



SONY



SONY



NY



SONY



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SONY



Dillon Hickey - GRDS 400

CONTENTS



Brand Assessment - 4

Brand Guide - 28

Mock-Ups - 48

Campaign - 68

Social Media - 74

About the Designer - 80



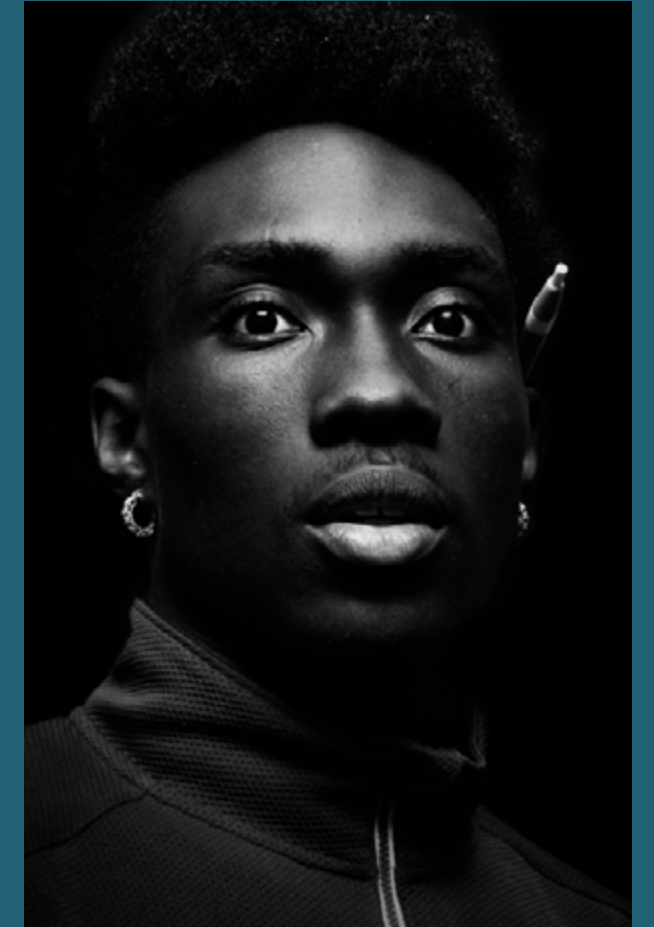
BRAND ASSESSMENT

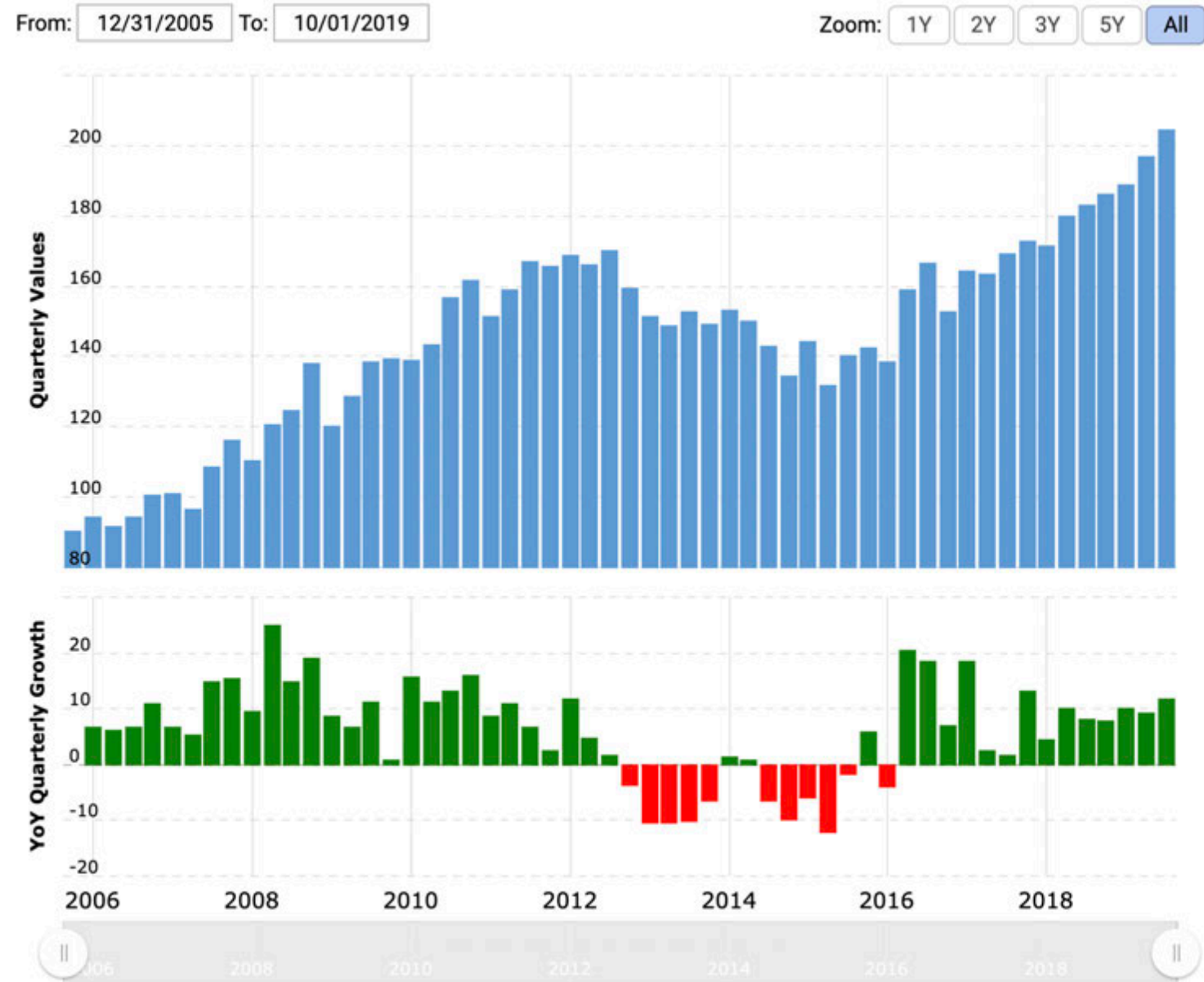
HISTORY

Sony was originally founded as Tokyo Telecommunications Engineering Corporation in Tokyo, Japan, focusing on the telecommunication industry. They later rebranded to Sony, a combination of the Latin word sonus for sound and the American word sonny to break out of telecommunications.



Sony's wide variety of offerings caters to essentially any consumer on the market.





Sony's financials depict periods of scattered growth from 2006 to 2012, then again from 2016 to 2018. Sony dealt with a Tsunami and an earthquake back to back in their headquarters in Japan, leading to the decline of quarterly values from 2012 to 2016. Despite this, operating revenue has been growing consistently since 1980.

