



SIEE - Disc Promo Template Guidelines

Version 1.0

PS4™ Disc Promo Template Guidelines

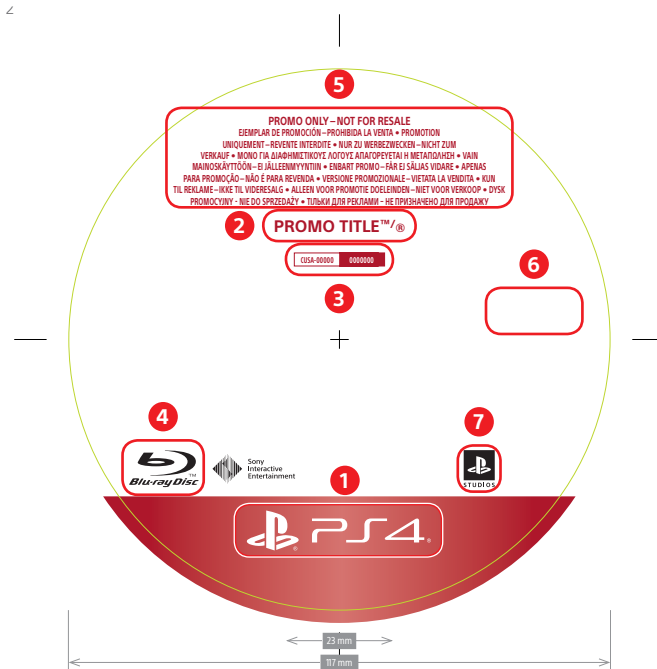


Purpose

Welcome to the PlayStation®4 Disc Promo Template guideline document.

The aim of this document is to educate users about the PS4™ templates and the different sections that form a PS4™ software disc promo.

PS4™ Disc Promo Template Guidelines



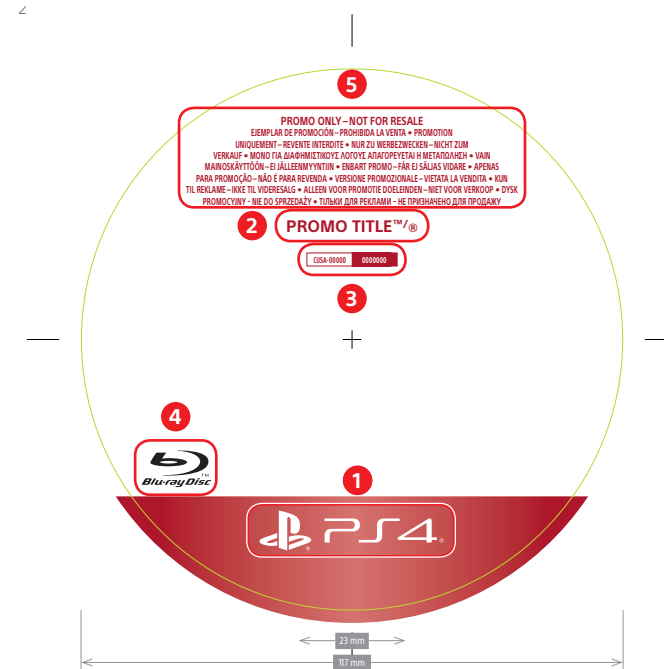
First-Party template

Core elements that appear on disc promo

- 1 PS4™ logo branding
- 2 Game Title – spine text / Game logo (Fixed position, font, colour and size)
- 3 Product codes (CUSA | UPC (the last 7 Digits of the UPC number))
- 4 Blu-ray Disc™ logo
- 5 Promo Only notice (Fixed position, font, colour and size)

First-Party Specific

- 6 SIEE logo mark
- 7 PS Studios Logo (Optional. Fixed position and size.)



Third-Party template

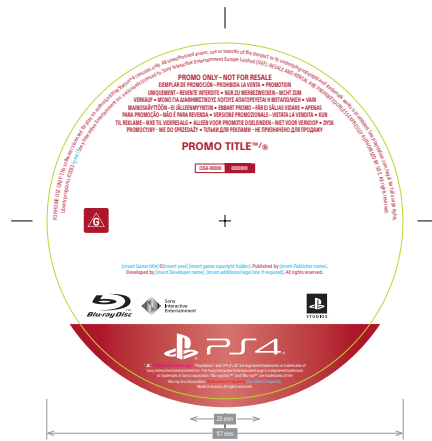
Core elements that appear on disc promo

- 1 PS4™ logo branding
- 2 Game Title – spine text / Game logo (Fixed position, font, colour and size)
- 3 Product codes (CUSA | EAN (the last 7 Digits of the EAN number))
- 4 Blu-ray Disc™ logo
- 5 Promo Only notice (Fixed position, font, colour and size)

PS4™ Disc Promo Template Guidelines



PEGI For further age rating packaging guidance please go to:
<https://pegi.info/page/pegi-age-ratings>



ACB - Australian ACB (Australian Classification Board) formerly known as OFLC (Office of Film and Literature Classification).
 For further age rating packaging guidance please go to:
<https://www.classification.gov.au/>



USK - German For further age rating packaging guidance please go to:
<https://usk.de/en/home/age-classification-for-games-and-apps/graphic-templates/>



PEGI and USK (for EURO)



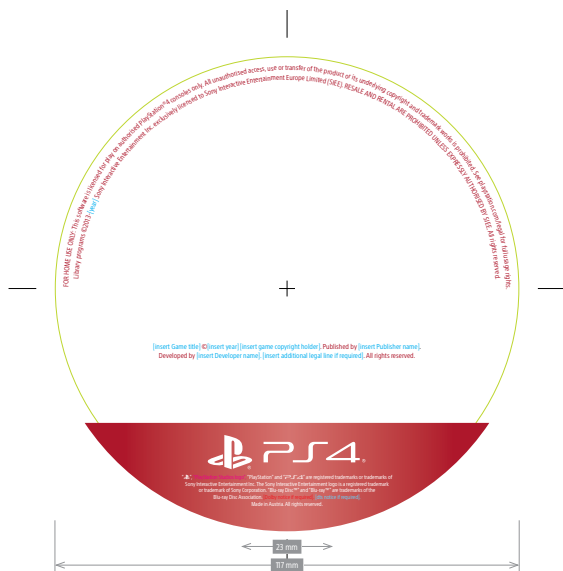
No Rating (For Russian RSC)

Age ratings

Core template elements

The examples above, show an overview of the different regional age ratings as applied to SIEE PS4™ disc promo templates. (Excluding these can cause legal ramifications.)

