

# VA335

## SOUND AND IMAGE

Week 9

Sound Branding

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All materials are used for academic purposes

# SOUND Branding

Sound branding (also known as audio branding, music branding, sonic branding, acoustic branding or sonic mnemonics) is the use of sound to reinforce brand identity.

Sound branding is increasingly becoming a vehicle for conveying a memorable message to targeted consumers, taking advantage of the powerful memory sense of sound.



# SOUND Branding

The sound logo is one of the tools of sound branding, along with the jingle, brand music, and brand theme.

A sound logo (or audio logo or sonic logo) is a short distinctive melody or other sequence of sound, mostly positioned at the beginning or ending of a commercial.

It can be seen as the acoustic equivalent of a visual logo.



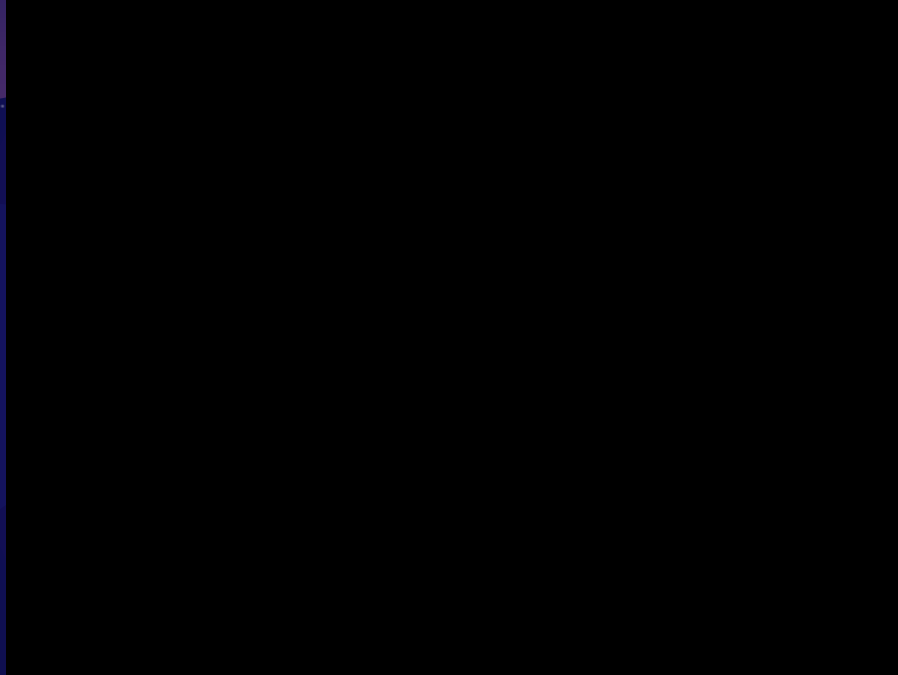
# SOUND Branding examples

The background is a dark blue space-themed illustration. It features several light blue, wavy, nebula-like shapes. Scattered throughout are numerous small white dots representing stars. Three bright, diagonal streaks of light, resembling meteors or comets, cut across the scene. In the lower-left area, there is a pink planet with a thin purple ring. In the upper-right area, there is a pink crescent moon.

