SONY

Sony's Group Visual Identity Usage Guidelines

(Sony logotype as the Group Logo)

(For business partners)

Version 1.0
November, 2013

Issued by:
Brand Strategy Department,
Sony Corporation

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Only disclose to business partners
with non-disclosure agreement.

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I. About Sony's Group Visual Identity (Sony logotype as the Group Logo)

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1. Objective

In order to help build our future brand image as a joint effort of the Sony Group companies, the Sony logotype currently used for the Electronics & Networked Services business domain will be newly positioned as the Visual Identity of the Sony Group, symbolizing the group that encompasses the electronics, entertainment, financial businesses.

2. Definition of Sony's Group Visual Identity

Sony's Group Visual Identity refers to the Sony logotype that is positioned as the highest layer of the Sony Group brand architecture with the purpose to promote unity of the diverse businesses of the Sony Group, and to convey to the customers each group's activities in a consolidated way. (Hereinafter "Group Logo")

The Group Logo does not replace each group companies' current housemark (logo symbolizing the company) or trademark (business brand).

Sony's Group Visual Identity (Group Logo):

SONY

3. Sony Group brand architecture and positioning of the Group Logo

The Group Logo is positioned as the highest layer of the Sony Group brand architecture. Each Sony Group companies' housemarks (logos symbolizing a company) and trademarks (business brands) are positioned under this umbrella, and are set forth according to its business domain. The Group Logo does not replace each group companies' housemarks or trademarks.

The Group Logo shall be used in a manner so that it will be appropriately recognized as a visual identity (logo) that is positioned highest in the brand architecture and not confused to be one of the group companies' housemarks or trademarks. Use the Group Logo appropriately by following these guidelines.

Sony Group Brand Architecture and positioning of the Group Logo:

Group Logo				
SONY				
Housemark (Logo symbolizing a company)				
Electronics & Networked Services	Game	Pictures	Music	Finance
SONY	SONY COMPUTER ENTERTAINMENT	SONY PICTURES	SONY MUSIC	Sony Financial Holdings
Trademark (Business brand, name/logo that distinguishes from whom the product orservice is being offered)				
SONY	SONY SONY COMPUTER ENTERTAINMENT	SONY PICTURES	SONY MUSIC	Sony Financial Holdings
Other trademarks				
Product, service brands	Game platform, product brands	Movie content title	Label brands	Service brands

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4. Applicable companies

The introduction and use of the Group Logo are applicable to the following Sony Group companies.

1. Sony Corporation and Sony Corporation of America (Entities of headquarters function)

2. Sony Group companies of the Electronics & Networked Service, music, pictures or financial business domains that meet all of the following criteria (A):

(1) Includes the "Sony" name in its tradename (company name).
(2) Sony Corporation's direct or indirect ownership is no less than 50%.
(3) Does not include a third party (outside the Sony Group) name in its tradename (company name).

For those companies other than (1)-(3) above, exceptions may apply subject to separate approval as by the CEO of Sony Corporation. However, this excludes companies which Sony Corporation's direct or indirect ownership is less than 50%, and joint venture companies that include a third party's name (B).

Also, the Group Logo may not be used by legal entity associations that include the "Sony" name. (Examples: foundations, corporate pensions)

Company Name	Sony's direct or indirect ownership	Sony Corporation, Sony Corporation of America	Electronics & Networked Services (includes Game)	Music	Pictures	Finance
Includes "Sony" Excludes joint venture companies that include the third party name	50% - 100%	Applicable (A)				
Does not include "Sony"	50% - 100%	Not Applicable (B)				
	Under 50%	Not Applicable				

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5. Group signature "a Sony Company"

Use of the group signature "a Sony Company" is recommended (certain items are mandatory) in order to establish the Sony logotype as the newly positioned Group Logo. The group signature "a Sony Company" shall be used in cases where the Sony logotype may be confused to be the business brand of the Sony Group company, or as the source of origin of the Sony Group companies' products. For Sony Group companies that do not include the "Sony" name in their company names, the use of the group signature "a Sony Company" is mandatory.

The group signature is used to explain that each company belongs to the Sony Group. This explanation helps clarify the relationship between the Group Logo and the existing housemarks/trademarks of each company and acts to prevent the Sony logotype used as the Group Logo from being misperceived as each companies' housemarks/trademarks.

Purpose of the group signature "a Sony Company"
To ensure that the Sony logotype used as the Group Logo is: ・Established as the newly positioned Group Logo ・Not confused as the business brand of the Sony Group company ・Not perceived as the source of origin of the Sony Group companies' products
Applicable companies of the group signature
Sony Group companies not belonging to the Electronics & Networked Services business domain. (A Sony Group company with its own housemark/trademark other than the Sony logotype)

For details on the scope of usage and display rules of the group signature, refer to "I. About Sony's Group Visual Identity 6. Applicable items of the Group Logo (2) A Group signature applicable items" and "VII. How to display the Group Logo on applicable items" in these guidelines.

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6. Applicable items of the Group Logo

<How to view the applicable items chart>

Applicable items for the use of the Group Logo is set forth according to each business domain. Refer to the chart of applicable items that is relevant to your business domain. The charts of applicable items are mainly separated into two areas, and further divided by each business domain for non-electronics businesses.

<Applicable item chart by each business domain>

1. Electronics

Sony Group companies designated to use the Sony logotype as its housemark/trademark

(Includes Sony Mobile Communications AB and its affiliates, and Sony Network Entertainment International LLC)

- Headquarters function: Sony Corporation, Sony Corporation of America
- Sony Group companies that plan, develop, design, manufacture or sell Sony electronics products, or provide related services (for example: research laboratories, manufacturing facilities, sales companies, logistics companies, servicing companies).
- HQ/administrative companies that provide support services (An affiliated company which has been subcontracted certain headquarters or control functions from its parent company)

2. Other business domain

Sony Group companies designated to use its original housemark/trademark

GAME

PICTURES

MUSIC

OTHERS

(1) Business domain: Electronics (excluding Game) Sony Group companies designated to use the Sony logotype as its housemark/trademark

Sony Group companies designated to use the Sony logotype as its housemark/trademark shall basically use the Sony logotype on all items as the origin of communication or source of its products. For such use of the Sony logotype, display one on the item and not repetitively.

In the electronics business domain, the Sony logotype used as the Group Logo, and the Sony logotype used as its own housemark/trademark will not be differentiated in its use. While the positioning of the Sony logotype will differ depending on what the logo is representing, regardless of the difference in their positioning, follow these guidelines and other subordinating guidelines (such as "Sony Technical Standard SS-00080: Usage of the Sony Logotype on Sony Electronics Products," marketing communication guidelines, "Sony Store" direct store guidelines, etc.) which stipulate the use of the Sony logotype. (Subordinate guidelines which stipulate the use of the Sony logotype, names/logos that includes the "Sony" name are subject to approval by Sony Corporation.)

	Scope of Usage (examples shown in parenthesis)	
Marketing	•**Print media** (Poster, catalog, newspaper ad, billboard) •**Visual media** (TV commercial of a product) •**Website** (Product information or marketing website header) •**Social media avatar** •**Digital media** (website banners)	•**Signage of events and exhibitions** (Display items of the booth) •**Store display, sales promotion items** (Store display stand, POP, hanging ad) •**Giveaways**
Products/ Services	•**Sony electronics products** (includes software, device, accessories, parts, etc)*1 •**Packaging of Sony electronics products and related documents such as manuals, etc***1 *1 Comply with "Sony Technical Standard SS-00080: Usage of the Sony Logotype on Sony Electronics Products," and other applicable subordinating guidelines. •**Store** *2 (Direct stores, repair stores signage) *2 Comply with applicable store guidelines.	
Corporate	•**Print media** (Corporate ad, annual report, poster, internal communication) •**Visual media** (Corporate image TV commercial) •**Website** (Corporate website)	•**Business card, stationary** •**Office building sign** •**Employee ID card**

(2) Business domain Game, Music, Pictures

Sony Group companies with their own housemark/trademark

<Applicable items of the Group Logo>

For Sony Group companies with their own housemark/trademark designated for their business domain shall use the Group Logo within the appropriate scope as set forth below. For details on how to display the Group Logo, refer to "VII. How to display the Group Logo on applicable items" of this guideline.

For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

In cases where it is necessary to respect the rights of the third party in collaborated initiatives (example: relationships with or contractual rights of the third parties in movie, music game businesses), it is not mandatory to use the Group Logo. For such cases, refrain from using the Group Logo.

	Mandatory (Examples in parenthesis)	**Recommended** (Examples in parenthesis)	**Not Permitted** (Examples in parenthesis)
Marketing	・**Website header***3 (Company website) (*3) For companies that do not include the "Sony" name in its tradename, not mandatory but recommended.	・**Print media** (Poster, catalog, billboards) ・**Visual media** (TVCM of products, movie) ・**Sales promotional item** (POP, store display stand) ・**Event, exhibition signage** (Back panel, in-booth sign)	・**Social media avatar** ・**Giveaway***1 ・**Digital media***1 (Internet banner) (*1) Permitted only when there is enough space to display the Sony Group companies own housemark in addition to the Group Logo
Products/ Services	・**Movie contents opening and/or ending** (end credits) ・**Game hardware main unit,start up animation, packaging***2 (*2) Use as the company's own trademark (business brand)	・**Contents packaging** (Packaging of a movie on a Blu-ray, music CD, or a game title software) ・**Contents start up animation** (Opening animation of a movie on a Blu-ray, music video, or a game title software)	・**Apps software** (Android or iOS apps)
Corporate	・**Business card**	・**Print media** (Corporate image ad, internal communication) ・**Visual media** (Corporate image TV commercials)	・**Office building sign** ・**Employee ID** ・**Stationery**

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(2) Business domain Game, Music, Pictures Sony Group companies with their own housemark/trademark

A. Group signature applicable items (For a company that includes the "Sony" name in its tradename)

Group signature shall be used only when the Group Logo is used. Use it within the scope as defined below. The group signature "a Sony Company" shall be used as an explanation to the housemark/trademark of each company. Do not use it as an explanation to the Group Logo. (For details on how to display the group signature, refer to "VII. How to display the Group Logo on applicable items.")

(Examples in parenthesis)		Group Logo (Sony Logotype)	Group Signature("a Sony Company") Applies only when the Group Logo is used
Marketing	Print media	Recommended	Recommended
	Website	Mandatory (Header)	Recommended (Footer or other areas of the company website besides the header of the Group Logo)
	Visual media	Recommended	Recommended
	Event and exhibition signage	Recommended	Recommended
Contents	Packaging of contents (Movie or music Blu-ray, game title packages)	Recommended	Recommended
	Contents opening and/or ending in movie or music Blu-ray, game title	Recommended	Recommended
	Movie opening and/or ending (end credits) at the theater	Mandatory	Recommended
Corporate	Business card	Mandatory	Mandatory
	Print media, visual media, internal communication	Recommended	Recommended

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(2) Business domain Game, Music, Pictures Sony Group companies with their own housemark/trademark

B. Group signature applicable items (For a company that does not include the "Sony" name in its tradename, approved for exceptional use)

This page applies to those companies that does not include the "Sony" name in their tradename and has been separately approved by Sony Corporation as applicable companies to use the Group Logo. Companies that do not include the "Sony" name in their tradename may not use the Group Logo without approval by Sony Corporation.

The use of the group signature applies only when the Group Logo is used. Use it within the appropriate scope as defined below. When the Group Logo is used by a Sony Group company that does not include the "Sony" name in its tradename, the use of the group signature is mandatory. The group signature "a Sony Company," may only be used as an explanation to each companies' existing housemark/trademark. Do not use it as an explanation to the Group Logo.

(For details on how to display the group signature, refer to "VII. How to display the Group Logo on applicable items.")

(Examples in parenthesis)		Group Logo (Sony Logotype)	Group Signature("a Sony Company") Applies only when the Group Logo is used
Marketing	Print media	Recommended	Mandatory
	Website	Recommended (Header)	Mandatory (Footer or other areas of the company website besides the header of the Group Logo)
	Visual media	Recommended	Mandatory
	Event and exhibition signage	Recommended	Mandatory
Products/ Contents	Packaging of contents (Movie or music Blu-ray, game title packages)	Recommended	Mandatory
	Contents opening and/or ending in movie or music Blu-ray, game title	Recommended	Mandatory
	Movie opening and/or ending (end credits) at the theater	Mandatory	Mandatory
Corporate	Business card	Mandatory	Mandatory
	Print media, visual media, internal communication	Recommended	Mandatory

(3) Business domain: Others

Sony Group companies designated to use its original housemark/trademark

For the other business domains not included in this guideline, contact Brand Strategy Department at Sony Corporation. The Group Logo and the group signature "a Sony Company" may not be used without prior confirmation (certain cases may require approval by Sony Corporation).

	Mandatory (Examples in parenthesis)	**Recommended** (Examples in parenthesis)	**Not Permitted** (Examples in parenthesis)
Marketing		•**Website header** (Company website) •**Print media** (Poster, catalog, billboards) •**Visual media** (TVCM) •**Sales promotional item** (POP, store display stand) •**Event, exhibition signage**	•**Social media avatar** •**Giveaway***1 •**Digital media***1 (Internet banner) (*1) Permitted only when there is enough space to display the Sony Group companies own housemark in addition to the Group Logo
Products/ Services		•**Products packaging**	•**Apps software** (Android or iOS apps) •**Products***2 (*2) Depends on the product and method of display)
Corporate		•**Business card** •**Print media** (Corporate image ad, internal communication) •**Visual media** (Corporate image TV commercials)	•**Office building sign** •**Employee ID** •**Stationery**

7. Applicable territory of the Group Logo 8. Trademark Notice

7. Applicable territory of the Group Logo

The Group Logo is applicable worldwide.

8. Trademark Notice

When the Group Logo (the Sony logotype) is used on print advertisements and websites, it is required to indicate that it is a registered trademark of Sony Corporation at least once.

Example:

- SONY is a registered trademark of Sony Corporation.

II. About these guidelines

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II. About these guidelines

1. Objective of these guidelines

These guidelines are established for the Sony logotype used as the Group Logo (hereinafter Group Logo) to establish its recognition as such and thereby generate its brand awareness effectively in the market by being used in a correct and consistent manner.

2. Users of these guidelines

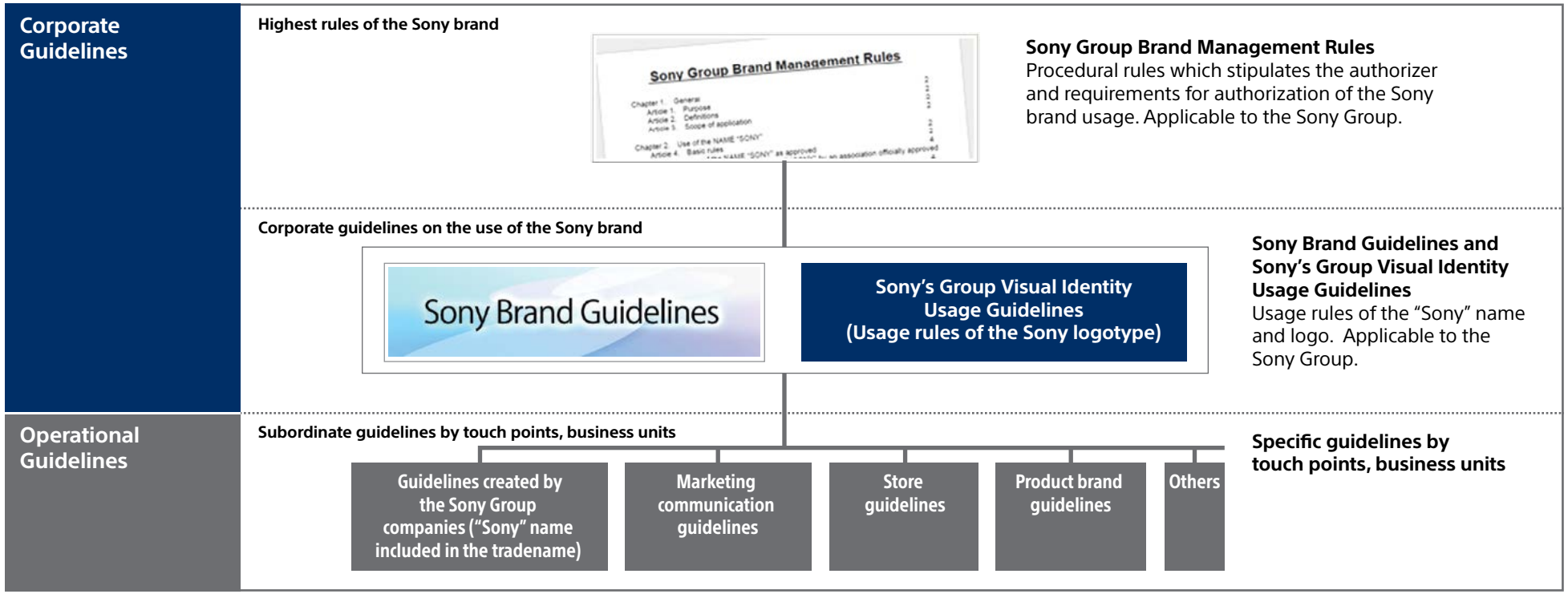
These guidelines are only for business partners with agreement (such as NDA, service agreement, etc.) between the contracting Sony Group company covering confidentiality of information which includes provisions concerning the treatment of information and data provided from Sony.

II. About these guidelines

3. Hierarchy of guidelines

The diagram below shows the relationship and positioning among the corporate guidelines of the Sony brand and its subordinate guidelines. This guideline "Sony's Group Visual Identity Usage Guidelines" is a subset of the highest rules of the Sony Brand "Sony Group Brand Management Rules."

Individual guidelines created according to touch points and business needs are positioned as subordinate guidelines in compliance to the "Sony Brand Guidelines" and "Sony's Group Visual Identity Usage Guidelines." As such, those guidelines are subject to approval by Sony Corporation as based on the "Sony Group Delegation of Authority."



III. Definitions

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Definitions

Definition of terms used in these guidelines.

Brand

A name or logo that distinguishes one's own products, services and activities from those of other companies, but which also goes beyond that identifying function to associate favorable images or valuations with one's products and services or activities, embodying a value that gives them a competitive advantage. A "format name/logo" is not a brand, as its main intention is to be used by as many other companies as possible, and is incapable of differentiating one's products and services from those of others.

Sony brand

Collectively refers to names and logos including the "Sony" name, such as the Sony logotype.

Examples of a "Sony brand" (logos):

SONY

Sony Entertainment Network

SONY MUSIC

Examples of a "Sony brand" (names):

Sony Corporation, Sony Store, Sony Card

Sony logotype

The following logo comprised only of the word "Sony." (A logo combining the following logo with any other name or figure is not included.)

SONY

Sony Group

Collectively refers to the corporations below.

- Sony Corporation
- A corporation that the accounting department of Sony Corporation treats as a subsidiary or affiliated company. (This basically means any company more than 20% of whose outstanding stock or interest with voting rights is owned directly or indirectly by Sony Corporation.)

Definitions

Housemark

Logo symbolizing a certain legal entity, used on such items as business cards of its officers and employees, corporate stationery and company signboards.

Examples of a "housemark":

SONY

SONY PICTURES

Logo

Letters, diagrams, figures or three-dimensional forms or any combination of these designed to be presented in a certain way for easy and definite recognition.

Tradename (company name)

Name used by a legal entity to identify itself in its business (company name). This does not include logos, symbols or other marks.

Examples of a "tradename":

Sony Corporation

Trademark

Letters, logos, or any combination of these that one uses with products or services to distinguish them from the products and services of others.

Examples of a "trademark":

Sony Entertainment Network

WALKMAN

Examples of a "trademark" also used as a "housemark"

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SONY COMPUTER ENTERTAINMENT ®

Definitions

"business name/ logo," business brand

Name and logo displayed on products and services provided by a business entity, in order to identify the respective entity as a whole. Basically, such logos are the same logos which the business entities use as their housemarks; although in some cases, business entities will adopt logos that are separate from housemarks such as when the business entity is not a corporate body (for example, if they are virtual companies), or for strategic purposes. Business names and logos that not only functions to distinguish itself from others, but have gained high standing and favorable image, and as a result embodies a certain value that gives it a competitive advantage, are referred to as business brands.

Examples of "business name/logo, business brand":

SONY

SONY PICTURES

SONY COMPUTER ENTERTAINMENT ®

So-net

IV. Basic usage rules of Sony's Group Visual Identity (Group Logo)

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1. Visual Identity (VI) and its effect

A logo provides a "face" to the company in order for people to associate the company's personality (or image) with such certain symbol.

An image of a company is built by consistent and continuous communication of its principles and business activities, such as through the products and services it provides, which represents the meaning of the company's existence. As the logo gives shape and form to the identity and presence of the company (visualize the company's principles and personality), it is significant to use the logo in a correct and consistent manner. The logo acts as a vessel to enable people to accumulate their images perceived through interactions with the company's activities, thus helping to develop and strengthen the formation of the brand.

For example, when our customers receives a favorable experience at each of Sony's touch points, positive images accumulates and are associated with the name and logo used on that particular activity, which then gives value to the brand.

As such, when using the Group Logo, it is essential to use it in a consistent and correct manner on the activities of the Sony Group as a symbol encompassing our businesses from electronics, entertainment, to finance.

This section explains the very basic principles and rules when using the Sony logotype as a Group Logo. Use the Group Logo correctly by following these guidelines.

Sony's Group Visual Identity:
(Group Logo)

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2. Basic principles

By using the Group Logo correctly and consistently on Sony Group companies' various items, the Group Logo will be able to present a strong impression as the Sony Group's brand and develop association with the brand image of the Sony Group. As such, the Group Logo will achieve recognition as the Visual Identity (or logo) of the Sony Group. Follow the basic principles below to establish the Sony logotype as the Group Logo.

<Basic principles>

(A) The Group Logo shall be promoted to be recognized and established as the Visual Identity (or logo) positioned as the highest layer of the Sony Group brand architecture.

(B) The Sony Group's existing housemark/trademark shall be used in a way so that it will be recognized as belonging to the umbrella of the Sony Group.

(C) The Group Logo shall be prevented from being misperceived as the housemark/business brand of the Sony Group companies.

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3. Basic rules

<Basic rules>

(A) In order for the Sony logotype to be distinguished as the Group Logo, **do not use the Sony logotype on items that do not display the existing housemark or business brand of the Sony Group company**.

(B) For companies that are currently designated to use the Sony logotype as its housemark or trademark (business brand), **the Sony logotype should be displayed only once on an item to avoid duplication**.

(C) Use of the group signature "a Sony Company"

The use of the group signature "a Sony Company" applies to Sony Group companies in the game, movie, music, game business domain with its own designated housemark and trademark other than the Sony logotype. Follow the guidelines below for the use of the group signature when using the Group Logo.

- Use of the group signature "a Sony Company" is recommended (certain items are mandatory) in order to establish the Sony logotype as the newly positioned Group Logo. The group signature "a Sony Company" shall be used in cases where the Sony logotype may be confused to be the business brand of the Sony Group company, or as the source of origin of the Sony Group companies' products. For Sony Group companies that do not include the "Sony" name in their company names, the use of the group signature "a Sony Company" is mandatory.

- The group signature is used to explain that each company belongs to the Sony Group. This explanation help clarify the relationship between the Group Logo and the existing housemarks/trademarks of each company and acts to prevent the Sony logotype used as the Group Logo from being misperceived as each company's house-marks/trademarks.

For details on the scope of usage and display rules of the group signature, refer to "I. About Sony's Group Visual Identity 6. Applicable items of the Group Logo (2) A Group signature applicable items" and "VII. How to display the Group Logo on applicable items" in these guidelines.

V. Basic display rules of the Sony logotype

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Preface

This section establishes basic display rules of the Sony logotype. These rules apply to all items where the Sony logotype is used. Display the Sony logotype correctly by following the guidelines.

1. Correct form
2. Size specification and minimum size
3. Isolation zone, background colors, single display
4. Corporate color and Sony logotype colors
5. Incorrect usages

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1. Correct form

It is important for the Sony logotype to always be displayed in its correct form. To ensure that the impression of the Sony logotype will not be impaired in any way, use the digital logo data provided on "Sony's Group Visual Identity Guidelines and Assets website" and always display the logotype clearly on level surfaces without distorting it.

The Sony logotype should generally be reproduced using a positive display. However, negative display may also be used when it is the most appropriate visual representation or when there are limitations in reproducing the positive display.

Basic form of the Sony logotype

SONY

Positive display

SONY

Negative display

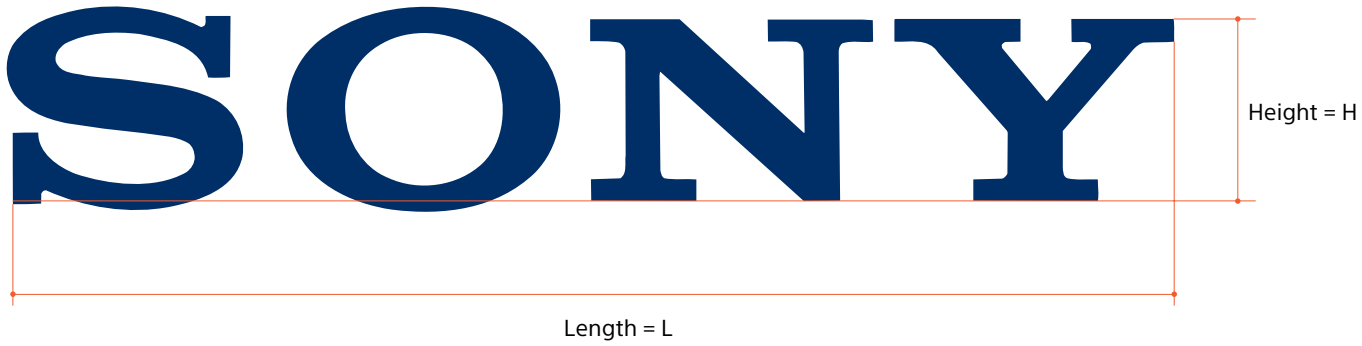
SONY

2. Size specification and minimum size

<Size specification>

When specifying the size of the Sony logotype, use its length as the standard reference, as shown below.
(Use the height of the letter "Y" in the Sony logotype)

Sony logotype (ratio of the height (H) to length (L) is 1:6.35)



<Minimum size (except for displays on product body)>

The length of the Sony logotype shall never be less than 10 mm (length L = 10 mm) when the logotype is to appear on printed material, and never less than 43 pixels (length L = 43 pixels) when it is to appear on a screen. If made any smaller, its appearance will be distorted or be difficult to distinguish.

The minimum size for use on product body differs, refer to III-1: Chapter 6 On products and for services.

Minimum size for printing (L = 10 mm)

10mm

Minimum size on screen (L = 43 pixels)

43 pixels

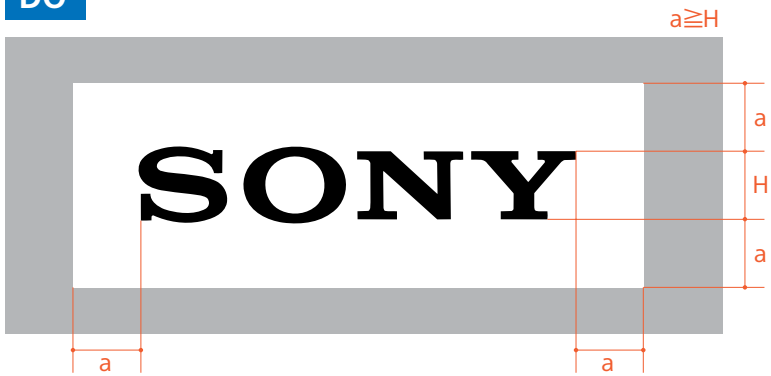
3. Isolation zone, background, and single display

The Sony logotype should always be displayed clearly and conspicuously. The Sony logotype must be displayed against a carefully selected background, so that its impact is not reduced. Leave ample space on all sides of the logo (the isolation zone) and do not display any other elements inside the space. Do not display the Sony logotype more than once on the same surface.

<Isolation zone>

The basic isolation zone (the white area in the illustration), in which text graphics or other elements must be kept out, must be as wide as or wider than the height (H) of the Sony logotype.

DO



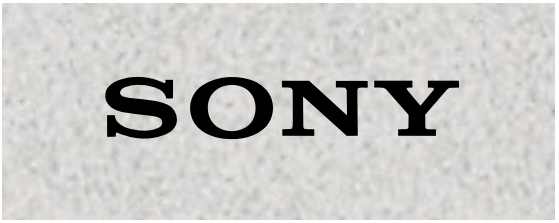
If the basic isolation zone cannot be secured because of limited space or other constraints, maintain half the height of the Sony logotype (1/2H) as the minimum isolation zone.

OK

3. Isolation zone, background, and single display

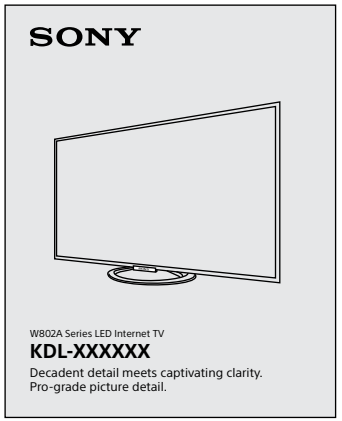
<Background>
Be careful not to weaken the impression of the Sony logotype, especially in the case of a background of more than one color or a patterned background.

DO



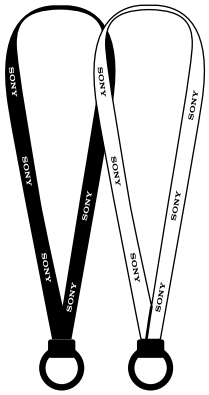
<Single display>
Do not display the Sony logotype more than once on the same surface.

DO



However, the exception to this rule is when if it is not possible to pre-determine the primary visual surface or area, such as on wrapping paper, packaging tape, neck strap and interview backdrops. In such a case, the Sony logotype may be displayed in a repetitive pattern with sufficient isolation zone.

OK



4. Corporate color and Sony logotype colors

This section establishes the basic rules concerning corporate colors and colors of the Sony logotype. A corporate color is a specific color that is used to convey the corporate identity and create a specific image through the use of colors. A color complements the company's image and plays a vital role in the formulation of brand image. Use it appropriately by following this guideline.

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(1) Sony's corporate color

Sony's basic corporate color is "Sony Blue 90." It was introduced globally for the Sony Group on May 7th, 1989, on the anniversary of Sony's founding.

Around this time, Sony diversified into the content business. As Sony shifted away from its traditional orientation as an electronics manufacturer towards an entertainment company (music, movie, game, etc.), "Sony Blue 90" was developed as a new visual image capable of keeping up with future changes as it enters the 21st century.

"Sony Blue 90" embodies (or complements) Sony's corporate identity of "youthful", "cheerful", "reliability", and "rapid progress."

Sony's corporate colors consist of the basic color "Sony Blue 90" and 5 secondary colors ("Sony Light Gray 90", "Sony Dark Gray 90", black, white and silver).

Corporate color:

SONY

Basic color:

Sub colors:

(2) Sony logotype colors

The Sony logotype shall be displayed using one of the six corporate colors. Do not use any other colors to display the Sony logotype. However, for the background color of the Sony logotype, there is no specific color. Corporate colors or other colors may be used. Whatever choice of the color may be, the selected color should make the Sony logotype stand out clearly against the background (such as in brightness, color saturation, contrast). When the Sony logotype color is specified for a certain item (selected from the corporate colors), follow that specification.

For the Sony logotype colors on electronic products and building signs, certain limited use of colors other than the specified corporate colors (for example, color of the product material, blue neon for illuminated signs of buildings) may be used. Follow the respective guidelines.

Corporate Colors
Basic Color

SONY

Sony Blue 90
Custom color

Corporate Colors
Secondary Colors

SONY

Sony Light Gray 90
PANTONE
Cool Gray 5C

SONY

Sony Dark Gray 90
PANTONE
Cool Gray 10C

SONY

Black

SONY

White
(negative display)

SONY

Silver
PANTONE 877C

(3) Scope of use of the "Sony Blue 90"

The basic color of the Sony logotype on corporate items shall be "Sony Blue 90." Basically "Sony Blue 90" shall be used as the color of the logo. However other methods, such as background colors (in such case, the color of the logo shall use white, "Sony Light Gray 90" or silver) may also be used.

If the use of a specific color is selected for a certain item (selected from the corporate colors), follow its guidelines.

In case of game, movie, and music business domains, for the use of colors other than for the Sony logotype, follow each company's respective guidelines.

When "Sony Blue 90" is used as the Sony logotype color, select a background color that allows the Sony logotype to stand out clearly, such as in color and contrast.

<Basic principle>
Corporate items will use the "Sony Blue 90" as a color that complements Sony's corporate identity and personality.

Sony Blue 90 — Area where the use of "Sony Blue 90" is not mandatory. (Use one of the six corporate colors. However, if the use of a specific color is selected for a certain item, follow its guidelines.

	Electronics & Networked Services	Game	Pictures	Music
Corporate Items	**Business card, stationary, office building sign**(*1), **employee ID, corporate communication items.** (*2) (Examples: Print ad of IR, HR, CSR, Corporate communication activities)	**Business card**	**Business card**	**Business card**
	Certain office building sign (*1) — one of the six corporate colors			
	(*1) Comply with "Sign Guidelines" for office building signage. (*2) Excludes visual media.			
Products/Services (includes direct store)	one of the six corporate colors			
Marketing Items	one of the six corporate colors			

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(4) Reproduction of the corporate colors

Use the data shown here for the reproduction of the corporate colors.

<Reproduction of the corporate colors>

Color samples are available for "Sony Blue 90" and other sub colors of "Sony Light Gray 90" and "Sony Dark Gray." For color samples, send your request to the contact of this guideline.

● Color samples available

Reproduction method		Sony Blue 90	Sony Light Gray 90	Sony Dark Gray 90
PANTONE Custom color/ PANTONE color	on coated	ratio PANTONE Rubine Red 22.0 ● PANTONE Process Blue 71.0 PANTONE Black 7.0 100.0	PANTONE Black 2.8 ● PANTONE Blue 072 1.2 PANTONE Trans. White 96.0 100.0	PANTONE Black 12.6 ● PANTONE Blue 072 5.4 PANTONE Trans. White 82.0 100.0
		data QC# SNY007C	PANTONE Cool Gray 5C	PANTONE Cool Gray 10C
	on uncoated	ratio PANTONE XS Rubine Red 19.4 ● PANTONE XS Process Blue 77.7 PANTONE Black 2.9 100.0	PANTONE Black 2.8 ● PANTONE Blue 072 1.2 PANTONE Trans. White 96.0 100.0	PANTONE Black 12.6 ● PANTONE Blue 072 5.4 PANTONE Trans. White 82.0 100.0
		data QC# SNY008C	PANTONE Cool Gray 5U	PANTONE Cool Gray 10U
Process color printing (Subtractive color) + black		Cyan 100% Magenta 70% Yellow 0% Black 50%	Cyan 0% Magenta 0% Yellow 0% Black 30%	Cyan 0% Magenta 0% Yellow 0% Black 70%
RGB (Additive color) + white		Red 0 Green 51 Blue 102	Red 200 Green 200 Blue 200	Red 100 Green 100 Blue 100
3M Scotchcal Film	Product code	3MJS-1627N	3MJS-1006	3MJS-1008
		ratio 3903-68.1 White original S/Cal3650 3916N-45.3 Blue clear treatment 3927-34.4 Blue violet PASS2 3905-6.4 Black 3071-5.8 Deep red		

Reproduction method	Black	White	White Silver
PANTONE color	PANTONE Black C	No specified PANTONE color. Should not be yellowish.	PANTONE 877C
Process color printing (Subtractive color) + black	Cyan 0% Magenta 0% Yellow 0% Black 100%	Cyan 0% Magenta 0% Yellow 0% Black 0%	Cannot be reproduced in process color printing.
RGB (Additive color) + white	Red 0 Green 0 Blue 0	Red 255 Green 255 Blue 255	Cannot be reproduced using RGB.
3M Scotchcal Film	3M3655	3M3650	3M3658

5. Incorrect usages

A logo is a symbol that represents the accumulated "value" of the company in which people associate with from their experience with the its products and services. We have built up significant brand equity over the decades by faithfully reproducing the Sony logotype. Give it the respect it deserves, and do not apply changes or effects to it. Refer to the examples shown here, although this is not an exhaustive list. Apply common sense and be sensible when working with the Sony logotype.

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(1) Do not change its shape or form

Do not change the shape of the Sony logotype or add effects to it. Use it in its correct form.

DON'T

Do not stretch the logotype.

Do not condense the logotype.

Do not italicize the logotype.

Do not reduce the letter spacing.

Do not increase the letter spacing.

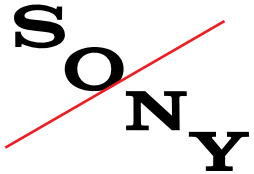
Do not twist the logotype.

Do not use a dotted or striped screen over the logotype.

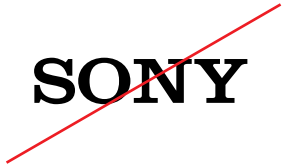
Do not outline the logotype.

Do not set the letters in an arc.

Do not set the letters at an angle.



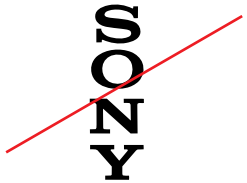
Do not use a typeface similar to the Sony logotype design.



Do not add movie effects to the logotype such as animating it or adding shine/rays.

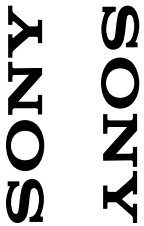
Do not add movie effects to the logotype such as animating it or adding shine/rays.

Do not set the individual letters vertically.



OK

If lack of space leaves absolutely no alternative, the logotype may be rotated 90 degrees. Choose whether to start the logotype from the bottom or top depending on its location. However, if the logotype is to appear on a sign (signboard), the logotype shall start with the "S" at the bottom and end with the "Y" at the top.



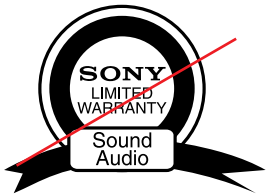
(2) Do not combine with other elements

The Sony logotype must always be displayed clearly and independently. Do not combine with any other elements.

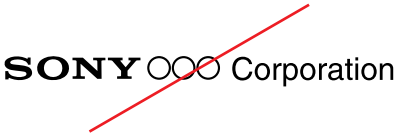
DON'T

Do not combine other graphic elements with the Sony logotype. The Sony logotype must not be used in ways that seem like a different mark.

Do not combine the Sony logotype with other logos.



Do not use the Sony logotype as part of a tradename.



Do not use The Sony logotype to represent the name "Sony" in text, such as in marketing slogans.

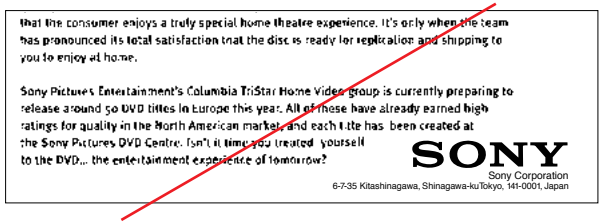
Do not use the Sony logotype in close proximity to or in combinations with other logos or trademarks.

(3) Do not use a background that reduces its clarity

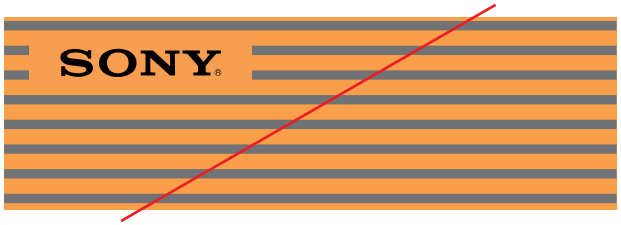
The Sony logotype should always be displayed clearly and conspicuously. The Sony logotype must be displayed against a carefully selected background, so that its impression is not reduced. Leave ample space on all sides of the logo and do not display any other elements inside the space. Do not use the Sony logotype as a design element and display it independently in it correct form.

DON'T

Do not display the Sony logotype too close to other elements such as a tradename, an address, or an advertising copy.

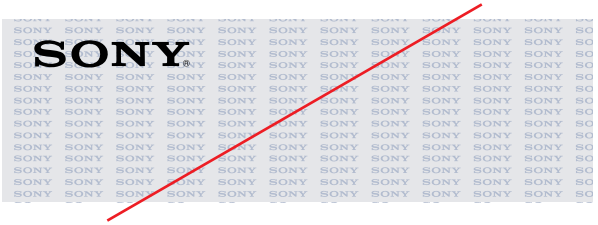


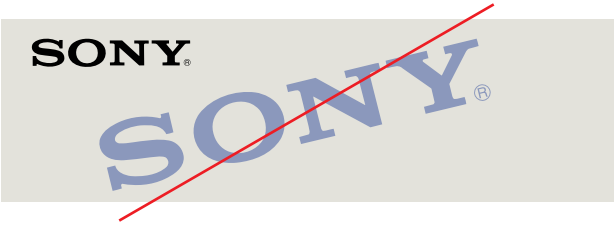
Do not use designs or patterns which weaken the impression of the Sony logotype, for background or around the Sony logotype, even if the isolation zone is kept.



Do not display the Sony logotype against a background that reduces its clarity.

Do not use the Sony logotype as a background pattern.



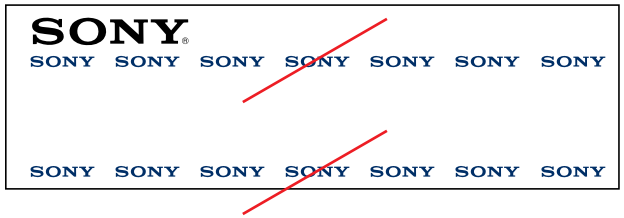


(4) Do not use repetitively

Do not use the Sony logotype in a repetitive way and display it only once on the main face. Indiscriminate use of the Sony logotype through repetitive display, not only projects an unrefined image, but it can also lead to the dissipation and obsolescence of the "Sony" brand image.

DON'T

Do not use the Sony logotype in a repetitive way. Display it only once on the main face (such as on the cover page).



(5) Do not use colors other than the corporate colors

The color of the logo complements the corporate image and plays a vital role in the formulation of brand image. Use the correct corporate colors stipulated in these guidelines when displaying the Sony logotype. For details on corporate colors, refer to "VI Basic display rules of the Sony logotype , 4 Corporate color and Sony logotype colors."

DON'T

Do not use different colors for each letter.

Do not display the Sony logotype in colors other than the corporate colors.

Do not outline the Sony logotype in color.

Do not simulate any material texture, such as metal, stone or wood to display the Sony logotype.

Do not display the Sony logotype using stripes or other patterns.

Do not display the Sony logotype using gradations.

VI. How to display the Group Logo on applicable items

CONFIDENTIAL

Preface

This section describes the basic rules of the Group Logo according to each applicable item (such as corporate and marketing communication, business cards, etc.).

Applicable items for the use of the Group Logo are set forth according to each business domain. Refer to the chart of applicable items that is relevant to your business domain. The charts are mainly separated into two areas, and further divided by each business domain for non-electronics businesses.

<Applicable item chart by each business domain>

1. Electronics

Sony Group companies designated to use the Sony logotype as its housemark/trademark

(Includes Sony Mobile Communications AB and its affiliates, and Sony Network Entertainment International LLC)

- Headquarters function: Sony Corporation, Sony Corporation of America
- Sony Group companies that plan, develop, design, manufacture or sell Sony electronics products, or provide related services (for example: research laboratories, manufacturing facilities, sales companies, logistics companies, servicing companies).
- HQ/administrative companies that provide support services (An affiliated company which has been subcontracted certain headquarters or control functions from its parent company)

2. Other business domain

Sony Group companies designated to use its original housemark/trademark

GAME

PICTURES

MUSIC

OTHERS

1. Business domain: Electronics

Electronics

Sony Corporation, Sony Corporation of America,
Sony Group companies that plan, develop, design, manufacture or sell
Sony electronics products, or provide related service,
HQ/administrative companies that provide support services

(1) Applicable items

Sony Group companies designated to use the Sony logotype as its housemark/trademark shall basically use the Sony logotype on all items as the origin of communication or source of its products. For such use of the Sony logotype, display one on the item and not repetitively.

In the electronics business domain, the Sony logotype used as the Group Logo, and the Sony logotype used as its own housemark/trademark will not be differentiated in its use. While the positioning of the Sony logotype will differ depending on what the logo is representing, regardless of the difference in their positioning, follow these guidelines and other subordinating guidelines (such as "Sony Technical Standard SS-00080: Usage of the Sony Logotype on Sony Electronics Products," marketing communication guidelines, "Sony Store" direct store guidelines, etc.) which stipulate the use of the Sony logotype. (Sub-ordinate guidelines which stipulate the use of the Sony logotype, names/logos that includes the "Sony" name are subject to approval by Sony Corporation.)

Of the items below, corporate items are specified to use the primary corporate color of "Sony Blue 90." For its scope of use, refer to "VI. Basic display rules of the Sony logotype, 4. Corporate color and Sony logotype colors" in these guidelines.

	Scope of Usage (examples shown in parenthesis)	
Marketing	•**Print media** (Poster, catalog, newspaper ad, billboard) •**Visual media** (TV commercial of a product) •**Website** (Product information or marketing website header) •**Social media avatar** •**Digital media** (website banners)	•**Signage of events and exhibitions** (Display items of the booth) •**Store display, sales promotion items** (Store display stand, POP, hanging ad) •**Giveaways**
Products/ Services	•**Sony electronics products** (includes software, device, accessories, parts, etc)*1 •**Packaging of Sony electronics products and related documents such as manuals, etc**[*1] *1 Comply with "Sony Technical Standard SS-00080: Usage of the Sony Logotype on Sony Electronics Products," and other applicable subordinating guidelines. •**Store** [*2] (Direct stores, repair stores signage) *2 Comply with applicable store guidelines.	
Corporate	•**Print media** (Corporate ad, annual report, poster, internal communication) •**Visual media** (Corporate image TV commercial) •**Website** (Corporate website)	•**Business card, stationary** •**Office building sign** •**Employee ID card**

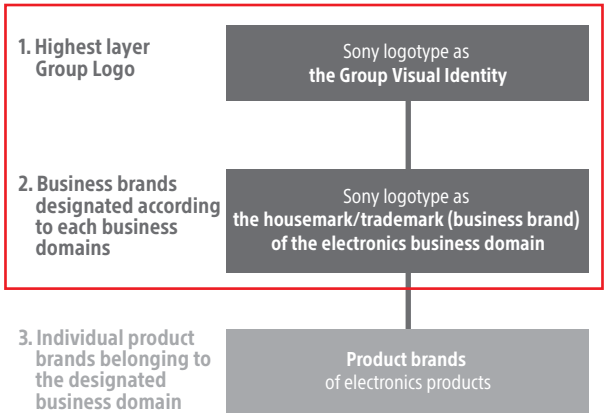
(2) How to differentiate the Sony logotype as the Group Logo and as the company's own housemark/trademark

<Usage and display rules with not be differentiated>

While the companies in the electronics business domain use the Sony logotype as the Group Logo and also as their housemark/trademark, in order to maintain consistency in the appearance of the logo, its usage will not be differentiated. For those companies which use the Sony logotype as their housemark and trademark (business brand), the Sony logotype should appear once on the displayed item and not repetitively.

Although it is possible to distinguish whether the Sony logotype as the Group Logo or as the company's housemark/trademark depending on the content of the activity it represents, regardless of the difference in their positioning, follow these guidelines and other subordinate guidelines which stipulate the use of the Sony logotype.

This section explains the differences of the Sony logotype as the Group Logo and as the business brand in the positioning shown here.



<How to differentiate>

For example, when the content of the activity is not limited to electronics and involves other group companies from the business domains of music, movie, finance, the Sony logotype displayed to represent those activities is positioned as the Group Logo, as opposed to the Sony logotype used to represent an activity that mainly consists of the electronics business domain, in which case it will be considered to be in the position of the company's housemark/trademark.

【Examples as the Group Logo】

- The Sony logotype placed on the ommunication item of Sony Corporation which includes contents covering corporate group companies' activities. Examples: Sony logotype on the annual report.
- The Sony logotype displayed on the corporate website of Sony Corporation.

