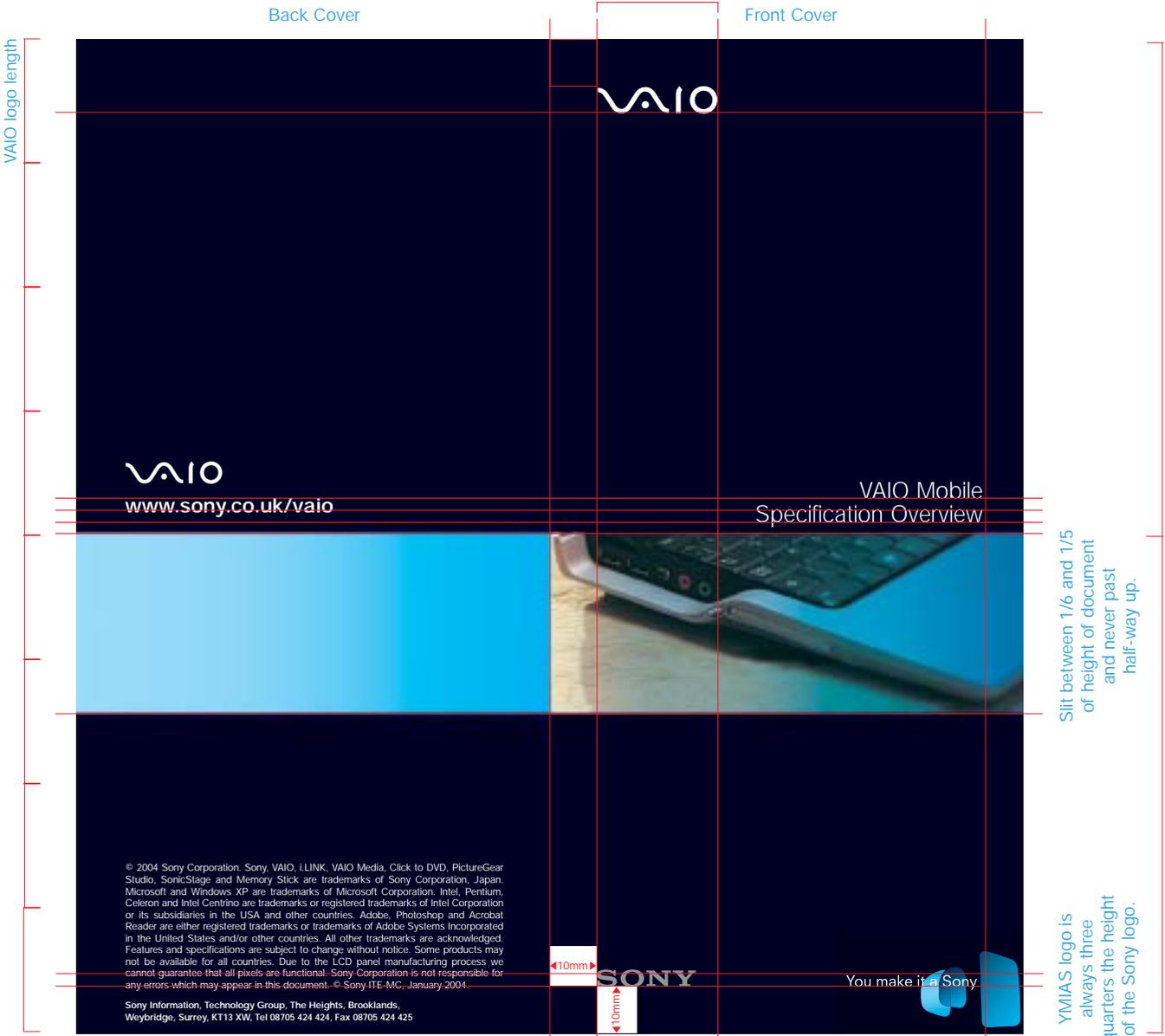
Sales Literature Typographic Rules

- Headlines are always set in Helvetica 45 Light, the leading must always be equal to the height of a lower case letter.
- The ideal headline copy sizes should be:
 DL brochure front cover - 14 pt
 Square brochure front cover - 22 pt
 A4 portrait brochure front cover - 20 pt
 A4 landscape brochure front cover - 22 pt
 However, there may be times when your letter-count is significantly higher or lower than that of the below. In these circumstances, please use your discretion as a designer to ensure that the balance shown below is adhered to.
- Body copy is always set in NeuzzeitS Book.



