

Corporate Brand Guidelines

“The PlayStation®5 name and PS5™ logo”



Version 2.1



Sony Interactive Entertainment

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Definition

The PlayStation®5 name

The PlayStation®5 name is the name of the PlayStation®5 format as well as the consoles based on the PlayStation®5 format, and the PlayStation®5 platform. The PlayStation®5 platform consists of hardware products and system software based on the PlayStation®5 format, as well as content, services, and features that run on the system software. The abbreviation of the PlayStation®5 name is PS5™.

Use the PlayStation®5 name as shown below.

PlayStation®5

Abbreviation PS5™

The PlayStation®5 logo

The PlayStation®5 logo signifies the PlayStation®5 format. The PlayStation®5 logo is shown below. “PS5™ logo” refers to the logo below in the rest of this guideline document.



Scope

The PlayStation®5 name

When using the PlayStation®5 name, comply with the Corporate Brand Guidelines' *PlayStation® Brand Policy* and *The PlayStation® name, PlayStation Family Mark and PlayStation Family Logo*, as well as this guideline document.

The PS5™ logo

- SIE Group's internal and external activities with appropriate purposes.
- The following items produced by the SIE Group: PlayStation®5 format-based system software, game software, and applications, as well as PlayStation®5 format-based product packaging, accessories and printed materials supplied with products, product information, advertisements, promotional materials, and merchandise. Use in game software manuals (Web, in-game, printed, etc.) is prohibited. If the logo is requested to appear in game software content, apply for and obtain prior approval from the Brand Forum.
- The following items authorized and licensed under contract with SIE: PlayStation®5 format-based game software disc labels, as well as product packaging, accessories and printed materials supplied with products, advertisements, and promotional materials for PlayStation®5 format-based game software. Use in game software contents as well as manuals (Web, in-game, printed, etc.) is prohibited.
- The following items authorized and licensed under contract with SIE: Accessories for PlayStation®5 and logo-licensed products made as Official Licensed Products, packaging for all these products as well as peripherals, accessories and printed materials supplied with products, advertisements, and promotional materials.

Using the PlayStation®5 name (1 of 2)

Use the official PlayStation®5 name correctly, as shown below.

Do not put a space between “PlayStation” and “®”, or between “®” and “5”. The use of all uppercase letters is allowed, however, only when the trademark is used in a section where all words are in uppercase letters and the impression of the trademark is weakened if shown in lowercase letters.

To assert our trademark claim and distinguish it from other text, always add the appropriate trademark symbol as identified by the trademark department for your region. The placement of the symbol on the trademark is not specified. It can be displayed as superscript or subscript. The symbol can be omitted for subsequent mentions on the same page, panel, or within the same media, provided that the symbol is used in the first or most prominent mention.

When omitting the symbol, put a single space between “PlayStation” and “5”.

Correct usage

PlayStation®5
□□
No space

PlayStation 5
□
Single space

When using the name multiple times in text, or when space is limited, the abbreviation “PS5™” can be used for subsequent mentions on the same page, panel, or within the same media, provided that the official PlayStation®5 name is used in the first or most prominent mention.

Do not put a space between “PS” and “5”, use uppercase letters for “PS”.

To assert our trademark claim and distinguish it from other text, always add the appropriate trademark symbol as identified by the trademark department for your region. The placement of the symbol on the trademark is not specified. It can be displayed as superscript or subscript. The symbol can be omitted for subsequent mentions on the same page, panel, or within the same media, provided that the symbol is used in the first or most prominent mention.

Correct usage

Abbreviation

PS5™
□
No space

PS5
□
No space

Using the PlayStation®5 name (2 of 2)

Examples of incorrect usage

Do not change the spelling, the use of uppercase and lowercase letters, or the spacing.

- ✗ Playstation®5
- ✗ PlayStation®V
- ✗ PlayStation® 5
- ✗ PS 5™
- ✗ ps5™

Do not stylize the trademark to look like a logo.

✗ *PlayStation®5*

Do not place excessive emphasis only on PlayStation®5 or PS5™. Use typefaces that match with the surrounding text.

Do not use the PS5™ logo in a sentence, except for when using the logo in trademark notices.

Do not display the PlayStation®5 name in a different font from the rest of the text.

Do not insert line breaks.

- ✗ PlayStation®
5
- ✗ Play
Station®5
- ✗ PS
5™

Do not use the trademark in combination with other trademarks, or with any words or phrases without prior approval.

- ✗ PlayStation®5 collections
- ✗ PS5™ collections

✗ *PS5* has always been a forerunner.

✗ *PlayStation®5* has always been a forerunner.

SST fonts

Using SST fonts is recommended.

