

Brand Guidelines

January 2025

SONOS

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Introduction

This document outlines the core creative elements of the Sonos visual identity as well as some high-level guidelines that help guarantee a consistent and cohesive expression of the brand.

For additional guidance on these elements and how to combine them in creative asset development, please refer to the Brand Guidelines listed below.

Audience

Alex Profile Evolution

Core Owner Current	Male
	45+ (core 45 - 64)
	75% \$100k+
	More Suburban + Rural
	Empty Nesters
- Accomplished, established in life - High ownership of tech - Tech first	

Alex 1.0 2024	Male
	35+ (core 35 - 49)
	62% are \$150K+
	Equally Urban + Suburban
	Kids + No Kids
- Younger, more urban, higher income than owners - Affluent, highly educated digital nomad - Hard work in life is paying off, enjoys the finer things - Tech Enthusiast	

Audience Size:

Sonos Media Markets - 14.5M
Global - 94.7M

Alex 2.0 2025+	Male
	35+ (core 35 - 64)
	\$100K+
	Equally Urban + Suburban
	Kids + No Kids
- Entertainment obsessed - Connected to culture and community - Passionate about music, film/tv, sports, gaming, fashion - Tech as an enabler	

Audience Size:

Entertainment Obsessed
Sonos Media Markets - 35M
Global - 172.6M

Entertainment Obsessed and Tech Interested:
Sonos Media Markets - 24
Global - 115.4M

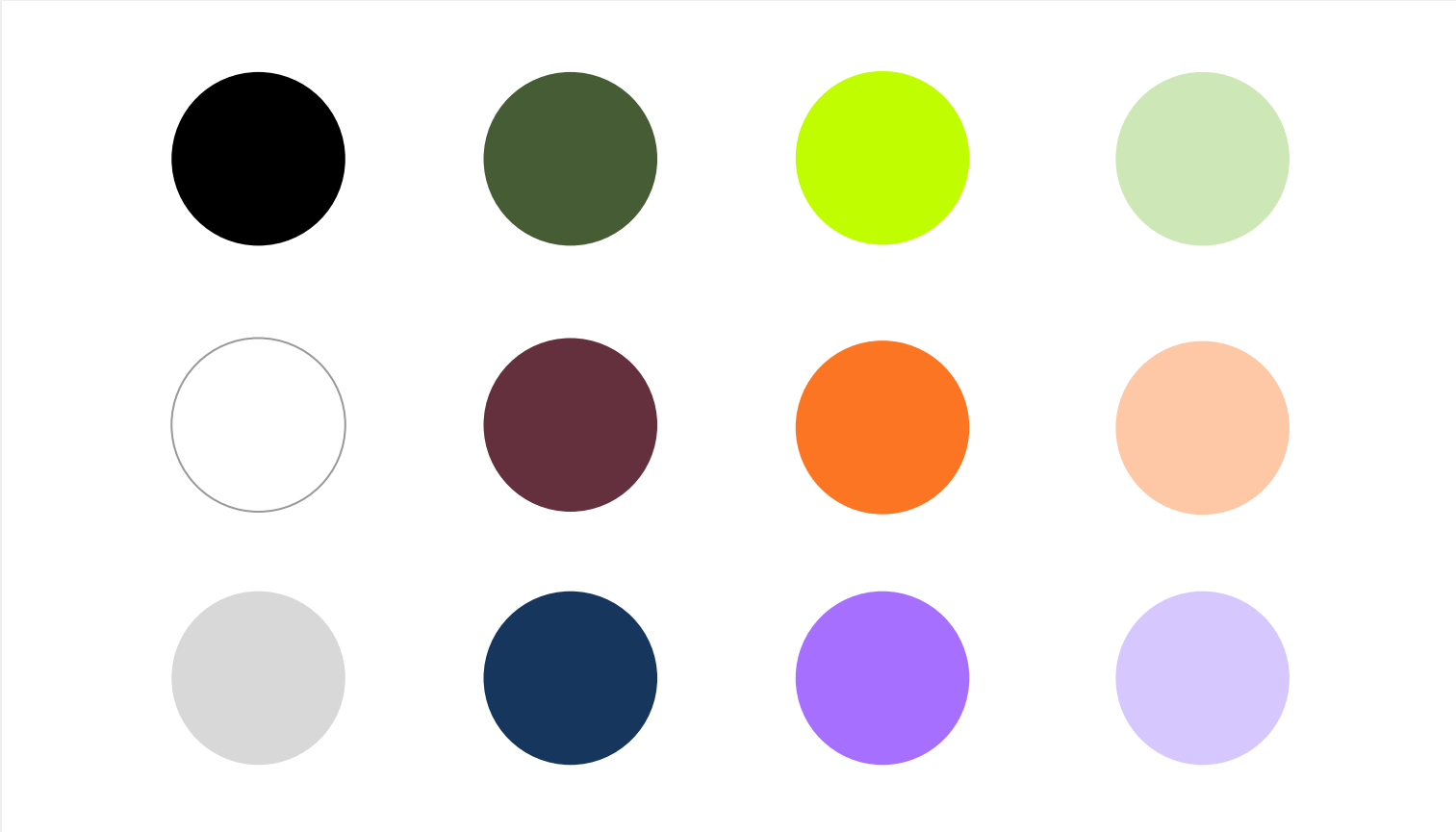
Core Elements

Core Elements

Logotype



Color Palette



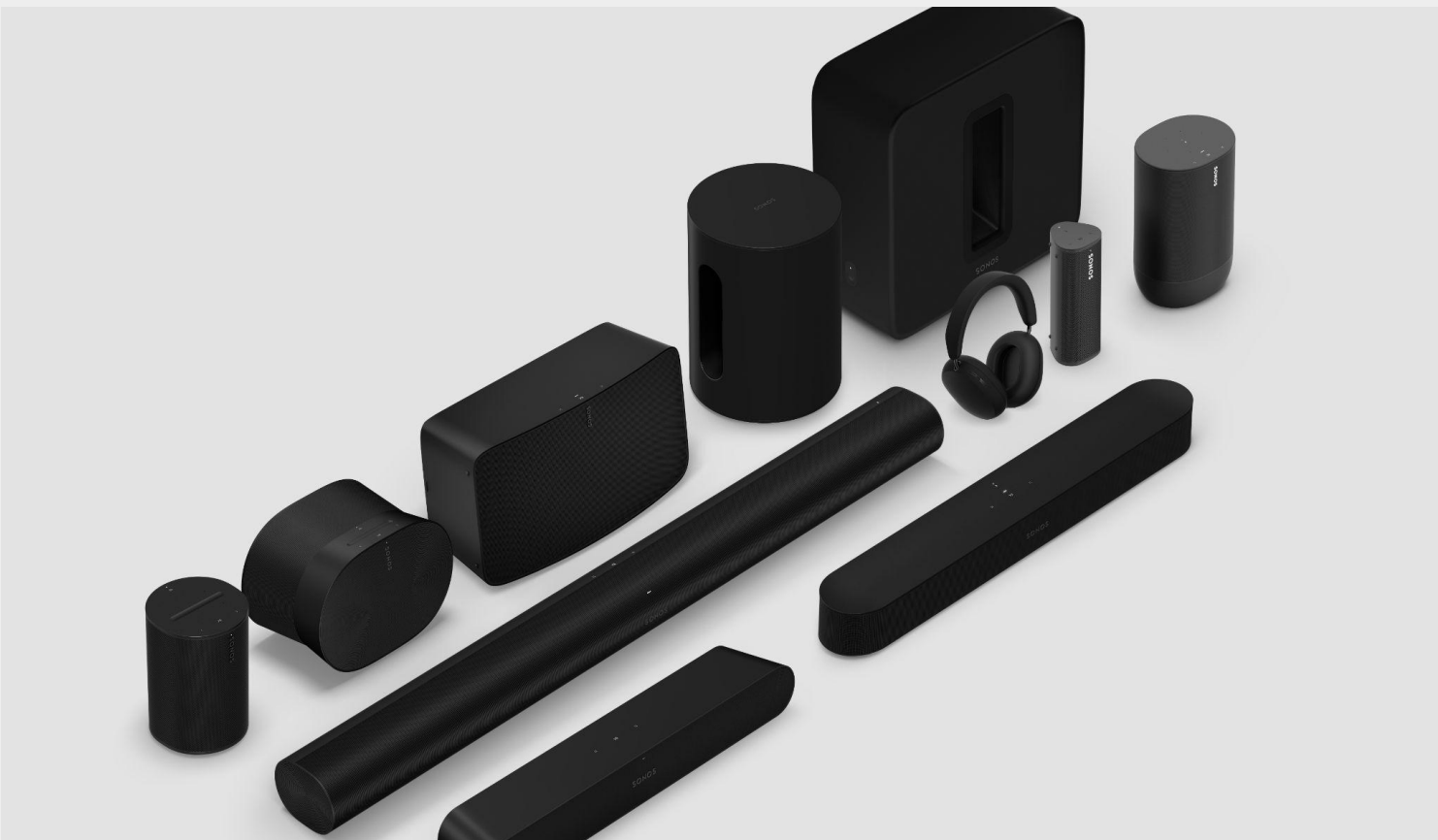
Typography



Lifestyle Photography



Product Renders



Logotype

Our logotype, or wordmark, is our most valuable brand asset. An ambigram, it is both elegant and functional, perfectly encapsulating the versatility of the Sonos experience.

Logotype

Our wordmark appears either horizontally or vertically on products and in brand communications.

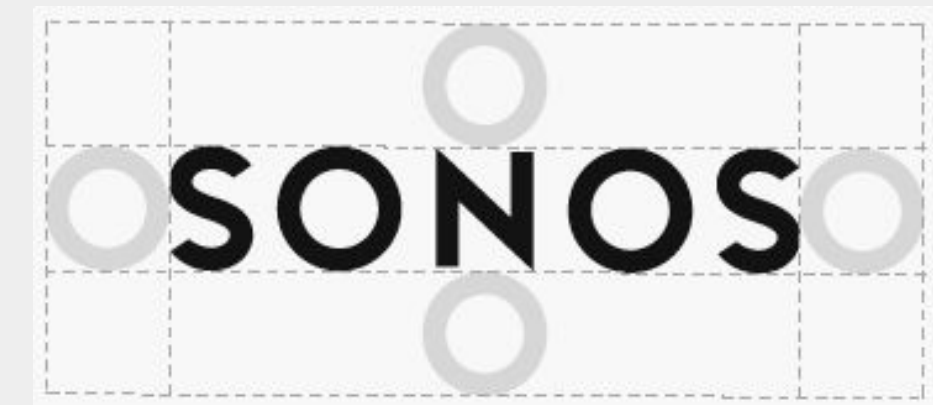
As a guiding principle, the shape of the canvas determines its orientation. However, this may change based on the context, messaging, and need for prominence.