【Examples as the company's housemark/trademark】

- The Sony logotype on Sony's electronics products , their packaging and advertisements.
- The Sony logotype displayed on the product information website of Sony Marketing (Japan) Inc.

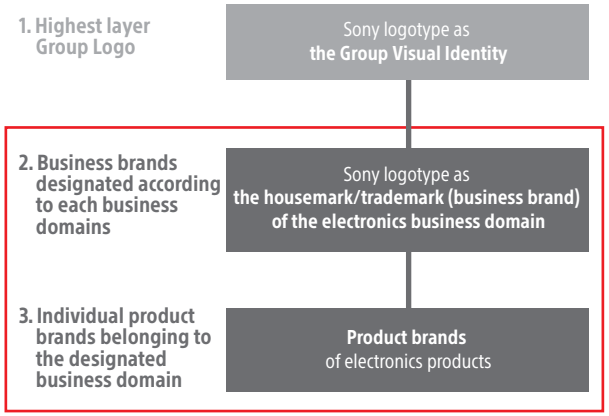
(3) Relationship between the business brand and product brand

The brand architecture of the electronics business domain consists of the Sony logotype as the business brand (also referred to as "master brand" or "corporate brand") and the individual product brands (names/logos).

The business brand positioned above the product brand in the brand architecture has built up significant brand equity (such as brand recognition, loyalty, and trust) over the decades.

It is important that the Sony logotype is displayed most appropriately in its relationship with the product brands in order for the Sony logotype to effectively convey the value it promises to the consumers. Understand the basic principles, and carefully display the Sony logotype so its impression is not weakened according to the brand architecture hierarchy of business brand and product brands.

This section explains the relationship of the Sony logotype as the business brand and the product brands.

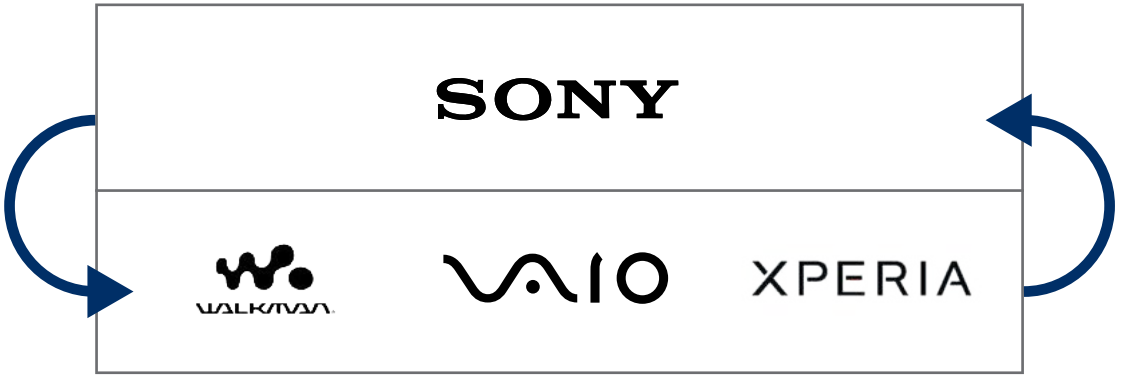


The Sony logotype as the business brand conveys from whom the product or service is being offered, and has the role of projecting the reliability and overall image (example: uniqueness and sense of reassurance) as the company that is offering the product. On the other hand, product brands act to convey the specific image of products (for example: innovative, portable) that are shaped through their product performance and features. Depending on what the logos represent, their messages to the consumers differ.

By distinguishing the roles of product brands and business brands, and using them in conjunction, their mutual influence generates a synergistic effect and enables a stronger image to be conveyed to consumers.

Business brand (Sony logotype)

- Business brand continuously delivers on its "promise" to the consumers on a long-term basis, and builds its trust.
- Supports the unique individual identity of the product brands while delivering the value it promises to the consumers.



Product brand

- A product brand evokes the image of the product and the unique experience it offers to the consumers.
- Product brand accumulates the image of the value evoked from the product experience and uniqueness it provides.

(4) Print advertisement

Basic guidelines

This section establishes the rules for displaying the Sony logotype in marketing communications (advertising and promotional materials) and corporate communications.

Print media, such as newspaper and magazine advertisements, posters, merchandise catalogs, and company brochures, can be said to be the most wide spread media reaching a wide range of stakeholders. Therefore, it is important to ensure that the Sony logotype appears on them in a consistent way, so that the image of Sony does not vary and dilute.

Follow the guidelines below and use the Sony logotype correctly.

- The Sony logotype must be displayed independently, once on the main surface.
- When creating communication items, in order to prevent the Sony logotype used as the Group Logo from being misperceived as each company's housemark/trademark, display the designated housemark/trademark of the Sony Group company as the originator (owner) of the communication (Do not display the Sony logotype only). This applies only to those Sony Group companies with their own housemark/trademark.
- Provide sufficient isolation zone around the Sony logotype, and never combine it with any other elements.
- For those Sony Group companies designated to use the Sony logotype as their housemark/trademark must clearly indicate the Sony logotype on all their marketing communication items (such as advertisements and promotional material) and public relation items (such as annual reports, company brochures, and press releases) going outside the company, to identify itself as the originator.
- When it is necessary to clarify which company within the Sony Group is communicating, include elements such as the tradename.
- When there are other separate guidelines which stipulate the use of the Sony logotype or Sony Group company's guidelines on the use of each company's housemarks/trademarks on print advertisements, follow those respective guidelines. (Subordinate guidelines which stipulate the use of the Sony logotype, names/logos that includes the "Sony" name are subject to approval by Sony Corporation.)

(4) Print media

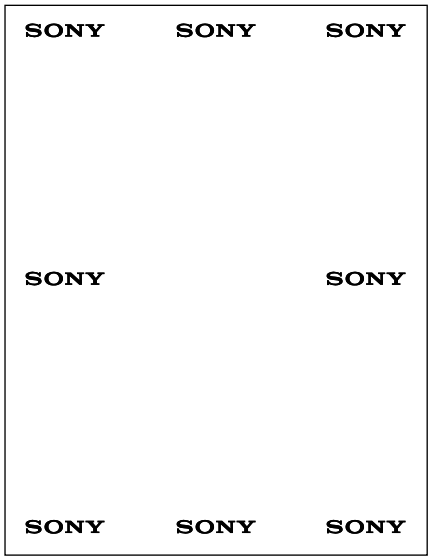
Where to place the Sony logotype

In print media, it is important to present a strong impression of the messaging that needs to be conveyed to stakeholders (product characteristics and services) and its relationship to Sony as the source of the communication, and at the same time to have a clear distinction between the two. Place the Sony logotype once at its most suitable position from among the options listed below.

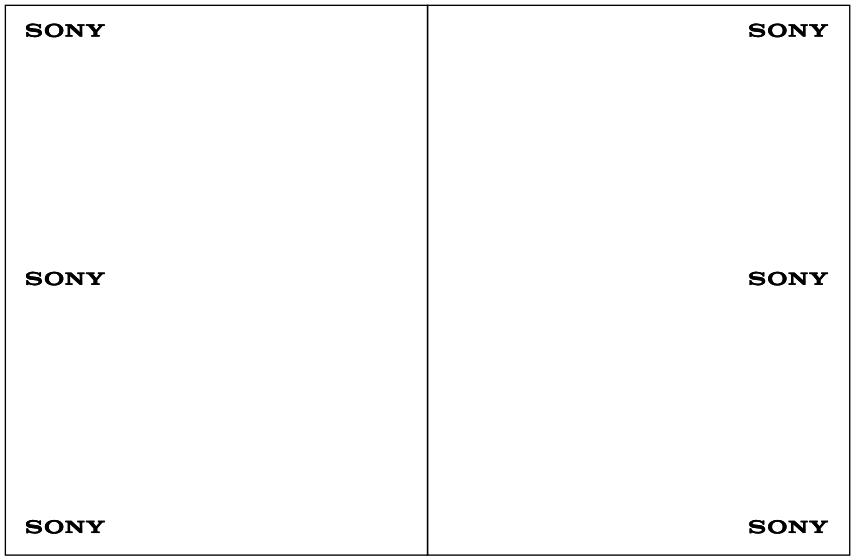
If it is unclear which Sony Group company is the originator of the print media, include elements (such as the tradename) that specifies which company is the source.

<Placement>

Single page: Choose one placement from 8 locations

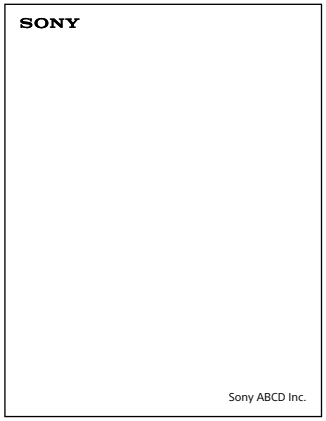


Double-page spread : Choose one placement from 6 locations



(4) Print media

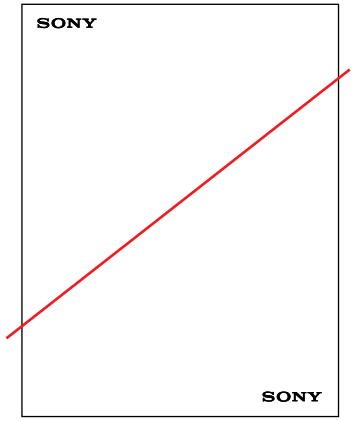
DO



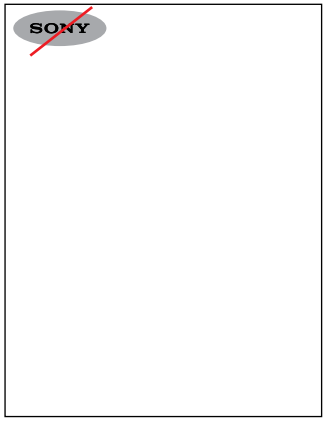
- Sony logo should be placed once on the main surface.
- For Sony Group companies designated to use the Sony logotype as their housemark/trademark, the Sony logotype is used to indicate the source of communication.
- When it is unclear which company is the source of the communication, include elements (such as tradename) that specifies the company.

DON'T

Do not display the Sony logotype more than once.

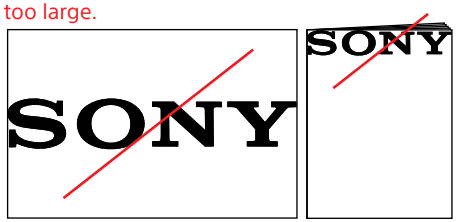


Do not combine other graphic elements with the Sony logotype.

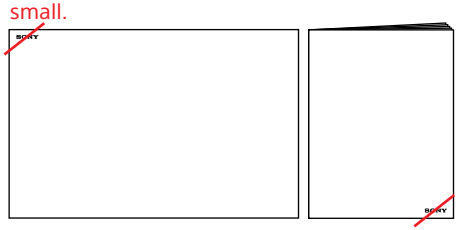


Do not place the Sony logotype other than the designated place and size.

Do not fill the page with a Sony logotype too large.

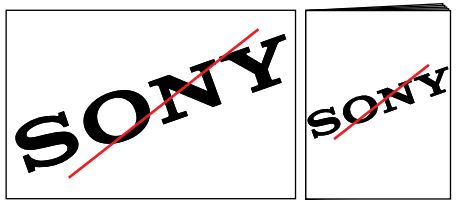


Do not make the Sony logotype excessively small.



Do not display the Sony logotype vertically.

Do not display the Sony logotype at an angle.



(5) Visual media

Preface

This section establishes the guideline for usage of the Sony logotype in motion logo form ("motion logo") audio visuals, such as TV commercials and promotional videos (excluding theatrical film content).

Among the various media incorporated in marketing and corporate communications, audio visuals, including TV commercials and promotional videos, may be described as the most effective means of establishing the image of the Sony Group. As such, every attempt should be made to take full advantage of their characteristics in the way of maintaining and enhancing the image of the Sony brand and its visual identity, through the correctly and consistent use of the "motion logo."

Do not create the "motion logo" for audio visuals on one's own accord. Use the "motion logo" which is available for download on the "Sony's Group Visual Identity Guidelines and Assets website" and follow the guidelines below.

Basic guidelines

<Mandatory>

- Use the Sony logo type in the correct color and form and do not modify the provided "motion logo" data. Do not alter the form of the Sony logotype or add colors, textures or other visual effects.
- When a company that is not designated to use the Sony logotype as their housemark or trademark (business brand), uses the Sony logotype as the Group Logo on audio visuals, they must also display the designated housemark or trademark of each company. When showing each company's housemark or trademark (business brand), do not show it in the same frame and instead place a time difference in between. Also follow each company's guideline for use of their respective housemark or trademark (business brand).

<Recommended>

- In case of a company which is designated to use the Sony logotype as their housemark or trademark (business brand), it is recommended to present the Sony logotype at the opening of the audio visuals to convey that the following message is from the Sony Group. In presenting the Sony logotype, display it in the correct color and form in the upper left-hand or upper right-hand corner of the screen.

<Usage of group signature "a Sony Company">

- In case of a company which has a own designated housemark or trademark (business brand) other than the Sony logotype, it is recommended to indicate the group signature "a Sony Company" together with their housemark or trademark (business brand). In case of a company which does not include "Sony" in its tradename, it is mandatory to indicate the group signature when using the Group Logo.

(5) Visual media

Use the Sony logotype in the correct color and form and do not modify the provided "motion logo" data. Do not create the "motion logo" for audio visuals on one's own accord. Use the "motion logo" which is available for download on the "Sony's Group Visual Identity Guidelines and Assets website" and follow the guidelines below.

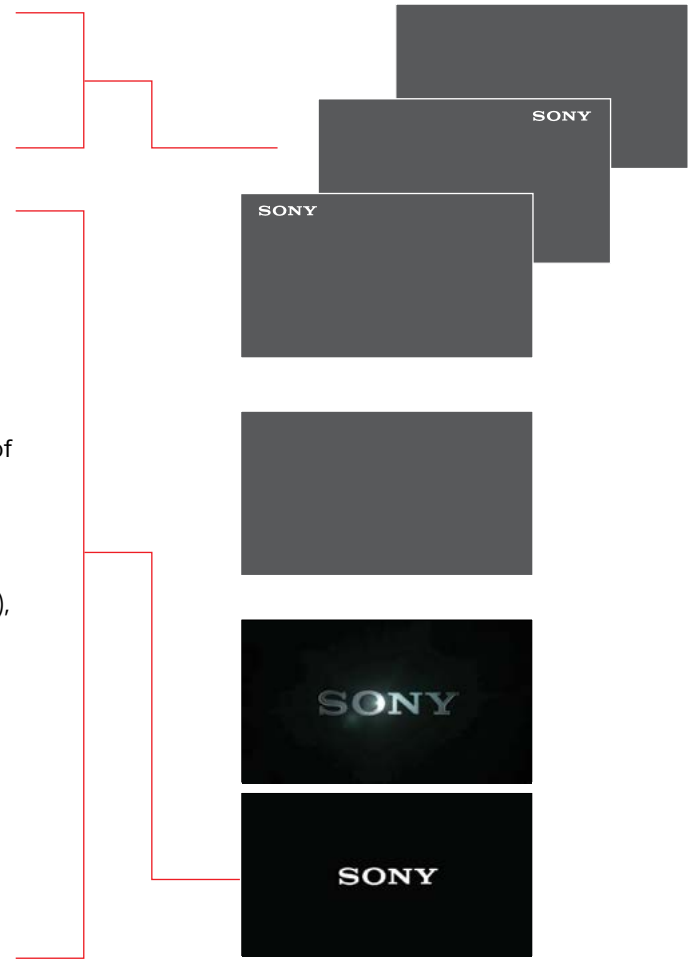
At the opening of the audio visuals
At the opening of a TV commercial or promotional video, it is recommended to present the Sony logotype to convey that the following message is from the Sony Group. In presenting the Sony logotype, display it in the correct color and form, as a stationary image, in the upper left-hand or upper right-hand corner of the screen.

At the ending of the audio visuals<Mandatory>
The Sony logotype must be displayed at the ending of a TV commercial or promotional video. The logotype must be presented in the correct color and form, as a stationary image, for several seconds in the center of the screen. Though each TV commercial or promotional video varies from one another, it is important to impress their originator upon the viewer again at the ending.

The Sony logotype must be presented clearly, as a stationary image, with no other elements in the same scene. When showing a product brand or any other element, it must appear before the Sony logotype, and not in the same scene (allow some seconds to elapse after showing the element so that audio visual ends with the display of the Sony logotype alone.)

Incorporating sound logos at endings<Recommended>
At the ending of audio visuals, it is recommended to add a sound logo (or the voicing of "Sony") to strongly indicate that the preceding message was from the Sony Group. When incorporating a sound logo (or the voicing of "Sony"), avoid audio that might detract from the Sony image, such as repetitious use of the name "Sony," or the use of inappropriate music.

Clarifying the originator<Recommended>
When a company other than Sony Corporation is the originator of the audio visual, it may be hard to distinguish which company within the Sony Group it originates from. In such a case, make sure to add elements that specify the originator, such as presenting the tradename on screen or as a sound logo. When showing the tradename on the screen, it shall appear before the Sony logotype, and not in the same scene (allow some seconds to elapse after showing the tradename so that audio visual ends with the display of the Sony logotype alone.)



(6) Website

Basic Guidelines

This section establishes the rules for displaying the Sony logotype on the website. Follow the guidelines below and use the Sony logotype correctly.

- The Sony logotype shall be displayed on the header by following its specified color, placement, and isolation zone.
- The Sony logotype shall not be combined with any elements.
- The Sony logotype shall be displayed once on the page, independently. Avoid repetitive display.
- For websites of those Sony Group companies with their own housemark/trademark designated for their business domain, always display the designated housemark/trademark. Follow the respective guidelines of the Sony Group companies when displaying such housemark/trademark. This applies only to those Sony Group companies with their own housemark/trademark.
- For websites of those Sony Group companies with their own housemark/trademark designated for their business domain, in addition to the display of the Group Logo, it is recommended to display the group signature "a Sony Company." (This does not apply to those Sony Group companies designated to use the Sony logotype as their housemark/trademark.) For those Sony Group companies that do not include the "Sony" name in their tradenames, the use of the group signature "a Sony Company" is mandatory.
- For launch of an external website by a Sony Group company, observe the guidelines issued by the Sony Group Website Administration Office.

"Sony Group Website Rules" (Internal use and inquiries only)
Rules and procedures for Sony Group for opening an external website with criteria for website management and operation
Inquiries: Sony Group Website Administration Office

(6) Website

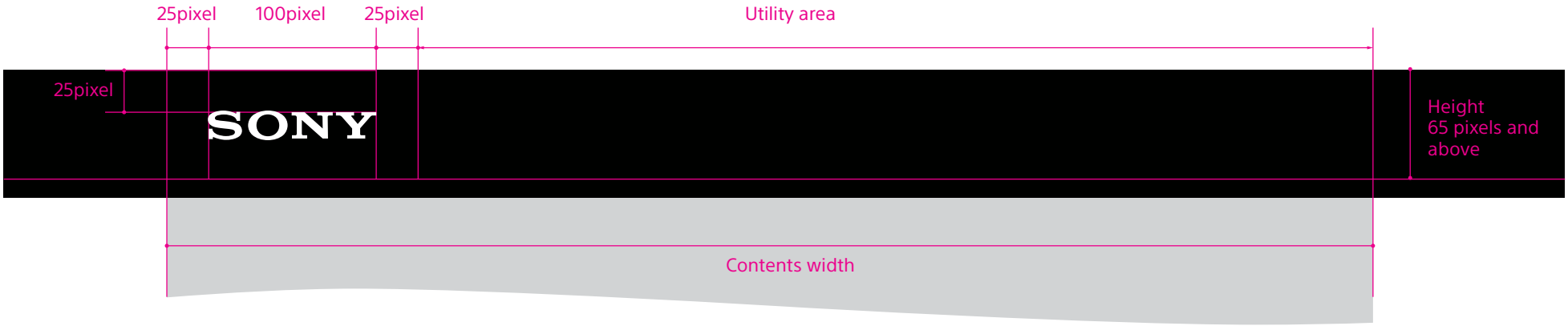
<Types and design of the header>

For Sony Group companies that belong to the electronics business domain, of the two types of header shown below, Type A shall be used.

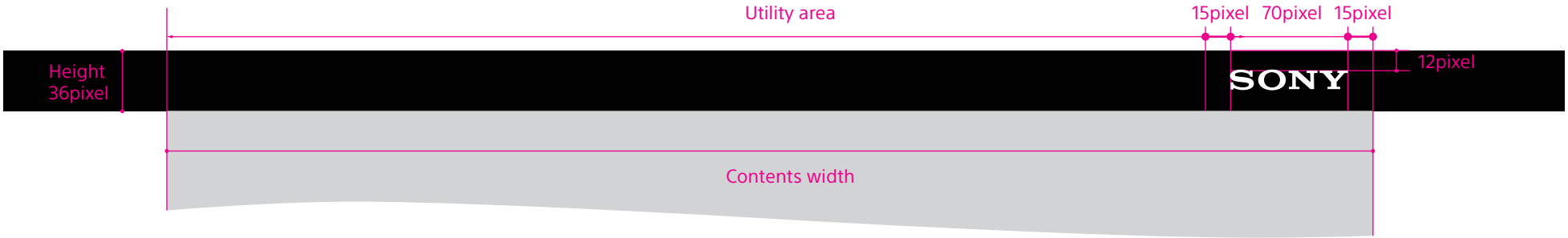
Type B header may be used by the Sony Group companies of network services business with its own designated trademark to display on the website.

For those Sony Group companies that belong to the electronics business domain but are not network service companies who are currently using the Type B header shall change its header design to Type A.

1) Header design (Type A)



2) Header design (Type B)



(6) Website

1) Header design (Type A)

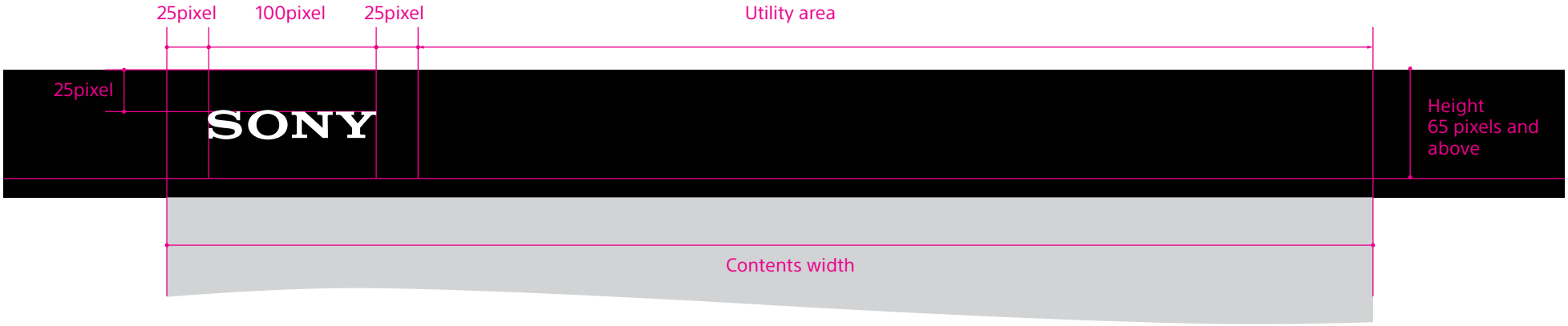
Display the Sony logotype on the header as indicated in the guidelines below.

The Sony logotype may be displayed only in the specified area, and it shall always be placed on the left side of the header. Do not place the logo in any other position.

Other display guidelines are as follows:

Height of the header:	65 pixels or more
Color of the header:	Black
Color of the logo:	White

For websites of Sony Group companies with access limited to select companies for a certain business purpose among those companies, the Sony logotype may be displayed on one of the four corners of the top page of the website.



(6) Website

2) Type A: Utility area of the header

The Utility Area:

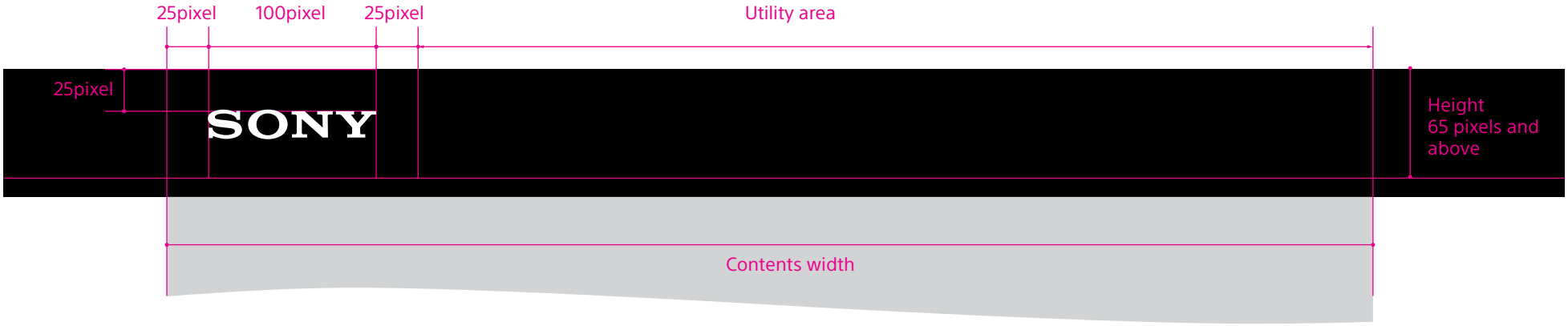
The utility area is the space in the header outside the area of the Sony logotype and its isolation. The following may be displayed in the utility area:

- Shopping cart, call center contact numbers, on-site search, site map, help guide.
- Information of the Sony Group, such as Sony's company information, link to global home.
- Navigation and campaign-related items.

When it is not clear which company within the Sony Group the website is being communicated from, it is recommended to display the tradename in the utility area. However, when displaying the tradename in the utility area, always display it on the right side. For display of the tradename in areas other than the utility area, it may be placed anywhere below the header of the Sony logotype, but not above.

The Utility Area Color:
The utility area must be black, and letters in the utility area must be white except for on-mouse and on-click. Accent color may be used for icons in the utility area, but the ratio of color in the utility area should follow the relevant accessibility guidelines and maintain appropriate contrast.

Specifications of the header :
Background color : #000000 (black)
Minimum Height : 65 pixels and above



(6) Website

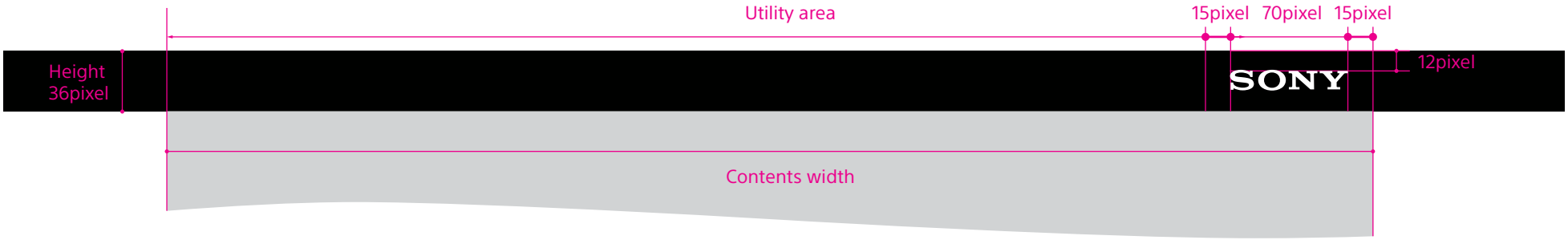
3) Design of the header (Type B)

Type B header design may be used by the Sony Group companies of network services business with its own designated trademark to display on the website.

The Sony logotype must be displayed in the right side of the header. Do not place the logo in any other position.

Other display guidelines are as follows:

Height of the header:	36 pixels
Color of the header:	Black
Color of the logo:	White



(6) Website

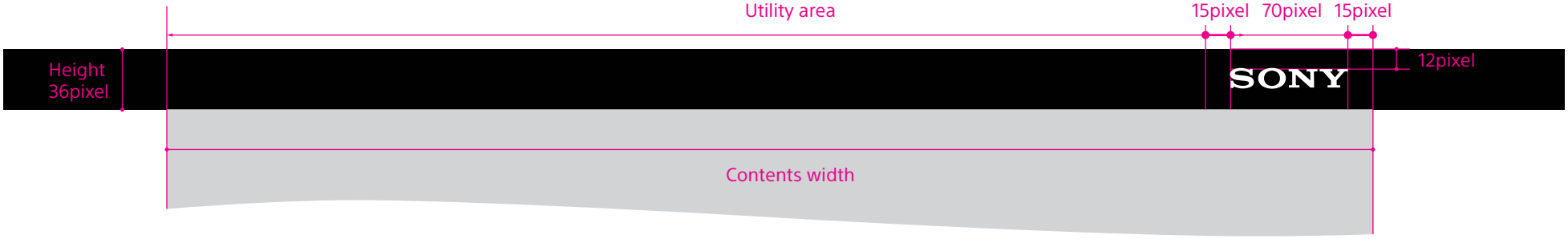
4) Type B: Utility area of the header

The Utility Area:
The utility area is the space in the header outside the area of the Sony logotype and its isolation. For type B header, only the Sony logotype may be displayed. Do not include any other elements.

The Utility Area Color:
The utility area must be black, and letters in the utility area must be white except for on-mouse and on-click. Accent color may be used for icons in the utility area, but the ratio of color in the utility area should follow the relevant accessibility guidelines and maintain appropriate contrast.

Specifications of the header:
Background color : #000000 (black)
Minimum Height : 36 pixels

Specifications of the Sony logotype:
Color: White (#FFFFFF)
Length 70 pixels



(6) Website

5) Incorrect usages

Examples of incorrect uses of the header:

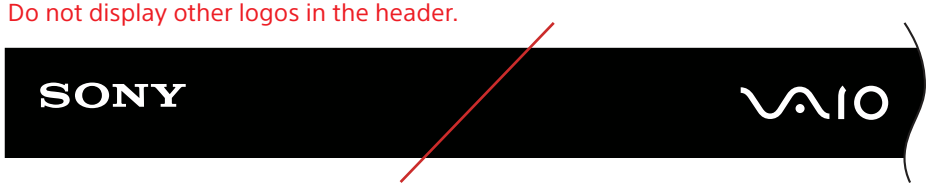
DON'T

Do not use a different header color other than the specified black.

Do not change the size of the Sony logotype.

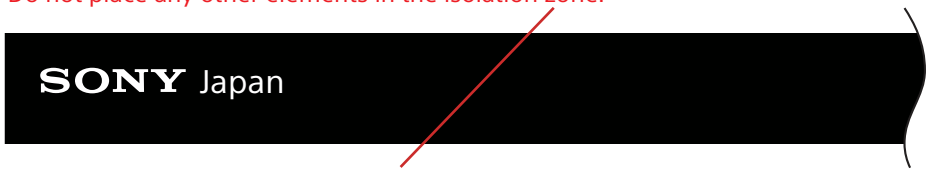
Do not use gradation in the header.

Do not display other logos in the header.



Do not include any graphics in the header.

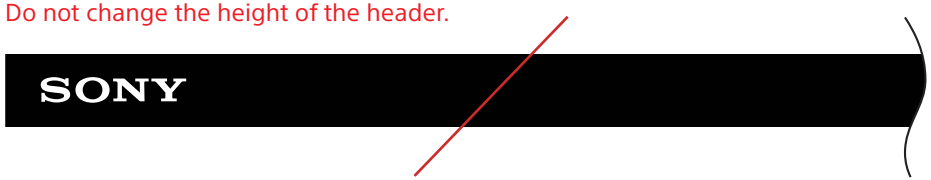
Do not place any other elements in the isolation zone.



Do not place the Sony logotype anywhere other than on the left side.

Do not change the format or design of the header.

Do not change the height of the header.



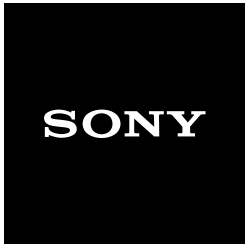
(7) Social Media

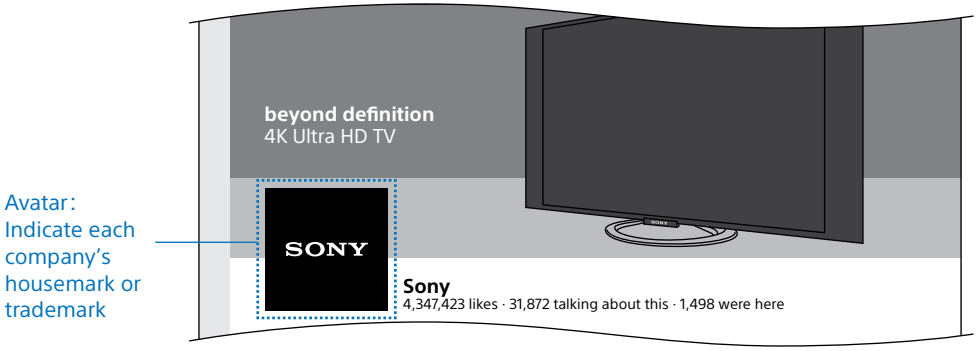
Basic Guidelines

For Avatars used in social media, do not use the Sony logotype as the Group Logo, but use the housemark or trademark designated for each Sony Group company. (In case of the electronics business, use the Sony logotype as defined.) When there is a separate guideline for social media that is designated for the respective Sony Group company, please follow those guidelines.

Example for a company designated to use the Sony logotype as its housemark or trademark
(Excluding : Sony Network Entertainment, Sony Mobile Communications)

Basic avatar:





For Sony Corporation and its subsidiaries engaged in the consumer electronics business (excluding: Sony Computer Entertainment, Sony Network Entertainment, Sony Mobile Communications), please refer to the "Social Media Guidelines" issued by the Global Marketing Communications Division, Global Sales & Marketing Group at Sony Corporation.

For launch of an external website by a Sony Group company, observe the guidelines issued by the Sony Group Website Administration Office.

"Sony Group Website Rules" (Internal use and inquiries only)
Rules and procedures for Sony Group for opening an external website with criteria for website management and operation
Inquiries: Sony Group Website Administration Office

(8) Business Card

A. Basic Guidelines

Observe the guidelines in this section when creating business cards with the Sony logotype as the Group Logo.

1. Who can use the business card

Regular and contract employees of Sony Group companies approved to use the Group Logo may incorporate the Sony logotype on their business cards. Individuals not directly employed by a Sony Group company (including temporary staff and employee of other Sony Group companies) may not use the business card displaying the Sony logotype (nor a business card similar in design), even if their work place is at the same office as the Sony Group company.

2. Basic functions of a business card

A business card is a tool to facilitate business relationships with business partners and clients by indicating information of the company and the department of where the person is employed. Therefore, it is important to communicate such necessary information in a manner that is clear and easy to understand. A business card acknowledges the employment of the card holder with a Sony Group company and establishes a certain level of guarantee or credibility of the card holder by whom the card holder is employed with. The following are some basic functions of a business card.

- Demonstrates that the holder of the business card is a Sony Group company employee and establishes a certain level of guarantee or credibility of the card holder by whom the card holder is employed with.
- Accurately communicates information about the card holder of the business card and about the business in which he/she is involved.
- Clear and easy reference concerning contact information of the card holder to business partners and clients.

3. Contents of a business card

- As business cards shall be used for official company business only, it should never display any private information.
- A business card should only display information about a Sony Group company employee and the business in which he/she is involved.
- Contact details should be clearly displayed so the person receiving the card is able to contact the employee when the need arises.

(8) Business Card

As basic information, display the contents of 1) through 10) listed here. Additionally, information on 11) through 13) may be displayed when necessary.

1) The Group Logo and the group signature "a Sony Company"

- Use the Sony logotype as a Group Logo symbolizing the Sony Group.
- For Sony Group companies with their own housemark/trademark (other than the Sony logotype) designated for their business domain, it is necessary to display the group signature "a Sony Company". (The use of group signature does not apply to companies that are designated to use the Sony logotype as a housemark.)

2) Housemark of each Sony Group company (company logo)

Display the logo that is designated as the housemark of each Sony Group company.

3) Organization name

In principle, the official name of the organization (such as division, department, section, and group) of which the employee belongs to shall be included on a business card. As in-house names and abbreviated forms are not for external use, those forms shall not be used. Since the structure of organization varies according to each Sony Group company, follow the guidelines set forth by the department in charge of human resources at each Sony Group company. Should the name of the organization be too long to fit in the designated form of the business card, the level of information to display on the card shall be selected and decided within that organization.

Examples:
Division (Div.) / Center
Department (Dept.)
Section (Sec.)
Group (Gp.)

(8) Business Card

4) Employee title
In principle, the formal title of the employee as regulated by the human resources division at each Sony Group company shall be displayed on a business card.

5) Employee name
For names to be displayed in English, following international practice, print the first name first, followed by the middle name and family name. An informal name may be displayed in parentheses after the first name.

Examples: John Martin Smith
Taro (Terry) Yamada

For names in other languages, follow the standard practice of that language. Follow the guidelines set forth by the department in charge of human resources at each Sony Group company.

6) Tradename
Display the officially registered company name (no abbreviations may be used) to which the employee belongs. If the employee has multiple or concurrent positions with certain Sony Group companies, a business card should be made for each position.

7) Address and building name
Display the officially registered company name (no abbreviations may be used) to which the employee belongs. If the employee has multiple or concurrent positions with certain Sony Group companies, a business card should be made for each position.

8) Telephone number
Display the number for external use of the organization where the employee belongs. Do not include a number that is for internal use only.

9) Fax number
Display the fax number for external use of the organization where the employee belongs. Do not include a number that is for internal use only.

(8) Business Card

10) E-mail address

Display the employee's business e-mail address only. Private e-mail addresses may not be displayed.

11) Qualifications

Nationally certified qualifications or its equivalent may be displayed if the qualification is relevant to the employee's business responsibilities and if it may be determined to add credibility in the employee's act of duty. Qualifications relating to personal interests may not be displayed. Comply with the rules and guidelines set forth by the department in charge of human resources division at each Sony Group company.

12) Mobile phone number

A mobile phone number that belongs to the company that is used for business may be included as necessary. A mobile phone number owned for private use may not be displayed.

13) URL

A URL may be displayed depending on its business necessity, such as for sales and marketing, and corporate communication purpose. Display only those URLs that are for external use and not for internal use (such as a URL of a company's intranet website). No personal URLs may be displayed. Receive appropriate approval of the organization on whether a URL may be displayed on the business card.

(8) Business Card

4. Inquires concerning business cards

· On the contents of business cards, placing an order, procurement, management and quality control
- The general affairs division and procurement center of each Sony Group company

· On business cards (including employee titles and organization names)
- The human resources division of each Sony Group company

· On marks of accreditation or authorization pertaining to environmental management or quality management
-The department in charge of the marks concerned at each Sony Group company

· FIFA Official Marks
-FIFA Project Office
(For internal inquires only)

· Housemarks (company logos) or business logos of each company
- The department in charge of CI (Corporate Identity) at each Sony Group company

· On the use of the Sony brand (Sony logotype, names and logos that include "Sony")
- Brand Strategy Department, Sony Corporation
(For internal inquires only)

· On the use of the corporate typeface "SST"
- Creative Center, Sony Corporation
(For internal inquires only)

(8) Business Card

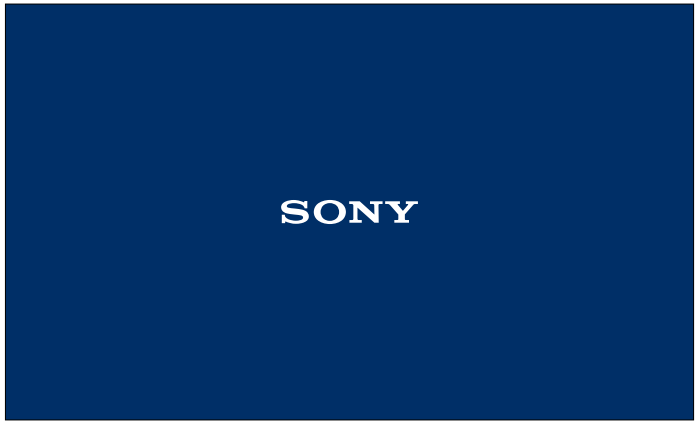
B. Basic Design of the Group Logo display (Side B)

Side B, where the Sony logotype will be placed as the Group Logo, will incorporate Sony Group's basic corporate color "Sony Blue 90." Select from the 2 designs shown below.

For details on corporate color, refer to "VI. Basic rules for displaying the Sony logotype 4. Reproduction of the corporate colors."

Side B <Design 1>

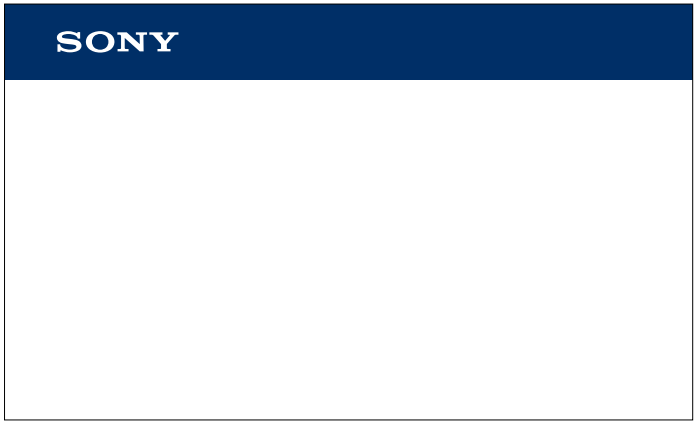
- May be applied when using only one language.
- No other elements may be displayed other than the Sony logotype on this side.



or

Side B <Design 2>

- In principal, may be applied when it is necessary to indicate two languages.
- No other elements may be displayed other than the Sony logotype in the top bar.



(8) Business Card

C. Design 1: Group Logo/center (one language)

Side A: Display the Sony logotype in Sony Blue 90 as a housemark of the business domain. Indicate the designated company and the employee information in its country's language. No other logos other than the designated housemark may be displayed. Do not display the product logos or the service brand logos.

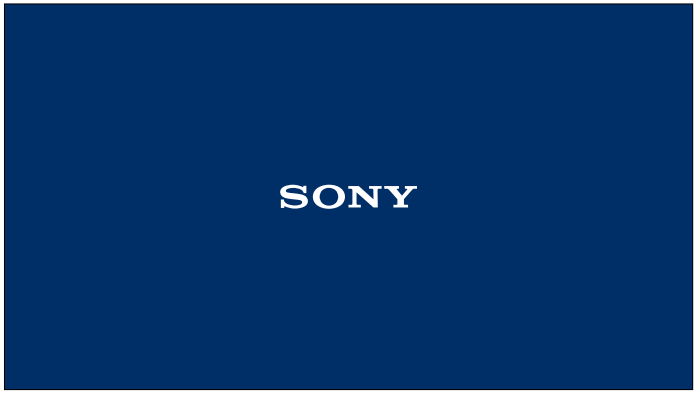
Side B: Display the Sony logotype in the center in white and the background in Sony Blue 90 which is the basic corporate color of the Sony Group. On this side, you may not display any other elements other than the Sony logotype.

Side A

1. Use the Sony logotype in Sony Blue 90 as a housemark of the business domain.
2. Indicate the designated company and the employee information in the language of the country where the company is located.

Side B

1. Display the Sony logotype in white in the center of the card.
2. For the background color of the Sony logotype, use Sony Group's primary corporate color "Sony Blue 90."
3. Do not display any elements other than the Sony logotype.



(8) Business Card

D. Design 2: Group Logo/upper left corner (two languages)

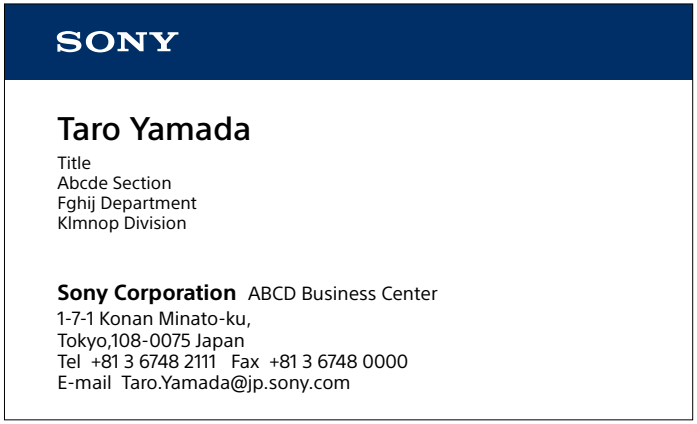
When there is a need to indicate two languages, Side A shall use the language of the country where the company is located, and Side B shall use the common English language.

Side A

1. Use the Sony logotype in Sony Blue 90 as a housemark of the business domain,
2. Indicate the designated company and the employee information in the language of the country where the company is located.

Side B

1. Display the Sony logotype in white in the upper left corner.
2. For the background color of the top bar where the Sony logotype is displayed, use Sony Group's basic corporate color "Sony Blue 90."
3. Indicate the designated company and the employee information in English.



(8) Business Card

E. Business card specifications and layout design details

1. Specifications

Print colors
Text color : K 100

Ink
Environment criteria should follow SS-00259 "MANAGEMENT REGULATIONS FOR THE ENVIRONMENT-RELATED SUBSTANCES TO BE CONTROLLED WHICH ARE INCLUDED IN PARTS AND MATERIALS"URL:(http://www.sony.co.jp/SonyInfo/procurementinfo/ss00259/ss_00259ec_General_use_12EC.pdf)

Paper size
55 x 91 (mm)

Paper quality
In principle, the quality of the paper procured in local country should be as equal as to the sample prepared by Sony Corporation. The paper should be white as snow in order to clearly print the brand design and environmentally conscious.

Typeface
Use Helvetica Neue or Sony's corporate typeface called "SST."

