SONY
make.believe

Sony Group Brand Message
make.believe
Concept and Usage Guidelines

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Issued by:
Group Marketing Communication Department
Global Marketing Division
Sony Corporation

Some see things as they are and ask, why?

We dream things that never were and ask, why not?

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Believe that anything you can imagine, you can make real.

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make.believe is the Sony Group Brand Message.

make.believe will unite our communication efforts and provide a single face to convey the role of Sony to the world. This will reignite the brand and inspire people about the magic of Sony.

make.believe symbolizes the spirit of our brand. It stands for the power of our creativity, our ability to turn ideas into reality and the belief that anything we can imagine, we can make real.

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Section 1 • The Meaning of **make.believe**

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In 1946, Masaru Ibuka and Akio Morita founded Sony on the shared belief that if they worked together, they could make their ideas a reality.

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From that initial spark followed
decades of innovations
that have transformed people's
lives everywhere.

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Today, the Sony brand reaches across continents and cultures, and continues to change how people experience the world through motion pictures, music, games, mobile phones and electronics.

Sony Group Brand Message **make.believe** Concept and Usage Guidelines | Confidential | Image provided by NASA
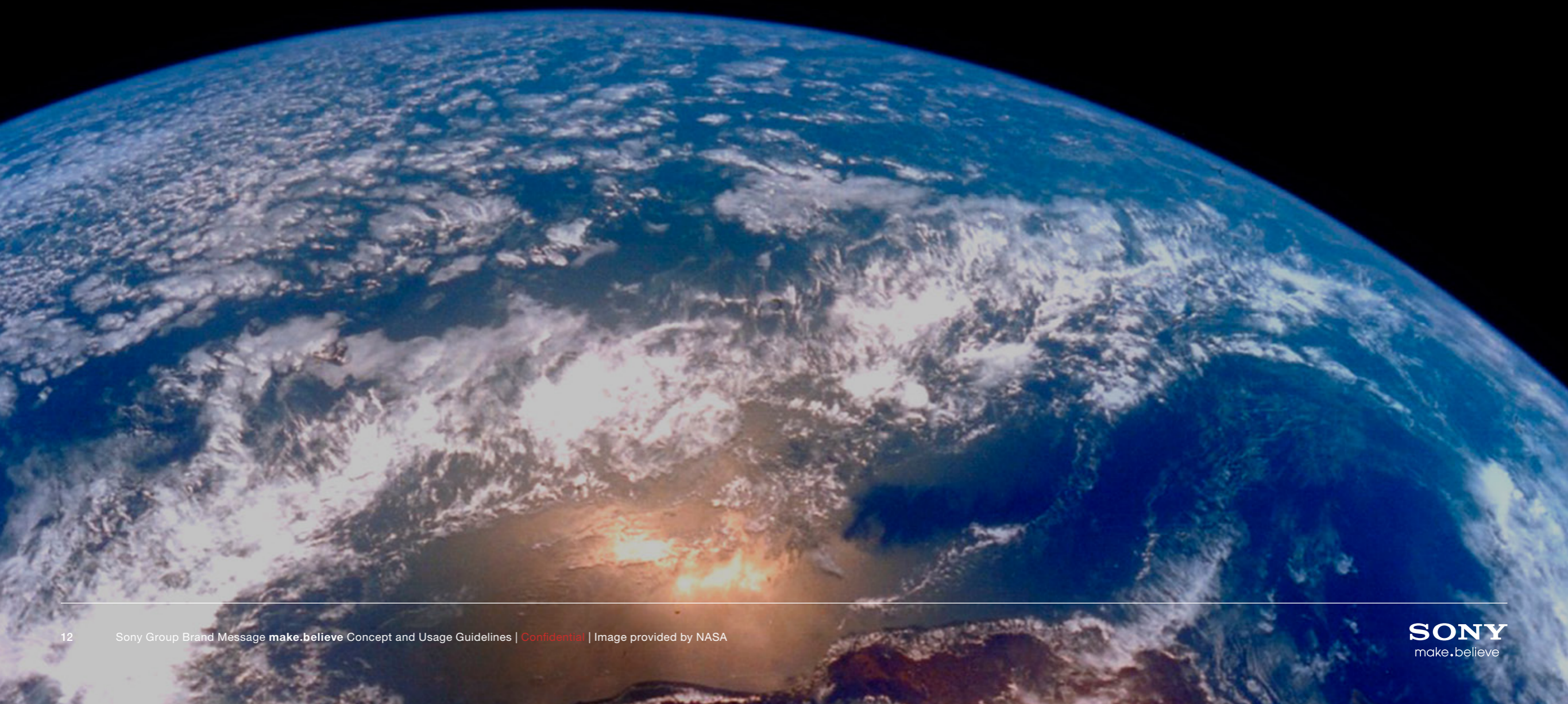
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Whether it's a song in an artist's head,
a director's vision, or a picture you'd like
to capture, Sony supplies the tools that
help people make their ideas a reality.

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"Sony is a technology company with an intimate understanding of the creative possibilities of content. Sony is a content company with an intuitive grasp of technology. No other company has both."

Sir Howard Stringer, Chairman, President and CEO

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The duality of entertainment and electronics inspires our creativity and enables us to make imagination real.

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Action
Do
Build
Design

make.believe

Spirit
Think
Imagine
Dream

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The Meaning of the Dot:

make.believe

The dot that links make and believe is the place where imagination and reality collide. It's the point of ignition that transcends reality. The dot is the role of Sony.

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make.believe unites:

Designers —— and —— Engineers

Hardware —— and —— Software

Electronics —— and —— Entertainment

Sony —— and —— Consumers

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Believe that curiosity is the key to creativity.

Believe that anything you can imagine, you can make real.

The **make.believe** mantra

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Section 2 • Application of
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2.1 Why We Made These Guidelines

The purpose of these guidelines is to develop a shared awareness of **make.believe** and explain its meaning and correct usage.

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2.2 Who Should Use These Guidelines

make.believe is the Sony Group Brand Message to be used by Sony group companies in Electronics & Networked Services Business (including So-net) and Entertainment Business which contain the name Sony in their tradenames (company names) and those companies authorized to use the brand message by the CEO of Sony Corporation (must be a company of which Sony Corporation's direct or indirect ownership is no less than 50%). Joint Venture Companies are not included except Sony Ericsson. As for Sony group companies of which Sony Corporation's direct or indirect ownership is less than 100% (but no less than 50%), a license agreement will be executed separately to allow the use of the Sony Group Brand Message and other relevant logos and trademarks owned by Sony Corporation.

