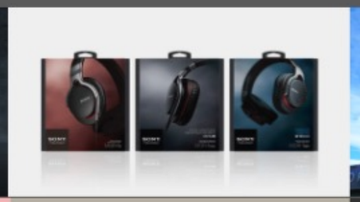
DEMATSIGNTERS'25TOKYO × Sony Design

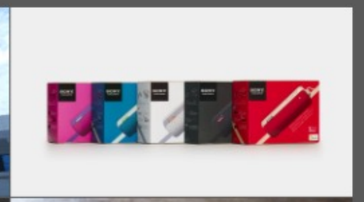
Daigo Maesaka

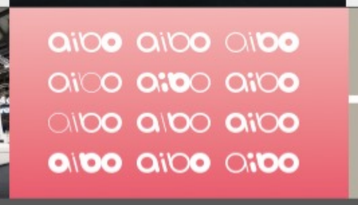
Senior Creative Director

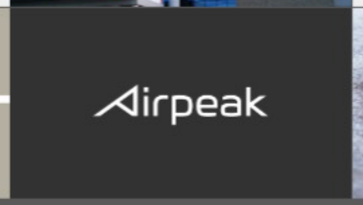
Corporate Branding Division
Creative Center
Sony Group Corporation

Product Branding

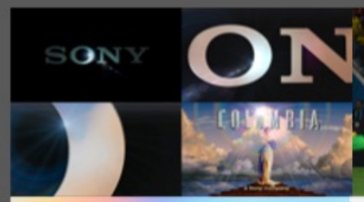








Corporate Branding



Sony Design Initiatives

My Motto

[FUEKI]

不易

UNCHANGING

[RYUKO]