DL Example (99mm x 210mm)

VAIO logo length is approx. 1/8 of the height of document. It always lines up with the Sony logo and is a 10mm square away from the top left corner.



SONY logo always 80% width of the VAIO logo. Placement as per pages 8-12.

YMIAS logo ranges bottom with Sony logo.

Slit between 1/6 and 1/5 of height of document and never past and half-way up.

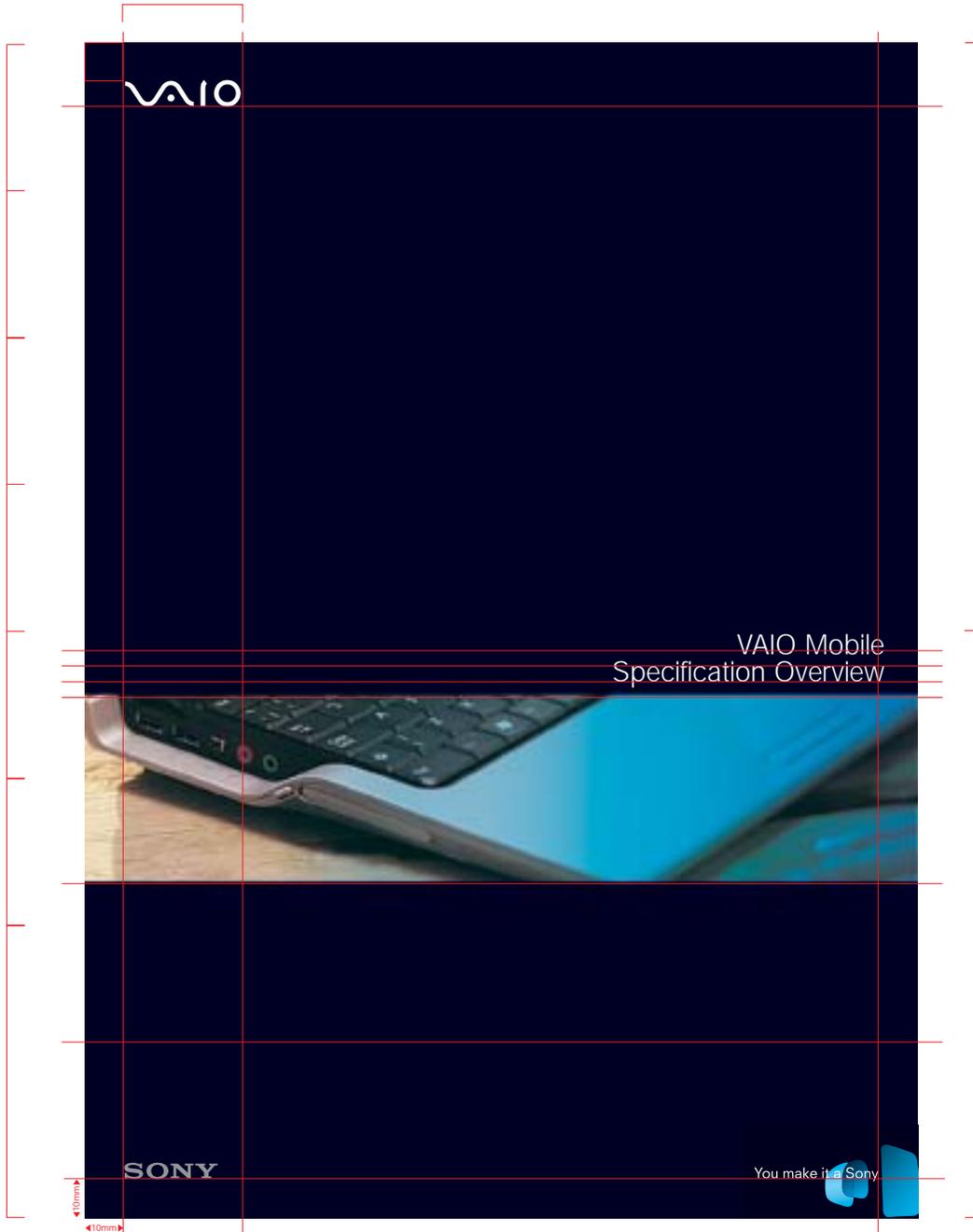
YMIAS logo is always three quarters the height of the Sony logo.

