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Introduction
These guidelines were created to inspire work which engages the senses, and moves our consumers emotionally. They take inspiration from Kando, and bring that idea to life, through everyday creative needs. Using these guidelines consistently will allow the Sony brand to have a clear and inspiring voice. They will associate Sony with experiences and emotions, not just with technology, enabling us to deliver that “wow” feeling to our consumers.

Kando

The notion of Kando is at the center of everything we do. This is the heart of Sony. All Sony products must be inspired by the spirit of Kando. Sony marketing communications must be galvanized by this same spirit.
Sony Communication
Principles

We are Sony

**Inspired** - always captivating, never negative.
**Original** - always unique, never self-indulgent.
**Emotional** - always human, never corporate.
**Minimal** - always simple, never boring.
**Realistic** - always real, never raw.
**Inclusive** - always relevant, never too cool.
Consistency Across All Touchpoints

The brand must extend seamlessly across all forms of marketing communications. In addition to visually unifying the creative, the standards outlined in this tool kit build directly on the communication principles and spirit of Kando.
Brand Toolkit
Sony Logotype

Guidelines

Clear space
- use the isolation zone outlined here as a minimum space only, not as a maximum
- no prominent visual elements should break the isolation zone

Minimum Suggested Size
- always keep the size of the Sony logo in proportion with the creative execution

Preferred Isolation Zone
Use the height of the ‘N’ as the minimum for the isolation zone.

Acceptable Isolation Zone (only in exceptional circumstances)
50% of the height of the ‘N’ can be used as the minimum for the isolation zone where media space is limited.

Minimum Size For Print
Width: 0.40in / 10mm / 29pt

Minimum Size For Digital
Width: 43px
Logo Usage

- make sure Sony logo is clearly legible and sits on a neutral background
- logo should remain either white or black
- choose color depending on how well it allows the logo to stand out

Sony Logotype

Approved

Not Approved
The power of the Sony brand is our greatest asset:
- the first read in any communication must be Sony
- master brand logo must always have a greater presence over any other design element
- keep the number of logos to a minimum in any given media space
- product brand logos are OK to include. As long as they are placed near the product packshot and/or the body copy
- when these logos appear under the Sony logotype, they must be indented with a proper isolation zone
- the size ratio is determined as shown on the right
- product brand logos must only be reproduced in black or white
- third-party logos are exceptions. Please follow the guidelines provided by third-party logo owners when positioning such logos

Sony Logotype Size

<table>
<thead>
<tr>
<th>Logo</th>
<th>Size Percentage</th>
</tr>
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<tbody>
<tr>
<td>SONY</td>
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</tr>
<tr>
<td>w.</td>
<td>115%</td>
</tr>
<tr>
<td>α</td>
<td>85%</td>
</tr>
<tr>
<td>Cyber-shot</td>
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</tr>
<tr>
<td>BRAVIA</td>
<td>65%</td>
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<tr>
<td>HandyCam</td>
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Maximum Size Percentage In Correct Proportion To The Sony Logotype (Maximum Size)
Color Palette

Foundational Color Palette

Sony Black

White

<table>
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<tr>
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<th>Y0</th>
<th>K0</th>
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<tr>
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<td>ROSS</td>
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</table>

HEX: FFFFFF

90%
80%
70%
60%
50%
40%
30%
20%
10%

Tone of Voice

Photography

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Introduction

Brand Toolkit

Creative Executions

Appendix

Color Palette

Typography

Logo

Color Palette

Tone of Voice

Photography
The world around us is full of amazing color so our communications should be as well.

Focus on these areas:
- **Real**: use real color, inspired by real situations.
- **Harmony**: ensure harmony of hue, value, contrast, opacity and brightness. Color must complement and enhance the creative idea.

* Strawberry is an exclusive color and should be reserved for price callout and Holiday creative.

### General Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex Code</th>
<th>% 80</th>
<th>% 60</th>
<th>% 40</th>
<th>% 20</th>
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<td>355E99</td>
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<tr>
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### Preferred Category Colors

#### Cinnabar (Digital Imaging)

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#### Hockney (HES/TV)

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<tbody>
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<td>20%</td>
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</tbody>
</table>

#### Champagne (HES/Audio)

<table>
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<tr>
<th>CMYK</th>
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<th>% 60</th>
<th>% 40</th>
<th>% 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>C5 M17 Y61 K0</td>
<td>F2D1A6</td>
<td>80%</td>
<td>60%</td>
<td>40%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Sony collaborated with Monotype Type Director Akira Kobayashi to develop a firm, sharp typeface that was highly readable.

