**Sony Ericsson Mobile Communications
Corporate Identity Guideline**

Version 0.2E

26 September 2001

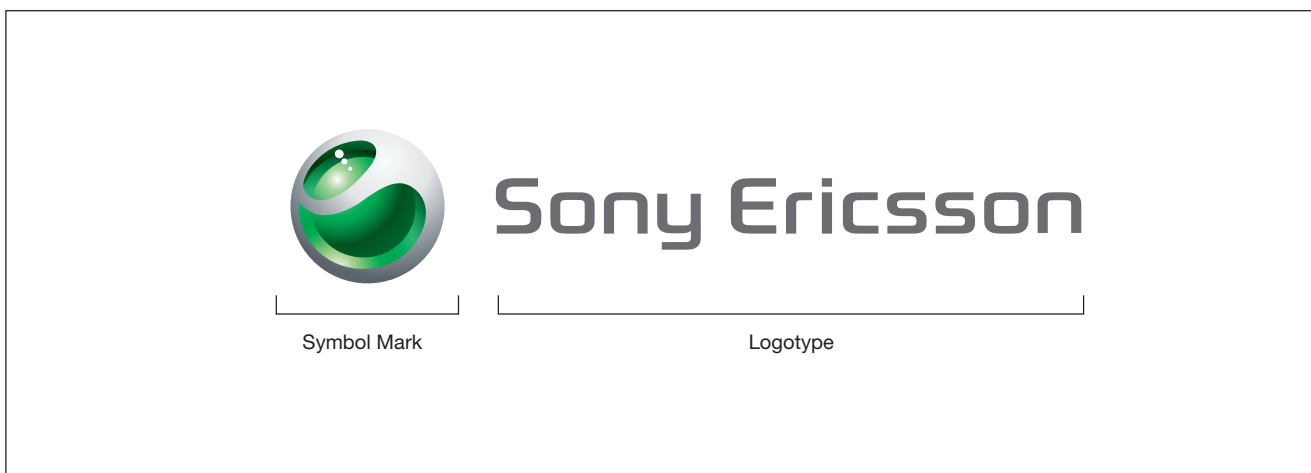Sony Ericsson Mobile Communications

The Sony Ericsson Logo

Two types of the combination are being designated.

Combination A

Symbol Mark

Logotype

Combination B

Symbol Mark

Logotype

Descriptions

The Symbo Mark:	Circular Graphic elements	
The Logotype:	Designated typeface of "Sony Ericsson"	
The Sony Ericsson Logo:	Combination of the Symbol and the Logotype	

1. The Symbol and the Logotype

1-1. The Symbol and the Logotype

a. The Sony Ericsson Logo consists of the combination of the following Symbol and the Logotype.

Combination A (lengthwise)

Combination B (holizontal)

b. Independent use of the Symbol
The Symbol and the logotype may be used independently from each other.

However, in order for smooth introduction of the Symbol and the Logotype to the market, use of the Symbol and the Logotype other than the three combinations indicated above is prohibited until the "Sony Ericsson Identity Committee" has judged that the Sony Ericsson Logo can be construed as enough perceived in the market.

exception 1   Use of the Symbol and the Logotype on the product may be arranged in conformance with product structure and other various conditions.

exception 2   Use of the Symbol and the Logotype in movie (such as Animation or UI Movie) will be referred to the guidelines described in chapter 6.

1-2. Indication of the Corporate names

When indicating the Sony Ericsson name other than the Logotype, such as for corporate signs and stationery etc., use the designated typeface indicated below.

Corporate Typeface : Helvetica Neue 65 Medium

Sony Ericsson Mobile Communications, AB

Sony Ericsson Mobile Communications, Ltd.

Sony Ericsson Mobile Communications Japan, Inc.

2. The Colors

a. The Sony Ericsson Logo as a housemark should be displayed in the corporate color displayed below.

b. When displaying the Logotype independently, use one of the four corporate colors indicated below.

Pantone 429C (SE Gray)

Pantone 343C (SE Green)

Pantone Black

Pantone 877C (Silver)

White

c. When displaying the Symbol independently, use the disignated color indicated below.

As long as this guideline Version 0.2 is effective, the four color process printing is only allowed.

