

Name & Logo Guidelines

“High-Resolution Audio”, “Hi-Res Audio”



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Issued by
HES Product Strategy Department
Product Planning and Marketing Division
Home Entertainment & Sound Business Group
Sony Corporation

INTERNAL
USE ONLY

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1. About These Guidelines

1.1 Purpose of guidelines

These guidelines stipulate the correct usage of the “High-Resolution Audio” name and “Hi-Res Audio” logo so that the naming can be recognized effectively in the marketplace by maintaining a consistent visual identity (VI) for the name and logo.

1.2 Users of these guidelines

Sony Corporation, the sales companies of Sony Corporation in the countries concerned, and the companies in the Sony Group involved in business related to “High-Resolution Audio” products. Companies other than those that are entitled may not, in principle, use the “Hi-Res Audio” logo.

If the companies specified in 1.2 need to have the name and logo be used by any other companies not specified in 1.2, they shall contact the department in charge of these guidelines. Approval must first be obtained from the department concerned, before following the required procedures.

1.3 Revision or abolition of these guidelines

Revision or abolition of these guidelines must be referred to HES Product Strategy Department, Product Planning and Marketing Division, Home Entertainment & Sound Business Group and then approved by the departments concerned, and UX Product Strategy Group shall give its approval in accordance with the approval regulations of Sony Corporation.

1.4 Inquiries regarding these guidelines should be addressed to:

HES Product Strategy Department
Product Planning and Marketing Division
Home Entertainment & Sound Business Group
Phone: +81-50-3750-6381
FAX: +81-50-3750-6503

2. About the “High-Resolution Audio” Name and “Hi-Res Audio” Logo

2.1 Definition of “High-Resolution Audio” name

“High-Resolution Audio” generally refers to a PCM or DSD format with a volume of information (either the sampling frequency or number of bit) that exceeds the CD (44.1 kHz/16 bit) or DAT (48 kHz/16 bit) format.

Examples: 44.1 kHz/24-bit FLAC, 96 kHz/24-bit WAV, etc.

Sony products conform to the in-house rules starting on page 5 of these guidelines and those thereby approved are called “High-Resolution Audio” products and are given the “Hi-Res Audio” logo to differentiate them from other products.

2.2 Purpose of “Hi-Res Audio” logo

The purpose is to enhance the premium brand of Sony sound by, in accordance with the in-house rules, specifying that products with the logo are not simply capable of reproducing “High-Resolution Audio” sound sources, but enable users to experience “High-Resolution Audio” through their physical senses and convey to them the excellence of “High-Resolution Audio” by way of the product logo.

2.3 How to use “High-Resolution Audio” and “Hi-Res Audio” differently

The “High-Resolution Audio” name is used in documents, etc. Expressions other than the “High-Resolution Audio” name or different wording such as ‘High-Resolution Sound’ must not be used in documents. However, only in terms of the logo used, using the “Hi-Res Audio” logo is permitted.

2.4 Products to which “High-Resolution Audio” applies

Listed below are all the product groups that support “High-Resolution Audio,” some of which are already on the market and others that are scheduled to be marketed in the future.

Amplifiers, USB DACs, speakers, HDD players, file players, home theater systems, digital media players, headphones, earphones, portable amplifiers, IC recorders, components, docking speakers, wireless speakers, mini-components, micro-components, products installed in vehicles, other audio products

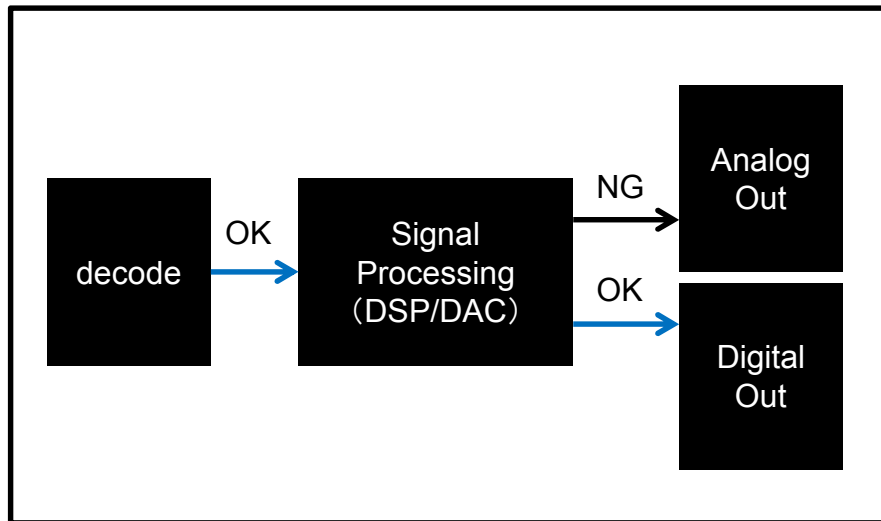
TVs, projectors, players, recorders, camcorders, digital still cameras, PCs, tablets, smartphones, PlayStation, accessories