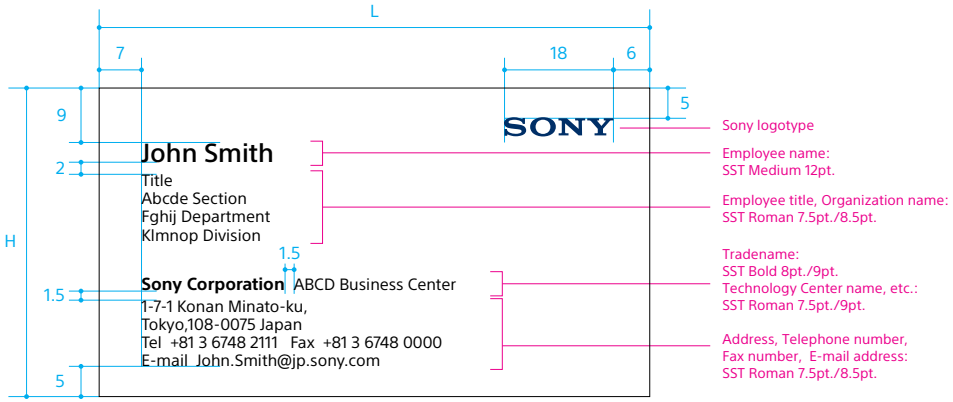
However, "SST" may only be used by those Sony Group companies that have introduced this font. For inquiries concerning procedures for the use of "SST," contact below. (For internal inquiries only)

Creative Center, Sony Corporation

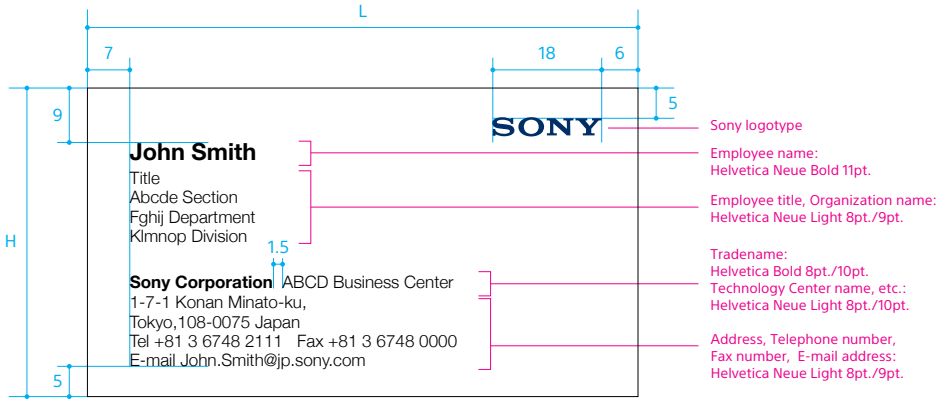
2. Layout details of Side A

Size of the text and layout are shown as below:

<SST>



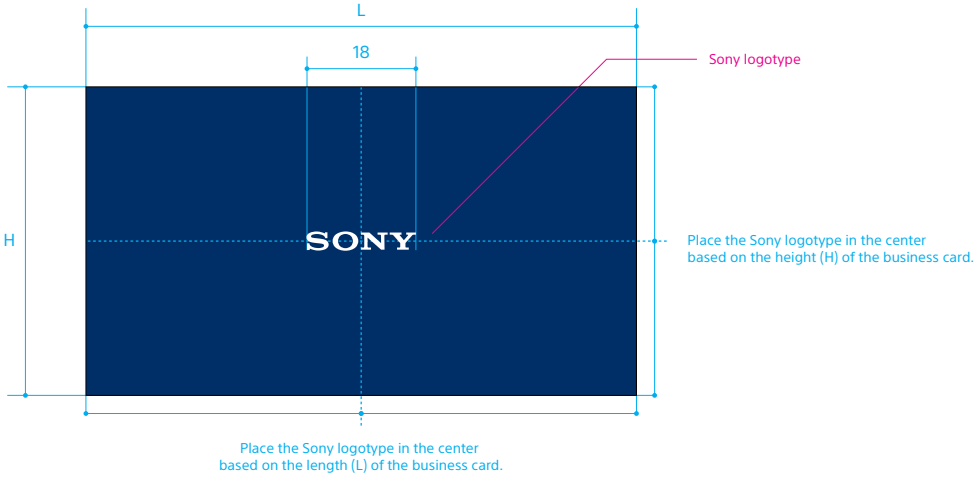
<Helvetica Neue>



(8) Business Card

3. Layout details of Side B

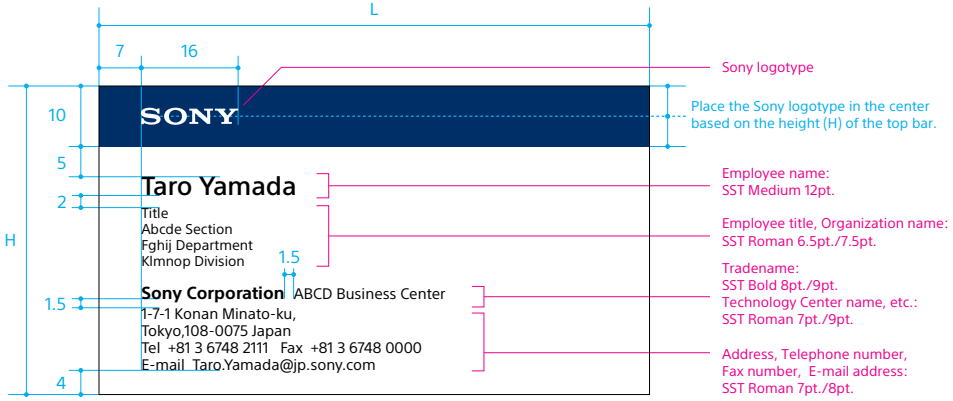
Design 1: Group Logo / center (one language)



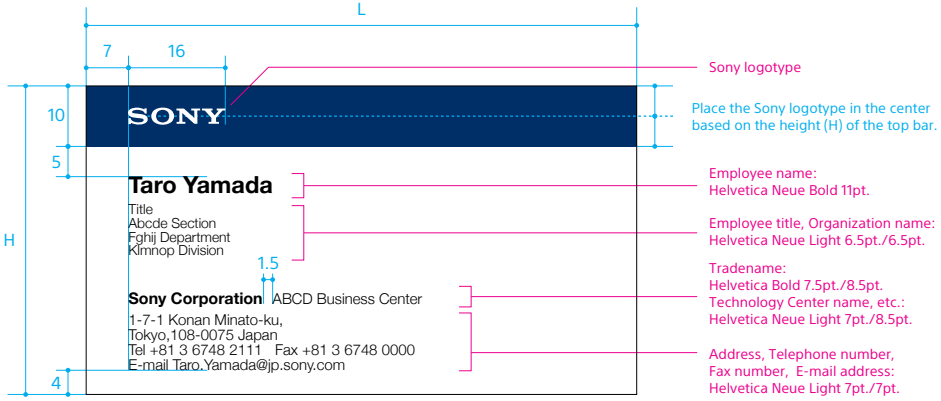
(Unit: mm)

Design 2: Group Logo / upper left corner (two languages)

<SST>



<Helvetica Neue>



(8) Business Card

F. Other contents

1. Official qualifications or accreditation and authorization marks

On side A, in addition to the basic elements, the following marks may be displayed.

- Logos and marks indicating official qualifications or accreditation and authorization

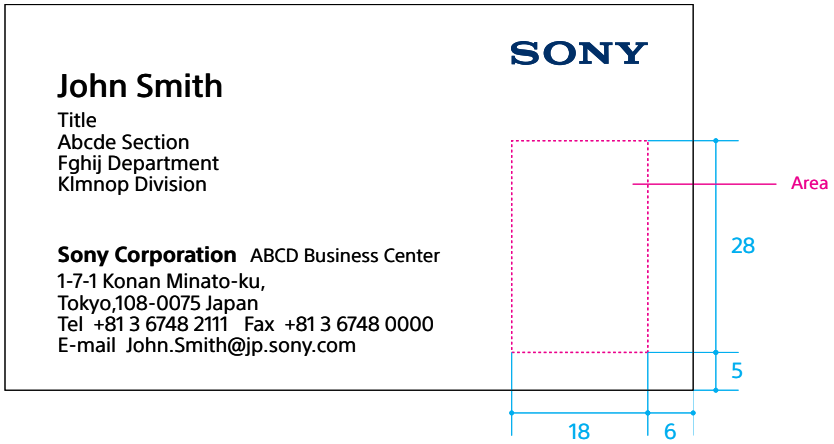
The logos and marks indicating national qualifications and other official qualifications earned by employees, or indicating the accreditation or authorization which has been obtained by Sony Group companies or business units, may be displayed only on the business cards of personnel involved with their related operations, provided that permission from the department in charge of human resources of the Sony Group company concerned, or the division involved in the certification, is obtained. In principle, unofficial qualifications, including qualifications only recognized within the Sony Group, or qualifications relation to personal interests should not be printed.

Layout rules:
The logo shall be displayed within the specified "Area." Consider appropriate balance to ensure that the impression of the housemark (company logo) will not be weakened.

Example of an accredited/authorized mark:

ISO mark

Side A
Example (Unit: mm)



(8) Business Card

F. Other contents

2. Sponsorship logo (FIFA)

On side A, in addition to the basic elements, the following mark may be displayed.

· Sponsorship logo

It is permitted to display the FIFA Official Mark on a business card during the period of Sony's participation in the FIFA Partnership Project which is until 31st Dec, 2014 (except So-net and its subsidiaries). However, this is permissible only when the use of the FIFA Official Mark has been approved by the head of each department upon consideration of the priority of which logos to display on a business card. When displaying the FIFA Official Mark on a business card, no other logos should be indicated other than the house-mark (company logo).

For those of the Official Marks of national football associations (example: Union of European Football Association<UEFA>) and continental football confederations (example: Japan Football Association<JFA>, Football Federation Australia<FFA>) which usage has been approved by the associations/confederations are permitted to display on a business card to promote such activities. The usage of those Official Marks of national football associations and continental football confederations shall follow the guidelines issued by the Sony Group company which sponsors the association/confederations.

Official Marks related to sponsorship other than those stated in these guidelines should not be displayed on a business card.

<Note>
Companies permitted to indicate FIFA mark on business cards:
1. Sony Corporation
2. Sony Group companies belonging to the Electronics & Networked Services business domain that are designated to use the Sony logotype as their housemark/trademark; and are granted the use of the FIFA marks under appropriate FIFA official sponsorship agreement as an official partner company for the applicable product category.

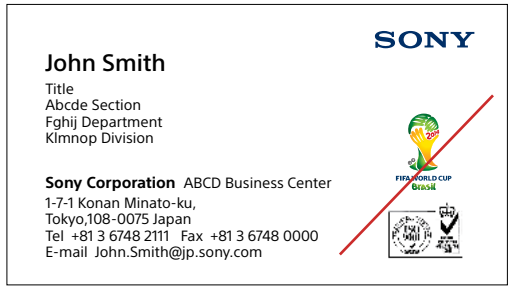
Inquires concerning companies who may use the FIFA marks:
Contact : FIFA Partnership Project Office (FPO)

Side A

DO

DON'T

You may not indicate logos other than the Sony logotype with FIFA logo on the same side.



(8) Business Card

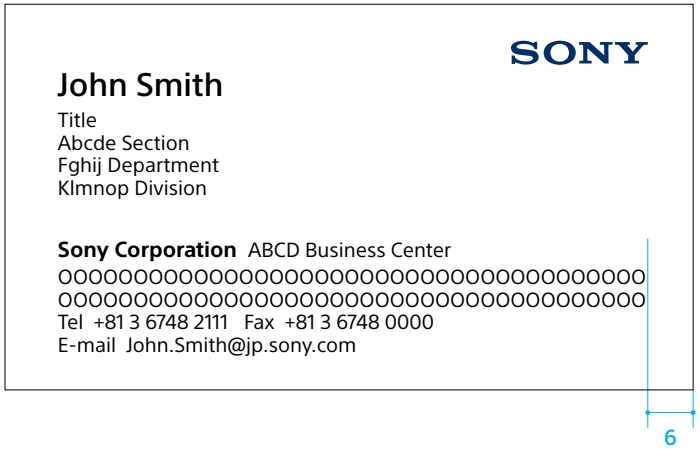
F. Other contents

3. Long address

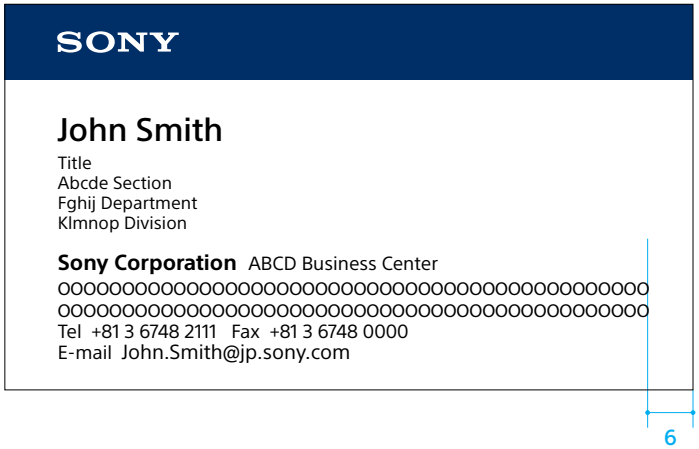
If the address is too long to fit on two lines, you may use up to three lines.

(Unit: mm)

Side A



Side B



(9) Products related

Sony electronics products and product packaging

For how to display the Sony logotype on Sony's electronics products (including product packaging), refer to the following guidelines issued by the Sony Engineering Standardization Committee:

Sony Technical Standards SS-00080, "USAGE OF THE SONY LOGOTYPE ON SONY ELECTRONICS PRODUCTS."

In addition to the above guidelines, also follow the subordinate guidelines such as the guidelines for standard carton, product packaging on how to display the Sony logotype on Sony's electronics products packaging.

On this item, the use of the Sony logotype is positioned as the trademark (business brand) of electronics business rather than as the Group Logo.

(10) Sales promotion tools

Basic Guidelines

Sales promotion tools vary widely in size, form and fashion according to each Sony Group company's business domain : for instance, they may be placed at a retail storefront to indicate that they sell Sony Group company products, or they may be combined with product samples to enhance its in-store display.

< A Sony Group company with its own housemark/trademark (business brand) other than the Sony logotype >

When a Sony Group company with its own housemark/trademark (business brand) other than the Sony logotype displays the Sony logotype as the Group Logo on sales promotion tools, the Group Logo should be used in a way that prevents it from being misperceived as the housemark/business brand of the Sony Group company. The use of housemarks/ trademarks of the Sony Group companies is mandatory. For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

When the Group Logo is used by a Sony Group company that does not include the "Sony" name in its tradename, the use of the group signature is mandatory.

< Electronics business domain >

In the electronics business domain, the Sony logotype should be displayed once on any sales promotion tool to indicate that it is for the promotion of Sony products. The position, size and color of the Sony logotype should be considered depending on each usage situation. For the basic rules on displaying the Sony logotype, refer to "VI. Basic display rules of the Sony logotype".

On these items, the Sony logotype is used as the trademark (business brand) of the electronics business domain, and not as the Group Logo.

Points to consider for the use of the Sony logotype per the different tools commonly used

Point-of-purchase (POP) displays

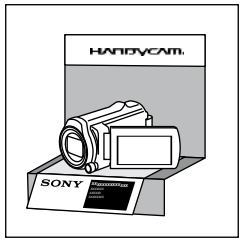
POP displays often convey a large amount of information (such as the product name, a slogan, product features, and ideas about product use) which may distract attention from the Sony logotype. Display the Sony logotype prominently, and always maintain an isolation zone.

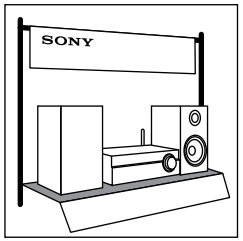
Ceiling POP

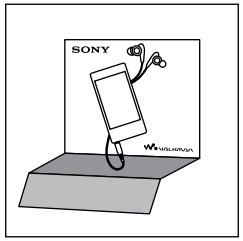
Consider the position, size, and color of the Sony logotype so it is clearly visible even from a distance, identifying products as Sony electronics products.

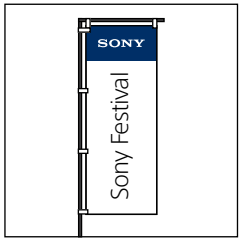
Display stands

Display the Sony logotype prominently in a position where it will not be hidden when the product is placed on the display.









(11) Events and exhibitions

Basic Guidelines

Shows and events vary widely in scale, form, and purpose. They range from those involving many affiliated businesses under a common theme, to those held by one company or one dealer to announce a new product. In all cases, they are important opportunities for visitors to experience Sony products.

The Sony logotype must be horizontally displayed in the most prominent position to identify the exhibitor or exhibited product at the show booths of the Sony group company designated to use the Sony logotype as its housemark/trademark.

To clearly indicate which Sony group company under the electronics business domain is the exhibitor, in addition to the display of the Sony logotype, display elements that enables one to identify the exhibitor such as the tradename or business department, as necessary.

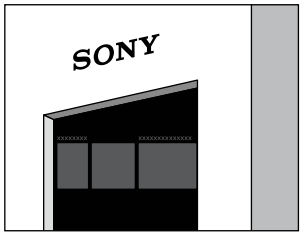
Placement of the Sony logotype

In the case of joint events, the Sony logotype shall be located at the front of the booth, or at the visitor entrance leading to the event site. Make sure the Sony logotype clearly indicates the exact booth to the visitors.

When the event is staged by a single company, the Sony logotype shall be displayed in a prominent position, to clearly indicate that the event' organizer is a Sony Group company.

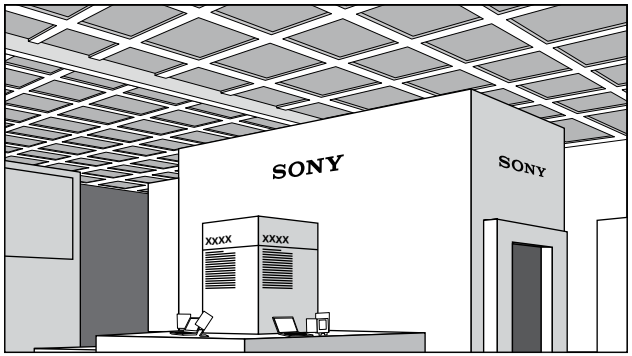
Example 1) Entrance

DO



Example 2) Booth

DO



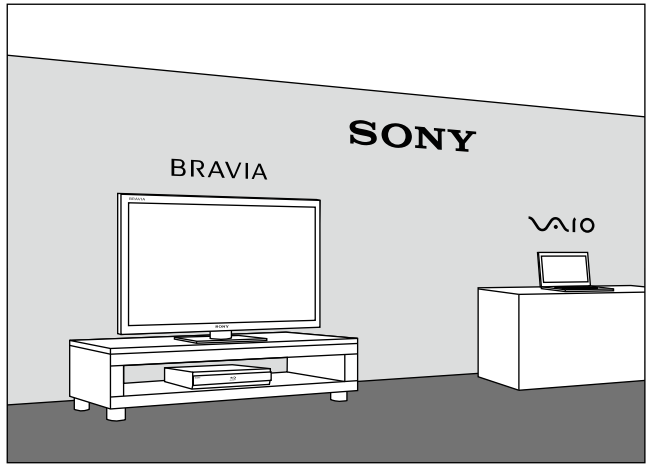
<In the case of joint events mainly exhibiting electronics products >

The Sony logotype shall be located at the front of the booth, or at the visitor entrance leading to the event site. Display the Sony logotype in the most prominent position to clearly indicate the exact booth to the visitors.

(11) Events and exhibitions

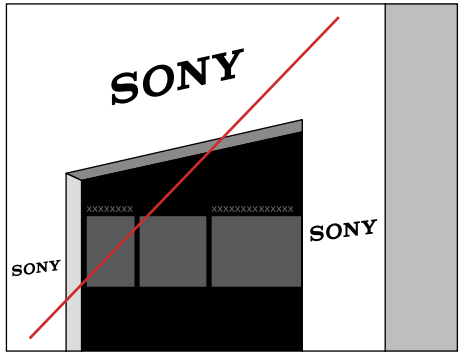
DO

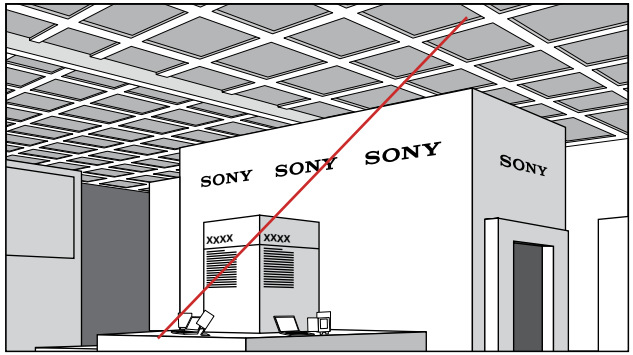
Example 3) Product display



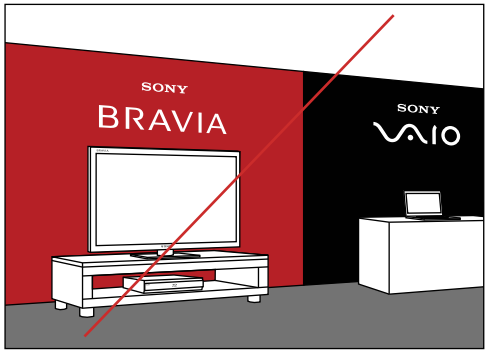
The Sony logotype must be displayed in a prominent position to indicate that the booth is exhibiting Sony products.

DON'T





The Sony logotype should not be displayed repetitively more than necessary or in a small size.



The display corner should not have an incongruous tone, such that categories or product brands are excessively emphasized.

(12) Giveaways

A. Basic guideline

When a giveaway is used by a Sony Group company, it is used to promote the company's activities and as such, either the housemark of the company is displayed to indicate it as the source of the activity, or a trademark is displayed to indicate the product that it is promoting.

Therefore, when a Sony Group company that is designated to use the Sony logotype as its housemark/trademark wishes to indicate the item as its giveaway, the Sony logotype should be displayed. When a Sony Group company with its own housemark or trademark designated for its business domain wishes to indicate the item as its giveaway, its own housemark or trademark should be displayed.

In either case, when displaying the Sony logotype on giveaways, please comply with the following the guidelines.

<Basic Rules>

Since giveaways end up in the hands of end-consumers just as Sony products do, they play a large role in establishing the Sony Group image. Please plan carefully following the guidelines.

- Giveaways must not be sold to end-consumers.
- Select giveaways with consideration for quality standards.
- When a Sony Group company undertakes (or approves of) the planning for a new giveaway, it must enter into an appropriate contract with the company consigned/ licensed to manufacture the giveaway, to prevent unauthorized reuse of the logo data or sales of the giveaways by the manufacturer.

For other details, follow the guidelines of each section.

(12) Giveaways

B. On planning a giveaway

This is to establish the conditions of when names and logos including the name "Sony," such as the Sony logotype, may be displayed on giveaways, and their how, so that such giveaways are not mistaken for Sony products.

Although such giveaways are designed and manufactured by other companies, greatest care is required to ensure that they, like Sony products, live up to the standards of confidence and reliability that consumers expect as long as they are distributed with trademarks of the Sony Group.

When displaying any name or logo including the name "Sony" on a giveaway, follow the guidelines given here.

C. Giveaway which can use the name "Sony" or the Sony logotype

A giveaway is an item distributed free of charge, primarily to end-consumers, in order to promote sales or as a commemorative gift. Since giveaways end up in the hands of end-consumers just as Sony products do, they play a large role in establishing the Sony Group image. When planning for and distributing giveaways, therefore, Sony Group companies should clarify by whom and to whom a particular item is to be given, and for what purpose. Follow the guidelines given here so that the image of the Sony Group will not be damaged in any way.

1) Who may plan for giveaways

Only business units of Sony Group companies may undertake the planning for giveaways carrying names and logos that include the "Sony" name or the Sony logotype. A third party such as authorized dealers/distributors may not plan for giveaways carrying names and logos that include the "Sony" name. When those third party would like to handle giveaways for their promotion, they must purchase the giveaways planned by each Sony Group company.

2) Who may distribute giveaways and for what purpose

Giveaways carrying names and logos that include the "Sony" name may be distributed only by the parties and for purposes specified below.

- As a sales promotional activity to sell Sony group products:
  In this case, a business unit of a Sony Group company or a third party (such as a dealer or distributor) who has a business relationship with a Sony Group company may distribute the giveaway.
- As mementos to commemorate events or functions staged by business units of a Sony Group company:
  Only a Sony Group company may distribute such giveaways to commemorate the establishment of a company or a branch office, or the anniversary of such events. Third parties having a business relationship with a Sony Group company may not distribute giveaways carrying names and logos including the name "Sony" for its own commemorative events, such as the anniversary of the opening of a store.

(12) Giveaways

3) Description of giveaway items

Kinds of items:
Only items with no risk of damaging the image of the Sony group in any way may be selected as giveaways of the Sony Group.

Quality of giveaways:
As a general rule, third-party products which may be selected as giveaways of the Sony Group must meet the Sony Group's exacting quality standards. When a Sony Goup company undertakes (or approves of) the planning for a new giveaway, it should take note of the following points when placing the order. Pay special attention to quality for such giveaway items as soft cases to carry Sony products.

- Select a reliable manufacturer that can meet product quality standards.
- Establish quality and other standards with the manufacturer for each giveaway.

Strength
Durability
Heat resistance
Fire resistance
Water resistance
Precautions in use
Precautions in handling
Expiry date, ingredients
Date of manufacture
Storage conditions
Warranty period

DO

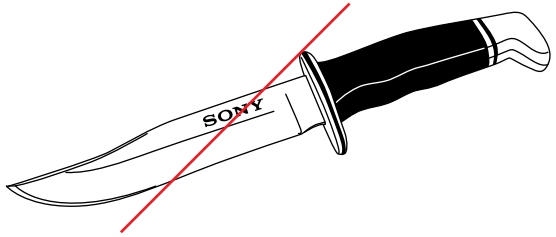
Select giveaway items that befit the image of the Sony Group.

Examples)
- Dignity and class
- Refined design

DON'T

Do not select items that fail to match the Sony Group image.

Examples)
× Items with connotations of religion, politics, violence, sex, race or discrimination
× Items that pose any kind of danger
× Items which have the potential to infringe upon the copyrights of third parties



(12) Giveaways

4) Distribution of giveaways

Giveaways that are third-party products carrying names and logos including the name "Sony" must not be sold to end-consumers, as they are not Sony products.

When a Sony Group company undertakes (or approves of) the planning for a new giveaway, it must enter into an appropriate contract with the company consigned/licensed to manufacture the giveaway, in order to prevent any unauthorized sale of the giveaway to third parties.
Such agreement should contain the following terms and conditions.

- The quantity, name, and unit price of the product as well as the name of the manufacturer.
- A statement to the effect that the manufacturer may not sell the items to a third party.
- An assurance that the manufacturer will destroy all defective items.
- An acceptance by the manufacturer of final responsibility, in the event of any accident or injury involving the Items.
- A statement that all data and materials such as the Sony logotype data that are supplied to the manufacturer for the manufacture of the giveaways shall be returned, as well as the manner of return.

Regarding the specific phrases that are to be used in the contract clause for such a prohibition of sales to a third party, please consult with the department in charge of legal affairs at each Sony Group company.

Sample Contract Clauses

Article **
Manufacturer agrees that it shall not engage in the manufacture, sale or distribution of any items bearing the name SONY or Sony's trademark _____, or other unique features instructed by Sony, including without limitation colors, specifications and functions, for itself or to a party other than Sony.

Article **
Manufacturer agrees that it shall promptly destroy any overruns of ITEMS, irregular or second quality ITEMS, and any ITEMS which are returned by Sony _____ because of defects or for other reasons.

Article **
Manufacturer accepts full liability, shall indemnify and hold harmless, including all costs, damages and attorneys' fees, Sony _____ and its affiliated companies for any claim arising out of any loss, damage,or injury resulting from proper use of ITEMS.

Article **
Manufacturer shall keep any materials which are disclosed or provided by Sony, including without limitation the Sony logotype (the "Materials") with the duty of due care and diligence of a good manager and shall not sell, export, transfer or otherwise dispose of the Materials. Manufacturer shall keep in confidence the Materials without prior written consent of Sony and shall not use the Materials for any purpose other than its manufacture of ITEMS. Upon Sony's request, Manufacturer shall return promptly to Sony any Materials together with all copies and reproductions thereof, if any.

(12) Giveaways

D. Elements to indicate on Giveaways

1. Elements to indicate the item as a Sony Group giveaway

On giveaways, the Sony logotype, the housemark/trademark of the Sony Group company or phrases including the name "Sony" (such as campaign names, event names, slogans and titles of commemorations) may be displayed to indicate that they are giveaways of the Sony Group. However, creating such phrases that include the "Sony" name is subject to approval based on the Sony Corporation or Sony Group Delegation of Authority.)

When the Sony logotype is used by a Sony Group company which does not use the Sony logotype as its housemark, they must indicate their own housemark together with the group signature "a Sony Company". When the event represents the activity of the whole Sony group (ex: IR activity, FIFA, Sponsorship), it is not mandatory to indicate each Sony Group company's housemark.

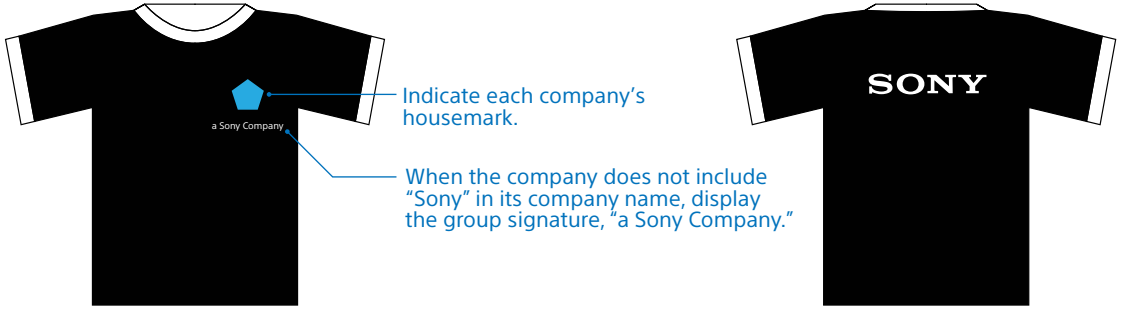
Example) Indicate each Sony Group company's logo as such the Sony logotype.

SONY

Example) May indicate the name of the campaign, event, slogan or anniversary.

Sony Fair
Sony 60th Anniversary

Example



2. A "not for sale" marking / the manufacturer's name

A "not for sale" marking or the manufacturer's name must be indicated on the giveaway to prevent misperception that the Sony Group company is the manufacturer or that the item is a product rather than a giveaway. However, the manufacturer's name, or "not for sale" marking, need not be indicated if the giveaway carries the manufacturer's brand logo or tradename as described below.

Examples of typical markings designed to prevent the sale of giveaways

Promotional Goods Not for Sale

Example of the display of a manufacturer's name

Manufactured by ○○○

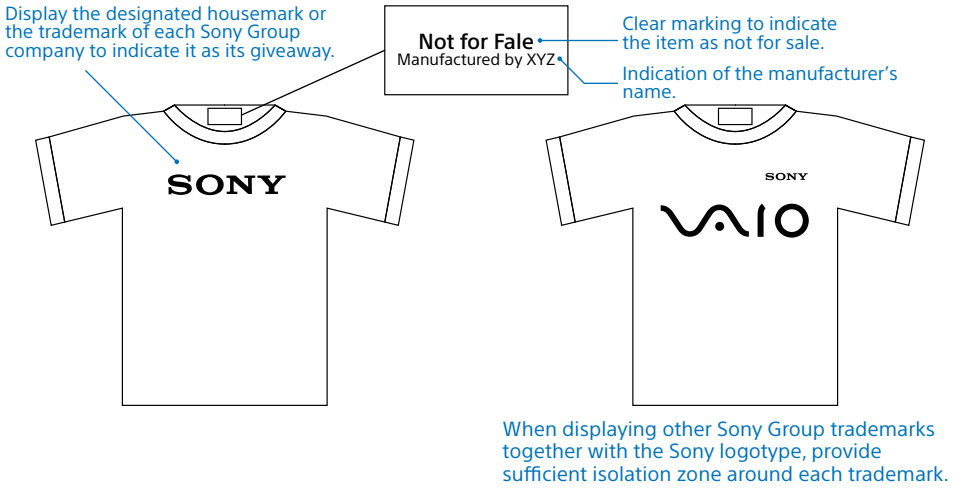
(12) Giveaways

<Basic indications>

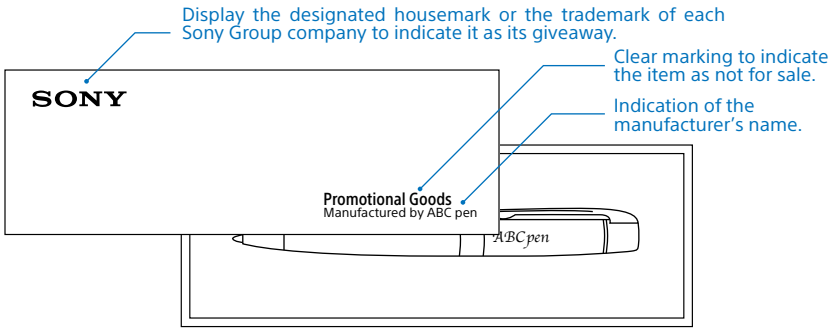
The elements to indicate on giveaways should be displayed on the giveaway items, or on their packaging as shown below.

<A group company which is designated to use the Sony logotype as it's housemark or trademark (business brand).>

On giveaway items:

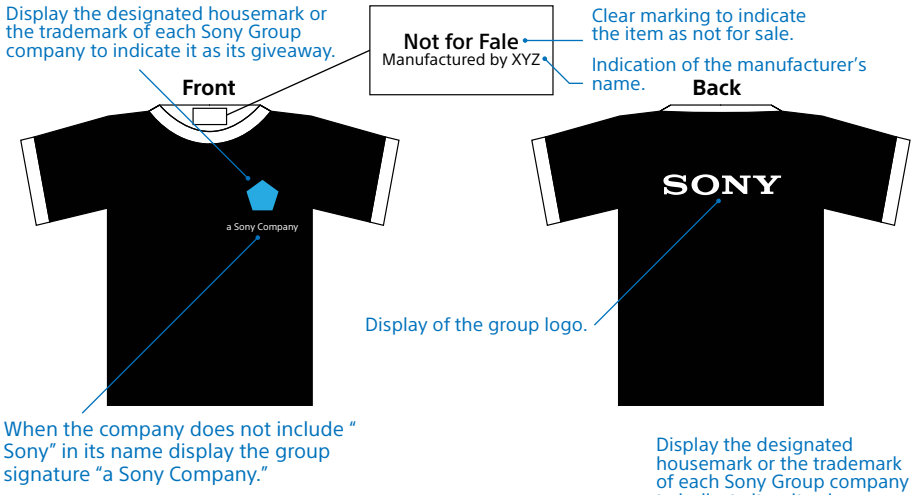


On packaging of the giveaway:

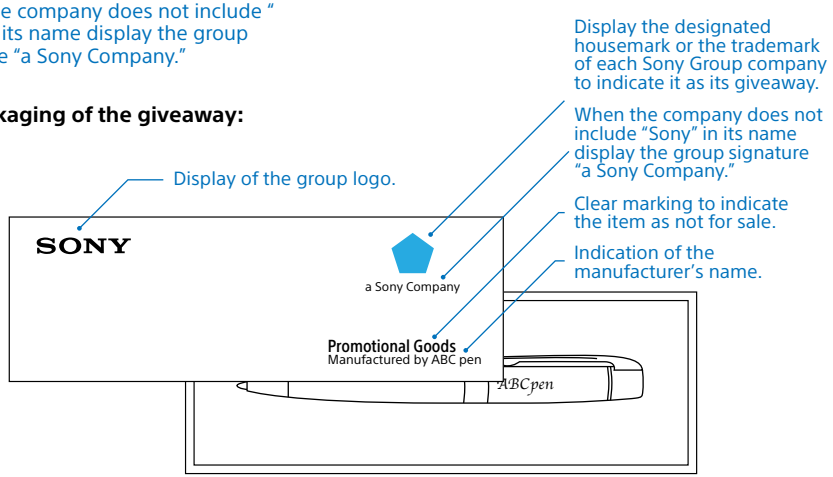


<A group company which has it's own housemark or trademark (business brand).>

On giveaway items:



On packaging of the giveaway:



(12) Giveaways

E. Giveaways of items which might be taken for Sony products

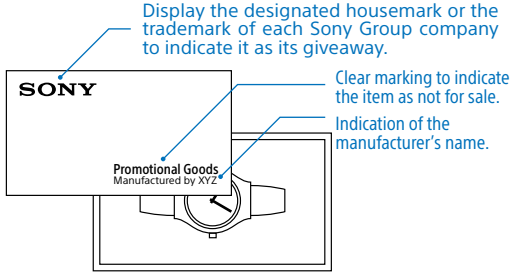
If items that can be easily mistaken for Sony products are selected as giveaways, confused end-consumers may bring them to a Sony Group's customer service stores without realizing they do not service such items. There is also the possibility that by mistaking giveaways for Sony products, end-consumers' image of the Sony Group may become different than how the Sony Group intends to project itself. In selecting items for giveaways, consider carefully to avoid such problems. When the selected item can possibly be mistaken for a Sony product, make sure to comply with the following guidelines so that the manufacturer and distributor shall be distinguished even more clearly.

When electronic or precision device (such as clocks, watches and calculators) or items which can be used as product accessories (such as a portable device carrying case) are to be selected as giveaways, take care so that they are not mistaken for Sony products. State on the package or card, and not on the item itself, that the item is a giveaway of the Sony Group and is not for sale. The manufacturer's name should be displayed on the item itself, or on the package. (If the item already carries an indication of the manufacturer in the form of the manufacturer's brand logo or tradename, there is no need to further indicate the manufacturer's name.)

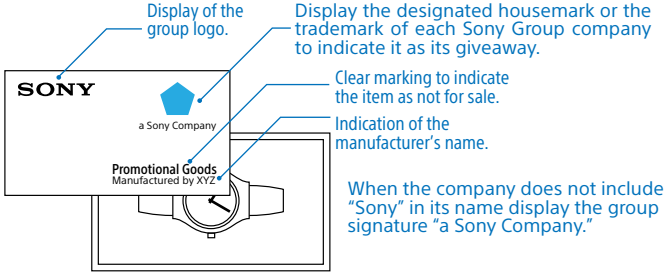
Do not display the following trademarks on the items themselves:
- The Sony logotype
- Trademarks used by the Sony Group companies in the electronics business (such as VAIO, XPERIA) and other businesses (such as PlayStation)
- Tradenames, campaign names, event names and slogans which include the "Sony" name

DO If items that can be easily mistaken for Sony products or accessories are to be distributed as giveaways, make sure that the required elements are displayed on the packaging, as shown in the examples here.

<A group company which is designated to use the Sony logo-type as it's housemark or trademark (business brand).>

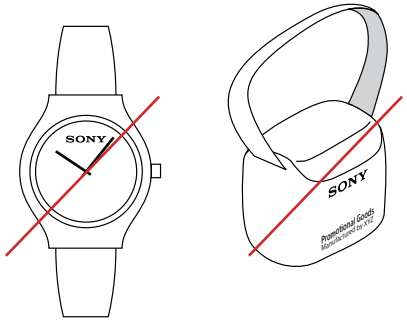


<A group company which has it's own housemark or trademark (business brand).>

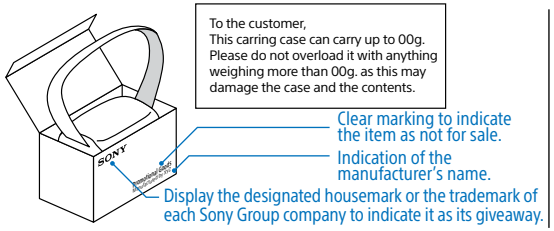


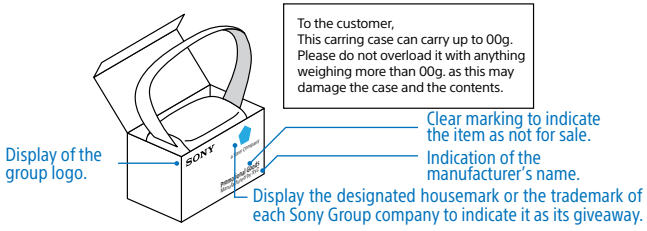
DON'T

Do not display any indications as a Sony Group giveaway on the items themselves when they are easily mistaken for Sony products.



DO If the giveaway can be used as an accessory to a product, indicate its quality standard accurately.





2. Business domain: Game

Game

Sony Computer Entertainment and its affiliates

(1) Applicable items

For Sony Group companies with their own housemark/trademark designated for their business domain shall use the Group Logo within the appropriate scope as set forth below. For details on how to display the Group Logo, refer to the following sections of this guideline.

For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

In cases where it is necessary to respect the rights of the third party in collaborated initiatives (example: relationships with or contractual rights of the third parties in movie, music game businesses), it is not mandatory to use the Group Logo. For such cases, refrain from using the Group Logo.

Among the applicable items below, business cards will use the basic corporate color of "Sony Blue 90." For the details on the usage scope of "Sony Blue 90," refer to sections "VI. Basic display rules of the Sony logotype, 4.Corporate color and Sony logotype colors "and "8. Business Cards."

	Mandatory (Examples in parenthesis)	**Recommended** (Examples in parenthesis)	**Not Permitted** (Examples in parenthesis)
Marketing	・**Website header**[*3] (Company website) (*3) For companies that do not include the "Sony" name in its tradename, not mandatory but recommended.	・**Print media** (Poster, catalog, billboards) ・**Visual media** (TVCM of game hardware products) ・**Sales promotional item** (POP, store display stand) ・**Event, exhibition signage** (Back panel, in-booth sign)	・**Social media avatar** ・**Giveaway**[*1] ・**Digital media**[*1] (Internet banner) (*1) Permitted only when there is enough space to display the Sony Group companies own housemark in addition to the Group Logo
Products/ Services	・**Game hardware main unit, start up animation, packaging**[*2] (*2) Use the Sony logotype as the company's own trademark (business brand), not as the Group Logo.	・**Packaging of a game title software** ・**Opening animation of a game title software**	・**Apps software** (Android or iOS apps)
Corporate	・**Business card**	・**Print media** (Corporate image ad, internal communication) ・**Visual media** (Visual media of HR activity)	・**Office building sign** ・**Employee ID** ・**Stationery**

(2) Group signature applicable items (For a company that includes the "Sony" name in its tradename)

Group signature shall be used only when the Group Logo is used. Use it within the scope as defined below. The group signature "a Sony Company" shall be used as an explanation to the housemark/trademark of each company. Do not use it as an explanation to the Group Logo.

For information about the group signature, refer to the Section "I. About Sony's Visual Identity, 5. Group signature "a Sony Company." For details on how to display the group signature, refer to the guidelines in this section.

(Examples in parenthesis)		Group Logo (Sony Logotype)	Group Signature("a Sony Company") Applies only when the Group Logo is used
Marketing	**Print media**	**Recommended**	**Recommended**
	Website	**Mandatory** (Header)	**Recommended** (Footer or other areas of the company website besides the header of the Group Logo)
	Visual media	**Recommended**	**Recommended**
	Event and exhibition signage	**Recommended**	**Recommended**
Contents	**Game hardware main unit, start up animation, packaging**[*2] (*2) Use the Sony logotype as the company's own trademark.	**Mandatory**	**Do not use**
	Packaging of a game title software	**Recommended**	**Recommended**
	Opening animation of a game title software	**Recommended**	**Recommended**
Corporate	**Business card**	**Mandatory**	**Mandatory**
	Print media, visual media, internal communication	**Recommended**	**Recommended**

(3) Group signature applicable items (For a company that does not include the "Sony" name in its tradename, approved for exceptional use)

This page applies to those companies that do not include the "Sony" name in its tradename and has been separately approved by Sony Corporation as applicable companies to use the Group Logo. Companies that do not include the "Sony" name in its tradename may not use the Group Logo without approval by Sony Corporation.

The use of the group signature applies only when the Group Logo is used. Use it within the appropriate scope as defined below. When the Group Logo is used by a Sony Group company that does not include the "Sony" name in its tradename, the use of the group signature is mandatory. The group signature "a Sony Company," may only be used as an explanation to each companies' existing housemark/trademark. Do not use it as an explanation to the Group Logo.

For information about the group signature, refer to the Section "I. About Sony's Visual Identity, 5. Group signature "a Sony Company." For details on how to display the group signature, refer to the guidelines in this section.

(Examples in parenthesis)		Group Logo (Sony Logotype)	Group Signature("a Sony Company") Applies only when the Group Logo is used
Marketing	**Print media**	**Recommended**	**Mandatory**
	Website	**Recommended** (Header)	**Mandatory** (Footer or other areas of the company website besides the header of the Group Logo)
	Visual media	**Recommended**	**Mandatory**
	Event and exhibition signage	**Recommended**	**Mandatory**
Contents	**Packaging of a game title software**	**Recommended**	**Mandatory**
	Opening animation of a game title software	**Recommended**	**Mandatory**
Corporate	**Business card**	**Mandatory**	**Mandatory**
	Print media, visual media, internal communication	**Recommended**	**Mandatory**

(4) Print media

Basic guidelines

This section establishes the rules for displaying the Sony logotype in marketing communications (advertising and promotional materials) and corporate communications.

Print media, such as newspaper and magazine advertisements, posters, merchandise catalogs, and company brochures, can be said to be the most wide spread media reaching a wide range of stakeholders. Therefore, it is important to ensure that the Sony logotype is displayed in a consistent way, so that the image of Sony does not vary and dilute.

Follow the guidelines below and use the Sony logotype correctly.

- The Sony logotype must be displayed independently, once on the main surface.
- When creating communication items, in order to prevent the Sony logotype used as the Group Logo from being misperceived as each company's housemark/trademark, display the designated housemark/trademark of the Sony Group company as the originator (owner) of the communication (Do not display the Group Logo only). This applies only to those Sony Group companies with their own housemark/trademark.
- Provide sufficient isolation zone around the Sony logotype, and do not combine it with any other elements.
- For those Sony Group companies designated to use the Sony logotype as their housemark/trademark, the Sony logotype must be clearly indicated on all their marketing communication items (such as advertisements and promotional material) and public relation items (such as annual reports, company brochures, and press releases) for external use, to identify itself as the originator.
- When it is not clear which company within the Sony Group the item is being communicated from, include elements such as the tradename.
- When there are other separate guidelines which stipulate the use of the Sony logotype or Sony Group company's guidelines on the use of each company's housemarks/trademarks on print advertisements, follow those respective guidelines. (Subordinate guidelines which stipulate the use of the Sony logotype, names/logos that includes the "Sony" name are subject to approval by Sony Corporation.)

(4) Print media

Display of the Group Logo and group signature "a Sony Company"

<Display of the Group Logo>
When using the Group Logo on print media, such as newspaper and magazine advertisements, posters, merchandise catalogs, and company brochures, it shall be placed on the bottom right of such print media.

In order to prevent the Group Logo from being misperceived as each Sony Group company's housemark or business brand (trademark) or to be misunderstood as the source of the communication, display the designated housemark or business brand of the Sony Group company as the originator (owner) of the communication. (*) Do not use the Group Logo in cases where the housemark or business brand of the Sony Group company is not displayed.
(*) Follow each Sony Group company's guideline for use of their respective housemark or business brand.

<Display of the group signature "a Sony Company">
Use of the group signature "a Sony Company" is recommended for print media in order to clarify the relationship between the Group Logo and the existing housemarks/trademarks of each company. For Sony Group companies that do not include the "Sony" name in their tradenames, the use of the group signature "a Sony Company" is mandatory.

<In media where there are business limitations involving third party collaboration>
In cases where there are certain business limitations or conditions involving collaboration with third parties (example: certain contractual arrangements with third parties for game contents), it is not mandatory to use the Group Logo.

(4) Print media

Placement of the Group Logo

When using the Group Logo on print media such as newspapers, magazines, billlboards and pamphlets, follow the guidelines below.
In both cases, display the Group Logo on the bottom right corner of the footer area.

<Option A>
In principle, place a black strip on the footer area and display the Group Logo on the right side of the strip.

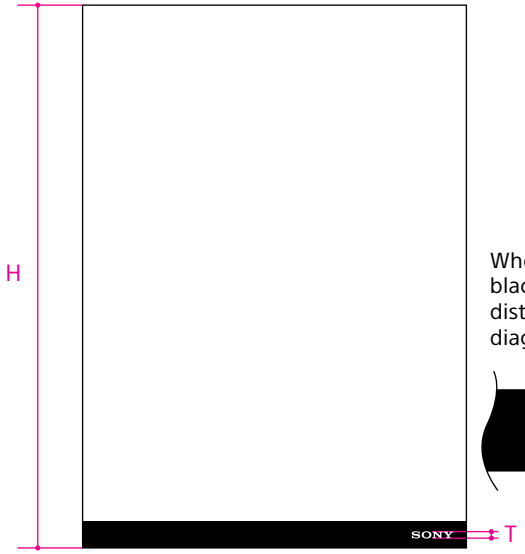
<Option B>
If utilizing a black strip is not appropriate in terms of the overall image or design concept of the media (examples: conflict with the image of the music artist, movie, game content, etc.), it is possible to utilize a transparent strip by securing spacing at the footer area with a certain height. In such a case, keep elements that weakens the impression of the logo, such as photos, letters and graphics, out of the footer area.

Size of the logo in the footer
Use the formula below to calculate the height of the Sony logotype in the footer.

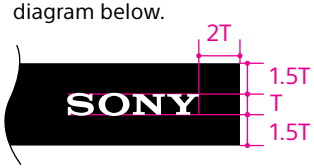
H = height of the media
T = height of the Sony logotype

Formula to calculate the Sony logotype size

$$0.012 \times H = T$$



When placing the logo in the black footer strip, use the distances shown in the diagram below.



Follow each Sony Group company's guideline for use of their respective housemark or trademark (business brand).

(4) Print media

How to display the Group Signature "a Sony Company"

The group signature "a Sony Company" is used to clarify the relationship between the Group Logo and the Sony Group company as the source of the communication, and to prevent the Group Logo from being misperceived as each Sony Group company's housemark or trademark (business brand) or to be misunderstood as the source of the communication.