MARKET SHARES

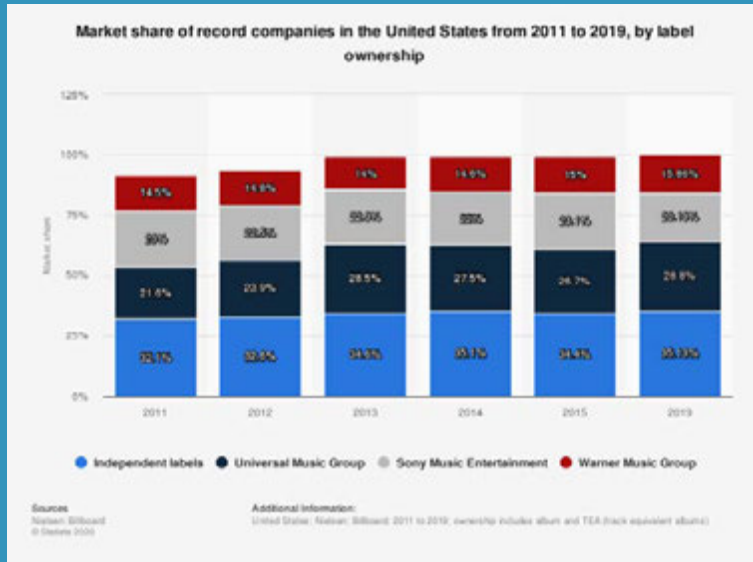


FIGURE 1

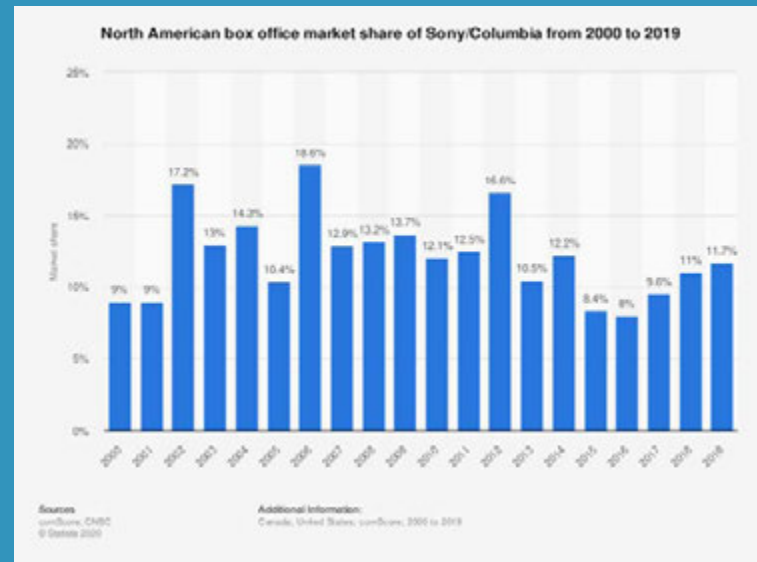


FIGURE 2

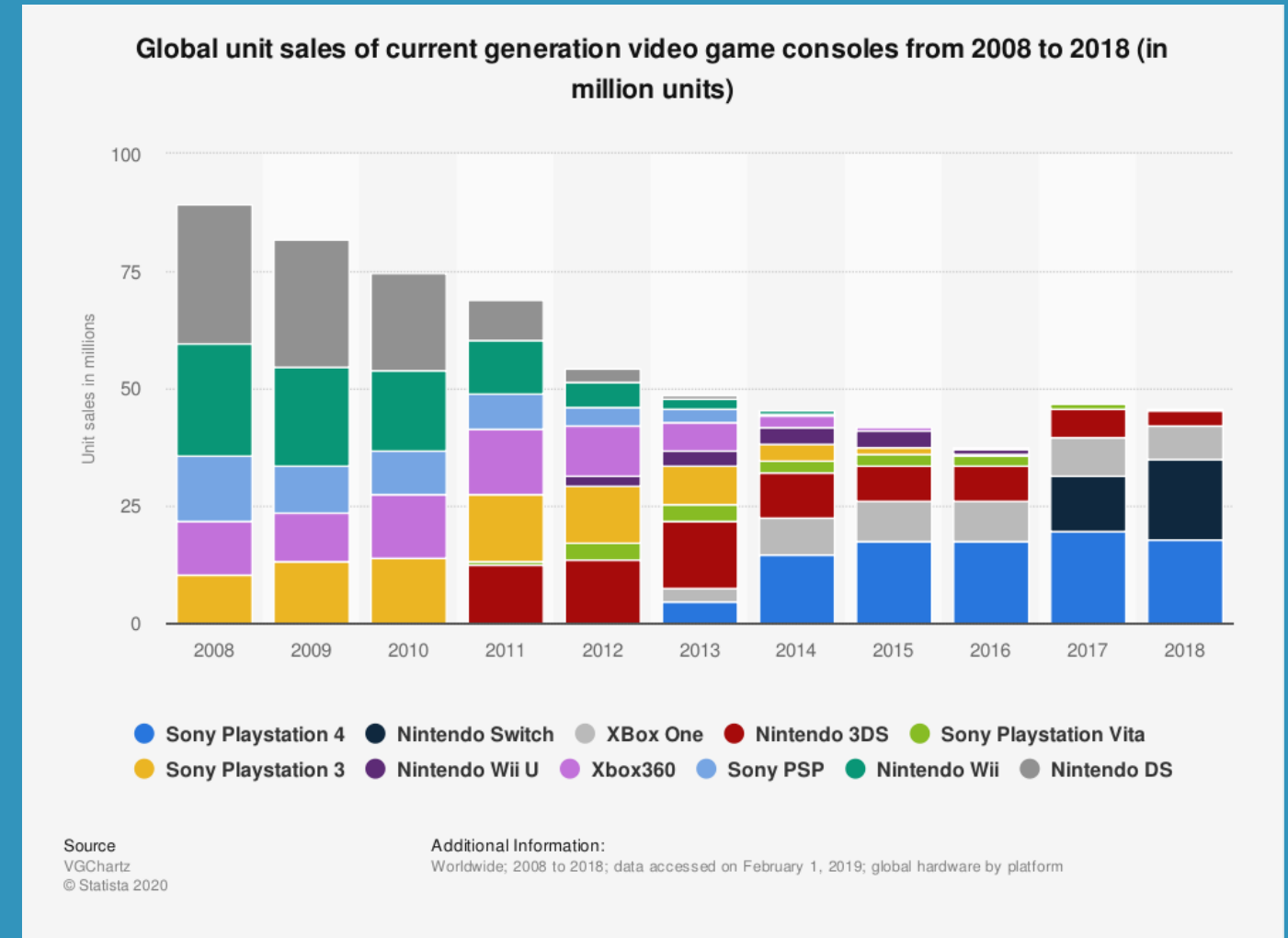


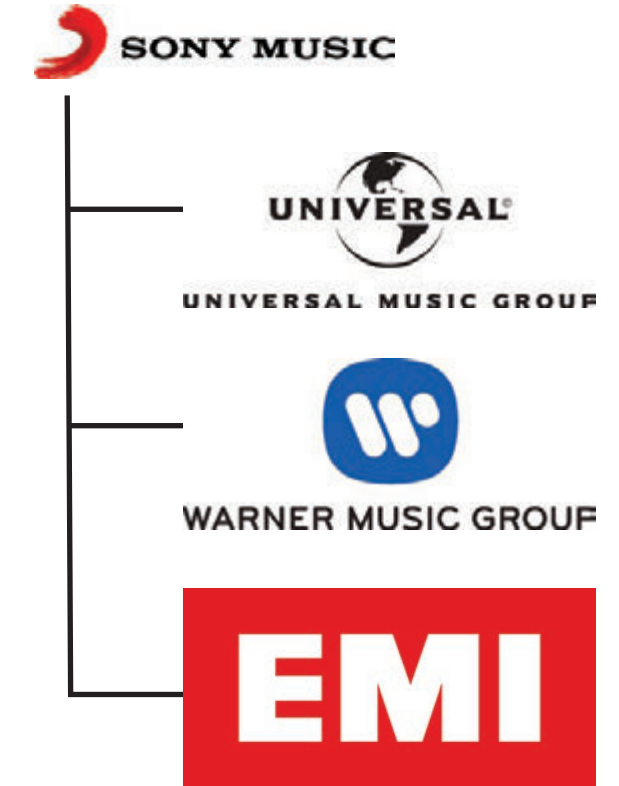
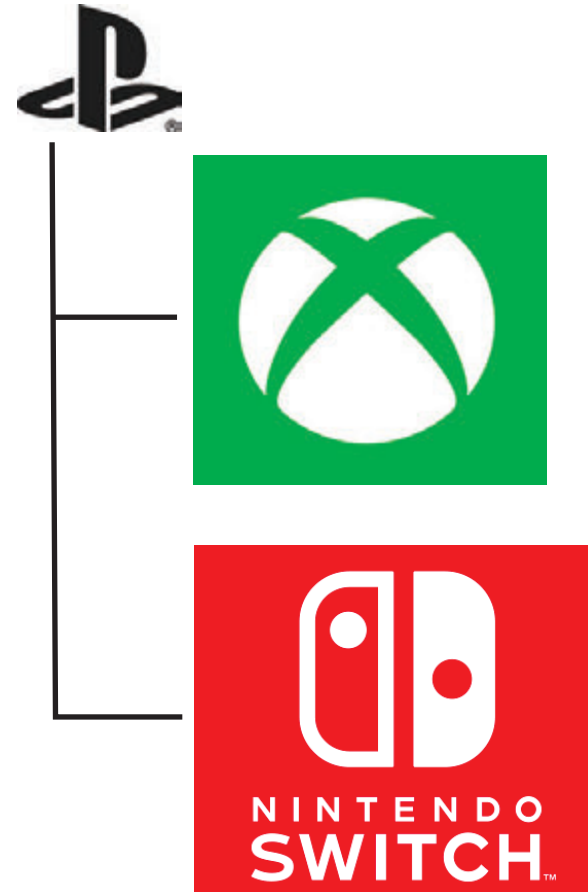
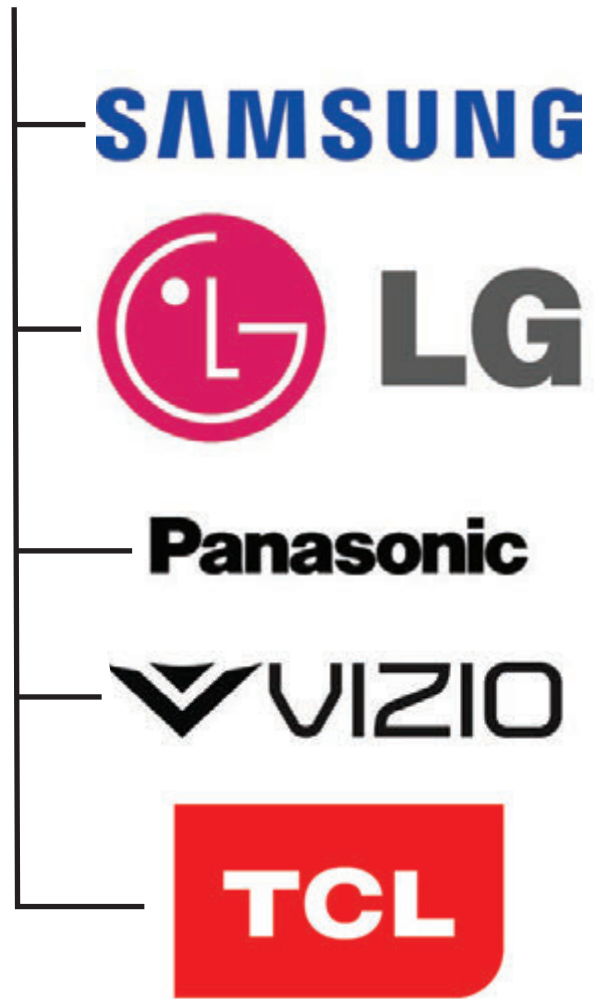
FIGURE 3

FIGURE 1, 2, 3:

Sony has share in essentially every electronics market, along with every other market they create products for. However, Sony is not a market leader in any market they are in.

COMPETITORS

SONY



Due to the various markets Sony is in, they face a large and diverse field of competitors.