2.5 Rules for approving products to which “High-Resolution Audio” applies (Basic rules for processes involved)

- Conditions are specified for the processes for all the products. However, the following shall apply:
 - 1) Ignore the specifications for the processes involved with products that do not have any processes specified.
Example: “Portable amplifiers,” which are input playback devices, do not have a transducer process so the transducer specification is ignored.
 - 2) The requirements specified by at least one path (path from processing the sound sources to its output) among the processes that products have must be satisfied.

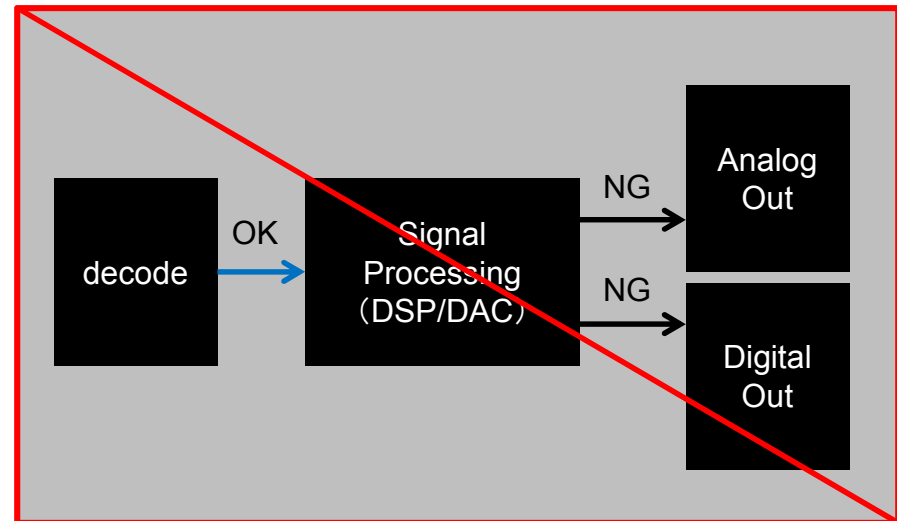
Acceptable example:

The requirements are satisfied by either path.



Not acceptable example:

The requirements are satisfied by neither path.



2.6 Rules for approving products to which “High-Resolution Audio” applies (Spec rules for processes involved)

The logo may be used on products that satisfy the conditions in the table.

Minimum requirements	Process	Recording and playback devices	Storage and playback devices	Input playback devices	Transducer
Microphone response performance of 40 kHz or above during recording (see Note 1)	Record	✓			
Capability of recording using the 96 kHz/24-bit format or above	Record	✓			
Input/output interface with a performance of 96 kHz/24 bit or above (Wireless or Wired/Digital or Analog)	Interface	✓	✓	✓	
File playability of 96 kHz/24 bit or above (FLAC, WAV required) (* See page 7 for the detailed rules.	Decode	✓ (Note2)	✓	✓	
DSP processing of 96 kHz/24 bit or above	DSP	✓	✓	✓	
DAC processing of 96 kHz/24 bit or above (see Note 3)	DAC	✓	✓	✓	
Amplification performance of 40 kHz or above	Amplifier	✓	✓ * Devices with built-in amplifiers only	✓ (Note 3)	
Transducer performance of 40 kHz or above (* See page 8 for the detailed rules.	Transducer			✓	✓

Note 1: It must be possible to maintain a level of -30 dB or above at a 40 kHz frequency.

Note 2: Either the FLAC or WAV format is required for recording devices due to their self-recording/playback capability.

Note 3: 192 kHz/24-bit and DSD signals must be down-converted and output at the 96 kHz/24-bit quality (or at the 88.2 kHz/24-bit or above quality for DSD signals).

2.7 File playability required of products with decoding functions

Products with decoding functions must satisfy the conditions in the “Must” column of the table below.

