

**Opinions on corporate and brand identity work.**

**A division of [UnderConsideration](#).**

**[Search](#)**

---

**[Browse](#)**

**[Submit Tips/Work](#)**

---

**[Join Mailing List](#)**

**[About](#)**

---

---

**[Search](#)**

**[Submit Tips/Work](#)**

**[About](#)**

**[Join Mailing List](#)**

**By Industry**

- [Travel](#)
- [Advertising](#)
- [Advocacy](#)
- [Architecture](#)
- [Automobile](#)
- [Aviation](#)
- [Charity](#)
- [Consumer products](#)
- [Corporate](#)
- [CRM](#)
- [Culture](#)
- [Destinations](#)
- [Development](#)
- [Education](#)
- [Entertainment](#)
- [Environment](#)
- [Fashion](#)
- [Finance](#)
- [Food](#)
- [Government](#)
- [Graphics Industry](#)
- [Health](#)
- [Hospitality](#)
- [Insurance](#)
- [Lifestyle](#)
- [Logistics](#)
- [Lottery](#)
- [Media](#)
- [Non-Profit](#)
- [Nutrition](#)
- [Politics](#)
- [Publishing](#)
- [Real Estate](#)
- [Religion](#)
- [Restaurant](#)
- [Retailers](#)
- [Software](#)
- [Sports](#)
- [Technology](#)
- [Telecom](#)
- [Transportation](#)
- [Web Publication](#)
- [Web Service](#)

## By Tag

- Top 10 Tags
- [sans serif \(1091\)](#)
- [blue \(790\)](#)
- [uppercase \(491\)](#)
- [red \(484\)](#)
- [monogram \(425\)](#)
- [black \(414\)](#)
- [custom \(414\)](#)
- [icon \(405\)](#)
- [lowercase \(394\)](#)
- [packaging \(381\)](#)
- [See all tags](#)

## By Project Type

- [Before-After](#)
- [Follow-up](#)
- [Friday Likes](#)
- [New](#)

## By Editorial Category

- [Reviewed](#)
- [Noted](#)
- [Spotted](#)
- [Linked](#)
- [Announced](#)
- [Sponsored](#)

## [Everything ever!](#)

What would you like to f

---

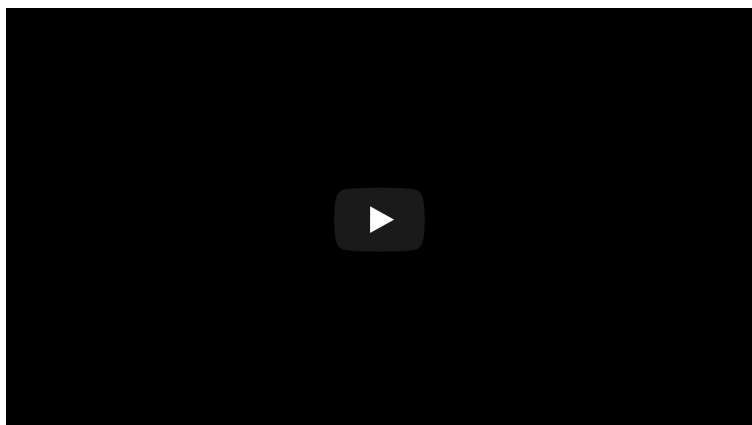
## Share ›



## [Nice](#)

## [Linked](#)

## Sonos Breaks the Glass Ceiling



[Linked](#) Apr. 23, 2020 by Armin [Comments \(13\)](#)

[Visit Link](#)

Sonos has a stunning new sonic identity composed by none other than Philip Glass. 30-second version here and a lovely 3-second version at the link (along with a write-up of the creation of this). [Visit link](#)

See what else happened on Brand New

# ON THIS DAY

since publication began in 2006

each year

## Comments

13 Comments Brand New  Disqus' Privacy Policy

 Login ▾

 Recommend

 Tweet

 Share

Sort by Oldest ▾



Join the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS 



Name



**Maggie** • 9 days ago

Pretty easy to see how they'll integrate a 3-second soundmark into external marketing, but wonder where that (lovely) 30 second version will be used? Maybe for internal purposes? I dunno. If I could get Philip Glass to write me a jingle, I'd have it play any time I entered a room.

5 ^ | ▾ • Reply • Share >



**Armin Vit**  → Maggie • 9 days ago

I'm not sure what Sonos Radio entails but I would imagine there would be opportunity there for 30-second transitions slash palate cleansers between shows or blocks of music.

1 ^ | ▾ • Reply • Share >



**LuisPauloLohmann** → Maggie • 5 days ago • edited

It will probably be used in ads, events, intermissions and things like that. Why do birds' Hyundai project is, to me, the best showcase of the broad range an audio brand can have. <https://www.whydobirds.de/e...>

^ | ▾ • Reply • Share >



**Dmitri Siegel** → Maggie • 5 days ago

Hey. Thanks for the kind words and the interest. Philip created a whole range of sonic branding assets for us. The primary use case is our radio platform where we have various lengths for station ID's, vocal beds and so on. His composition ties together the overall experience has thirty different stations and various content platforms.

The three second mark will appear on motion assets, content, ads, etc. And there are sounds that are integral to the product experience like alarms, "celebration" sounds during set-up, pairing a speaker, etc. All of those sounds will be re-designed using the new sonic branding.

We have sonic branding guidelines now to add to our graphic brand guidelines.