3. The isolation zone

The Symbol, the Logotype and the Sony Ericsson Logo should be surrounded by ample blank s
pace. At very least, other layout elements must be kept out of the isolation zone indicated here.
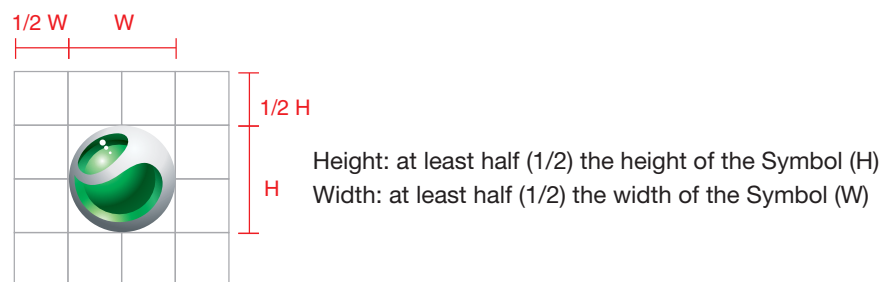
a. Lengthwise
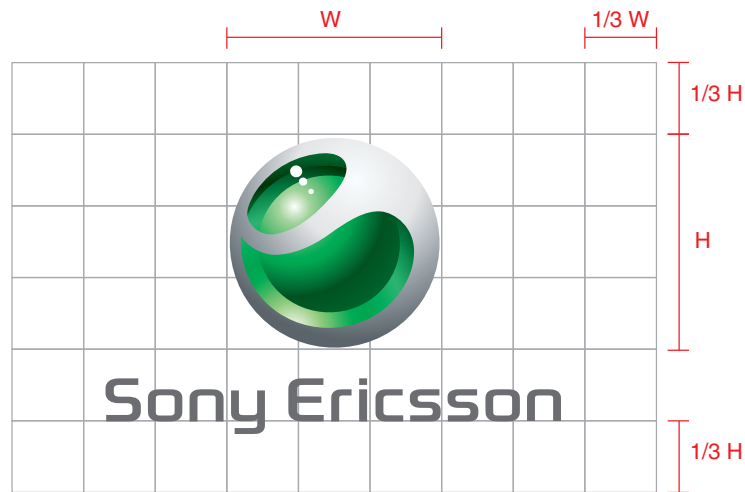
Height: at least one third (1/3) the height of the Symbol (H)
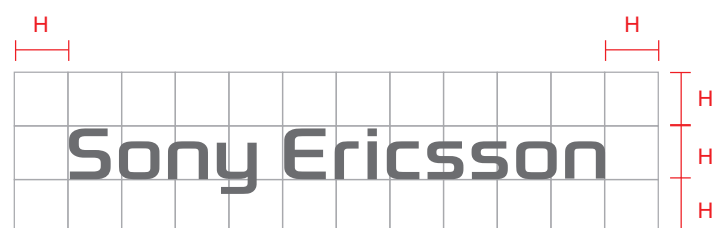Width: at least one third (1/3) the width of the Symbol (W)

b. Horizontal

Height: at least half (1/2) the height of the Symbol (H)
Width: at least half (1/2) the width of the Symbol (W)

c. Independent

Height: at least half (1/2) the height of the Symbol (H)
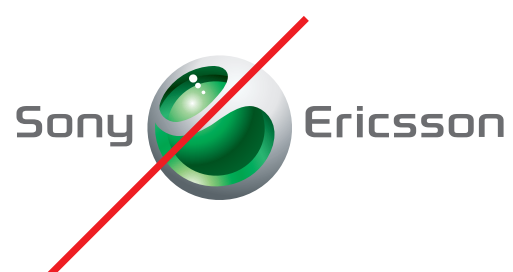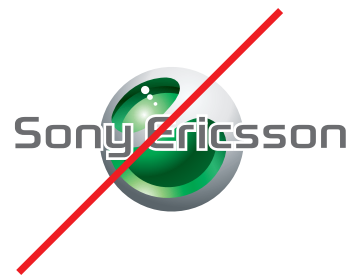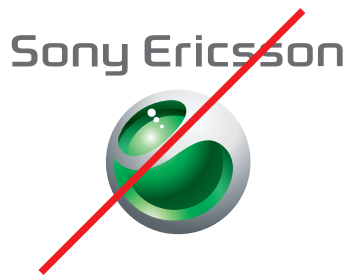Width: at least half (1/2) the width of the Symbol (W)

Height: at least the height (width) of the Logotype (H)
Width: at least the height (width) of the Logotype (H)

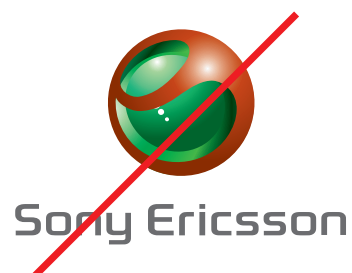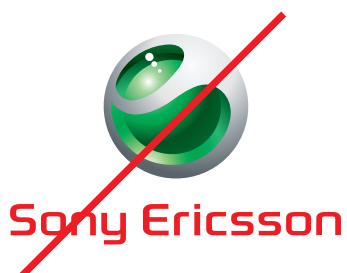## 4. The prohibitions on printings and when standstill

4-1. Prohibition on change of the layouts

It is prohibited to change the layout of the combination of the Symbol and the Logotype.