SONOS

Vertical



Horizontal



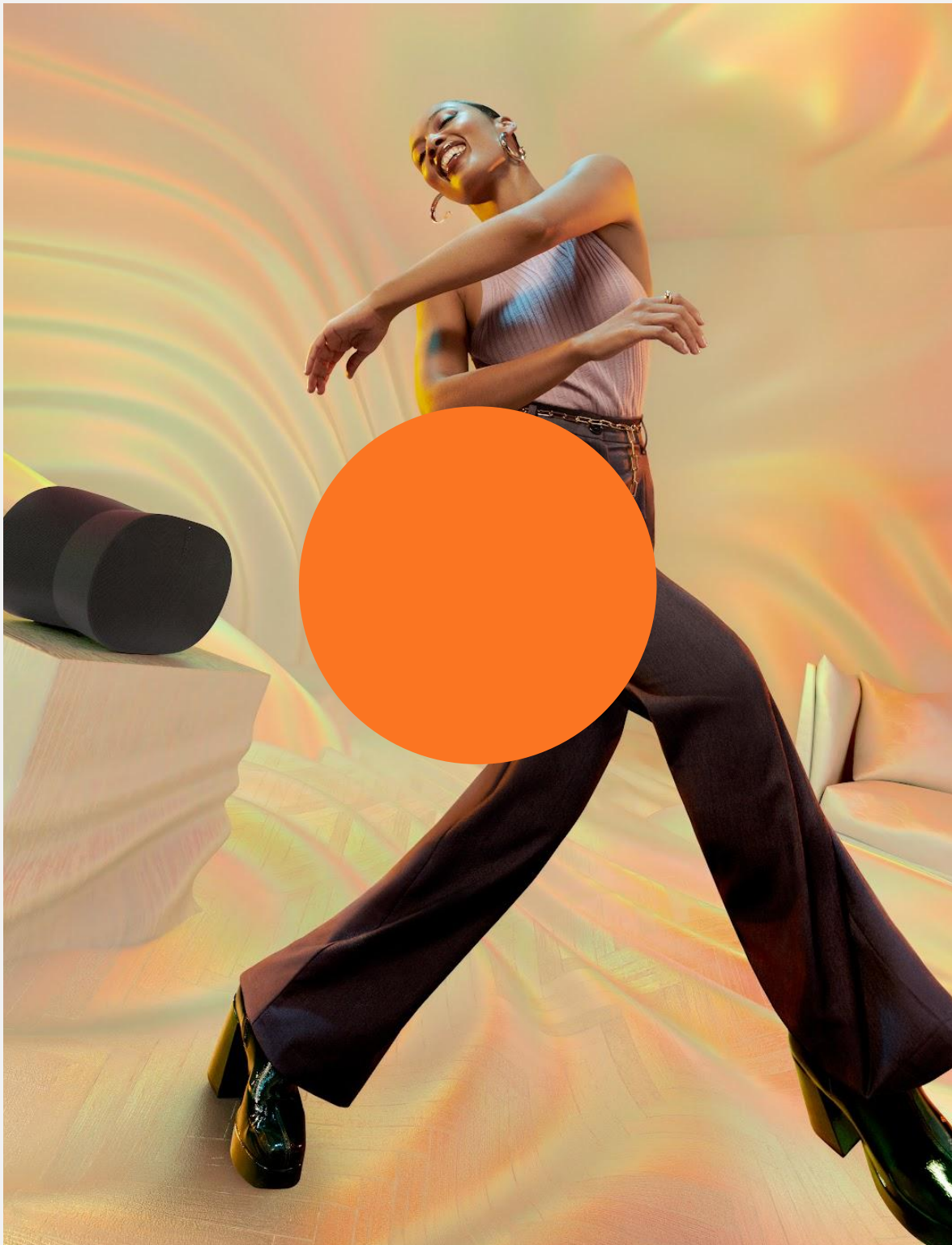
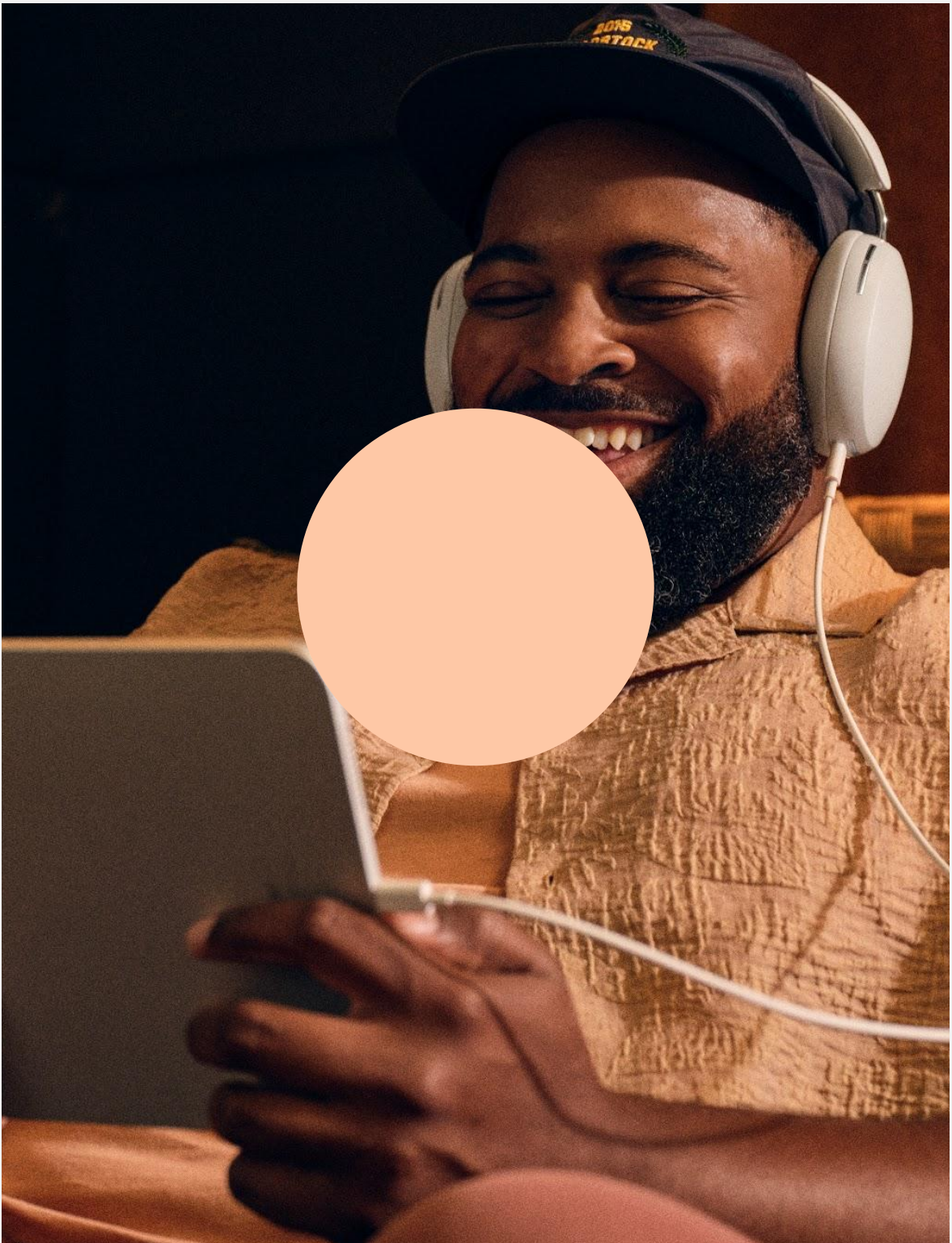
Color

A fresh and expanded palette gives us greater depth, energy, and flexibility for the future.

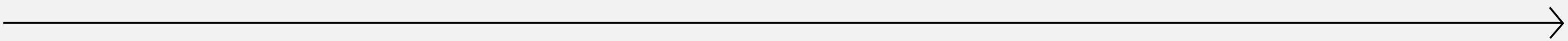
It differentiates our brand within the category, communicates warmth, and creates a fresh context for our predominantly black and white hardware.

Color

A more fluid and diverse color palette that better reflects the dynamism of the Sonos listening experience.



EVOKE



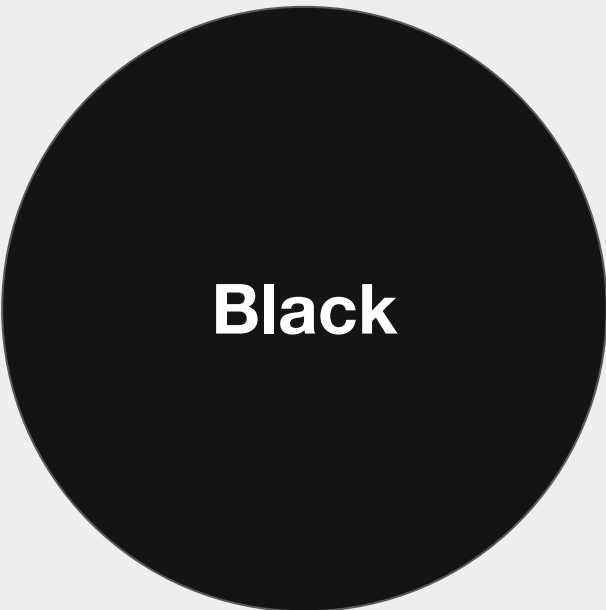
EMOTION

Color

Core

Our foundational palette mirrors our product design language and anchors the brand expression.

Use this color palette when talking about the Sonos experience independent of the product storytelling.



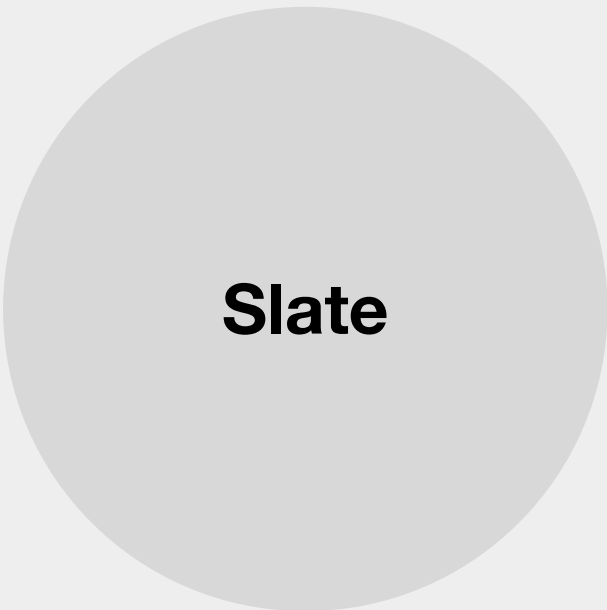
Black

#141414
R20 G20 B20
C60 M40 Y40 K100



White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0



Slate

#D8D8D8
R216 G216 B216
C18 M13 Y14 K0

Color

Secondary

Our secondary palette imparts depth, energy, and flexibility that speaks to the experiences our products unlock.

Use this color palette for storytelling around specific product moments and promotions.



