

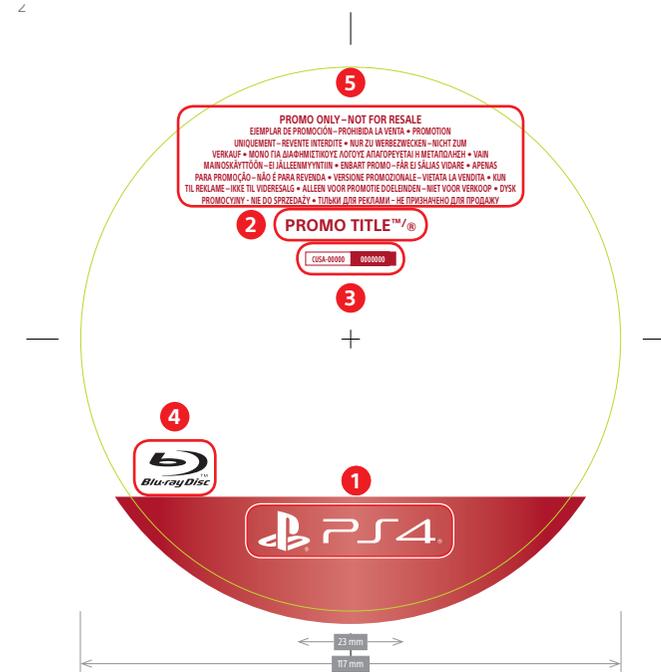
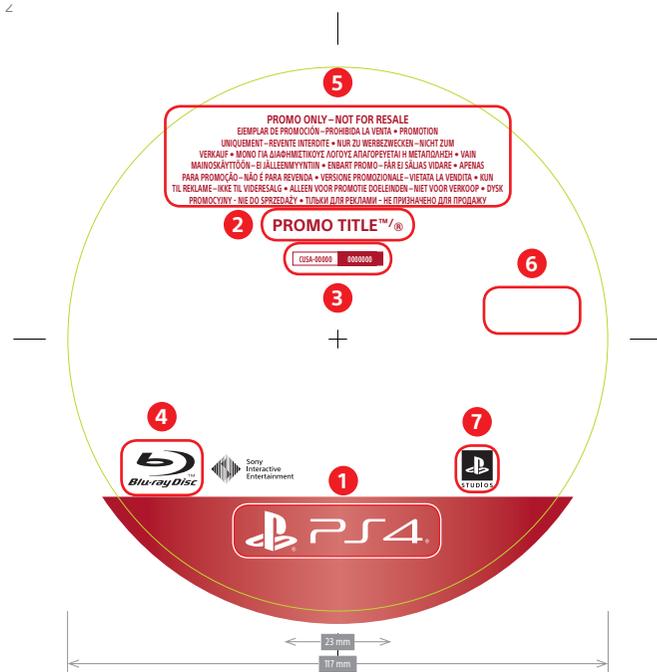


# SIEE - Disc Promo Template Guidelines

Version 1.0



# 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)**



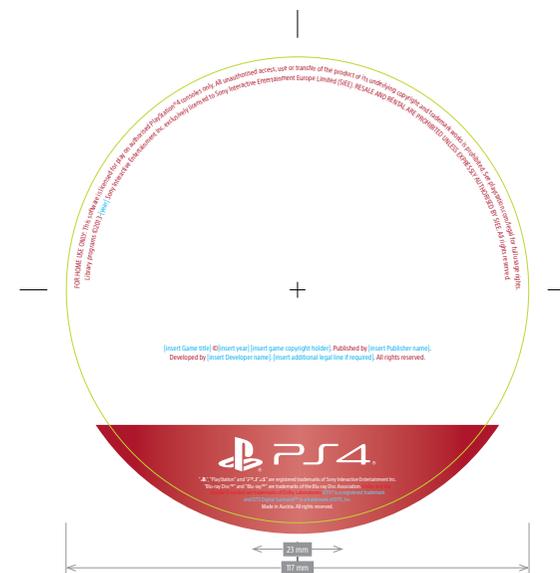
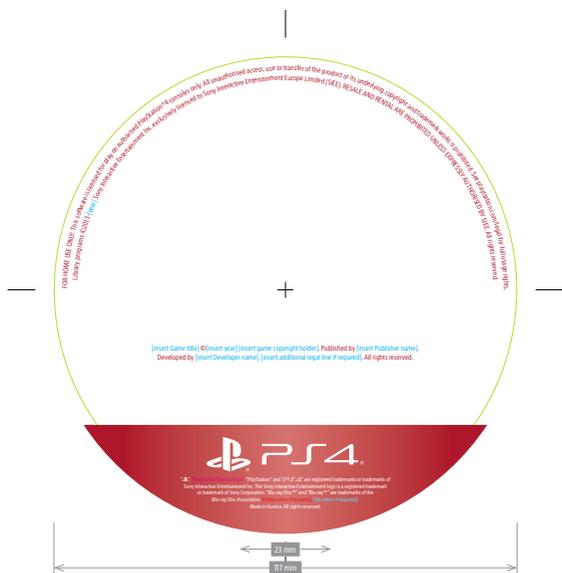
**No Rating (For Russian RSC)**

## 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

## Third-Party

### Legal sections

### Legal sections

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Developed by [insert Developer name]. [insert additional legal line if required]. 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.

“B.”, “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.

“B.”, “PlayStation” and “PS4” are registered trademarks of Sony Interactive Entertainment Inc. “Blu-ray Disc™” and “Blu-ray™” are trademarks of the Blu-ray Disc Association. Dolby and the double-D symbol are trademarks of Dolby Laboratories. DTS® is a registered trademark and DTS Digital Surround™ is a trademark of DTS, Inc.  
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

● Required only if Dolby 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**

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

● Required only if DTS® is featured



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

# 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.

4



## 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.

## Contact

Should you need any further information, please contact [sie.template.queries@sony.com](mailto:sie.template.queries@sony.com)

## Revision History

01/03/2021	Version 1.0 released
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