VISUAL AUDIT



1946



1955

SONY®

1957

SONY

SONY

SONY

1961

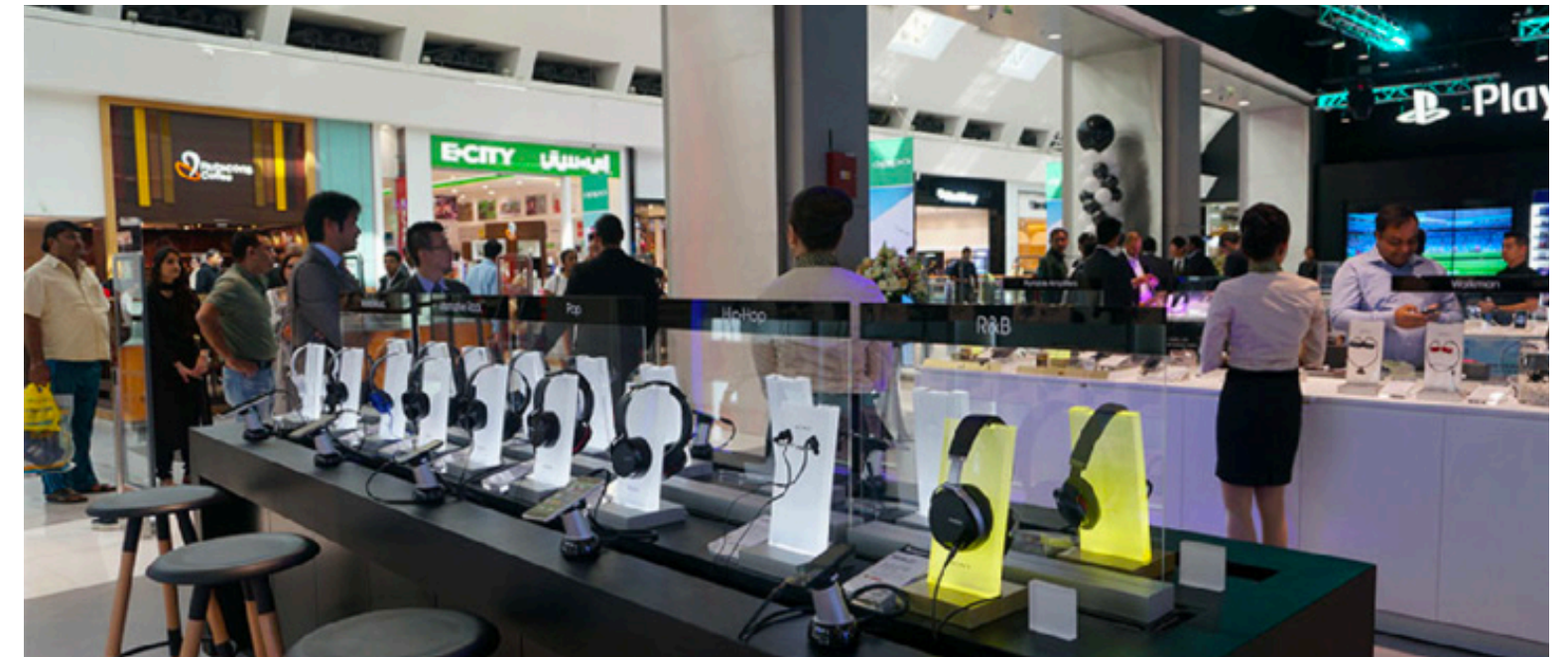
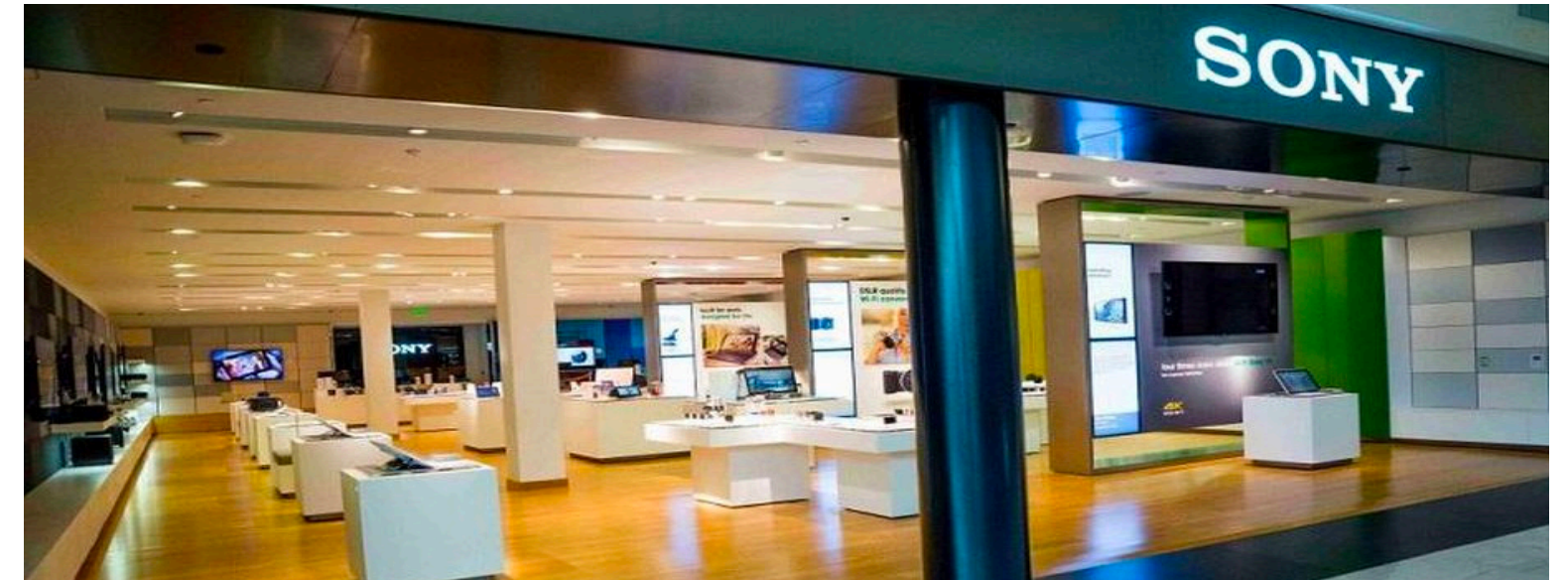
1962