Weights Available For Use
Derived from the complete family, the weights shown to the right represent the approved weights for use.
Typesetting

Build Consistency
– typographic hierarchy throughout all platforms should have open, natural styling that allows Sony products to be hero

Headlines
– should be the most prominent message within the application
– should be typeset in SST Pro Light, in sentence case with no period
– should be approximately three times (3x) the size of the body copy
– space between the headline and the subheadline or product name should be approximately the cap-height of the headline

Sub-headlines and Product Names
– sub-headlines should be typeset in SST Pro Medium, in sentence case, and be the same size as the body copy
– product names should be typeset in SST Pro Medium, in uppercase, and be the same size as the body copy
– ‘space after’ of half (1/2) of the leading should separate the sub-headline or product name and the body copy

Body Copy
– should be typeset in SST Pro Light, in sentence case, and be approximately one-third (1/3) the size of the headline

Considerations should be made for applications of extreme scale—large or small. Be cognizant of lighter weights that may become hard to read at smaller scales, like digital applications. Retail or out-of-home applications, for example, may also need heavier weights to increase legibility from greater distances.
We create products that appeal to our customers’ emotions and senses. Thus, our communications must be sincere. As if proposing something fun to family members and friends, the communication style should be personal, simple and natural.
Tone of Voice

Media + Messaging

Tone

Emotional

Rational

Sony.com
Social Channels (Owned)
Print Advertising (Trade)
Email (Pre Purchase)
Direct Mail

Sony.com
Retail

Email (Post Purchase)
Social / Customer Service
(ie. Sony Service on YouTube)

Awareness

Consideration

Purchase

Advocacy
Lifestyle

Image is paramount, so the ones we use must be strong, memorable and original. When selecting lifestyle imagery look for images that appear natural and unposed. The goal is finding opportunities to create an emotional connection with the consumer.
Producing Photography & Video

We have an outstanding imaging suite of products, so when producing photography and video for Sony (marketing or otherwise), you should only use Sony cameras in the creation of those assets.
Photography

Lifestyle

**Talent**

*Authentic, Mature, Diverse*
- cast models of all races, genders and ethnicities
- talent should reflect our consumer base: always authentic, mature and sophisticated

**Locations**

*Inspiring, Global, Epic*
- Kando philosophy calls to inspire, so seek stunning locations that create emotion and wow audiences
- Sony is a global brand and should feel global in all communication, localizing only when needed

**Styling**

*Minimal, Current, Considered*
- never overstylize or prop a situation; strive for authenticity and minimalism.
- wardrobe should be simple and current fashion
- never let other brands’ logos appear in Sony communications

**Direction**

*Genuine, Personality, Emotion*
- find ways to pull genuine emotion out of your subject
- leave the consumer with an authentic portrayal of the experience that Sony products bring
- photography should never feel contrived or staged, and should always feel authentic
Photography

In-Situation

In-Situation

Sony products are designed to fit naturally into your lifestyle. When showcasing product within the context in which it lives, use natural light, modern interiors, and authentic styling. Product should always be the focal point, with just enough detail to give the viewer a sense that the owner of the product has a sophisticated sense of style and taste.
Photography

In-Situation

**Lighting**

- **Natural Light**
  - always strive to use natural light
  - if you are adding light, use it in natural ways so the product feels as though it’s in a natural setting
  - use light to beautify the product design, materials and features, without feeling contrived

**Styling**

- **Modern Sophistication**
  - prop styling and setting should be authentic, but minimal
  - product should be the hero and focal point, with enough styling around it to give a sense of modern sophistication; never over-stylize a set
  - keep furniture, surfaces and accessories at a high standard

**Screenfills**

- **Sony Alpha Imagery**
  - when applicable, use screenfills to enhance the product and reinforce the key benefit
  - when selecting screenfills, always look first for Sony Alpha imagery, leveraging the power of our Sony community and the world-class content we have available at our fingertips

**Merchandising**

- **Highlighting Design + Color**
  - explore authentic, new, and creative ways to display products so they tell a complete story and stimulate interest and desire
  - show products at angles that best demonstrate the premium design, material, details and colors
  - always consider whether these photos will be used with copy, and leave room for typography as necessary
Photography

In-Studio

The studio environment allows us to isolate and remove any variable that could potentially make location shooting a challenge. We can capture Sony products in a controlled setting, with complete command of light, sound and privacy.
**Photography**

**In-Studio**

**Lighting**

- **Bright, Vivid, Premium**
  - products should always be lit to feel premium and meticulously designed, while bringing out vivid colors and accentuating details such as materials and textures
  - products should feel bright, crisp, and clean, using light to highlight each and every line

**Composition**

- **Dynamic Crops + Features**
  - find new, inspiring, and dynamic angles and compositions that showcase the most attractive elements of the product
  - use the most iconic lines from every angle as your guide to composing your photos
  - when cropping, do so carefully – focusing on the most visually appealing aspects of the product and setting

**Retouching**

- **Flawless, Crisp + Enhanced**
  - extensive retouching is of vital importance, especially when compositing several exposures
  - be sure to remove all imperfections from studio photography
  - finished product should feel flawless, with crisp highlights and perfectly contoured shadows
  - product should pop off the background feeling enhanced, yet true to reality