流行

EVERCHANGING

DEMATSIGN TERS'25 TOKYO

Theme 4: Local Heroes to Global Icons

JAPAN

WORLD

INDIVIDUALITY

DIVERSITY

CONVENTIONAL

BREAKTHROUGH

CREATIVE PARADOX

PARADOX OF SONY

1

1946

JAPAN

WORLD

1946

東京通信工業

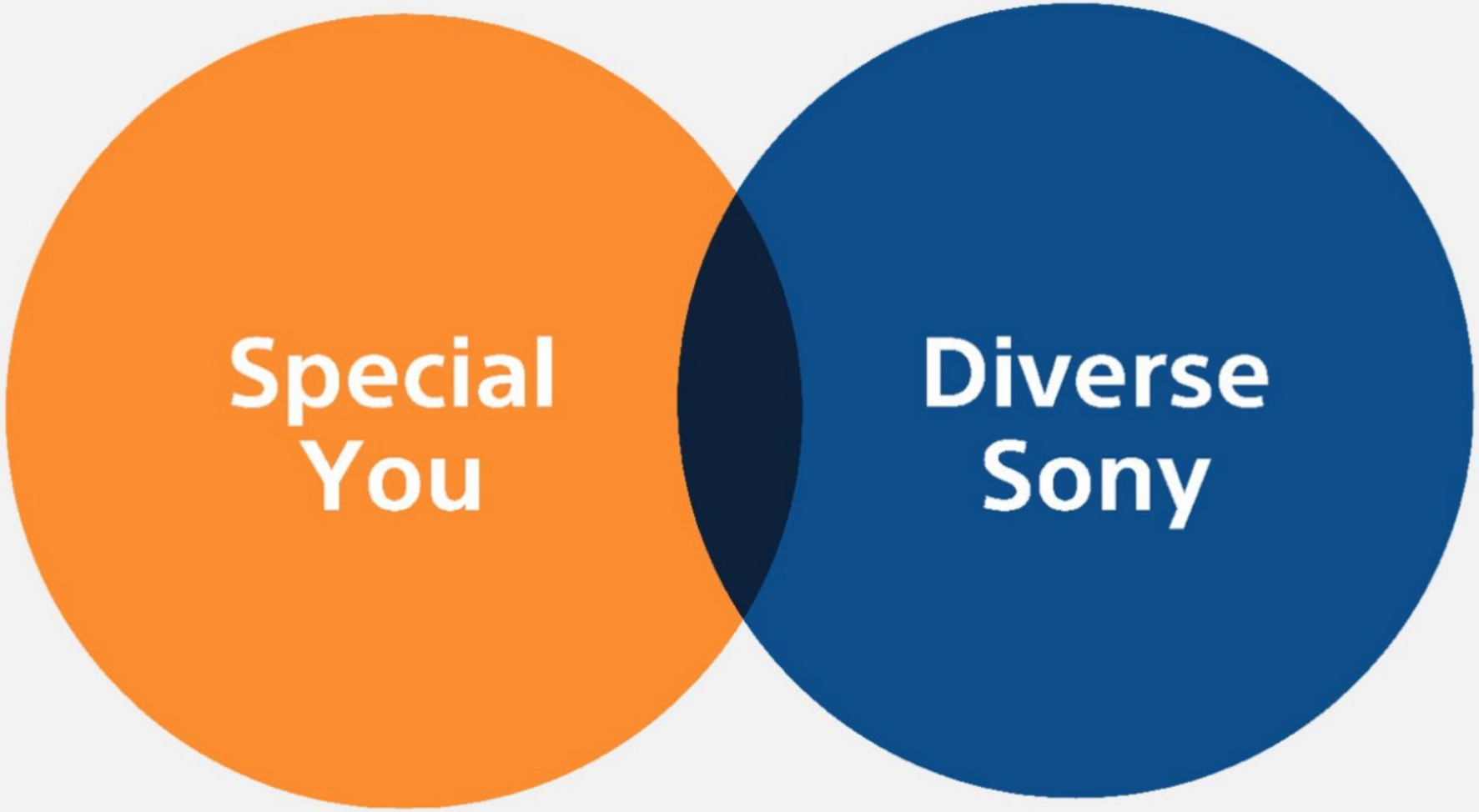
1958

Sony

Sony Electronics

Sony's People Philosophy

Special You, Diverse Sony



INDIVIDUALITY

DIVERSITY

Special You

個性豊かな一人ひとり

Diverse Sony

多様な個を受け入れるソニー

CONVENTIONAL		BREAKTHROUGH
At-home music 音楽は家で聴くもの		Portable music 音楽を外に持ち出す
Games for children ゲームは子どものもの		Games for everyone 大人も遊べるゲーム
Robots for industry ロボットは産業用		Robots for everyday life 家庭用のロボット
Rebuild a building ビルを建て替える		Build a park 建て替え中に公園にする

PARADOX OF SONY DESIGN

2

Lund, Sweden
Weybridge, UK
Tokyo and Kanagawa, Japan
Shanghai, China
Singapore

JAPAN

WORLD

Japan

UK

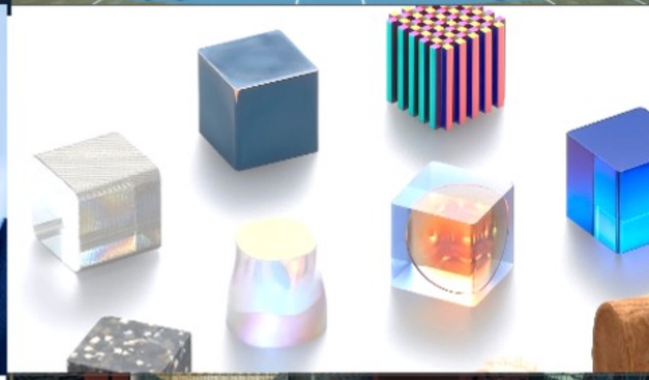
Sweden

China

Singapore

San Mateo

(SIE)



SONY

Sony Design Consulting Inc.

INDIVIDUALITY

DIVERSITY

Design

Product Design
Package Design
UI Design
Graphic Design
Branding Design
Communication Design
UX Design
Service Design
Space Design
Vision Design
Design Research
Design Consulting

Create New Standards

Visionary

We design conceptual visions,
embracing our curiosity and imagination
to “do what has never been done before”

Integrity

We design with integrity,
tackling every project with a sincere commitment
and relentless attention to refining our ideas
into a distinct essence

Empathy

We design with empathy,
appealing to human emotions with a deep
understanding of significant social contexts

Through the power of design, we envision new paradigms, give meaning to ideas, and engage globally –
a process that resonates with a diversity of values, bringing new standards into being.
As we continue to explore the limitless possibilities of design, we will work
to create new value standards with people across the globe.