Square Front Cover (210mm x 210mm)

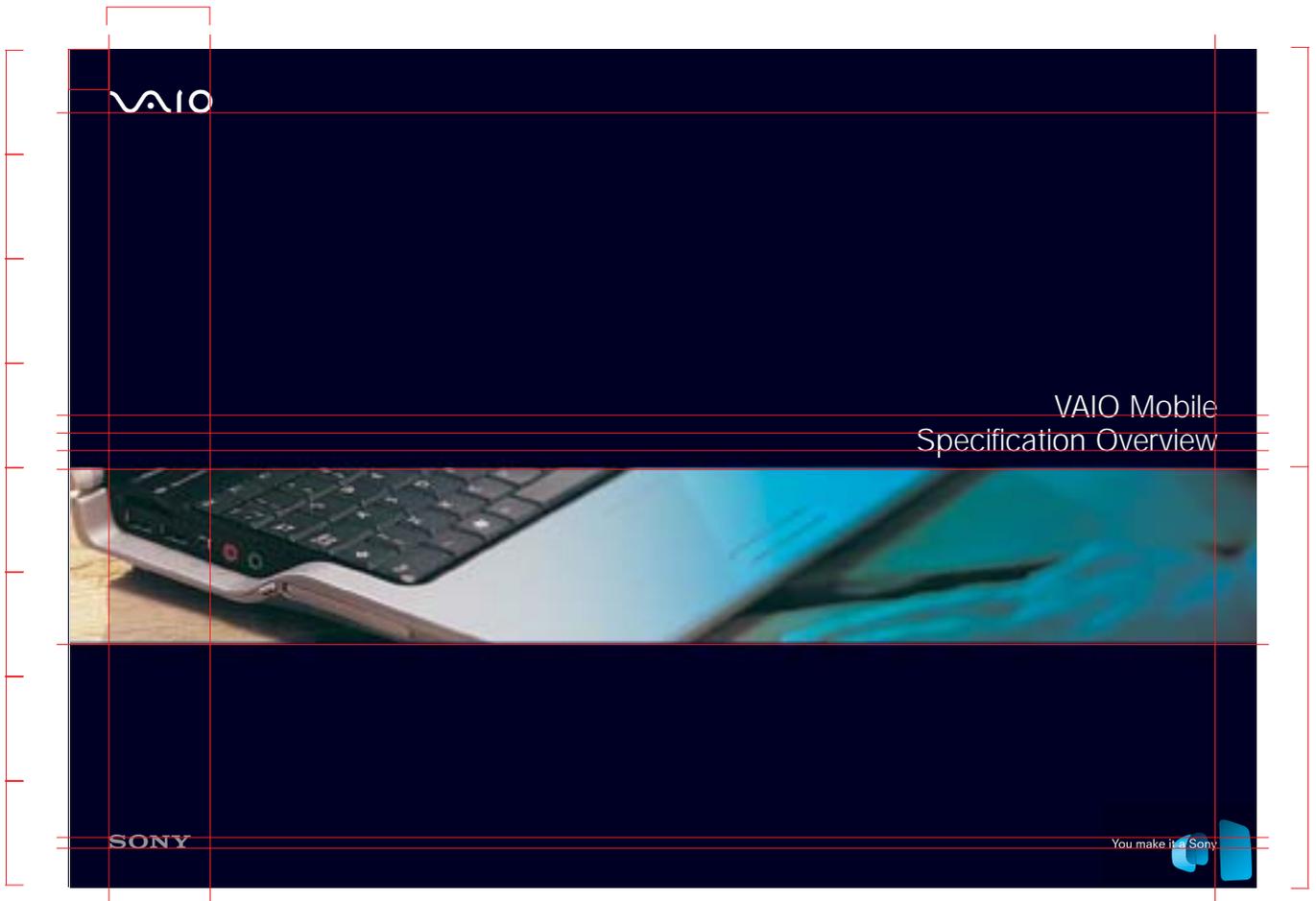
- The headline copy size on the square leaflet should ideally be 22 points. However, there may be times when your letter-count is significantly higher or lower than that of the below. In these circumstances, please use your discretion as a designer to ensure that the balance shown below is adhered to.



A4 Front Cover Portrait (210mm x 297mm)