PS4™ Disc Promo Template Guidelines



First-Party

Legal sections

FOR HOME USE ONLY: This software is licensed for play on authorised PlayStation®4 consoles only. All unauthorised access, use or transfer of the product or its underlying copyright and trademark works is prohibited. See playstation.com/legal for full usage rights.
Library programs ©2013-[year] Sony Interactive Entertainment Inc. exclusively licensed to Sony Interactive Entertainment Europe Limited (SIEE). RESALE AND RENTAL ARE PROHIBITED UNLESS EXPRESSLY AUTHORISED BY SIEE. All rights reserved.

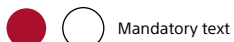
[insert Game title] ©[insert year] [insert game copyright holder]. Published by [insert Publisher name].
Developed by [insert Developer name]. [insert additional legal line if required]. All rights reserved.

"PS4", "PlayStation" and "PS4" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. The Sony Interactive Entertainment logo is a registered trademark or trademark of Sony Corporation. "Blu-ray Disc™" and "Blu-ray™" are trademarks of the Blu-ray Disc Association. [Dolby notice if required]. [DTS notice if required].
Made in Austria. All rights reserved.

DOLBY LOGOS – Trademark notice needs to be included when the logo is presented:
Dolby and the double-D symbol are trademarks of Dolby Laboratories.

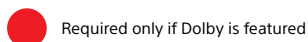
dts DIGITAL SURROUND – Trademark notice needs to be included when the logo is presented:
DTS® is a registered trademark and DTS Digital Surround™ is a trademark of DTS, Inc.

Key



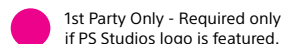
Mandatory text

[year] – Fill in with the correct year – mandatory
Editable text/software-related text – mandatory



Required only if Dolby is featured

Required only if DTS® is featured

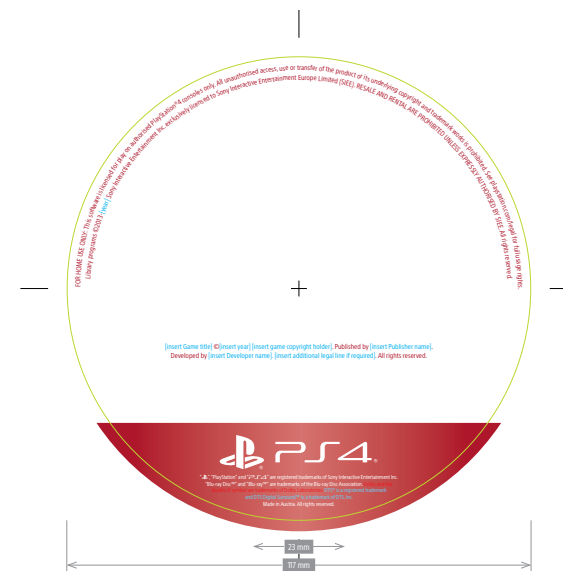


1st Party Only - Required only if PS Studios logo is featured.



All legal text within the White graphics and text area is to be set to **PANTONE 187 C**

All legal text within the PS4 branding section is to be set to **white** once the field has been completed



Third-Party

Legal sections

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Library programs ©2013-[year] Sony Interactive Entertainment Inc. exclusively licensed to Sony Interactive Entertainment Europe Limited (SIEE). RESALE AND RENTAL ARE PROHIBITED UNLESS EXPRESSLY AUTHORISED BY SIEE. All rights reserved.

[insert Game title] ©[insert year] [insert game copyright holder]. Published by [insert Publisher name].
Developed by [insert Developer name]. [insert additional legal line if required]. All rights reserved.

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PS4™ Disc Promo Template Guidelines



COVERSHEET AND DISC LABEL

- Permitted logos on front coversheet and disc label: Publisher, Distributor, Developer(s), IP holder(s)
- Publisher logo permitted on coversheet spine
- Middleware company logos permitted on back coversheet only
- Multiple developer credits permitted in legal lines



Marketing and additional logos

Core template elements

1 **Blu-Ray Disc Logo** - is mandatory when in place on a template. Blue is the preferred colour but White, Black or Grey options are available. 2 **dts Digital Surround** - should only appear on the packaging if dts Digital Surround encoding is included within the software title. 3 **Dolby logos** - should only appear on the packaging if Dolby encoding is included within the software title. There are 2 options of Dolby logo: DOLBY DIGITAL and DOLBY PRO LOGIC II which are both placed in the slug area. Apply correct option to the red dashed marquee lines.

PS4™ Disc Promo Template Guidelines

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Marketing

Core template elements

4 Marketing promotional area – the red dashed marquee lines indicate where the Dolby and dts Digital Surround logos are to be placed, if required. The dark blue dashed marquee lines indicate where additional logos may be placed if space allows.

PS4™ Disc Promo Template Guidelines

Contact

Should you need any further information, please contact sie.template.queries@sony.com

Revision History

01/03/2021	Version 1.0 released
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