4-2. Prohibition on change of colors

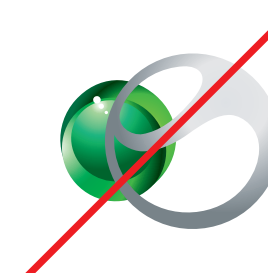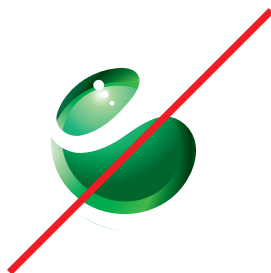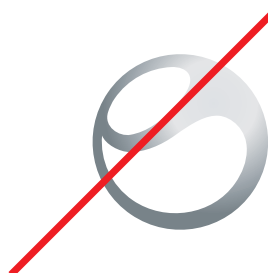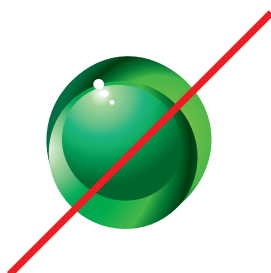It is prohibited to change the color totally or partially.

4-3. Prohibition on deforming

a. It is prohibited to defrom the Symbol and the Logotype.
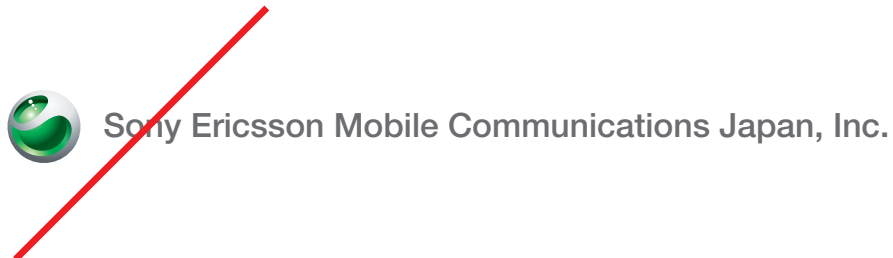Also it is prohibited to use other elements other than the Symbol or the Logotype.

b. It is prohibited to disintegrate the Symbol.

4-4. Limitations on expression

It is prohibited to use the combination of the Symbol and the Logotype other than combinations A or B. Also it is prohibited to combine text other than the Logotype with the Symbol.

## 4-5. Prohibition on combination with other elements

It is prohibited to use the Logo together with other graphical elements or patterns.
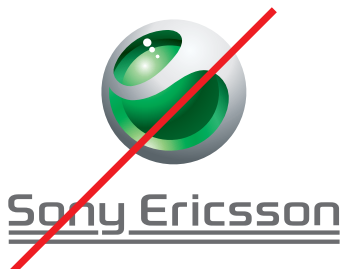
5. Gudelines for using the Symbol and the Logotype on movie

Deform of the Symbol and the Logotype in the process of movie is basically not limited.
As far as the deform is consistent with the basic concepts of the Sony Ericsson logo guidelines,
it is basically allowed.

When it is required to expressly indicate the Logo in the process of movie, the Logo should need to
be still (more than) one and a half second. Indication of the Logo should meet with the basic guidelines.
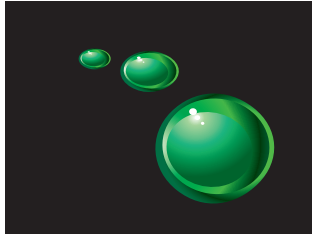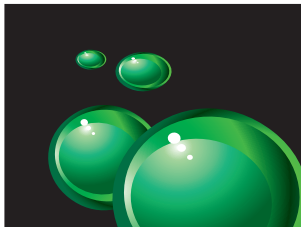

Deform, change of the color,
separation of the graphical elements
are not limited in the process of movie

It is requested to indicate the Logo
at least one and a half second
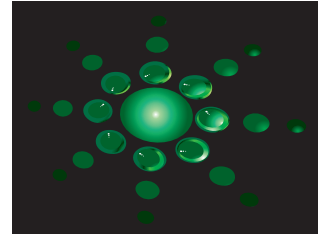
It is not required that the still to be
the last part of movie

It is not limited to enlarge, copy and change the color for the
Green part. However, use of the green as the corporate color
is essential.

It is not limited to separate green part and the silver part.
Also, it is not limited to copy, enlarge and change the color.

It is allowed that the green part may go outside of the silver
part. As the green part symbolizes the life, it is better to
indicate as if it is a live item.

6. Gudelines on the User Interface

Basically it is along with the guidelines for movie. It may be required to dispyay the Sony Ericsson
Logo standstill due to the purpose of the Symbol. Use of the Guidelines for standstill are shown in
the chapter 1.