CONVENTIONAL

BREAKTHROUGH

Design

デザインする

Create New Standard

原型を創る

PARADOX OF MY WORK

3

SONY

CORPORATE STRATEGY MEETING 2024

JAPAN

WORLD

Conference

説明会

Entertainment Show

エンタテインメントショー

INDIVIDUALITY

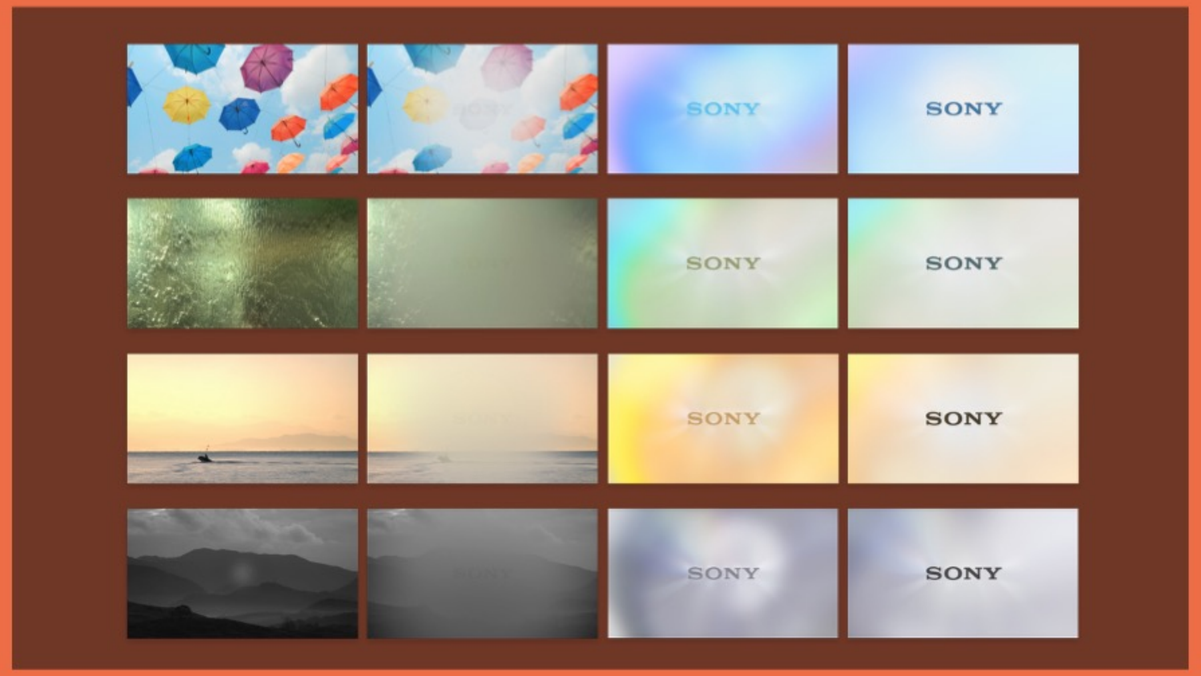
DIVERSITY

One fixed logo

一種類に統一されたロゴ

Infinite Logo

無限のバリエーションを持つロゴ



Behind the scenes

The evolution of Sony's motion logo

Visaデビット/海外ATMのご利用
VISA
Sony Bank
WALLET
店舗番号 口座番号
001 0123456
4001 4201 2345 6789
MONEYKIT TARO
4001
00/00
MONTH YEAR
GOOD THRU
キャッシュカードのご利用
SONY
Carl Zeiss

CONVENTIONAL

Brand / Status

ブランド / ステータス

BREAKTHROUGH

Experience

体験

JAPAN

WORLD

INDIVIDUALITY

DIVERSITY

CONVENTIONAL

BREAKTHROUGH

PAST

REAL

FUNCTION

ABSTRACT

ORDER

FUTURE

VIRTUAL

EMOTION

CONCRETE

CHAOS

VOLATILITY

変動性

UNCERTAINTY

不確実性

COMPLEXITY

複雑性

AMBIGUITY

曖昧性

PROBLEM?

POSSIBILITY?

Enjoy

CREATIVE

PARADOX