**Shadows**

- **Slim, simple + Natural**
  - product should be grounded by a simple, consistent drop shadow that’s not too wide or too feathered
  - shadows should be slim, crisp, and follow a natural shape that subtly grounds the product
  - there are typically two shadows: a slightly wider, softer shadow, and a slightly narrower and darker seeding shadow attached to the base of the product

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**Logo**

**Color Palette**

**Typography**

**Tone of Voice**

**Photography**
Creative Executions
Awareness

Digital Advertising is one of the primary vehicles driving brand and product awareness. The banners shown to the right represent the most popular sizes with top 10 performance metrics. To deliver a consistent digital brand voice, please adhere to the standards provided on the following pages.

Leaderboard 728 x 90
Wide Skyscraper 90 x 600
Medium Rectangle 300 x 250
Half Page 300 x 600
Banner 468 x 60
Medium Rectangle 336 x 280
Rectangle 300 x 100
Mobile Leaderboard 320 x 50
Micro Bar 88 x 31

Leaderboard 728 x 90
Wide Skyscraper 90 x 600
Skyscraper 120 x 600
Banner 468 x 60
Rectangle 300 x 100
Mobile Leaderboard 320 x 50
Micro Bar 88 x 31

Rectangle 300 x 100

Half Page 300 x 600
Wide Skyscraper 90 x 600
Skyscraper 120 x 600
Leaderboard 728 x 90
Banner 468 x 60
Micro Bar 88 x 31

Medium Rectangle 300 x 250

Mobile Leaderboard 320 x 50
Micro Bar 88 x 31

Medium Rectangle 336 x 280

Rectangle 300 x 100

Leaderboard 728 x 90
Banner 468 x 60

Mobile Leaderboard 320 x 50
Micro Bar 88 x 31

Medium Rectangle 300 x 250

Micro Bar 88 x 31
Standard Sizes

On standard size banners, the Sony Logo, Call-To-Action Buttons and Margins are used at a standard size of 15 Pixels High.

This size provides a consistent look and feel, allowing for sufficient room to message and promote Sony brand and products.

Extreme Sizes

On very small banners, often mobile banners, or extremely thin horizontal and vertical extremes, the Sony Logo can be slightly reduced in size. Minimum size for the logo in digital formats is 10 Pixels High. Additionally, the Call-To-Action button and messaging are removed since messaging area is extremely limited.

Square Formats

Sony Logo defaults to the upper-right corner. But it’s ok to use upper left corner depending on the product, image or space available. Call-To-Action Button defaults to lower-right corner.

Horizontal Formats

Sony Logo defaults to the left edge, centered vertically. Call-To-Action Button defaults to right edge, centered vertically.

Vertical Formats

Sony Logo defaults to the top edge, centered horizontally. Call-To-Action Button defaults to bottom edge, centered horizontally.
**Photography Integration**

Depending on the campaign, we often use photography in our digital advertising. Please follow these standards on how to integrate photography into digital advertising.

Square Formats
Sony logo defaults to the upper-right corner. But it's ok to use upper left corner depending on the product, image or space available. Call-to-Action Button defaults to lower-right corner.

Horizontal Formats
Sony logo defaults to the left edge, centered vertically. Call-to-Action Button defaults to right edge, centered vertically.

Vertical Formats
Sony logo defaults to the top edge, centered horizontally. Call-to-Action Button defaults to bottom edge, centered horizontally.

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- Brand Toolkit
- Creative Executions
- Appendix

**Retail**
- Video

**Digital**
- Digital Advertising
  - Social
  - Print
  - Retail
  - Video
Social Objectives

Social media channels are the best platforms to engage consumers and deliver the Sony experience to the fullest, to inspire, wow and move our customer to action, to become passionate advocates for the brand.

This section highlights best practices and guidelines to develop the best assets for each social media platform, content, and ad unit, providing a richer, more engaging experience for the target customer.

The goal is to always create content with purpose.

Follow the ABCDs

A Attract: Grab attention from the start
B Integrate the Brand: Lead with Sony
C Connect: Through emotions & storytelling
D Direct Call to Action: Be clear on what you want people to do

Create for the Funnel

Awareness: Focus in brand or broader imagery and message for the product. Focus on emotional storytelling that elicits curiosity for the brand or product.

CTA: Discover More, Learn More, See Now

Consideration: Focus on product features and benefits to drive further interest towards purchase.

CTA: Where To Buy, Show Now

Conversion: Drive to sales via sales promo or offer.

CTA: Buy Now, See Offer

Product First

Product is always the hero, even in a lifestyle photo, product should be the focus of the image/video.

