



SIEE - Physical Digital Promo Insert Template Guidelines

Version 1.0

PS4™ Physical Digital Promo Insert Template Guidelines



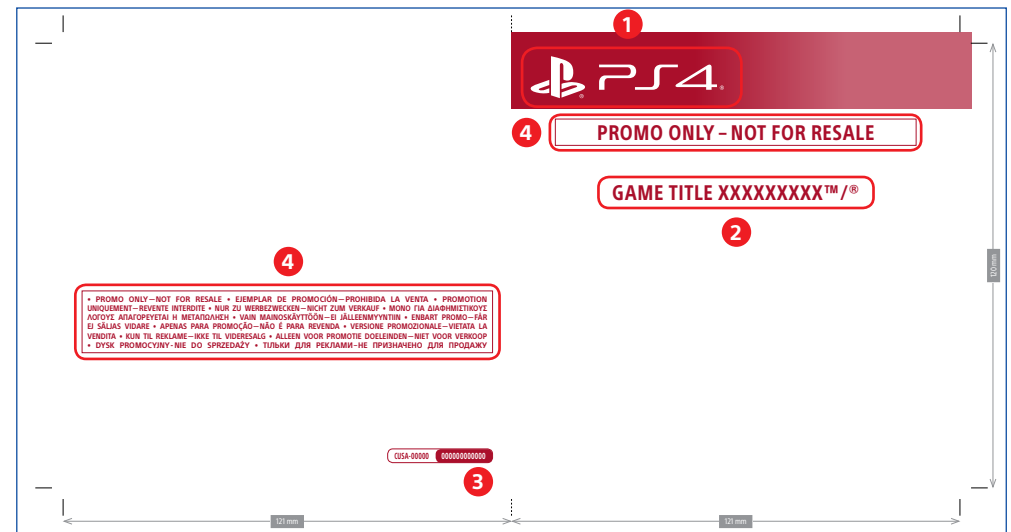
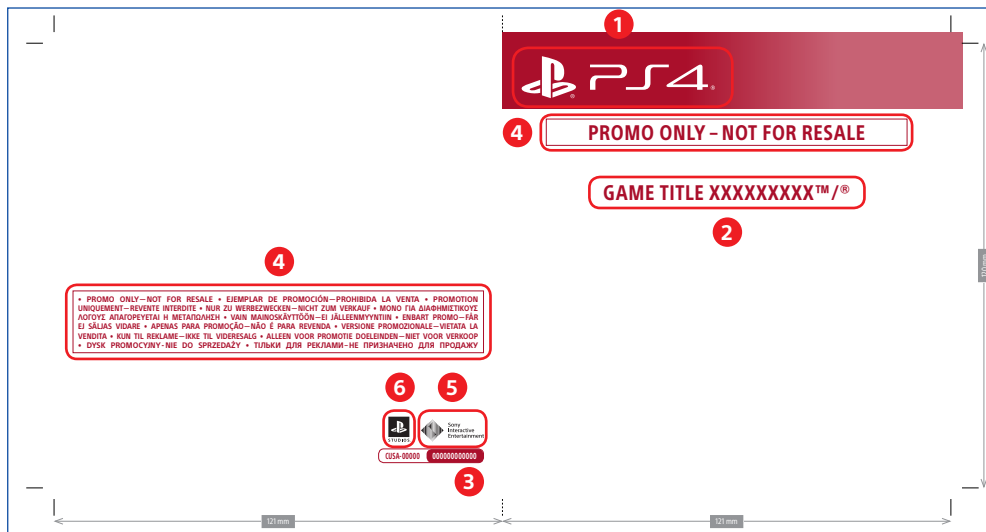
Purpose

Welcome to the PlayStation®4 Physical Digital Promo Insert 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 physical digital promo insert.

PS4™ Physical Digital Promo Insert Template Guidelines

Face side



First-Party template

Core elements that appear on insert

- 1 PS4™ logo branding on front
- 2 Game name
- 3 Product codes (CUSA | UPC)
- 4 Promo Only notice on front and back (Fixed position, font, colour and size)

