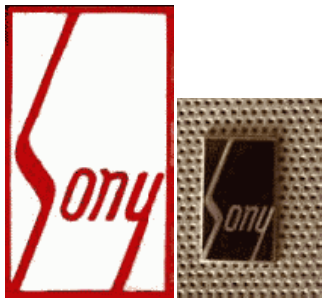


A Hippolyte

7309 02-3-12 Logo

Most of the time when see electronics at home or handhelds on the street or TVs through store windows we can see the Sony logo. Founders Masaru Ibuka and Akio Morita named the company after “Latin word ‘sonus’ which is the root of words such as ‘sound’ and ‘sonic’, and ‘sonny boy’. The popular expression ‘sonny boy’ was used in Japan at the time to describe a young person with a free and pioneering spirit. The new name perfectly captured the mood of the company as a group of young people with the energy and passion for unlimited creation.”¹ Their first logo was introduced in 1955; it had red sans serif type with a white background with a red stroke around it.

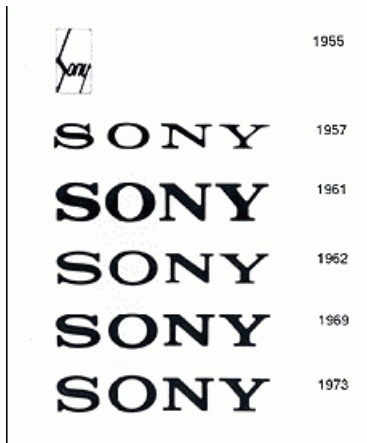


”1st Sony logos 1955-1957”²



“2nd logo 1957-1958” Designed by Yasuo Kuroki²

After 1957 Sony Corporation changed their logo many times. In 1960 Sony created a stable brand known by the public when their logo was put on neon billboards in New York and Hong Kong. “Designer Yasuo Kuroki modified the logo which was quickly displayed in advertisements for Sony's miniature televisions.”¹ While designing the logo working on drafts Yasuo and his team would say “Hey, doesn't this look like that other company's?”³ After a couple of modifications, the logo which was introduced in 1973 is the one Sony Corporation uses to this day.



(2)

In 1982, Sony launched a slogan to go along with their well known logo. “Morita thought that a catchy, brief description might be needed to complement the "S mark" logo. Soon after, the slogan 'It's a Sony!' was introduced.”¹ After that they used the slogan "like.no.other" and now their current one "make.believe".

Sources

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2- Kadrija, Arbnor. "History of the SONY logos." radiomuseum.org. N.p., 22 Dec. 2009. Web. 7 Feb. 2012. <http://www.radiomuseum.org/forum/sony_the_history_of_the_sony_logos.html>.

3- MacManus, Christopher. "Remembering One Of Sony's Greatest Designers: Yasuo Kuroki." sonyinsider.com. N.p., 23 Mar. 2009. Web. 7 Feb. 2012. <<http://www.sonyinsider.com/2009/03/23/remembering-one-of-sonys-greatest-designers-yasuo-kuroki/>>.