Imagery: Refer to the product photography guide

Video: Product & Sony logo should appear in first 3 secs of video

Create Content with Purpose

Not all social networks are the same. Each network has a different audience and cadence. Always remember the social network you are creating the content for.
Social

Best Practices
Paid Content | Social Media Ad Examples

Digital
Social
Print
Retail
Video

Awareness
Focus on brand or broader imagery and message for the product – focus on emotional storytelling that elicits curiosity for the brand or product.
CTA examples: Discover more; Learn more; See now

Retargeting
Focus on product features and benefits to drive further interest towards purchase.
CTA examples: Shop Now

Conversion
Drive the sale via sales promo or offer.
CTA examples: Buy Now, Get $100 Off, See Offer
Show examples – Mix of products (TV, Audio, DI)

View Creative Ad Specs Here
Social

Organic Content | Sony Social Media Communities

Sony Community Content

Our Mission
Spark the curiosity and interest of the technology enthusiast by delivering content on Sony social media communities that informs, educates and entertains.

Persona
Premium | Product Focused | Clean | Cleaver

Content Style
Product & Technology is the focus, hero
Professionally Produced
Imagery: Lifestyle Situation | Displayed | Angled and Close Up
Consistent in Tone & Themes

Sony Alpha Community Content

Our Mission
The @SonyAlpha Instagram page is a place where the Sony Alpha team can foster the relationships with individuals who truly care about our products. The objective is to engage our followers by featuring attractive content and product information.

Persona
Premium | Inspirational | Photography Advice, Tips, Tricks

Content Style
Imagery by photographers showcasing Alpha capabilities
Professionally Produced
Imagery: Landscape | Adventure/Wanderlust | Travel
Consistent in Tone & Themes

α

Organic Content | Sony Social Media Communities
Print

Print Advertising

Standard Sizes

On standard size print ads, the Sony Logo and Product Logo are 0.25" high and reflect a 0.5" margin all-around.

This size provides a consistent look and feel, allowing for sufficient room to message and promote Sony brand and products.

Logo defaults to upper right corner. But it’s ok to use upper left depending on product or image used.

Extreme Sizes

On extreme horizontal and vertical layouts, both the size of the logos as well as the margins can be slightly reduced in size. Minimum size for the margins in extreme formats is 0.375" all-around.
Consumer Advertising

This type of print ad is used in consumer lifestyle publications. The primary objective of consumer print advertising is to grab a consumer’s attention and pique their interest, encouraging them to go online to find out more about the product. Messaging tone is more emotional, highlighting only the top key features.
Print Advertising

Trade Advertising

This type of print ad is used in trade and certain enthusiast publications. Like consumer print, trade print advertising is also meant to drive awareness and encourage the reader to go online and learn more about the product. However, trade print is slightly more technical in nature, and can often include more details about features and benefits.
**Retail**

**Sony Retail Experience (SRE)**

**Sony Logo**

Sony Logo should always be shown centered against brushed aluminum panel.

**Attract**

Totems, Screen Content and Screenfills are intended to attract and draw in customers to the SRE Space.

**Convert**

Product SKU info graphics are intended for consideration and conversion, providing more information on the product key features.
SRE Totems

TOTEMS are intended to attract and draw in customers to the SRE Space.
- use powerful images to attract attention
- apply “less is more” design philosophy
- elements of totem
  • Sony logo
  • headline/messaging
  • product/lifestyle imagery (screen fill)
  • key feature or technology logos
Retail

Sony Retail Experience (SRE)

Objectives

Product SKU Graphics are intended for consideration and conversion, providing more information on the product key features - show up to 3 key features

X720E

PRODUCT CLASS

Conventional Motion Clarity
Speed never looked so clear.

Conventional Dynamic Contrast
Dynamic Contrast Enhancer

Improved contrast.

X720E

65" Class

Also available in
70" Class (69.5" diag.)
55" Class (54.6" diag.)
Channel Elements

There are standard elements to every channel display that must be part of any execution:
- logo: shown high up and centered
- headline
- image: can be lifestyle, a flood of color, or gradient

Product information panels (sometimes referred to as River of Light) should include:
- sku
- recommended up to 3 key features
- product headline

Headline
- reference PID for approved product headline
- keep headlines direct and singularly focused

Lifestyle Photography or Color/Gradient
- use only Sony approved photography
- imagery should be simple and atmospheric, allowing the message and product to be the focus
- be mindful when selecting and cropping photography to avoid interference with the messaging and product

Product Area
- be mindful of areas that could be hidden by the product

Product Specifications
- identify key features
- language should be direct and scannable
- select an appropriate icon from the approved Sony icon library

Infographics
- identify and showcase technical specifications as infographics
Retail

Channel Retail

Channel Elements

Television, Digital Imaging, and Audio have a unique personality in channel retail.

