

Service Guidelines

MARCH 2021

1.1

Logo

For use against dark background



1.2
Logo

For use against bright background



1.3

Logo Freezone

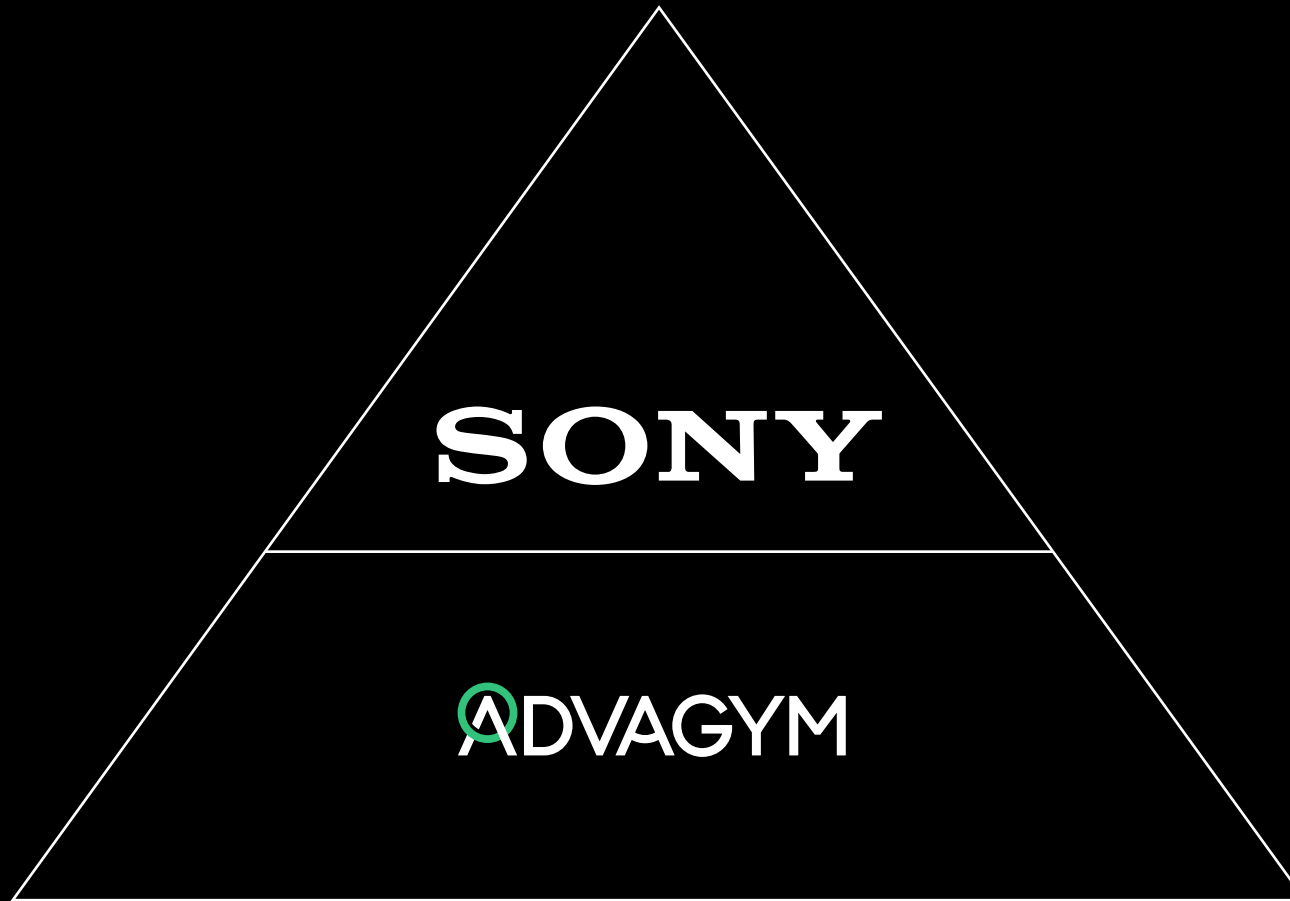
The freezone around the logo is the diameter of the circle.



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”

“Advagym from Sony”

Incorrect:

“Sony Advagym”

“Sony’s Advagym”

When mentioning Advagym the first time in any text, document or marketing collateral, one of the following terms must be used ‘Advagym by Sony’ or ‘Advagym from Sony’.

For subsequent mentions, it is ok to refer to ‘Advagym’ standalone.