The Sony group companies are responsible for the correct usage of the **make.believe** message and logo. These guidelines were created to explain the correct usage of **make.believe** to all of our employees who are involved in corporate and marketing communications.

Not all examples and instances will be represented in these guidelines. If you have any questions, please contact the **make.believe** Project Office. (see page 54)

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2.3 Permitted Usage of **make.believe**

When using the Composite Logo, it should be locked up with the Sony logotype. When used by Sony Ericsson, the **make.believe** logo should be locked up with the Sony Ericsson logo. The **make.believe** guidelines for Sony Ericsson will be supplied by Sony Ericsson.

In these guidelines, the locked-up visual is called the Composite Logo.

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| Electronics & Networked Services | Pictures | Music |

Sony Ericsson
make.believe
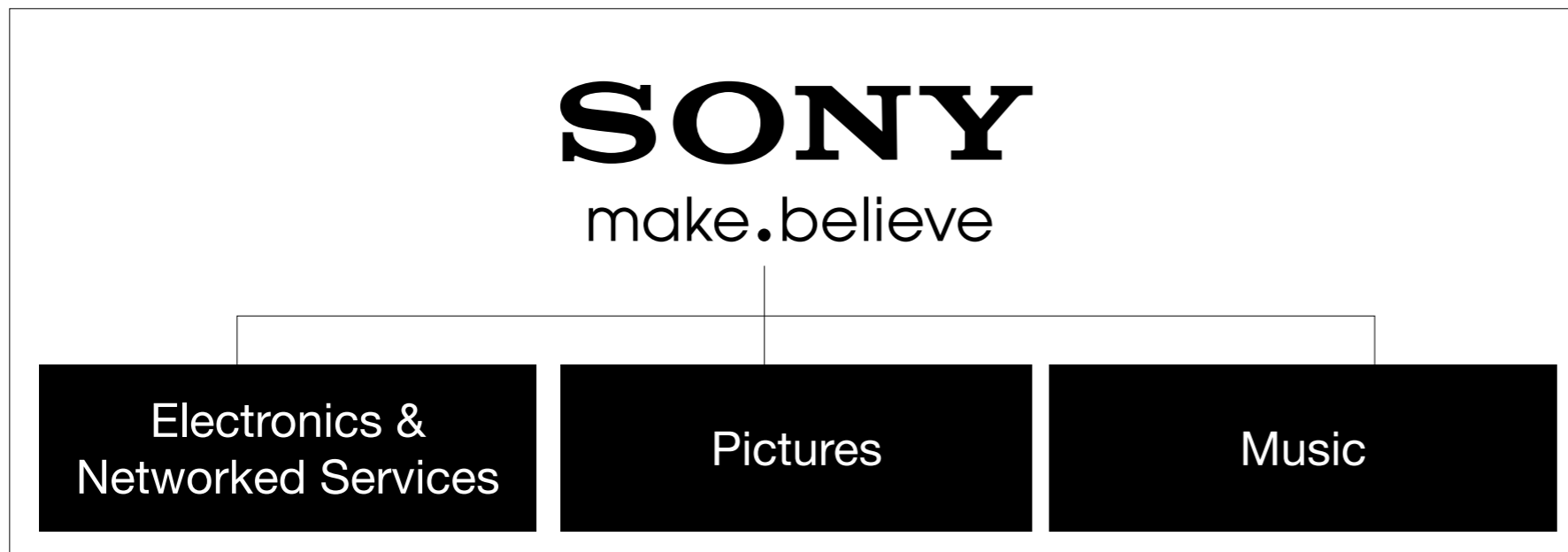
For these businesses, the Composite Logo should be used on all communications.

Sony Ericsson is the only instance where **make.believe** can be locked up with a logo that is not the Sony logotype.

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The chart below shows the permitted usage of the Composite Logo. The Composite Logo is mandatory to be used in marketing communication and corporate communication activities for Electronics & Networked Services Business (including So-net) and

Entertainment Business. Its use is recommended on contents products (e.g., motion pictures), packaging (hardware and content) and start-up screens (hardware). Business decisions on such recommended uses should be made by each business unit (company).

The Composite Logo is not required when there is a business conflict with third parties, upon approval by the **make.believe** project office.

Use of the Composite Logo is not permitted on building signs, ID cards, business cards and hardware and application software itself.

Usage of Composite Logo	Mandatory	Recommended	Not Permitted
Corporate	Corporate Communications Examples: Activities & Materials of CSR, Environment, HR, Technological Development, IR		Building Signs ID Cards Business Cards
Marketing Communication	Above the Line Examples: TV, Cinema, Newspapers, Magazine, Billboard, Internet Below the Line Examples: Company Website, POP, Novelty, Campaign Package, In-carton Promotion Materials, Activities & Materials of Retail, Events, PR, Sponsorship, Showroom, Location Branding		
Products & Services		Content Products (e.g., motion pictures) Packaging (hardware and content) Start-Up Screen (hardware)	Hardware Application Software

Please note that third parties (such as dealers) are not allowed to use the Composite Logo. Third parties should use materials for the storefront including the Composite Logo provided by Sony group companies.

Application guidelines, for recommended usage such as on content, packaging, start-up screen, etc., will be established separately.

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2.4 Permitted Usage of **make.believe** in Application Guidelines

The headquarters of each business group (company), i.e., Sony Corporation, Sony Computer Entertainment Inc., Sony Music Entertainment, Sony Music Entertainment (Japan) Inc., So-net Entertainment Corporation, Sony Pictures Entertainment Inc., and Sony Ericsson Mobile Communications AB will be responsible for establishing guidelines for the application of **make.believe**.

All such guidelines, including how it may be used in marketing communications, content products, packaging, start-up screens, etc., will be established separately by each of the above companies under the supervision of the **make.believe** Project Office and shall receive the approval of Sony Corporation (including the Composite Logo of the Sony Ericsson logo and **make.believe** logo).

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Section 3 • Usage of the Composite Logo

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Proper Form and Size of the Composite Logo

The Composite Logo is a fixed graphical element and must always be displayed in the correct form.

Correct Form:

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The Composite Logo height must not be displayed less than 5mm in print, or 24 pixels on-screen.