Format	Items	Must	Recommend
PCM		✓ (96kHz/24bit)	✓ (192kHz/24bit) 384 kHz/32 bit: Dependent upon service availability
DSD		-	✓ (2.8MHz,1bit) 5.6 MHz: Dependent upon service availability
Files supported	DSDIFF(DSD)	-	✓
	DSF(DSD)	-	✓
	WAV(PCM)	✓	✓
	AIFF(PCM)	-	✓
Codecs supported	FLAC	✓	✓
	ALAC	-	✓

Note: In regard to the file formats and codecs supported, it is assumed that MP3, AAC and other compressed files are supported by the features of the products concerned.

Note: Permissible for DRM not to be supported

Note: DTS-HD High-Resolution Audio, Dolby True HD and other multi-channel codecs are not included in the “Hi-Res Audio” logo specifications, and the 2-channel formats/codecs in the table above are used as the specification.

2.8 Conditions (detailed) that must be satisfied by products with transducers




Products with transducer functions must satisfy the conditions in the “Must” column of the table below.

		MUST	Recommend(casual)	Recommend(Hi-Fi)
Speaker & Headphone	High-frequency band (-10dB)	40 kHz or above	48 kHz or above	48 kHz or above
	Low-frequency band (-16dB)	80 kHz or above	80 kHz or above	80 kHz or above
Speaker	Horizontal directionality (0 to 30 degree)	-10 dB at up to 15 kHz	-10 dB at up to 15 kHz	-6 dB at up to 15 kHz
	Horizontal directionality (0-60 degree)	-15 dB at up to 10 kHz	-15 dB at up to 20 kHz	—
	Vertical directionality (0 to 60 degree)	—	-15 dB at up to 20 kHz (excluding dips of 1/3oct and below)	—
	Peaks and dips up to 20 kHz (excluding dips of 1/9oct and below)	10 dB or below	10 dB or below	10 dB or below
	Peak 20kHz or above	10 dB or below	10 dB or below	10 dB or below

- Since there are cases where high-resolution audio cannot be delivered by the sense of hearing even when the above specifications are satisfied, the design department concerned must first measure and listen to the sound and then evaluate the sense of hearing and give a final decision.
- The Image and Sound Quality Committee (headed by the Acoustic Design Department) decides standards used for this evaluation.

2.9 “High-Resolution Audio” name and “Hi-Res Audio” logo positioning

The “High-Resolution Audio” name and “Hi-Res Audio” logo will, as a rule, be positioned as the function name and logo specified in section 2.1.

Business domain	Electronics & Network service	
Trade name	Sony Corporation	
House mark	Name Sony	Logo 
Business name and logo	Name Sony	Logo 
Cross-category name and logo	Name	Logo
Category name and logo	Name	Logo
Product/service name and logo	Name	Logo
Format name and logo	Name	Logo
Function name and logo	Name	Logo
Technology name and logo	Name High-Resolution Audio	Logo 
Others (Campaign Name and logo, Event Name and logo, Slogan, Catchphrase, etc.)	Name	Logo

2.10 Products on which “High-Resolution Audio” name and “Hi-Res Audio” logo may be used

The “High-Resolution Audio” name and “Hi-Res Audio” logo may be used on products and exclusive accessories conforming to the definition of “High-Resolution Audio,” as well as on the product packaging (including packing materials), the products’ instruction manuals, marketing materials (catalogs, posters and other printed media as well as video media such as TV commercials and websites), sales promotion materials (such as display stands and POPs) and events.

2.11 Regions where “High-Resolution Audio” name and “Hi-Res Audio” logo may be used

The “High-Resolution Audio” name and “Hi-Res Audio” logo may be used worldwide.

2.12 Local languages supported

The “Hi-Res Audio” logo is to be used in a unifying manner in all regions where the standard applies. Do not translate the phrase into the local language to be used as a logo.

“High-Resolution Audio” name, that is in English, shall be translated from English into the local language and used.

2.13 Precautions for using the “Hi-Res Audio” logo

The stickers will be adhered to the product bodies as a rule, but the cases below are exceptions where they are not to be adhered to the product bodies:

- 1) The logo sticker cannot easily be seen and recognized (even the smallest logo sticker (page 14) cannot be adhered)
- 2) The adhesion of the logo sticker will have an adverse effect on the product design

Using the logo in the range described above will be permitted after IFA (September) 2013. For products that conform to the logo guidelines and have already been marketed, using the logo on advertising, marketing and sales promotion materials and at events will also be permitted after IFA (September) 2013.

Use of the logo on the bodies of products and of dedicated accessories, product packages (including packaging materials), instruction manuals, advertising and marketing materials (catalogs, posters and other printed media as well as video media such as TV commercials and websites) and sales

promotion materials (such as exhibition stands and POPs) that are in conformity with the “High-Resolution Audio” rules after IFA 2013 will be determined by the divisions on a category-by-category basis in accordance with the characteristics of the products and the power of the logo to appeal to consumers.