There are some key unifying elements:
- logo: shown high up and centered
- image/screen fill: can be lifestyle, a flood of color or gradient
- product information panel (sometimes referred to as river of light) containing SKU, up to 3 key features, and may include product image if space allows
Video

Campaign Video

Brand videos are meant to attract and inspire. The tone should be more emotional and inspiring as opposed to overly technical, with enough supporting detail to properly communicate top feature(s).
Video

Campaign videos are intended to evoke emotion with our audience. We use this type of video to build awareness and highlight hero products.

Font treatment for on-screen copy:
- for headline, font should be larger and heavier weight of SST
- for key features, font should be smaller and lighter weight of SST
- credit for collaboration can be smaller and lighter
- all on-screen copy should be clearly legible on any device or platform
Lifestyle videos show the product in use. They use a location or situation to create an aspirational impression of how a product can enhance their life. They give the viewer an idea of the experience or result they can expect from our product.

Lifestyle videos should feel cinematic, and showcase a strong story. The videos should reveal feature benefits in a way that is organic and natural.

Minimal on-screen copy is used to support the idea on screen.
Lifestyle videos are intended to give our audience an idea of the experience they will have with our products. One of the more versatile forms of content, these videos can be used to drive awareness, consideration and/or conversion.

There is no limit to the number of key features to showcase, as long as the storyline carries through in a compelling way and you keep in mind the length relative to the channel (i.e. retail, social, etc.)

**Font treatment for on-screen copy:**
- for headline, font should be larger and heavier weight of SST
- for key features, font should be smaller and lighter weight of SST
- credit for collaboration, can be smaller and lighter
- all on-screen copy should be clearly legible on any device or platform
Video

**Studio Key Feature**

Key feature videos get into the details, speeds, and feeds of the products. They can be category or model-specific, and communicate important specs like inputs, outputs, screen resolution, etc. They also reveal top, side, and bottom views of the product.

In these videos, the product is hero—there is no on-screen talent. They are typically set on a white studio background, and can also use product photographs, computer generated images, or motion graphics.
Studio key feature videos are a powerful tool in driving consideration and conversion. They allow us to showcase the product in an optimal studio setting, and deliver more feature information about the product.

There is no limit to the number of features that can be included as long as the storyline carries through in a compelling way.

Font treatment for on-screen copy:
- for headline, font should be larger and heavier weight of SST
- for key features, font should be smaller and lighter weight of SST
- all on-screen copy should be clearly legible on any device or platform
Hosted videos show Sony advocates sharing its stories, insights, or information about the products. These videos feature artists, creative professionals and everyday people in their natural environment or a studio environment. The set should be open, relaxed, and comfortable. If natural light is available, use it.

These videos should easily communicate the attributes and benefits of the featured Sony product in a way that is conversational and unforced.
Hosted videos are intended to improve the experience our customers have with our products. Their primary objective is to fulfill customer service needs and improve customer satisfaction, brand loyalty and advocacy.

Font treatment for on-screen copy:
- for headline, font should be larger and heavier weight of SST
- for key features, font should be smaller and lighter weight of SST
- all on-screen copy should be clearly legible on any device or platform
- where applicable lower third color bars can be used to house copy
- keep copy points brief and ensure proper spacing within bar
Hosted videos are intended to improve the experience our customers have with our products. Their primary objective is to fulfill customer service needs and improve customer satisfaction, brand loyalty and advocacy.

**Font treatment for on-screen copy:**
- for headline, font should be larger and heavier weight of SST
- for key features, font should be smaller and lighter weight of SST
- all on-screen copy should be clearly legible on any device or platform

Communicate product fundamentals, how to turn on/off, install, etc.

Provide any additional resources to learn more

Nimbus

Unpacking and identifying what's included
Iconography

Sony Icons

Usage

Never redesign icons. Sony will always provide iconography to use. The overall purpose of the icons is to inform and call attention to product offers or features. The color of the icons should complement, but never distract from—the design. The primary application for approved icons include:

Packaging
Web
Retail
Product UI

Facebook
Instagram
Twitter
YouTube

Vimeo
Google Plus
Skype
Snapchat
Stumbleupon

Introduction

Brand Toolkit

Creative Executions

Appendix

Table of Contents

Iconography

Social Creative Specifications
Asset Directory
## Social Creative Specifications

<table>
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<th>Facebook Social Creative Specifications</th>
<th>Facebook Asset Directory</th>
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### Image Size and Video Length

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<th>Link Description</th>
<th>CTA Button</th>
<th>Source</th>
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# Instagram Stories