SST Latin

UltraLight ABCDEFGabcdefg0123456789
PlayStation®5

UltraLight Italic ABCDEFGabcdefg0123456789
PlayStation®5

Light ABCDEFGabcdefg0123456789
PlayStation®5

Light Italic ABCDEFGabcdefg0123456789
PlayStation®5

Roman ABCDEFGabcdefg0123456789
PlayStation®5

Italic ABCDEFGabcdefg0123456789
PlayStation®5

Medium ABCDEFGabcdefg0123456789
PlayStation®5

Medium Italic ABCDEFGabcdefg0123456789
PlayStation®5

Bold ABCDEFGabcdefg0123456789
PlayStation®5

Bold Italic ABCDEFGabcdefg0123456789
PlayStation®5

Heavy ABCDEFGabcdefg0123456789
PlayStation®5

Heavy Italic ABCDEFGabcdefg0123456789
PlayStation®5

Condensed ABCDEFGabcdefg0123456789
PlayStation®5

Condensed Medium ABCDEFGabcdefg0123456789
PlayStation®5

Condensed Bold ABCDEFGabcdefg0123456789
PlayStation®5

Typewriter ABCDEFGabcdefg0123456789
PlayStation®5

Typewriter Bold ABCDEFGabcdefg0123456789
PlayStation®5

Authorized forms (1 of 2)

The PS5™ logo must be used as a lockup with the PlayStation Family Mark. The PS5™ logo cannot be used by itself. When using the PS5™ logo, use the following authorized form.

Horizontal lockup

File image name: PS5_F_A



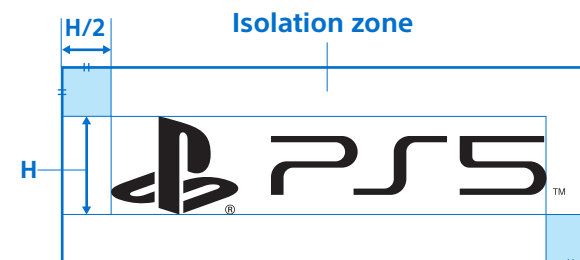
Minimum size

The size of the lockup must not be less than the minimum size so that it always clearly stands out. When changing the size of the lockup, do not change its proportions, and do not delete the trademark symbol.



Isolation zone

Maintain sufficient space around the lockup so that it always clearly stands out. Do not place any other elements within the isolation zone.

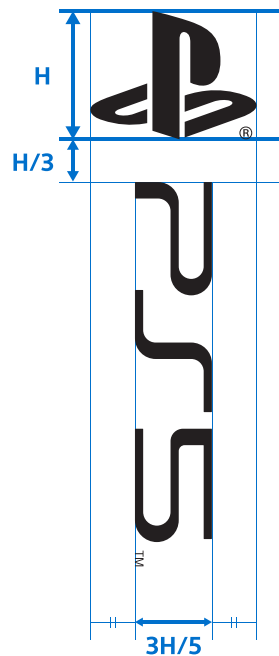


Authorized forms (2 of 2)

The PS5™ logo must be used as a lockup with the PlayStation Family Mark. The PS5™ logo cannot be used by itself. When using the PS5™ logo, use the following authorized form.

Vertical lockup

File image name: PS5_F_A_V



Minimum size

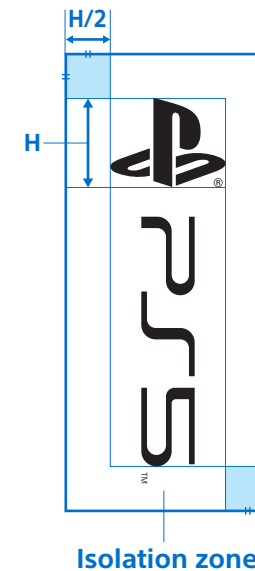
The size of the lockup must not be less than the minimum size so that it always clearly stands out. When changing the size of the lockup, do not change its proportions, and do not delete the trademark symbol.



$W = 6.5 \text{ mm} / W = 20 \text{ pixels}$

Isolation zone

Maintain sufficient space around the lockup so that it always clearly stands out. Do not place any other elements within the isolation zone.



Authorized colors

The PlayStation Family Mark and PS5™ logo lockup must always be displayed in a single color. Use one of the following primary or secondary colors. Do not use other colors or gradations. For accurately displaying the brand colors, use the ICC color profiles “GRACoL2006_Coated1v2” for CMYK and “sRGB IEC61966-2.1” for RGB.

