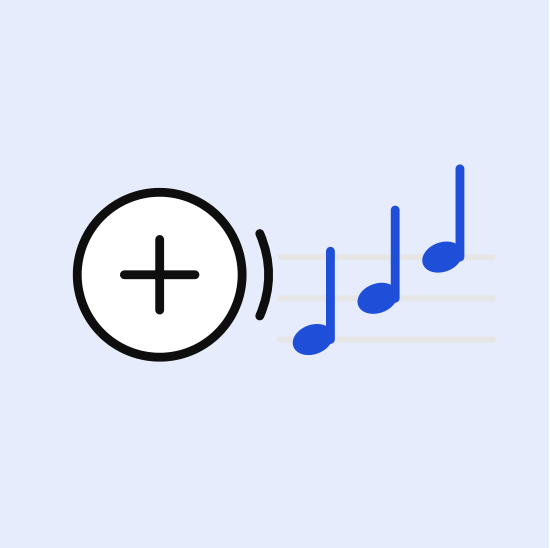
Specialty

Sonic branding

Designs the set of sounds a brand is recognized by, such as a sonic logo, a jingle, a song or a voice, so that they sound consistent across all media.



In Spanish

Identidad sonora

Origin

It comes from advertising practice (jingles and sonic logos). Practical introduction: Jackson (2003); academic review: Gustafsson (2015)

What problem it addresses

A brand sounds in ads, apps, stores and phone calls. Without a system, each sound is chosen separately and nobody links it to the brand.

Principles

A few elements, always the same

A sonic logo, a voice and a palette of sounds that repeat.

Recognizing is not recalling

A more elaborate motif is recognized better, but is harder to hum.

Consistent across all media

It must work the same in an ad, an app or a store.

Applications in design

✓ Use it like this

Define a few sound elements and use them the same way at every brand touchpoint.

✗ Avoid

Choosing each sound separately for each campaign or product.

Don't fall for it

Test the sonic logo with people: recognizing it when they hear it doesn't mean they recall it without hearing it.

Connections

Builds on

- Distinctive brand assets

Related to

- Brand identity design
- Motion branding

Authors and works

2003	**Daniel M. Jackson**	Presented sonic branding from practice; he describes the jingle as a short tune or phrase made to be remembered.
2015	**Clara Gustafsson**	Reviewed the research from the audience's point of view and called for shared concepts in a still scattered field.
2026	**S. Silas et al.**	Measured with 1,860 people how 90 commercial sonic logos are recognized and recalled.

Sources

Original sources

- Silas, S., Robinson, M., Baker, D., Harrison, P. M. C., Jacoby, N., & Müllensiefen, D. (2026). The recall and recognition of sonic logos. Psychology of Aesthetics, Creativity, and the Arts. View source (https://doi.org/10.1037/aca0000870)

Academic reviews

- Gustafsson, C. (2015). Sonic branding: A consumer-oriented literature review. Journal of Brand Management, 22(1), 20–37. View source (https://doi.org/10.1057/bm.2015.5)

Secondary sources

- Jackson, D. M. (2003). Sonic branding: An introduction (P. Fulberg, Ed.). Palgrave Macmillan. View source (https://doi.org/10.1057/9780230503267)

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