



PS5™ Upgrade Badge

For PS4™ Software Packaging

Version 1.0 • September 2020

CONFIDENTIAL 
Sony Interactive Entertainment

Contents

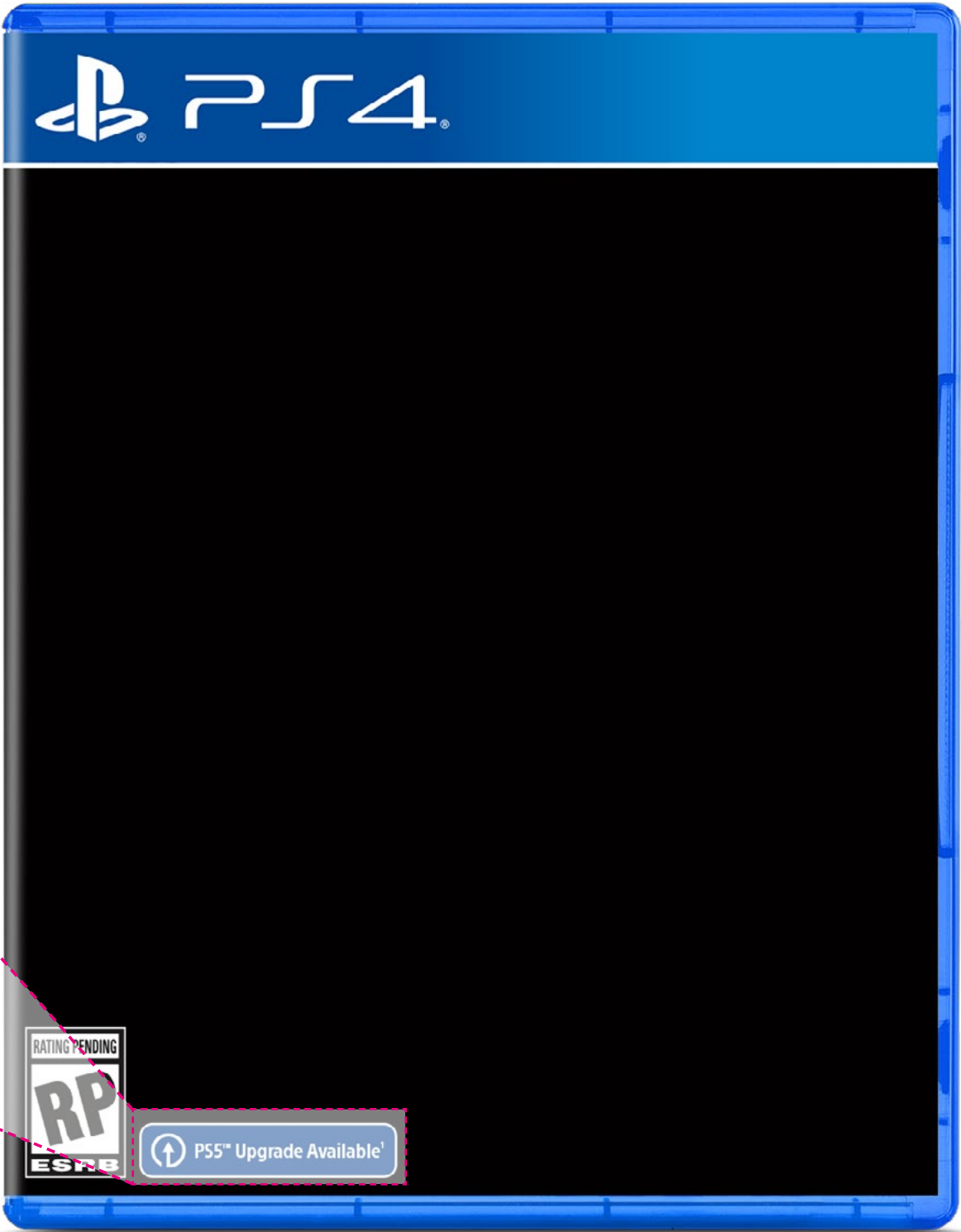
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 **DOWNLOAD ASSETS**

PS5™ UPGRADE BADGE

Sticker and Template Addition

The PS5™ upgrade badge is intended to be placed on PS4™ software sleeves, in order to communicate that the purchased game is upgradeable to the PS5™ version.



