
Sony Retailer Network Logo Guidelines

December 2009

Content:

- Overview
- How to display the Sony Retailer Network Logo
- Size specification and minimum size
- Isolation zone
- Implementation examples: Print and web



Overview

This guideline has been established for the “Sony Retailer Network Logo” with the objective that the logo is used in correct and consistent manner.

At Sony, customer care begins before you even make a purchase. Whether in-store, online or catalog, we want you to have a shopping experience that meets or exceeds your expectations for Sony, as one of the world’s most-trusted brands. That’s why we work closely with retailers who have earned the privilege to use the Sony Retailer Logo.

Why buy from the Sony Retailer Network?

Retailers in the Sony Retailer Network strive to deliver an excellent customer experience that helps you make the right choices for you. And they can assist in delivering the quality products and service you deserve when you buy a Sony product. We encourage you to look for the Sony Retailer Logo wherever you shop.

Website: sonystyle.com/retailernetwork

Variety of usage include:

- Print and web
- Use on point-of-purchase materials
- Use on display fixtures
- Sticker
- Window cling

Legal section:

The Sony Retailer Network logo is a trademark of Sony.

If used with other elements, an example of legal line is as follows:

© 2009 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, the Sony logo, and the Sony Retailer Network logo are trademarks of Sony.

Please replace any usage of the “Sony Authorized Dealer” logo with the “Sony Retailer Network logo”

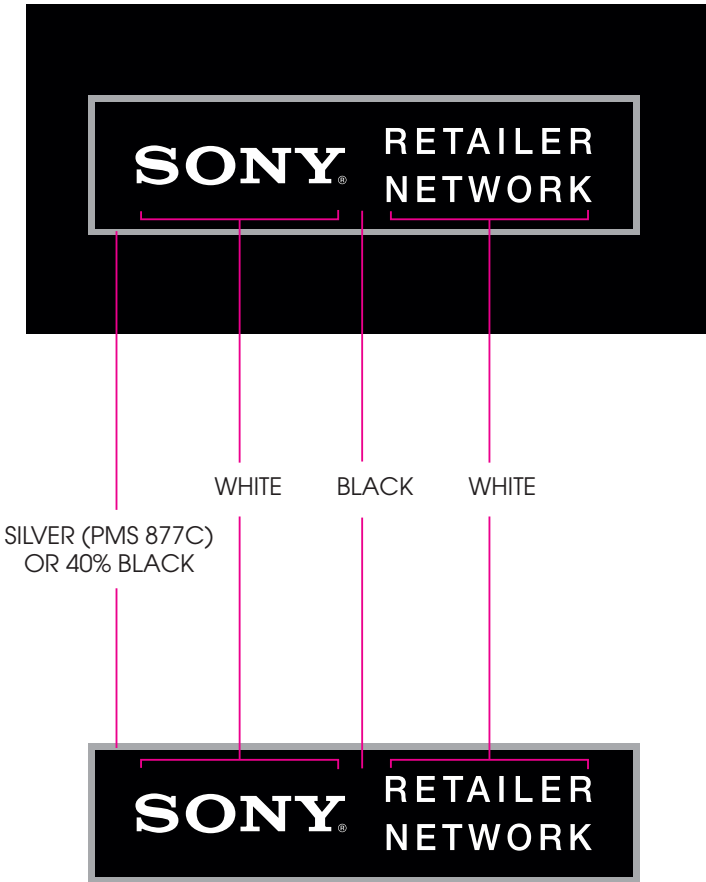


How to display the Sony Retailer Network Logo

The "Sony Retailer Network Logo" shall always be displayed correctly. When reproducing the logo, be sure to use the designated logo data supplied together with these usage regulations. The logo shall be reproduced precisely without distorting the logo or changing the height-to-width ratio.

In general, the logo should be displayed at the left bottom area of the point-of-purchase materials.

On black background:



On white background:



Altering the logo is prohibited

Do not stretch the logo



Do not condense the logo



Do not outline/shade the logo



Do not alter the color



Do not set the logo at an angle



Do not set the logo vertically



Size specification and minimum size - Print

When specifying the size of the logo, use its height (H) as reference, as shown here



Minimum size of Logo

The height of the logo shall never be less than 1/4 in. (height H = 1/4 in.), from the viewpoint of reproducibility. However, if the logo is difficult to reproduce accurately even at a height - the minimum size shall be increased.



Minimum size H=1/4 inches

Maximum size of the logo depends on the promotional material where the logo would be applied.



H=1/4 inches

As a reference, on an 8x10 inch point-of-purchase element (such as a counter card), the recommended logo size is 1/4 inches.

Size specification and minimum size - Web

When specifying the size of the logo, use its height (H) as reference, as shown here



Minimum size of Logo

The height of the logo shall never be less than 1/4 in. (height $H = 1/4$ in.), from the viewpoint of reproducibility. However, if the logo is difficult to reproduce accurately even at a height - the minimum size shall be increased.