Minimum Size for Print:

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make.believe   h = 5mm

Minimum Size for Screen:

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make.believe   h = 24 pixels

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3.2 Isolation Zone of the Composite Logo

The Composite Logo should always be displayed clearly and conspicuously against a carefully selected background so that its impact is not reduced. Leaving ample space around the logo (the isolation zone) which is free of any other elements ensures the kind of impact Sony wishes the logo to maintain. Only the Composite Logo data provided by Sony Corporation should be used. The Composite Logo can be downloaded from the Sony Group Brand Message Project Site:
http://makedotbelievepj.sony.net

DO
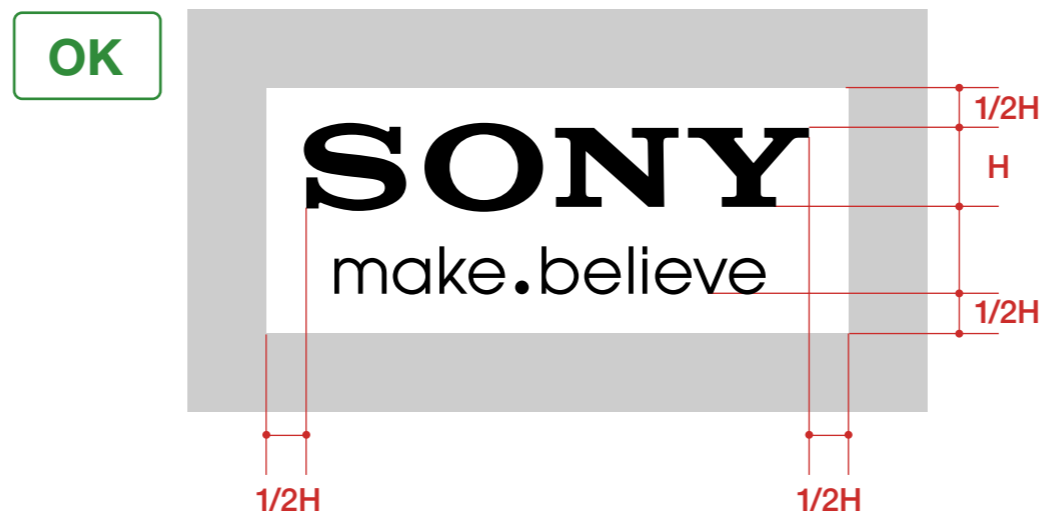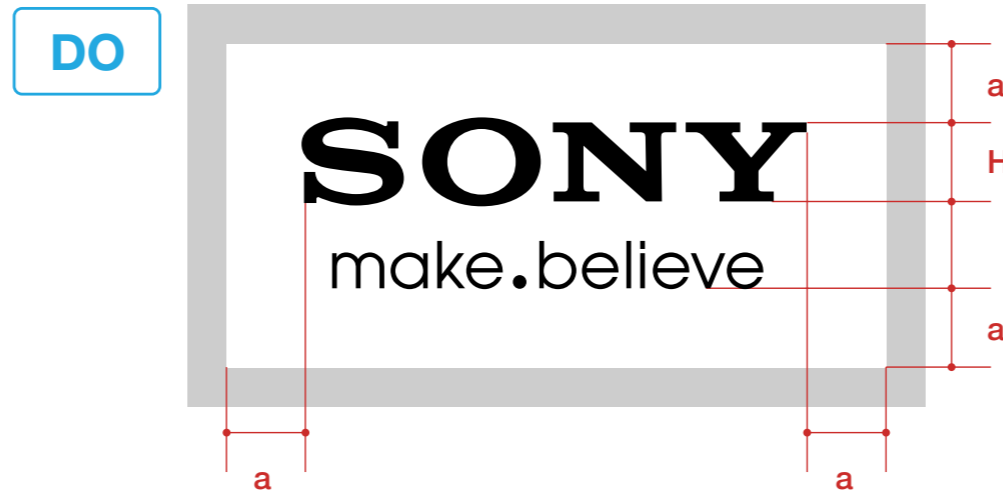
a ≥ H

The isolation zone (the white area in the illustration), in which text graphics or other elements may not intrude, must be as wide as or wider than the height (H) of the Sony logotype.

OK

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

USE THIS CONFIGURATION ONLY IF ABSOLUTELY NECESSARY.

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Color and Background of the Composite Logo

The Composite Logo should never be placed on a busy background that may interfere with legibility. The Composite Logo should always be displayed in white on a dark background or in black on a light-colored background.

Incorrect Usage of Color and Background:

White Logo on a Dark Background

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Black Logo on a Light Background

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Do not use designs or patterns that weaken the impact of the Composite Logo, as a background or around the Sony logotype, even if the isolation zone is kept.

Do not display the Composite Logo against a background that reduces its clarity.

Do not use any graphics in the dual element* motif as a background when displaying the Composite Logo either as a still or Motion Logo.
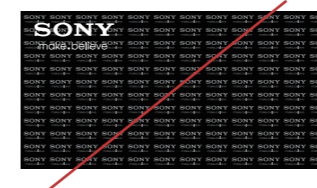
Do not use the Composite Logo as a background pattern.

Do not display the Composite Logo in colors other than black or white (negative display).

Do not place the dual element* as a background when displaying the Composite Logo in still form.

*Please see page 47 for information on the dual element

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Do not stretch.
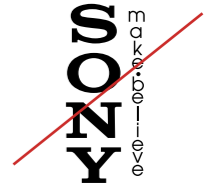
Do not condense.

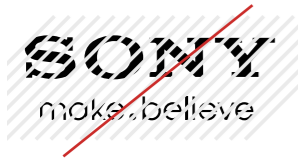Do not italicize.

Do not reduce the letterspacing.

Do not increase the letterspacing.

Do not twist.

Do not set the individual letters vertically.

Do not use a dotted or striped screen.

Do not outline.

Do not apply 3-D effects or a drop shadow.

Do not set the letters in an arc.

Do not set the letters at an angle.

Do not use any other typeface.

Do not change the space between the Sony logotype and **make.believe**.

Do not combine with any other element or shape.

Do not combine **make.believe** with other logos.

Never combine the **make.believe** logo with other elements

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3.5 **make.believe** Trademark Notice

When using the Composite Logo on corporate communication and marketing communication, the following notice must be clearly indicated in at least one place.

Example:

"SONY" and "make.believe" are trademarks of Sony Corporation.

When using the **make.believe** in a regular typeface, it should be enclosed in double quotation " ", or displayed in bold to prevent it from being a generic term, wherever it may be displayed.

