

Sound logos

Audio branding – the use of sound to represent and reinforce a company's identity across all platforms and communications.

Audio icon – a sequence of everyday sounds associated so strongly with a brand that they function as a recognisable identity in their own right.

Chord – a combination of three or more musical notes played simultaneously to produce a distinct sound or feeling.

Certification – an official confirmation that a product or system meets a required standard of quality or performance.

Composing – the process of creating and arranging an original piece of music.

Converge – to come together from different directions towards a single point or result.

Emotional association – the automatic connection the brain makes between a sound, image or experience and a particular feeling.

Jingle – a short, catchy piece of music used in advertising, usually containing a slogan or brand message.

Motif – a short, recurring musical phrase that serves as a recognisable theme or signature.

Organic – in sound design, referring to audio produced entirely by natural means, without electronic synthesis or digital manipulation.

Prestige – the widespread respect and admiration associated with a brand, product or organisation perceived to be of high quality.

Recognition – the ability to identify something immediately based on previous experience or repeated exposure.

Reverb – the persistence of sound after the original source has stopped, created by reflections off surfaces, giving audio a sense of space.

Sensory marketing – a branch of marketing that uses sight, sound, smell, taste or touch to influence consumer behaviour and emotion.

Sonic brand – the complete audio identity of a company, including its sound logo, music style, and any other distinctive sounds used in communication.

Sound logo – a short, distinctive audio signature used by a brand to identify itself, equivalent in function to a visual logo.

Sound spectrum – the full range of frequencies that can be produced or perceived in audio, from the lowest bass tones to the highest treble notes.

Trademark – a legally registered symbol, word, phrase or sound that identifies and