PS4™ software packaging with PS5™ upgrade badge

Examples

The PS5™ Upgrade Badge can be implemented on the PS4™ Software Packaging in two ways:

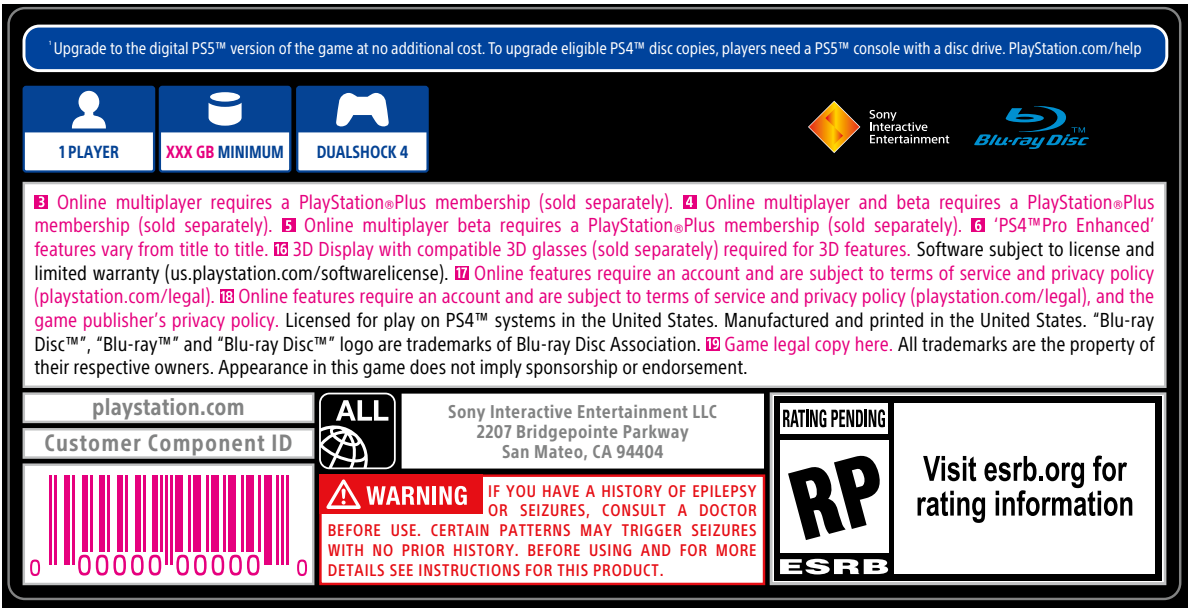
- A printed badge added to the official PS4™ software packaging on the front and back.
- A sticker adhered to the front of package, over the cellophane wrapper, not a part of the printed packaging.

This badge is only intended to be used on PS4™ software packaging for single and dual languages. Packaging which includes three or more languages will NOT include the PS5™ upgrade badge.

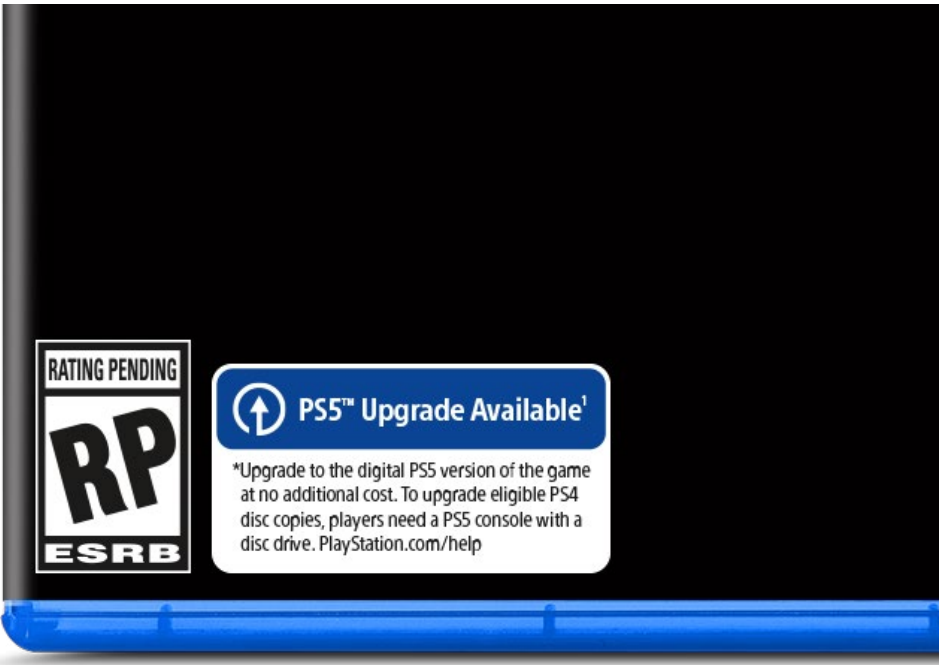
If you have any questions about the PS5™ Upgrade Badge, please email SIE-Global-Creative-Questions@sony.com