1969

SONY

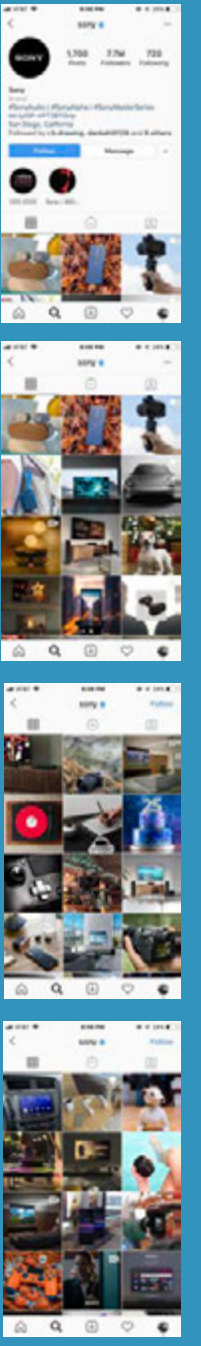
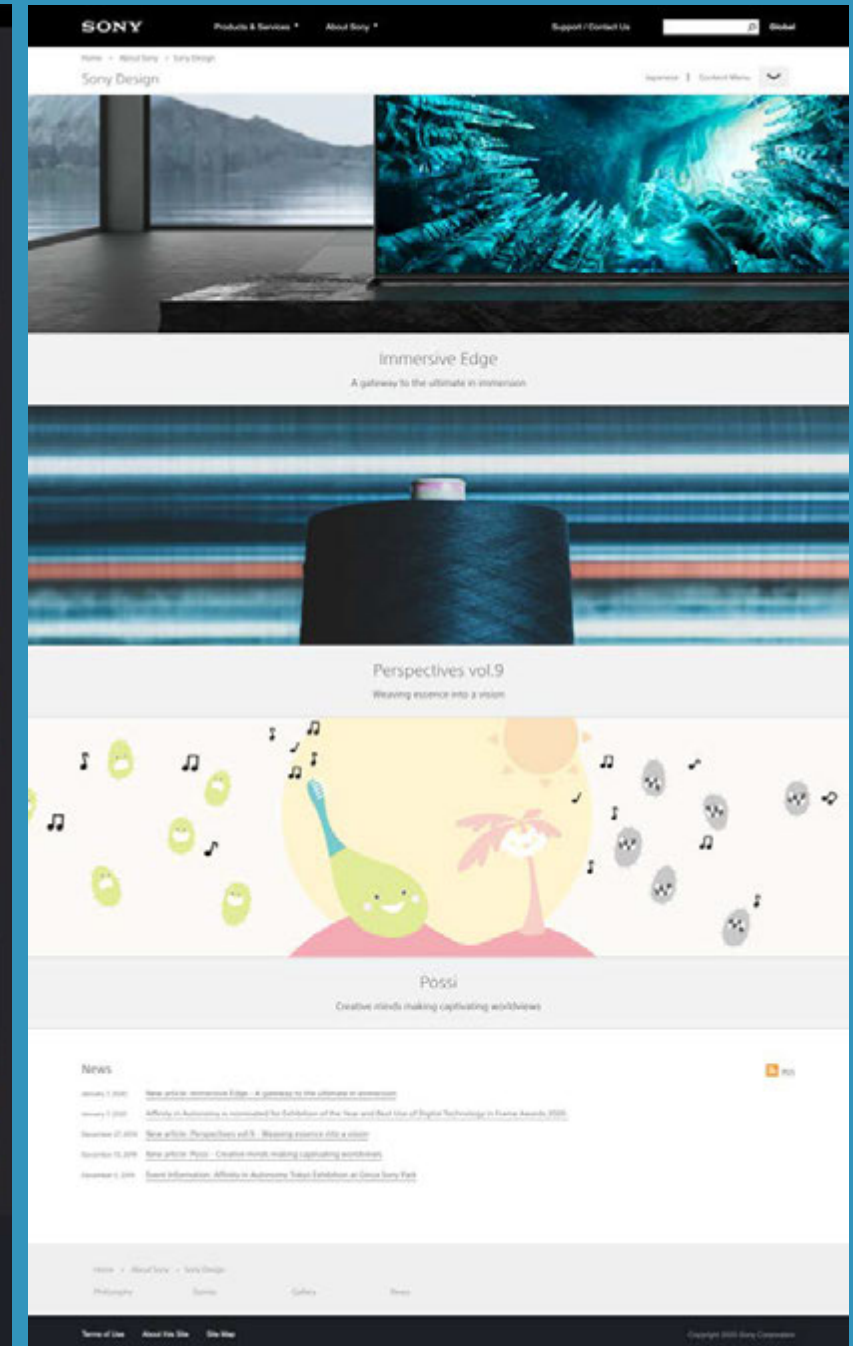
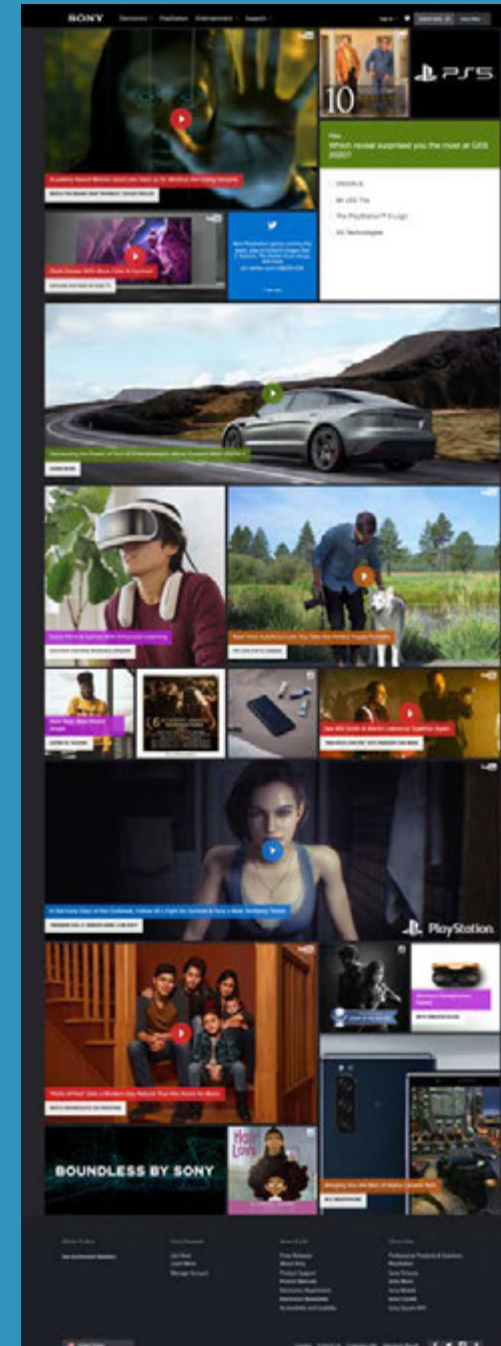
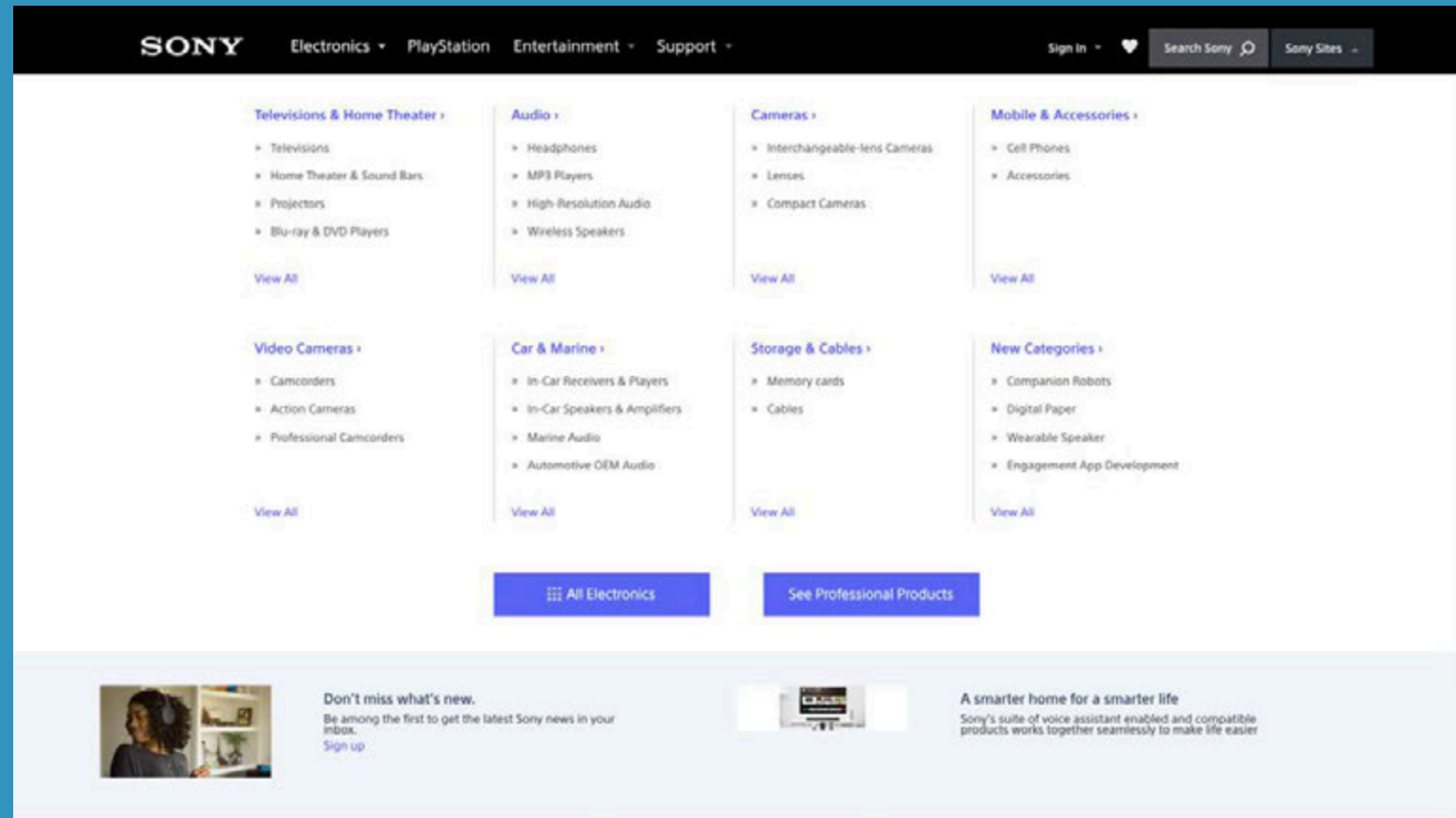
1973-now

Sony's logo evolution

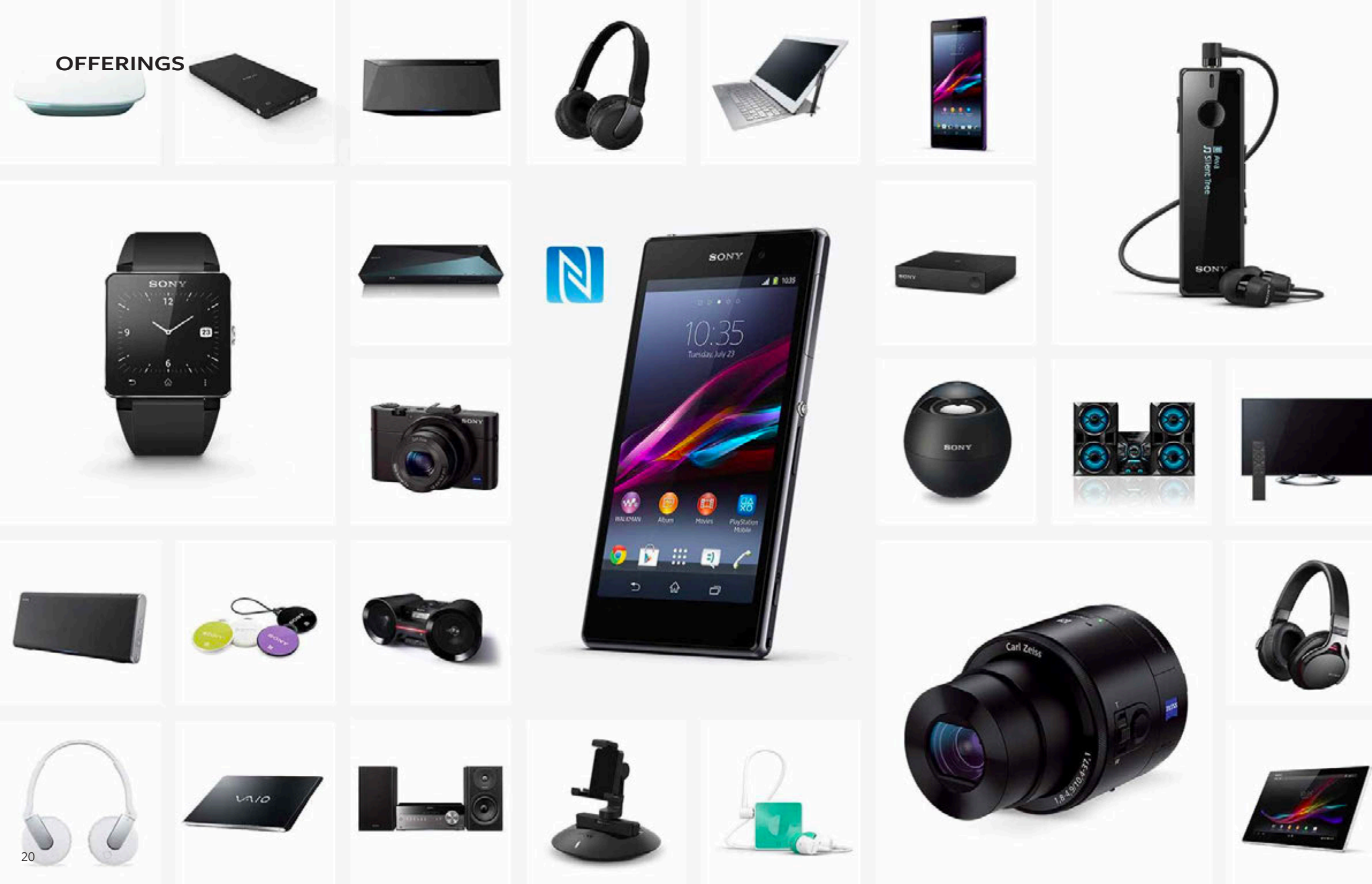


Sony's physical presence

Sony's digital presence includes social media, a standard consuming facing site, a digital store, a professional facing site, and a site highlighting the design behind Sony's products.