Example:

make.believe   "make.believe"

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make.believe should be
read as "make—dot—believe"

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Section 4 • Using the Composite Logo in Print Media and Websites

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Using the Composite Logo in Print Media

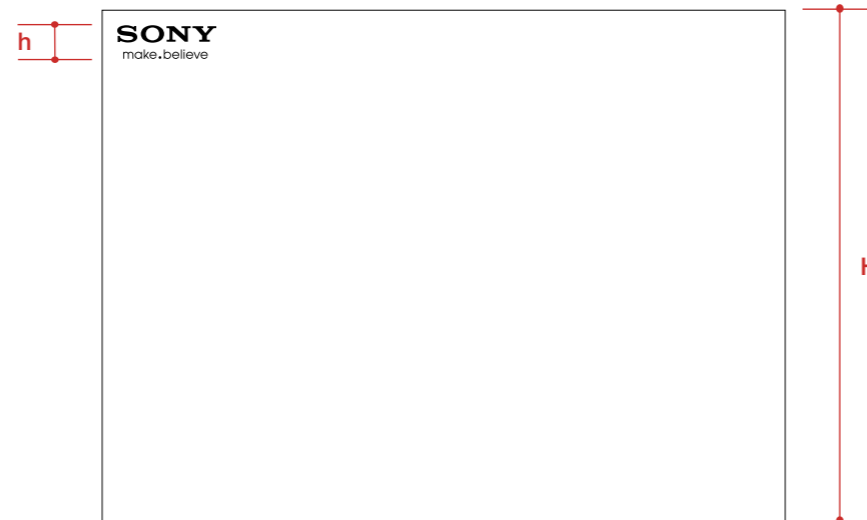## ELECTRONICS & NETWORKED SERVICES BUSINESS EXCLUDING SCE

When displaying the Composite Logo in print media (newspapers, magazines, outdoor, flyers, etc.), it must be placed in the top left corner of the page.

The size of the Composite Logo should be as shown in the diagram below.

Portrait Print Example
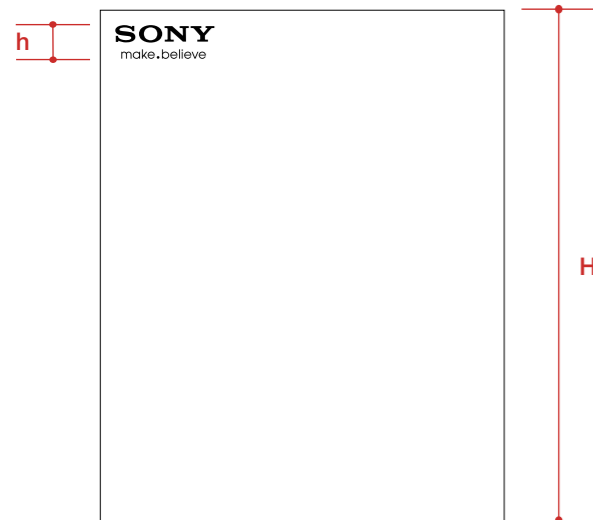
Landscape Print Example

Formula for Determining Composite Logo Height:

$$0.05 \times H = h$$

Strip Heights for Common Portrait Sizes:

format	format size	height of the Composite Logo
A0	H1189mm × W841mm	60mm
A2	H594mm × W420mm	30mm
A4	H297mm × W210mm	15mm
Letter	H11" x W8.5"	.55"
Tabloid	H17" x W11"	.85"

Logo Heights for Common Landscape Sizes:

format	format size	height of the Composite Logo
A0	H841mm x W1189mm	43mm
A2	H420mm × W594mm	21mm
A4	H210mm × W297mm	11mm
Letter	H8.5" x W11"	.45"
Tabloid	H11" x W17"	.55"

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When placing the Composite Logo in the upper-left corner, the distance from the edge (a) should always be equal to or greater than the height of the Sony logotype (H).