Juniper

#465C35
R70 G92 B53
C71 M42 Y84 K38



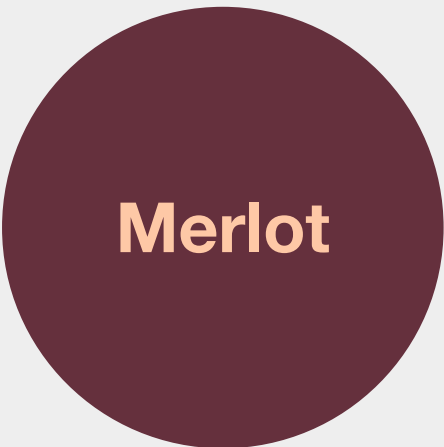
Lime

#C0FD00
R192 G253 B0
C35 M0 Y100 K0



Sage

#CEE7B6
R206 G231 B182
C25 M0 Y37 K0



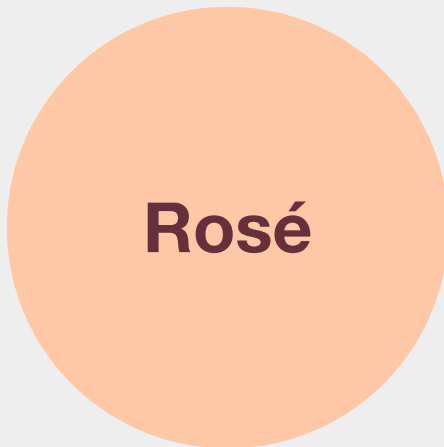
Merlot

#65303D
R101 G48 B61
C40 M79 Y47 K53



Orange

#FB7522
R251 G117 B34
C0 M64 Y87 K0



Rosé

#FEC8A6
R227 G184 B163
C11 M32 Y35 K1



Marine

HEX #1f355a
R31 G53 B90
C96 M83 Y38 K30



Grape

#A76FFF
R167 G111 B255
C57 M60 Y0 K0



Twilight

#D6C8FF
R214 G200 B255
C20 M24 Y0 K0

Typography

Our typography conveys a premium aesthetic and unifies the brand across all customer-facing touchpoints.

Our brand typeface is Aktiv Grotesk.

It is purposeful, authoritative, and effective at small and large scales.

[illegible]

Typography | Weight

Our typographic language consists of the following weights in the Aktiv Grotesk type family:

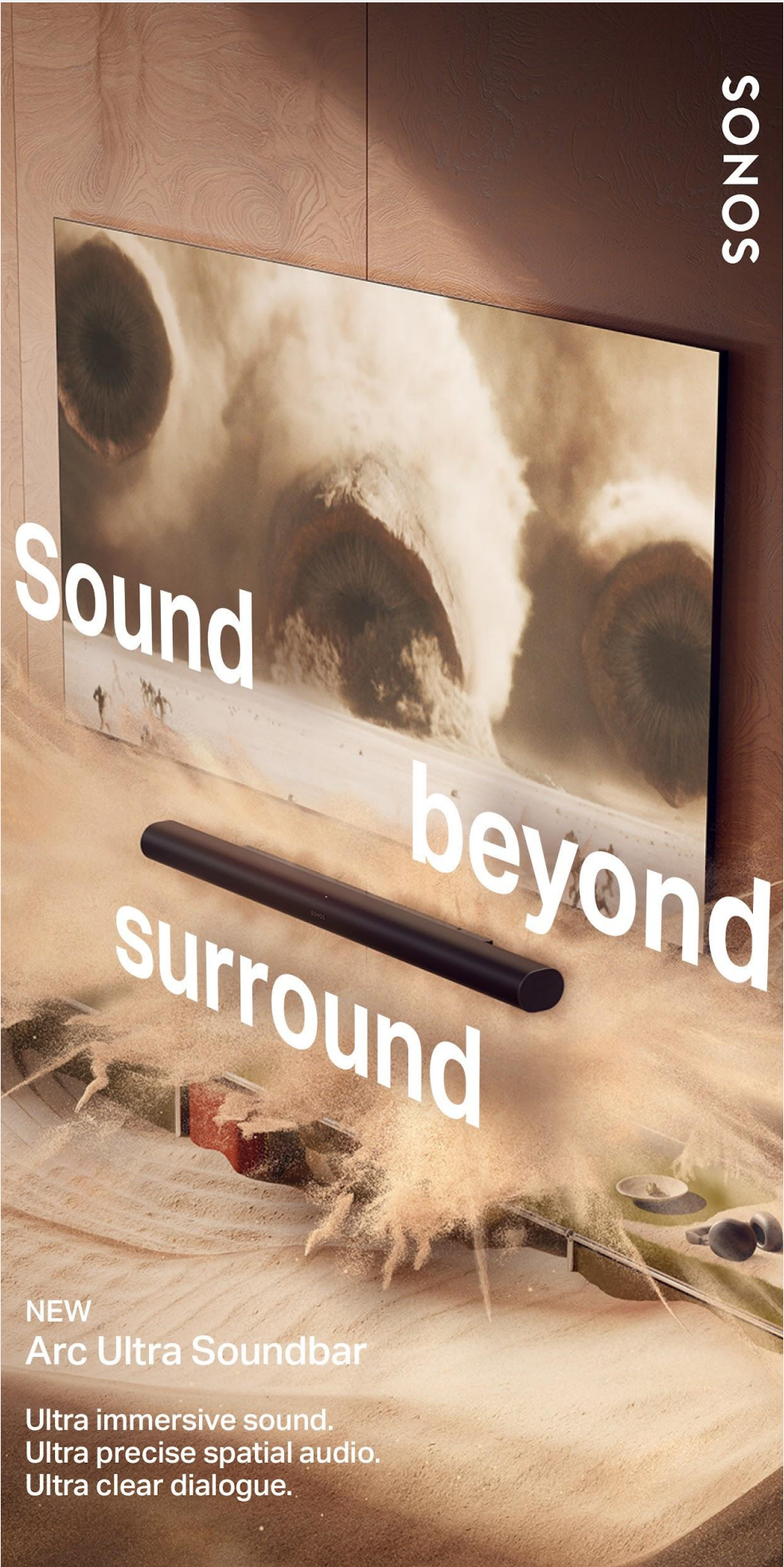
Light

Regular

Medium

Bold

Typography



Product Renders

Signaling our commitment to premium design, artful angles hero products as iconic and highlight unique features.

Product Renders

Hero

Leads in most commercially driven contexts.



Exploded View

Provides product education and highlights innovation in acoustics and/or engineering.



Sets / Collections

Supports general storytelling around the system, color, design, etc.



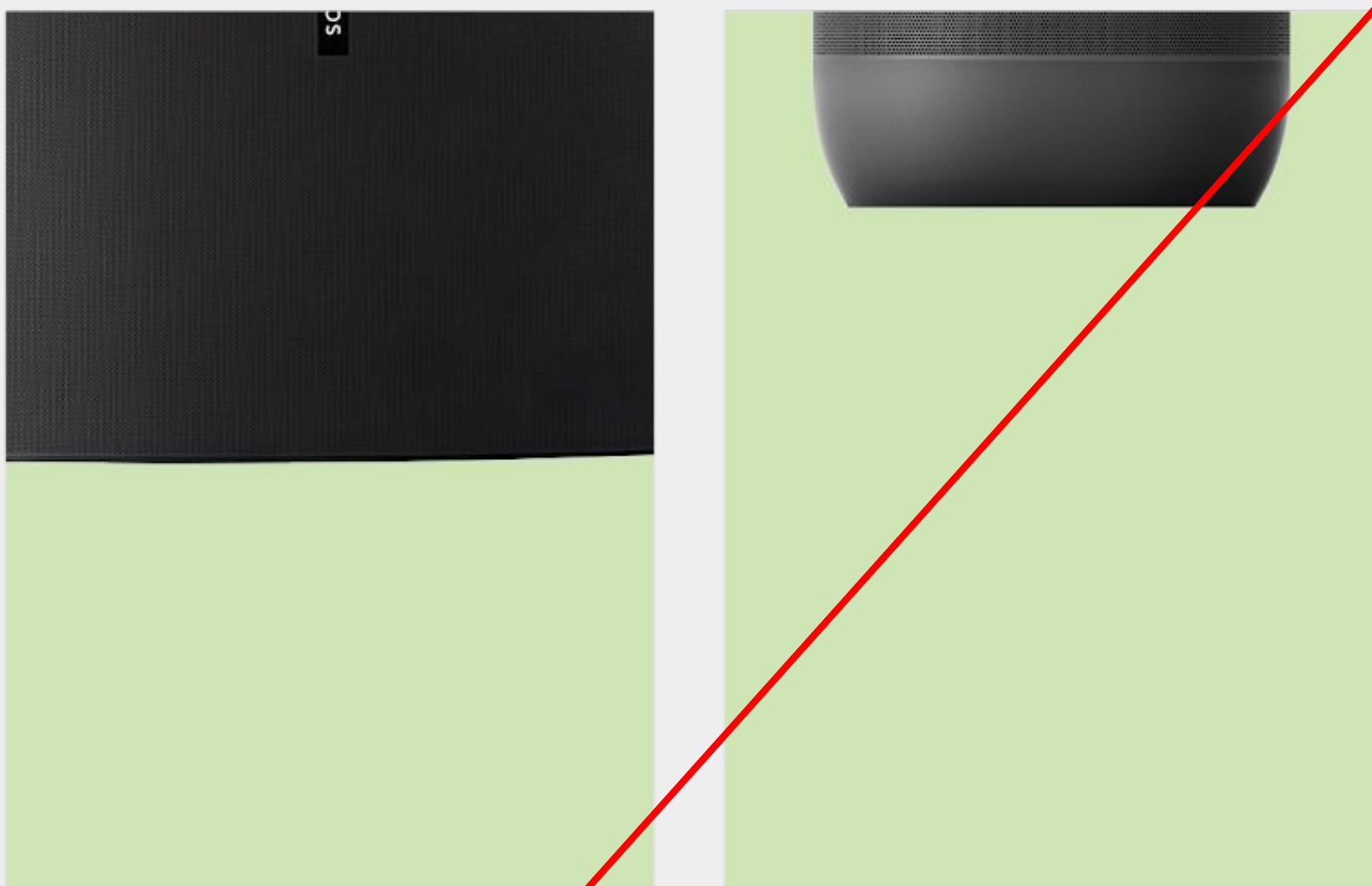
Cropping

Keep it graphic & show the logo when possible.