Minimum size $H = 1/4$ inches

Maximum size of the logo depends on the site where the logo would be applied.



$H = 1/4$ inches

Isolation zone

Leave ample space on sides of the Sony Retailer Network logo (the isolation zone). Do not display any elements inside the isolation zone to ensure proper visibility of the logo.

The blue color on the right represent the isolation zone.



Do not display the logo too close to other elements such as an advertising copy, etc.



Print implementation example

8 x10 inch counter card:

SONY

Sony® Blu-ray Disc™ players are the best way to enjoy HD movies.

HDNA

Moments of a Geisha available on DVD and in high definition on Blu-ray Disc. Screen image simulated.

Blu-ray Disc **DVD VIDEO** Sony Blu-ray Disc players play DVDs and upscale them to near high definition.*

"As a cinematographer, I know how important it is to have the best equipment. That's why I watch my high-definition movies on a Sony Blu-ray Disc player."

Dion Beebe, Award-Winning Cinematographer

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*Upscaling requires HDMI™ connector (sold separately) and HDTV with equivalent display capability. Image quality will vary.
© 2009 Sony Electronics Inc. All rights reserved. Sony and the Sony and HDNA logos are trademarks of Sony. Blu-ray Disc is a trademark. HDMI is a trademark of HDMI Licensing LLC. © 2005 Columbia Pictures Industries, Inc. and Dreamworks L.L.C. and Spyglass Entertainment Group, LLC. All rights reserved. © 2007 Layout and Design Sony Pictures Home Entertainment Inc. All rights reserved. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. CA5538

Actual size view:

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*Upscaling requires HDMI™ connector (sold separately) and HDTV with equivalent display capability. Image quality will vary.
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Web implementation example

Price comparison site example


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Sony Cyber-shot DSC-H20/B Black Digital Camera

10.1MP, 10x Opt, Memory Stick Duo/PRO Duo Card Slot - MPN: DSCH20B


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Description: Zoom in on the 10.1-megapixel DSC-H20 Cyber-shot digital camera and get the best shot. With its Carl Zeiss Vario-Tessar wide-angle lens with a 10x optical zoom, it is easy to capture the moment with impeccable detail. A 3.0-inch touch screen makes reviewing your shots a bree... [read more](#)

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Store ABC	<small>FEATURED</small> See all-time ratings 29 Reviews	<small>FEATURED</small> ★★★★★	Free Shipping!	\$279.99	+ \$24.50 tax + \$0.00 shipping = <u>\$304.49</u>
STORE XYZ	<small>FEATURED</small> ★★★★★ 4755 Reviews	<small>FEATURED</small> ★★★★★	Free Shipping!	\$245.00	+ \$23.27 tax + \$0.00 shipping = <u>\$268.27</u>
Retailer JKL	<small>FEATURED</small> ★★★★★ 7355 Reviews	<small>FEATURED</small> ★★★★★	Free Shipping!	\$244.95	+ \$22.05 tax + \$0.00 shipping = <u>\$267.00</u>
More Sellers					
Camera store	★★★★★ 883 Reviews	★★★★★	Free Shipping!	\$249.00	Your Best Price + \$0.00 tax + \$0.00 shipping = <u>\$249.00</u>
Store Name	★★★★★ 3027 Reviews	★★★★★	Free Shipping!	\$279.00	+ \$23.02 tax + \$0.00 shipping = <u>\$302.02</u>




Web implementation example

Price comparison site example 2

Today's Deals | Gifts & Wish Lists | Gift Cards

Shop All Departments  Search Camera & Photo 


Camera & Photo | All Electronics | Brands | Bestsellers | Digital SLRs & Lenses | Point-and-Shoots




Sony Alpha A900 24.6MP Digital SLR Camera (Black) by Sony

[Return to product information](#)

All | New (8 from \$2,699.00) | Used (1 from \$2,499.00)

Show  All

Featured Merchants (1 to 5 of 8 offers sorted by : Price + Shipping)

Price + Shipping	Condition	Seller Information
\$2,699.00 + \$0.00 shipping	New	ABC Store Rating: ★★★★★ 97% positive over the past 12 ratings.) 117369 lifetime ratings. Shipping: In Stock. Expedited shipping available. 1 shipping available. See Shipping Rates . See return
\$2,699.00 + \$0.00 shipping	New	Store Name  Rating: ★★★★★ 100% positive over the past 1 ratings.) 25691 lifetime ratings. Shipping: In Stock. Expedited shipping available. 3 See return policy .
\$2,699.00 + \$0.00 shipping	New	Retailer JKL Rating: ★★★★★ 97% positive over the past 12 ratings.) 20922 lifetime ratings.