Single language PS5™ Upgrade Badge for front of package



Single language legal disclaimer for back of package (required if using front of package Upgrade Badge)



Single language PS5™ Upgrade Badge Sticker for front of package

Upgrade Scenarios

The PS5™ Upgrade badge includes accompanying legal copy that speaks to four possible scenarios for how a game upgrade can be offered. Please use the text that matches the scenario that is correct for your game and upgrade style.

If your game’s upgrade has an “end date” in your selected scenario, please adjust the date in red to be the correct end date of the offer for your game.

Localized copy for the PS5™ Upgrade sticker can be found in the document PS5_Upgrade_Badge_LEGAL_8.25.20.xlsx.

DISCOUNT	DISCOUNT FOR A LIMITED TIME	AT NO ADDITIONAL COST	AT NO ADDITIONAL COST FOR A LIMITED TIME
¹ Upgrade to the digital PS5™ version of the game at a discounted price. To upgrade eligible PS4™ disc copies, players need a PS5™ console with a disc drive. PlayStation.com/help	¹ Upgrade to the digital PS5™ version of the game at a discounted price. To upgrade eligible PS4™ disc copies, players need a PS5™ console with a disc drive. OFFER ENDS: [Date]. PlayStation.com/help	¹ Upgrade to the digital PS5™ version of the game at no additional cost. To upgrade eligible PS4™ disc copies, players need a PS5™ console with a disc drive. PlayStation.com/help	¹ Upgrade to the digital PS5™ version of the game at no additional cost. To upgrade eligible PS4™ disc copies, players need a PS5™ console with a disc drive. OFFER ENDS: [Date]. PlayStation.com/help

Template Addition

Resizing the PS5™ Upgrade Badge

When localizing the copy, the badge will need to be resized.

RESIZING THE BADGE: FRONT OF PACKAGE

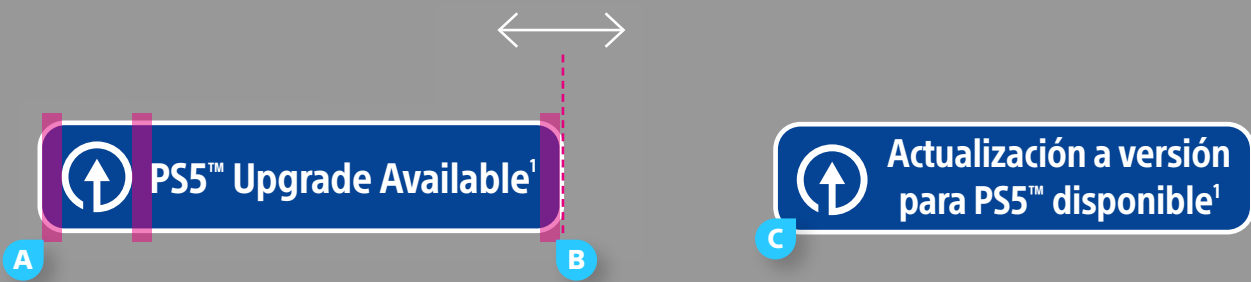
- A** Spacing between elements should remain consistent at 1.3 mm.
- B** When entering localized text, the badge will need to be resized horizontally from the right edge. Measure 1.3 mm between the end of the new copy and the inside of the white border.
- C** If the localized single language translation is longer than 50 mm wide, the dual language version should be used.
- D** The type size on the dual language version can be sized down to 6.5 pt if needed for longer localized text.
- E** A bullet (•) can be used to separate dual language localized text if they are of drastically uneven lengths. Bullet should be sized at 80%, and given a baseline shift of +1.