Vertical



Horizontal



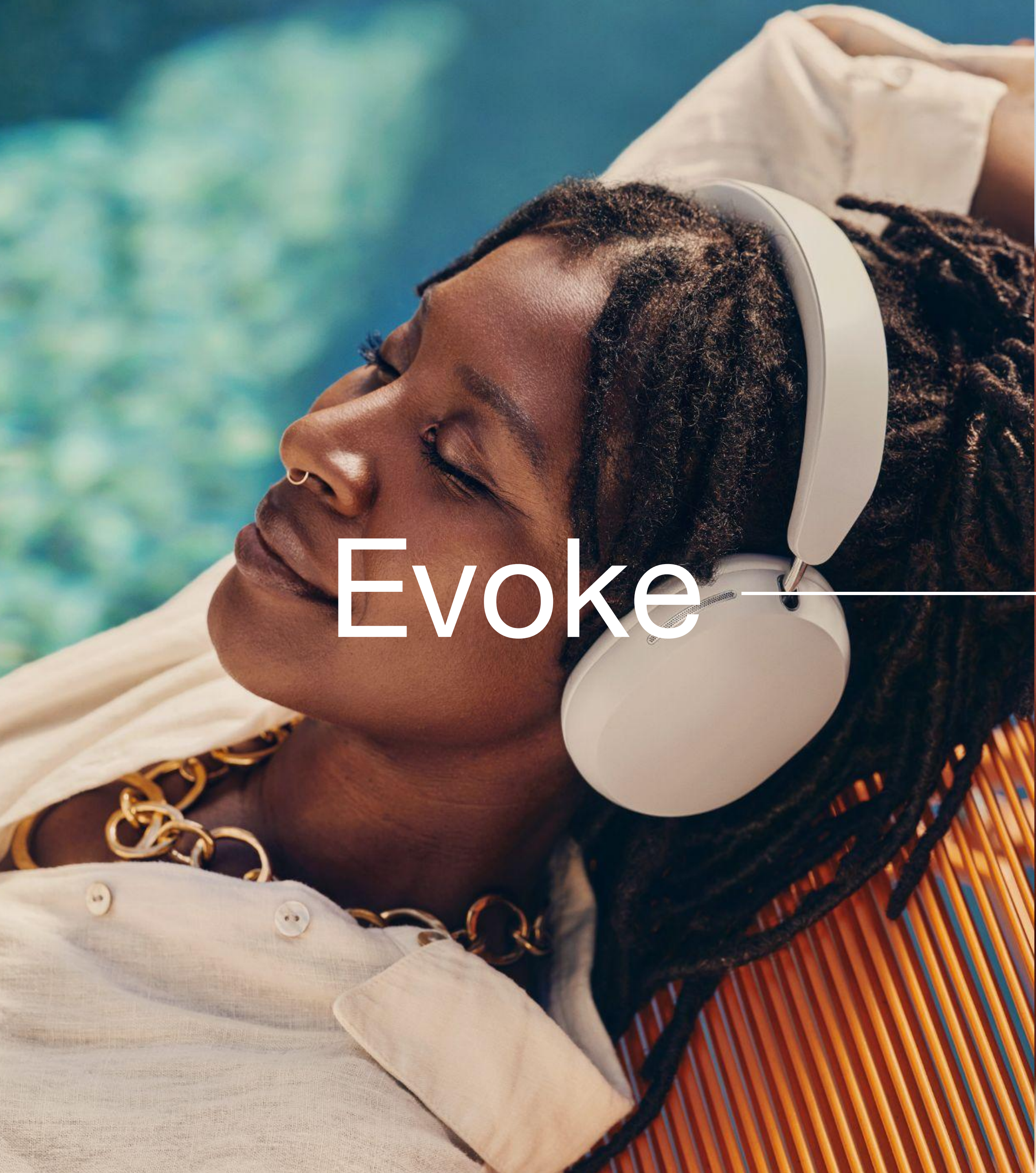
Don't crop the logo

Don't crop too much.



Lifestyle Photography

A human-centric approach feels inspirational and inviting, with compositions that hero our products as technical and aesthetic masterpieces.



Evoked



Emotion

Lifestyle Photography

Product Still

Creates a sense of environment and time that demonstrates how the product fits into and elevates everyday life.



Life at Home

Offers an intimate look at the Sonos experience, including eclectic design inspiration and product interaction.



Listening on the Go

Depicts an aspirational yet accessible lifestyle and showcases product features that suit different climates.



Lifestyle Photography

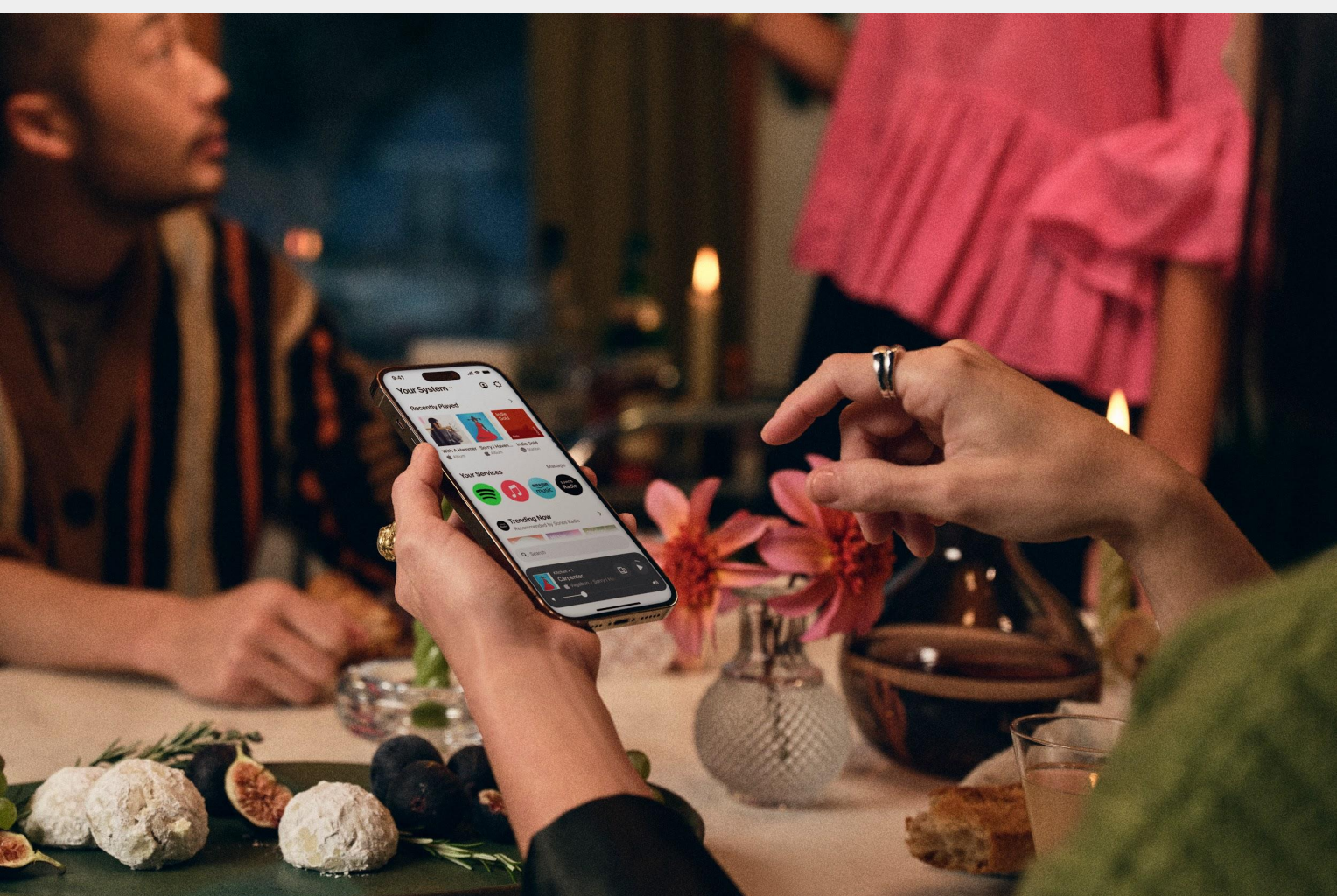


Photo Cropping

Make sure the product is visible at all times



Original
The products are seen clearly and are obstructed by items in the foreground.



Products are cropped and not clearly seen.



Products are cropped and not clearly seen.



Products are seen but lack context and story.



Foreground product is seen but lack context and story. Background product is cropped to much.

Cable Management

When shooting Sonos product be mindful of what is happening with the cable(s). The product situations must be believable.

Cables must appear to be plugged in, but no need to see the actual outlet.

If there is not an outlet available near the product, it is okay to fake it by hiding the end of the cable.



Clutter

When shooting environmental photos, please keep clutter in the photo to a minimum. Products need to be visible so they do not get lost in the space.

“Lived-in but tidy” styling should be followed.



Grain

Please keep grain to a minimum to facilitate any retouching that may be necessary.



Competitor Logos

Please remove competitor products and logos from every shot and be mindful of large corporate logos that are not contractually agreed upon for use.



Content and licensing

Please work with Brand Creative to ensure screen content, album covers, artwork, etc. is properly licenced and appropriate.

Approved evergreen screen content:
Nature, sports, space, animals



Motion

Motion reflects the energy of sound and the vibrancy of the Sonos experience.

Motion: Product



Motion: Layout



Motion



Voice

Voice personifies our brand, embodies our values, and lays the foundation for both *what* we say and *how* we say it.

The primary purpose of our voice is to articulate the magic of Sonos so that our audience feels inspired to listen better and empowered to connect to all the content they want, where and how they choose.

Our voice is passionate, smart, helpful, and confident.

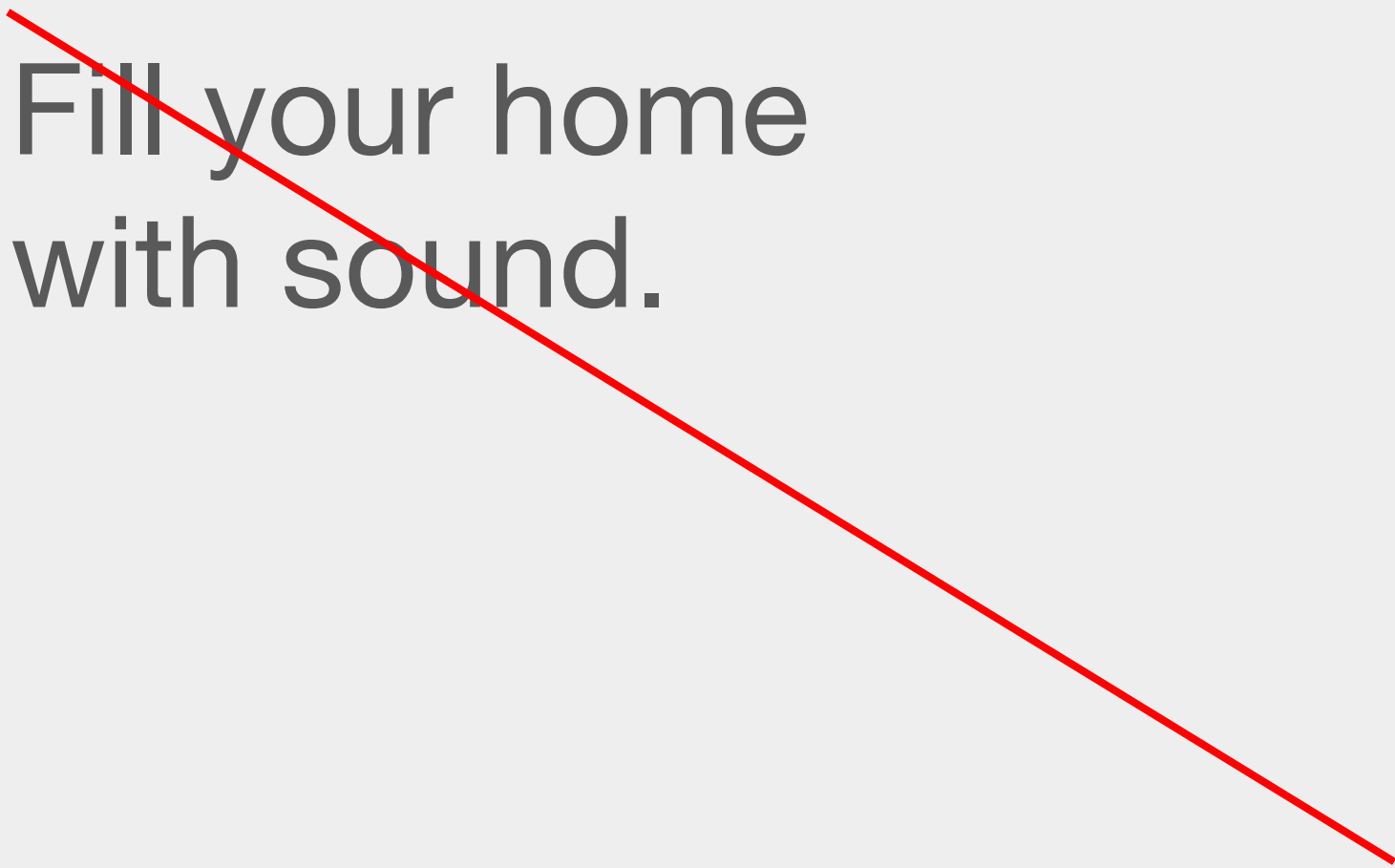
Brand Voice Guidelines

Passionate

We care deeply about sound experiences because of the essential role listening plays in human happiness, culture, and progress.