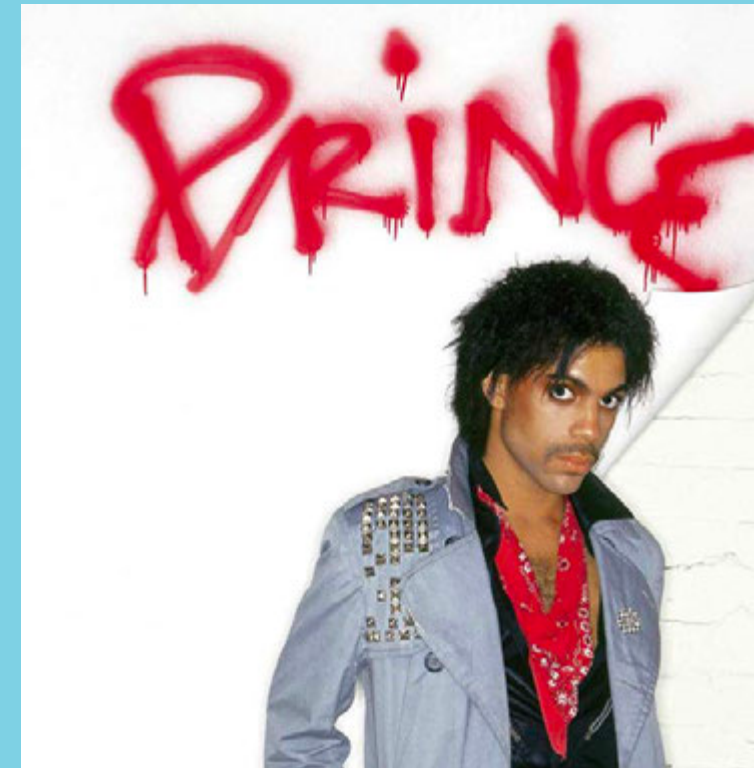
OFFERINGS



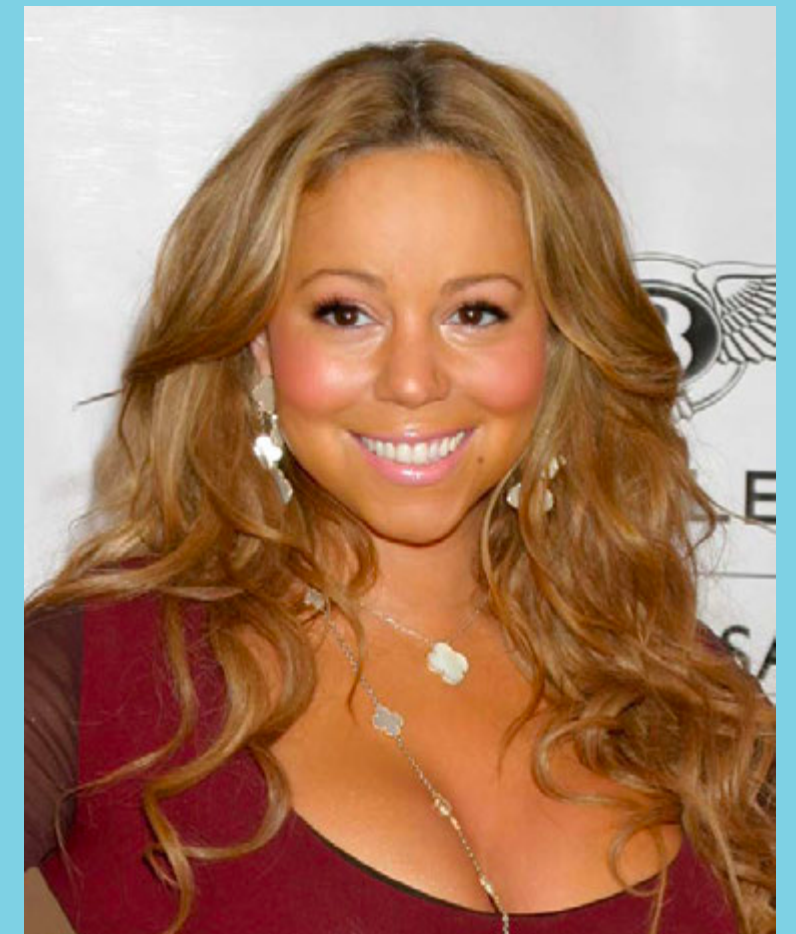
Sony offers a variety of personal electronics across every market in the electronics industry.

Not only does Sony offer personal electronics, but the offers movies across all genres through Sony Pictures entertainment.





Along with electronics and movies, Sony owns a record label and puts out music from big artists such as Beyoncé, Mariah Carey, Prince, Alan Walker, and Ricky Martin, to name a few.



Group Mark



SONY

House Marks



SONY




SONY

COMPUTER
ENTERTAINMENT®



SONY
PICTURES



SONY MUSIC



*Sony***Music**™



Sony Financial Holdings

A Sony rebrand presents the opportunity to unify all SBU's under a single mark, in order to bring the company closer overall.



SONY

BRAND GUIDE



LOGO SIZES

Large



SONY

Medium-Large



SONY

Medium



SONY

Small



SONY

Small



SONY

Medium



SONY

Medium-Large



SONY

Large

BRAND COLORS

Primary Colors

Arctic Gray

CMYK
64/54/53/25

RGB
91/94/95

HEX/HTML
#5B5E5E

Dark Teal

CMYK
88/52/40/16

RGB
33/97/118

HEX/HTML
#216176

Light Ice

CMYK
13/10/10/0

RGB
220/219/219

HEX/HTML
#DCDBDB

Accent Colors

Sky Blue

CMYK
76/28/15/0

RGB
49/149/188

HEX/HTML
#3195BC

Baby Blue

CMYK
46/0/9/0

RGB
128/210/228

HEX/HTML
#80D2E4

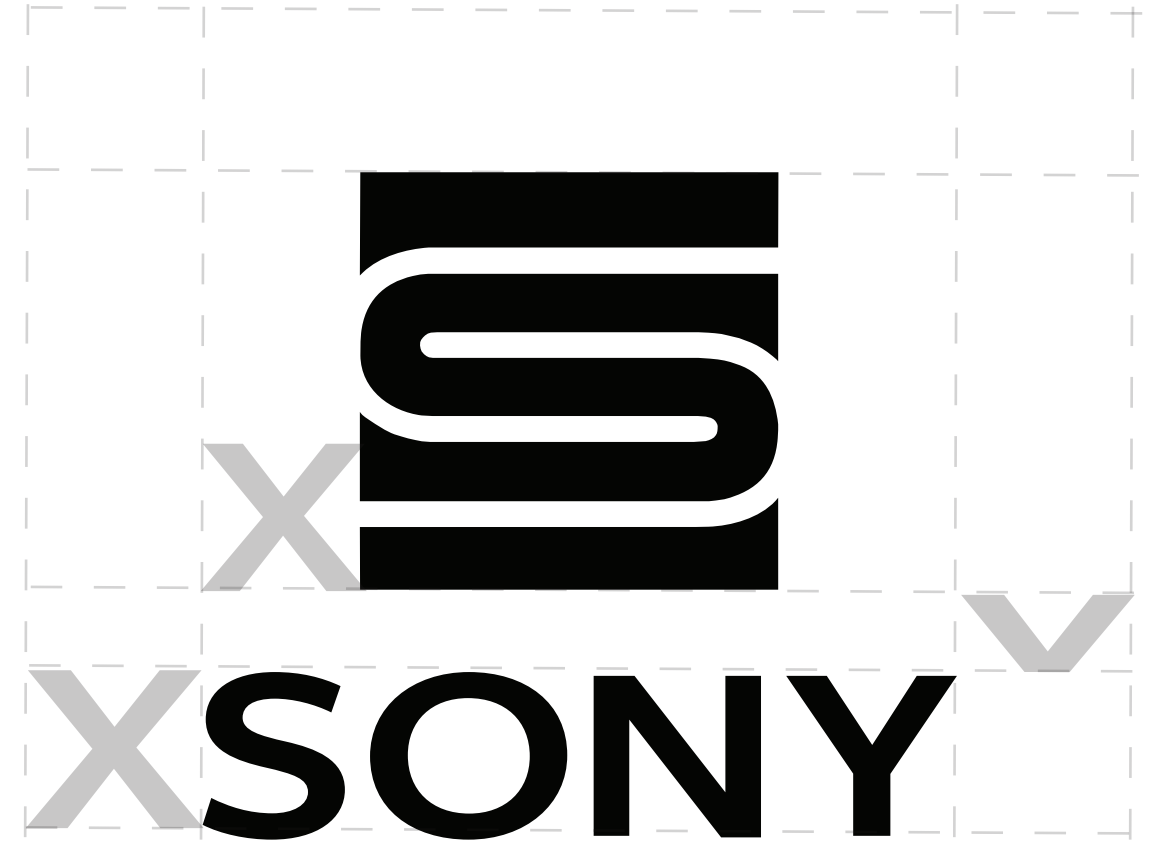
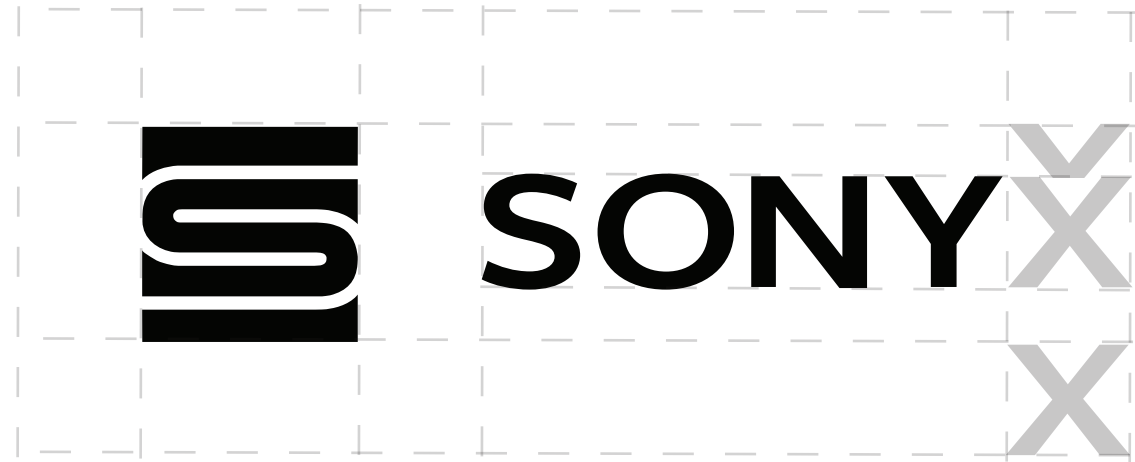
Typography