The display of the group signature is recommended for Sony Group companies that include the "Sony" name in their tradename, and is mandatory for those that do not include the "Sony" name in their tradename.

The group signature should be displayed in an area (such as near the company logo) that allows it to be understood as an explanatory element to the Sony Group company's housemark or trademark (business brand).

- Do not combine it with the Group Logo (such as in composite form) or display it as an explanatory element to the Group Logo.
- Do not use "a Sony Company" independently in media that does not display the Group Logo.
- "a Sony Company" should be displayed in regular font. Do not lay excessive emphasis, display in logo form or use decorations.
- Do not change the wording of "a Sony Company" (do not capitalize "a").
- Do not use the "a Sony Company" group signature in a language other than English.

Example of display of the Group Signature "a Sony Company"

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

Display the designated housemark or trademark (business brand) to indicate the originator of the communication. Follow the specific guidelines of each Sony Group company.

Example:

If the Group Logo is used, the group signature "a Sony Company is:

Recommended

Recommended for companies that include the "Sony" name in their tradename.

Mandatory

Mandatory for companies that do not include the "Sony" name in their tradename.

When using the Group Logo, it should be displayed in the designated area.

(4) Print media

When there is no footer area on the media
For media of which the design and logo placement area are predetermined, follow the guidelines for that media.

In such cases, the Group Logo may be used only when it can be displayed in the following way. If such conditions may not be met due to certain contractual arrangements with third parties or other legal limitations, refrain from using the Group Logo.

- The Group Logo may be used only when the housemark or trademark of the concerned Sony Group company is displayed on the media.
- The Group Logo should be displayed with the appropriate balance in size vis-à-vis the housemark or trademark of the Sony Group company (should not be excessively large or small).
- Consider use of the group signature "a Sony Company" (however, the use is mandatory for group companies that do not include the "Sony" name in their tradename). If there is space limitations that causes the group signature to be displayed in combined form with the Group Logo, refrain from using "a Sony Company" (in such case, for Sony Group companies that do not include the "Sony" name in their tradename, do not display the Group Logo).

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(5) Visual media

Preface

This section establishes the guideline for usage of the Sony logotype in motion logo form ("motion logo") audio visuals, such as TV commercials and promotional videos (excluding theatrical film content).

Among the various media incorporated in marketing and corporate communications, audio visuals, including TV commercials and promotional videos, may be described as the most effective means of establishing the image of the Sony Group. As such, every attempt should be made to take full advantage of their characteristics in the way of maintaining and enhancing the image of the Sony brand and its visual identity, through the correctly and consistent use of the "motion logo."

Do not create the "motion logo" for audio visuals on one's own accord. Use the "motion logo" which is available for download on the "Sony's Group Visual Identity Guidelines and Assets website" and follow the guidelines below.

Basic guidelines

<Mandatory>

- Use the Sony logo type in the correct color and form and do not modify the provided "motion logo" data. Do not alter the form of the Sony logotype or add colors, textures or other visual effects.
- When a company that is not designated to use the Sony logotype as their housemark or trademark (business brand), uses the Sony logotype as the Group Logo on audio visuals, they must also display the designated housemark or trademark of each company. When showing each company's housemark or trademark (business brand), do not show it in the same frame and instead place a time difference in between. Also follow each company's guideline for use of their respective housemark or trademark (business brand).

<Recommended>

- In case of a company which is designated to use the Sony logotype as their housemark or trademark (business brand), it is recommended to present the Sony logotype at the opening of the audio visuals to convey that the following message is from the Sony Group. In presenting the Sony logotype, display it in the correct color and form in the upper left-hand or upper right-hand corner of the screen.

<Usage of group signature "a Sony Company">

- In case of a company which has a own designated housemark or trademark (business brand) other than the Sony logotype, it is recommended to indicate the group signature "a Sony Company" together with their housemark or trademark (business brand). In case of a company which does not include "Sony" in its tradename, it is mandatory to indicate the group signature when using the Group Logo.

(5) Visual media

When using the Sony logotype used as the Group Logo on visual media of the Sony Group companies, follow the guidelines set forth below and use the Sony logotype created for audio visuals (hereinafter "motion logo"). For Sony Group companies which use their own housemark/trademark on visual media, in cases where there might be a confusion concerning the originator of the media or certain business limitations or conditions involving collaboration with third parties (such as contractual commitments with a third party in the movie, music, game businesses), it is not necessary to use the "motion logo."

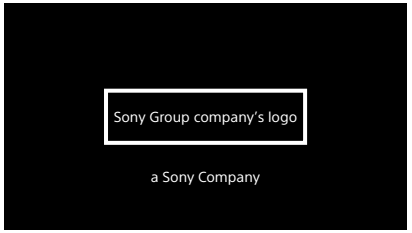
1. **Do not change the "motion logo" data made available for download, and use the Sony logotype in its correct color and form.**
2. **At the opening or ending of the audio visuals:**
   In commercials and promotion videos, in order to convey to the viewers from which Sony Group company the message is from always display the designated housemark or trademark of each company.
3. **Order of appearance of the Sony logotype and the group signature "a Sony Company":**
   The display order of the Sony logotype may come in any order. However, the group signature "a Sony Company" shall be displayed in the same frame where the Sony Group company's trademark appears, or it may appear after the sequence of the Sony Group company's trademark. The use of the group signature is recommended for companies that include the "Sony" name in their tradname, and mandatory for companies that do not include the "Sony" name in their tradname.
4. **Incorporating sound logos at endings**
   At the ending of audio visuals, when using the sound logo (or the voicing of "Sony") of the Sony logotype in order to indicate that the preceding message was from a Sony Group company, avoid audio that might detract from the Sony image, such as repetitious use of the name "Sony," or the use of inappropriate music.

Usage examples in visual media

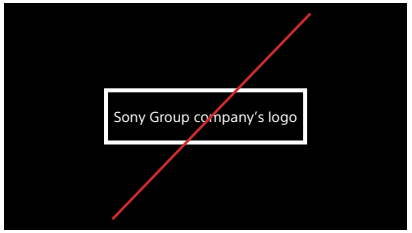
DO When using the Group Logo, the use of the group signature shall follow the guidelines below:

Necessity of "a Sony Company":

Recommended	Includes the "Sony" name in its tradename.
Mandatory	Does not include the Sony" name in its tradename.



DON'T When using the Group Logo, the group signature shall not be used as an explanation to the Sony logotype, nor used in combination with the Sony logotype.

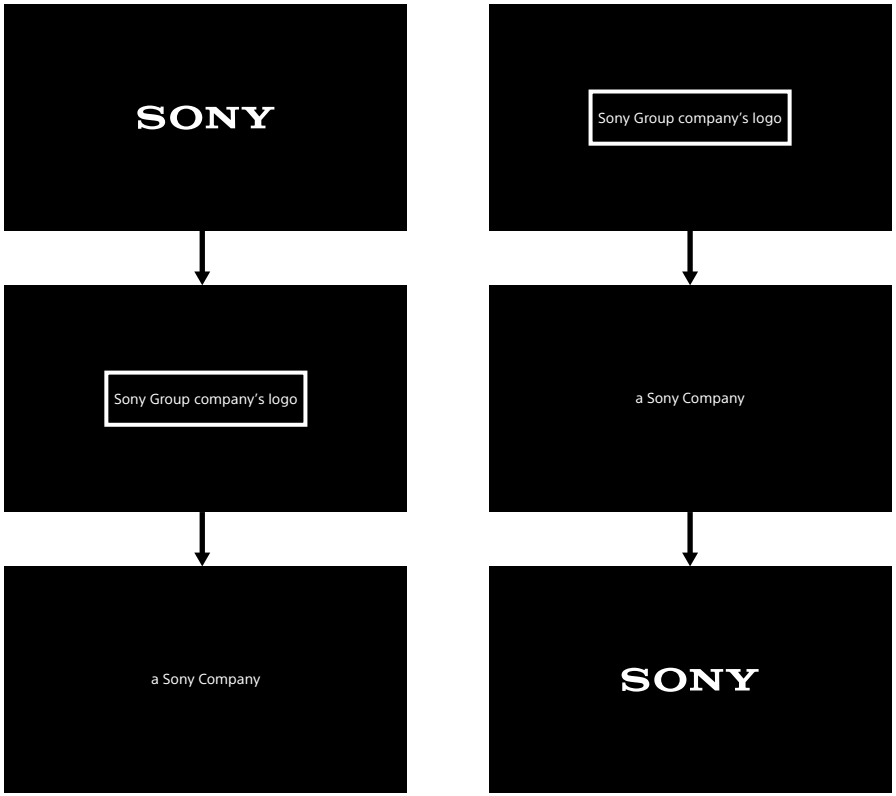


Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(5) Visual media

Usage examples in separate frames

DO



Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(6) Website

Basic Guidelines

This section establishes the rules for displaying the Sony logotype on the website. Follow the guidelines below and use the Sony logotype correctly.

- The Sony logotype shall be displayed on the header by following its specified color, placement, and isolation zone.
- The Sony logotype shall not be combined with any elements.
- The Sony logotype shall be displayed once on the page, independently. Avoid repetitive display.
- For websites of those Sony Group companies with their own housemark/trademark designated for their business domain, always display the designated housemark/trademark. Follow the respective guidelines of the Sony Group companies when displaying such housemark/trademark. This applies only to those Sony Group companies with their own housemark/trademark.
- For websites of those Sony Group companies with their own housemark/trademark designated for their business domain, in addition to the display of the Group Logo, it is recommended to display the group signature "a Sony Company." (This does not apply to those Sony Group companies designated to use the Sony logotype as their housemark/trademark.) For those Sony Group companies that do not include the "Sony" name in their tradenames, the use of the group signature "a Sony Company" is mandatory.
- For launch of an external website by a Sony Group company, observe the guidelines issued by the Sony Group Website Administration Office.

"Sony Group Website Rules" (Internal use and inquiries only)
Rules and procedures for Sony Group for opening an external website with criteria for website management and operation
Inquiries: Sony Group Website Administration Office

(6) Website

1) Header design

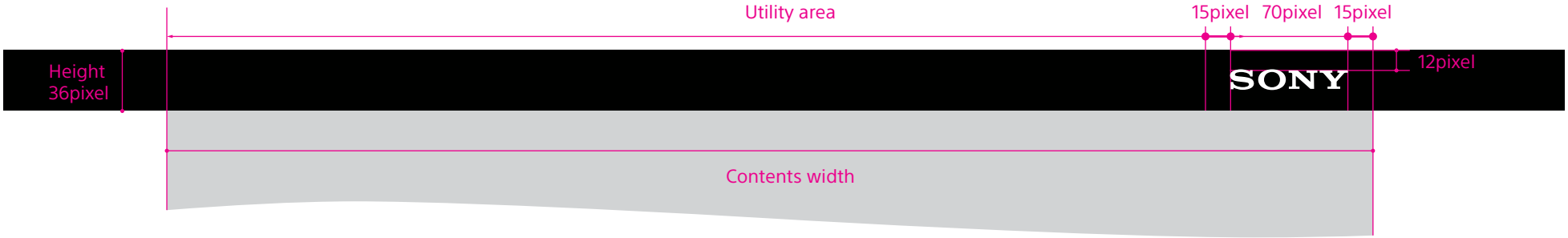
Display the Sony logotype on the header that is positioned in the highest layer.
Always display the Sony logotype on the right side of the header. Do not place the logo in any other position. Do not include any other elements.

Other display guidelines are as follows:

Height of the header: 36 pixels
Color of the header: Black
Color of the logo: White

Display the housemark or trademark (business brand) of the Sony Group company.
For the display of the Sony Group companies housemark or trademark (business brand) follow the relevant guidelines of the Sony Group company.

Display of the group signature "a Sony Company"
For websites that display the Sony logotype, the use of the group signature "a Sony Company" is recommended for companies that include the "Sony" name in their tradenames. For companies that do not include the "Sony" name in their tradenames, the display of the group signature "a Sony Company" is mandatory. For details on how to use the group signature, refer to the sections after this page.



(6) Website

2) Utility area of the header

The Utility Area:

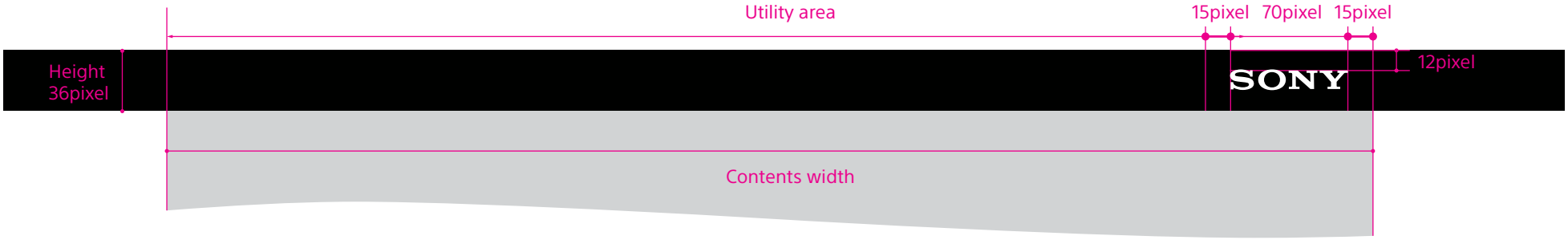
The utility area is the space in the header outside the area of the Sony logotype and its isolation.

For type B header, only the Sony logotype may be displayed. Do not include any other elements.

The Utility Area Color:
The utility area must be black, and letters in the utility area must be white except for on-mouse and on-click. Accent color may be used for icons in the utility area, but the ratio of color in the utility area should follow the relevant accessibility guidelines and maintain appropriate contrast.

Specifications of the Sony logotype:
Color: White (#FFFFFF)
Length: 70 pixels

Specifications of the header:
Background color : #000000 (black)
Minimum Height : 36 pixels



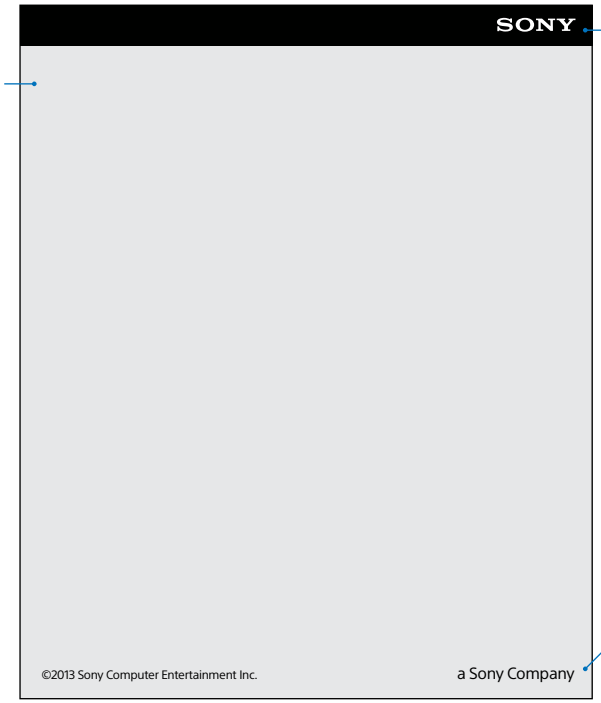
(6) Website

Example: Use of the Group Logo and group signature "a Sony Company"

DO

Display the housemark/trademark of the Sony Group company to indicate the originator of the website. Follow the Sony Group company's guidelines for use of its respective marks.

Example:



Group Logo (Mandatory) :
Display on the right side of the header

Group signature "a Sony Company":
When using the Group Logo:

Recommended

Includes the "Sony" name in its tradename.

Mandatory

Does not include the Sony" name in its tradename.

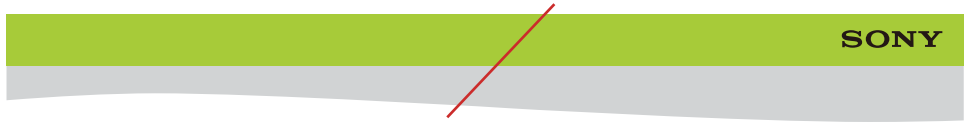
Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(6) Website

4) Incorrect usages

Examples of incorrect uses of the header:

Do not use a different header color other than the specified black.



Do not change the height of the header.

Do not use gradation in the header.

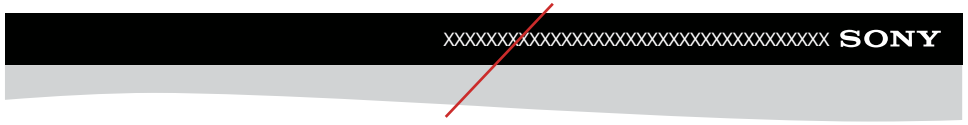
Do not change the size of the Sony logotype.

Do not include any graphics in the header.

Do not display other logos in the header.

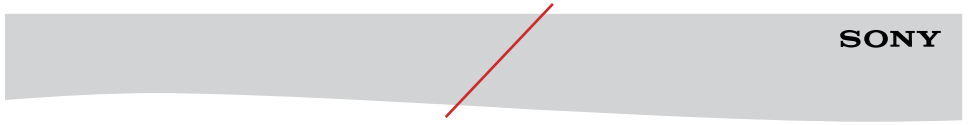
Do not place the Sony logotype anywhere other than on the right side.

Do not place any other elements in the isolation zone.



Do not display the group signature on the header where the Sony logotype is displayed.

Do not change the format or design of the header.

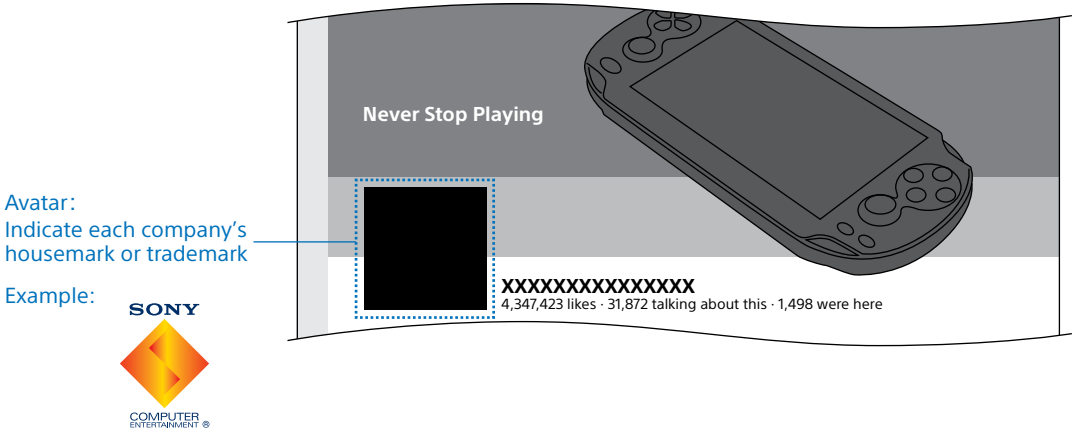


(7) Social Media

Basic Guidelines

For avatars used in social media, do not use the Group Logo (Sony logotype), but use the housemark or trademark designated for each Sony Group company. When there is a separate guideline for social media that is designated for the respective Sony Group company, please follow those guidelines.

Display the housemark or trademark of each Sony Group company



For launch of an external website by a Sony Group company, observe the guidelines issued by the Sony Group Website Administration Office.

"Sony Group Website Rules" (Internal use and inquiries only)
Rules and procedures for Sony Group for opening an external website with criteria for website management and operation
Inquiries: Sony Group Website Administration Office

(8) Business Card

A. Basic Guidelines

Observe the guidelines in this section when creating business cards with the Sony logotype as the Group Logo.

1. Who can use the business card

Regular and contract employees of Sony Group companies approved to use the Group Logo may incorporate the Sony logotype on their business cards. Individuals not directly employed by a Sony Group company (including temporary staff and employee of other Sony Group companies) may not use the business card displaying the Sony logotype (nor a business card similar in design), even if their work place is at the same office as the Sony Group company.

2. Basic functions of a business card

A business card is a tool to facilitate business relationships with business partners and clients by indicating information of the company and the department of where the person is employed. Therefore, it is important to communicate such necessary information in a manner that is clear and easy to understand. A business card acknowledges the employment of the card holder with a Sony Group company and establishes a certain level of guarantee or credibility of the card holder by whom the card holder is employed with. The following are some basic functions of a business card.

- Demonstrates that the holder of the business card is a Sony Group company employee and establishes a certain level of guarantee or credibility of the card holder by whom the card holder is employed with.
- Accurately communicates information about the card holder of the business card and about the business in which he/she is involved.
- Clear and easy reference concerning contact information of the card holder to business partners and clients.

3. Contents of a business card

- As business cards shall be used for official company business only, it should never display any private information.
- A business card should only display information about a Sony Group company employee and the business in which he/she is involved.
- Contact details should be clearly displayed so the person receiving the card is able to contact the employee when the need arises.

(8) Business Card

As basic information, display the contents of 1) through 10) listed here. Additionally, information on 11) through 13) may be displayed when necessary.

1) The Group Logo and the group signature "a Sony Company"

- Use the Sony logotype as a Group Logo symbolizing the Sony Group.
- For Sony Group companies with their own housemark/trademark (other than the Sony logotype) designated for their business domain, it is necessary to display the group signature "a Sony Company". (The use of group signature does not apply to companies that are designated to use the Sony logotype as a housemark.)

2) Housemark of each Sony Group company (company logo)

Display the logo that is designated as the housemark of each Sony Group company.

3) Organization name

In principle, the official name of the organization (such as division, department, section, and group) of which the employee belongs to shall be included on a business card. As in-house names and abbreviated forms are not for external use, those forms shall not be used. Since the structure of organization varies according to each Sony Group company, follow the guidelines set forth by the department in charge of human resources at each Sony Group company. Should the name of the organization be too long to fit in the designated form of the business card, the level of information to display on the card shall be selected and decided within that organization.

Examples:
Division (Div.) / Center
Department (Dept.)
Section (Sec.)
Group (Gp.)

(8) Business Card

4) Employee title
In principle, the formal title of the employee as regulated by the human resources division at each Sony Group company shall be displayed on a business card.

5) Employee name
For names to be displayed in English, following international practice, print the first name first, followed by the middle name and family name. An informal name may be displayed in parentheses after the first name.

Examples: John Martin Smith
Taro (Terry) Yamada

For names in other languages, follow the standard practice of that language. Follow the guidelines set forth by the department in charge of human resources at each Sony Group company.

6) Tradename
Display the officially registered company name (no abbreviations may be used) to which the employee belongs. If the employee has multiple or concurrent positions with certain Sony Group companies, a business card should be made for each position.

7) Address and building name
Display the officially registered company name (no abbreviations may be used) to which the employee belongs. If the employee has multiple or concurrent positions with certain Sony Group companies, a business card should be made for each position.

8) Telephone number
Display the number for external use of the organization where the employee belongs. Do not include a number that is for internal use only.

9) Fax number
Display the fax number for external use of the organization where the employee belongs. Do not include a number that is for internal use only.

(8) Business Card

10) E-mail address

Display the employee's business e-mail address only. Private e-mail addresses may not be displayed.

11) Qualifications

Nationally certified qualifications or its equivalent may be displayed if the qualification is relevant to the employee's business responsibilities and if it may be determined to add credibility in the employee's act of duty. Qualifications relating to personal interests may not be displayed. Comply with the rules and guidelines set forth by the department in charge of human resources division at each Sony Group company.

12) Mobile phone number

A mobile phone number that belongs to the company that is used for business may be included as necessary. A mobile phone number owned for private use may not be displayed.

13) URL

A URL may be displayed depending on its business necessity, such as for sales and marketing, and corporate communication purpose. Display only those URLs that are for external use and not for internal use (such as a URL of a company's intranet website). No personal URLs may be displayed. Receive appropriate approval of the organization on whether a URL may be displayed on the business card.

(8) Business Card

4. Inquires concerning business cards

· On the contents of business cards, placing an order, procurement, management and quality control
- The general affairs division and procurement center of each Sony Group company

· On business cards (including employee titles and organization names)
- The human resources division of each Sony Group company

· On marks of accreditation or authorization pertaining to environmental management or quality management
-The department in charge of the marks concerned at each Sony Group company

· FIFA Official Marks
-FIFA Project Office
(For internal inquires only)

· Housemarks (company logos) or business logos of each company
- The department in charge of CI (Corporate Identity) at each Sony Group company

· On the use of the Sony brand (Sony logotype, names and logos that include "Sony")
- Brand Strategy Department, Sony Corporation
(For internal inquires only)

· On the use of the corporate typeface "SST"
- Creative Center, Sony Corporation
(For internal inquires only)

(8) Business Card

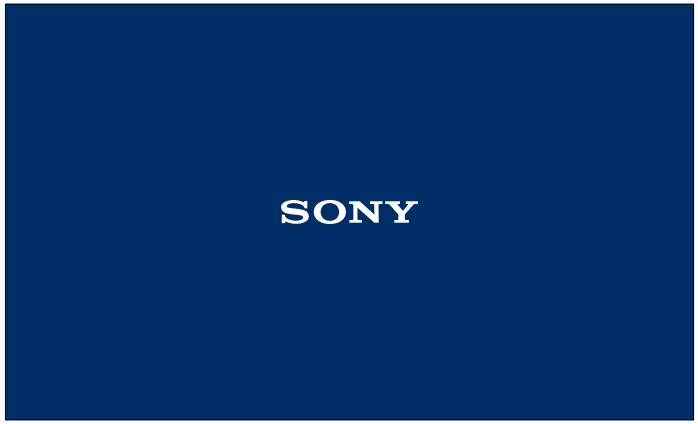
B. Basic Design of the Group Logo display (Side B)

Side B, where the Sony logotype will be placed as the Group Logo, will incorporate Sony Group's basic corporate color "Sony Blue 90." Select from the 2 designs shown below.

For details on corporate color, refer to "VI. Basic rules for displaying the Sony logotype 4. Reproduction of the corporate colors."

Side B <Design 1>

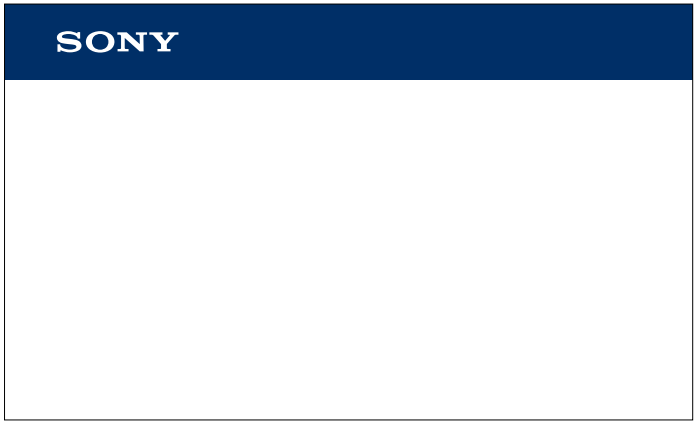
- May be applied when using only one language.
- No other elements may be displayed other than the Sony logotype on this side.



or

Side B <Design 2>

- In principal, may be applied when it is necessary to indicate two languages.
- No other elements may be displayed other than the Sony logotype in the top bar.



(8) Business Card

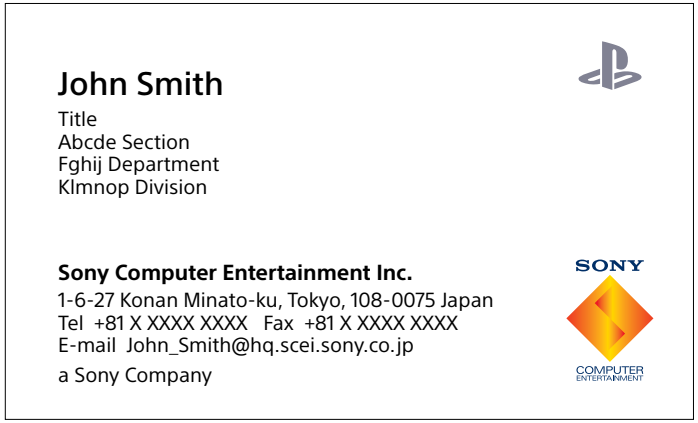
C. Design 1: Group Logo/center (one language)

Side A: Display the Sony logotype in Sony Blue 90 as a housemark of the business domain. Indicate the designated company and the employee information in its country's language. No other logos other than the designated housemark may be displayed. Do not display the product logos or the service brand logos.

Side B: Display the Sony logotype in the center in white and the background in Sony Blue 90 which is the basic corporate color of the Sony Group. On this side, you may not display any other elements other than the Sony logotype.

Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the language of the country where the company is located.
3. Display the group signature "a Sony Company" in English below the company information.



Side B

1. Display the Sony logotype in white in the center of the card.
2. For the background color of the Sony logotype, use Sony Group's primary corporate color "Sony Blue 90."
3. Do not display any elements other than the Sony logotype.

(8) Business Card

D. Design 2: Group Logo/upper left corner (two languages)

When there is a need to indicate two languages, Side A shall use the language of the country where the company is located, and Side B shall use the common English language.

Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the language of the country where the company is located.
3. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

Side B

1. Display the Sony logotype in white in the upper left corner.
2. For the background color of the top bar where the Sony logotype is displayed, use Sony Group's basic corporate color of "Sony Blue 90."
3. Display the housemark of the company of employment.
4. Display the company and the employee information in English.
5. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

(8) Business Card

E. Business card specifications and layout design details

1. Specifications

Print colors
Text color : K 100

Ink
Environment criteria should follow SS-00259 "MANAGEMENT REGULATIONS FOR THE ENVIRONMENT-RELATED SUBSTANCES TO BE CONTROLLED WHICH ARE INCLUDED IN PARTS AND MATERIALS"URL:(http://www.sony.co.jp/SonyInfo/procurementinfo/ss00259/ss_00259ec_General_use_12EC.pdf)

Paper size
55 x 91 (mm)

Paper quality
In principle, the quality of the paper procured in local country should be as equal as to the sample prepared by Sony Corporation. The paper should be white as snow in order to clearly print the brand design and environmentally conscious.

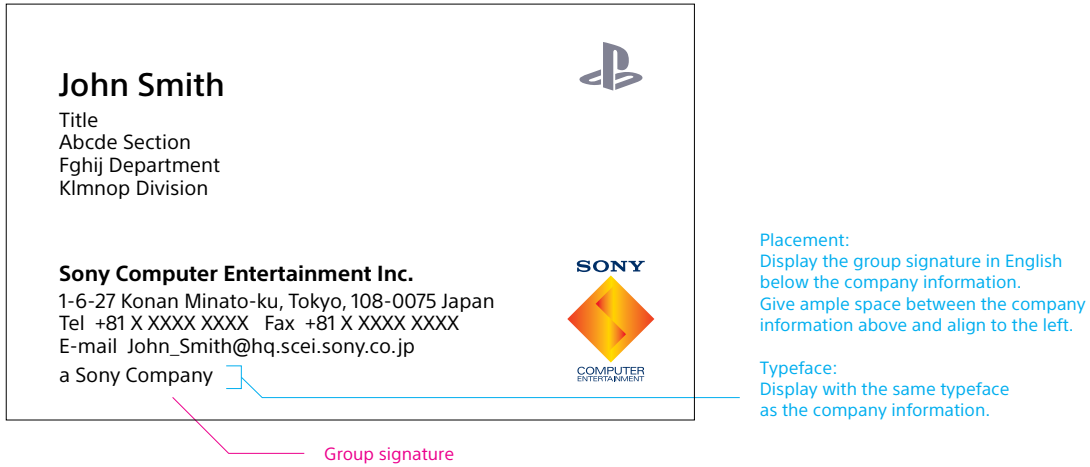
Typeface
Use Helvetica Neue, Sony's corporate typeface called "SST" or the standard typeface designated by the Sony Group company. When using "SST," follow the layout design details shown in the electronics section of these guidelines.

However, "SST" may only be used by those Sony Group companies that have introduced this font. For inquiries concerning procedures for the use of "SST," contact below. (For internal inquiries only)

Creative Center, Sony Corporation

2. Layout details of Side A

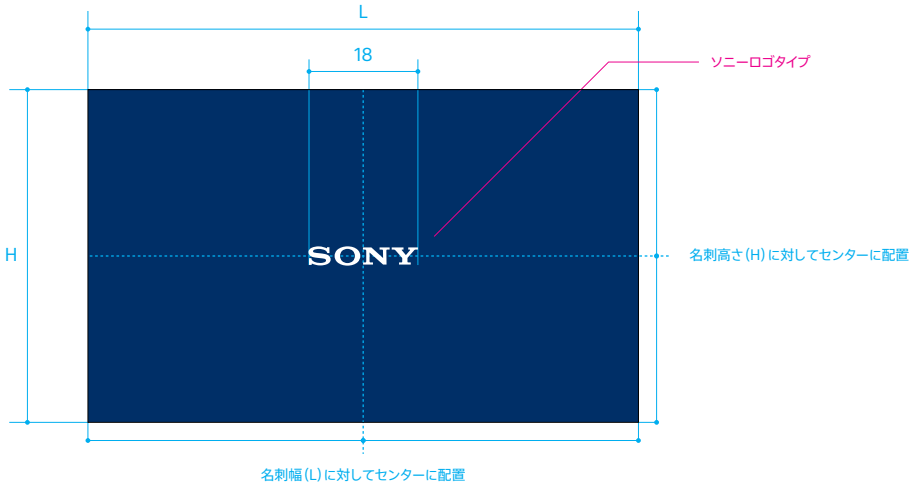
Size of the text and layout are shown as below:



(8) Business Card

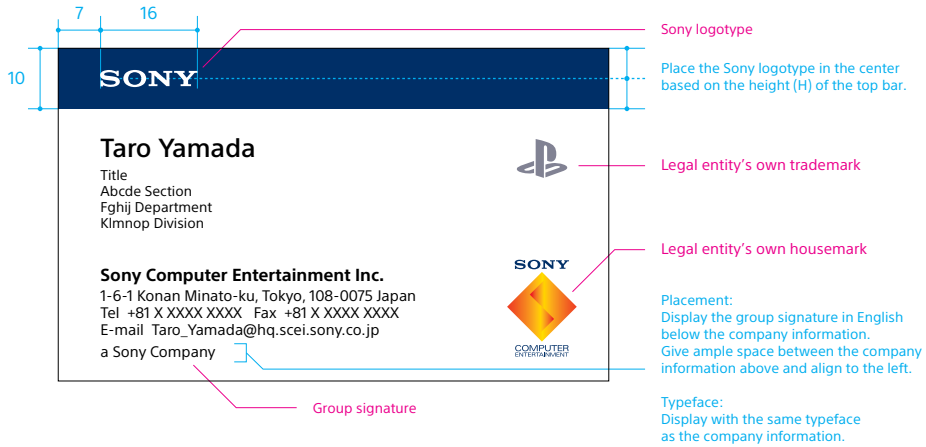
3. Layout details of Side B

Design 1: Group Logo / center (one language)



(Unit: mm)

Design 2: Group Logo / upper left corner (two languages)



(9) Products related

Sony electronics products and product packaging
For how to display the Sony logotype on Sony's electronics products (including product packaging), refer to the following guidelines issued by the Sony Engineering Standardization Committee:

Sony Technical Standards SS-00080, "USAGE OF THE SONY LOGOTYPE ON SONY ELECTRONICS PRODUCTS."

In addition to the above guidelines, also follow the subordinate guidelines such as the guidelines for standard carton, product packaging for how to display the Sony logotype on Sony's electronics products packaging.

On this item, the use of the Sony logotype is positioned as the trademark (business brand) of electronics business rather than as the Group Logo.

Use of the Group Logo on contents packaging
For cases where the display of the Sony logotype on the contents packaging of a Sony Group company may cause confusion concerning the origin of the product, or cases where there may be certain business limitations or conditions involving collaboration with third parties (example: certain contractual arrangements with third parties for game contents), it is not mandatory to use the Sony logotype.

However, when displaying the Sony logotype, follow the guidelines below.

- Do not display the Sony logotype on packages where the trademark (business brand) of the Sony Group company is not displayed.
- When displaying the Sony logotype, secure sufficient isolation zone and do not combine it with other elements.
- When displaying the Sony logotype on packaging of contents products from a Sony Group company that does not include the "Sony" name in its tradename, display the group signature "a Sony Company" in the area where the company's trademark is displayed.

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(10) Sales promotion tools

Basic Guidelines

Sales promotion tools vary widely in size, form and fashion according to each Sony Group company's business domain : for instance, they may be placed at a retail storefront to indicate that they sell Sony Group company products, or they may be combined with product samples to enhance its in-store display.

< A Sony Group company with its own housemark/trademark (business brand) other than the Sony logotype >

When a Sony Group company with its own housemark/trademark (business brand) other than the Sony logotype displays the Sony logotype as the Group Logo on sales promotion tools, the Group Logo should be used in a way that prevents it from being misperceived as the housemark/business brand of the Sony Group company. The use of housemarks/ trademarks of the Sony Group companies is mandatory. For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

When the Group Logo is used by a Sony Group company that does not include the "Sony" name in its tradename, the use of the group signature is mandatory.

< Electronics business domain >

In the electronics business domain, the Sony logotype should be displayed once on any sales promotion tool to indicate that it is for the promotion of Sony products. The position, size and color of the Sony logotype should be considered depending on each usage situation. For the basic rules on displaying the Sony logotype, refer to "VI. Basic display rules of the Sony logotype".

On these items, the Sony logotype is used as the trademark (business brand) of the electronics business domain, and not as the Group Logo.

Points to consider for the use of the Sony logotype per the different tools commonly used

Point-of-purchase (POP) displays

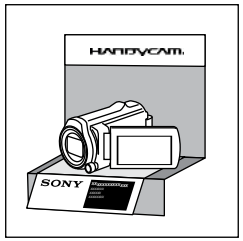
POP displays often convey a large amount of information (such as the product name, a slogan, product features, and ideas about product use) which may distract attention from the Sony logotype. Display the Sony logotype prominently, and always maintain an isolation zone.

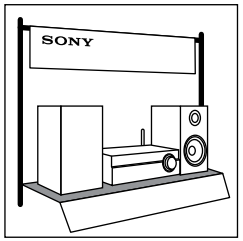
Ceiling POP

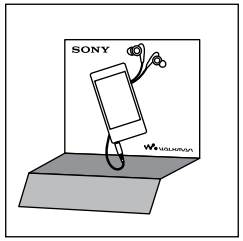
Consider the position, size, and color of the Sony logotype so it is clearly visible even from a distance, identifying products as Sony electronics products.

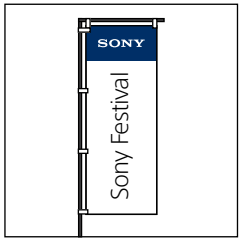
Display stands

Display the Sony logotype prominently in a position where it will not be hidden when the product is placed on the display.









(11) Events and exhibitions

Basic Guidelines

Shows and events vary widely in scale, form, and purpose. They range from those involving many affiliated businesses under a common theme, to those held by one company or one dealer to announce a new product.

In all cases, they are important opportunities for visitors to experience Sony products and services.
Display the designated housemark/trademark of the each Sony Group company to identify the exhibitor or exhibited product and services. When the Sony logotype as the Group Logo is used, display it in the appropriate position considering the event concept or custom.

For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

(12) Giveaways

A. Basic guideline

When a giveaway is used by a Sony Group company, it is used to promote the company's activities and as such, either the housemark of the company is displayed to indicate it as the source of the activity, or a trademark is displayed to indicate the product that it is promoting.

Therefore, when a Sony Group company that is designated to use the Sony logotype as its housemark/trademark wishes to indicate the item as its giveaway, the Sony logotype should be displayed. When a Sony Group company with its own housemark or trademark designated for its business domain wishes to indicate the item as its giveaway, its own housemark or trademark should be displayed.

In either case, when displaying the Sony logotype on giveaways, please comply with the following the guidelines.

<Basic Rules>

Since giveaways end up in the hands of end-consumers just as Sony products do, they play a large role in establishing the Sony Group image. Please plan carefully following the guidelines.

- Giveaways must not be sold to end-consumers.
- Select giveaways with consideration for quality standards.
- When a Sony Group company undertakes (or approves of) the planning for a new giveaway, it must enter into an appropriate contract with the company consigned/ licensed to manufacture the giveaway, to prevent unauthorized reuse of the logo data or sales of the giveaways by the manufacturer.

For other details, follow the guidelines of each section.

(12) Giveaways

B. On planning a giveaway

This is to establish the conditions of when names and logos including the name "Sony," such as the Sony logotype, may be displayed on giveaways, and their how, so that such giveaways are not mistaken for Sony products.

Although such giveaways are designed and manufactured by other companies, greatest care is required to ensure that they, like Sony products, live up to the standards of confidence and reliability that consumers expect as long as they are distributed with trademarks of the Sony Group.

When displaying any name or logo including the name "Sony" on a giveaway, follow the guidelines given here.

C. Giveaway which can use the name "Sony" or the Sony logotype

A giveaway is an item distributed free of charge, primarily to end-consumers, in order to promote sales or as a commemorative gift. Since giveaways end up in the hands of end-consumers just as Sony products do, they play a large role in establishing the Sony Group image. When planning for and distributing giveaways, therefore, Sony Group companies should clarify by whom and to whom a particular item is to be given, and for what purpose. Follow the guidelines given here so that the image of the Sony Group will not be damaged in any way.

1) Who may plan for giveaways

Only business units of Sony Group companies may undertake the planning for giveaways carrying names and logos that include the "Sony" name or the Sony logotype. A third party such as authorized dealers/distributors may not plan for giveaways carrying names and logos that include the "Sony" name. When those third party would like to handle giveaways for their promotion, they must purchase the giveaways planned by each Sony Group company.

2) Who may distribute giveaways and for what purpose

Giveaways carrying names and logos that include the "Sony" name may be distributed only by the parties and for purposes specified below.

- As a sales promotional activity to sell Sony group products:
  In this case, a business unit of a Sony Group company or a third party (such as a dealer or distributor) who has a business relationship with a Sony Group company may distribute the giveaway.
- As mementos to commemorate events or functions staged by business units of a Sony Group company:
  Only a Sony Group company may distribute such giveaways to commemorate the establishment of a company or a branch office, or the anniversary of such events. Third parties having a business relationship with a Sony Group company may not distribute giveaways carrying names and logos including the name "Sony" for its own commemorative events, such as the anniversary of the opening of a store.

(12) Giveaways

3) Description of giveaway items

Kinds of items:
Only items with no risk of damaging the image of the Sony group in any way may be selected as giveaways of the Sony Group.

Quality of giveaways:
As a general rule, third-party products which may be selected as giveaways of the Sony Group must meet the Sony Group's exacting quality standards. When a Sony Goup company undertakes (or approves of) the planning for a new giveaway, it should take note of the following points when placing the order. Pay special attention to quality for such giveaway items as soft cases to carry Sony products.

- Select a reliable manufacturer that can meet product quality standards.
- Establish quality and other standards with the manufacturer for each giveaway.

Strength
Durability
Heat resistance
Fire resistance
Water resistance
Precautions in use
Precautions in handling
Expiry date, ingredients
Date of manufacture
Storage conditions
Warranty period

DO

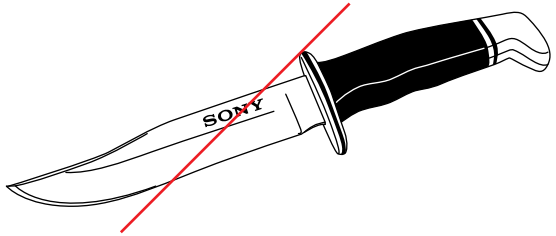
Select giveaway items that befit the image of the Sony Group.

Examples)
- Dignity and class
- Refined design

DON'T

Do not select items that fail to match the Sony Group image.

Examples)
× Items with connotations of religion, politics, violence, sex, race or discrimination
× Items that pose any kind of danger
× Items which have the potential to infringe upon the copyrights of third parties



(12) Giveaways

4) Distribution of giveaways

Giveaways that are third-party products carrying names and logos including the name "Sony" must not be sold to end-consumers, as they are not Sony products.

When a Sony Group company undertakes (or approves of) the planning for a new giveaway, it must enter into an appropriate contract with the company consigned/licensed to manufacture the giveaway, in order to prevent any unauthorized sale of the giveaway to third parties.
Such agreement should contain the following terms and conditions.

- The quantity, name, and unit price of the product as well as the name of the manufacturer.
- A statement to the effect that the manufacturer may not sell the items to a third party.
- An assurance that the manufacturer will destroy all defective items.
- An acceptance by the manufacturer of final responsibility, in the event of any accident or injury involving the Items.
- A statement that all data and materials such as the Sony logotype data that are supplied to the manufacturer for the manufacture of the giveaways shall be returned, as well as the manner of return.

Regarding the specific phrases that are to be used in the contract clause for such a prohibition of sales to a third party, please consult with the department in charge of legal affairs at each Sony Group company.

Sample Contract Clauses

Article **
Manufacturer agrees that it shall not engage in the manufacture, sale or distribution of any items bearing the name SONY or Sony's trademark _____, or other unique features instructed by Sony, including without limitation colors, specifications and functions, for itself or to a party other than Sony.

Article **
Manufacturer agrees that it shall promptly destroy any overruns of ITEMS, irregular or second quality ITEMS, and any ITEMS which are returned by Sony _____ because of defects or for other reasons.

Article **
Manufacturer accepts full liability, shall indemnify and hold harmless, including all costs, damages and attorneys' fees, Sony _____ and its affiliated companies for any claim arising out of any loss, damage,or injury resulting from proper use of ITEMS.

Article **
Manufacturer shall keep any materials which are disclosed or provided by Sony, including without limitation the Sony logotype (the "Materials") with the duty of due care and diligence of a good manager and shall not sell, export, transfer or otherwise dispose of the Materials. Manufacturer shall keep in confidence the Materials without prior written consent of Sony and shall not use the Materials for any purpose other than its manufacture of ITEMS. Upon Sony's request, Manufacturer shall return promptly to Sony any Materials together with all copies and reproductions thereof, if any.

(12) Giveaways

D. Elements to indicate on Giveaways

1. Elements to indicate the item as a Sony Group giveaway

On giveaways, the Sony logotype, the housemark/trademark of the Sony Group company or phrases including the name "Sony" (such as campaign names, event names, slogans and titles of commemorations) may be displayed to indicate that they are giveaways of the Sony Group. However, creating such phrases that include the "Sony" name is subject to approval based on the Sony Corporation or Sony Group Delegation of Authority.)

When the Sony logotype is used by a Sony Group company which does not use the Sony logotype as its housemark, they must indicate their own housemark together with the group signature "a Sony Company". When the event represents the activity of the whole Sony group (ex: IR activity, FIFA, Sponsorship), it is not mandatory to indicate each Sony Group company's housemark.

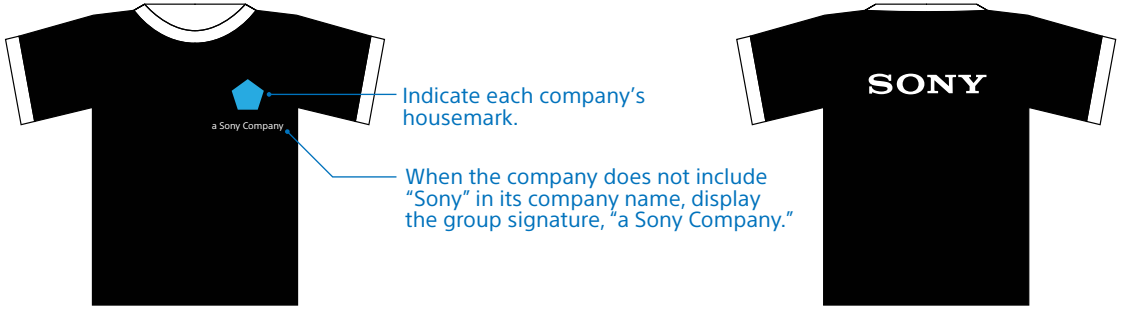
Example) Indicate each Sony Group company's logo as such the Sony logotype.

SONY

Example) May indicate the name of the campaign, event, slogan or anniversary.