2.14 Explanatory texts for users when the “Hi-Res Audio” logo is used

As of April 2013, users are not very familiar with the “High-Resolution Audio” name and “Hi-Res Audio” logo, and there is a need to explain the logo to them. When the logo is to be used for or on advertising and marketing materials (catalogs, posters and other printed media as well as video media such as TV commercials and websites) and sales promotion materials (such as exhibition stands and POPs), it is recommended that the following text be placed in the vicinity of the logo.



The product with this logo has been designed to maximize the sound performance of High Resolution Audio*.

*High-resolution audio generally refers to music data with a volume of information exceeding that of CDs.

3. Display of the “Hi-Res Audio” Logo

3.1 Correct form and reproduction

The “Hi-Res Audio” logo should always be displayed in the specified form and type. When reproducing the “Hi-Res Audio” logo, be sure to use the digitalized logo data supplied together with these usage regulations. The logo shall be reproduced precisely without reworking or distorting the logo or changing the height-to-width ratio.

Do



Don't

Do not stretch the logo.



Do not condense the logo.



Do not italicize the logo.



Do not reduce the letter spacing.



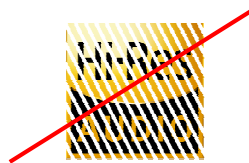
Do not increase the letter spacing.



Do not twist the logotype.



Do not use a screen or lines over the logotype.



Do not outline the logo.



Do not use 3-D or shadow logotype.



Do not set the letters in an arc.



Do not set the letters at an angle.



Do not use a typeface similar to that of the "Hi-Res" logo.



Do not set the letters vertically.



3.2 Size specification and minimum size

- “Hi-Res Audio” logo size specifications:

When determining what size of “Hi-Res Audio” logo to use, refer to the character height (H) as shown below.

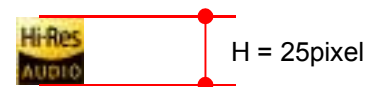


- Minimum size of the “Hi-Res Audio” logo:

The height of the “Hi-Res Audio” logo shall never be less than 6 mm, from the viewpoint of reproducibility.

Similarly, on-screen displays of the logo as seen on the website must have a minimum height (H) of 25 pixels. However, if the logo cannot be reproduced accurately using the minimum sizes specified here, when displaying the logo on products, for example, use the smallest acceptable logo size that can be accurately reproduced.

When stickers are used, the smallest size is defined as having a height of 7 mm.



3.3 Display colors

The “Hi-Res Audio” logo should always be displayed in the designated colors as specified on the electronic logo data. However, in case there are limitations in the number of colors that can be reproduced when printing or in the accuracy of color reproduction, display of the logo shall be undertaken in accordance with the below stated rules and applicable logo data.

Do



Logo data A (CMYK)

This logo data to be used in principle.



Logo data B (two colors)

Use only in cases where there are limits in printable colors for brochures, etc.



Logo data C (grey scale)

Use only in cases where color printing is not possible such as in newspaper ads.



Logo data D (mono color print)

Use only in cases when due to limitations in the number of printable lines it is not possible to fully reproduce logo data C.

Don't

Do not use the gradation which is not specified on the logo data



Do not use colors which are not specified on the logo data



3.4 Background colors

The background colors are not specified, but ensure that the “Hi-Res Audio” logo is always displayed clearly and conspicuously. In addition, do not display the “Hi-Res Audio” logo more than once on the same face, e.g., as a background pattern.

Don't

Do not display the “Hi-Res Audio” logo against a background that reduces its clarity



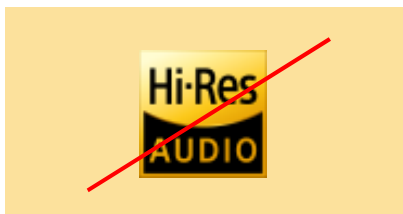
Do not use designs or patterns which weaken the impact of the “Hi-Res Audio” logo.



Do not use the “Hi-Res Audio” logo as a background pattern.

