

# Service Guidelines

AUGUST 2020

## 1.1

### Logo

For use against dark background

The logo for ADVAGYM is displayed in a bold, white, sans-serif font against a black background. The letter 'A' is stylized with a green circle around it, which overlaps the top and left sides of the letter. The rest of the letters 'DVAGYM' are plain white.

**1.2**  
**Logo**

For use against bright background



### 1.3

#### Logo Freezone

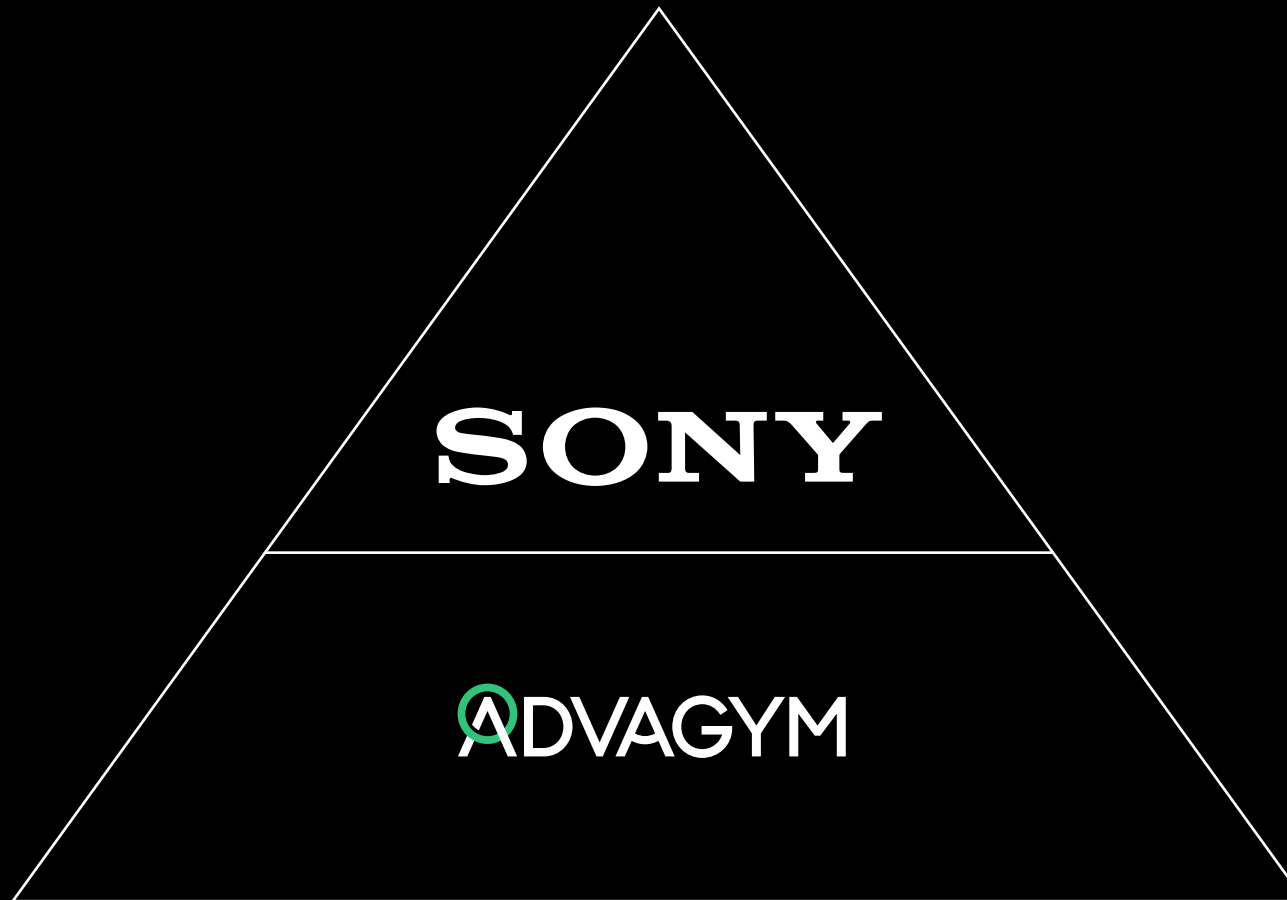
The freezone around the logo is the diameter of the circle.



## 1.4

### Logo Hierarchy

As the highest layer brand, the Sony logotype should be treated carefully and always positioned in the most conspicuous place when displaying it with product or service brand logos. This is done by giving consideration to display size and position of the Sony logotype. As a basic rule, the Sony logotype should be displayed larger in size than product and service brand logos. However, only in limited cases, such as in press announcements of a new product or service, where it is necessary to promote the product/service brand logo as the main theme, the Sony logotype may be displayed smaller in size than a product or service brand logo provided that the impression of the Sony logotype will not be weakened.



## 1.5

### Logo Hierarchy

The height of the Advagym logo is 75% of the Sony logo height.

The Advagym height is the letter height, not including the ring.



## 2.

### Brand names

Examples of how to address Sony and Advagym in written text.