# SOUND Branding



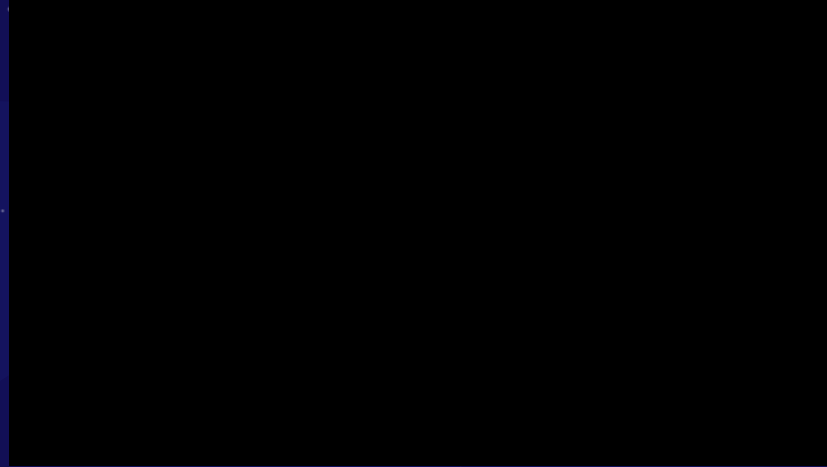
# SOUND Branding



# SOUND Branding



# SOUND Branding

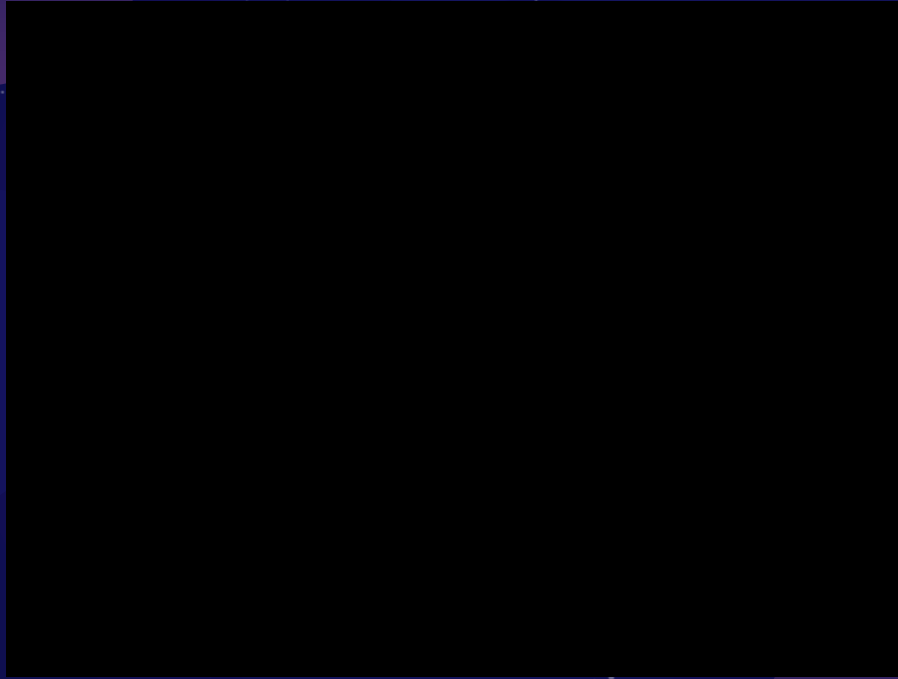




# SOUND Branding



# SOUND Branding