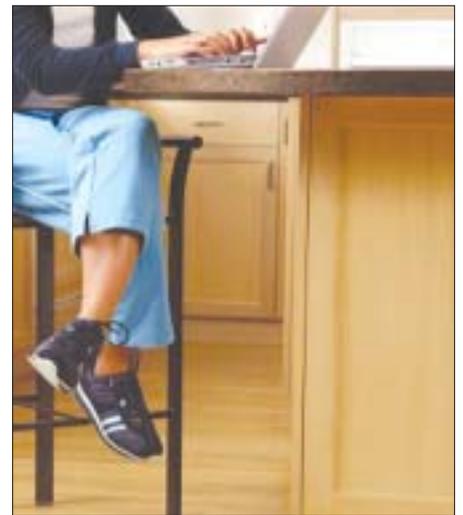
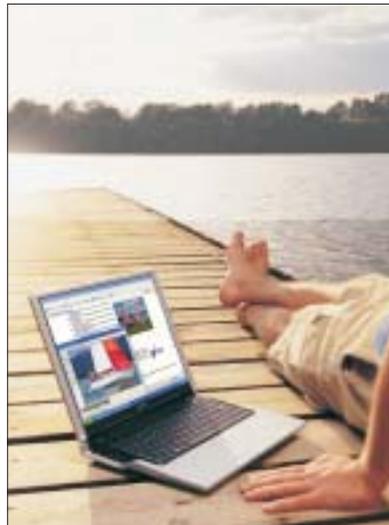


A4 Front Cover Landscape (297mm x 210mm)



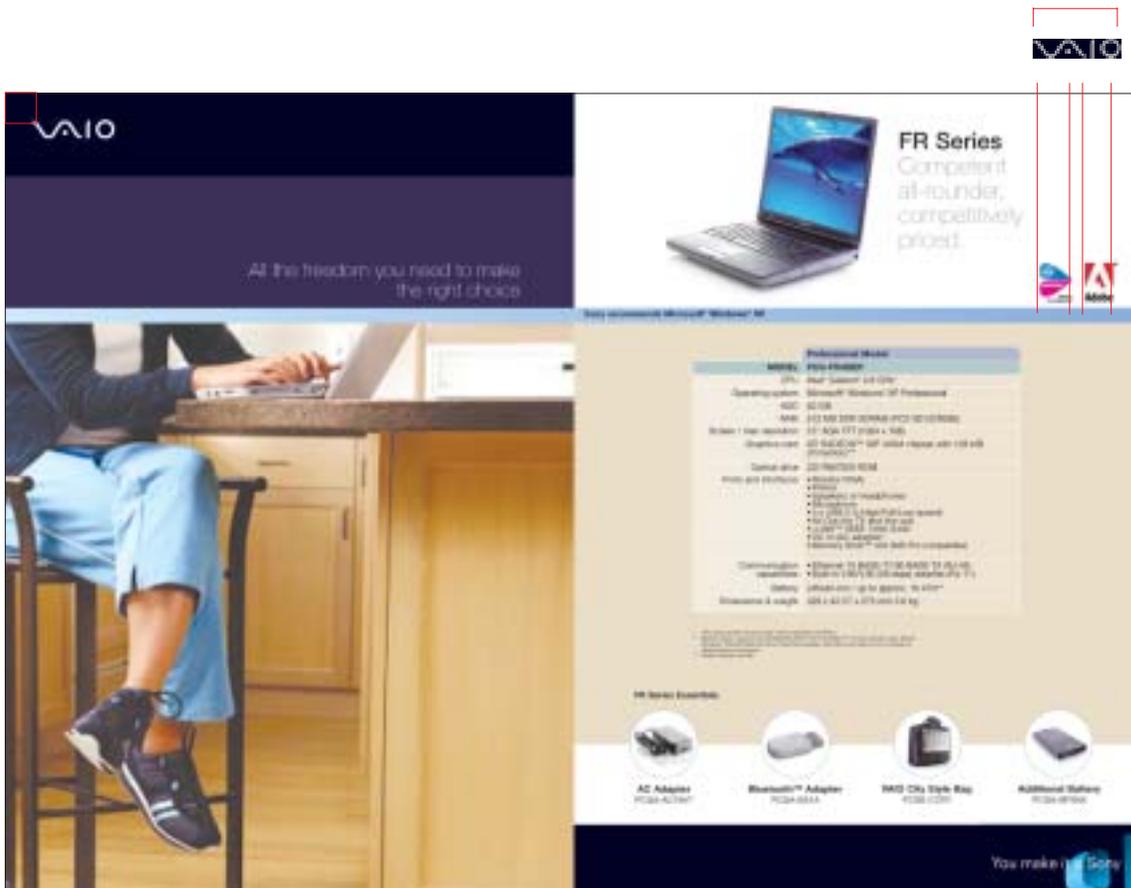
Photographic Style

- The VAIO photographic style is to be one of minimalism and class, utilising classic lines and neutral colours.
- Human involvement is to be subtle and implied rather than the focus of the image.
- There should be a sense of space and wherever possible a hint of the VAIO support colour (see page 6).
- The product is to take prominence and must always be in focus.
- Depth of field is also an important thing to consider to soften up the look. This serves as a counterpoint to the harder lines of the new VAIO branding.