a

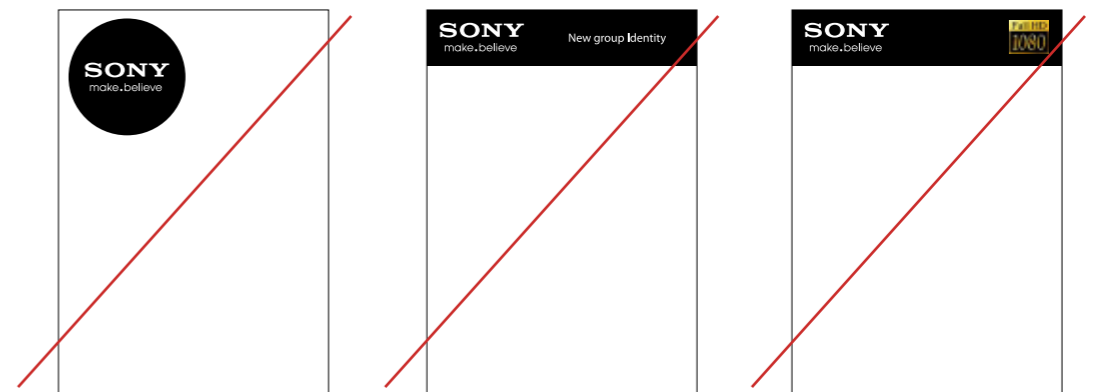a

H

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a ≧ H
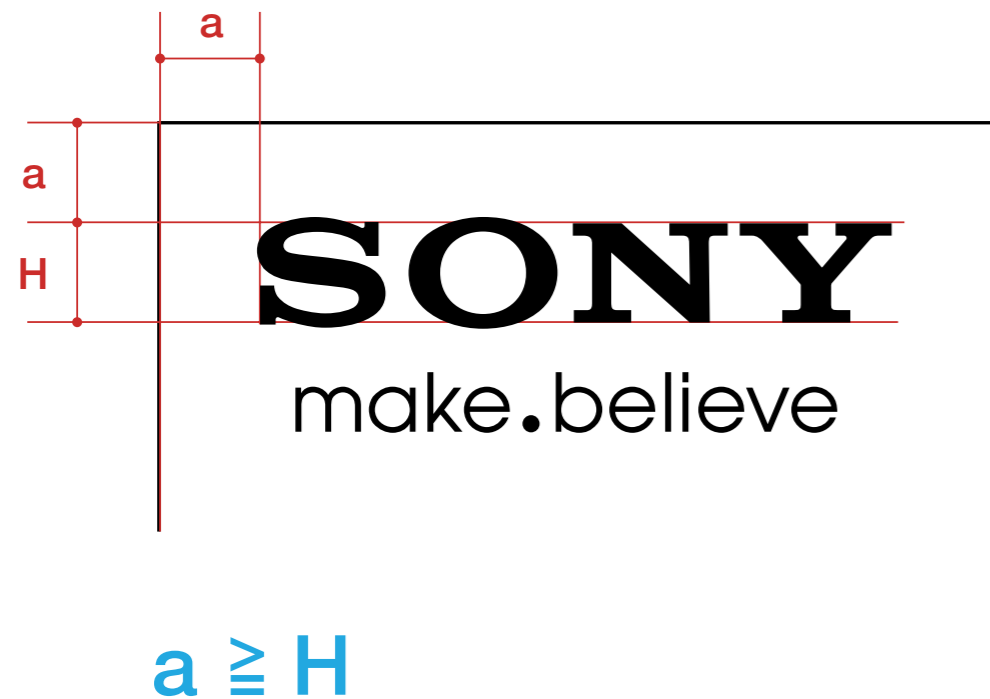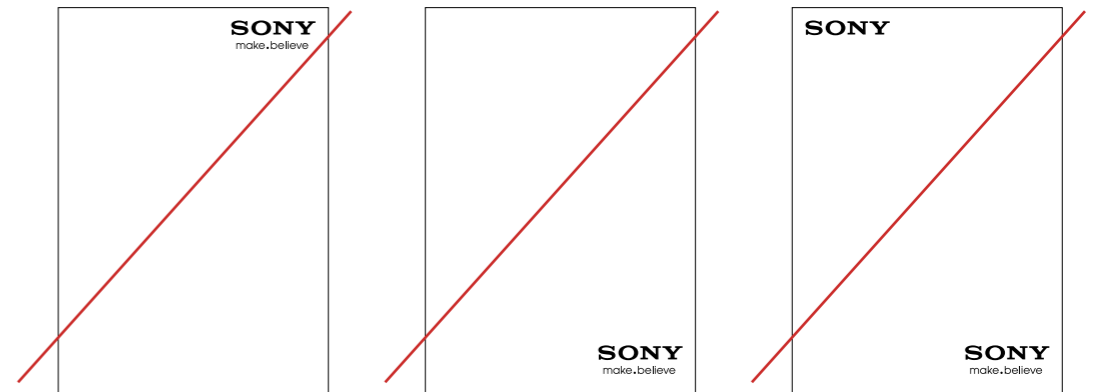
Do not place the Composite Logo in any corner other than in the upper-left.

Do not place the Composite Logo together with the Sony logotype in a single page.

Do not combine the Composite Logo with any other graphic element.

If you have the black strip in the header, do not place any elements other than the Sony Group Brand Message related elements such as the Composite logo, a line from Mantra, link to **make.believe** related content to be made in the future, etc.

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4.2 Using the Composite Logo in Print Media

When displaying the Composite Logo in print media (newspapers, magazines, outdoor, flyers, etc.), it should be placed on the bottom right corner in the black footer strip. The black strip contains only Sony Group Brand Message related elements (example: a line from the Mantra, a URL for **make.believe** related content to be made in the future, etc).

Formula for Determining Strip Height:

$$0.06 \times H = h$$

Portrait Print Example

Landscape Print Example

Strip Heights for Common Portrait Sizes:

format	format size	height of the black strip
A0	H1189mm × W841mm	72mm
A2	H594mm × W420mm	36mm
A4	H297mm × W210mm	18mm
Letter	H11" x W8.5"	0.7"
Tabloid	H17" x W11"	1.2"

Strip Heights for Common Landscape Sizes:

format	format size	height of the black strip
A0	H841mm x W1189mm	51mm
A2	H420mm × W594mm	26mm
A4	H210mm × W297mm	13mm
Letter	H8.5" x W11"	0.5"
Tabloid	H11" x W17"	0.7"

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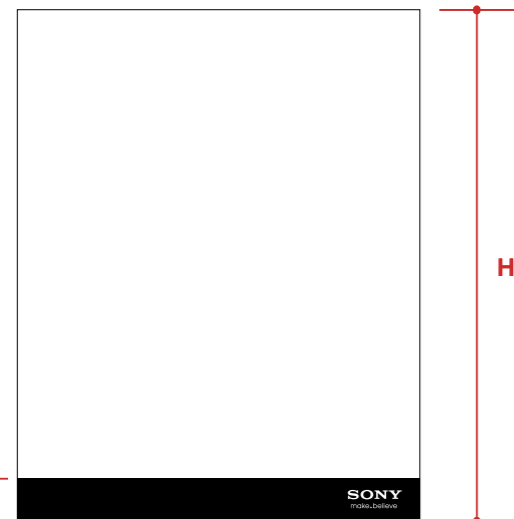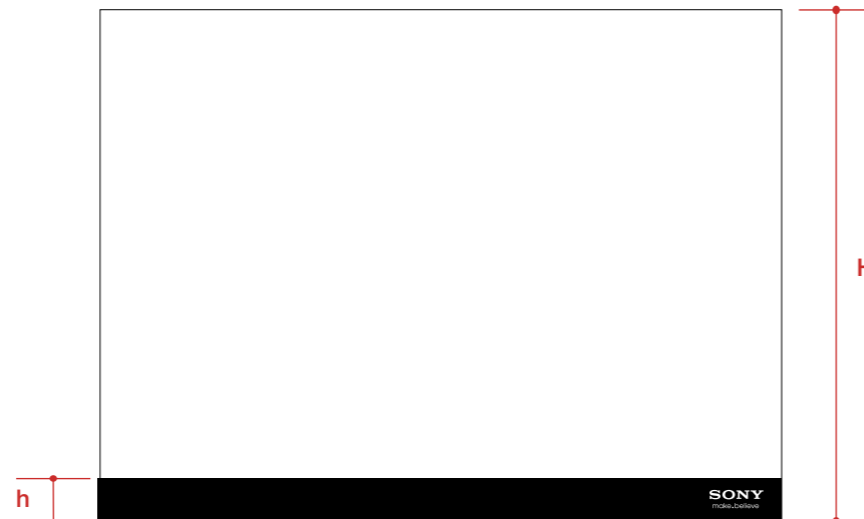
When placing the Composite Logo in the black footer strip, use the distances shown in the diagram below.