Indifferent

Fill your home
with sound.

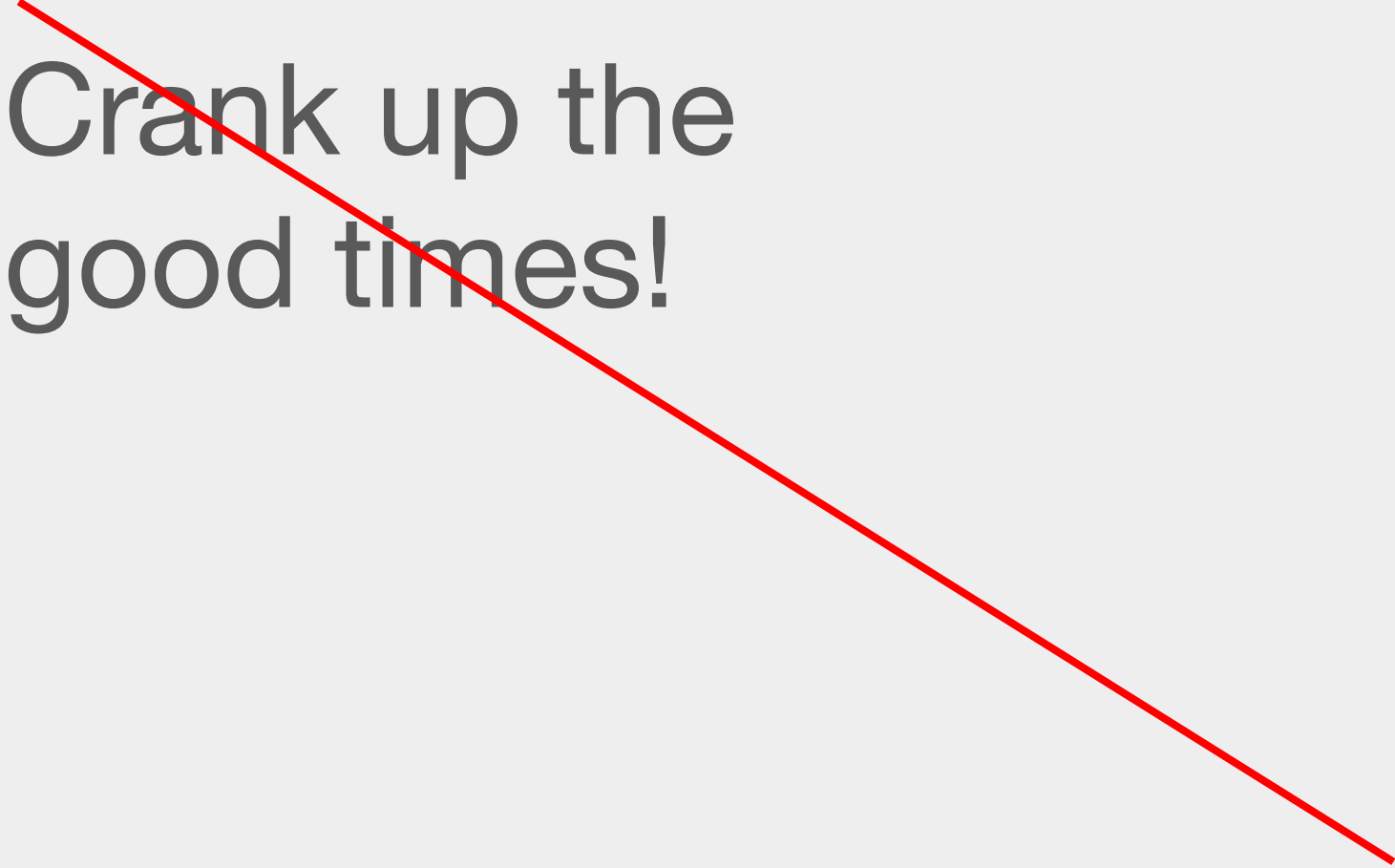


Passionate

Connect to the
content you love.

Exuberant

Crank up the
good times!

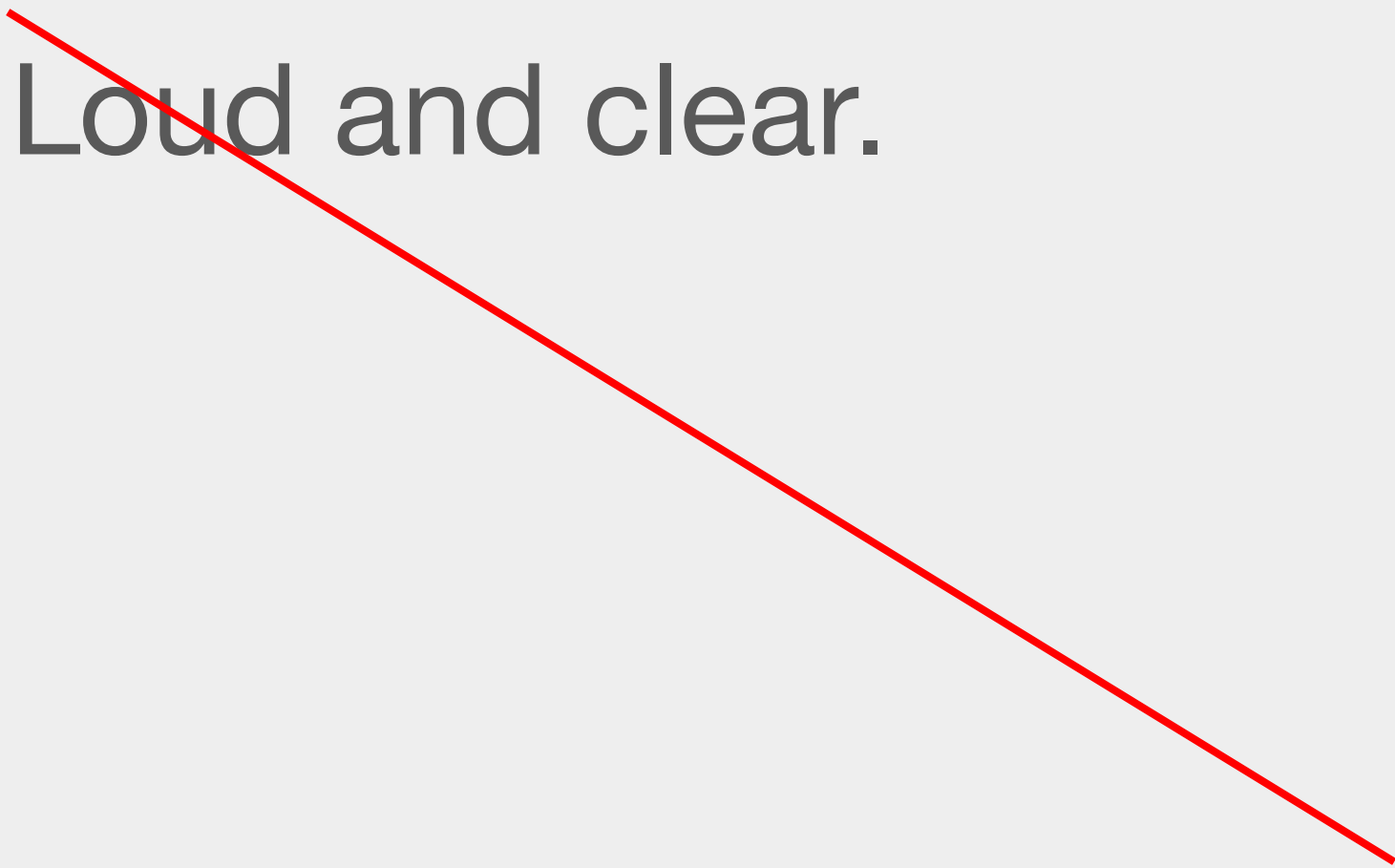


Smart

Our voice is accessible yet elevated by a gentle wit. Everyone can understand the message. Some will appreciate the style.

Basic

Loud and clear.