Use Arctic Gray for body copy and headlines, or Dark Teal for headlines on light backgrounds. Use Light Ice for body copy and headlines on light backgrounds.

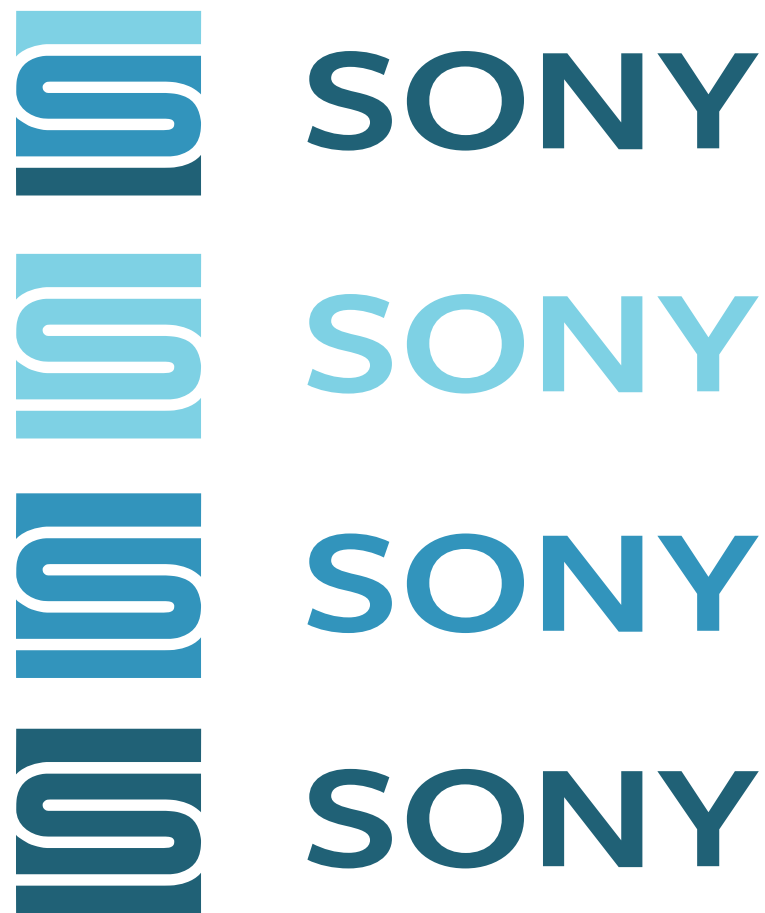
Accent Colors

Use one or both accent blues with the full color palette

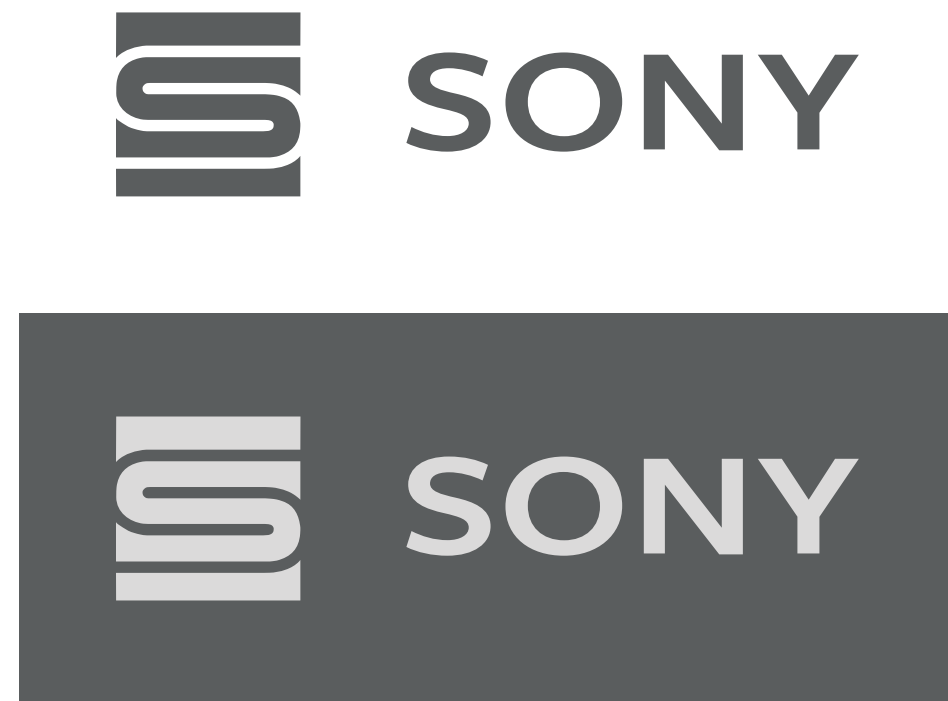
LOGO SPACE



APPROVED COLOR LOGOS

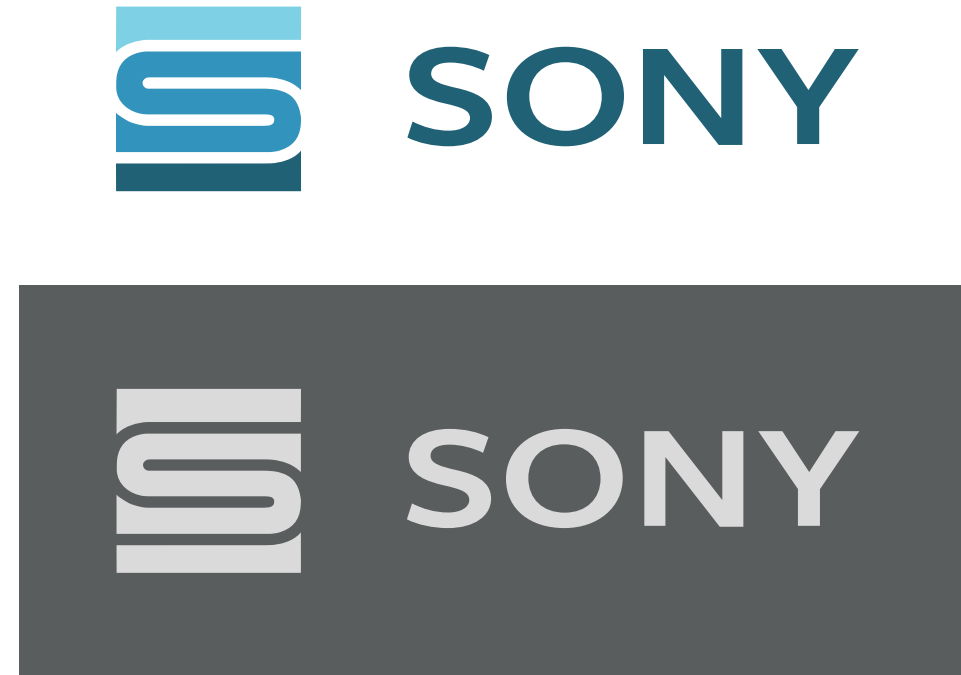


BLACK AND WHITE LOGOS

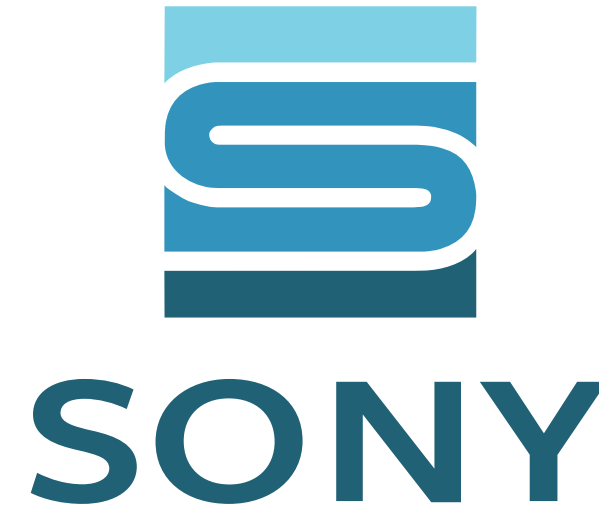


LOGOS FOR SIGNAGE

Full Logo



Full Logo Stacked



Wordmark



Icon



BRAND PATTERN



SONY



SONY



SONY



SONY



SONY



SONY



SONY



BRAND TYPEFACES

Headlines and Logo

FreightSans Pro Semibold (120% stretched)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Body Copy