First-Party Specific

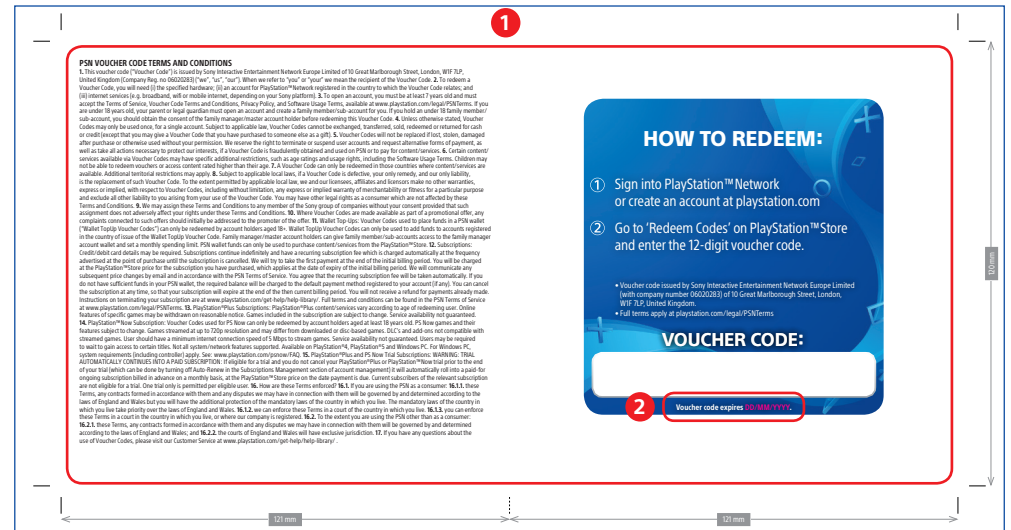
- 5 SIEE logo mark on back of packaging
- 6 PS Studios Logo (Optional. Flexible position horizontally. Distribute equally amongst other icons in this area.)

Third-Party template

Core elements that appear on insert

- 1 PS4™ logo branding on front
- 2 Game name
- 3 Product codes (CUSA | UPC)
- 4 Promo Only notice on front and back (Fixed position, font, colour and size)

Reverse side



- 3 SIEE logo mark on back of packaging

- 1 Reverse Voucher (Fixed)
- 2 Voucher Expiry Date

PS4™ Physical Digital Promo Insert 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/>

Russian no URL

NMC For further age rating packaging guidance please go to:
<http://nmc.gov.ae/en-us/Media-Center/Events/Pages/Age-Classification-System.aspx>

GCAM For further age rating packaging guidance please go to:
<https://www.gcam.gov.sa/en>

Age ratings



Core template elements

The example above, shows an overview of the different regional age ratings required as applied to SIEE PS4™ templates. (Excluding these can cause legal ramifications.) Which ratings used would depend entirely on brief from OPs.

PS4™ Physical Digital Promo Insert Template Guidelines

Insert the approved Software legal from the back of the inlay pack, 5pt on 5.7pt leading. Include the 'FOR HOME USE ONLY' section. Remove any references to the Dolby or DTS legals. Change text colour to 'PROMO RED' in the Swatches palette. Registration marks must be set at 'x' height and trademarks should be aligned to the top of the 'X' character. For example, ExampleX® is a registered trademark and ExampleX™ is a trademark.

Package: ©[year] Sony Interactive Entertainment Europe Limited. "PS", "PlayStation Studios logo", "PlayStation", "PS4", "PS5" 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. [insert Game title] ©[insert year] [insert game copyright holder]. Published by Sony Interactive Entertainment Europe Limited, 10 Great Marlborough Street, London, W1F 7LP. Developed by [insert Developer name]. [insert additional legal line if required]. Made in Austria. All rights reserved.

CUSA-00000 000000000000

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CUSA-00000 000000000000

First-Party

Legal line section

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Third-Party

Legal line section

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Key



Mandatory text



SIEE address - Third-party German SKU only



Editable software-related text - mandatory



[year] - Fill in with the correct year - mandatory
Made in line - Insert the appropriate line



PS Studios trademark text - First-party only, if logo is featured.
PS5 trademark text required only if PS5 Upgrade Badge is featured.

All text is to be set to **PROMO RED** once the fields have been completed

PS4™ Physical Digital Promo Insert Template Guidelines

1

16

18+

MA 15+

11pt Unvers 57

16

16

16

ЗАПРЕЩЕНО
ДЛЯ ДЕТЕЙ

CONDENSED FOR
THREE & FOUR LINE
ADVICE

www.playstation.com

PROMO ONLY – NOT FOR RESALE

GAME TITLE XXXXXXXXXX™/®

PS5™ Upgrade Available

PROMO ONLY – NOT FOR RESALE

PS5™ Upgrade Available

16

18+

MA 15+

11pt Unvers 57

16

16

16

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Marketing

Core template elements

1 Marketing area – the magenta dashed marquee lines indicate where software marketing messages are permitted to be placed. Marketing communications should not be placed over or interfere with inlay template elements.

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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