2.1

Trademark

In case there is a section about trademarks, the following text must be used ‘Advagym is a trademark of Sony Corporation’.

3. Usage of logotypes and brand names

The Advagym logotype or brand name may be used with a third-party logotype or brand name.

The Sony logotype or brand name must not be used without additional approval.

The Advagym, Sony and third-party logotypes OR brand names cannot be used TOGETHER in any text, document or marketing collateral.

4. App Icon



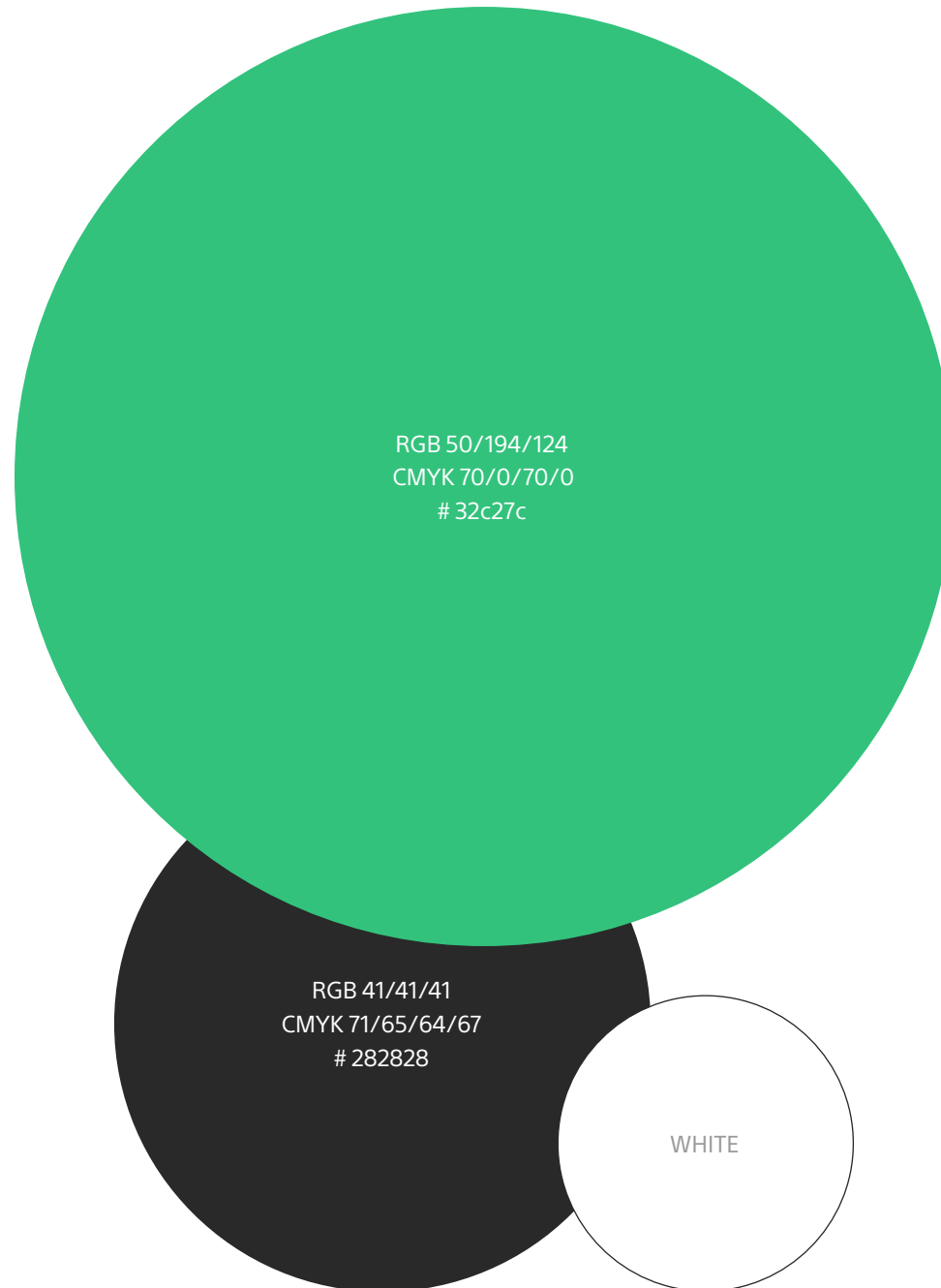
Android



iOS

5. Colors

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



6. Typography

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

Headline

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SST

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