2H

1.6H

H

1.5H

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When building communication materials, each company should always display their designated housemark or business brand logo to indicate the origin of the advertising. Please carefully observe your respective guidelines for the display and usage of your housemark or business brand logo. The Sony logotype is not to be used independently.
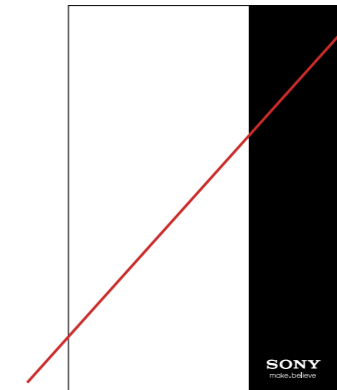
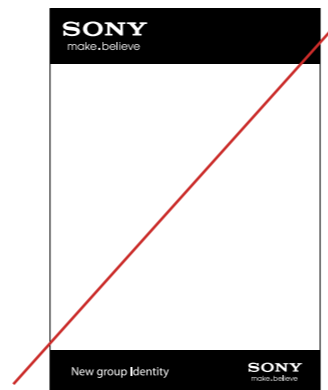Incorrect Usage of Composite Logo in Print Media:
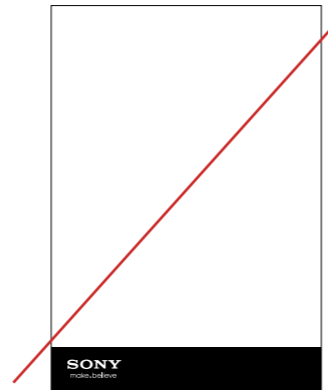
Do not place the Composite Logo anywhere other than in the right corner of the black footer strip.
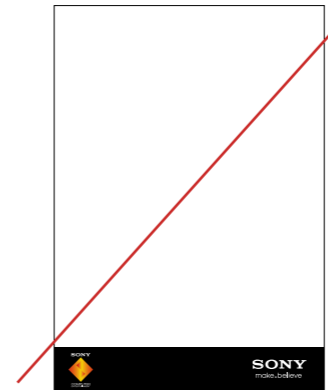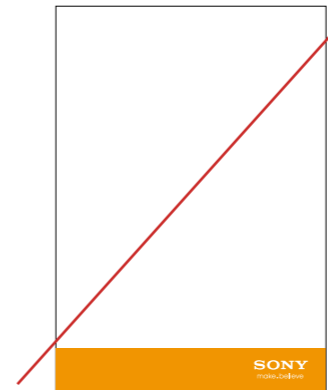
Do not place any elements such as a company logo in the black footer strip except for the Sony Group Brand Message related element.
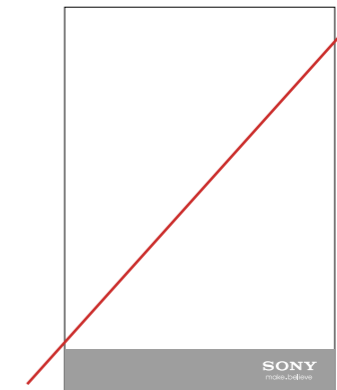
Do not place a black strip vertically.

Do not put two Composite Logos or black strips on a single page.

Do not change the color of the black footer strip to anything other than black.

Do not make the black footer strip transparent.

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4.3 Using the Composite Logo on Websites

On the Sony group company website header, the Composite Logo must be displayed in the left side of the header.

The minimum height of the header area should be more than 65 pixels.

When using a header, the Composite Logo must be displayed in white on a black background.

1.5H   100px   1.5H   Utility Area

H
H
H

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Minimum Height (65px)

Content Width

Browser Frame

Browser Frame

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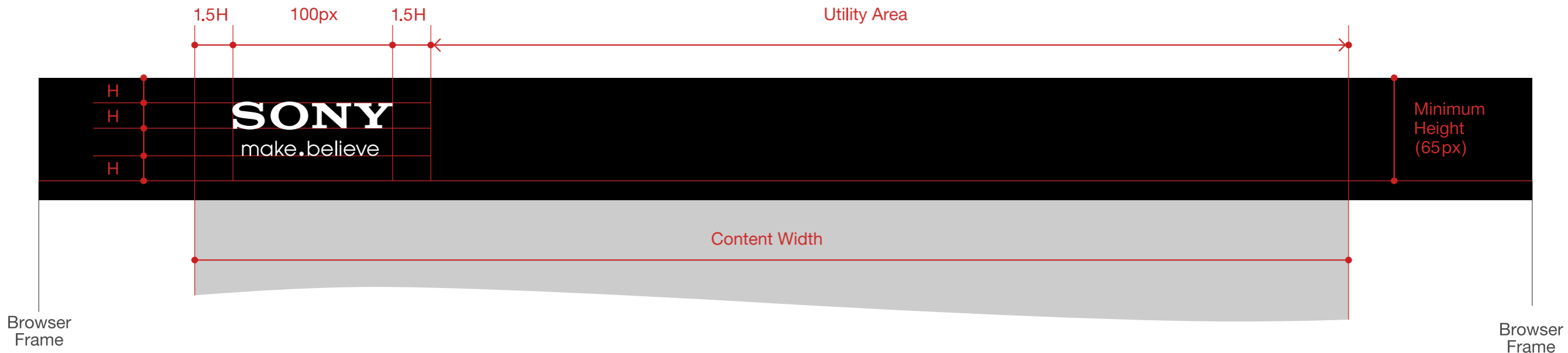
Header Background :
Background color : #000000 (black)
Minimum Height : 65 pixels

The Utility Area
The utility area is the space in the header outside the space for the Composite Logo and its isolation zone. The utility area contains utilities like a shopping basket, call information, on-site search, site map, help guide, contact information a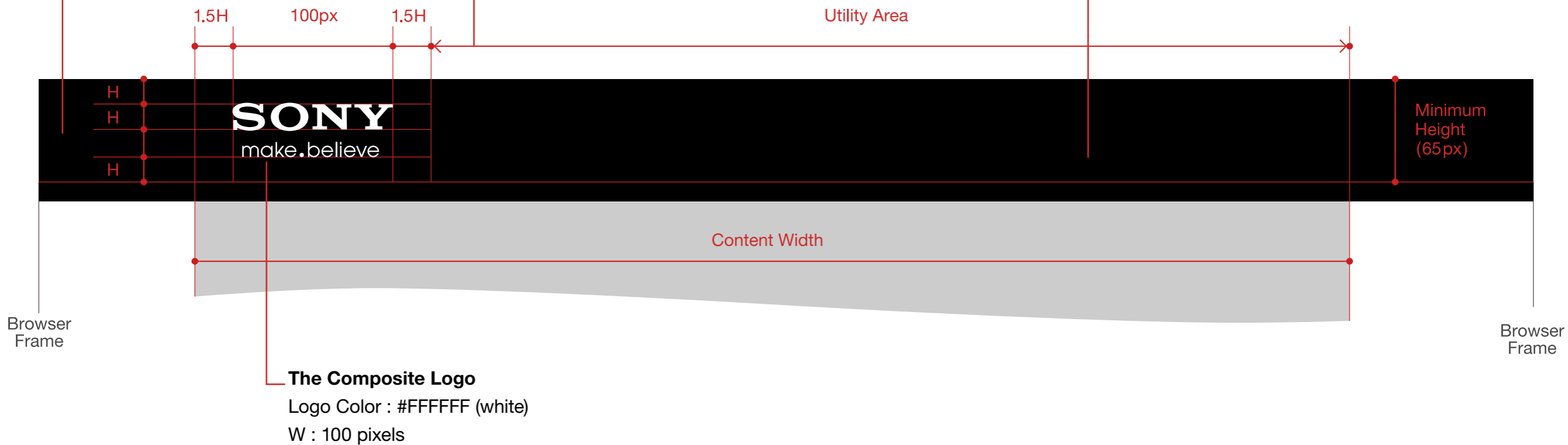nd Sony Group Brand Message related elements (e.g., Mantra, link to **make.believe** related content made in the future, etc.). It can also contain navigation and campaign-related items.