RESIZING THE BADGE: BACK OF PACKAGE

The back of package upgrade badge will resize automatically to accommodate localized text.

- F** The back of package upgrade badge will resize automatically to accommodate localized text.
- G** A bullet (•) can be used to separate dual language localized text if they are of drastically uneven lengths. Bullet should be sized at 80%, and given a baseline shift of +1.

RESIZING THE SINGLE LANGUAGE UPGRADE BADGE FRONT OF PACKAGE



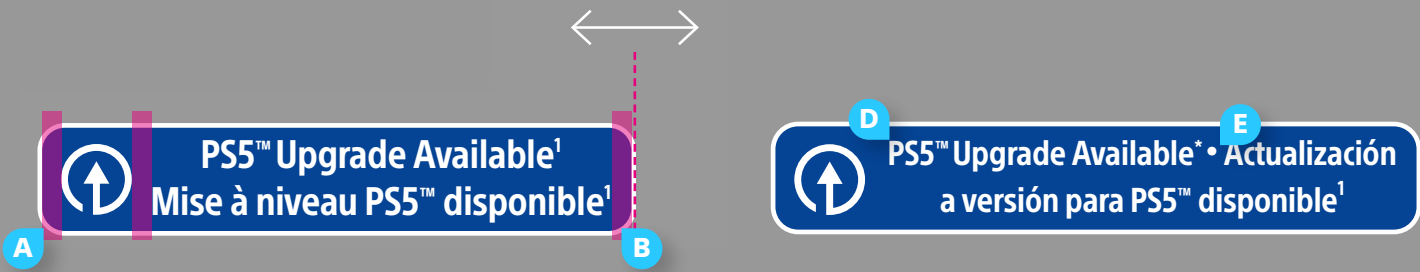
RESIZING THE SINGLE LANGUAGE UPGRADE BADGE BACK OF PACKAGE

¹ Upgrade to the digital PS5™ version of the game at no additional cost. To upgrade eligible PS4™ disc copies, players need a PS5™ console with a disc drive. PlayStation.com/help

¹ Upgrade auf die digitale PS5™-Version des Spiels zu einem ermäßigten Preis. Um ein Upgrade berechtigter PS4™-Disc-Versionen durchzuführen, benötigen die Spieler eine PS5™-Konsole mit einem Disc-Laufwerk. PlayStation.com/help

F

RESIZING THE DUAL LANGUAGE UPGRADE BADGE FRONT OF PACKAGE



¹ Actualización a la versión digital del juego para PS5™ a un precio reducido. Para actualizar una copia física para PS4™ apta, los jugadores necesitan una consola PS5™ con unidad de discos. PlayStation.com/help • ¹ Upgrade auf die digitale PS5™-Version des Spiels zu einem ermäßigten Preis. Um ein Upgrade berechtigter PS4™-Disc-Versionen durchzuführen, benötigen die Spieler eine PS5™-Konsole mit einem Disc-Laufwerk. ANGEBOT ENDET AM [Datum]. PlayStation.com/help

G

Template Addition

Appending the PS4™ Software Package Template

The PS5™ Upgrade Badge is added to the PS4™ Software Package Template mechanical when building the title’s artwork, and is a part of the final printed piece.

Please refer to the provided template file, PS5_Upgrade_Template_Badges.indd.

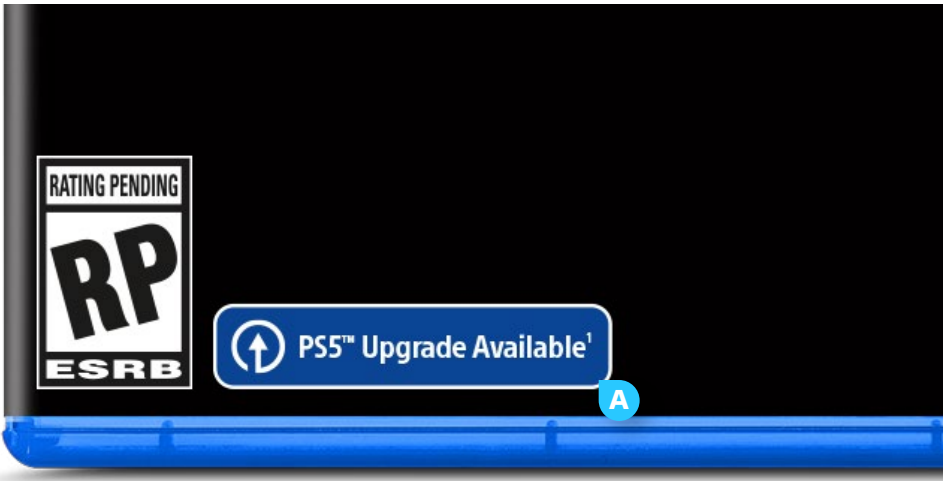
This file is provided in English, and can be edited as needed for localization. Please see provided localizations to work from.