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# SOUND Branding



# SOUND Branding



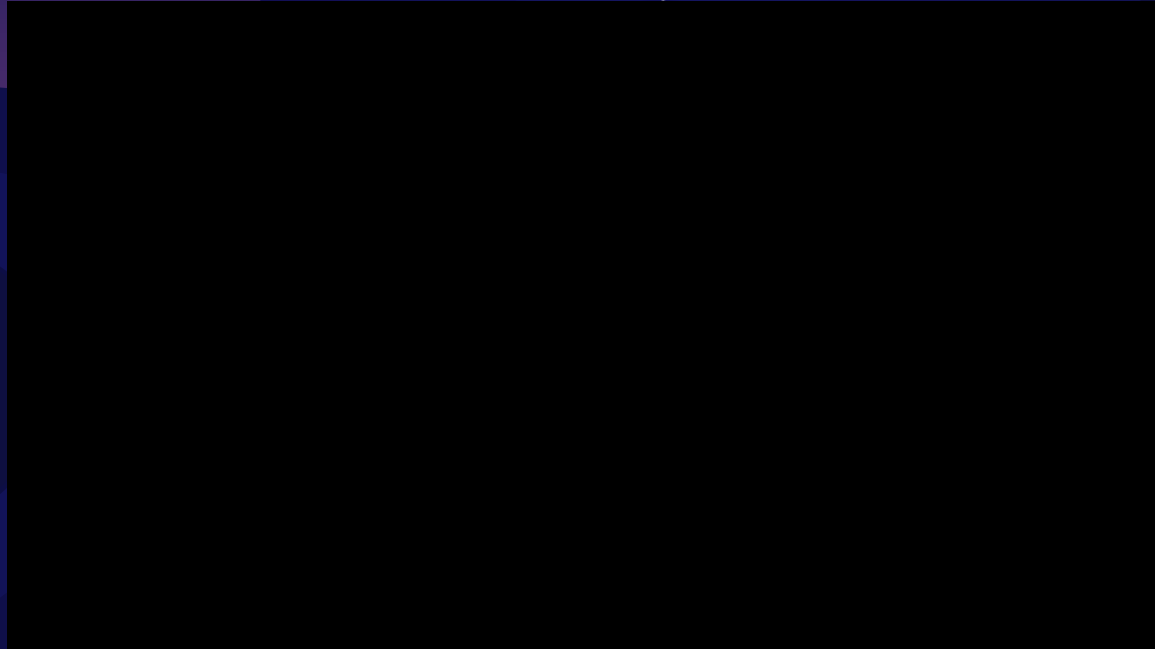
# SOUND Branding



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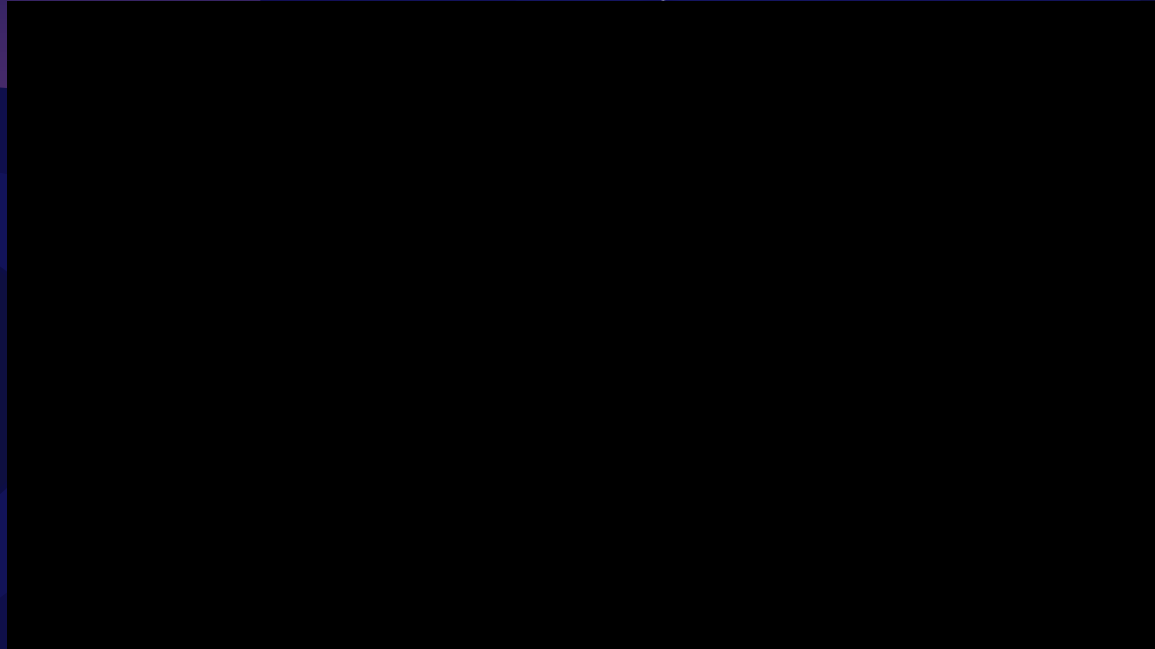