Sony Fair
Sony 60th Anniversary

Example



2. A "not for sale" marking / the manufacturer's name

A "not for sale" marking or the manufacturer's name must be indicated on the giveaway to prevent misperception that the Sony Group company is the manufacturer or that the item is a product rather than a giveaway. However, the manufacturer's name, or "not for sale" marking, need not be indicated if the giveaway carries the manufacturer's brand logo or tradename as described below.

Examples of typical markings designed to prevent the sale of giveaways

Promotional Goods Not for Sale

Example of the display of a manufacturer's name

Manufactured by ○○○

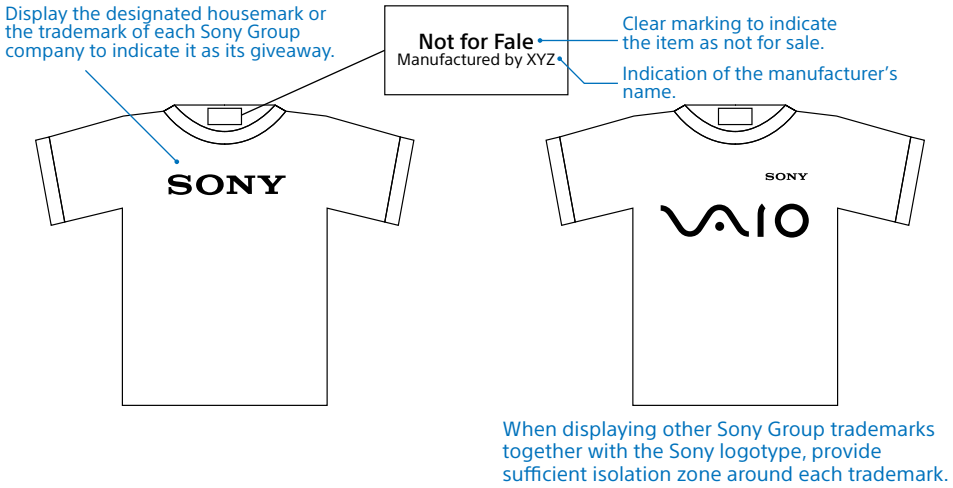
(12) Giveaways

<Basic indications>

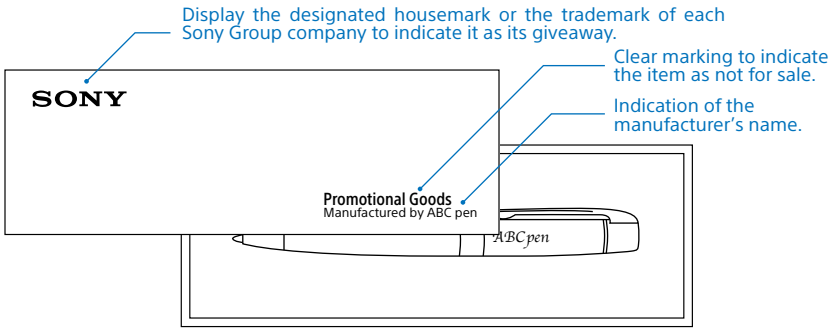
The elements to indicate on giveaways should be displayed on the giveaway items, or on their packaging as shown below.

<A group company which is designated to use the Sony logotype as it's housemark or trademark (business brand).>

On giveaway items:

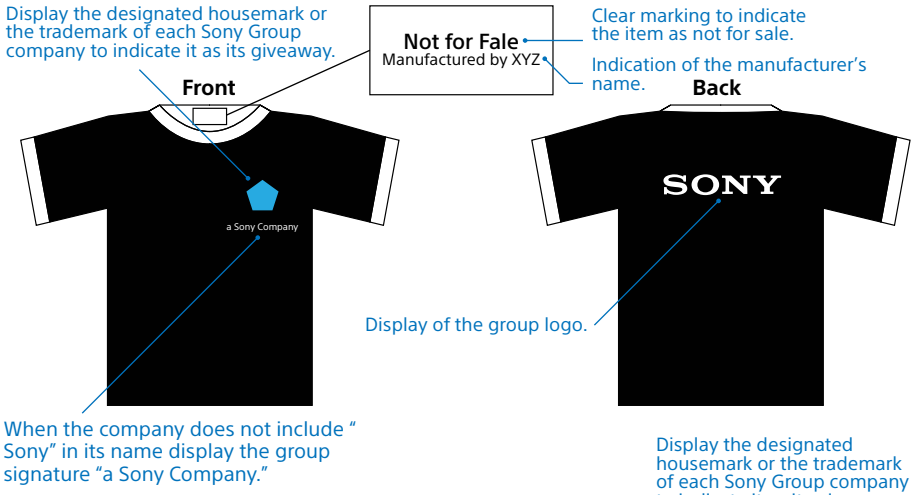


On packaging of the giveaway:

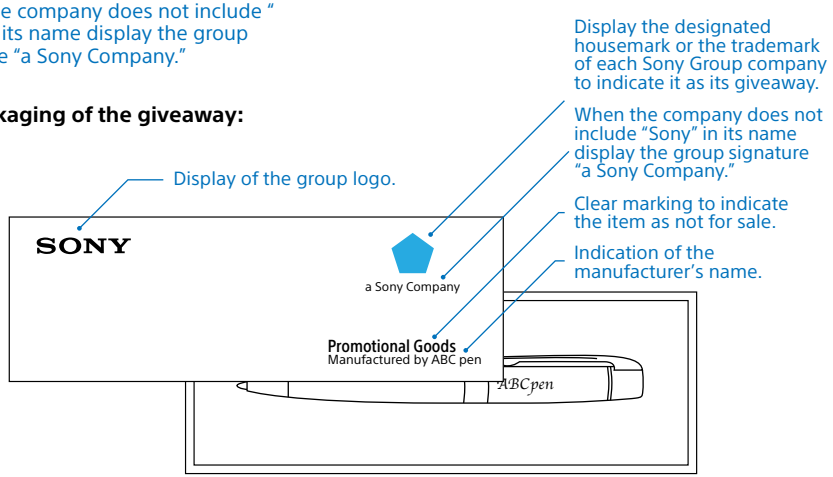


<A group company which has it's own housemark or trademark (business brand).>

On giveaway items:



On packaging of the giveaway:



(12) Giveaways

E. Giveaways of items which might be taken for Sony products

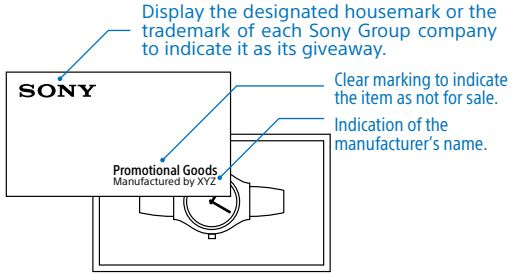
If items that can be easily mistaken for Sony products are selected as giveaways, confused end-consumers may bring them to a Sony Group's customer service stores without realizing they do not service such items. There is also the possibility that by mistaking giveaways for Sony products, end-consumers' image of the Sony Group may become different than how the Sony Group intends to project itself. In selecting items for giveaways, consider carefully to avoid such problems. When the selected item can possibly be mistaken for a Sony product, make sure to comply with the following guidelines so that the manufacturer and distributor shall be distinguished even more clearly.

When electronic or precision device (such as clocks, watches and calculators) or items which can be used as product accessories (such as a portable device carrying case) are to be selected as giveaways, take care so that they are not mistaken for Sony products. State on the package or card, and not on the item itself, that the item is a giveaway of the Sony Group and is not for sale. The manufacturer's name should be displayed on the item itself, or on the package. (If the item already carries an indication of the manufacturer in the form of the manufacturer's brand logo or tradename, there is no need to further indicate the manufacturer's name.)

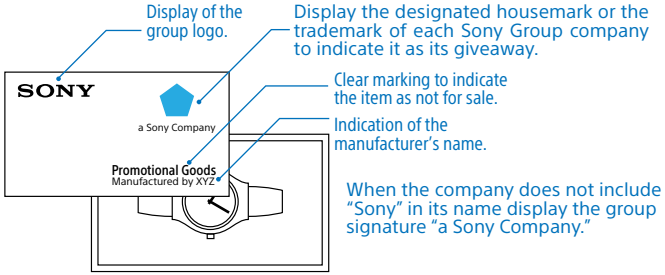
Do not display the following trademarks on the items themselves:
- The Sony logotype
- Trademarks used by the Sony Group companies in the electronics business (such as VAIO, XPERIA) and other businesses (such as PlayStation)
- Tradenames, campaign names, event names and slogans which include the "Sony" name

DO If items that can be easily mistaken for Sony products or accessories are to be distributed as giveaways, make sure that the required elements are displayed on the packaging, as shown in the examples here.

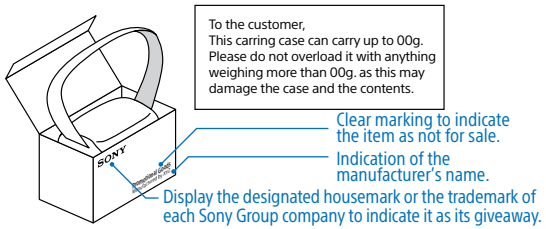
<A group company which is designated to use the Sony logo-type as it's housemark or trademark (business brand).>

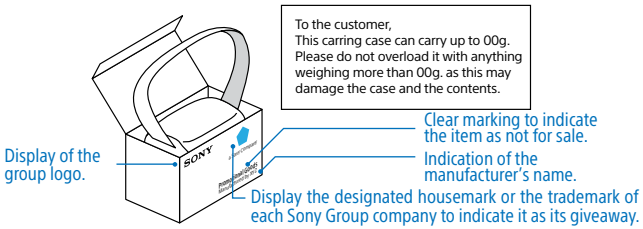


<A group company which has it's own housemark or trademark (business brand).>



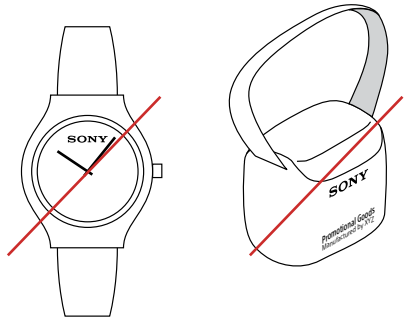
DO If the giveaway can be used as an accessory to a product, indicate its quality standard accurately.





DON'T

Do not display any indications as a Sony Group giveaway on the items themselves when they are easily mistaken for Sony products.



3. Business domain: Pictures

Pictures

Sony Pictures Entertainment and its affiliates

(1) Applicable items

For Sony Group companies with their own housemark/trademark designated for their business domain shall use the Group Logo within the appropriate scope as set forth below. For details on how to display the Group Logo, refer to the following sections of this guideline.

For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

In cases where it is necessary to respect the rights of the third party in collaborated initiatives (example: relationships with or contractual rights of the third parties in movie, music game businesses), it is not mandatory to use the Group Logo. For such cases, refrain from using the Group Logo.

Among the applicable items below, business cards will use the basic corporate color of "Sony Blue 90." For the details on the usage scope of "Sony Blue 90," refer to sections "VI. Basic display rules of the Sony logotype, 4.Corporate color and Sony logotype colors "and "8. Business Cards."

	Mandatory (Examples in parenthesis)	**Recommended** (Examples in parenthesis)	**Not Permitted** (Examples in parenthesis)
Marketing	•**Website header**[*2] (Company website) (*2) For companies that do not include the "Sony" name in its tradename, not mandatory but recommended.	•**Print media** (Poster, catalog, billboards) •**Visual media** (TVCM of products, movie) •**Sales promotional item** (POP, store display stand) •**Event, exhibition signage** (Step and repeat back drop, in-booth sign)	•**Social media avatar** •**Giveaway**[*1] •**Digital media**[*1] (Internet banner) (*1) Permitted only when there is enough space to display the Sony Group companies own housemark in addition to the Group Logo
Products/ Services	•**Movie contents opening and/or ending** (end credits)	•**Contents packaging** (Packaging of a movie on a Blu-ray or a DVD) •**Movie contents media opening and/or ending animation (includes digital distribution)** (Opening animation of a movie on a Blu-ray, DVD, or digital distribution)	•**Apps software** (Android or iOS apps)
Corporate	•**Business card**	•**Print media** (Corporate image ad, internal communication) •**Visual media** (Corporate image TV commercials)	•**Office building sign** •**Employee ID** •**Stationery**

(2) Group signature applicable items (For a company that includes the "Sony" name in its tradename)

Group signature shall be used only when the Group Logo is used. Use it within the scope as defined below. The group signature "a Sony Company" shall be used as an explanation to the housemark/trademark of each company. Do not use it as an explanation to the Group Logo.

For information about the group signature, refer to the Section "I. About Sony's Visual Identity, 5. Group signature "a Sony Company."
For details on how to display the group signature, refer to the guidelines in this section.

(Examples in parenthesis)		Group Logo (Sony Logotype)	Group Signature("a Sony Company") Applies only when the Group Logo is used
Marketing	Print media	Recommended	Recommended
	Website	Mandatory (Header)	Recommended (Footer or other areas of the company website besides the header of the Group Logo)
	Visual media	Recommended	Recommended
	Event and exhibition signage	Recommended	Recommended
Contents	Movie contents opening and/or ending	Mandatory	Recommended
	Movie contents media packaging	Recommended	Recommended
	Movie contents media opening and/or ending (includes digital distribution)	Recommended	Recommended
Corporate	Business card	Mandatory	Mandatory
	Print media, visual media, internal communication	Recommended	Recommended

(3) Group signature applicable items (For a company that does not include the "Sony" name in its tradename, approved for exceptional use)

This page applies to those companies that do not include the "Sony" name in its tradename and has been separately approved by Sony Corporation as applicable companies to use the Group Logo. Companies that do not include the "Sony" name in its tradename may not use the Group Logo without approval by Sony Corporation.

The use of the group signature applies only when the Group Logo is used. Use it within the appropriate scope as defined below. When the Group Logo is used by a Sony Group company that does not include the "Sony" name in its tradename, the use of the group signature is mandatory. The group signature "a Sony Company," may only be used as an explanation to each companies' existing housemark/trademark. Do not use it as an explanation to the Group Logo.

For information about the group signature, refer to the Section "I. About Sony's Visual Identity, 5. Group signature "a Sony Company." For details on how to display the group signature, refer to the guidelines in this section.

(Examples in parenthesis)		Group Logo (Sony Logotype)	Group Signature("a Sony Company") Applies only when the Group Logo is used
Marketing	**Print media**	**Recommended**	**Mandatory**
	Website	**Recommended** (Header)	**Mandatory** (Footer or other areas of the company website besides the header of the Group Logo)
	Visual media	**Recommended**	**Mandatory**
	Event and exhibition signage	**Recommended**	**Mandatory**
Contents	**Movie contents opening and/or ending**	**Mandatory**	**Mandatory**
	Movie contents media packaging	**Recommended**	**Mandatory**
	Movie contents media opening and/or ending (includes digital distribution)	**Recommended**	**Mandatory**
Corporate	**Business card**	**Mandatory**	**Mandatory**
	Print media, visual media, internal communication	**Recommended**	**Mandatory**

(4) Print media

Basic guidelines

This section establishes the rules for displaying the Sony logotype in marketing communications (advertising and promotional materials) and corporate communications.

Print media, such as newspaper and magazine advertisements, posters, merchandise catalogs, and company brochures, can be said to be the most wide spread media reaching a wide range of stakeholders. Therefore, it is important to ensure that the Sony logotype is displayed in a consistent way, so that the image of Sony does not vary and dilute.

Follow the guidelines below and use the Sony logotype correctly.

- The Sony logotype must be displayed independently, once on the main surface.
- When creating communication items, in order to prevent the Sony logotype used as the Group Logo from being misperceived as each company's housemark/trademark, display the designated housemark/trademark of the Sony Group company as the originator (owner) of the communication (Do not display the Group Logo only). This applies only to those Sony Group companies with their own housemark/trademark.
- Provide sufficient isolation zone around the Sony logotype, and do not combine it with any other elements.
- For those Sony Group companies designated to use the Sony logotype as their housemark/trademark, the Sony logotype must be clearly indicated on all their marketing communication items (such as advertisements and promotional material) and public relation items (such as annual reports, company brochures, and press releases) for external use, to identify itself as the originator.
- When it is not clear which company within the Sony Group the item is being communicated from, include elements such as the tradename.
- When there are other separate guidelines which stipulate the use of the Sony logotype or Sony Group company's guidelines on the use of each company's housemarks/trademarks on print advertisements, follow those respective guidelines. (Subordinate guidelines which stipulate the use of the Sony logotype, names/logos that includes the "Sony" name are subject to approval by Sony Corporation.)

(4) Print media

Display of the Group Logo and group signature "a Sony Company"

<Display of the Group Logo>
When using the Group Logo on print media, such as newspaper and magazine advertisements, posters, merchandise catalogs, and company brochures, it shall be placed on the bottom right of such print media.

In order to prevent the Group Logo from being misperceived as each Sony Group company's housemark or business brand (trademark) or to be misunderstood as the source of the communication, display the designated housemark or business brand of the Sony Group company as the originator (owner) of the communication. (*) Do not use the Group Logo in cases where the housemark or business brand of the Sony Group company is not displayed.
(*) Follow each Sony Group company's guideline for use of their respective housemark or business brand.

<Display of the group signature "a Sony Company">
Use of the group signature "a Sony Company" is recommended for print media in order to clarify the relationship between the Group Logo and the existing housemarks/trademarks of each company. For Sony Group companies that do not include the "Sony" name in their tradenames, the use of the group signature "a Sony Company" is mandatory.

<In media where there are business limitations involving third party collaboration>
In cases where there are certain business limitations or conditions involving collaboration with third parties (example: certain contractual arrangements with third parties for game contents), it is not mandatory to use the Group Logo.

(4) Print media

Placement of the Group Logo

When using the Group Logo on print media such as newspapers, magazines, billlboards and pamphlets, follow the guidelines below.
In both cases, display the Group Logo on the bottom right corner of the footer area.

<Option A>
In principle, place a black strip on the footer area and display the Group Logo on the right side of the strip.

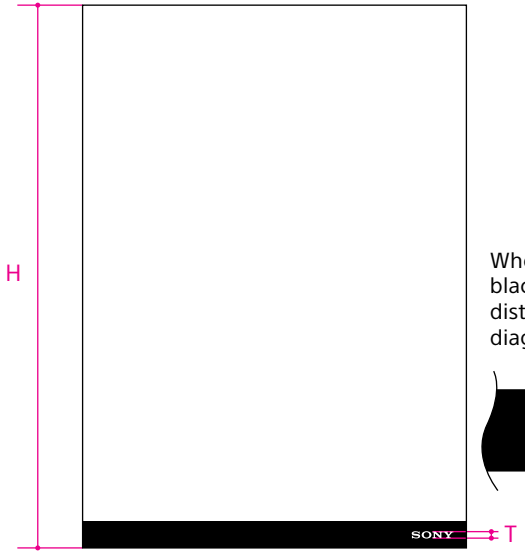
<Option B>
If utilizing a black strip is not appropriate in terms of the overall image or design concept of the media (examples: conflict with the image of the music artist, movie, game content, etc.), it is possible to utilize a transparent strip by securing spacing at the footer area with a certain height. In such a case, keep elements that weakens the impression of the logo, such as photos, letters and graphics, out of the footer area.

Size of the logo in the footer
Use the formula below to calculate the height of the Sony logotype in the footer.

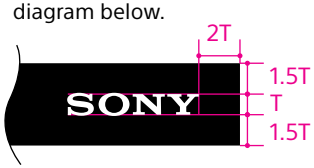
H = height of the media
T = height of the Sony logotype

Formula to calculate the Sony logotype size

$$0.012 \times H = T$$



When placing the logo in the black footer strip, use the distances shown in the diagram below.



Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(4) Print media

How to display the Group Signature "a Sony Company"

The group signature "a Sony Company" is used to clarify the relationship between the Group Logo and the Sony Group company as the source of the communication, and to prevent the Group Logo from being misperceived as each Sony Group company's housemark or trademark (business brand) or to be misunderstood as the source of the communication.

The display of the group signature is recommended for Sony Group companies that include the "Sony" name in their tradename, and is mandatory for those that do not include the "Sony" name in their tradename.

The group signature should be displayed in an area (such as near the company logo) that allows it to be understood as an explanatory element to the Sony Group company's housemark or trademark (business brand).

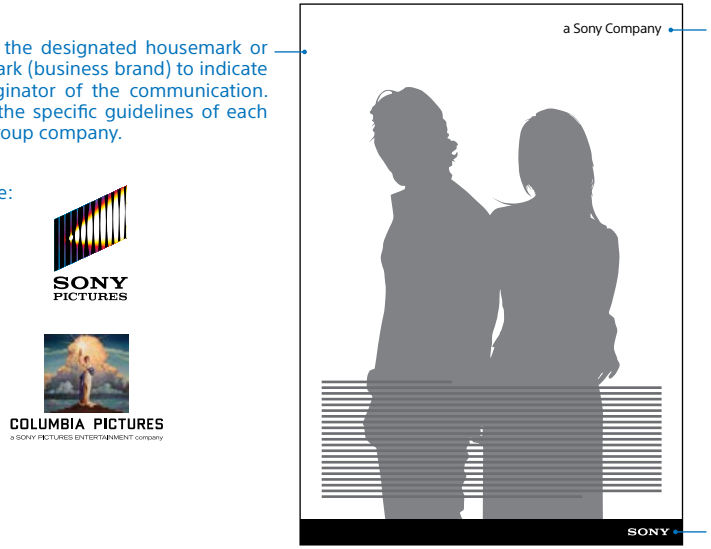
- Do not combine it with the Group Logo (such as in composite form) or display it as an explanatory element to the Group Logo.
- Do not use "a Sony Company" independently in media that does not display the Group Logo.
- "a Sony Company" should be displayed in regular font. Do not lay excessive emphasis, display in logo form or use decorations.
- Do not change the wording of "a Sony Company" (do not capitalize "a").
- Do not use the "a Sony Company" group signature in a language other than English.

Example of display of the Group Signature "a Sony Company"

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

Display the designated housemark or trademark (business brand) to indicate the originator of the communication. Follow the specific guidelines of each Sony Group company.

Example:



If the Group Logo is used, the group signature "a Sony Company is:

Recommended

Recommended for companies that include the "Sony" name in their tradename.

Mandatory

Mandatory for companies that do not include the "Sony" name in their tradename.

When using the Group Logo, it should be displayed in the designated area.

(4) Print media

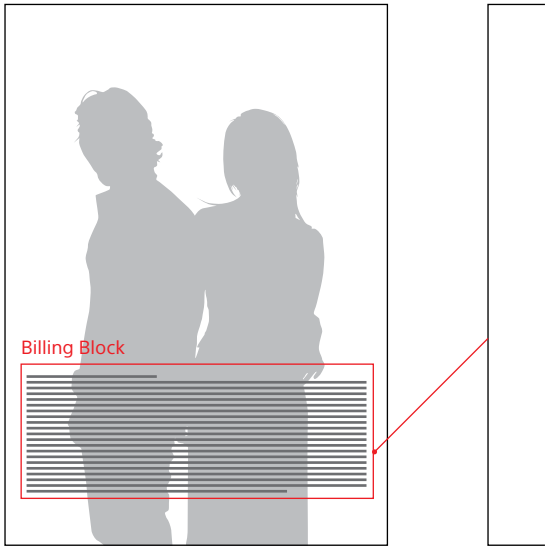
When there is no footer area on the media

For media of which the design and logo placement area are predetermined, follow the guidelines for that media.

In such cases, the Group Logo may be used only when it can be displayed in the following way. If such conditions may not be met due to certain contractual arrangements with third parties or other legal limitations, refrain from using the Group Logo.

- The Group Logo may be used only when the housemark or trademark of the concerned Sony Group company is displayed on the media.
- The Group Logo should be displayed with the appropriate balance in size vis-à-vis the housemark or trademark of the Sony Group company (should not be excessively large or small).
- Consider use of the group signature "a Sony Company" (however, the use is mandatory for group companies that do not include the "Sony" name in their tradename). If there is space limitations that causes the group signature to be displayed in combined form with the Group Logo, refrain from using "a Sony Company" (in such case, for Sony Group companies that do not include the "Sony" name in their tradename, do not display the Group Logo).

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).



DO

A company that does not include the "Sony" name in its tradename must display the group signature "a Sony Company." (Near the logo of the corresponding company)

DON'T

Do not combine the group signature "a Sony Company" with the Sony logotype. A company that does not include the "Sony" name in its tradename must display the group signature "a Sony Company." (Near the logo of the corresponding company)

(5) Visual Media

Preface

This section establishes the guideline for usage of the Sony logotype in motion logo form ("motion logo") audio visuals, such as TV commercials and promotional videos (excluding theatrical film content).

Among the various media incorporated in marketing and corporate communications, audio visuals, including TV commercials and promotional videos, may be described as the most effective means of establishing the image of the Sony Group. As such, every attempt should be made to take full advantage of their characteristics in the way of maintaining and enhancing the image of the Sony brand and its visual identity, through the correctly and consistent use of the "motion logo."

Do not create the "motion logo" for audio visuals on one's own accord. Use the "motion logo" which is available for download on the "Sony's Group Visual Identity Guidelines and Assets website" and follow the guidelines below.

Basic guidelines

<Mandatory>

- Use the Sony logo type in the correct color and form and do not modify the provided "motion logo" data. Do not alter the form of the Sony logotype or add colors, textures or other visual effects.
- When a company that is not designated to use the Sony logotype as their housemark or trademark (business brand), uses the Sony logotype as the Group Logo on audio visuals, they must also display the designated housemark or trademark of each company. When showing each company's housemark or trademark (business brand), do not show it in the same frame and instead place a time difference in between. Also follow each company's guideline for use of their respective housemark or trademark (business brand).

<Recommended>

- In case of a company which is designated to use the Sony logotype as their housemark or trademark (business brand), it is recommended to present the Sony logotype at the opening of the audio visuals to convey that the following message is from the Sony Group. In presenting the Sony logotype, display it in the correct color and form in the upper left-hand or upper right-hand corner of the screen.

<Usage of group signature "a Sony Company">

- In case of a company which has a own designated housemark or trademark (business brand) other than the Sony logotype, it is recommended to indicate the group signature "a Sony Company" together with their housemark or trademark (business brand). In case of a company which does not include "Sony" in its tradename, it is mandatory to indicate the group signature when using the Group Logo.

(5) Visual Media

When using the Sony logotype used as the Group Logo on visual media of the Sony Group companies, follow the guidelines set forth below and use the Sony logotype created for audio visuals (hereinafter "motion logo"). For Sony Group companies which use their own housemark/trademark on visual media, in cases where there might be a confusion concerning the originator of the media or certain business limitations or conditions involving collaboration with third parties (such as contractual commitments with a third party in the movie, music, game businesses), it is not necessary to use the "motion logo."

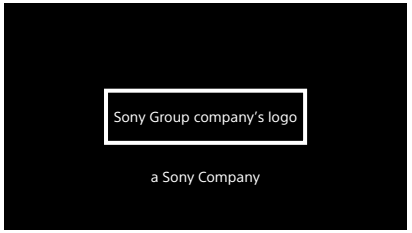
1. **Do not change the "motion logo" data made available for download, and use the Sony logotype in its correct color and form.**
2. **At the opening or ending of the audio visuals:**
   In commercials and promotion videos, in order to convey to the viewers from which Sony Group company the message is from always display the designated housemark or trademark of each company.
3. **Order of appearance of the Sony logotype and the group signature "a Sony Company":**
   The display order of the Sony logotype may come in any order. However, the group signature "a Sony Company" shall be displayed in the same frame where the Sony Group company's trademark appears, or it may appear after the sequence of the Sony Group company's trademark. The use of the group signature is recommended for companies that include the "Sony" name in their tradname, and mandatory for companies that do not include the "Sony" name in their tradname.
4. **Incorporating sound logos at endings**
   At the ending of audio visuals, when using the sound logo (or the voicing of "Sony") of the Sony logotype in order to indicate that the preceding message was from a Sony Group company, avoid audio that might detract from the Sony image, such as repetitious use of the name "Sony," or the use of inappropriate music.

Usage examples in visual media

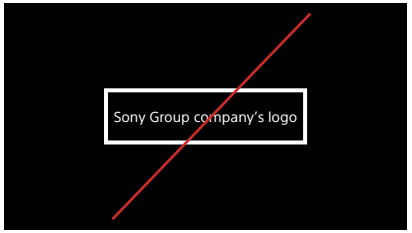
DO When using the Group Logo, the use of the group signature shall follow the guidelines below:

Necessity of "a Sony Company":

Recommended	Includes the "Sony" name in its tradename.
Mandatory	Does not include the Sony" name in its tradename.



DON'T When using the Group Logo, the group signature shall not be used as an explanation to the Sony logotype, nor used in combination with the Sony logotype.

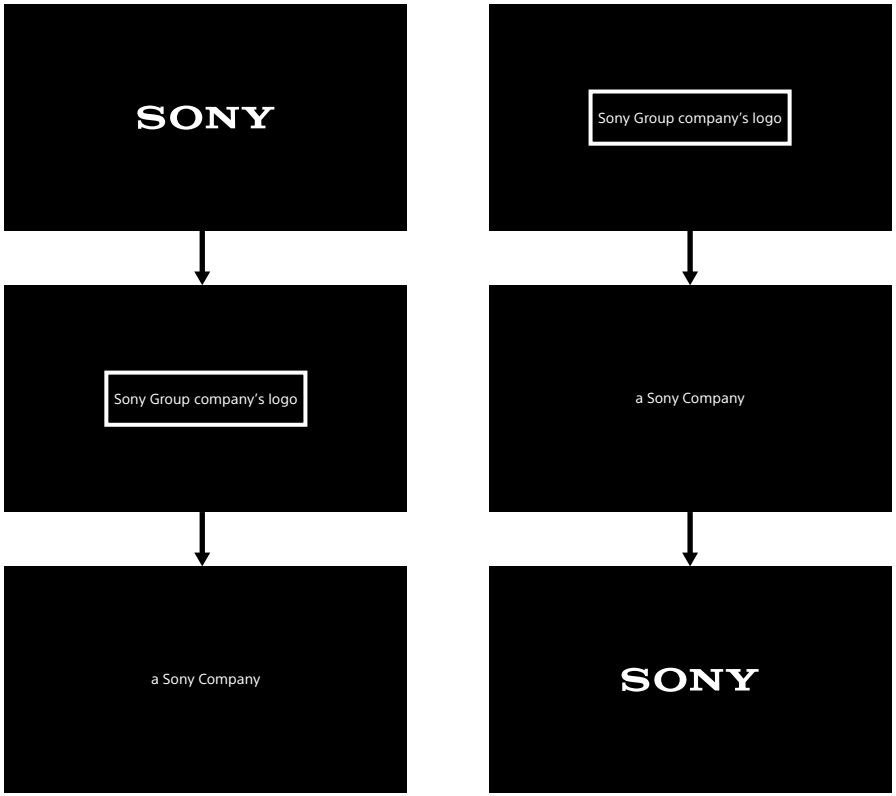


Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(5) Visual Media

Usage examples in separate frames

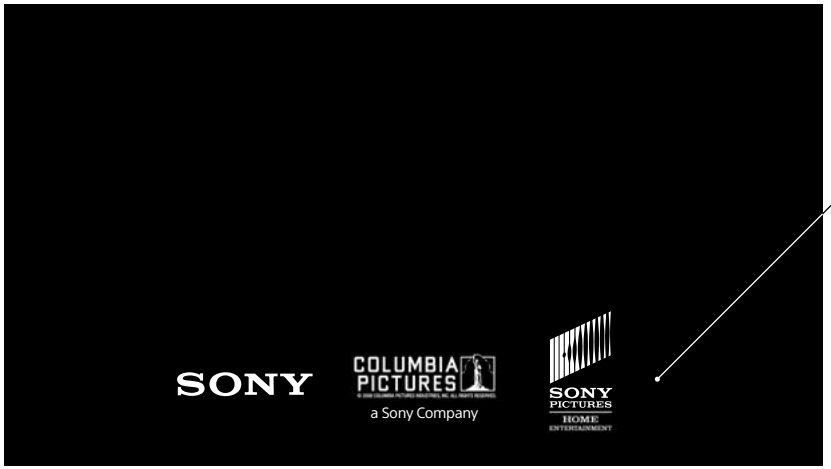
DO



Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(5) Visual Media

Example of a TV commercial



DO

A company that does not include the "Sony" name in its tradename must display the group signature "a Sony Company." (Near the logo of the corresponding company)

DON'T

Do not combine the group signature "a Sony Company" with the Sony logotype.

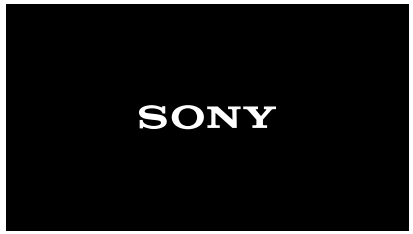
Display "a Sony Company" near the logo of Columbia Pictures

(5) Visual media

Example of movie contents (on screen)
When displaying the Sony logotype as the Group Logo in the opening and/or the ending of a movie contents, do not create the Sony logotype in motion logo form ("motion logo") and use the "motion logo" created by Sony Corporation.

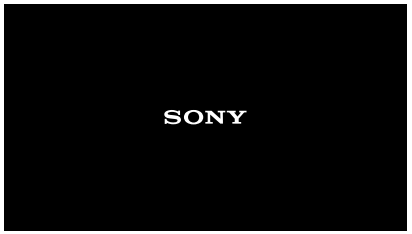
In case when a logo of a Sony Group company that does not include the "Sony" name in its tradename is to be displayed before and/or after the Group Logo, the group signature "a Sony Company" must be displayed (near the logo of the corresponding company). For a Sony Group company that includes the "Sony" name in its tradename, the display of the group signature is not required.

Opening
Display "a Sony Company" with the Sony Group company's trademark (business brand). Mandatory only for company's tradenames without the "Sony" name.

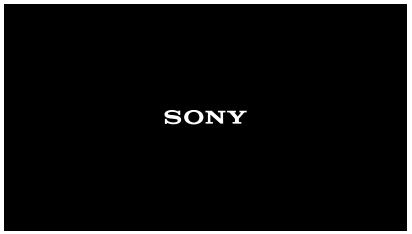


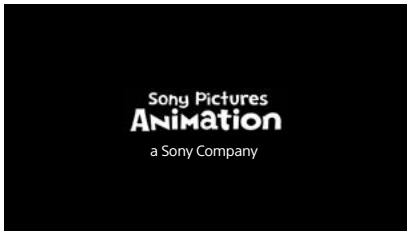
Ending
Display "a Sony Company" with the Sony Group company's trademark (business brand). Mandatory only for company's tradenames without the "Sony" name.

Does not include the "Sony" name in the company's tradename



Includes the "Sony" name in the company's tradename





When using the Group Logo, the use of the group signature shall follow the guidelines below:

Necessity of "a Sony Company":

Recommended	Includes the "Sony" name in its tradename.
Mandatory	Does not include the Sony" name in its tradename.

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(6) Website

Basic Guidelines

This section establishes the rules for displaying the Sony logotype on the website. Follow the guidelines below and use the Sony logotype correctly.

- The Sony logotype shall be displayed on the header by following its specified color, placement, and isolation zone.
- The Sony logotype shall not be combined with any elements.
- The Sony logotype shall be displayed once on the page, independently. Avoid repetitive display.
- For websites of those Sony Group companies with their own housemark/trademark designated for their business domain, always display the designated housemark/trademark. Follow the respective guidelines of the Sony Group companies when displaying such housemark/trademark. This applies only to those Sony Group companies with their own housemark/trademark.
- For websites of those Sony Group companies with their own housemark/trademark designated for their business domain, in addition to the display of the Group Logo, it is recommended to display the group signature "a Sony Company." (This does not apply to those Sony Group companies designated to use the Sony logotype as their housemark/trademark.) For those Sony Group companies that do not include the "Sony" name in their tradenames, the use of the group signature "a Sony Company" is mandatory.
- For launch of an external website by a Sony Group company, observe the guidelines issued by the Sony Group Website Administration Office.

"Sony Group Website Rules" (Internal use and inquiries only)
Rules and procedures for Sony Group for opening an external website with criteria for website management and operation
Inquiries: Sony Group Website Administration Office

(6) Website

1) Header design

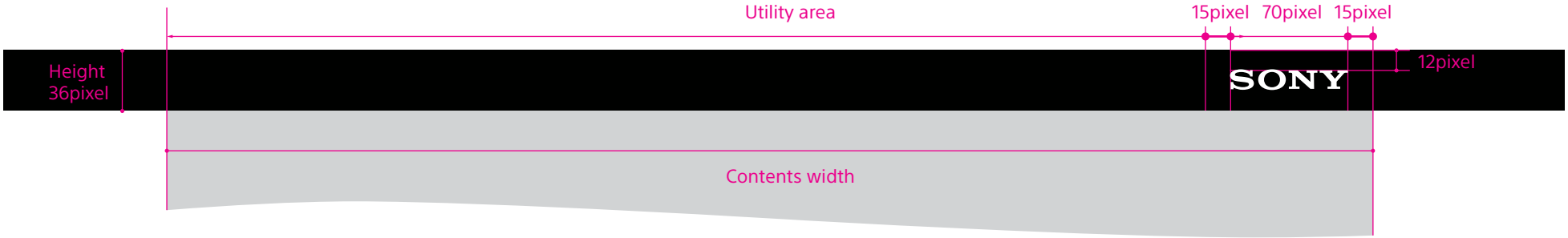
Display the Sony logotype on the header that is positioned in the highest layer.
Always display the Sony logotype on the right side of the header. Do not place the logo in any other position. Do not include any other elements.

Other display guidelines are as follows:

Height of the header: 36 pixels
Color of the header: Black
Color of the logo: White

Display the housemark or trademark (business brand) of the Sony Group company.
For the display of the Sony Group companies housemark or trademark (business brand) follow the relevant guidelines of the Sony Group company.

Display of the group signature "a Sony Company"
For websites that display the Sony logotype, the use of the group signature "a Sony Company" is recommended for companies that include the "Sony" name in their tradenames. For companies that do not include the "Sony" name in their tradenames, the display of the group signature "a Sony Company" is mandatory. For details on how to use the group signature, refer to the sections after this page.



(6) Website

2) Utility area of the header

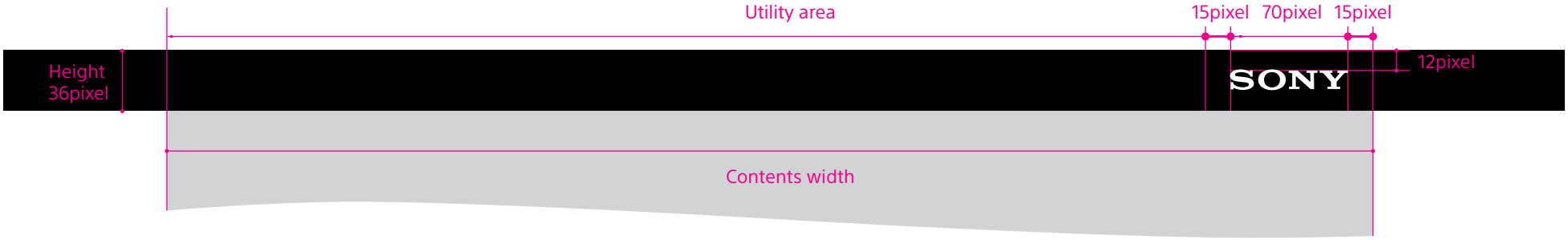
The Utility Area:
The utility area is the space in the header outside the area of the Sony logotype and its isolation.

For type B header, only the Sony logotype may be displayed. Do not include any other elements.

The Utility Area Color:
The utility area must be black, and letters in the utility area must be white except for on-mouse and on-click. Accent color may be used for icons in the utility area, but the ratio of color in the utility area should follow the relevant accessibility guidelines and maintain appropriate contrast.

Specifications of the header:
Background color : #000000 (black)
Minimum Height : 36 pixels

Specifications of the Sony logotype:
Color: White (#FFFFFF)
Length: 70 pixels



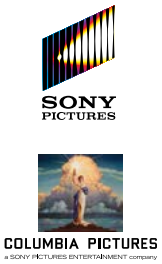
(6) Website

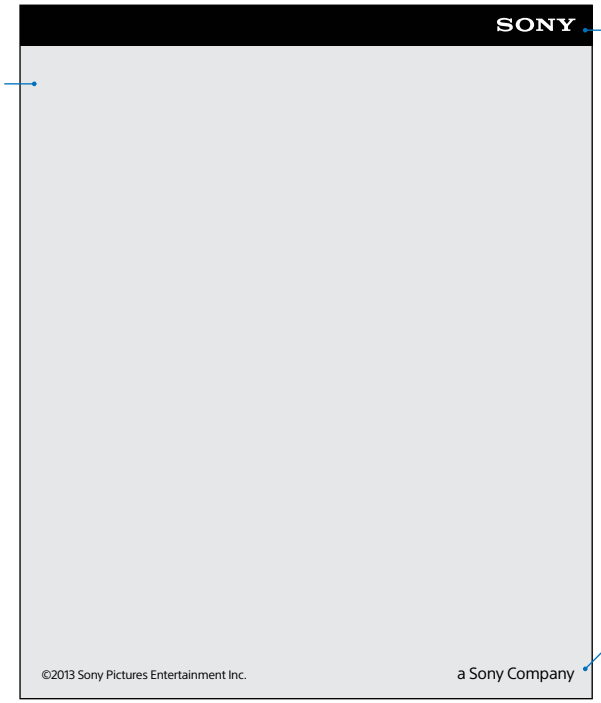
Example: Use of the Group Logo and group signature "a Sony Company"

DO

Display the housemark/trademark of the Sony Group company to indicate the originator of the website. Follow the Sony Group company's guidelines for use of its respective marks.

Example:





Group Logo (Mandatory) :
Display on the right side of the header

Group signature "a Sony Company":
When using the Group Logo:

Recommended

Includes the "Sony" name in its tradename.

Mandatory

Does not include the Sony" name in its tradename.

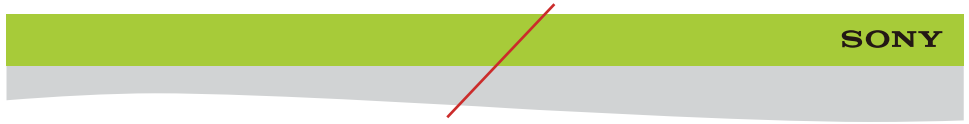
Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(6) Website

4) Incorrect usages

Examples of incorrect uses of the header:

Do not use a different header color other than the specified black.



Do not change the height of the header.

Do not use gradation in the header.

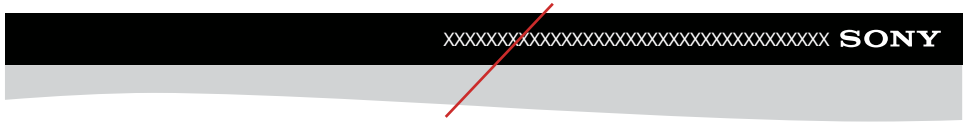
Do not change the size of the Sony logotype.

Do not include any graphics in the header.

Do not display other logos in the header.

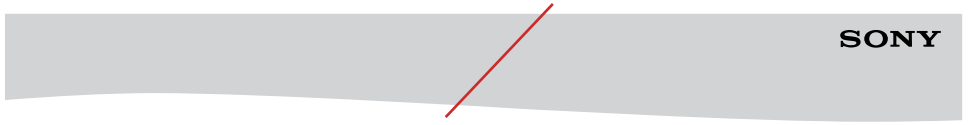
Do not place the Sony logotype anywhere other than on the right side.

Do not place any other elements in the isolation zone.



Do not display the group signature on the header where the Sony logotype is displayed.

Do not change the format or design of the header.

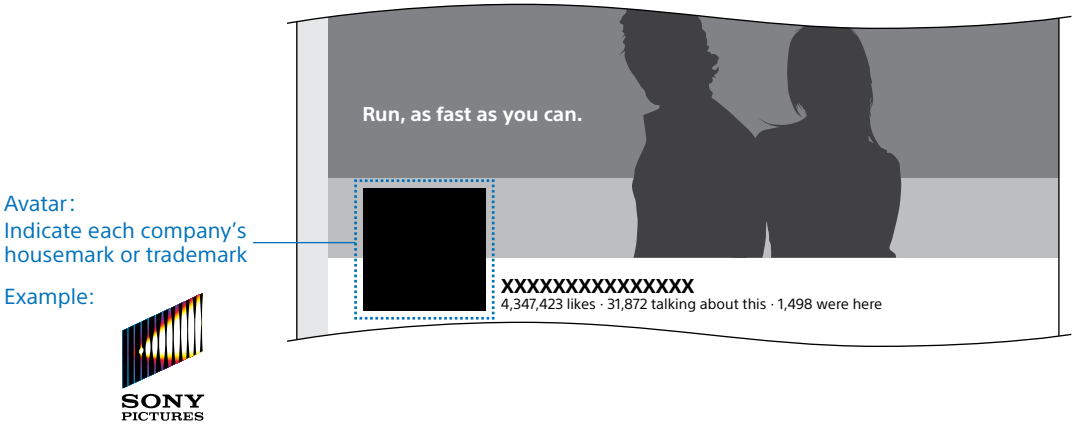


(7) Social Media

Basic Guidelines

For avatars used in social media, do not use the Group Logo (Sony logotype), but use the housemark or trademark designated for each Sony Group company. When there is a separate guideline for social media that is designated for the respective Sony Group company, please follow those guidelines.

Display the housemark or trademark of each Sony Group company



For launch of an external website by a Sony Group company, observe the guidelines issued by the Sony Group Website Administration Office.

"Sony Group Website Rules" (Internal use and inquiries only)
Rules and procedures for Sony Group for opening an external website with criteria for website management and operation
Inquiries: Sony Group Website Administration Office

(8) Business Card

A. Basic Guidelines

Observe the guidelines in this section when creating business cards with the Sony logotype as the Group Logo.

1. Who can use the business card

Regular and contract employees of Sony Group companies approved to use the Group Logo may incorporate the Sony logotype on their business cards. Individuals not directly employed by a Sony Group company (including temporary staff and employee of other Sony Group companies) may not use the business card displaying the Sony logotype (nor a business card similar in design), even if their work place is at the same office as the Sony Group company.

2. Basic functions of a business card

A business card is a tool to facilitate business relationships with business partners and clients by indicating information of the company and the department of where the person is employed. Therefore, it is important to communicate such necessary information in a manner that is clear and easy to understand. A business card acknowledges the employment of the card holder with a Sony Group company and establishes a certain level of guarantee or credibility of the card holder by whom the card holder is employed with. The following are some basic functions of a business card.

- Demonstrates that the holder of the business card is a Sony Group company employee and establishes a certain level of guarantee or credibility of the card holder by whom the card holder is employed with.
- Accurately communicates information about the card holder of the business card and about the business in which he/she is involved.
- Clear and easy reference concerning contact information of the card holder to business partners and clients.

3. Contents of a business card

- As business cards shall be used for official company business only, it should never display any private information.
- A business card should only display information about a Sony Group company employee and the business in which he/she is involved.
- Contact details should be clearly displayed so the person receiving the card is able to contact the employee when the need arises.

(8) Business Card

As basic information, display the contents of 1) through 10) listed here. Additionally, information on 11) through 13) may be displayed when necessary.

1) The Group Logo and the group signature "a Sony Company"

- Use the Sony logotype as a Group Logo symbolizing the Sony Group.
- For Sony Group companies with their own housemark/trademark (other than the Sony logotype) designated for their business domain, it is necessary to display the group signature "a Sony Company". (The use of group signature does not apply to companies that are designated to use the Sony logotype as a housemark.)

2) Housemark of each Sony Group company (company logo)

Display the logo that is designated as the housemark of each Sony Group company.

3) Organization name

In principle, the official name of the organization (such as division, department, section, and group) of which the employee belongs to shall be included on a business card. As in-house names and abbreviated forms are not for external use, those forms shall not be used. Since the structure of organization varies according to each Sony Group company, follow the guidelines set forth by the department in charge of human resources at each Sony Group company. Should the name of the organization be too long to fit in the designated form of the business card, the level of information to display on the card shall be selected and decided within that organization.

Examples:
Division (Div.) / Center
Department (Dept.)
Section (Sec.)
Group (Gp.)