PLACING THE BADGE: FRONT OF PACKAGE

- A Preferred placement is right of the age rating, bottom justified and with a minimum spacing of 1.5 mm from any other element.

PLACING THE BADGE: BACK OF PACKAGE

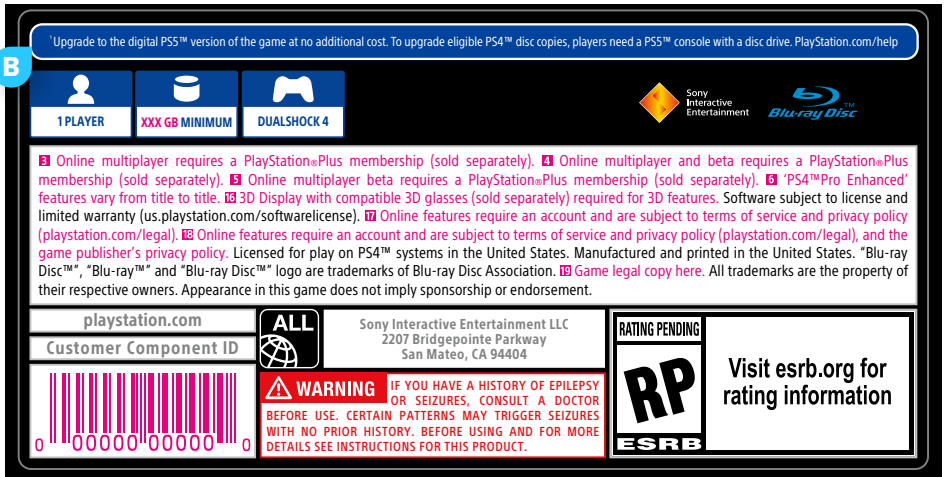
- B Expand the back of package container box upwards by the height of the incoming badge plus 1.9 mm. Place the badge in the newly opened up space at the top of the container, centered horizontally within the container, and centered vertically between the top-most content and the top of the box.



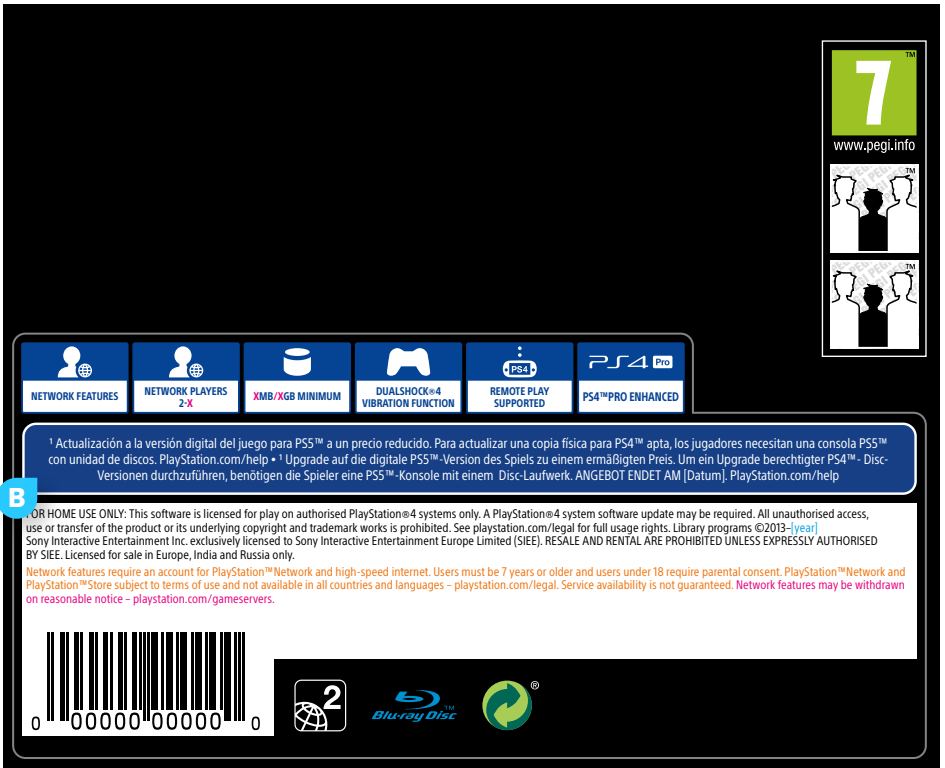
Single language Upgrade Badge placement front of package