# SOUND Branding

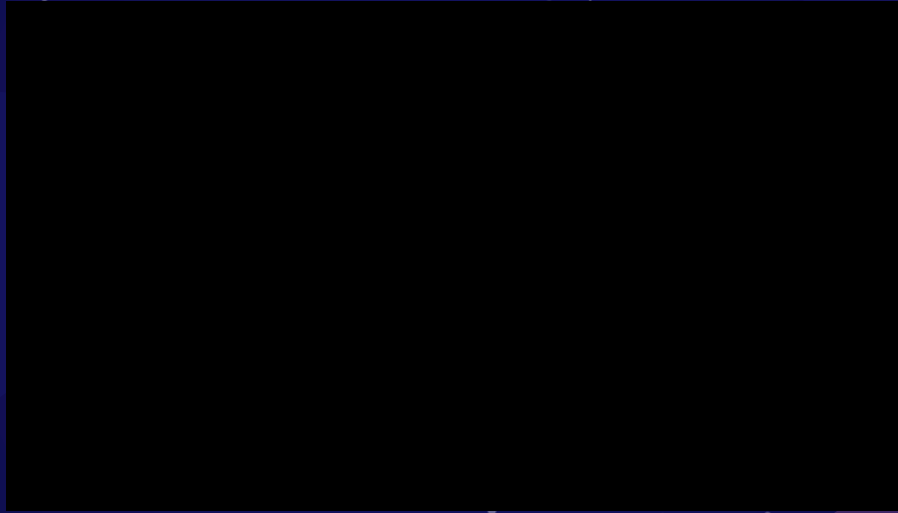




# SOUND Branding



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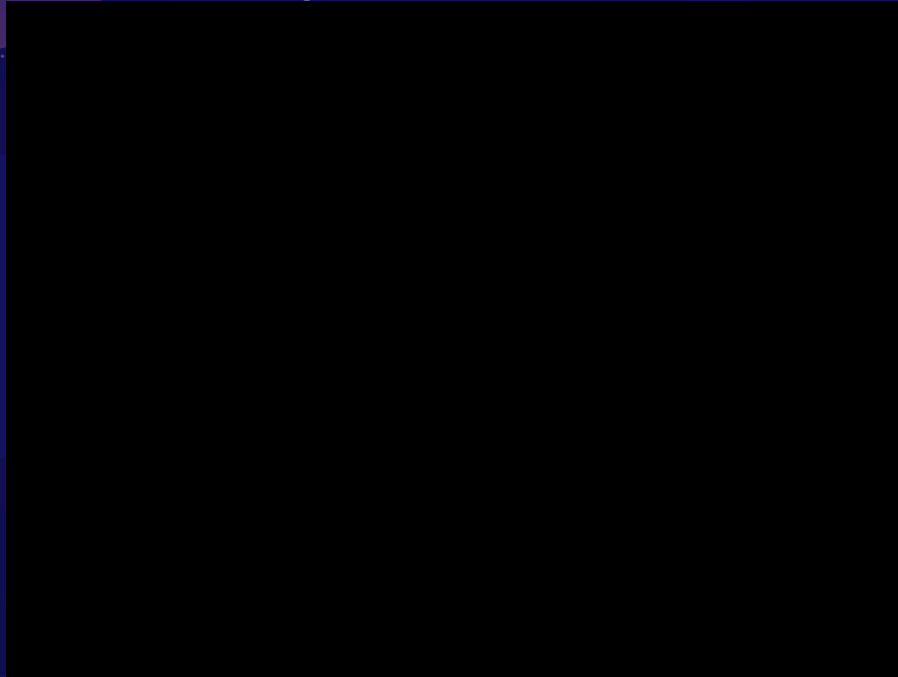
# SOUND Branding