2 ^ | ▾ • Reply • Share >



**Maggie** → Dmitri Siegel • 3 days ago

Thanks for the background, Dmitri. That is fascinating! Makes absolute sense that a brand like Sonos would have sonic guidelines as part of the larger brand guidelines. Particularly, points of connection like initial set-up and pairing of devices can be very exciting moments and to have such lovely soundmarks for those moments will create a deep bond between people and the brand.

^ | ▾ • Reply • Share >



**Conan99** → Maggie • 5 days ago

Maggie, I get the feeling music does play every time you walk in a room.

^ | ▾ • Reply • Share >



**Maggie** → Conan99 • 3 days ago

You...!

^ | ▾ • Reply • Share >



**Tom Swinnen** • 9 days ago

That 3 second one has such a great sonic range. It's obviously meant to impress, for example when a Sonos product is turned on. I love this.

3 ^ | ▾ • Reply • Share >



**E. Comabella** • 9 days ago

So jealous. This kind of project has everything I love.

^ | ▾ • Reply • Share >



**Jamie Murphy** • 9 days ago • edited

This is what I did to experience the sound of that video: [📺 Luther Vandross Pop GIF - Find & Share on GIPHY](#) — disq.us  
(Gaming headphones, which is what used, is preferable)

^ | v • Reply • Share >



**jsclaypool** • 9 days ago • edited

THX has officially been put on notice

^ | v • Reply • Share >



**Neil Martin** • 9 days ago

I need a three minute version of this.

2 ^ | v • Reply • Share >



**Conan99** • 5 days ago

I love these sound signatures. Just so long as their lawyers don't try to copyright arpeggios in the Key of D.

^ | v • Reply • Share >

Subscribe Add Disqus to your siteAdd DisqusAdd Do Not Sell My Data

DISQUS

Share >



[Spotted](#) Around the web

[New Logo and Identity for Apex by Underexposed](#)



Spotted May. 1, 2020  
[Comments \(7\)](#)

## [New Logo for Optimal Workshop](#)



-

Spotted Apr. 30, 2020  
[Comments \(3\)](#)

## [New Name and Logo for Shop](#)



Spotted Apr. 30, 2020  
[Comments \(6\)](#)

**[New Logo and Identity for Dynamixyz by Atelier Julian Legendre](#)**



dynamixyz  
Expressive Machines

Spotted Apr. 29, 2020  
[Comments \(6\)](#)

[New Logo and Identity for Wanda Diamond League by Works](#)



Spotted Apr. 29, 2020  
[Comments \(7\)](#)

[New Name, Logo, and Livery for Breeze](#)



The image shows a dark blue background with the word "Bree" in a light blue, sans-serif font. The letter "v" is partially visible on the right side of the frame, suggesting the word "Breev" or "Breeve".

# Bree

Spotted Apr. 28, 2020  
[Comments \(15\)](#)

---

[Pinned](#) Recent, Big Stories

[New Logo and Identity for GoDaddy done In-house](#)

# GoDaddy



Posted Jan. 15, 2020  
[Comments \(200\)](#)

[New Logo and Identity for Warner Bros. by Pentagram](#)



Posted Nov. 18, 2019  
[Comments \(151\)](#)

**[New Logo and Identity for Reebok done In-house with Darrin Crescenzi](#)**



-  
Posted Nov. 12, 2019  
[Comments \(97\)](#)

[New Logo and Identity for Kroger by DDB](#)



Posted Nov. 7, 2019  
[Comments \(194\)](#)

**[New Logo for Facebook, Inc. done In-house with Dalton Maag and Saffron](#)**

# FACEBO

Posted Nov. 5, 2019

[Comments \(132\)](#)

[New Logo and Identity for Staples](#)

# STAPLES®



-  
Posted Apr. 2, 2019  
[Comments \(187\)](#)

---

[Curated](#) SIGNATURE STYLE

[New Logo and Identity for True Ventures by Ueno](#)

# true ventures

-  
Posted May. 22, 2019  
[Comments \(29\)](#)

[New Logo and Identity for Fremantle by venturethree](#)





Posted Sep. 19, 2018  
[Comments \(30\)](#)

### [New Logo and Identity for Truly by Proxy and Rob Clarke](#)

TRULY  
♦ EXPERIENCES ♦

The word "Truly" is written in a fluid, elegant cursive script. The letters are connected, with a prominent loop on the 'T' and a long, sweeping tail on the 'y'.

Posted Dec. 14, 2016  
[Comments \(55\)](#)

### [New Logo and Packaging for From Roy by Base Design](#)

From Roy.

Posted Jan. 28, 2016  
[Comments \(36\)](#)

### News: News Corp New Corporate Logo



*News Corp*

BEFORE: AFTER:

-

Posted May. 29, 2013  
[Comments \(82\)](#)

### Beam me up, Jim



BEFORE: AFTER:

-

Posted Oct. 12, 2011  
[Comments \(19\)](#)

## About

Brand New, is a division of UnderConsideration, displaying opinions, and focusing solely, on corporate and brand identity work. [More...](#)

[UnderConsideration](#) is a graphic design firm generating its own projects, initiatives, and content while taking on limited client work. Run by Bryony Gomez-Palacio and Armin Vit in Bloomington, IN.

## Contact

[E-mail](#) (preferred)

[Twitter](#)

## Follow

## Many Thanks to our Advertisers

When choosing between competing products and services, please consider our advertisers, who help support Brand New.

## Typography

Brand New uses [Mercury Text ScreenSmart](#) and [Operator ScreenSmart](#) from [Hoefler & Co.](#)



## Join our Mailing List

First Name

Email Address

Subscribe