Dual language Upgrade Badge placement front of package



Single language Upgrade Badge placement back of package



Dual language Upgrade Badge placement back of package

Sticker

Creating the Sticker

The sticker is adhered to the front of package, over the cellophane wrapper, and is not part of the printed packaging.

Please refer to the provided template file:
PS5_Upgrade_Sticker_Template.indd

This file is provided in English, and can be edited as needed for localization, using the provided spreadsheet:
PS5_Upgrade_Badge_LEGAL_8.25.20.xlsx

EXPANDING THE TEMPLATE

A The PS5™ Upgrade Sticker Template is set up to automatically expand or contract to accommodate localized language. To do this, simply enter text as needed.

Note: the bleed will not properly expand after a hard return with no text input. To fix this, enter text.

Note: do not alter the placement of the blue upgrade graphic header within the text box, or its relationship to the copy below it.

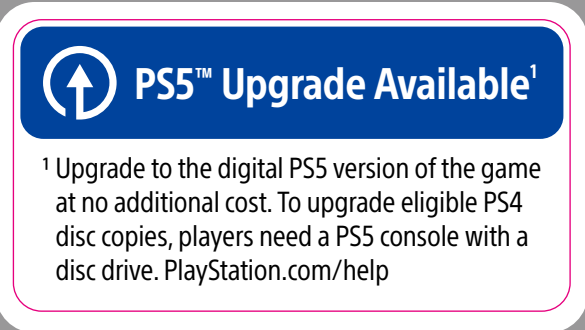
Localized copy for the PS5 Upgrade sticker can be found in the document PS5_Upgrade_Badge_LEGAL_8.25.20.xlsx.

LOCALIZATION SIZE OPTIONS

The provided template will come with three standard widths to choose from to accommodate different lengths of localized copy in the badge header.

Type can be resized in the badge header to obtain the 1.3 mm horizontal padding between elements, down to a minimum size of 6.5 pt.

STICKER EXAMPLES



Single language sticker template

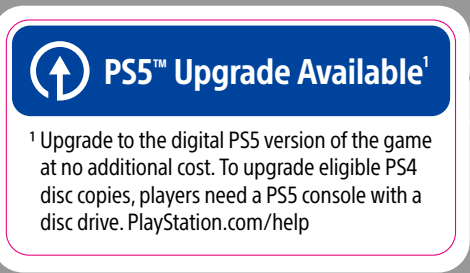


Dual language sticker template

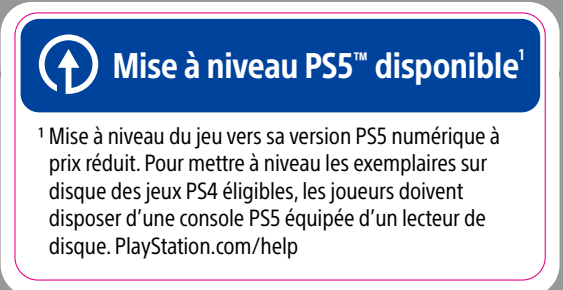


Expanding template example

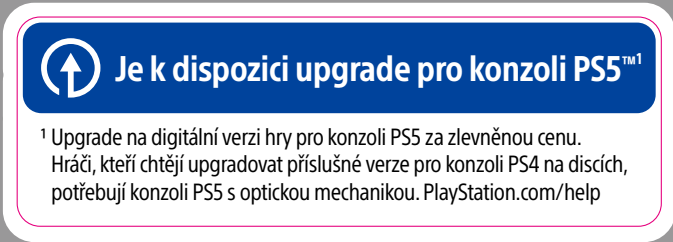
LOCALIZATION SIZE OPTIONS



Size 1



Size 2



Size 3

NOTE: MAGENTA LINE ON STICKER REPRESENTS THE DIELINE AND DOES NOT PRINT.