#### Correct:

"Advagym by Sony"

"Sony's Advagym"

#### Incorrect:

"Sony Advagym"

### 3. App Icon



Android

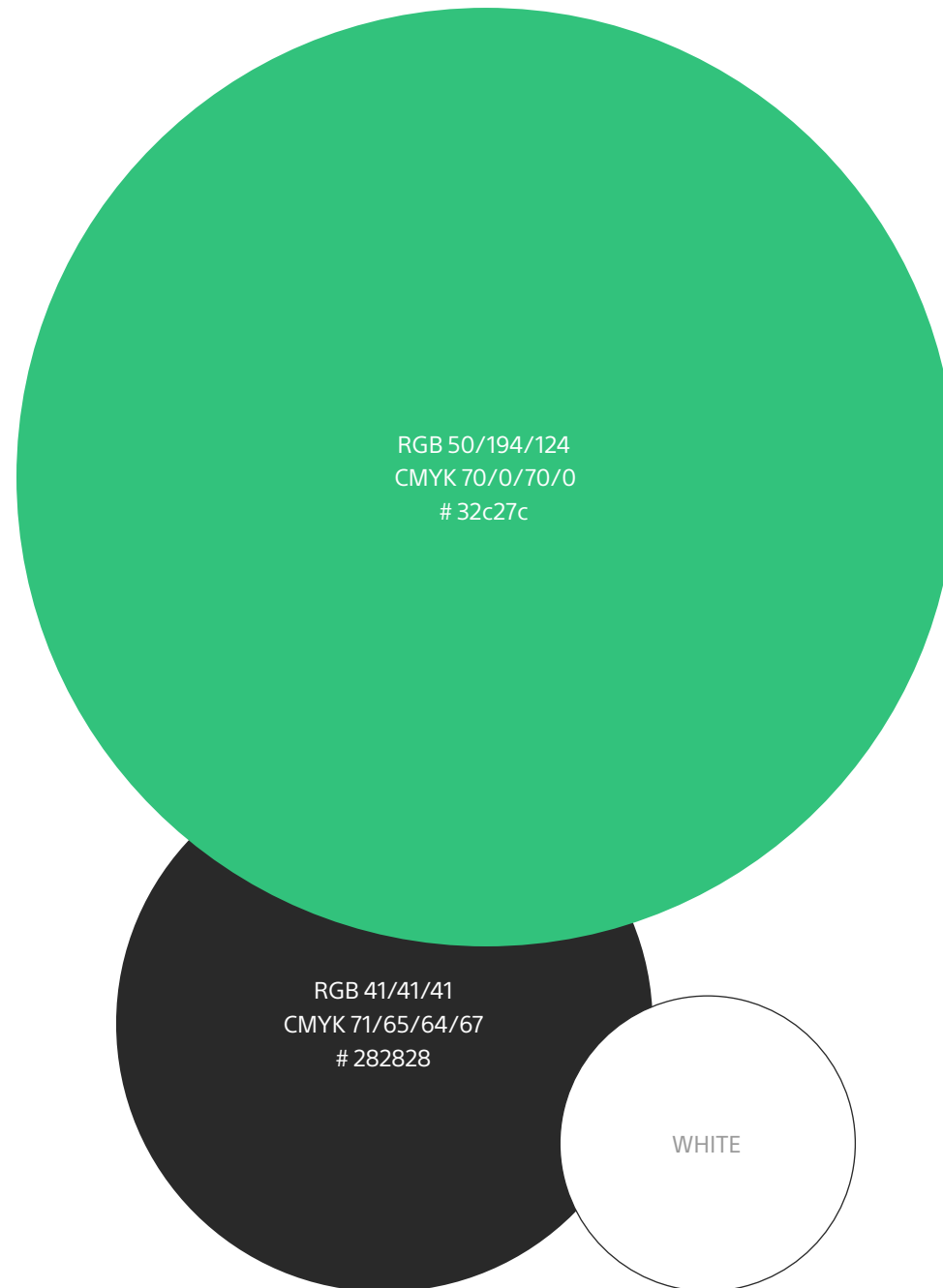


iOS



#### 4. Colors

The green is Advagym primary color, with which the brand is associated. It can preferably be used as a highlight against black background.



## 5. Typography

SST is the Sony's corporate typeface.  
Use the Light, Regular and Bold (and italics).

### Headline

Elicastili, quonsus is consimus convervide tabefex  
seropub lintrum hicasdam, nosticerfes caec re, que  
hum inatus, te, nonsulturs conloc turis te clerviv identel  
labem. Opiortiquam, quit; in Etraricae condium hilictus  
et periachuid Cupio elare audam imora cridis vestam  
etissim ortifec upienihilium porei in sedicae, con sidii te  
fuit vividio noca non

*Etraver bitumurs teristiam vidius? Esuluda ctatus  
comaioridem cerfectam di co cero patiam. converunum  
maciend uconsin prortese teatillii se mendam prarbis  
inumus consum ceperei intem omnequitrei prei sula nimis  
foribunum, et.*

Elicastili, quonsus is consimus convervide tabefex  
seropub lintrum hicasdam, nosticerfes caec re, que  
hum inatus, te, nonsulturs conloc turis te clerviv identel  
labem. Opiortiquam, quit; in Etraricae condium hilictus  
et periachuid Cupio elare audam imora cridis vestam  
etissim ortifec upienihilium porei in sedicae, con sidii te  
fuit vividio noca non

*Etraver bitumurs teristiam vidius? Esuluda ctatus  
comaioridem cerfectam di co cero patiam. converunum  
maciend uconsin prortese teatillii se mendam prarbis  
inumus consum ceperei intem omnequitrei prei sula nimis  
foribunum, et.*

**SST**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890  
1234567890  
1234567890**