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<th>Photo</th>
<th>Photo Link</th>
<th>Photo Carousel</th>
<th>Mobile App</th>
<th>Mobile App Carousel</th>
<th>Video</th>
<th>Video Link</th>
<th>Video or Mixed Media Carousel</th>
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<td>1080 x 1080 px</td>
<td>1080 x 1080 pixels</td>
<td>1080 x 1080 px</td>
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<td>15 s or less recommended, up to 60 s allowed</td>
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<td>1:1 is standard, 1.9:1 to 4:5 also accepted</td>
<td>1:1 is standard, 1.9:1 to 4:5 also accepted</td>
<td>1:1 is standard, 1.9:1 to 4:5 also accepted</td>
<td>1:1 is standard, 1.9:1 to 4:5 also accepted</td>
<td>1:1 is standard, 1.9:1 to 4:5 also accepted</td>
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<td>Text Overlay Limit</td>
<td>N/A Facebook’s algorithm favors images with fewer than 20% text.</td>
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# Social Creative Specifications

- **Iconography**
- **Social Creative Specifications**
- **Asset Directory**
### Social Creative Specifications

<table>
<thead>
<tr>
<th>Sponsored Content</th>
<th>Text Ads</th>
<th>Lead Gen Ads</th>
<th>Dynamic Ads</th>
<th>Sponsored InMail</th>
<th>Display Ads</th>
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<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Desktop and mobile long-form photo or video in-feed content</td>
<td>Desktop-only, headline, description and 50 x 50 px image</td>
<td>Single click form filled for new leads on your Sponsored Content</td>
<td>Choose your call-to-action and dynamic images from LinkedIn member profiles</td>
<td>Personalized messages within LinkedIn’s Inbox environment</td>
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<tr>
<td><strong>Text</strong></td>
<td>Introductory Text: 150 characters or less including landing page URL. URLs longer than 25 characters are shortened by the LinkedIn shortener. Title should be 70 characters max to avoid truncation.</td>
<td>All URLs must have the “http://” or “https://” prefix. Headline: 25 character limit (including spaces). Description: 75 character limit (including spaces).</td>
<td>Offer headline character limit: 40 characters. Offer detail character limit: 160 max characters. Truncates after two lines (about ~70 characters).</td>
<td>Primary CTA (below images): Choose from one of 6 pre-created options or supply your own custom text (Max: 50 characters including spaces). Pre-created templates will autotranslate, while custom text will not. Secondary CTA (above images): Choose from one of 6 pre-created options, or supply your own custom text (Max: 70 characters including spaces). Company Name: Max 25 characters including spaces.</td>
<td>InMail Sender Name: Suggested 25 character max (including spaces). InMail Subject Line: Suggested 30 character max (including spaces). InMail Body Copy: Suggested 1000 character max (including spaces). InMail Button Copy: Suggested 25 character max (including spaces).</td>
</tr>
<tr>
<td><strong>Image Size and Ratio</strong></td>
<td>1.91:1 ratio (1200 x 627 px). Image must be &gt; 200 px in width</td>
<td>Image is optional, Recommended Size: 50 x 50 px</td>
<td>N/A</td>
<td>Company Logo: Min. 100 x 100 px</td>
<td>300 x 250 px Banner Ad</td>
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<td><strong>Video</strong></td>
<td>Supported, must be embedded from YouTube, SlideShare, or Vimeo. GIFs are not accepted.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Not supported. File type can be .gpg (.non-animated), or .mp4 (.flash)</td>
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<tr>
<td><strong>Recommended Use Cases</strong></td>
<td>Branding, Direct Response, Events</td>
<td>Direct Response, Branding</td>
<td>Lead Generation</td>
<td>Acquiring Followers</td>
<td>Direct Response, Events</td>
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</tbody>
</table>
### Social Creative Specifications

**Photo Pins**
- **Image Size:** Min width: 600 px
- **Aspect Ratio:** Ideal aspect ratio is 2:3 (600 px wide x 900 px high)
- **Best Practices:** Unlike other platforms, text overlays are recommended (i.e. lists, recipes, details about the product, tasteful branding)
- **Descriptions:** 500 character limit

**Cinematic Pins (In-Grid Asset)**
- **Image Size:** Fixed width: 350 px
- **Aspect Ratio:** Max: 1:3.5 In-grid and close-up asset should have the same aspect ratio
- **Best Practices:** Max: 50 frames
- **Descriptions:** 500 character limit

**Cinematic Pins (Close-Up Asset)**
- **Image Size:** Max height: 2048 px
- **Aspect Ratio:** Max: 1:3.5 In-grid and close-up asset should have the same aspect ratio
- **Best Practices:** N/A
- **Descriptions:** 500 character limit

**Promoted Video With Auto Play**
- **Image Size:** 2GB; 30 mins max
- **Aspect Ratio:** Square: (1:1) 600 x 600 px
- **Best Practices:** Vertical: 600 x 900 px
- **Descriptions:** N/A
- **Additional Notes:** Recommended video length: 0:15 - 0:30 s. “How To” content can be longer.