Third Party Logos

- Generally, third party logos are not used on the cover of sales literature.
- Always position third party logos towards the edge of the page, below the base line of the product picture as in the example below.
- Generally, the width of the third party logo is never more than half the width of the VAIO logo appearing on the same page or spread.

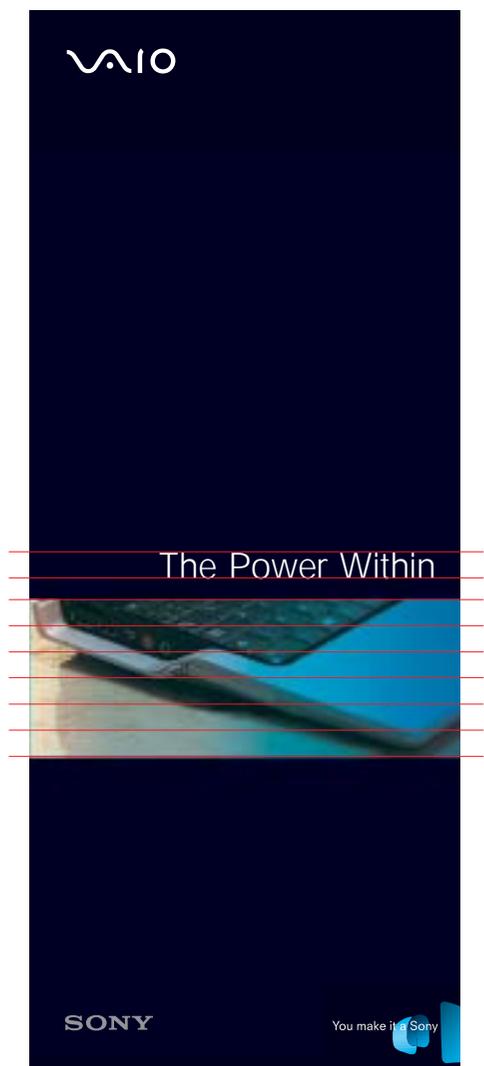
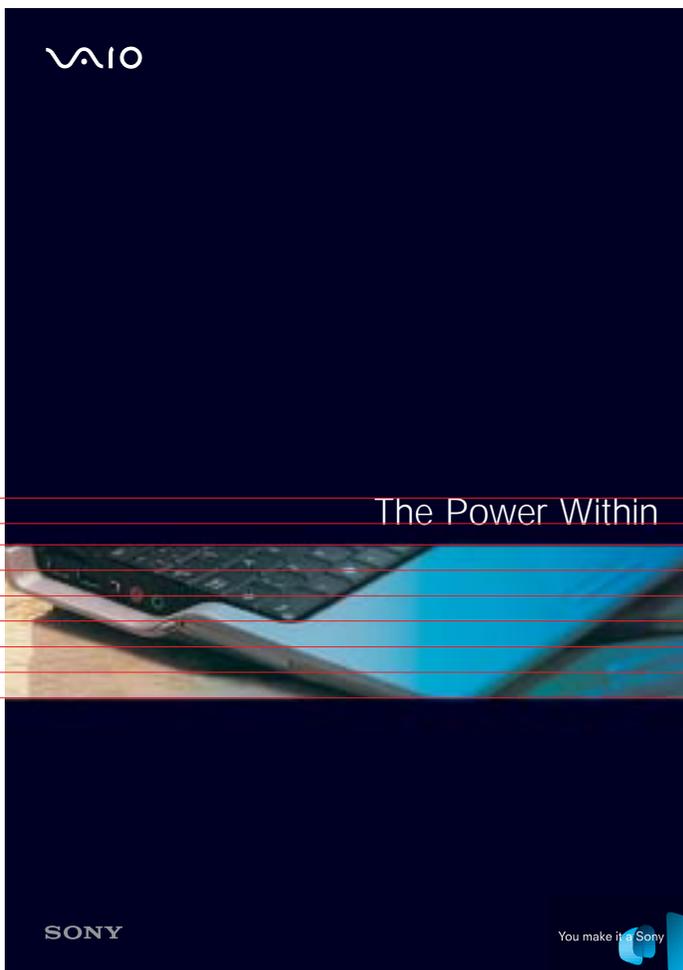


VAIO Poster Examples

- The uppercase height of the headline in POS must ideally be 1/6 of the height of the slit.

A2 Poster

Drop banner



Miscellaneous Items

Bag



POP unit



Pens



W10