FreightSans Pro Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

2.5 times body copy size

THIS IS A HEADLINE

1.5 times body copy size

This Is a Subheadline

This is body copy bacon ipsum dolor amet kevin shankle boudin alcatra kielbasa porchetta meatball spare ribs pig capicola cow burgdoggen bre-saola. Rump landjaeger cupim prosciutto. Shank filet mignon ribeye jowl. Pastrami t-bone meatloaf pork chop short ribs, hamburger shank pork belly burgdoggen landjaeger tri-tip venison ham hock shankle. Ground round alcatra bacon, cupim porchetta t-bone.

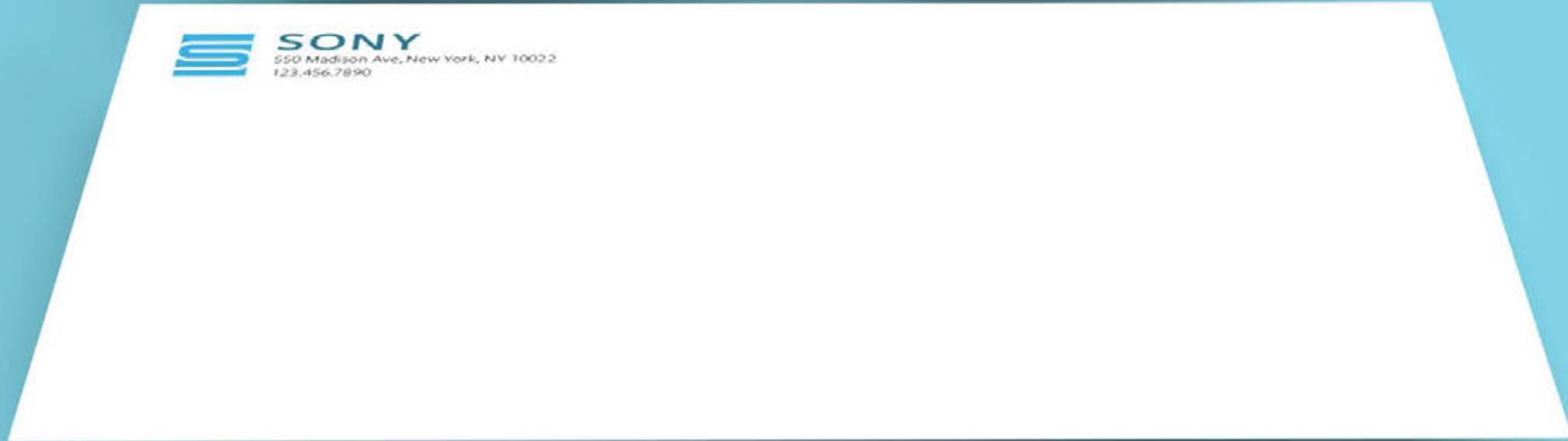
Kevin cow meatball tenderloin. Cow salami fatback, rump cupim prosciutto jerky. Ground round hamburger cow alcatra short ribs. Short ribs strip steak pork chop porchetta meatball, landjaeger filet mignon sirloin spare ribs ribeye pork ham.

MOCK UPS

STATIONARY SET

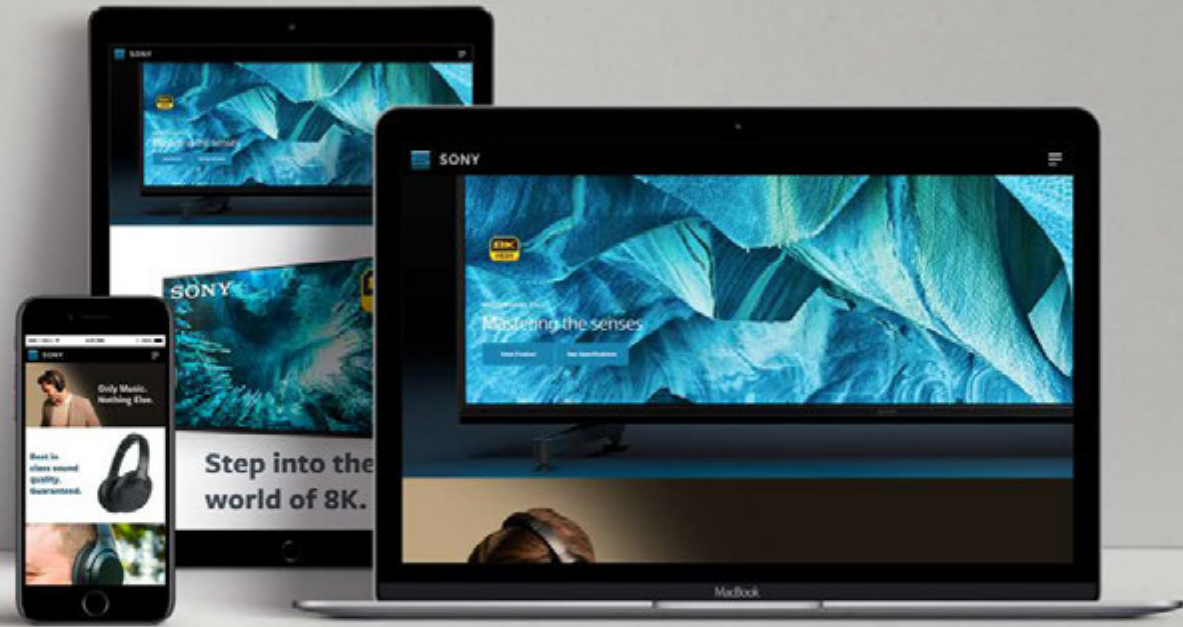


BUSINESS CARDS AND ENVELOPES



FOLDER AND LETTERHEAD







S **SONY**

TV PACKAGING



EMPLOYEE MERCH



SONY

New York,
experience
innovation.

SONY Square
25 Madison Avenue
New York, NY 10010

SONY

New York,
experience
innovation.

SONY Square
25 Madison Avenue
New York, NY 10010

SONY

New York,
experience
innovation.

SONY Square
25 Madison Avenue
New York, NY 10010

SONY

New York,
experience
innovation.

SONY Square
25 Madison Avenue
New York, NY 10010

ADVERTISING CAMPAIGN

Ready to
experience
INNOVATION?

Scan this.