**Descriptions**
- **500 character limit**
- **400 characters. The Pin description will only show up upon closeup. If your video ran with closed captioning on TV, then it will also need to run with closed captioning on Pinterest. To achieve that, make sure your closed captioning is burned into your video**

**Additional Notes**
- **Vertical pins take up more space in feeds, get noticed more than shorter pins.**
- **While longer pins are recommended for photo pins, a horizontal cinematic pin has more range of motion.**
- **While longer pins are recommended for photo pins, a horizontal cinematic pin has more range of motion.**
- **Show your brand’s message through motion vs. relying on audio or dialogue**

**Source**
## Social Creative Specifications

### Snapchat

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<th>Video Size and/or Length</th>
<th>Snap Ads (Formerly 3V)</th>
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<tr>
<td>1080 px x 1920 px</td>
<td>Snap Ads are 3-10 s vertical full screen videos</td>
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<tr>
<td></td>
<td>Account for a 64 px margin around live area, as text/logo may appear too close to the edges.</td>
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<tr>
<td></td>
<td>“AD” slug will be affixed by Snapchat to the lower right corner of all ads. Avoid placing logos or other graphic elements within 150 px of the top and bottom of the screen.</td>
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</tbody>
</table>

| Aspect Ratio | 9:16 |

<table>
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<th>Brand Name</th>
<th>(required for Snap Ads in User Stories or Live Stories)</th>
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<tr>
<td>Up to 25 characters (including spaces)</td>
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</table>

<table>
<thead>
<tr>
<th>Headline</th>
<th>(required for Snap Ads in User Stories or Live Stories)</th>
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</thead>
<tbody>
<tr>
<td>Up to 34 characters (including spaces)</td>
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</tr>
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</table>

| CTA | App Install: Download, Install Now, Play, Shop Now, Sign Up, Use App |
|     | Longform Video: Watch, Watch Episode |
|     | Web View: Apply Now, More, Order Now, Play, Read, Shop Now, Show, Sign Up, View, Buy Tickets, Showtimes, Book Now, Get Now, Listen |

| Required Fields | App Install: Google play URL and app store ID, image of icon |
|                | Web View: URL, impression and click tracking (optional) |

<table>
<thead>
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<th>Restrictions</th>
<th>Imitation of Snapchat native creative tools or UI features is not allowed in ads (e.g. Helvetica text, static emojis and geofilter-like overlays). Avoid montages or cuts and closed captions.</th>
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<tbody>
<tr>
<td></td>
<td>No letter boxing/borders of any kind.</td>
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<tr>
<td></td>
<td>Brand URLs are accepted, so long as they are simple (i.e. brand.com/fun), do not feature Snapchat in the URL, and appear on screen for no longer than 3 s.</td>
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| Source | For more details on Snap Ads’ creative specs and restrictions visit https://www.snapchat.com/ads/snap-ads/ |
## Social Creative Specifications

### Twitter

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<th>Table of Contents</th>
<th>Introduction</th>
<th>Brand Toolkit</th>
<th>Creative Executions</th>
<th>Appendix</th>
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<tr>
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<td><strong>Image App Card</strong></td>
<td><strong>Video App Card</strong></td>
<td><strong>Promoted Video</strong></td>
<td><strong>Single Image Tweets &amp; Gifs</strong></td>
</tr>
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<td>800 x 600 px for 1:1 aspect ratio</td>
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<td>Recommended: 16:9, Min: 640 x 360 px</td>
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</tr>
<tr>
<td><strong>Headline Length</strong></td>
<td>Recommended Headline Length: 50 characters Max: 70 characters</td>
<td>N/A Max: 70 characters (title under video)</td>
<td>Max: 70 characters (title under video)</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Short Description</strong></td>
<td>N/A Title/price pulled from app store</td>
<td>Title/price pulled from app store</td>
<td>200 characters (description under video)</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>CTA Button</strong></td>
<td>N/A</td>
<td>Install (default if app is not installed); Open (default if app is installed); Play, Shop, Book, Connect, Order</td>
<td>Install (default if app is not installed); Open (default if app is installed); Play, Shop, Book, Connect, Order</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Recommended Use Cases</strong></td>
<td>Direct Response</td>
<td>Mobile App Installs</td>
<td>Mobile App Installs</td>
<td>Engagement, Awareness</td>
</tr>
</tbody>
</table>

### Iconography

- **Social Creative Specifications**
- **Asset Directory**

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**Website Card**

- **Image App Card**
- **Video App Card**
- **Promoted Video**
- **Single Image Tweets & Gifs**
- **Multi-Image Tweets**
- **Summary Card with Large Image**
- **Conversational Ads**

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**Recommended Use Cases**

- Direct Response
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- Engagement, Awareness
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- Engagement, Awareness
- Direct Response
- Engagement