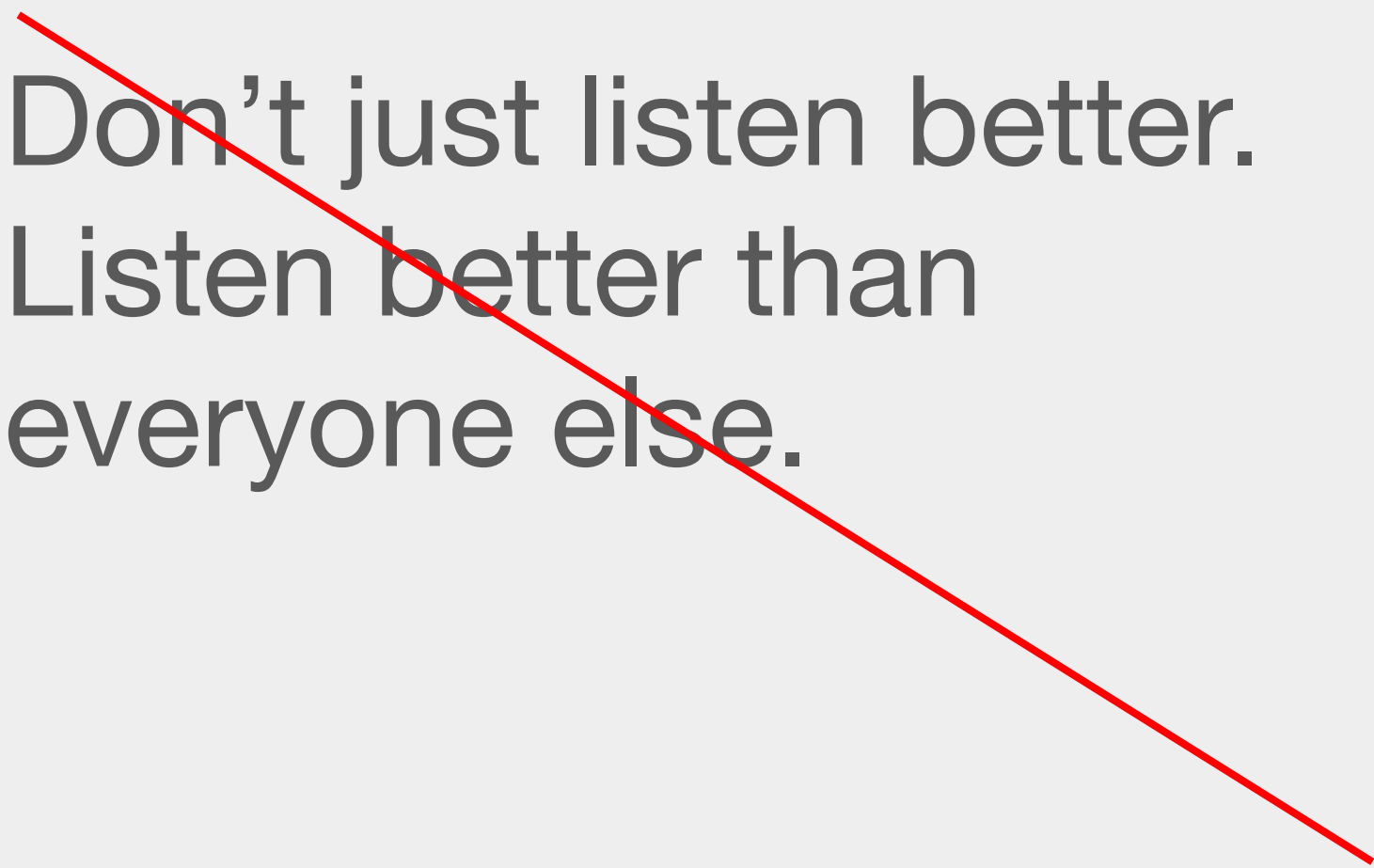


Smart

Hear how sound
should sound.

Pretentious

Don't just listen better.
Listen better than
everyone else.



Helpful

Sonos spares no effort to make premium sound effortless, which means putting the audience first and offering just what they need. Nothing more. Nothing less.

Detached

The performance-tuned driver array and DTS-HD Master surround sound decoding immerse you in audio.

Helpful

Dolby Atmos maps sounds in space for a 3D effect so you experience planes as if they're flying overhead, hear footsteps moving across the room, and feel the score all around you.

Intimate

Dolby Atmos surrounds you in a kind of epic bubble of sound.

Confident

Sonos exudes quiet confidence, disrupting through innovation rather than brash style. We are the authority on great sound experiences and know that everything we do adds value.

Timid

~~Sonos One is unlike any other smart speaker.~~

Confident

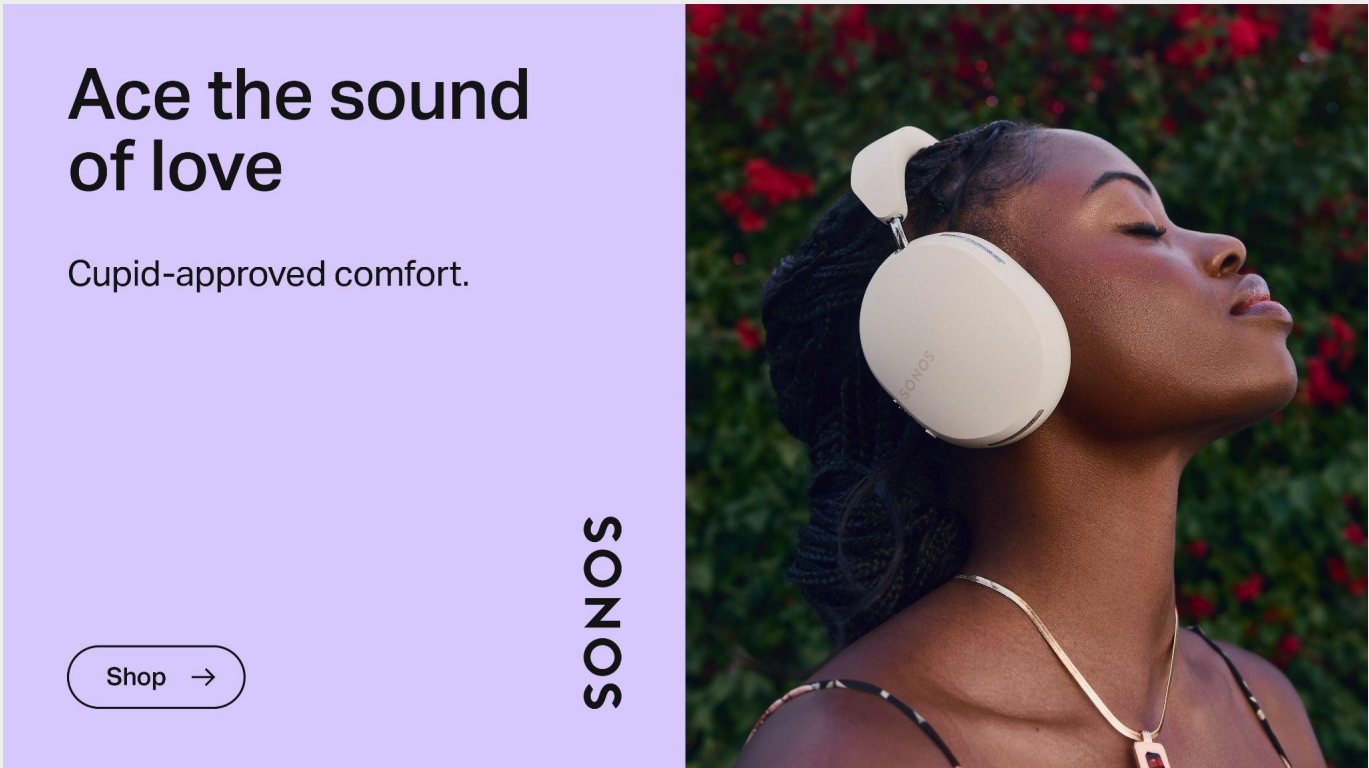
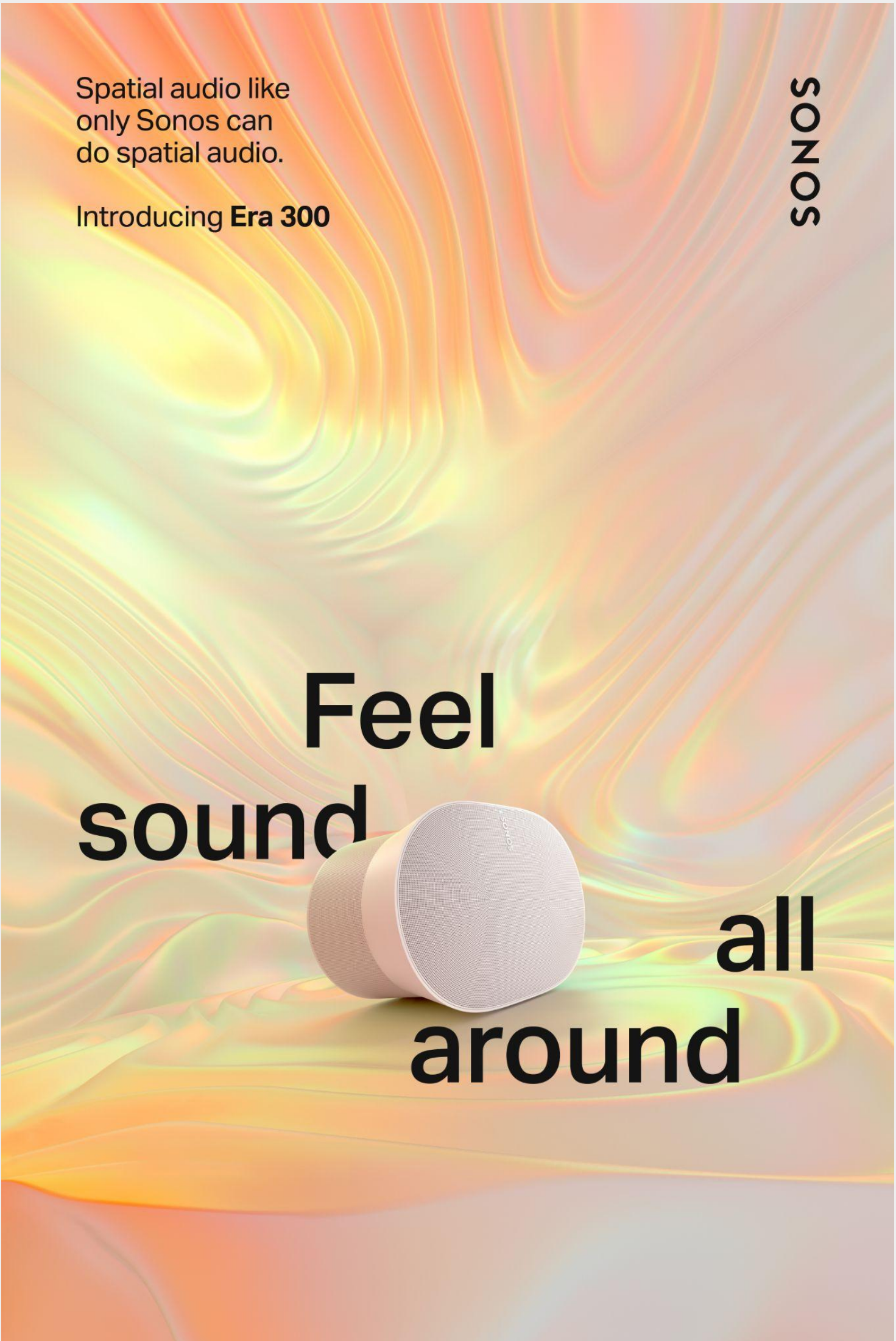
Sonos Ace headphones are masterfully crafted to bring home theater sound closer to you.

Arrogant

~~The most innovative smart speaker to ever hit the market, Sonos One blows the competition away.~~

Voice: Proof of Concept

Sonos innovates to make premium sound effortless for everyone, and we communicate in much the same way, distilling complex hardware and software into clear benefits, intelligently crafting language that is easy to understand, and inviting the audience to create a simpler, more enjoyable life.



Promo Copy Guidelines

[Promo Copy Guidelines](#)

[DTC Creative Promo Inspiration](#)

Holiday Messaging Guidelines

Do

Focus on the theme of joy.

Speak to the elements of the season (e.g., cold weather outside, gifting moments, traditions, entertaining, etc.) as they relate to paired imagery and timing.

For the majority of assets, use holiday agnostic language to be more inclusive. Some assets can allude to specific holidays via cultural references.

Use sentence case without end punctuation for headlines and CTA buttons.

Try to avoid using “Sonos” in overlaid copy next to our wordmark.

Do not

Do **not** use exclamation points in any copy.

Do **not** connect brand campaign messaging, i.e. “Feel more” or “Nothing feels like Sonos.”