(8) Business Card

4) Employee title
In principle, the formal title of the employee as regulated by the human resources division at each Sony Group company shall be displayed on a business card.

5) Employee name
For names to be displayed in English, following international practice, print the first name first, followed by the middle name and family name. An informal name may be displayed in parentheses after the first name.

Examples: John Martin Smith
Taro (Terry) Yamada

For names in other languages, follow the standard practice of that language. Follow the guidelines set forth by the department in charge of human resources at each Sony Group company.

6) Tradename
Display the officially registered company name (no abbreviations may be used) to which the employee belongs. If the employee has multiple or concurrent positions with certain Sony Group companies, a business card should be made for each position.

7) Address and building name
Display the officially registered company name (no abbreviations may be used) to which the employee belongs. If the employee has multiple or concurrent positions with certain Sony Group companies, a business card should be made for each position.

8) Telephone number
Display the number for external use of the organization where the employee belongs. Do not include a number that is for internal use only.

9) Fax number
Display the fax number for external use of the organization where the employee belongs. Do not include a number that is for internal use only.

(8) Business Card

10) E-mail address
Display the employee's business e-mail address only. Private e-mail addresses may not be displayed.

11) Qualifications
Nationally certified qualifications or its equivalent may be displayed if the qualification is relevant to the employee's business responsibilities and if it may be determined to add credibility in the employee's act of duty. Qualifications relating to personal interests may not be displayed. Comply with the rules and guidelines set forth by the department in charge of human resources division at each Sony Group company.

12) Mobile phone number
A mobile phone number that belongs to the company that is used for business may be included as necessary. A mobile phone number owned for private use may not be displayed.

13) URL
A URL may be displayed depending on its business necessity, such as for sales and marketing, and corporate communication purpose. Display only those URLs that are for external use and not for internal use (such as a URL of a company's intranet website). No personal URLs may be displayed. Receive appropriate approval of the organization on whether a URL may be displayed on the business card.

(8) Business Card

4. Inquires concerning business cards

· On the contents of business cards, placing an order, procurement, management and quality control
- The general affairs division and procurement center of each Sony Group company

· On business cards (including employee titles and organization names)
- The human resources division of each Sony Group company

· On marks of accreditation or authorization pertaining to environmental management or quality management
-The department in charge of the marks concerned at each Sony Group company

· FIFA Official Marks
-FIFA Project Office
(For internal inquires only)

· Housemarks (company logos) or business logos of each company
- The department in charge of CI (Corporate Identity) at each Sony Group company

· On the use of the Sony brand (Sony logotype, names and logos that include "Sony")
- Brand Strategy Department, Sony Corporation
(For internal inquires only)

· On the use of the corporate typeface "SST"
- Creative Center, Sony Corporation
(For internal inquires only)

(8) Business Card

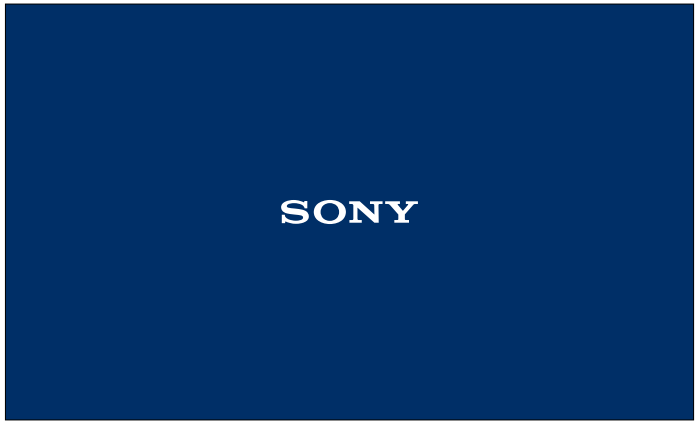
B. Basic Design of the Group Logo display (Side B)

Side B, where the Sony logotype will be placed as the Group Logo, will incorporate Sony Group's basic corporate color "Sony Blue 90." Select from the 2 designs shown below.

For details on corporate color, refer to "VI. Basic rules for displaying the Sony logotype 4. Reproduction of the corporate colors."

Side B <Design 1>

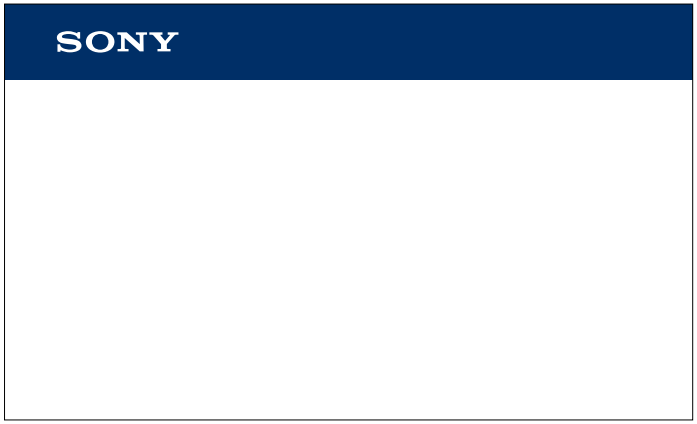
- May be applied when using only one language.
- No other elements may be displayed other than the Sony logotype on this side.



or

Side B <Design 2>

- In principal, may be applied when it is necessary to indicate two languages.
- No other elements may be displayed other than the Sony logotype in the top bar.



(8) Business Card

C. Design 1: Group Logo/center (one language)

Display rules for business cards are the same for Sony Group companies that include the "Sony" name, and those Sony Group companies that do not include the "Sony" name in their tradename.

However, for those Sony Group companies that do not include the "Sony" name in their tradename, this section is applicable to only those companies which have been separately approved to use the Group Logo as an exceptional case. Without such approval, Sony Group companies that do not include the "Sony" name in their tradename may not use the Group Logo.

Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the language of the country where the company is located.
3. Display the group signature "a Sony Company" in English below the company information.

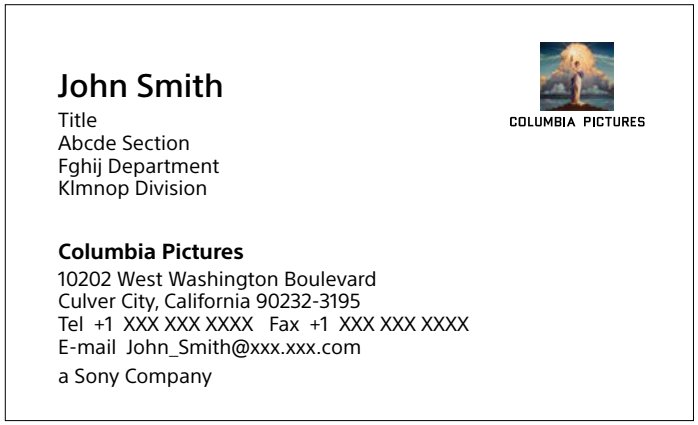
Side B

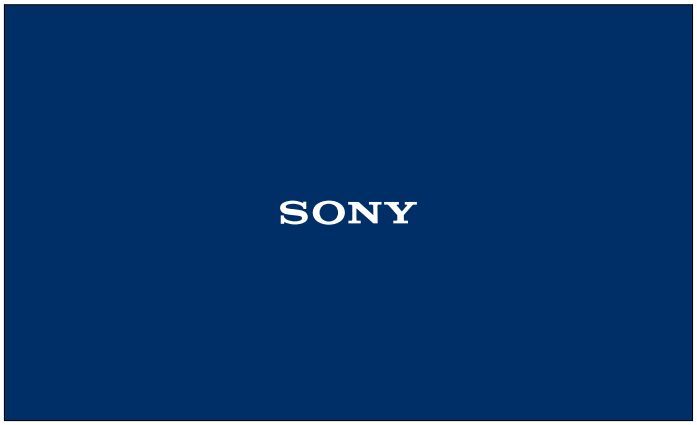
1. Display the Sony logotype in white in the center of the card.
2. For the background color of the Sony logotype, use Sony Group's primary corporate color "Sony Blue 90."
3. Do not display any elements other than the Sony logotype.

<Example of a company that includes the "Sony" name in its tradename>

(8) Business Card

<Company without the "Sony" name in its tradename >





(8) Business Card

D. Design 2: Group Logo/upper left corner

1. Business card for two languages <Basic form: English on Side B>

When there is a need to indicate two languages, Side A shall use the language of the country where the company is located, and Side B shall use the common English language.

Display rules for business cards are the same for Sony Group companies that include the "Sony" name, and those Sony Group companies that do not include the "Sony" name in their tradename. However, for those Sony Group companies that do not include the "Sony" name in their tradename, this section is applicable to only those companies which have been separately approved to use the Group Logo as an exceptional case. Without such approval, Sony Group companies that do not include the "Sony" name in their tradename may not use the Group Logo.

Side A

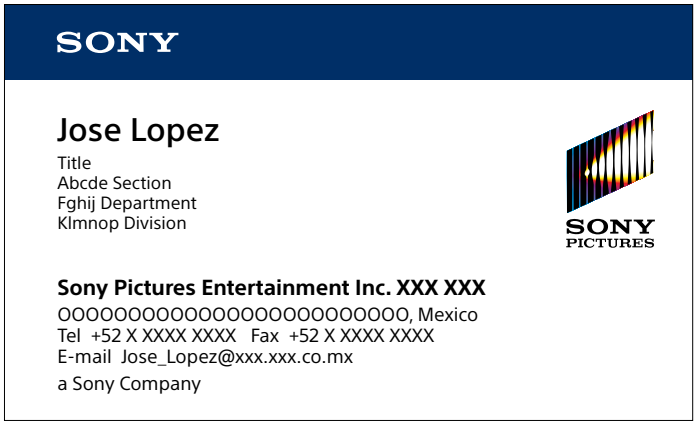
1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the country of the language where the company is located.
3. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

Side B

1. Display the Sony logotype in white in the upper left corner.
2. For the background color of the top bar where the Sony logotype is displayed, use Sony Group's basic corporate color of "Sony Blue 90."
3. Display the housemark of the company of employment.
4. Display the company and the employee information in English.
5. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

<Example of a company that includes the "Sony" name in its tradename>

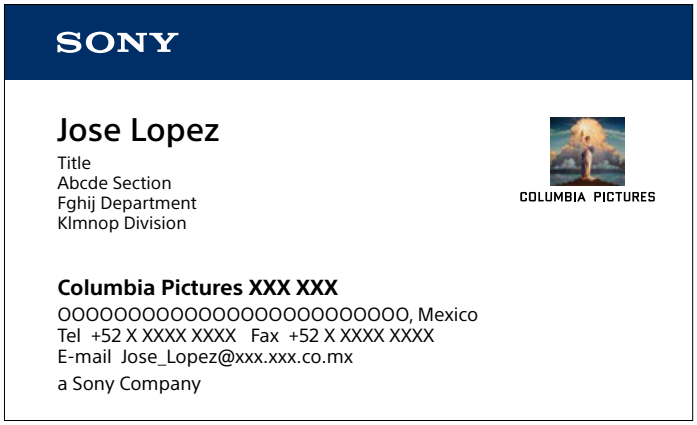
*Example of international business cards of companies of non-English countries that display local language on side A.



(8) Business Card

<Company without the "Sony" name in its tradename >

*Example of international business cards of companies of non-English countries that display local language on side A.



(8) Business Card

D. Design 2: Group Logo/upper left corner

1. Business card for two languages <Exceptional case: Language other than English on Side B>

As an exception, a language other than English may be displayed on Side B depending on the country or the business circumstance of each company.

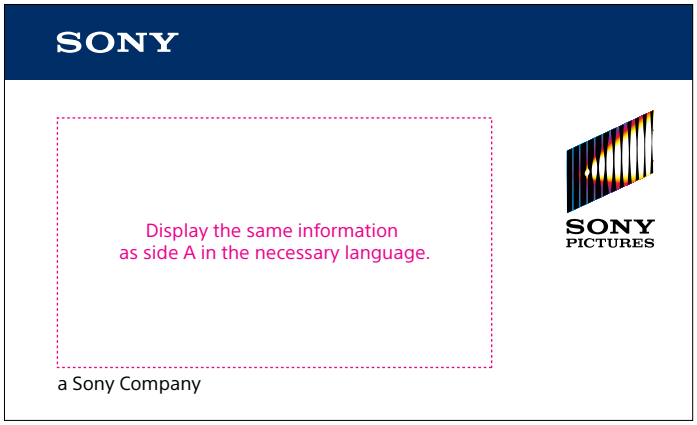
Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the country of the language where the company is located.
3. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

Side B

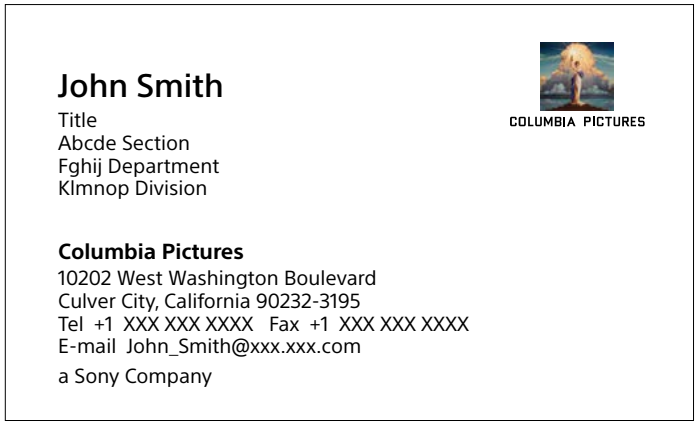
1. Display the Sony logotype in white in the upper left corner.
2. For the background color of the top bar where the Sony logotype is displayed, use Sony Group's basic corporate color of "Sony Blue 90."
3. Display the housemark of the company of employment.
4. Display the company and the employee information in the necessary language.
5. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

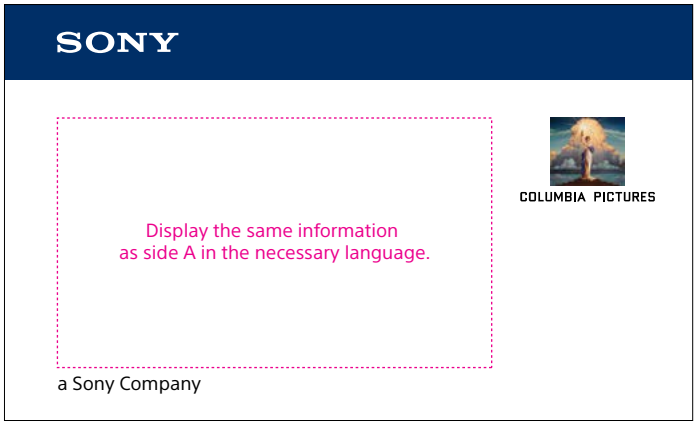
<Example of a company that includes the "Sony" name in its tradename>



(8) Business Card

<Company without the "Sony" name in its tradename >





(8) Business Card

D. Design 2: Group Logo/upper left corner

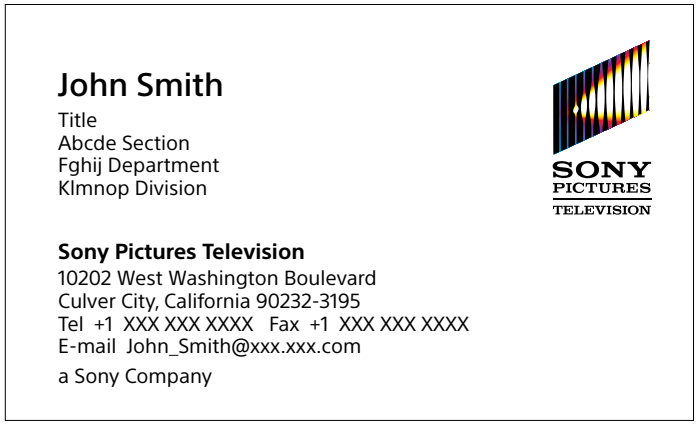
2. Display of channel brands

In the movie industry, if the business necessitates the display of business brands, follow the guidelines below. Only one language may be used.

Display rules for business cards are the same for Sony Group companies that include the "Sony" name, and those Sony Group companies that do not include the "Sony" name in their tradename. However, for those Sony Group companies that do not include the "Sony" name in their tradename, this section is applicable to only those companies which have been separately approved to use the Group Logo as an exceptional case. Without such approval, Sony Group companies that do not include the "Sony" name in their tradename may not use the Group Logo.

Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the country of the language where the company is located.
3. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)



Side B

1. Display the Sony logotype in white in the upper left corner.
2. For the background color of the top bar where the Sony logotype is displayed, use Sony Group's basic corporate color of "Sony Blue 90."
3. Display the housemark of the company of employment.
4. Display the company and the employee information in the necessary language.
5. Display the channel brands in accordance to the respective guidelines of the Sony Group company.
6. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

(8) Business Card

E. Business card specifications and layout design details

1. Specifications

Print colors
Text color : K 100

Ink
Environment criteria should follow SS-00259 "MANAGEMENT REGULATIONS FOR THE ENVIRONMENT-RELATED SUBSTANCES TO BE CONTROLLED WHICH ARE INCLUDED IN PARTS AND MATERIALS"URL:(http://www.sony.co.jp/SonyInfo/procurementinfo/ss00259/ss_00259ec_General_use_12EC.pdf)

Paper size
55 x 91 (mm)

Paper quality
In principle, the quality of the paper procured in local country should be as equal as to the sample prepared by Sony Corporation. The paper should be white as snow in order to clearly print the brand design and environmentally conscious.

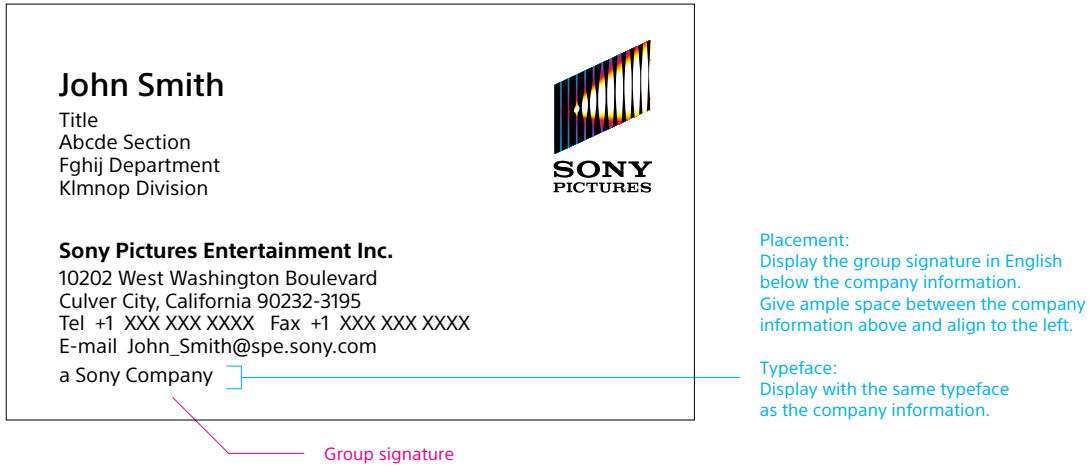
Typeface
Use Helvetica Neue, Sony's corporate typeface called "SST" or the standard typeface designated by the Sony Group company. When using "SST," follow the layout design details shown in the electronics section of these guidelines.

However, "SST" may only be used by those Sony Group companies that have introduced this font. For inquiries concerning procedures for the use of "SST," contact below. (For internal inquiries only)

Creative Center, Sony Corporation

2. Layout details of Side A

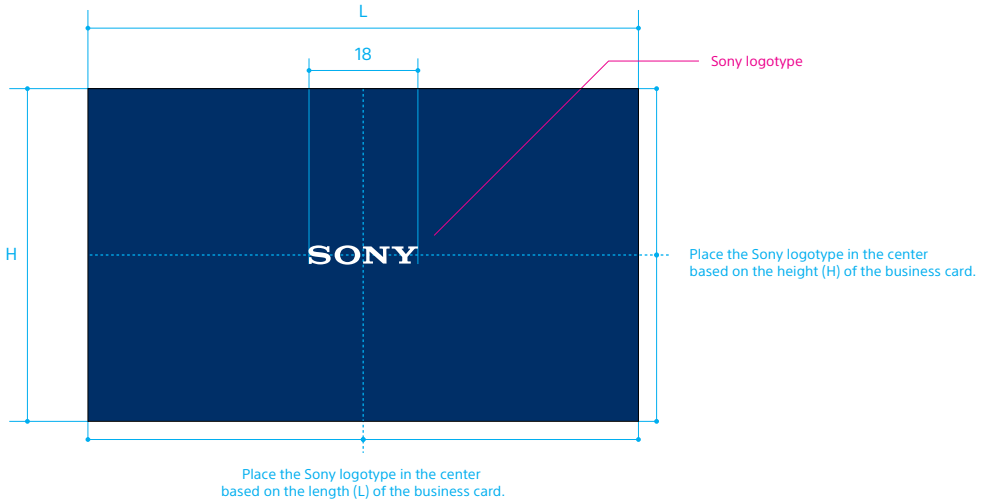
Size of the text and layout are shown as below:



(8) Business Card

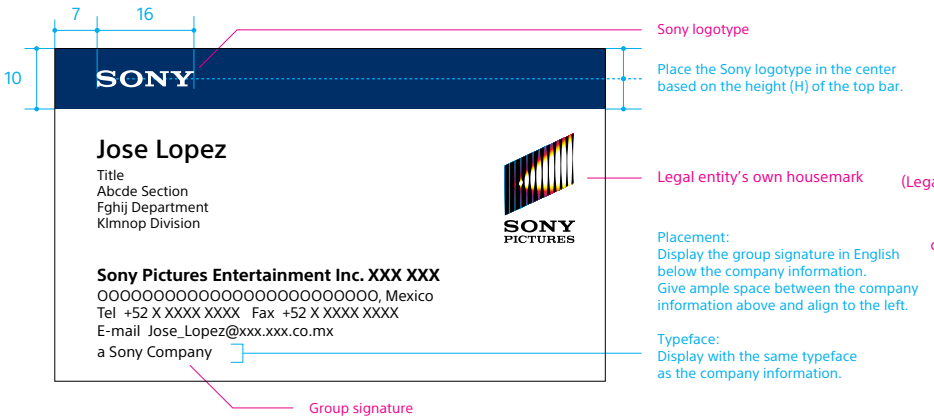
3. Layout details of Side B

Design 1: Group Logo / center (one language)

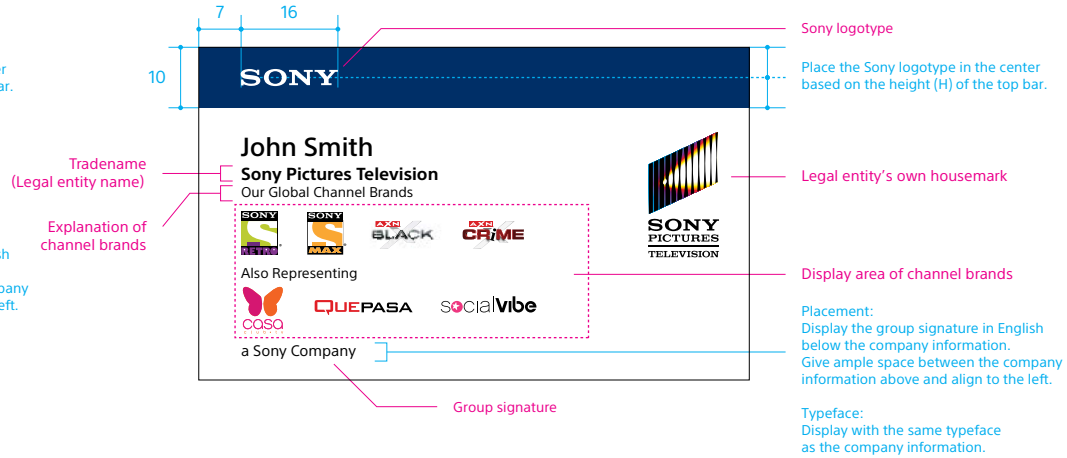


(Unit: mm)

Design 2: Group Logo / upper left corner (two languages)



Design 2 :Group Logo / upper left corner (channel brands)



(9) Products related

Sony electronics products and product packaging

For how to display the Sony logotype on Sony's electronics products (including product packaging), refer to the following guidelines issued by the Sony Engineering Standardization Committee:

Sony Technical Standards SS-00080, "USAGE OF THE SONY LOGOTYPE ON SONY ELECTRONICS PRODUCTS."

In addition to the above guidelines, also follow the subordinate guidelines such as the guidelines for standard carton, product packaging for how to display the Sony logotype on Sony's electronics products packaging.

On this item, the use of the Sony logotype is positioned as the trademark (business brand) of electronics business rather than as the Group Logo.

Use of the Group Logo on contents packaging

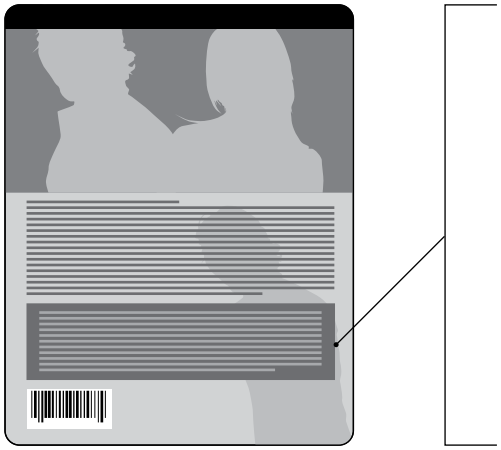
For cases where the display of the Sony logotype on the contents packaging of a Sony Group company may cause confusion concerning the origin of the product, or cases where there may be certain business limitations or conditions involving collaboration with third parties (example: certain contractual arrangements with third parties for game contents), it is not mandatory to use the Sony logotype.

However, when displaying the Sony logotype, follow the guidelines below.

- Do not display the Sony logotype on packages where the trademark (business brand) of the Sony Group company is not displayed.
- When displaying the Sony logotype, secure sufficient isolation zone and do not combine it with other elements.
- When displaying the Sony logotype on packaging of contents products from a Sony Group company that does not include the "Sony" name in its tradename, display the group signature "a Sony Company" in the area where the company's trademark is displayed.

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

Usage example on DVD/Blu-ray packaging



DO

Always display the group signature (near the logo of the corresponding company) when the Group Logo is used by a company that does not include the "Sony" name in its tradename.

DON'T

Do not combine the group signature "a Sony Company" with the Sony logotype. For a company that does not include the "Sony" name in its tradename, always display the group signature (near the logo of the corresponding company) when the Group Logo is used.

(10) Sales promotion tools

Basic Guidelines

Sales promotion tools vary widely in size, form and fashion according to each Sony Group company's business domain : for instance, they may be placed at a retail storefront to indicate that they sell Sony Group company products, or they may be combined with product samples to enhance its in-store display.

< A Sony Group company with its own housemark/trademark (business brand) other than the Sony logotype >

When a Sony Group company with its own housemark/trademark (business brand) other than the Sony logotype displays the Sony logotype as the Group Logo on sales promotion tools, the Group Logo should be used in a way that prevents it from being misperceived as the housemark/business brand of the Sony Group company. The use of housemarks/ trademarks of the Sony Group companies is mandatory. For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

When the Group Logo is used by a Sony Group company that does not include the "Sony" name in its tradename, the use of the group signature is mandatory.

< Electronics business domain >

In the electronics business domain, the Sony logotype should be displayed once on any sales promotion tool to indicate that it is for the promotion of Sony products. The position, size and color of the Sony logotype should be considered depending on each usage situation. For the basic rules on displaying the Sony logotype, refer to "VI. Basic display rules of the Sony logotype".

On these items, the Sony logotype is used as the trademark (business brand) of the electronics business domain, and not as the Group Logo.

Points to consider for the use of the Sony logotype per the different tools commonly used

Point-of-purchase (POP) displays

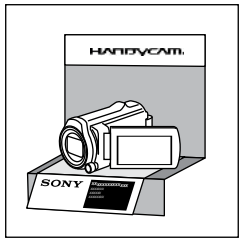
POP displays often convey a large amount of information (such as the product name, a slogan, product features, and ideas about product use) which may distract attention from the Sony logotype. Display the Sony logotype prominently, and always maintain an isolation zone.

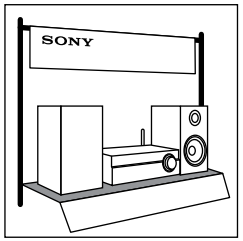
Ceiling POP

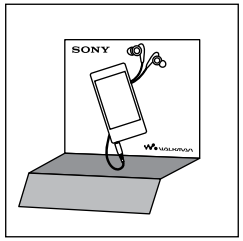
Consider the position, size, and color of the Sony logotype so it is clearly visible even from a distance, identifying products as Sony electronics products.

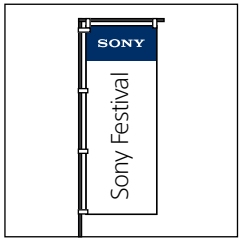
Display stands

Display the Sony logotype prominently in a position where it will not be hidden when the product is placed on the display.









(11) Events and exhibitions

Basic Guidelines

Shows and events vary widely in scale, form, and purpose. They range from those involving many affiliated businesses under a common theme, to those held by one company or one dealer to announce a new product.

In all cases, they are important opportunities for visitors to experience Sony products and services.
Display the designated housemark/trademark of the each Sony Group company to identify the exhibitor or exhibited product and services. When the Sony logotype as the Group Logo is used, display it in the appropriate position considering the event concept or custom.

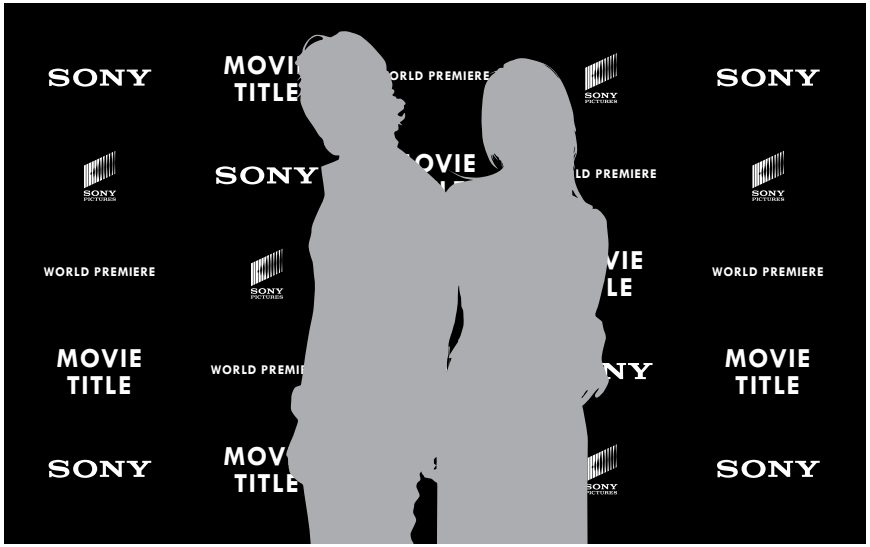
For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

Example: Step and Repeat Backdrop (Movie)

When displaying the Sony logotype as the Group Logo, the display of the trademark (business brand) of each Sony Group company is mandatory. In such cases, if the Sony Group company does not include the "Sony" name in its tradename, the use of the group signature "a Sony Company" is mandatory. (near to the company's logo)

DO

For Sony Group companies that do not include the "Sony" name in their tradenames, the use of the group signature "a Sony Company" is mandatory.
(near to the company's logo)



(12) Giveaways

A. Basic guideline

When a giveaway is used by a Sony Group company, it is used to promote the company's activities and as such, either the housemark of the company is displayed to indicate it as the source of the activity, or a trademark is displayed to indicate the product that it is promoting.

Therefore, when a Sony Group company that is designated to use the Sony logotype as its housemark/trademark wishes to indicate the item as its giveaway, the Sony logotype should be displayed. When a Sony Group company with its own housemark or trademark designated for its business domain wishes to indicate the item as its giveaway, its own housemark or trademark should be displayed.

In either case, when displaying the Sony logotype on giveaways, please comply with the following the guidelines.

<Basic Rules>

Since giveaways end up in the hands of end-consumers just as Sony products do, they play a large role in establishing the Sony Group image. Please plan carefully following the guidelines.

- Giveaways must not be sold to end-consumers.
- Select giveaways with consideration for quality standards.
- When a Sony Group company undertakes (or approves of) the planning for a new giveaway, it must enter into an appropriate contract with the company consigned/ licensed to manufacture the giveaway, to prevent unauthorized reuse of the logo data or sales of the giveaways by the manufacturer.

For other details, follow the guidelines of each section.

(12) Giveaways

B. On planning a giveaway

This is to establish the conditions of when names and logos including the name "Sony," such as the Sony logotype, may be displayed on giveaways, and their how, so that such giveaways are not mistaken for Sony products.

Although such giveaways are designed and manufactured by other companies, greatest care is required to ensure that they, like Sony products, live up to the standards of confidence and reliability that consumers expect as long as they are distributed with trademarks of the Sony Group.

When displaying any name or logo including the name "Sony" on a giveaway, follow the guidelines given here.

C. Giveaway which can use the name "Sony" or the Sony logotype

A giveaway is an item distributed free of charge, primarily to end-consumers, in order to promote sales or as a commemorative gift. Since giveaways end up in the hands of end-consumers just as Sony products do, they play a large role in establishing the Sony Group image. When planning for and distributing giveaways, therefore, Sony Group companies should clarify by whom and to whom a particular item is to be given, and for what purpose. Follow the guidelines given here so that the image of the Sony Group will not be damaged in any way.

1) Who may plan for giveaways

Only business units of Sony Group companies may undertake the planning for giveaways carrying names and logos that include the "Sony" name or the Sony logotype. A third party such as authorized dealers/distributors may not plan for giveaways carrying names and logos that include the "Sony" name. When those third party would like to handle giveaways for their promotion, they must purchase the giveaways planned by each Sony Group company.

2) Who may distribute giveaways and for what purpose

Giveaways carrying names and logos that include the "Sony" name may be distributed only by the parties and for purposes specified below.

- As a sales promotional activity to sell Sony group products:
  In this case, a business unit of a Sony Group company or a third party (such as a dealer or distributor) who has a business relationship with a Sony Group company may distribute the giveaway.
- As mementos to commemorate events or functions staged by business units of a Sony Group company:
  Only a Sony Group company may distribute such giveaways to commemorate the establishment of a company or a branch office, or the anniversary of such events. Third parties having a business relationship with a Sony Group company may not distribute giveaways carrying names and logos including the name "Sony" for its own commemorative events, such as the anniversary of the opening of a store.

(12) Giveaways

3) Description of giveaway items

Kinds of items:
Only items with no risk of damaging the image of the Sony group in any way may be selected as giveaways of the Sony Group.

Quality of giveaways:
As a general rule, third-party products which may be selected as giveaways of the Sony Group must meet the Sony Group's exacting quality standards. When a Sony Goup company undertakes (or approves of) the planning for a new giveaway, it should take note of the following points when placing the order. Pay special attention to quality for such giveaway items as soft cases to carry Sony products.

- Select a reliable manufacturer that can meet product quality standards.
- Establish quality and other standards with the manufacturer for each giveaway.

Strength
Durability
Heat resistance
Fire resistance
Water resistance
Precautions in use
Precautions in handling
Expiry date, ingredients
Date of manufacture
Storage conditions
Warranty period

DO

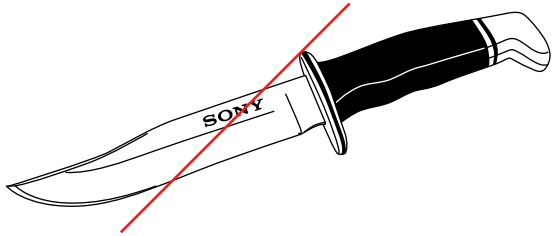
Select giveaway items that befit the image of the Sony Group.

Examples)
- Dignity and class
- Refined design

DON'T

Do not select items that fail to match the Sony Group image.

Examples)
× Items with connotations of religion, politics, violence, sex, race or discrimination
× Items that pose any kind of danger
× Items which have the potential to infringe upon the copyrights of third parties



(12) Giveaways

4) Distribution of giveaways

Giveaways that are third-party products carrying names and logos including the name "Sony" must not be sold to end-consumers, as they are not Sony products.

When a Sony Group company undertakes (or approves of) the planning for a new giveaway, it must enter into an appropriate contract with the company consigned/licensed to manufacture the giveaway, in order to prevent any unauthorized sale of the giveaway to third parties.
Such agreement should contain the following terms and conditions.

- The quantity, name, and unit price of the product as well as the name of the manufacturer.
- A statement to the effect that the manufacturer may not sell the items to a third party.
- An assurance that the manufacturer will destroy all defective items.
- An acceptance by the manufacturer of final responsibility, in the event of any accident or injury involving the Items.
- A statement that all data and materials such as the Sony logotype data that are supplied to the manufacturer for the manufacture of the giveaways shall be returned, as well as the manner of return.

Regarding the specific phrases that are to be used in the contract clause for such a prohibition of sales to a third party, please consult with the department in charge of legal affairs at each Sony Group company.

Sample Contract Clauses

Article **
Manufacturer agrees that it shall not engage in the manufacture, sale or distribution of any items bearing the name SONY or Sony's trademark _____, or other unique features instructed by Sony, including without limitation colors, specifications and functions, for itself or to a party other than Sony.

Article **
Manufacturer agrees that it shall promptly destroy any overruns of ITEMS, irregular or second quality ITEMS, and any ITEMS which are returned by Sony _____ because of defects or for other reasons.

Article **
Manufacturer accepts full liability, shall indemnify and hold harmless, including all costs, damages and attorneys' fees, Sony _____ and its affiliated companies for any claim arising out of any loss, damage,or injury resulting from proper use of ITEMS.

Article **
Manufacturer shall keep any materials which are disclosed or provided by Sony, including without limitation the Sony logotype (the "Materials") with the duty of due care and diligence of a good manager and shall not sell, export, transfer or otherwise dispose of the Materials. Manufacturer shall keep in confidence the Materials without prior written consent of Sony and shall not use the Materials for any purpose other than its manufacture of ITEMS. Upon Sony's request, Manufacturer shall return promptly to Sony any Materials together with all copies and reproductions thereof, if any.

(12) Giveaways

D. Elements to indicate on Giveaways

1. Elements to indicate the item as a Sony Group giveaway

On giveaways, the Sony logotype, the housemark/trademark of the Sony Group company or phrases including the name "Sony" (such as campaign names, event names, slogans and titles of commemorations) may be displayed to indicate that they are giveaways of the Sony Group. However, creating such phrases that include the "Sony" name is subject to approval based on the Sony Corporation or Sony Group Delegation of Authority.)

When the Sony logotype is used by a Sony Group company which does not use the Sony logotype as its housemark, they must indicate their own housemark together with the group signature "a Sony Company". When the event represents the activity of the whole Sony group (ex: IR activity, FIFA, Sponsorship), it is not mandatory to indicate each Sony Group company's housemark.

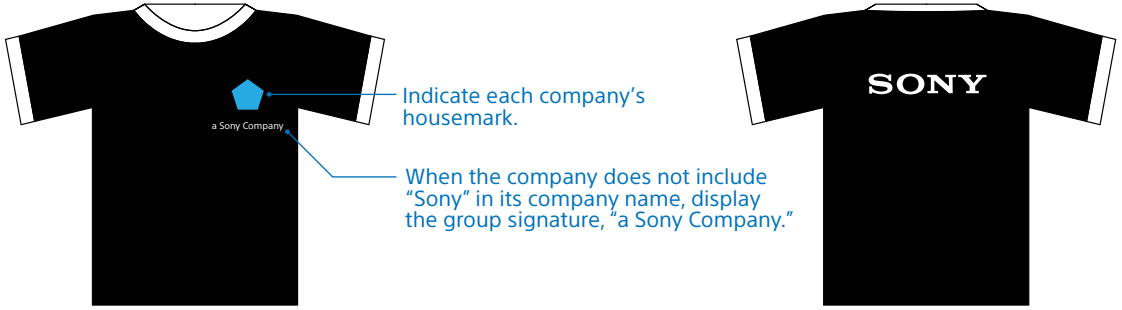
Example) Indicate each Sony Group company's logo as such the Sony logotype.

SONY

Example) May indicate the name of the campaign, event, slogan or anniversary.

Sony Fair
Sony 60th Anniversary

Example



2. A "not for sale" marking / the manufacturer's name

A "not for sale" marking or the manufacturer's name must be indicated on the giveaway to prevent misperception that the Sony Group company is the manufacturer or that the item is a product rather than a giveaway. However, the manufacturer's name, or "not for sale" marking, need not be indicated if the giveaway carries the manufacturer's brand logo or tradename as described below.

Examples of typical markings designed to prevent the sale of giveaways

Promotional Goods Not for Sale

Example of the display of a manufacturer's name

Manufactured by ○○○

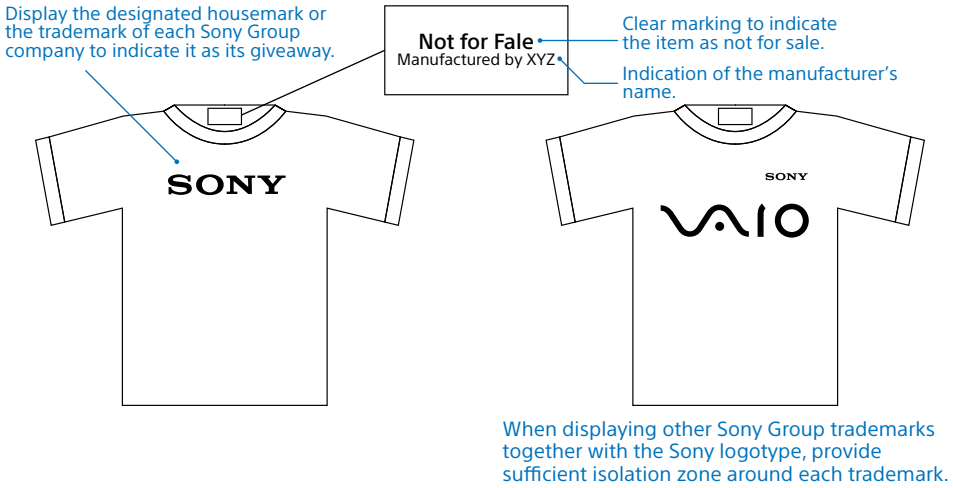
(12) Giveaways

<Basic indications>

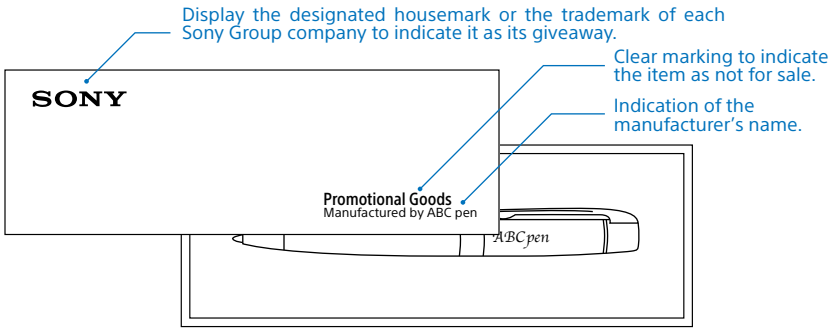
The elements to indicate on giveaways should be displayed on the giveaway items, or on their packaging as shown below.

<A group company which is designated to use the Sony logotype as it's housemark or trademark (business brand).>

On giveaway items:

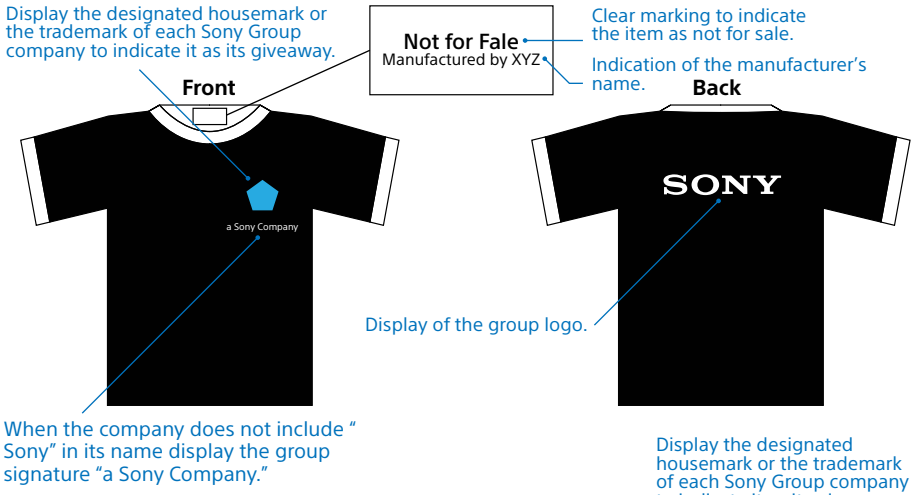


On packaging of the giveaway:

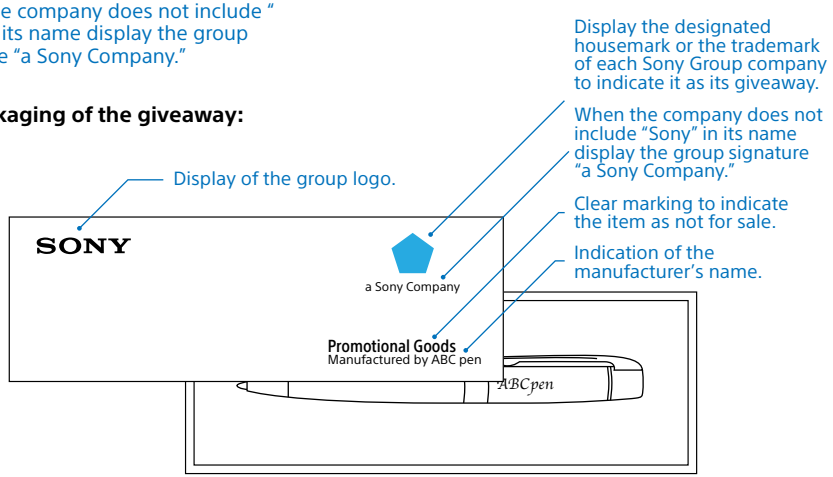


<A group company which has it's own housemark or trademark (business brand).>

On giveaway items:



On packaging of the giveaway:



(12) Giveaways

E. Giveaways of items which might be taken for Sony products

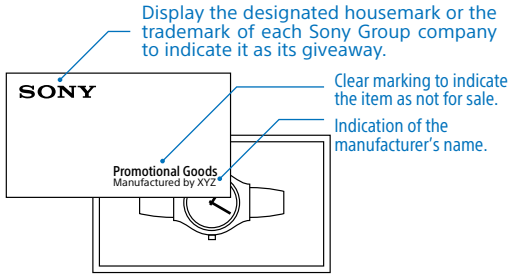
If items that can be easily mistaken for Sony products are selected as giveaways, confused end-consumers may bring them to a Sony Group's customer service stores without realizing they do not service such items. There is also the possibility that by mistaking giveaways for Sony products, end-consumers' image of the Sony Group may become different than how the Sony Group intends to project itself. In selecting items for giveaways, consider carefully to avoid such problems. When the selected item can possibly be mistaken for a Sony product, make sure to comply with the following guidelines so that the manufacturer and distributor shall be distinguished even more clearly.

When electronic or precision device (such as clocks, watches and calculators) or items which can be used as product accessories (such as a portable device carrying case) are to be selected as giveaways, take care so that they are not mistaken for Sony products. State on the package or card, and not on the item itself, that the item is a giveaway of the Sony Group and is not for sale. The manufacturer's name should be displayed on the item itself, or on the package. (If the item already carries an indication of the manufacturer in the form of the manufacturer's brand logo or tradename, there is no need to further indicate the manufacturer's name.)