Sticker

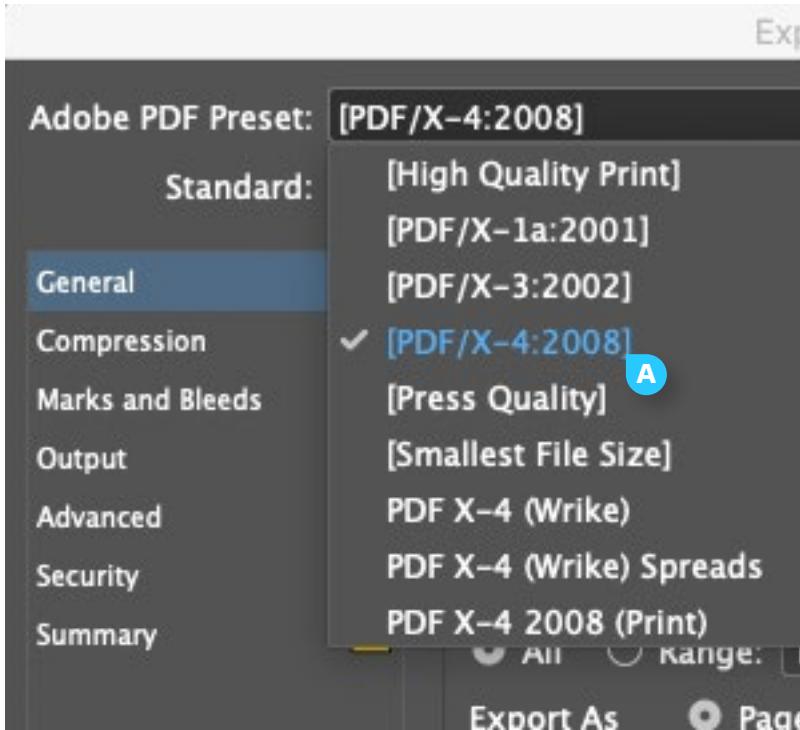
Sending the Sticker to Print

EXPORTING FINAL

To export this file to go to press:

- 1. Delete unused pages and sticker templates from the template file so that only the sticker mechanical that you will be sending to print remains.
- 2. Export the file to PDF **A** as Adobe PDF (Print) > PDF/X-4:2008.

The dieline uses the spot color “DIELINE DO NOT PRINT” for the dieline. This should be communicated to the printer, as the dieline will be used for the trim, as opposed to the page dimensions.



PDF Export Settings

Color

PlayStation Blue, white, and black text are the only approved colors for the PS5™ Upgrade Badge and Sticker.

Do not change the colors in the provided templates in any way.

SIE GLOBAL PROFILE: CMYK

Color Profile: GRACoL2006_Coated1v2

SIE GLOBAL PROFILE: RGB

Color Profile: sRGB IEC61966-2.1

Always work with the correct files in the correct color profile to avoid colors shifting to incorrect values.



C100 M80 Y0 K0
R0 G67 B156
HEX# 00439C

GRACoL2006_Coated1v2
sRGB IEC61966-2.1
sRGB IEC61966-2.1




C0 M0 Y0 K100
R0 G0 B0
HEX# 000000

GRACoL2006_Coated1v2
sRGB IEC61966-2.1
sRGB IEC61966-2.1



C0 M0 Y0 K0
R255 G255 B255
HEX# FFFFFFFF

GRACoL2006_Coated1v2
sRGB IEC61966-2.1
sRGB IEC61966-2.1

**PS5™ Upgrade Available¹**

¹ Upgrade to the digital PS5 version of the game at no additional cost. To upgrade eligible PS4 disc copies, players need a PS5 console with a disc drive. PlayStation.com/help

Contacts

For Questions

DESIGN QUESTIONS

SIE-Global-Creative-Questions@sony.com



Thank You