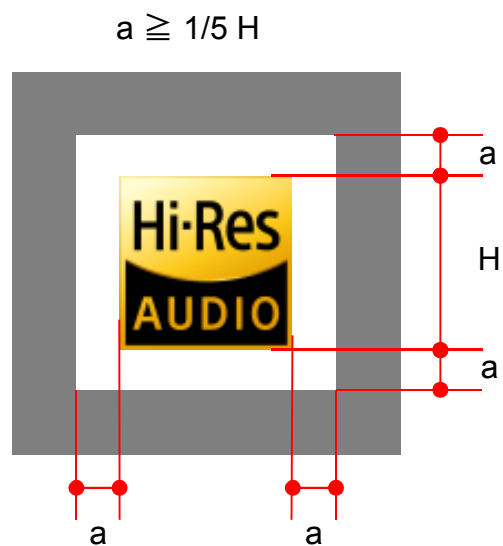


Do not use a background color which weakens the impact of the “Hi-Res Audio” logo.



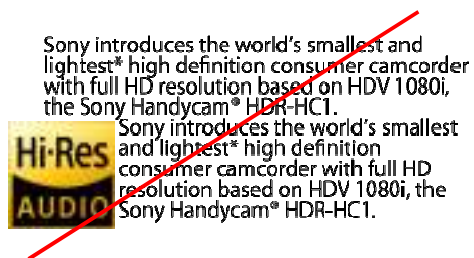
3.5 Isolation zone

Leave ample surrounding space (isolation zone) around the “Hi-Res Audio” logo to avoid weakening of visual impact.



Don't

Do not display “Hi-Res Audio” logo too close to advertising copy.



3.6 Prohibition against combining

The “Hi-Res Audio” logo should always be positioned in a clear, conspicuous, independent, and attractive manner. Keep the logo away from other layout elements such as text and graphics.

Don't

Do not combine other graphic elements with the “Hi-Res Audio” logo.
Do not use it in unusual ways that could cause people to perceive it as a different mark.



Do not combine the “Hi-Res Audio” logo with any series name, model name, or generic term, etc.



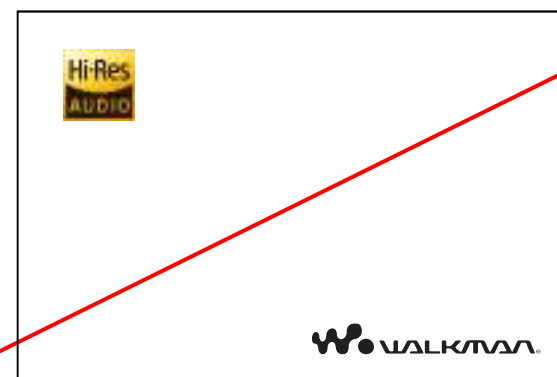
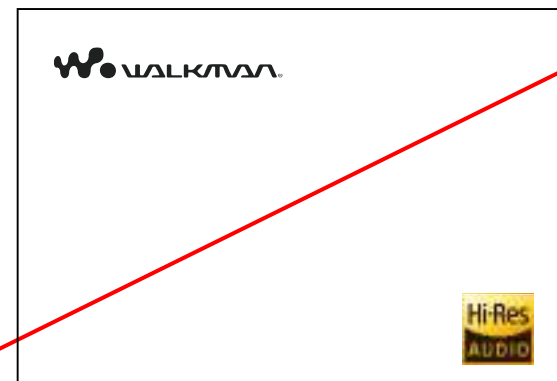
3.7 Prevention of mistaking the “Hi-Res Audio” logo for a business name/logo or product name/logo

In products on which the “Hi-Res Audio” logo is to be displayed, consider the positioning and mode of the display so that it is not mistaken for a business name/logo or product name/logo.

Do



Don't



4. List of Contacts for Inquiries Regarding Guidelines

The departments below must always be consulted with regard to any display when it cannot be determined whether that display does or does not conform to the rules for use established above.

Inquiries to:

HES Product Strategy Department
Product Planning and Marketing Division
Home Entertainment & Sound Business Group
Phone: +81-50-3750-6381
FAX: +81-50-3750-6503

Furthermore, for information on how to display the logo on each product that is to bear it, either go to the site below that lists the guidelines or contact any of the departments listed below.

*Site that lists the guidelines:

<http://brand.sony.net/jp/guidelines/>

Sony Brand Guideline

(Guidelines for use of names and logos that include “Sony”)

Brand Management Department

brand.info@jp.sony.com

Sony Group Brand Message “make.believe”

“make.believe” Project Office

Group Marketing Communication Department

gh-makedotbelievepj@jp.sony.com

Marketing Communication Guidelines (MC Guidelines) Guidelines for Expressions Used in Advertising

(Guidelines regarding expressions used in advertising by Sony Group companies)

Electronics Marketing Communication Department

Global Marketing Communication Division

Global Sales & Marketing Platform

gsmg-gmc-marcomms-guidelines@jp.sony.com