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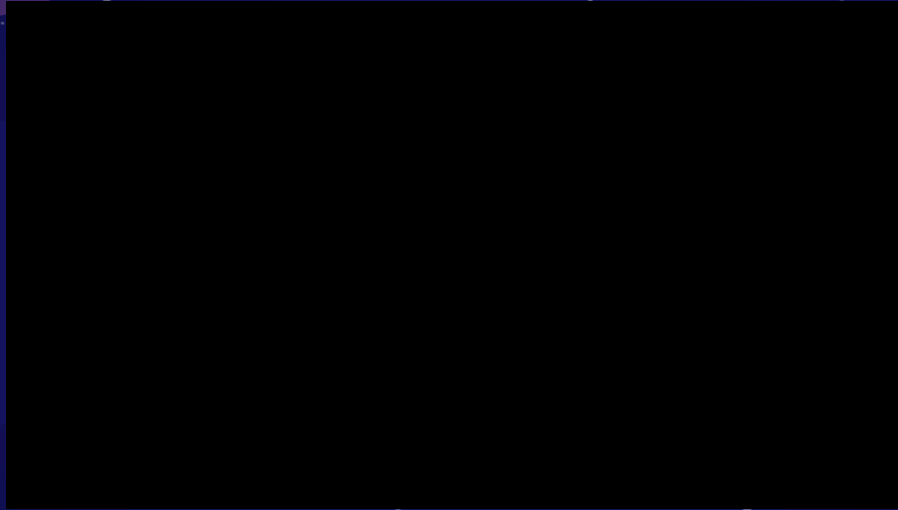