The Utility Area Color
The utility area must be black, and letters in utility area must be white except for on-mouse and on-click. Accent color can be used for icons in the utility area, but the ratio of color in the utility area should be limited to approximately 10% except for on-mouse and on-click.

1.5H   100px   1.5H

Utility Area

H
H

H

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Minimum
Height
(65px)

Content Width

Browser
Frame

Browser
Frame

The Composite Logo
Logo Color : #FFFFFF (white)
W : 100 pixels

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Incorrect Usage of the Composite Logo in the Header:

Don't

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Do not use any color other than black.

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Do not use gradation in the header.

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Do not include any graphics in the header.

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Do not place the Composite Logo anywhere other than on the left side.

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Do not change the height of the header.

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Do not change the size of the Composite Logo.

SONY
make.believe   VAIO

Do not include other logos in the header.

SONY
make.believe Japan

Do not place any other elements in the isolation zone.

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                    make.believe

Do not change the format of the header.

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4.4 Using the Composite Logo on Websites

On Sony group company website headers, the Composite Logo must be displayed on the header in the correct form.

The Composite Logo must be displayed in the right side of the header. The height of header area must be 36 pixels.

When using a header, the Composite Logo must be displayed in white on a black background.

Utility Area

1.5h   69px   1.5h

1/2h

36px

h

1/2h

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Content Width

Browser Frame

Browser Frame

When building communication materials, each company should always display their designated housemark or business brand logo to indicate the origin of the advertising. Please carefully observe your respective guidelines for the display and usage of your housemark or business brand logo. The Sony logotype is not to be used independently.
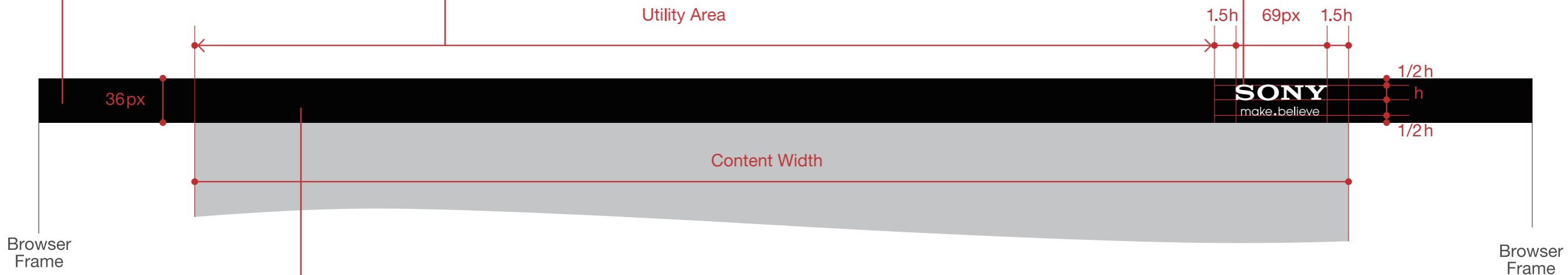
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The Utility Area

Utility area is the space in the header outside the space for the Composite Logo and its isolation zones. Utility area contains only Sony Group Brand Message related elements such as a line from Mantra, link to **make.believe** related content made in the future, etc. No other elements can be placed.

The Composite Logo

Logo Color : #FFFFFF (white)

W : 69 pixels

Header Background :

Background color : #000000 (black)

Minimum Height : 36 pixels

Utility Area

1.5h   69px   1.5h

1/2h

36px   h

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1/2h

Content Width

Browser
Frame

Browser
Frame

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 can be used for icons in the utility area, but the ratio of color in the utility area should be limited to approximately 10% except for on-mouse and on-click.

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Incorrect Usage of the Composite Logo in the Header:

Don't
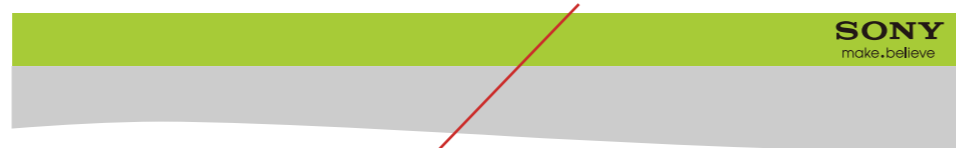
Do not use any color other than black.
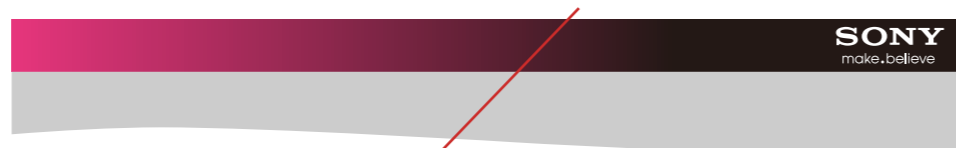
Do not use gradation in the background.
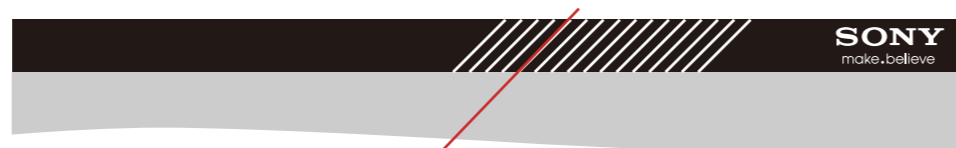
Do not include any graphics in the background.

Do not place the Composite Logo other than right side.

Do not change the height of header.