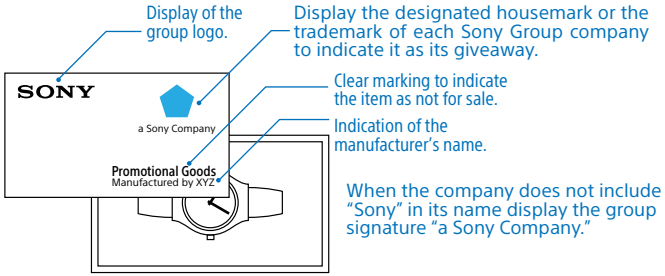
Do not display the following trademarks on the items themselves:
- The Sony logotype
- Trademarks used by the Sony Group companies in the electronics business (such as VAIO, XPERIA) and other businesses (such as PlayStation)
- Tradenames, campaign names, event names and slogans which include the "Sony" name

DO If items that can be easily mistaken for Sony products or accessories are to be distributed as giveaways, make sure that the required elements are displayed on the packaging, as shown in the examples here.

<A group company which is designated to use the Sony logo-type as it's housemark or trademark (business brand).>

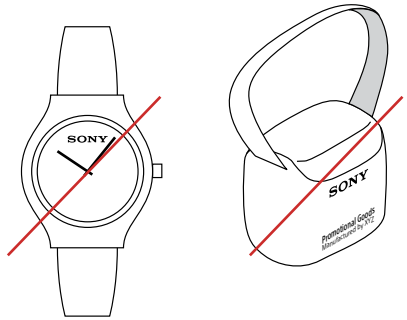


<A group company which has it's own housemark or trademark (business brand).>

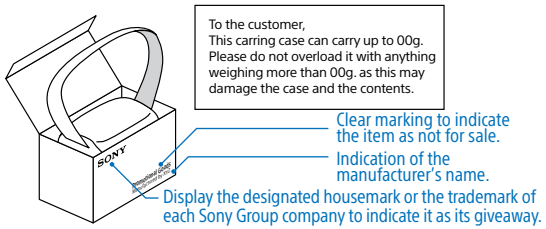


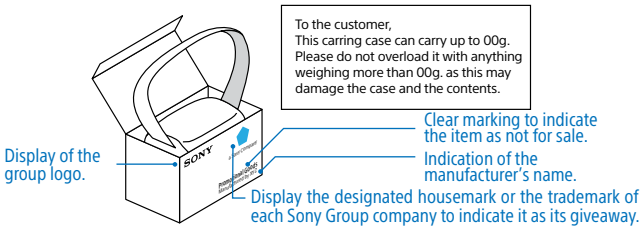
DON'T

Do not display any indications as a Sony Group giveaway on the items themselves when they are easily mistaken for Sony products.



DO If the giveaway can be used as an accessory to a product, indicate its quality standard accurately.





4. Business domain: Music

Music

Sony Music Entertainment, Sony Music Entertainment Japan, and their affiliates

(1) Applicable items

For Sony Group companies with their own housemark/trademark designated for their business domain shall use the Group Logo within the appropriate scope as set forth below. For details on how to display the Group Logo, refer to the following sections of this guideline.

For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

In cases where it is necessary to respect the rights of the third party in collaborated initiatives (example: relationships with or contractual rights of the third parties in movie, music game businesses), it is not mandatory to use the Group Logo. For such cases, refrain from using the Group Logo.

Among the applicable items below, business cards will use the basic corporate color of "Sony Blue 90." For the details on the usage scope of "Sony Blue 90," refer to sections "VI. Basic display rules of the Sony logotype, 4.Corporate color and Sony logotype colors "and "8. Business Cards."

	Mandatory (Examples in parenthesis)	**Recommended** (Examples in parenthesis)	**Not Permitted** (Examples in parenthesis)
Marketing	・**Website header**[*2] (Company website) (*2) For companies that do not include the "Sony" name in its tradename, not mandatory but recommended.	・**Print media** (Poster, catalog, billboards) ・**Visual media** (TVCM of products, music, artists) ・**Sales promotional item** (POP, store display stand) ・**Event, exhibition signage** (Back panel, in-booth sign)	・**Social media avatar** ・**Giveaway**[*1] ・**Digital media**[*1] (Internet banner) (*1) Permitted only when there is enough space to display the Sony Group companies own housemark in addition to the Group Logo
Products/ Services		・**Music contents packaging** (Packaging of music CD, DVD or Blu-ray) ・**Music video media opening and/or ending** (Opening and/or ending of music CD, Blu-ray, digital distribution)	・**Apps software** (Android or iOS apps)
Corporate	・**Business card**	・**Print media** (Corporate image ad, internal communication) ・**Visual media** (Corporate image TV commercials)	・**Office building sign** ・**Employee ID** ・**Stationery**

(2) Group signature applicable items (For a company that includes the "Sony" name in its tradename)

Group signature shall be used only when the Group Logo is used. Use it within the scope as defined below. The group signature "a Sony Company" shall be used as an explanation to the housemark/trademark of each company. Do not use it as an explanation to the Group Logo.

For information about the group signature, refer to the Section "I. About Sony's Visual Identity, 5. Group signature "a Sony Company."
For details on how to display the group signature, refer to the guidelines in this section.

(Examples in parenthesis)		Group Logo (Sony Logotype)	Group Signature("a Sony Company") Applies only when the Group Logo is used
Marketing	Print media	Recommended	Recommended
	Website	Mandatory (Header)	Recommended (Footer or other areas of the company website besides the header of the Group Logo)
	Visual media	Recommended	Recommended
	Event and exhibition signage	Recommended	Recommended
Contents	Music contents media packaging	Recommended	Recommended
	Music video opening and/or ending	Recommended	Recommended
Corporate	Business card	Mandatory	Mandatory
	Print media, visual media, internal communication	Recommended	Recommended

(3) Group signature applicable items (For a company that does not include the "Sony" name in its tradename, approved for exceptional use)

This page applies to those companies that do not include the "Sony" name in its tradename and has been separately approved by Sony Corporation as applicable companies to use the Group Logo. Companies that do not include the "Sony" name in its tradename may not use the Group Logo without approval by Sony Corporation.

The use of the group signature applies only when the Group Logo is used. Use it within the appropriate scope as defined below. When the Group Logo is used by a Sony Group company that does not include the "Sony" name in its tradename, the use of the group signature is mandatory. The group signature "a Sony Company," may only be used as an explanation to each companies' existing housemark/trademark. Do not use it as an explanation to the Group Logo.

For information about the group signature, refer to the Section "I. About Sony's Visual Identity, 5. Group signature "a Sony Company." For details on how to display the group signature, refer to the guidelines in this section.

(Examples in parenthesis)		Group Logo (Sony Logotype)	Group Signature("a Sony Company") Applies only when the Group Logo is used
Marketing	**Print media**	**Recommended**	**Mandatory**
	Website	**Mandatory** (Header)	**Mandatory** (Footer or other areas of the company website besides the header of the Group Logo)
	Visual media	**Recommended**	**Mandatory**
	Event and exhibition signage	**Recommended**	**Mandatory**
Contents	**Music contents media packaging**	**Recommended**	**Mandatory**
	Music video opening and/or ending	**Recommended**	**Mandatory**
Corporate	**Business card**	**Mandatory**	**Mandatory**
	Print media, visual media, internal communication	**Recommended**	**Mandatory**

(4) Print media

Basic guidelines

This section establishes the rules for displaying the Sony logotype in marketing communications (advertising and promotional materials) and corporate communications.

Print media, such as newspaper and magazine advertisements, posters, merchandise catalogs, and company brochures, can be said to be the most wide spread media reaching a wide range of stakeholders. Therefore, it is important to ensure that the Sony logotype is displayed in a consistent way, so that the image of Sony does not vary and dilute.

Follow the guidelines below and use the Sony logotype correctly.

- The Sony logotype must be displayed independently, once on the main surface.
- When creating communication items, in order to prevent the Sony logotype used as the Group Logo from being misperceived as each company's housemark/trademark, display the designated housemark/trademark of the Sony Group company as the originator (owner) of the communication (Do not display the Group Logo only). This applies only to those Sony Group companies with their own housemark/trademark.
- Provide sufficient isolation zone around the Sony logotype, and do not combine it with any other elements.
- For those Sony Group companies designated to use the Sony logotype as their housemark/trademark, the Sony logotype must be clearly indicated on all their marketing communication items (such as advertisements and promotional material) and public relation items (such as annual reports, company brochures, and press releases) for external use, to identify itself as the originator.
- When it is not clear which company within the Sony Group the item is being communicated from, include elements such as the tradename.
- When there are other separate guidelines which stipulate the use of the Sony logotype or Sony Group company's guidelines on the use of each company's housemarks/trademarks on print advertisements, follow those respective guidelines. (Subordinate guidelines which stipulate the use of the Sony logotype, names/logos that includes the "Sony" name are subject to approval by Sony Corporation.)

(4) Print media

Display of the Group Logo and group signature "a Sony Company"

<Display of the Group Logo>
When using the Group Logo on print media, such as newspaper and magazine advertisements, posters, merchandise catalogs, and company brochures, it shall be placed on the bottom right of such print media.

In order to prevent the Group Logo from being misperceived as each Sony Group company's housemark or business brand (trademark) or to be misunderstood as the source of the communication, display the designated housemark or business brand of the Sony Group company as the originator (owner) of the communication. (*) Do not use the Group Logo in cases where the housemark or business brand of the Sony Group company is not displayed.
(*) Follow each Sony Group company's guideline for use of their respective housemark or business brand.

<Display of the group signature "a Sony Company">
Use of the group signature "a Sony Company" is recommended for print media in order to clarify the relationship between the Group Logo and the existing housemarks/trademarks of each company. For Sony Group companies that do not include the "Sony" name in their tradenames, the use of the group signature "a Sony Company" is mandatory.

<In media where there are business limitations involving third party collaboration>
In cases where there are certain business limitations or conditions involving collaboration with third parties (example: certain contractual arrangements with third parties for game contents), it is not mandatory to use the Group Logo.

(4) Print media

Placement of the Group Logo

When using the Group Logo on print media such as newspapers, magazines, billlboards and pamphlets, follow the guidelines below.
In both cases, display the Group Logo on the bottom right corner of the footer area.

<Option A>
In principle, place a black strip on the footer area and display the Group Logo on the right side of the strip.

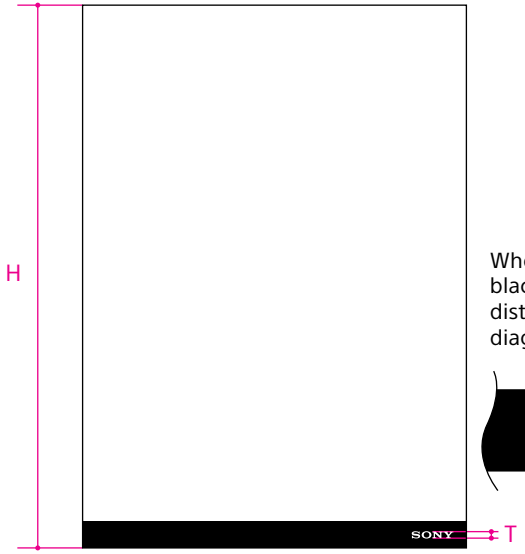
<Option B>
If utilizing a black strip is not appropriate in terms of the overall image or design concept of the media (examples: conflict with the image of the music artist, movie, game content, etc.), it is possible to utilize a transparent strip by securing spacing at the footer area with a certain height. In such a case, keep elements that weakens the impression of the logo, such as photos, letters and graphics, out of the footer area.

Size of the logo in the footer
Use the formula below to calculate the height of the Sony logotype in the footer.

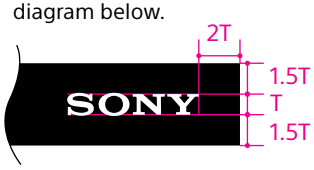
H = height of the media
T = height of the Sony logotype

Formula to calculate the Sony logotype size

$$0.012 \times H = T$$



When placing the logo in the black footer strip, use the distances shown in the diagram below.



Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(4) Print media

How to display the Group Signature "a Sony Company"

The group signature "a Sony Company" is used to clarify the relationship between the Group Logo and the Sony Group company as the source of the communication, and to prevent the Group Logo from being misperceived as each Sony Group company's housemark or business brand (trademark) or to be misunderstood as the source of the communication.

The display of the group signature is recommended for Sony Group companies that include the "Sony" name in their tradename, and is mandatory for those that do not include the "Sony" name in their tradename.

The group signature should be displayed in an area (such as near the company logo) that allows it to be understood as an explanatory element to the Sony Group company's housemark or trademark (business brand).

- Do not combine it with the Group Logo (such as in composite form) or display it as an explanatory element to the Group Logo.
- Do not use "a Sony Company" independently in media that does not display the Group Logo.
- "a Sony Company" should be displayed in regular font. Do not lay excessive emphasis, display in logo form or use decorations.
- Do not change the wording of "a Sony Company" (do not capitalize "a").
- Do not use the "a Sony Company" group signature in a language other than English.

Example of display of the Group Signature "a Sony Company"

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

Display the designated housemark or trademark (business brand) to indicate the originator of the communication. Follow the specific guidelines of each Sony Group company.

Examples:

(USA, International) | (Japan)

SONY MUSIC

SonyMusic

EPIC

If the Group Logo is used, the group signature "a Sony Company is:

Recommended

Recommended for companies that include the "Sony" name in their tradename.

Mandatory

Mandatory for companies that do not include the "Sony" name in their tradename.

When using the Group Logo, it should be displayed in the designated area.

(4) Print media

When there is no footer area on the media
For media of which the design and logo placement area are predetermined, follow the guidelines for that media.

In such cases, the Group Logo may be used only when it can be displayed in the following way. If such conditions may not be met due to certain contractual arrangements with third parties or other legal limitations, refrain from using the Group Logo.

- The Group Logo may be used only when the housemark or trademark of the concerned Sony Group company is displayed on the media.
- The Group Logo should be displayed with the appropriate balance in size vis-à-vis the housemark or trademark of the Sony Group company (should not be excessively large or small).
- Consider use of the group signature "a Sony Company" (however, the use is mandatory for group companies that do not include the "Sony" name in their tradename). If there is space limitations that causes the group signature to be displayed in combined form with the Group Logo, refrain from using "a Sony Company" (in such case, for Sony Group companies that do not include the "Sony" name in their tradename, do not display the Group Logo).

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(5) Visual Media

Preface

This section establishes the guideline for usage of the Sony logotype in motion logo form ("motion logo") audio visuals, such as TV commercials and promotional videos (excluding theatrical film content).

Among the various media incorporated in marketing and corporate communications, audio visuals, including TV commercials and promotional videos, may be described as the most effective means of establishing the image of the Sony Group. As such, every attempt should be made to take full advantage of their characteristics in the way of maintaining and enhancing the image of the Sony brand and its visual identity, through the correctly and consistent use of the "motion logo."

Do not create the "motion logo" for audio visuals on one's own accord. Use the "motion logo" which is available for download on the "Sony's Group Visual Identity Guidelines and Assets website" and follow the guidelines below.

Basic guidelines

<Mandatory>

- Use the Sony logo type in the correct color and form and do not modify the provided "motion logo" data. Do not alter the form of the Sony logotype or add colors, textures or other visual effects.
- When a company that is not designated to use the Sony logotype as their housemark or trademark (business brand), uses the Sony logotype as the Group Logo on audio visuals, they must also display the designated housemark or trademark of each company. When showing each company's housemark or trademark (business brand), do not show it in the same frame and instead place a time difference in between. Also follow each company's guideline for use of their respective housemark or trademark (business brand).

<Recommended>

- In case of a company which is designated to use the Sony logotype as their housemark or trademark (business brand), it is recommended to present the Sony logotype at the opening of the audio visuals to convey that the following message is from the Sony Group. In presenting the Sony logotype, display it in the correct color and form in the upper left-hand or upper right-hand corner of the screen.

<Usage of group signature "a Sony Company">

- In case of a company which has a own designated housemark or trademark (business brand) other than the Sony logotype, it is recommended to indicate the group signature "a Sony Company" together with their housemark or trademark (business brand). In case of a company which does not include "Sony" in its tradename, it is mandatory to indicate the group signature when using the Group Logo.

(5) Visual Media

When using the Sony logotype used as the Group Logo on visual media of the Sony Group companies, follow the guidelines set forth below and use the Sony logotype created for audio visuals (hereinafter "motion logo"). For Sony Group companies which use their own housemark/trademark on visual media, in cases where there might be a confusion concerning the originator of the media or certain business limitations or conditions involving collaboration with third parties (such as contractual commitments with a third party in the movie, music, game businesses), it is not necessary to use the "motion logo."

1. **Do not change the "motion logo" data made available for download, and use the Sony logotype in its correct color and form.**
2. **At the opening or ending of the audio visuals:**
   In commercials and promotion videos, in order to convey to the viewers from which Sony Group company the message is from always display the designated housemark or trademark of each company.
3. **Order of appearance of the Sony logotype and the group signature "a Sony Company":**
   The display order of the Sony logotype may come in any order. However, the group signature "a Sony Company" shall be displayed in the same frame where the Sony Group company's trademark appears, or it may appear after the sequence of the Sony Group company's trademark. The use of the group signature is recommended for companies that include the "Sony" name in their tradname, and mandatory for companies that do not include the "Sony" name in their tradname.
4. **Incorporating sound logos at endings**
   At the ending of audio visuals, when using the sound logo (or the voicing of "Sony") of the Sony logotype in order to indicate that the preceding message was from a Sony Group company, avoid audio that might detract from the Sony image, such as repetitious use of the name "Sony," or the use of inappropriate music.

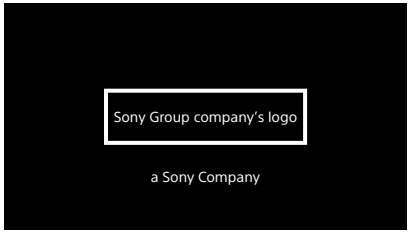
Usage examples in visual media

DO

When using the Group Logo, the use of the group signature shall follow the guidelines below:

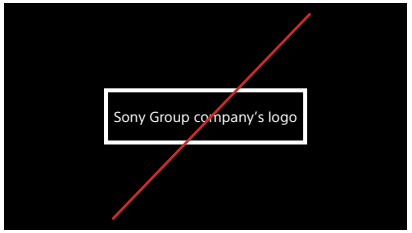
Necessity of "a Sony Company":

Recommended	Includes the "Sony" name in its tradename.
Mandatory	Does not include the Sony" name in its tradename.



DON'T

When using the Group Logo, the group signature shall not be used as an explanation to the Sony logotype, nor used in combination with the Sony logotype.

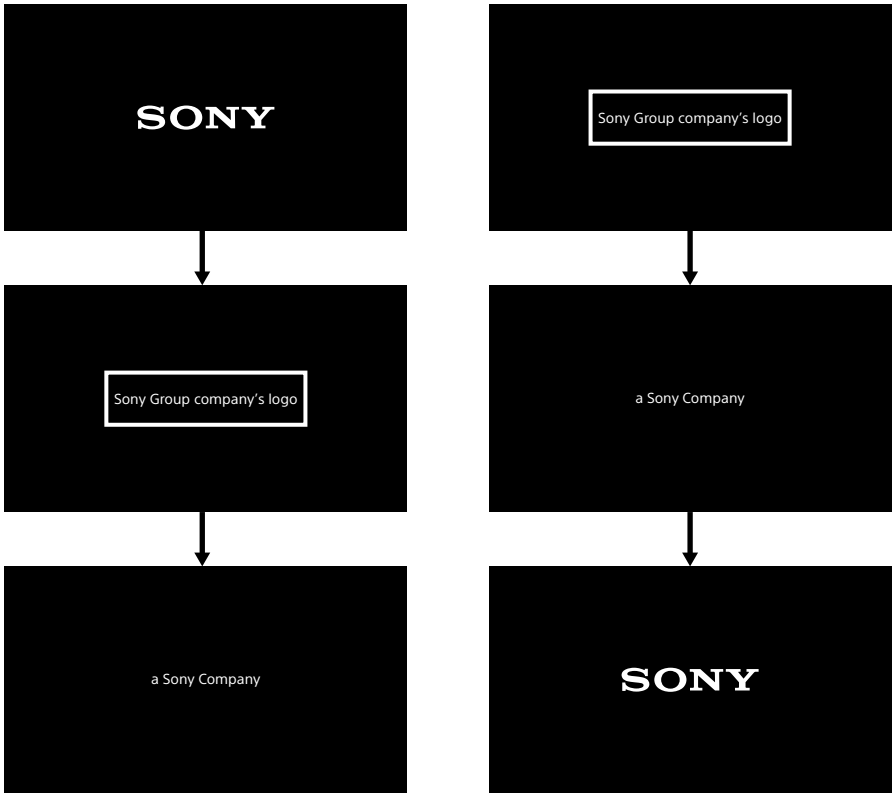


Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(5) Visual Media

Usage examples in separate frames

DO



Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(5) Visual Media

Example of a TV commercial

DO

A company that does not include the "Sony" name in its tradename must display the group signature "a Sony Company." (Near the logo of the corresponding company)

DON'T

Do not combine the group signature "a Sony Company" with the Sony logotype. For a company that does not include the "Sony" name in its tradename, always display the group signature (near the logo of the corresponding company) when the Group Logo is used.

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(5) Visual Media

Usage example of an opening animation of a DVD/Blu-ray contents

DO A company that does not include the "Sony" name in its tradename must display the group signature "a Sony Company." Near the logo of the corresponding company)

DON'T For a company that does not include the "Sony" name in its tradename, always display the group signature (near the logo of the corresponding company) when the Group Logo is used.

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(6) Website

Basic Guidelines

This section establishes the rules for displaying the Sony logotype on the website. Follow the guidelines below and use the Sony logotype correctly.

- The Sony logotype shall be displayed on the header by following its specified color, placement, and isolation zone.
- The Sony logotype shall not be combined with any elements.
- The Sony logotype shall be displayed once on the page, independently. Avoid repetitive display.
- For websites of those Sony Group companies with their own housemark/trademark designated for their business domain, always display the designated housemark/trademark. Follow the respective guidelines of the Sony Group companies when displaying such housemark/trademark. This applies only to those Sony Group companies with their own housemark/trademark.
- For websites of those Sony Group companies with their own housemark/trademark designated for their business domain, in addition to the display of the Group Logo, it is recommended to display the group signature "a Sony Company." (This does not apply to those Sony Group companies designated to use the Sony logotype as their housemark/trademark.) For those Sony Group companies that do not include the "Sony" name in their tradenames, the use of the group signature "a Sony Company" is mandatory.
- For launch of an external website by a Sony Group company, observe the guidelines issued by the Sony Group Website Administration Office.

"Sony Group Website Rules" (Internal use and inquiries only)
Rules and procedures for Sony Group for opening an external website with criteria for website management and operation
Inquiries: Sony Group Website Administration Office

(6) Website

1) Header design

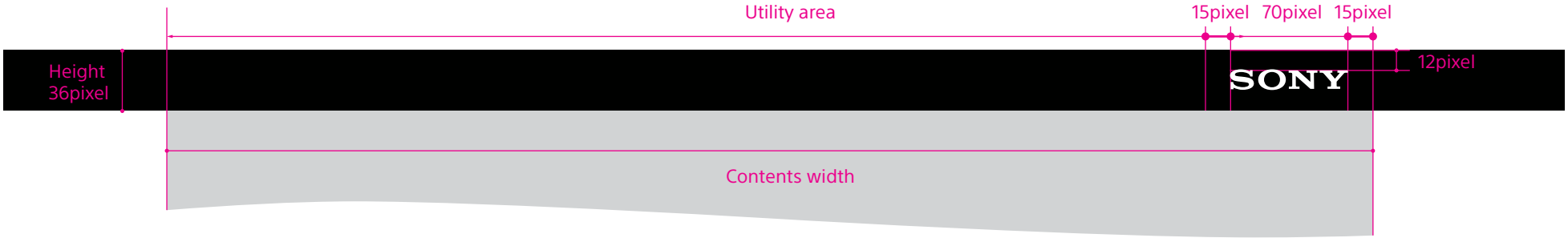
Display the Sony logotype on the header that is positioned in the highest layer.
Always display the Sony logotype on the right side of the header. Do not place the logo in any other position. Do not include any other elements.

Other display guidelines are as follows:

Height of the header: 36 pixels
Color of the header: Black
Color of the logo: White

Display the housemark or trademark (business brand) of the Sony Group company.
For the display of the Sony Group companies housemark or trademark (business brand) follow the relevant guidelines of the Sony Group company.

Display of the group signature "a Sony Company"
For websites that display the Sony logotype, the use of the group signature "a Sony Company" is recommended for companies that include the "Sony" name in their tradenames. For companies that do not include the "Sony" name in their tradenames, the display of the group signature "a Sony Company" is mandatory. For details on how to use the group signature, refer to the sections after this page.



(6) Website

2) Utility area of the header

The Utility Area:

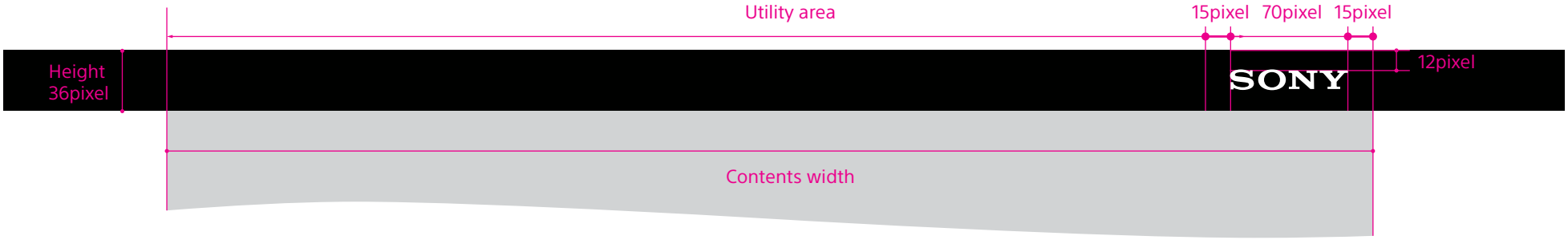
The utility area is the space in the header outside the area of the Sony logotype and its isolation.

For type B header, only the Sony logotype may be displayed. Do not include any other elements.

The Utility Area Color:
The utility area must be black, and letters in the utility area must be white except for on-mouse and on-click. Accent color may be used for icons in the utility area, but the ratio of color in the utility area should follow the relevant accessibility guidelines and maintain appropriate contrast.

Specifications of the Sony logotype:
Color: White (#FFFFFF)
Length: 70 pixels

Specifications of the header:
Background color : #000000 (black)
Minimum Height : 36 pixels



(6) Website

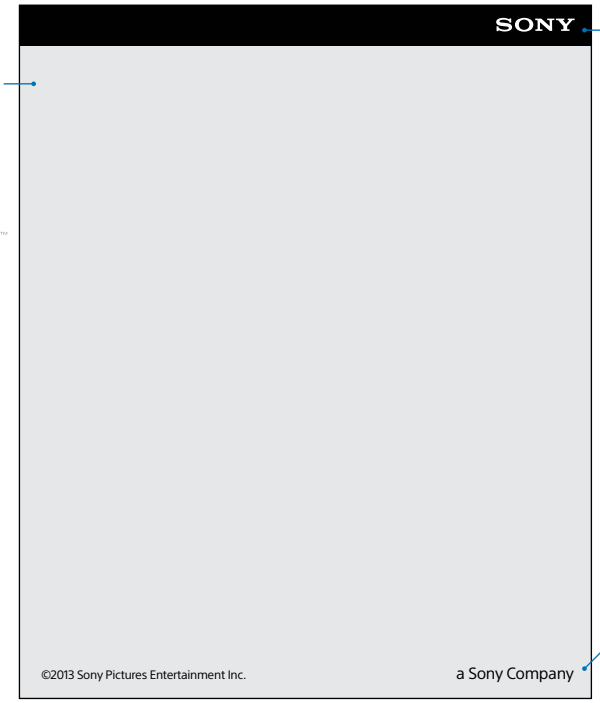
Example: Use of the Group Logo and group signature "a Sony Company"

DO

Display the housemark/trademark of the Sony Group company to indicate the originator of the website. Follow the Sony Group company's guidelines for use of its respective marks.

Examples:

(USA, International) | (Japan)



Group Logo (Mandatory) :
Display on the right side of the header

Group signature "a Sony Company":
When using the Group Logo:

Recommended

Includes the "Sony" name in its tradename.

Mandatory

Does not include the Sony" name in its tradename.

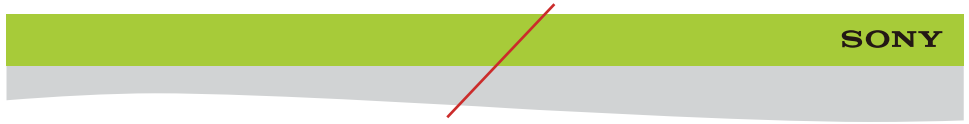
Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

(6) Website

4) Incorrect usages

Examples of incorrect uses of the header:

Do not use a different header color other than the specified black.



Do not change the height of the header.

Do not use gradation in the header.

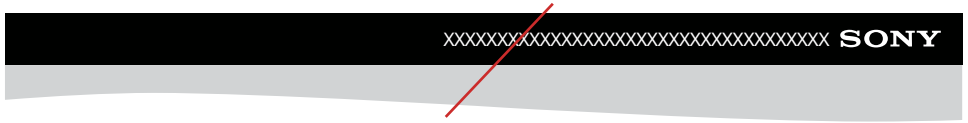
Do not change the size of the Sony logotype.

Do not include any graphics in the header.

Do not display other logos in the header.

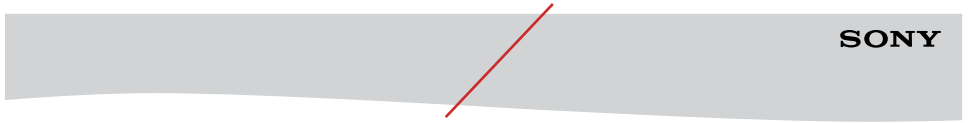
Do not place the Sony logotype anywhere other than on the right side.

Do not place any other elements in the isolation zone.



Do not display the group signature on the header where the Sony logotype is displayed.

Do not change the format or design of the header.

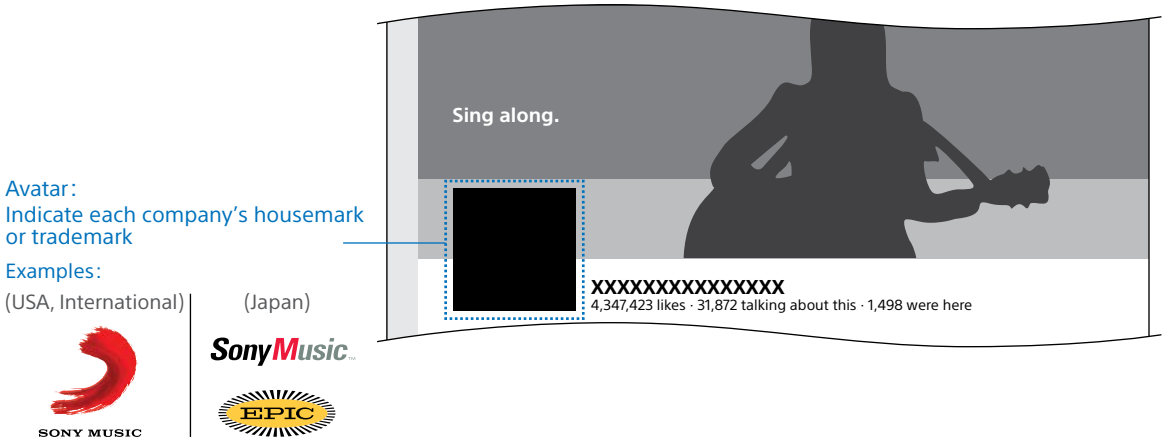


(7) Social Media

Basic Guidelines

For avatars used in social media, do not use the Group Logo (Sony logotype), but use the housemark or trademark designated for each Sony Group company. When there is a separate guideline for social media that is designated for the respective Sony Group company, please follow those guidelines.

Display the housemark or trademark of each Sony Group company



For launch of an external website by a Sony Group company, observe the guidelines issued by the Sony Group Website Administration Office.

"Sony Group Website Rules" (Internal use and inquiries only)
Rules and procedures for Sony Group for opening an external website with criteria for website management and operation
Inquiries: Sony Group Website Administration Office

(8) Business Card

A. Basic Guidelines

Observe the guidelines in this section when creating business cards with the Sony logotype as the Group Logo.

1. Who can use the business card

Regular and contract employees of Sony Group companies approved to use the Group Logo may incorporate the Sony logotype on their business cards. Individuals not directly employed by a Sony Group company (including temporary staff and employee of other Sony Group companies) may not use the business card displaying the Sony logotype (nor a business card similar in design), even if their work place is at the same office as the Sony Group company.

2. Basic functions of a business card

A business card is a tool to facilitate business relationships with business partners and clients by indicating information of the company and the department of where the person is employed. Therefore, it is important to communicate such necessary information in a manner that is clear and easy to understand. A business card acknowledges the employment of the card holder with a Sony Group company and establishes a certain level of guarantee or credibility of the card holder by whom the card holder is employed with. The following are some basic functions of a business card.

- Demonstrates that the holder of the business card is a Sony Group company employee and establishes a certain level of guarantee or credibility of the card holder by whom the card holder is employed with.
- Accurately communicates information about the card holder of the business card and about the business in which he/she is involved.
- Clear and easy reference concerning contact information of the card holder to business partners and clients.

3. Contents of a business card

- As business cards shall be used for official company business only, it should never display any private information.
- A business card should only display information about a Sony Group company employee and the business in which he/she is involved.
- Contact details should be clearly displayed so the person receiving the card is able to contact the employee when the need arises.

(8) Business Card

As basic information, display the contents of 1) through 10) listed here. Additionally, information on 11) through 13) may be displayed when necessary.

1) The Group Logo and the group signature "a Sony Company"

- Use the Sony logotype as a Group Logo symbolizing the Sony Group.
- For Sony Group companies with their own housemark/trademark (other than the Sony logotype) designated for their business domain, it is necessary to display the group signature "a Sony Company". (The use of group signature does not apply to companies that are designated to use the Sony logotype as a housemark.)

2) Housemark of each Sony Group company (company logo)

Display the logo that is designated as the housemark of each Sony Group company.

3) Organization name

In principle, the official name of the organization (such as division, department, section, and group) of which the employee belongs to shall be included on a business card. As in-house names and abbreviated forms are not for external use, those forms shall not be used. Since the structure of organization varies according to each Sony Group company, follow the guidelines set forth by the department in charge of human resources at each Sony Group company. Should the name of the organization be too long to fit in the designated form of the business card, the level of information to display on the card shall be selected and decided within that organization.

Examples:

Division (Div.) / Center
Department (Dept.)
Section (Sec.)
Group (Gp.)

(8) Business Card

4) Employee title
In principle, the formal title of the employee as regulated by the human resources division at each Sony Group company shall be displayed on a business card.

5) Employee name
For names to be displayed in English, following international practice, print the first name first, followed by the middle name and family name. An informal name may be displayed in parentheses after the first name.

Examples: John Martin Smith
Taro (Terry) Yamada

For names in other languages, follow the standard practice of that language. Follow the guidelines set forth by the department in charge of human resources at each Sony Group company.

6) Tradename
Display the officially registered company name (no abbreviations may be used) to which the employee belongs. If the employee has multiple or concurrent positions with certain Sony Group companies, a business card should be made for each position.

7) Address and building name
Display the officially registered company name (no abbreviations may be used) to which the employee belongs. If the employee has multiple or concurrent positions with certain Sony Group companies, a business card should be made for each position.

8) Telephone number
Display the number for external use of the organization where the employee belongs. Do not include a number that is for internal use only.

9) Fax number
Display the fax number for external use of the organization where the employee belongs. Do not include a number that is for internal use only.

(8) Business Card

10) E-mail address

Display the employee's business e-mail address only. Private e-mail addresses may not be displayed.

11) Qualifications

Nationally certified qualifications or its equivalent may be displayed if the qualification is relevant to the employee's business responsibilities and if it may be determined to add credibility in the employee's act of duty. Qualifications relating to personal interests may not be displayed. Comply with the rules and guidelines set forth by the department in charge of human resources division at each Sony Group company.

12) Mobile phone number

A mobile phone number that belongs to the company that is used for business may be included as necessary. A mobile phone number owned for private use may not be displayed.

13) URL

A URL may be displayed depending on its business necessity, such as for sales and marketing, and corporate communication purpose. Display only those URLs that are for external use and not for internal use (such as a URL of a company's intranet website). No personal URLs may be displayed. Receive appropriate approval of the organization on whether a URL may be displayed on the business card.

(8) Business Card

4. Inquires concerning business cards

· On the contents of business cards, placing an order, procurement, management and quality control
- The general affairs division and procurement center of each Sony Group company

· On business cards (including employee titles and organization names)
- The human resources division of each Sony Group company

· On marks of accreditation or authorization pertaining to environmental management or quality management
-The department in charge of the marks concerned at each Sony Group company

· FIFA Official Marks
-FIFA Project Office
(For internal inquires only)

· Housemarks (company logos) or business logos of each company
- The department in charge of CI (Corporate Identity) at each Sony Group company

· On the use of the Sony brand (Sony logotype, names and logos that include "Sony")
- Brand Strategy Department, Sony Corporation
(For internal inquires only)

· On the use of the corporate typeface "SST"
- Creative Center, Sony Corporation
(For internal inquires only)

(8) Business Card

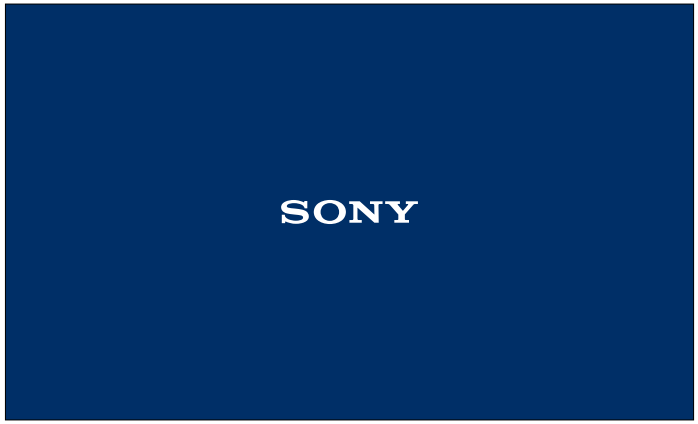
B. Basic Design of the Group Logo display (Side B) (For Sony Music Entertainment (Japan) and its affiliates)

Side B, where the Sony logotype will be placed as the Group Logo, will incorporate Sony Group's basic corporate color "Sony Blue 90." Select from the 2 designs shown below.

For details on corporate color, refer to "VI. Basic rules for displaying the Sony logotype 4. Reproduction of the corporate colors."

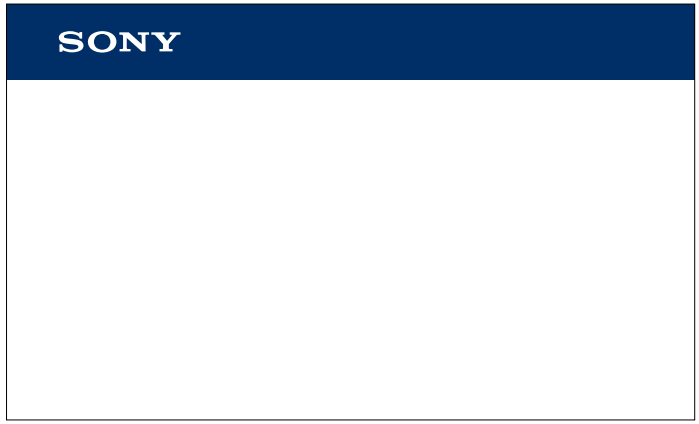
Side B <Design 1>

- May be applied when using only one language.
- No other elements may be displayed other than the Sony logotype on this side.



Side B <Design 2>

- In principal, may be applied when it is necessary to indicate two languages.
- No other elements may be displayed other than the Sony logotype in the top bar.



or

(8) Business Card

C. Design 1: Group Logo/center (one language)

Display rules for business cards are the same for Sony Group companies that include the "Sony" name, and those Sony Group companies that do not include the "Sony" name in their tradename.

However, for those Sony Group companies that do not include the "Sony" name in their tradename, this section is applicable to only those companies which have been separately approved to use the Group Logo as an exceptional case. Without such approval, Sony Group companies that do not include the "Sony" name in their tradename may not use the Group Logo.

Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the language of the country where the company is located.
3. Display the group signature "a Sony Company" in English below the company information.

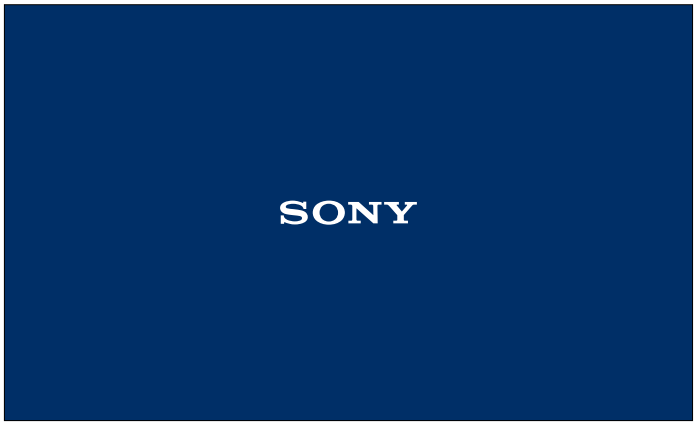
Side B

1. Display the Sony logotype in white in the center of the card.
2. For the background color of the Sony logotype, use Sony Group's basic corporate color of "Sony Blue 90."
3. Do not display any other elements than the Sony logotype.

<Example of a company that includes the "Sony" name in its tradename>

(8) Business Card

<Company without the "Sony" name in its tradename >



(8) Business Card

D. Design 2: Group logo upper left (two languages)

When there is a need to indicate two languages, Side A shall use the language of the country where the company is located, and Side B shall use the common English language.

Display rules for business cards are the same for Sony Group companies that include the "Sony" name, and those Sony Group companies that do not include the "Sony" name in their tradename. However, for those Sony Group companies that do not include the "Sony" name in their tradename, this section is applicable to only those companies which have been separately approved to use the Group Logo as an exceptional case. Without such approval, Sony Group companies that do not include the "Sony" name in their tradename may not use the Group Logo.

Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the country of the language where the company is located.
3. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

Side B

1. Display the Sony logotype in white in the upper left corner.
2. For the background color of the top bar where the Sony logotype is displayed, use Sony Group's basic corporate color of "Sony Blue 90."
3. Display the housemark of the company of employment.
4. Display the company and the employee information in English.
5. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

<Example of a company that includes the "Sony" name in its tradename>

(8) Business Card

<Company without the "Sony" name in its tradename >

(8) Business Card

E. Business card specifications and layout design details

1. Specifications

Print colors
Text color : K 100

Ink
Environment criteria should follow SS-00259 "MANAGEMENT REGULATIONS FOR THE ENVIRONMENT-RELATED SUBSTANCES TO BE CONTROLLED WHICH ARE INCLUDED IN PARTS AND MATERIALS"URL:(http://www.sony.co.jp/SonyInfo/procurementinfo/ss00259/ss_00259ec_General_use_12EC.pdf)

Paper size
55 x 91 (mm)

Paper quality
In principle, the quality of the paper procured in local country should be as equal as to the sample prepared by Sony Corporation. The paper should be white as snow in order to clearly print the brand design and environmentally conscious.

Typeface
Use Helvetica Neue, Sony's corporate typeface called "SST" or the standard typeface designated by the Sony Group company. When using "SST," follow the layout design details shown in the electronics section of these guidelines.

However, "SST" may only be used by those Sony Group companies that have introduced this font. For inquiries concerning procedures for the use of "SST," contact below. (For internal inquiries only)

Creative Center, Sony Corporation

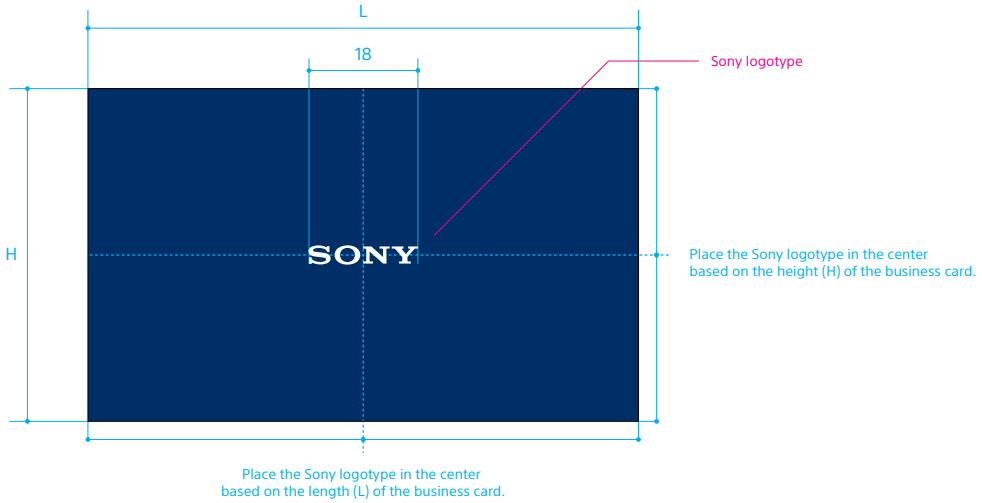
2. Layout details of Side A

Size of the text and layout are shown as below:

(8) Business Card

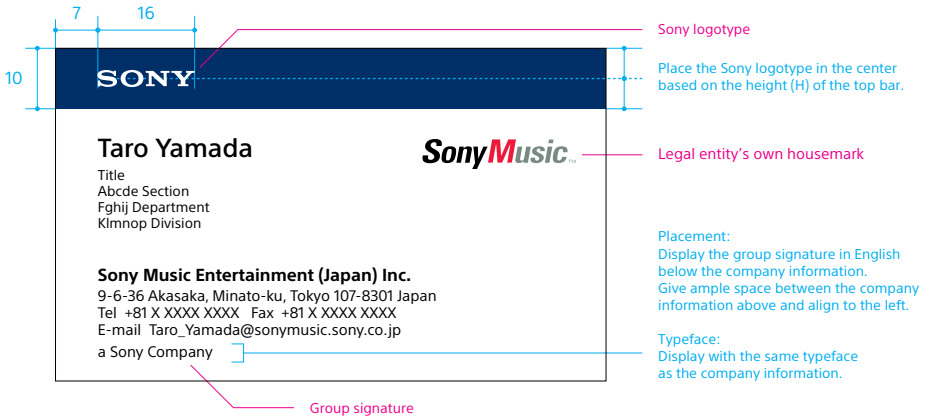
3. Layout details of Side B

Design 1: Group Logo / center (one language)



Design 2: Group Logo / upper left corner (two languages)

(Unit: mm)



(8) Business Card

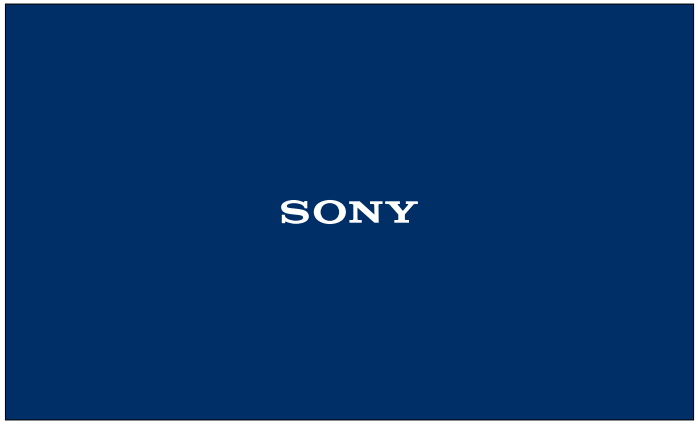
B. Basic Design of the Group Logo display (Side B) (For Sony Music Entertainment and its affiliates

Side B, where the Sony logotype will be placed as the Group Logo, will incorporate Sony Group's basic corporate color "Sony Blue 90." Select from the 2 designs shown below.

For details on corporate color, refer to "VI. Basic rules for displaying the Sony logotype 4. Reproduction of the corporate colors."