# SOUND Branding



# SOUND Branding

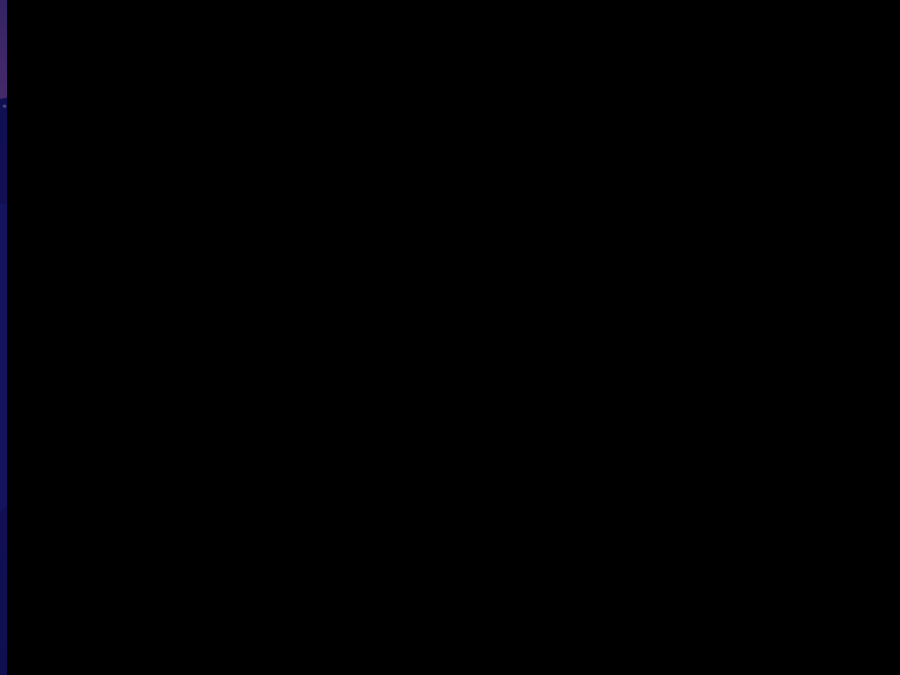


# SOUND BRANDING

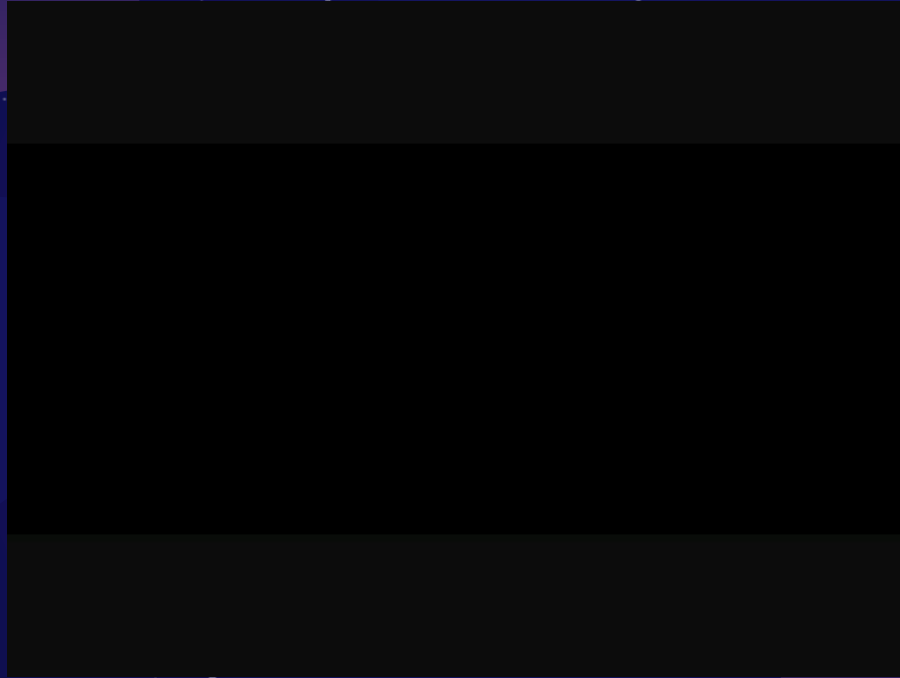
**BEKO**  
JINGLE

uploaded by novarintr

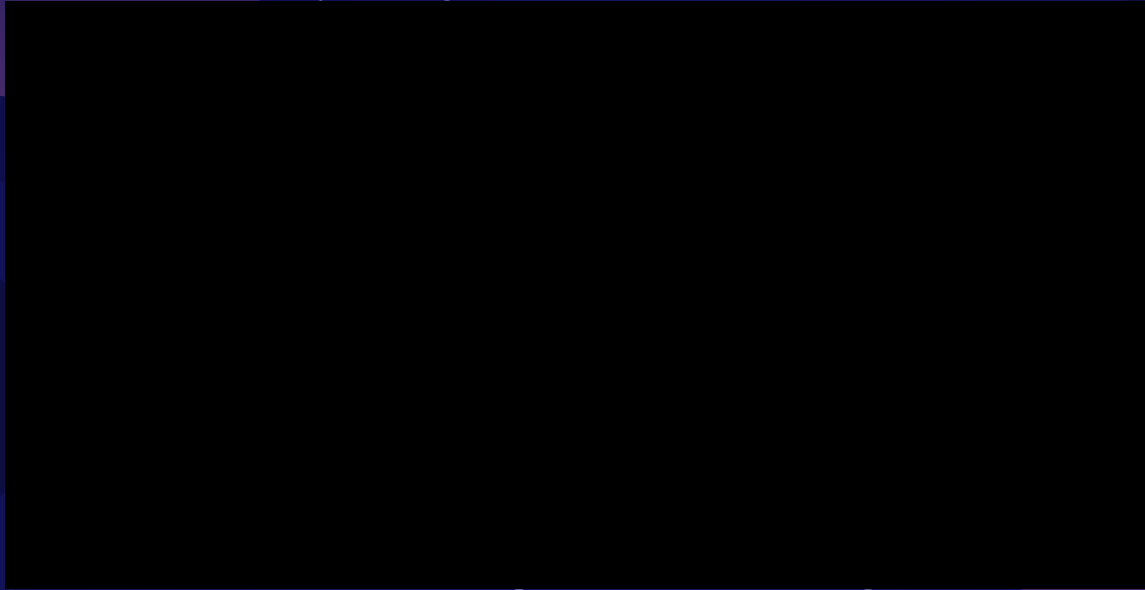
# SOUND Branding



# SOUND Branding



# SOUND Branding



# SOUND Branding





## Assignment 3: Sound Branding

At the SUCourse server, there are six different videos uploaded, there you would be required to compose a soundtrack and a sound design for three of the clips you'd prefer.

Make sure you design an identity sound for the moment logo appears.

(Submission Due: 2 weeks)