Do **not** mention “brilliant sound.”

Do **not** use digital banner creative as a paid social ad. In other words, no CTA button where it does not function as one.

Do **not** call out product names in overlaid copy, except in strategic cases of retargeting. Place it in post copy if you want to clarify or expand on brand-led holiday messaging.

Promotion Messaging Guidelines

Do

Keep it simple and direct. Lead with the highest-value offer (and categories when specifying) to reduce iterations.

Ensure offer is clean, i.e., 20% or \$200, **not** 18% or \$199.80.

Use sentence case without end punctuation for headlines and CTA buttons.

Include “Sonos” before the product name where the messaging could otherwise be confusing, such as with Five.

Avoid mentions of Black Friday and Cyber Monday outside of metadata or where they may apply to a retailer’s promotion.

Do not

Do **not** use the words *deal*, *promotion*, *clearance*, or *discount*. (Exceptions for legal disclaimers and meta data.)

Do **not** use exclamation points in any copy.

Do **not** use language like “Hurry” or “The clock is ticking.” Be delicate when driving urgency, as it can undermine our positioning as a premium brand.

Do **not** use brand campaign messaging.

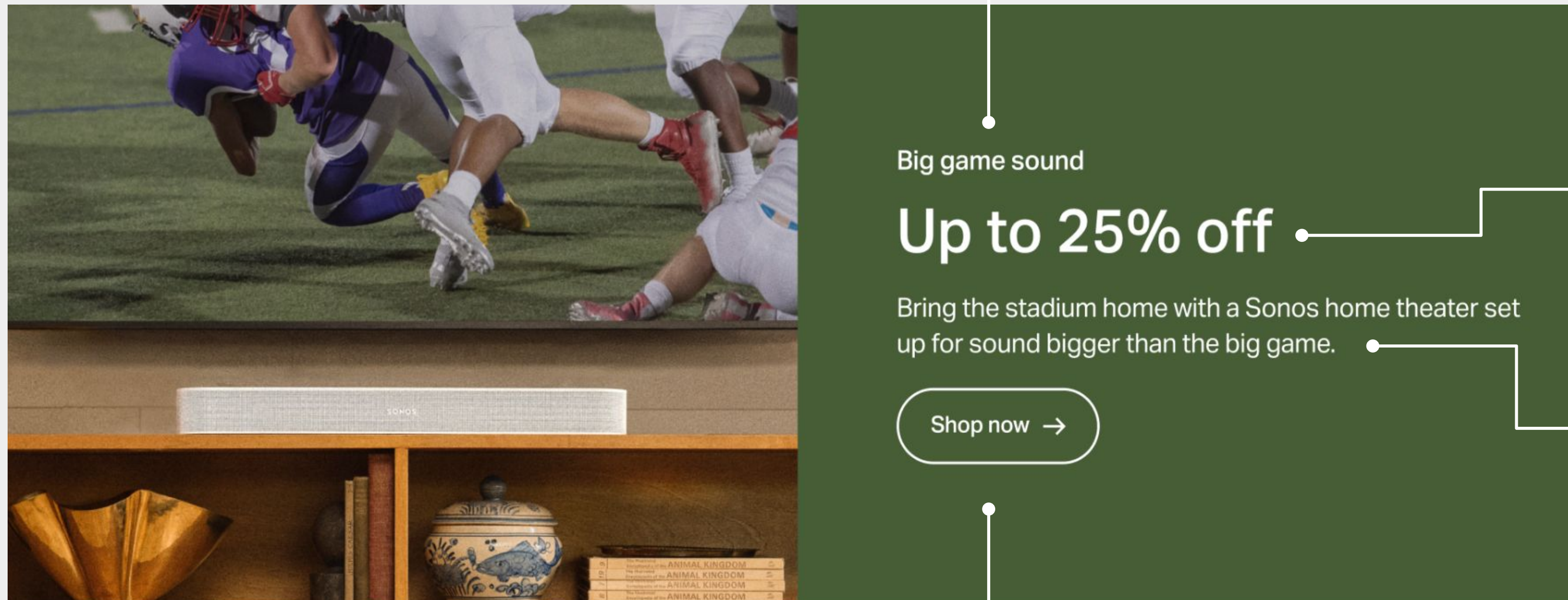
Do **not** use digital banner creative as a paid social ad. In other words, no CTA button where it does not function as one.

Do **not** list product names when multiple are on promotion.

Technicality

At Sonos, we maintain consistency across all aspects of our brand. This helps strengthen our brand identity and ensures that our consumers stay focused on our products. On the following slides, you'll find examples of some of our capitalization and grammar guidelines.

Technical Copy Guidance



Eyebrow: Sentence case - no period

Headline: Sentence case - no period

Body/Subcopy: Sentence case + period

CTA: Sentence case - no period

Product Naming Conventions

Product	Product Type
Sonos Ace	Headphones
Beam (Gen 1)	Smart Soundbar
Ray - Entry-Level Soundbar	Soundbar
Sub Mini - Entry-Level Sub	Wireless Subwoofer
Arc Ultra	Premium Smart Soundbar
Sub 4	Premium Wireless Subwoofer
Roam 2	Ultra Portable Smart Speaker
Move 2	Portable Smart Speaker
Era 100	Smart Speaker
Era 300	Premium Smart Speaker

Note:

*Sonos Ace is the only product that gets Sonos in front of it in copy. Unless, it is used for SEO copy on platforms like Google.

*Japan & France: Due to legal considerations for Roam and Ray, all products have Sonos in front of them for consistency.

Display Ad Specs



336x280



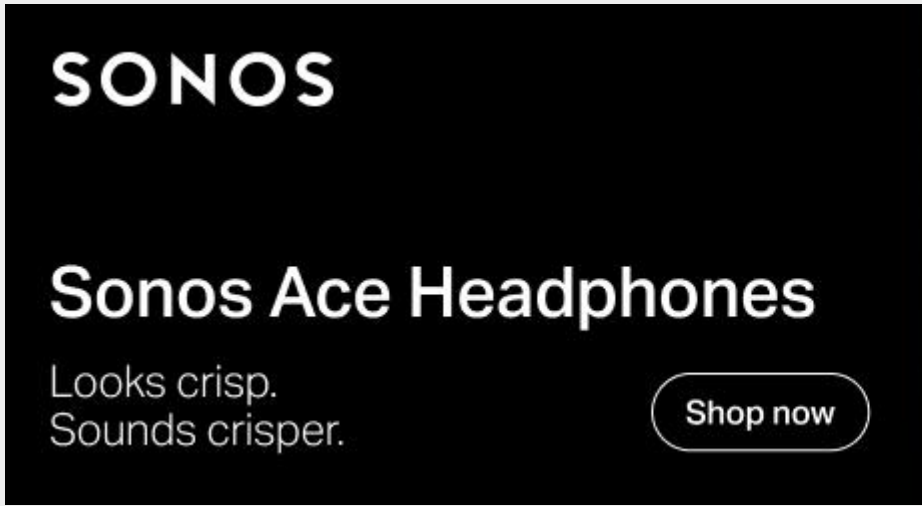
300x200



300x600



160x600



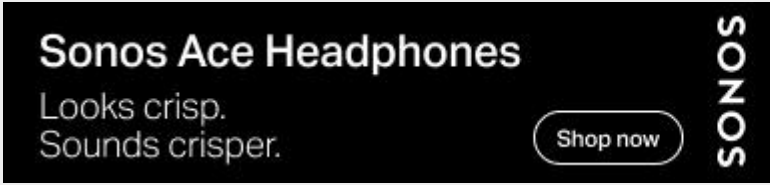
970x250



320x50



300x50



728x90



970x600

Creative Overview

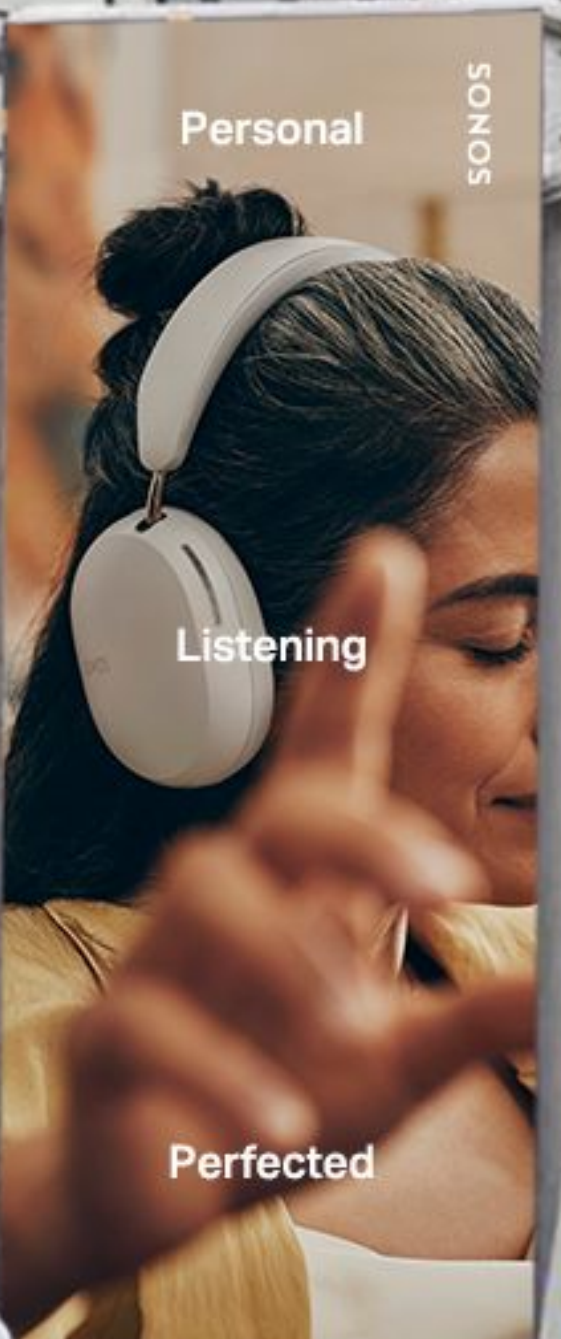
Examples of best in class marketing
utilizing our brand guidelines.