Side B <Design 1>

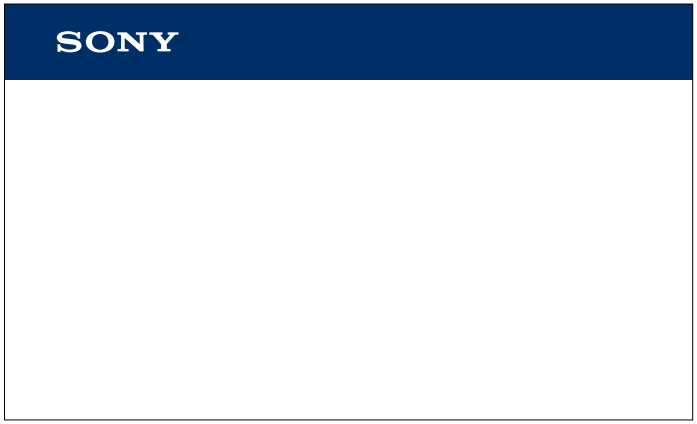
- May be applied when using only one language.
- No other elements may be displayed other than the Sony logotype on this side.



Side B <Design 2>

- In principal, may be applied when it is necessary to indicate two languages.
- No other elements may be displayed other than the Sony logotype in the top bar.

or



(8) Business Card

C. Design 1: Group Logo/center (one language)

Display rules for business cards are the same for Sony Group companies that include the "Sony" name, and those Sony Group companies that do not include the "Sony" name in their tradename.

However, for those Sony Group companies that do not include the "Sony" name in their tradename, this section is applicable to only those companies which have been separately approved to use the Group Logo as an exceptional case. Without such approval, Sony Group companies that do not include the "Sony" name in their tradename may not use the Group Logo.

Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the language of the country where the company is located.
3. Display the group signature "a Sony Company" in English below the company information.

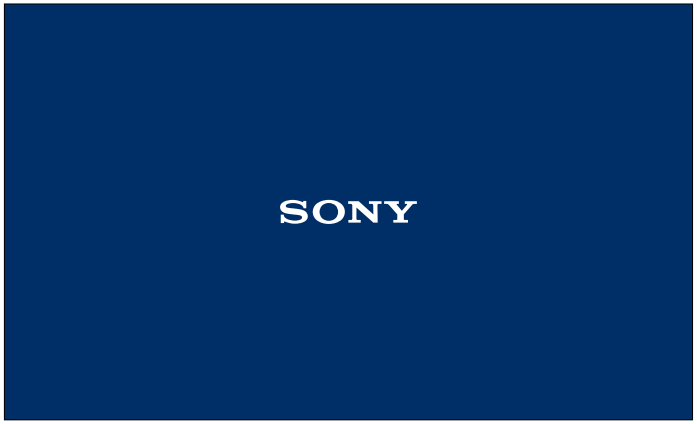
Side B

1. Display the Sony logotype in white in the center of the card.
2. For the background color of the Sony logotype, use Sony Group's basic corporate color of "Sony Blue 90."
3. Do not display any other elements than the Sony logotype.

<Example of a company that includes the "Sony" name in its tradename>

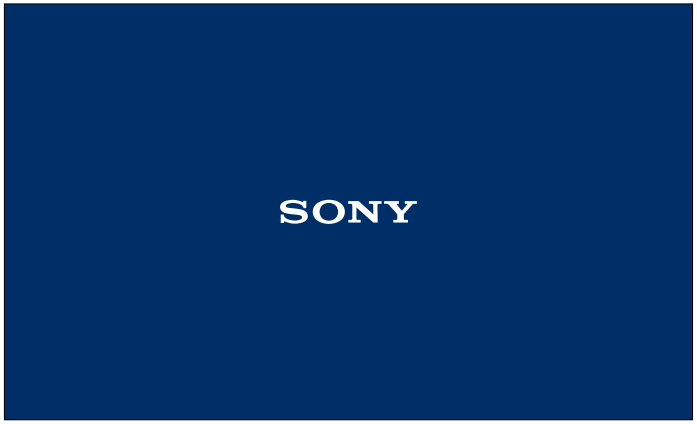
(8) Business Card

Label brands of independent legal entity without the "Sony" name in its tradename



Non-legal entity label brands as a division of Sony Music Entertainment

Same display rules apply for side A and B, with additional requirement to display "A Division of Sony Music Entertainment" to clarify that it is a non-legal entity label group belonging to Sony Music Entertainment.



(8) Business Card

D. Design 2: Group Logo/upper left corner

1. Business card for two languages <Basic form: English on Side B>

When there is a need to indicate two languages, Side A shall use the language of the country where the company is located, and Side B shall use the common English language.

Display rules for business cards are the same for Sony Group companies that include the "Sony" name, and those Sony Group companies that do not include the "Sony" name in their tradename. However, for those Sony Group companies that do not include the "Sony" name in their tradename, this section is applicable to only those companies which have been separately approved to use the Group Logo as an exceptional case. Without such approval, Sony Group companies that do not include the "Sony" name in their tradename may not use the Group Logo.

Side A

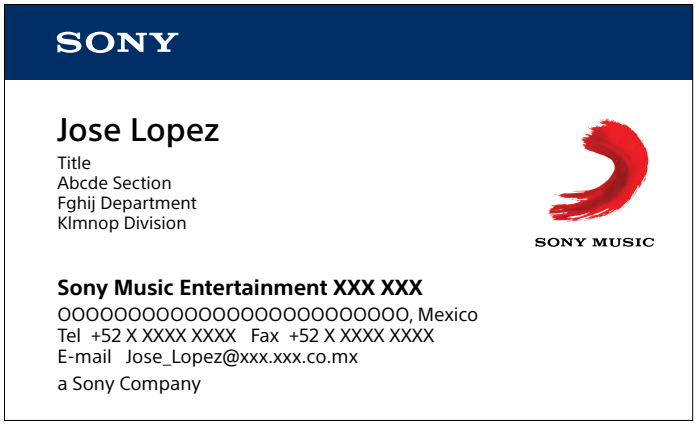
1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the country of the language where the company is located.
3. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

Side B

1. Display the Sony logotype in white in the upper left corner.
2. For the background color of the top bar where the Sony logotype is displayed, use Sony Group's basic corporate color of "Sony Blue 90."
3. Display the housemark of the company of employment.
4. Display the company and the employee information in English.
5. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

<Example of a company that includes the "Sony" name in its tradename>

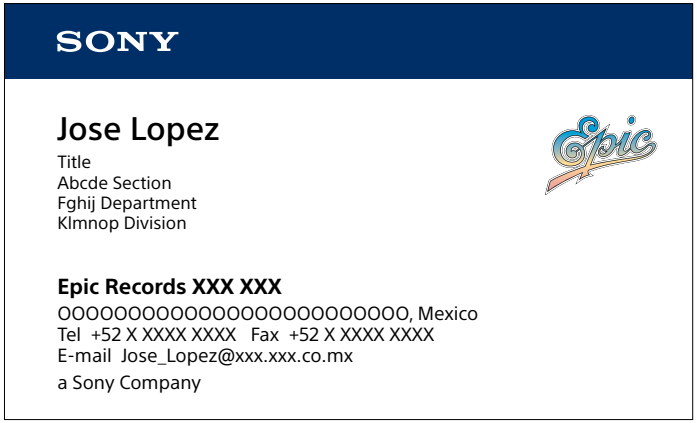
*Example of international business cards of companies of non-English countries that display local language on side A.



(8) Business Card

Label brands of independent legal entity without the "Sony" name in its tradename

*Example of international business cards of companies of non-English countries that display local language on side A.



Non-legal entity label brands as a division of Sony Music Entertainment

Same display rules apply for side A and B, with additional requirement to display "A Division of Sony Music Entertainment" to clarify that it is a non-legal entity label group belonging to Sony Music Entertainment.

*Example of international business cards of companies of non-English countries that display local language on side A.

(8) Business Card

D. Design 2: Group Logo/upper left corner

2. Display of label brands <Main label brands>

In the music industry, if the business necessitates the display of label brands, follow the guidelines below. Only one language may be used.

Display rules for business cards are the same for Sony Group companies that include the "Sony" name, and those Sony Group companies that do not include the "Sony" name in their tradename. However, for those Sony Group companies that do not include the "Sony" name in their tradename, this section is applicable to only those companies which have been separately approved to use the Group Logo as an exceptional case. Without such approval, Sony Group companies that do not include the "Sony" name in their tradename may not use the Group Logo.

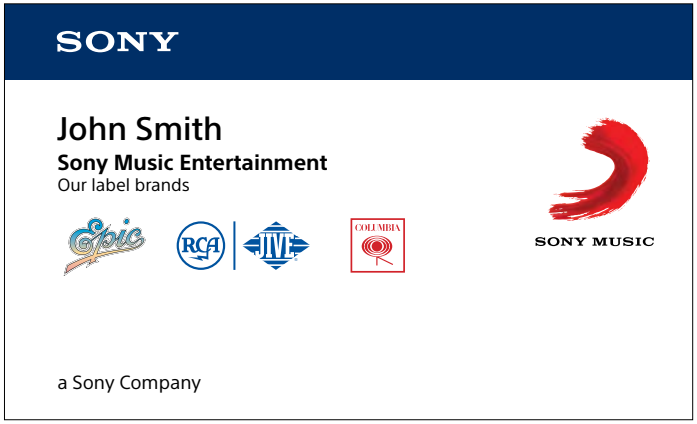
Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the language of the country where the company is located.
3. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

Side B

1. Display the Sony logotype in white and in the upper left corner.
2. For the background color of the upper bar where the Sony logotype is displayed, use Sony Group's basic corporate color of "Sony Blue 90."
3. Display the housemark of the company of employment.
4. Display the company and the employee information in the same language displayed on side A.
5. Include a phrase explaining the relationship between the company and the displayed label brands. Display the logos of the label brands.
6. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

<Example of a company that includes the "Sony" name in its tradename>



(8) Business Card

D. Design 2: Group Logo/upper left corner

2. Display of label brands <Main label brands with its sub labels>

In the music industry, if the business necessitates the display of label brands, follow the guidelines below. Only one language may be used.

Display rules for business cards are the same for Sony Group companies that include the "Sony" name, and those Sony Group companies that do not include the "Sony" name in their tradename. However, for those Sony Group companies that do not include the "Sony" name in their tradename, this section is applicable to only those companies which have been separately approved to use the Group Logo as an exceptional case. Without such approval, Sony Group companies that do not include the "Sony" name in their tradename may not use the Group Logo.

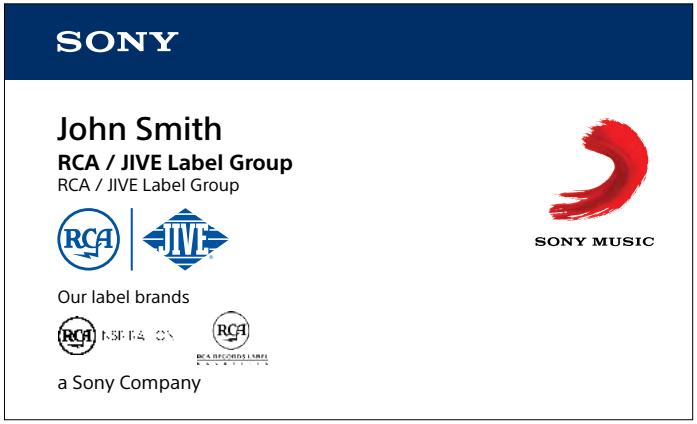
Side A

1. Display the designated housemark (or other designated logo) of the Sony Group company.
2. Display the company and the employee information in the language where the company is located.
3. Display "A Division of Sony Music Entertainment" to clarify that it is a non-legal entity label group belonging to Sony Music Entertainment.
4. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

Side B

1. Display the Sony logotype used as the Group Logo in white and in the upper left corner.
2. For the background color of the upper bar where the Sony logotype is displayed, use Sony Group's primary corporate color of "Sony Blue 90."
3. Display the housemark of the company of employment.
4. Display the company and the employee information in the same language displayed on side A.
5. Include a phrase explaining the relationship between the company and the displayed label brands. Display the logos of the label brands.
6. Display the group signature "a Sony Company" in English below the company information, either on side A or B. (Side B is recommended. Placement on both sides is permitted)

<Example of a company that includes the "Sony" name in its tradename>



(8) Business Card

E. Business card specifications and layout design details

1. Specifications

Print colors
Text color : K 100

Ink
Environment criteria should follow SS-00259 "MANAGEMENT REGULATIONS FOR THE ENVIRONMENT-RELATED SUBSTANCES TO BE CONTROLLED WHICH ARE INCLUDED IN PARTS AND MATERIALS"URL:(http://www.sony.co.jp/SonyInfo/procurementinfo/ss00259/ss_00259ec_General_use_12EC.pdf)

Paper size
55 x 91 (mm)

Paper quality
In principle, the quality of the paper procured in local country should be as equal as to the sample prepared by Sony Corporation. The paper should be white as snow in order to clearly print the brand design and environmentally conscious.

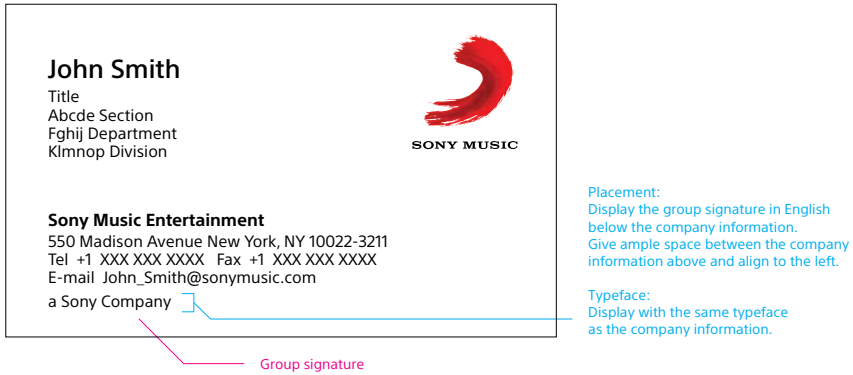
Typeface
Use Helvetica Neue, Sony's corporate typeface called "SST" or the standard typeface designated by the Sony Group company. When using "SST," follow the layout design details shown in the electronics section of these guidelines.

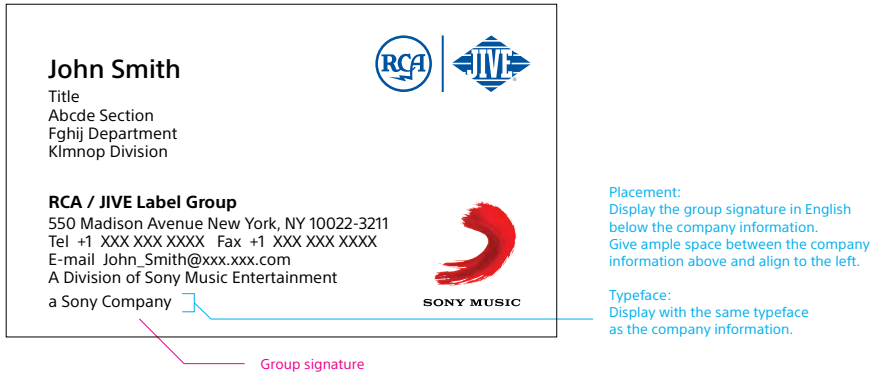
However, "SST" may only be used by those Sony Group companies that have introduced this font. For inquiries concerning procedures for the use of "SST," contact below. (For internal inquiries only)

Creative Center, Sony Corporation

2. Layout details of Side A

Size of the text and layout are shown as below:

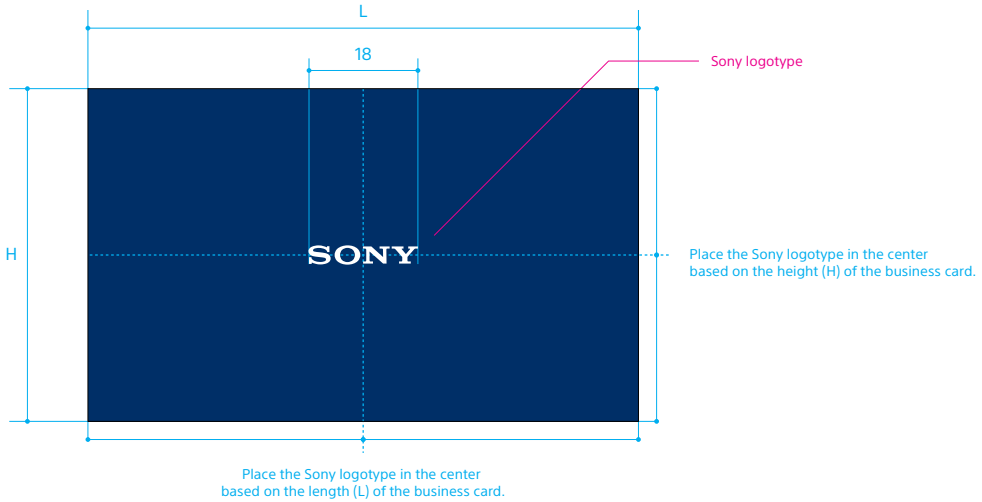




(8) Business Card

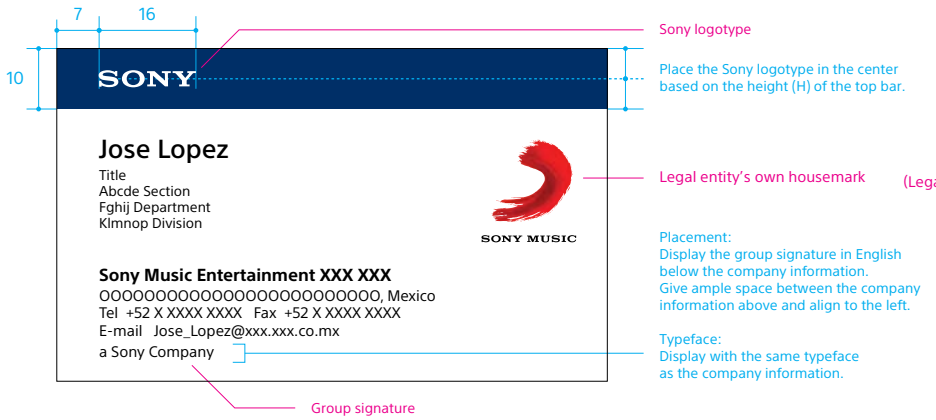
3. Layout details of Side B

Design 1: Group Logo / center (one language)

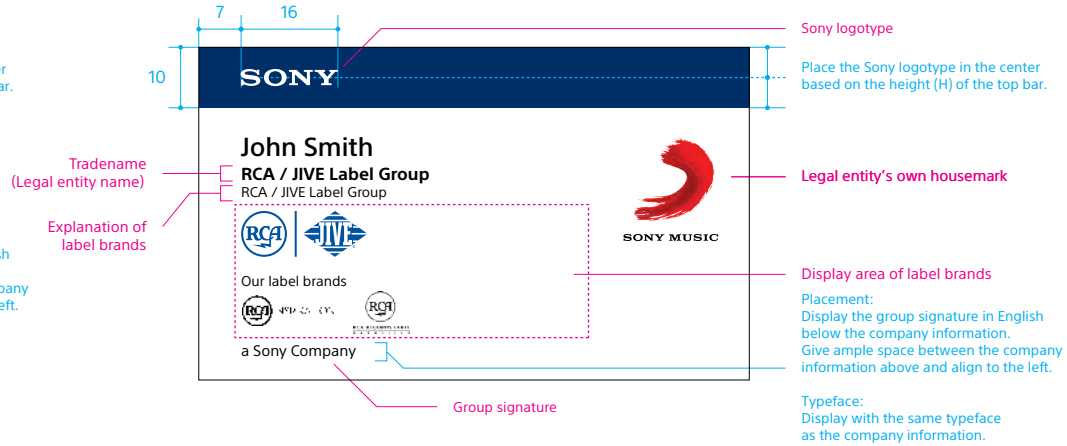


(Unit: mm)

Design 2: Group Logo / upper left corner (two languages)



Design 2: Group Logo / upper left corner (two languages)
Non-legal entity label brands as a division of Sony Music Entertainment

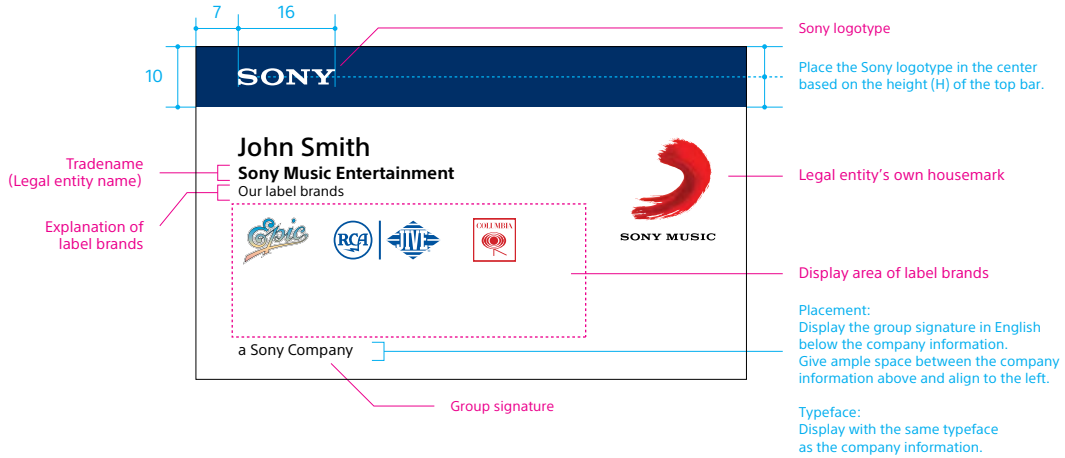


(8) Business Card

3. Layout details of Side B

Design 2: Group Logo / upper left corner (label brands)

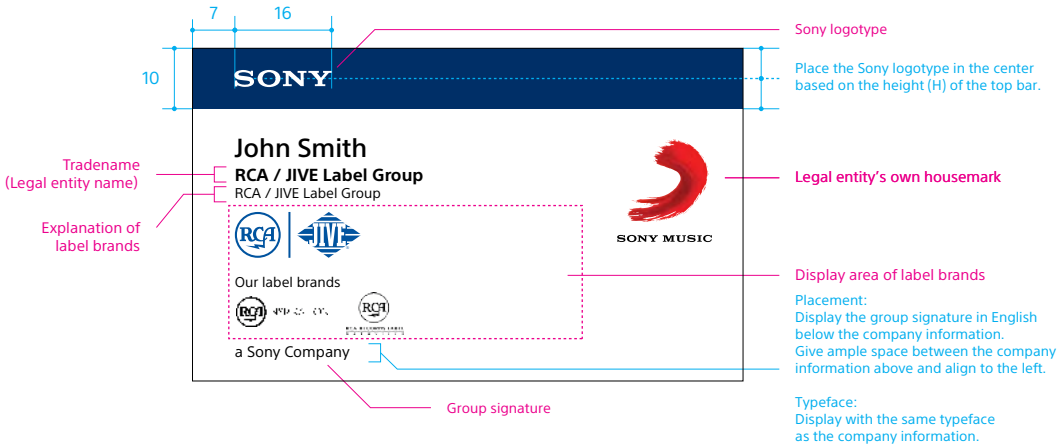
Display of main label brands



(Unit: mm)

Design 2: Group Logo / upper left corner (label brands)

Display of main label brand with its sub label brands



(9) Products related

Sony electronics products and product packaging

For how to display the Sony logotype on Sony's electronics products (including product packaging), refer to the following guidelines issued by the Sony Engineering Standardization Committee:

Sony Technical Standards SS-00080, "USAGE OF THE SONY LOGOTYPE ON SONY ELECTRONICS PRODUCTS."

In addition to the above guidelines, also follow the subordinate guidelines such as the guidelines for standard carton, product packaging for how to display the Sony logotype on Sony's electronics products packaging.

On this item, the use of the Sony logotype is positioned as the trademark (business brand) of electronics business rather than as the Group Logo.

Use of the Group Logo on contents packaging

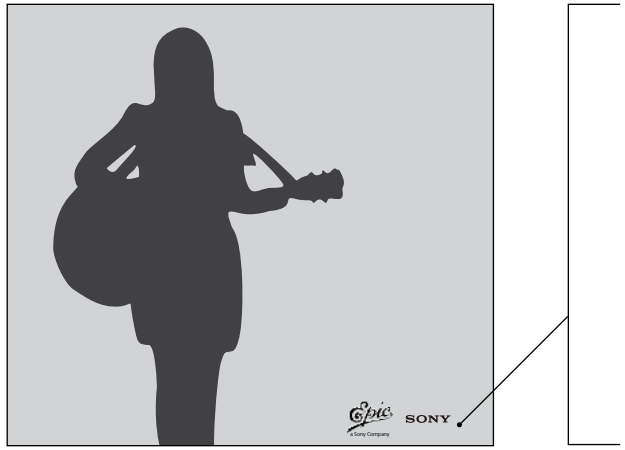
For cases where the display of the Sony logotype on the contents packaging of a Sony Group company may cause confusion concerning the origin of the product, or cases where there may be certain business limitations or conditions involving collaboration with third parties (example: certain contractual arrangements with third parties for game contents), it is not mandatory to use the Sony logotype.

However, when displaying the Sony logotype, follow the guidelines below.

- Do not display the Sony logotype on packages where the trademark (business brand) of the Sony Group company is not displayed.
- When displaying the Sony logotype, secure sufficient isolation zone and do not combine it with other elements.
- When displaying the Sony logotype on packaging of contents products from a Sony Group company that does not include the "Sony" name in its tradename, display the group signature "a Sony Company" in the area where the company's trademark is displayed.

Follow each Sony Group company's guidelines for use of their respective housemark or trademark (business brand).

Usage example of music contents packaging



DO

Always display the group signature (near the logo of the corresponding company) when the Group Logo is used by a company that does not include the "Sony" name in its tradename.

DON'T

Do not combine the group signature "a Sony Company" with the Sony logotype. For a company that does not include the "Sony" name in its tradename, always display the group signature (near the logo of the corresponding company) when the Group Logo is used.

(10) Sales promotion tools

Basic Guidelines

Sales promotion tools vary widely in size, form and fashion according to each Sony Group company's business domain : for instance, they may be placed at a retail storefront to indicate that they sell Sony Group company products, or they may be combined with product samples to enhance its in-store display.

< A Sony Group company with its own housemark/trademark (business brand) other than the Sony logotype >

When a Sony Group company with its own housemark/trademark (business brand) other than the Sony logotype displays the Sony logotype as the Group Logo on sales promotion tools, the Group Logo should be used in a way that prevents it from being misperceived as the housemark/business brand of the Sony Group company. The use of housemarks/ trademarks of the Sony Group companies is mandatory. For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

When the Group Logo is used by a Sony Group company that does not include the "Sony" name in its tradename, the use of the group signature is mandatory.

< Electronics business domain >

In the electronics business domain, the Sony logotype should be displayed once on any sales promotion tool to indicate that it is for the promotion of Sony products. The position, size and color of the Sony logotype should be considered depending on each usage situation. For the basic rules on displaying the Sony logotype, refer to "VI. Basic display rules of the Sony logotype".

On these items, the Sony logotype is used as the trademark (business brand) of the electronics business domain, and not as the Group Logo.

Points to consider for the use of the Sony logotype per the different tools commonly used

Point-of-purchase (POP) displays

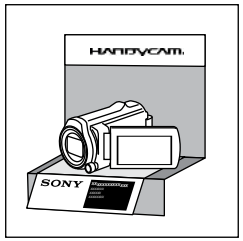
POP displays often convey a large amount of information (such as the product name, a slogan, product features, and ideas about product use) which may distract attention from the Sony logotype. Display the Sony logotype prominently, and always maintain an isolation zone.

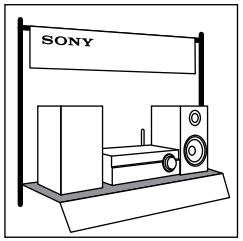
Ceiling POP

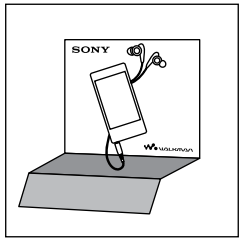
Consider the position, size, and color of the Sony logotype so it is clearly visible even from a distance, identifying products as Sony electronics products.

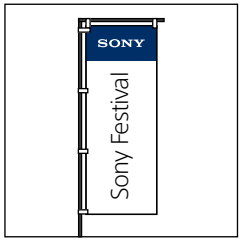
Display stands

Display the Sony logotype prominently in a position where it will not be hidden when the product is placed on the display.









(11) Events and exhibitions

Basic Guidelines

Shows and events vary widely in scale, form, and purpose. They range from those involving many affiliated businesses under a common theme, to those held by one company or one dealer to announce a new product.

In all cases, they are important opportunities for visitors to experience Sony products and services.
Display the designated housemark/trademark of the each Sony Group company to identify the exhibitor or exhibited product and services. When the Sony logotype as the Group Logo is used, display it in the appropriate position considering the event concept or custom.

For display rules concerning the housemarks/trademarks of the Sony Group companies, refer to their respective guidelines.

(12) Giveaways

A. Basic guideline

When a giveaway is used by a Sony Group company, it is used to promote the company's activities and as such, either the housemark of the company is displayed to indicate it as the source of the activity, or a trademark is displayed to indicate the product that it is promoting.

Therefore, when a Sony Group company that is designated to use the Sony logotype as its housemark/trademark wishes to indicate the item as its giveaway, the Sony logotype should be displayed. When a Sony Group company with its own housemark or trademark designated for its business domain wishes to indicate the item as its giveaway, its own housemark or trademark should be displayed.

In either case, when displaying the Sony logotype on giveaways, please comply with the following the guidelines.

<Basic Rules>

Since giveaways end up in the hands of end-consumers just as Sony products do, they play a large role in establishing the Sony Group image. Please plan carefully following the guidelines.

- Giveaways must not be sold to end-consumers.
- Select giveaways with consideration for quality standards.
- When a Sony Group company undertakes (or approves of) the planning for a new giveaway, it must enter into an appropriate contract with the company consigned/ licensed to manufacture the giveaway, to prevent unauthorized reuse of the logo data or sales of the giveaways by the manufacturer.

For other details, follow the guidelines of each section.

(12) Giveaways

B. On planning a giveaway

This is to establish the conditions of when names and logos including the name "Sony," such as the Sony logotype, may be displayed on giveaways, and their how, so that such giveaways are not mistaken for Sony products.

Although such giveaways are designed and manufactured by other companies, greatest care is required to ensure that they, like Sony products, live up to the standards of confidence and reliability that consumers expect as long as they are distributed with trademarks of the Sony Group.

When displaying any name or logo including the name "Sony" on a giveaway, follow the guidelines given here.

C. Giveaway which can use the name "Sony" or the Sony logotype

A giveaway is an item distributed free of charge, primarily to end-consumers, in order to promote sales or as a commemorative gift. Since giveaways end up in the hands of end-consumers just as Sony products do, they play a large role in establishing the Sony Group image. When planning for and distributing giveaways, therefore, Sony Group companies should clarify by whom and to whom a particular item is to be given, and for what purpose. Follow the guidelines given here so that the image of the Sony Group will not be damaged in any way.

1) Who may plan for giveaways

Only business units of Sony Group companies may undertake the planning for giveaways carrying names and logos that include the "Sony" name or the Sony logotype. A third party such as authorized dealers/distributors may not plan for giveaways carrying names and logos that include the "Sony" name. When those third party would like to handle giveaways for their promotion, they must purchase the giveaways planned by each Sony Group company.

2) Who may distribute giveaways and for what purpose

Giveaways carrying names and logos that include the "Sony" name may be distributed only by the parties and for purposes specified below.

- As a sales promotional activity to sell Sony group products:
  In this case, a business unit of a Sony Group company or a third party (such as a dealer or distributor) who has a business relationship with a Sony Group company may distribute the giveaway.
- As mementos to commemorate events or functions staged by business units of a Sony Group company:
  Only a Sony Group company may distribute such giveaways to commemorate the establishment of a company or a branch office, or the anniversary of such events. Third parties having a business relationship with a Sony Group company may not distribute giveaways carrying names and logos including the name "Sony" for its own commemorative events, such as the anniversary of the opening of a store.

(12) Giveaways

3) Description of giveaway items

Kinds of items:
Only items with no risk of damaging the image of the Sony group in any way may be selected as giveaways of the Sony Group.

Quality of giveaways:
As a general rule, third-party products which may be selected as giveaways of the Sony Group must meet the Sony Group's exacting quality standards. When a Sony Goup company undertakes (or approves of) the planning for a new giveaway, it should take note of the following points when placing the order. Pay special attention to quality for such giveaway items as soft cases to carry Sony products.

- Select a reliable manufacturer that can meet product quality standards.
- Establish quality and other standards with the manufacturer for each giveaway.

Strength
Durability
Heat resistance
Fire resistance
Water resistance
Precautions in use
Precautions in handling
Expiry date, ingredients
Date of manufacture
Storage conditions
Warranty period

DO

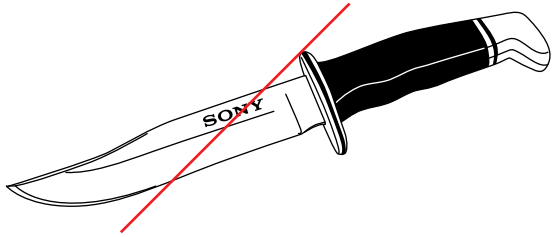
Select giveaway items that befit the image of the Sony Group.

Examples)
- Dignity and class
- Refined design

DON'T

Do not select items that fail to match the Sony Group image.

Examples)
× Items with connotations of religion, politics, violence, sex, race or discrimination
× Items that pose any kind of danger
× Items which have the potential to infringe upon the copyrights of third parties



(12) Giveaways

4) Distribution of giveaways

Giveaways that are third-party products carrying names and logos including the name "Sony" must not be sold to end-consumers, as they are not Sony products.

When a Sony Group company undertakes (or approves of) the planning for a new giveaway, it must enter into an appropriate contract with the company consigned/licensed to manufacture the giveaway, in order to prevent any unauthorized sale of the giveaway to third parties.
Such agreement should contain the following terms and conditions.

- The quantity, name, and unit price of the product as well as the name of the manufacturer.
- A statement to the effect that the manufacturer may not sell the items to a third party.
- An assurance that the manufacturer will destroy all defective items.
- An acceptance by the manufacturer of final responsibility, in the event of any accident or injury involving the Items.
- A statement that all data and materials such as the Sony logotype data that are supplied to the manufacturer for the manufacture of the giveaways shall be returned, as well as the manner of return.

Regarding the specific phrases that are to be used in the contract clause for such a prohibition of sales to a third party, please consult with the department in charge of legal affairs at each Sony Group company.

Sample Contract Clauses

Article **
Manufacturer agrees that it shall not engage in the manufacture, sale or distribution of any items bearing the name SONY or Sony's trademark _____, or other unique features instructed by Sony, including without limitation colors, specifications and functions, for itself or to a party other than Sony.

Article **
Manufacturer agrees that it shall promptly destroy any overruns of ITEMS, irregular or second quality ITEMS, and any ITEMS which are returned by Sony _____ because of defects or for other reasons.

Article **
Manufacturer accepts full liability, shall indemnify and hold harmless, including all costs, damages and attorneys' fees, Sony _____ and its affiliated companies for any claim arising out of any loss, damage,or injury resulting from proper use of ITEMS.

Article **
Manufacturer shall keep any materials which are disclosed or provided by Sony, including without limitation the Sony logotype (the "Materials") with the duty of due care and diligence of a good manager and shall not sell, export, transfer or otherwise dispose of the Materials. Manufacturer shall keep in confidence the Materials without prior written consent of Sony and shall not use the Materials for any purpose other than its manufacture of ITEMS. Upon Sony's request, Manufacturer shall return promptly to Sony any Materials together with all copies and reproductions thereof, if any.

(12) Giveaways

D. Elements to indicate on Giveaways

1. Elements to indicate the item as a Sony Group giveaway

On giveaways, the Sony logotype, the housemark/trademark of the Sony Group company or phrases including the name "Sony" (such as campaign names, event names, slogans and titles of commemorations) may be displayed to indicate that they are giveaways of the Sony Group. However, creating such phrases that include the "Sony" name is subject to approval based on the Sony Corporation or Sony Group Delegation of Authority.)

When the Sony logotype is used by a Sony Group company which does not use the Sony logotype as its housemark, they must indicate their own housemark together with the group signature "a Sony Company". When the event represents the activity of the whole Sony group (ex: IR activity, FIFA, Sponsorship), it is not mandatory to indicate each Sony Group company's housemark.

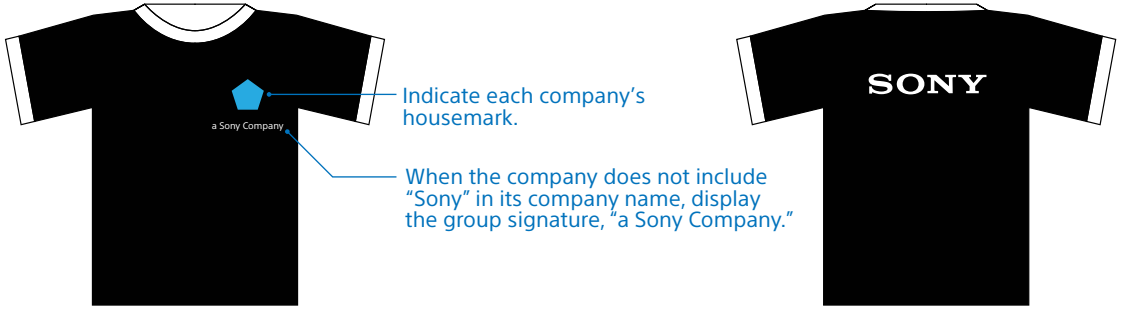
Example) Indicate each Sony Group company's logo as such the Sony logotype.

SONY

Example) May indicate the name of the campaign, event, slogan or anniversary.

Sony Fair
Sony 60th Anniversary

Example



2. A "not for sale" marking / the manufacturer's name

A "not for sale" marking or the manufacturer's name must be indicated on the giveaway to prevent misperception that the Sony Group company is the manufacturer or that the item is a product rather than a giveaway. However, the manufacturer's name, or "not for sale" marking, need not be indicated if the giveaway carries the manufacturer's brand logo or tradename as described below.

Examples of typical markings designed to prevent the sale of giveaways

Promotional Goods Not for Sale

Example of the display of a manufacturer's name

Manufactured by ○○○

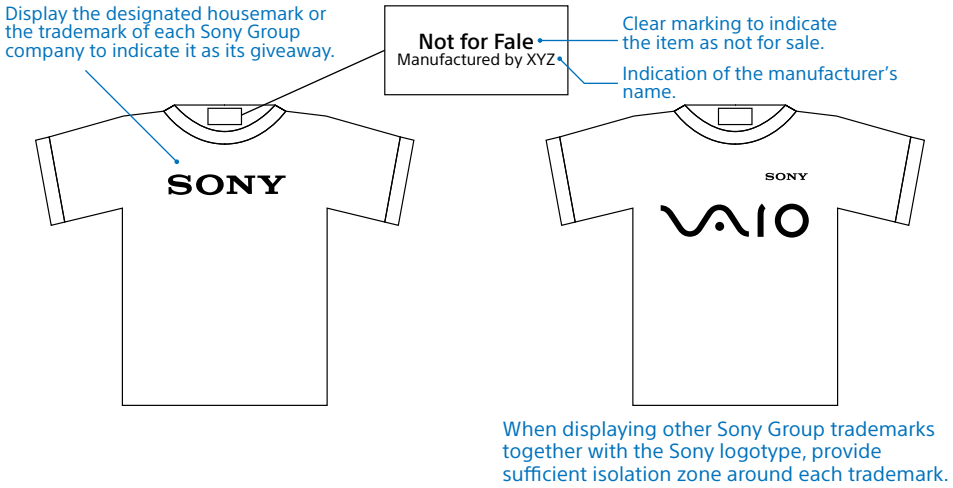
(12) Giveaways

<Basic indications>

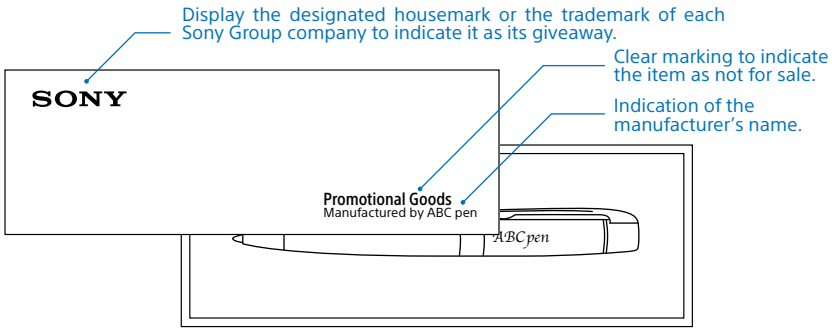
The elements to indicate on giveaways should be displayed on the giveaway items, or on their packaging as shown below.

<A group company which is designated to use the Sony logotype as it's housemark or trademark (business brand).>

On giveaway items:

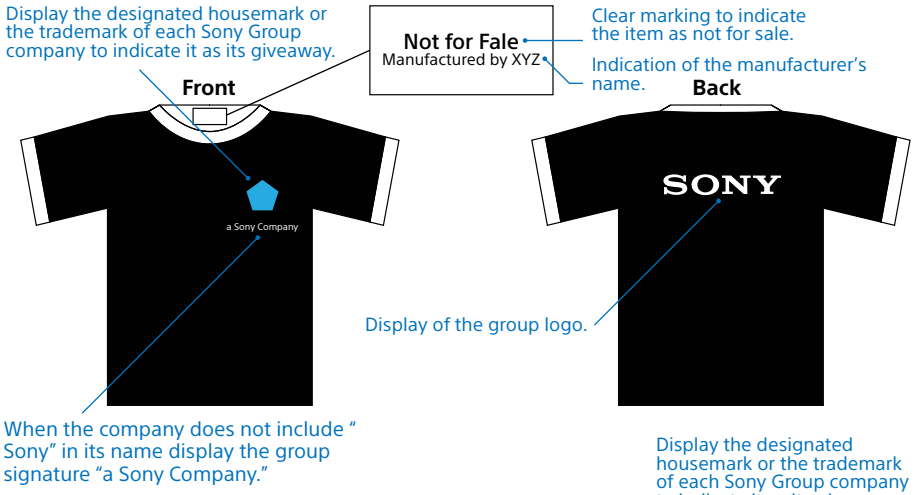


On packaging of the giveaway:

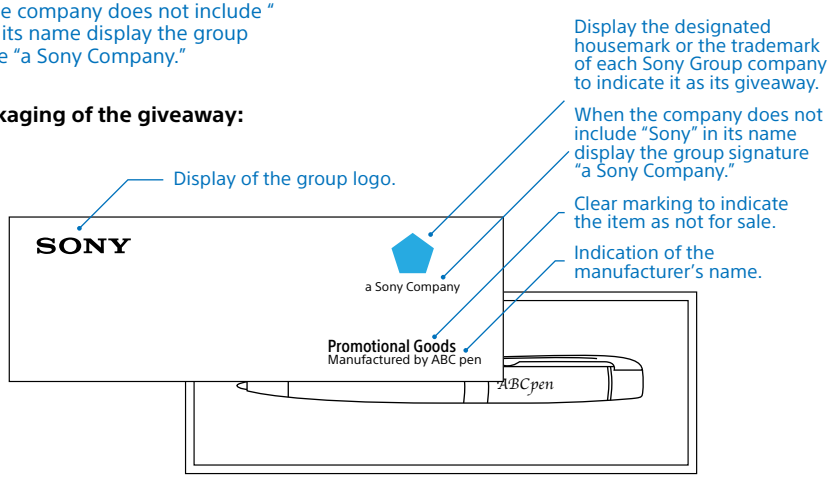


<A group company which has it's own housemark or trademark (business brand).>

On giveaway items:



On packaging of the giveaway:



(12) Giveaways

E. Giveaways of items which might be taken for Sony products

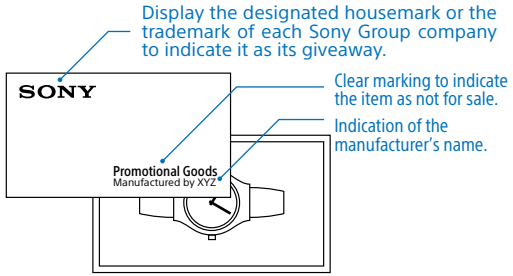
If items that can be easily mistaken for Sony products are selected as giveaways, confused end-consumers may bring them to a Sony Group's customer service stores without realizing they do not service such items. There is also the possibility that by mistaking giveaways for Sony products, end-consumers' image of the Sony Group may become different than how the Sony Group intends to project itself. In selecting items for giveaways, consider carefully to avoid such problems. When the selected item can possibly be mistaken for a Sony product, make sure to comply with the following guidelines so that the manufacturer and distributor shall be distinguished even more clearly.

When electronic or precision device (such as clocks, watches and calculators) or items which can be used as product accessories (such as a portable device carrying case) are to be selected as giveaways, take care so that they are not mistaken for Sony products. State on the package or card, and not on the item itself, that the item is a giveaway of the Sony Group and is not for sale. The manufacturer's name should be displayed on the item itself, or on the package. (If the item already carries an indication of the manufacturer in the form of the manufacturer's brand logo or tradename, there is no need to further indicate the manufacturer's name.)

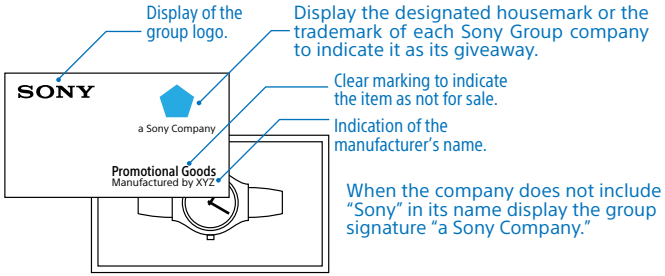
Do not display the following trademarks on the items themselves:
- The Sony logotype
- Trademarks used by the Sony Group companies in the electronics business (such as VAIO, XPERIA) and other businesses (such as PlayStation)
- Tradenames, campaign names, event names and slogans which include the "Sony" name

DO If items that can be easily mistaken for Sony products or accessories are to be distributed as giveaways, make sure that the required elements are displayed on the packaging, as shown in the examples here.

<A group company which is designated to use the Sony logo-type as it's housemark or trademark (business brand).>

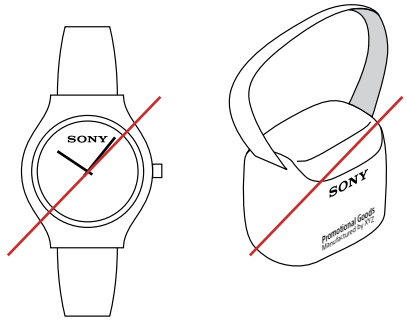


<A group company which has it's own housemark or trademark (business brand).>

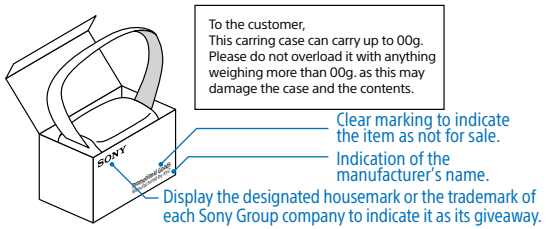


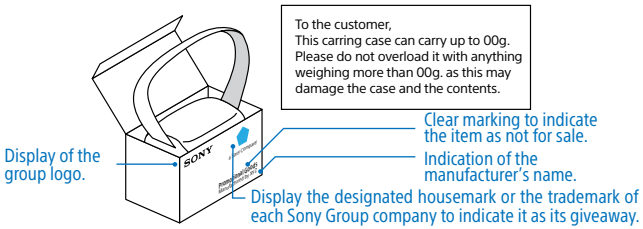
DON'T

Do not display any indications as a Sony Group giveaway on the items themselves when they are easily mistaken for Sony products.



DO If the giveaway can be used as an accessory to a product, indicate its quality standard accurately.





SONY

Sony's Group Visual Identity Guidelines and Assets website

URL: http://www.grouplogo-gl.sony.net/

(For internal use and business partners who are commissioned by a Sony Group company)

Issued: November 2013

Issued by: Brand Strategy Department,
Sony Corporation