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Brand Identity of Sony:

Tagline: "Be Moved"



Logo: The Sony logo is a simple yet iconic design featuring the word "Sony" in a bold, modern font. The logo is usually displayed in black or white, symbolizing elegance and sophistication.

Color Palette: Sony's brand colors include black and white, which represent simplicity, professionalism, and innovation. These colors are often accented with pops of bright colors such as red, blue, and yellow to convey energy, creativity, and excitement.

Brand Values: Sony's brand identity is built on the core values of innovation, quality, and creativity. The company is known for its cutting-edge technology, high-quality products, and commitment to pushing boundaries in the world of electronics and entertainment.

Brand Personality: Sony is perceived as a visionary brand that is constantly evolving and adapting to meet the needs of a dynamic market. The brand exudes creativity, passion, and a sense of adventure, appealing to consumers who are looking for products that inspire and empower them.

Brand Voice: Sony's communication style is sleek, sophisticated, and forward-thinking. The brand speaks with authority and confidence, while also being approachable and engaging. Sony's messaging is focused on inspiring customers to "Be Moved" by the possibilities of technology and entertainment.

Overall, Sony's brand identity is synonymous with innovation, quality, and creativity. The brand's commitment to pushing boundaries and delivering exceptional products and experiences has solidified its position as a global leader in the electronics and entertainment industry.