**Source**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>TrueView In-Stream</th>
<th>TrueView Discovery (formerly In-Display)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>In-stream ads play before or during another video from a YouTube partner. Viewers see five seconds of your video and then have the choice to keep watching or skip it.</td>
<td>Discovery ads (static) appear alongside other YouTube videos, in YouTube search pages, or on websites on the Google Display Network that match your target audience.</td>
</tr>
<tr>
<td><strong>Minimum Video Length</strong></td>
<td>12 s recommended</td>
<td>12 s recommended</td>
</tr>
<tr>
<td><strong>Maximum Video Length</strong></td>
<td>Less than 3 minutes recommended</td>
<td>Less than 3 minutes recommended</td>
</tr>
<tr>
<td><strong>View Definition</strong></td>
<td>30 s (or non-skip interaction w/ ad)</td>
<td>When someone clicks on static ad</td>
</tr>
<tr>
<td><strong>Video File Format</strong></td>
<td>AVI, ASF, Quicktime, Windows Media, MP4, or MPFG</td>
<td>AVI, ASF, Quicktime, Windows Media, MP4, or MPFG</td>
</tr>
<tr>
<td><strong>Video Aspect Ratio</strong></td>
<td>Native aspect ratio without letter-boxing (examples: 4:3, 16:9)</td>
<td>Native aspect ratio without letter-boxing (examples: 4:3, 16:9)</td>
</tr>
<tr>
<td><strong>Video Resolution</strong></td>
<td>640 x 360 px (16:9) or 480 x 360 px (4:3) recommended</td>
<td>640 x 360 px (16:9) or 480 x 360 px (4:3) recommended</td>
</tr>
<tr>
<td><strong>Video Frame Rate</strong></td>
<td>30 FPS</td>
<td>30 FPS</td>
</tr>
<tr>
<td><strong>Video Maximum File Size</strong></td>
<td>1 GB</td>
<td>1 GB</td>
</tr>
<tr>
<td><strong>Video Click Throughs</strong></td>
<td>Must be hosted on YouTube, jpg or gif only, 36 x 19 px</td>
<td>Must be hosted on YouTube, jpg or gif only, 36 x 19 px</td>
</tr>
<tr>
<td><strong>Video Thumbnail</strong></td>
<td>Must be hosted on YouTube, jpg or gif only, 36 x 19 px</td>
<td>Choose from 4 autogenerated thumbnails</td>
</tr>
<tr>
<td><strong>Video Title</strong></td>
<td>Pulled in from your YouTube video URL</td>
<td>Pulled in from your YouTube video URL</td>
</tr>
<tr>
<td><strong>Headline</strong></td>
<td>25 characters max (any more than 25 will be truncated on some devices)</td>
<td>25 characters max (any more than 25 will be truncated on some devices)</td>
</tr>
<tr>
<td><strong>Final URL</strong></td>
<td>Drives to any website, can be replaced with larger CTA overlay</td>
<td>Drives user either to a video watch page or a channel page</td>
</tr>
<tr>
<td><strong>Display URL</strong></td>
<td>The URL that appears within the ad (if not the URL, is where the link leads)</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>CTA</strong></td>
<td>Drive clicks to your website by adding a CTA overlay to In-Stream ads</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>N/A</td>
<td>Two lines, 35 characters each</td>
</tr>
<tr>
<td><strong>Optional Custom Thumbnail</strong></td>
<td>N/A</td>
<td>Contact Google representative</td>
</tr>
<tr>
<td><strong>Optional Companion Banner Thumbnail</strong></td>
<td>N/A</td>
<td>Upload a custom image banner or use an autogenerated banner based on your channel’s videos: 300 x 650 px jpg, static gif, or png. 350 x 250 px also available for qhd only. 300 x 210 px video wall will show on YouTube if no companion ad is provided. 150 KB (50 KB max for non-skippable video)</td>
</tr>
<tr>
<td><strong>Optional Shopping Enabled Companion Banner</strong></td>
<td>N/A</td>
<td>Upload a product catalog to dynamically display and provide the option to click out to relevant products</td>
</tr>
</tbody>
</table>
SONY BRAND TOOLKIT 2018:
Available On Dealer Source:
https://dealersource.sel.sony.com
Filename:
sony_brand_toolkit_2018.pdf

Internal For Sony:
Font Software Request Form:
https://www.design.sony.co.jp/sst_form/
requests/index/lang:en
Font Portal Top:
https://www.design.sony.co.jp/SST/EN/

If you cannot access Font Portal, please contact
creative-sst-admin@jp.sony.com and provide
the information below:
Your Global ID:
Your Name:
Your Manager’s Global ID:
Your Manager’s Name:
Your Manager’s e-mail Address:
Company Name:
Department:
Group:
Purpose:

External For Agency Partners:
(Monotype GmbH Foundry) (in English only)
http://www.linotype.com/corporatetype/sony
ID: SONYSST
Password: STANDARDTYPE

Operational Rules:
External partners (vendor, agency,
design firm, etc.) will need to purchase
the SST typeface from Linotype.

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Thank you.