Do not change the size of the Composite Logo.
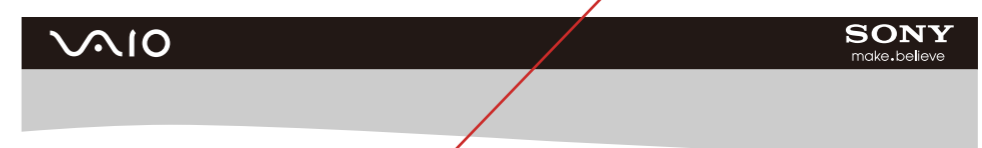
Do not include other logotype in the background.

Do not place any elements in the isolation zone.

Do not remove the black header strip.

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Section 5 • **make.believe**
Motion Logo

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5.1 The **make.believe** Motion Logo

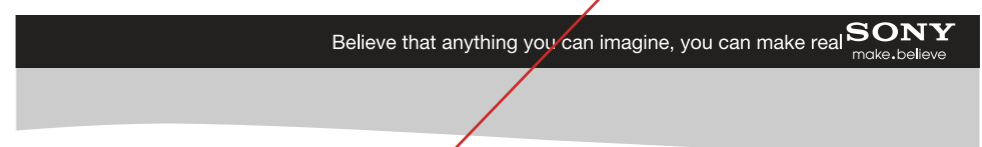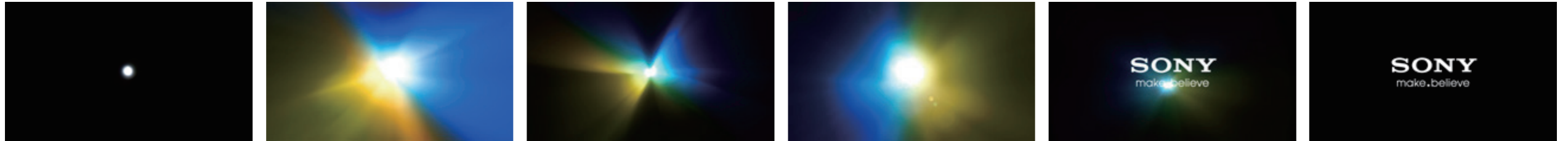In the Motion Logo, the blue and yellow light ignitions symbolize the duality of **make.believe**. This visual effect is called the dual element in these guidelines.

The Motion Logo is provided by the **make.believe** Project Office to the Sony group companies in three versions: 1.5 seconds, 3 seconds and 5 seconds.

The Motion Logo can be downloaded from the Sony Group Brand Message Project Site: http://makedotbelievepj.sony.net.

Sony Ericsson has developed their own Motion Logo. For the Sony Ericsson Motion Logo, please contact "The Team **make.believe**" in its organization whose contact details can be found at the Sony Group Brand Message Project Site.

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5.2 Using the **make.believe** Motion Logo in Commercials

CF Example:

All Sony group companies must use the 1.5 second or 3 second Motion Logo at the end of their TVCM.

No other version must be used.

When building communication materials, each company should always display their designated housemark or business brand logo to indicate the origin of the advertising. Please carefully observe your respective guidelines for the display and usage of your housemark or business brand logo.

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5.3 Using the **make.believe** Motion Logo in Digital Media

1.5, 3 and 5 second versions can be used for
digital media such as websites, internet advertising,
and promotional videos.

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Section 6 • Other Important Information

Sony Group Brand Message **make.believe** Concept and Usage Guidelines | Confidential

6.1 Using the **make.believe** Mantra

The Mantra expresses the essence of **make.believe** and Sony's shared belief. The Mantra can be used in both the corporate communications and marketing communication of Sony group companies in Electronics & Networked Services Business (including So-net) and Entertainment Business.

The Mantra can be used as follows:

Case 1   Quote words/lines from the Mantra and use them for corporate communication/promotion/advertising copy.

Case 2   Quote the last line "Believe that anything you can imagine, you can make real" and place it the black strip of print advertisements/websites.

Case 3   The lines can be displayed in local language. The authorized local language will be provided by the **make.believe** Project Office via your **make.believe** contact in your organization.

Believe that curiosity is the key to creativity.

Believe that anything you can imagine, you can make real.

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6.2 Using **make.believe** in Non-English Speaking Countries

The Sony Group Brand Message **make.believe** shall be used in English on all communication items as described in these guidelines.

The only exceptions where local language can be used are in the following countries:

COUNTRY	LANGUAGE
Bahrain	Arabic
Kuwait	Arabic
Oman	Arabic
Saudi Arabia	Arabic
Yemen	Arabic
UAE	Arabic
Iran	Farsi
Canada, Province of Quebec	French

The corresponding translation will be provided by the **make.believe** Project Office.

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Definition of Terms Used in These Guidelines

ENS
Refers to Electronics & Networked Services Business (into which the former Electronics and Game Businesses has been integrated in May 2009).

Entertainment Business
Collectively refers to Sony group's Pictures and Music Businesses.

SCE
Refers to Sony Computer Entertainment Inc. and its subsidiaries.

SCA
Refers to Sony Corporation of America.

So-net
Refers to So-net Entertainment Corporation.

Sony Ericsson
Sony Ericsson Mobile Communications AB and its subsidiaries.

Joint Venture Company
A company that a Sony group company and a third party outside the Sony group jointly establish and jointly manage.

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

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

Trademark
Letters, logo, or any combination of these used with products or services to distinguish them from the products and services of others.

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.)

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Composite Logo
Refers to the locked-up visual of Sony logotype and **make.believe** logo; and locked-up visual of Sony Ericsson logo and **make.believe** logo.

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6.4 Additional Information

Positioning of the Guidelines

These guidelines are positioned under the Sony Group Brand Management Rules as subordinate guidelines. Usage of the Sony logotype with the **make.believe** logo has been approved as an exception to the usage of the Sony logotype (stipulated in the Sony Brand Guidelines) in order to enhance the message of **make.believe** as the Sony group's brand message.

Revision or abolition of guideline

In accordance with the Sony Group Delegation of Authority, revision or abolition of these guidelines must be approved by the Chief Executive Officer of Sony Corporation.

Period of Use

From September 2009 to August 2014.

Distribution

Distribution of this guideline to third parties is not permitted.

Territory of Usage

Worldwide.

Contact

For all the enquiries regarding the marketing and communication strategy, scope, usage guidelines and print and motion assets, please contact the "Team **make.believe**" members in your organization who are responsible for the dissemination of **make.believe** brand message concept and guideline in your organization. Contact details can be found at the Sony Group Brand Message Project Site.

Project Site: **http://www.makedotbelievepj.sony.net**

For members of "Team **make.believe**", if you have any questions please contact the **make.believe** Project Office below.

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