 **SONY**

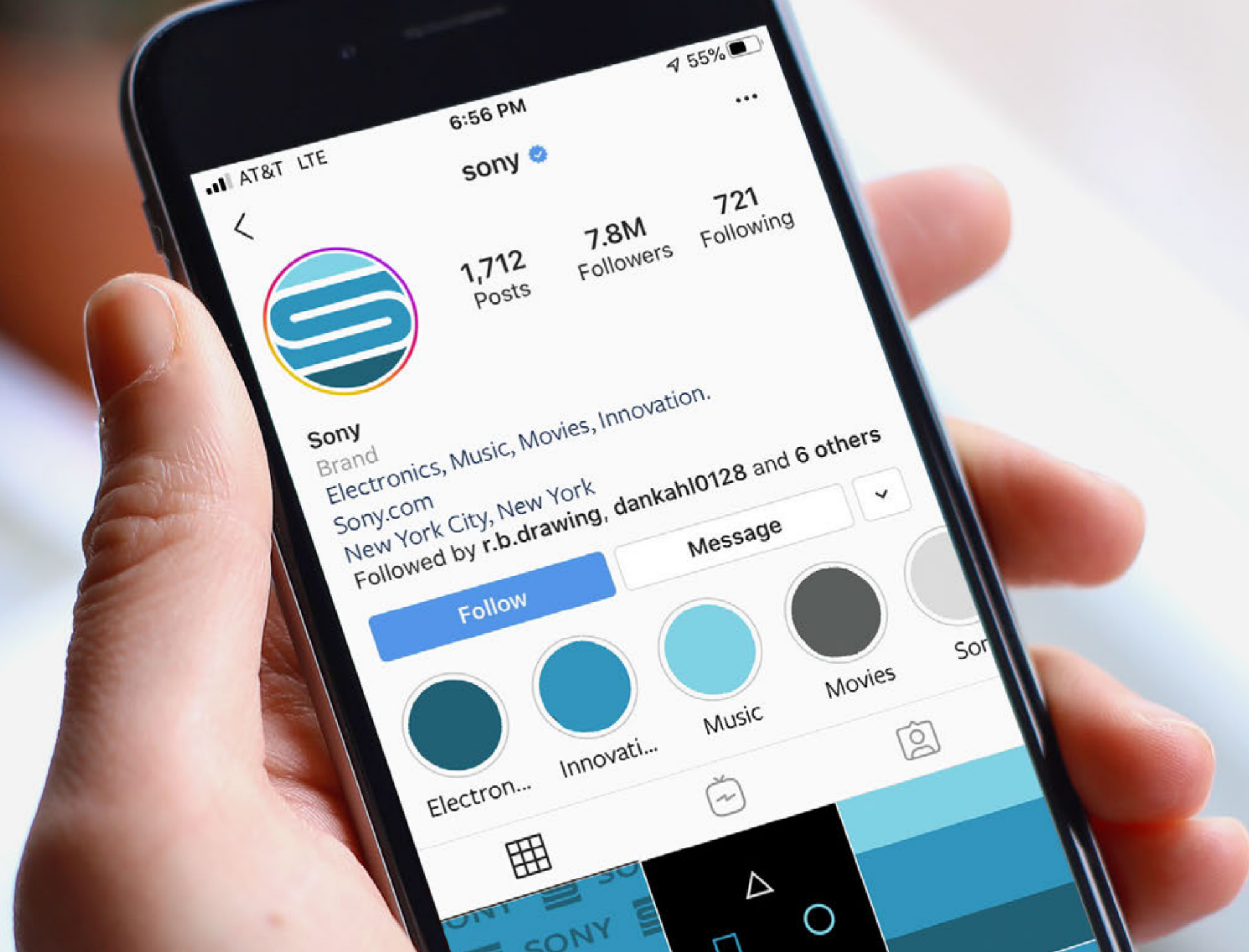
ADVERTISING INTERACTION



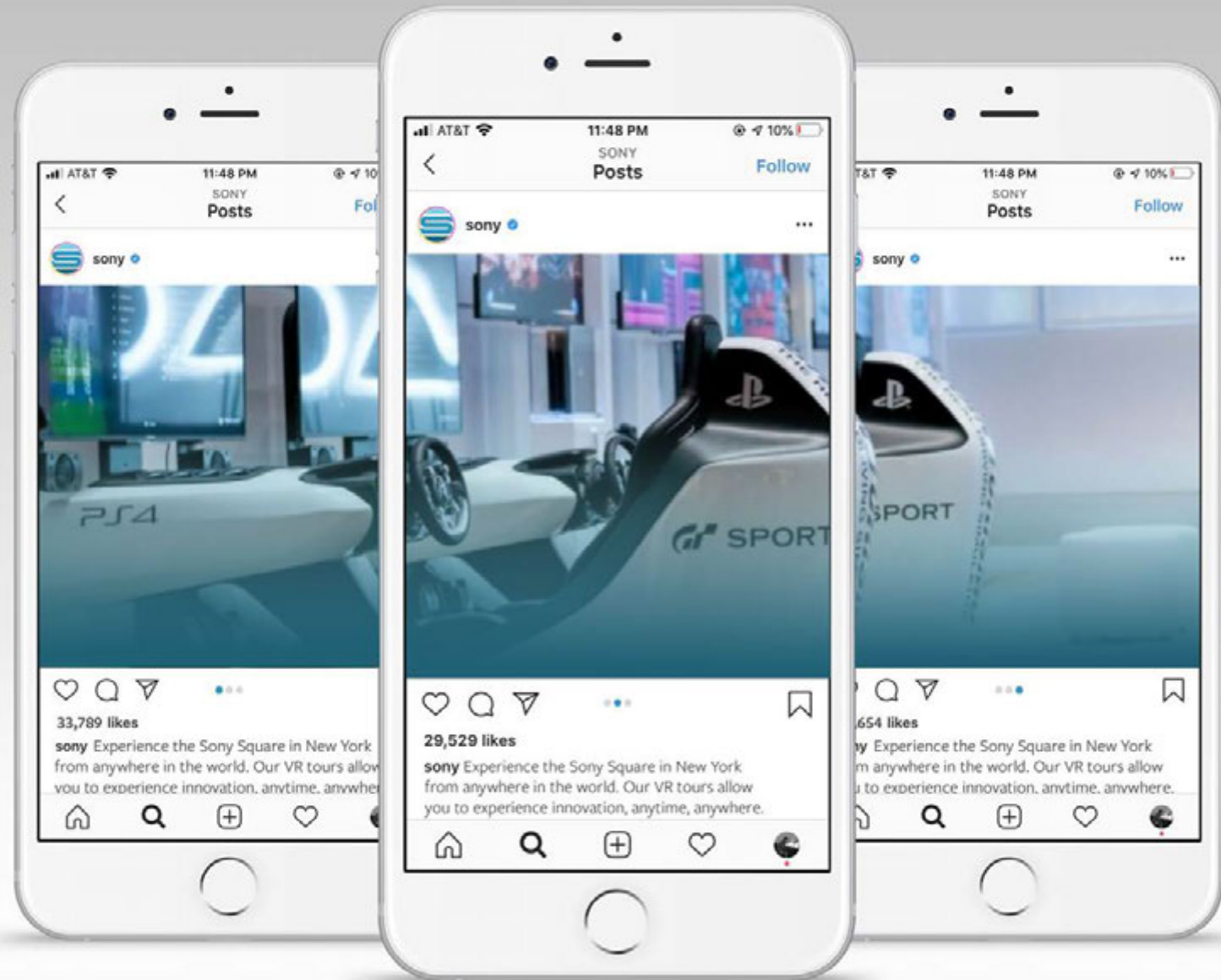
This interactive campaign gives consumers the chance to get a VR preview of the Sony Square, Sony's center for interaction. Here, consumers are able to interact with all of Sony's consumer electronics. When consumers see the new Sony billboards, they are able to take out their smartphones, scan the billboard, and open up the VR preview of the space and potential interactions they can have in the Sony Square.

SOCIAL MEDIA

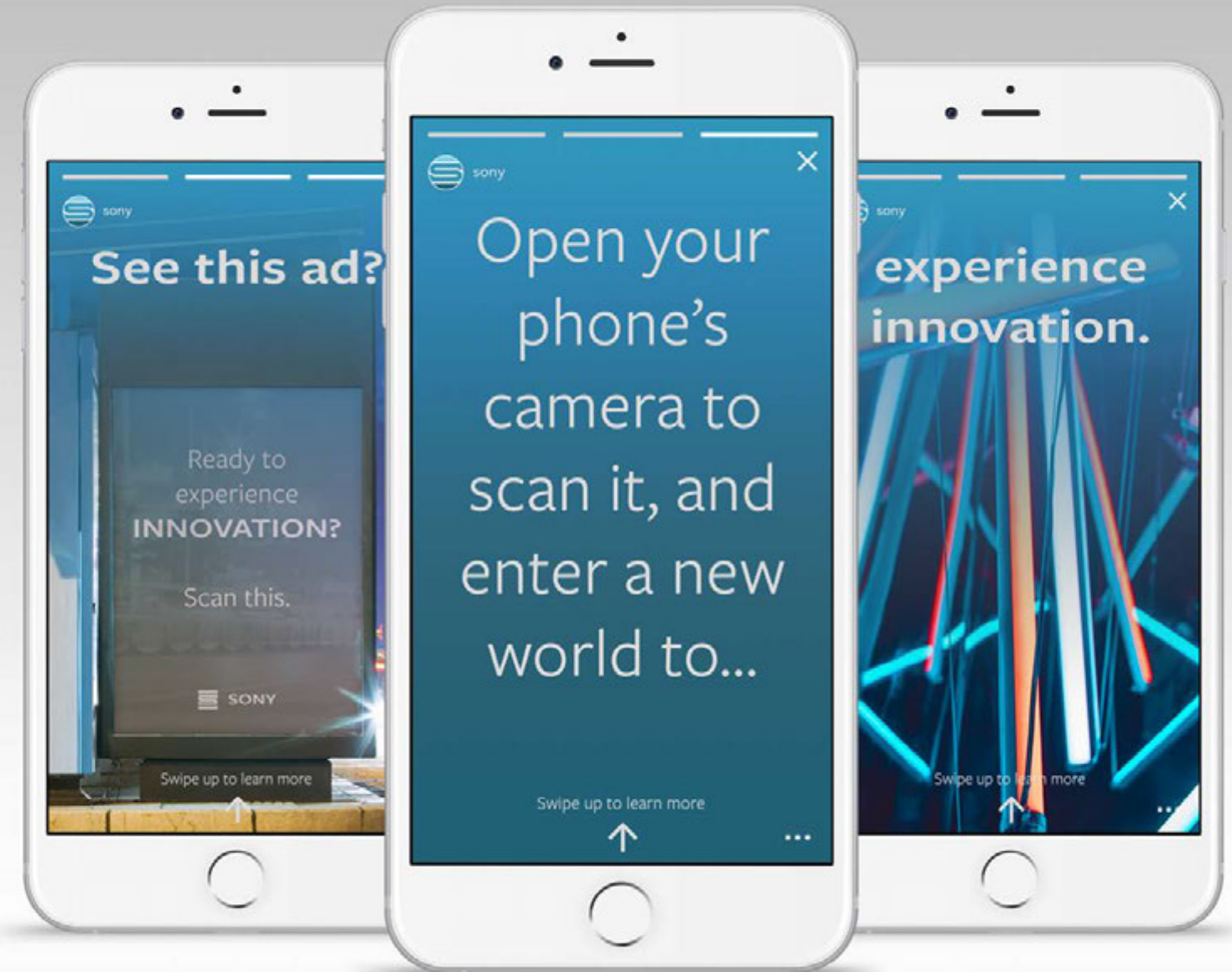




INSTAGRAM POSTS



INSTAGRAM STORIES



ABOUT THE DESIGNER

Dillon is currently a senior at the Savannah College of Art and Design in Atlanta. He's majoring in graphic design and minoring in business management and entrepreneurship, and have a real passion for both. Dillon took it upon himself to learn user experience design in conjunction with his major along with front end development outside of SCAD, and absolutely loves learning as much as he can. Dillon is always open to new opportunities and taking on challenges, and will do anything to make myself stand out among the masses.