fnac

fnac

fnac



Personal

SONOS

Listening

Perfected

fnac

Everything your headphones should be
Introducing Sonos Ace

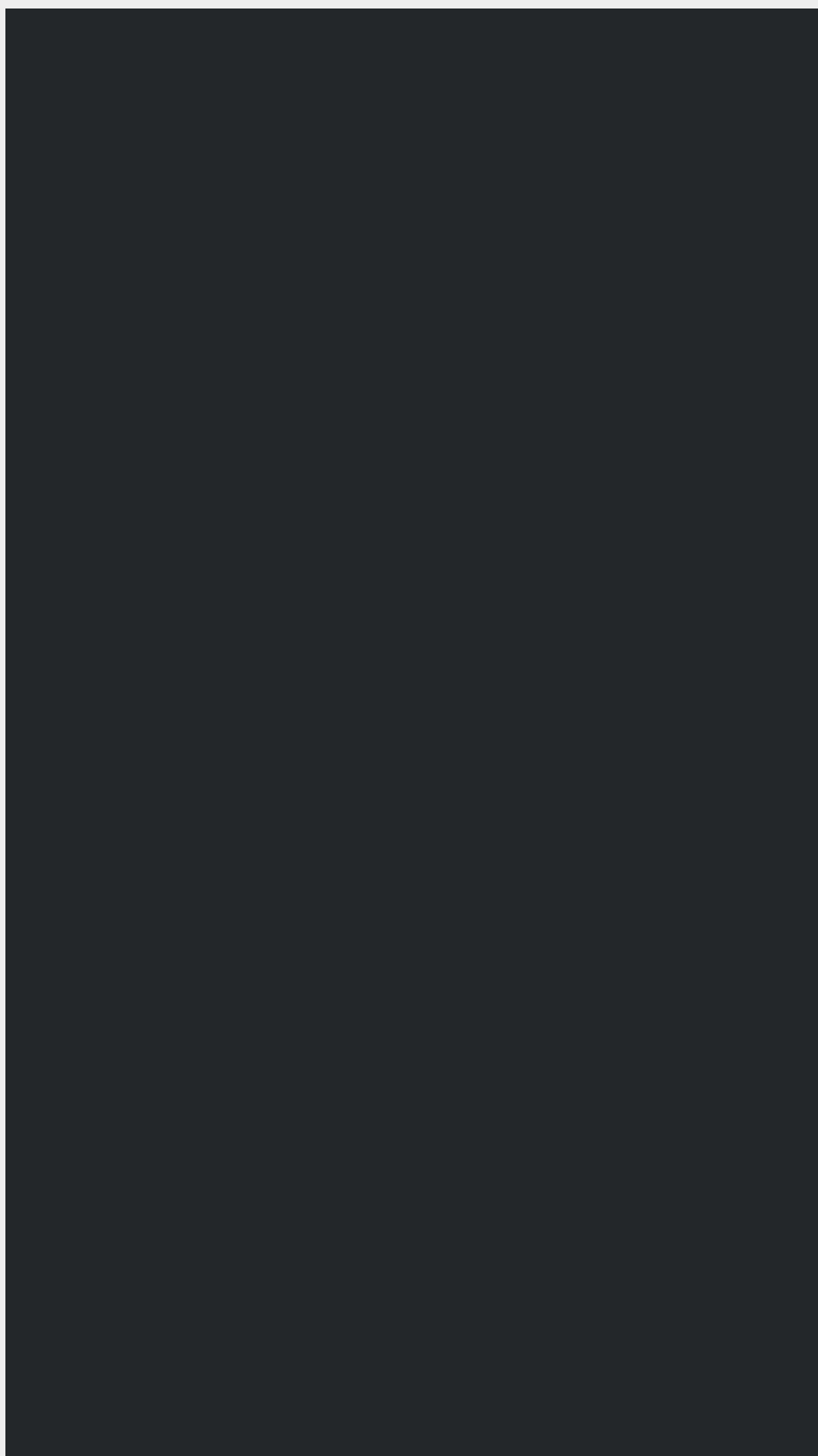
SONOS



Everything your headphones should be
Introducing Sonos Ace

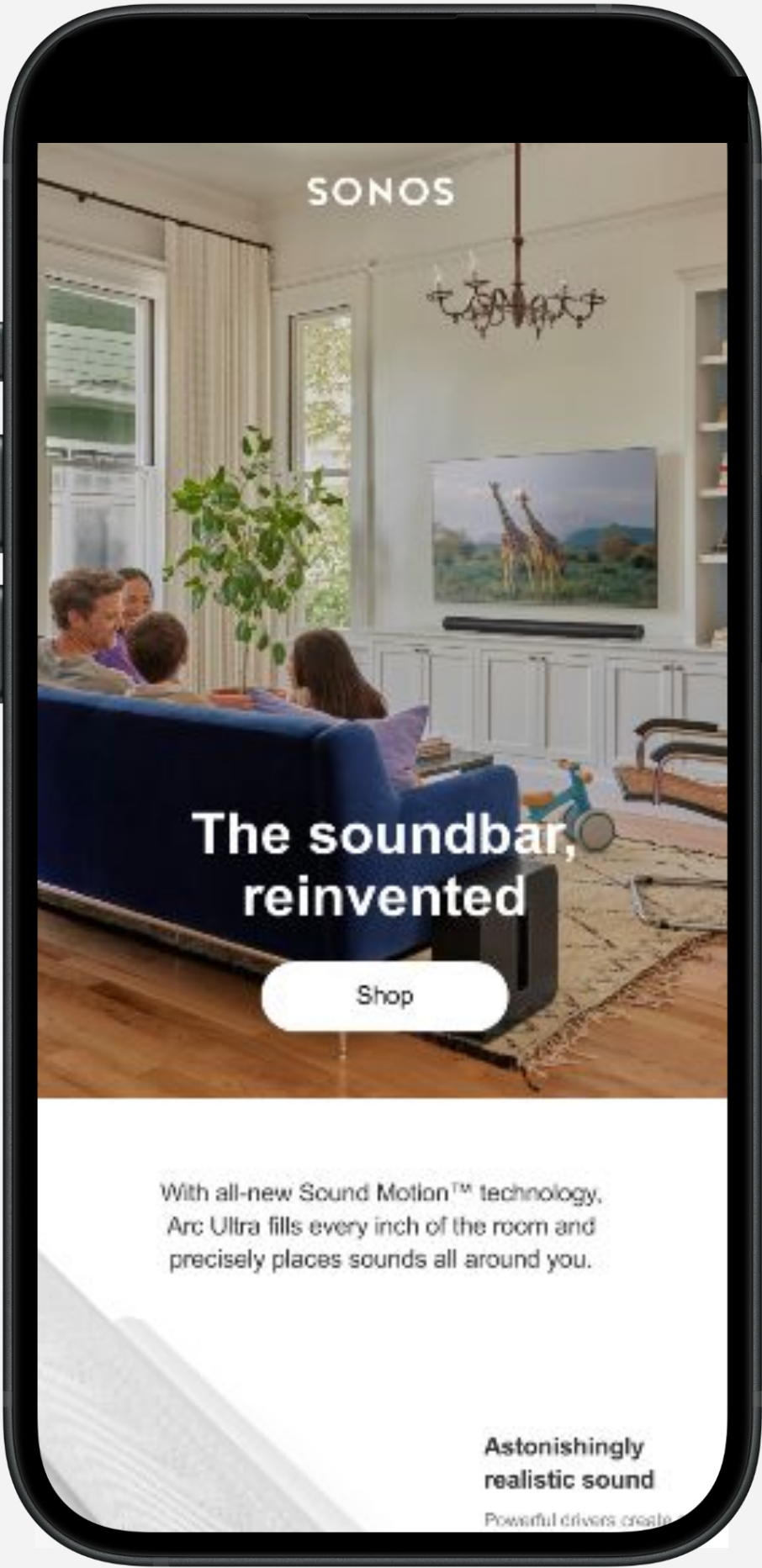
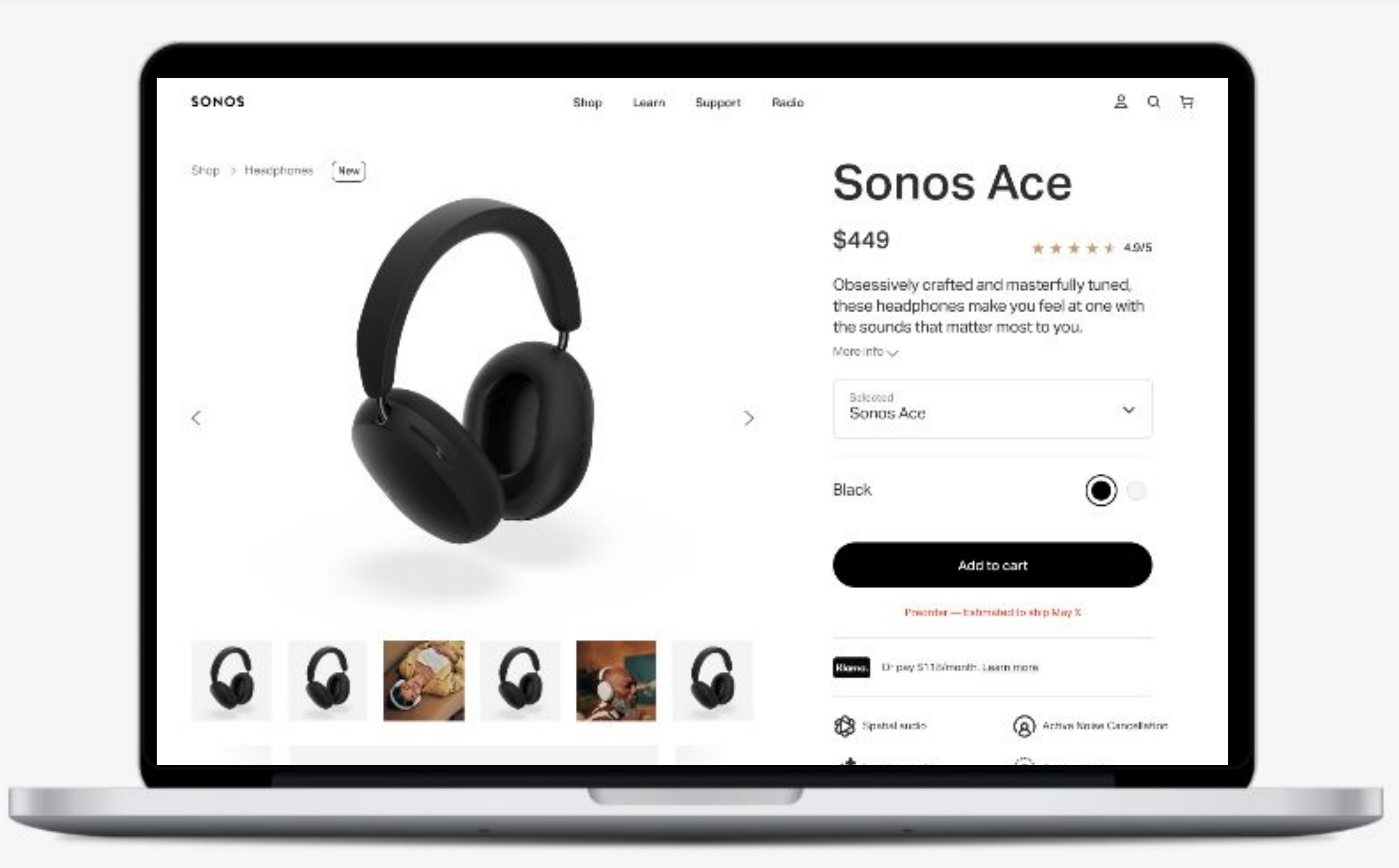
SONOS

















Appendix

Appendix

For more information and templates, please see the Brand Guidelines album on Pipeline.

1. Internal Presentation Template
2. Full System Brand Guidelines
3. [Brand Voice & Copy Style Guidelines](#)
4. [UX Copy Guidelines](#)
5. [Sonos Product Genders](#)
6. [Photography Guidelines](#)

SONOS

Display Ad Specs