Primary colors

PlayStation® blue



C100 M80 Y0 K0
R0 G67 B156
HEX# 00439C



Black



C0 M0 Y0 K100
R0 G0 B0
HEX# 000000



White



C0 M0 Y0 K0
R255 G255 B255
HEX# FFFFFFFF



Secondary colors

PlayStation® light blue



C85 M41 Y0 K0
R0 G112 B204
HEX# 0070CC



Light gray



C0 M0 Y0 K40
R173 G173 B173
HEX# ADADAD



Dark gray



C0 M0 Y0 K70
R108 G108 B108
HEX# 6C6C6C



Silver

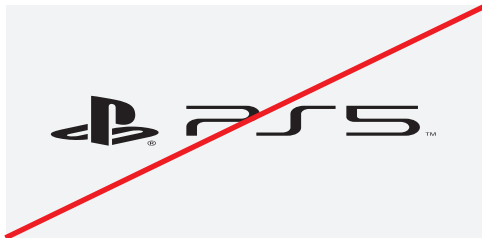


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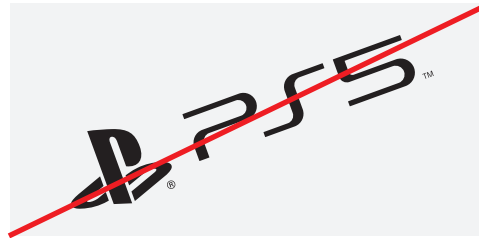


Examples of incorrect usage (1 of 3)

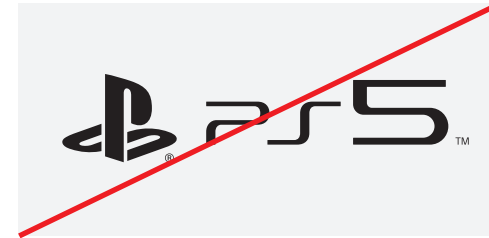
The following usage is not allowed.



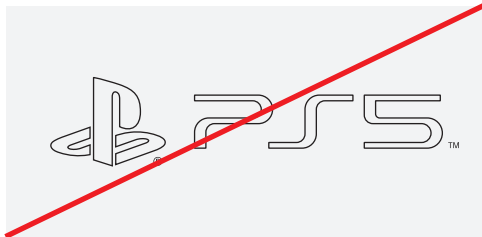
Do not change the shape.



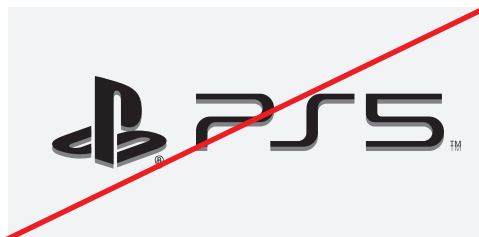
Do not rotate.



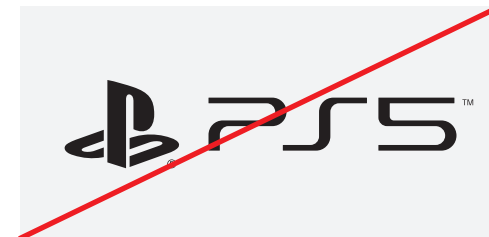
Do not change the proportions.



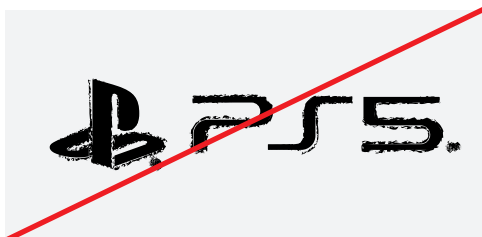
Do not use outlined fonts.



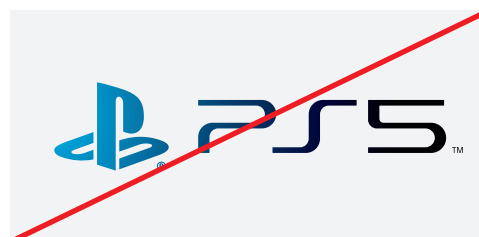
Do not add shadows.



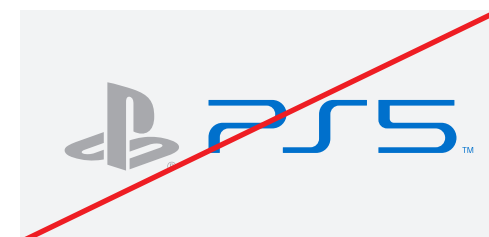
Do not change the placement of the trademark symbol.



Do not add effects.



Do not add gradations.



Do not use multiple authorized colors for the PlayStation Family Mark and the PS5™ logo in the lockup.

Examples of incorrect usage (2 of 3)

The following usage is not allowed.



Do not combine or overlap with other trademarks.



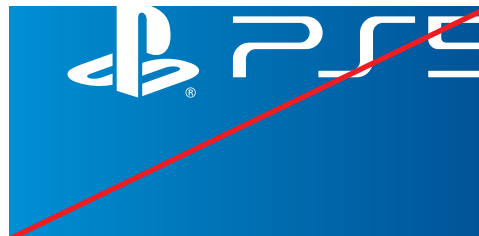
Do not combine with other graphics to make it look like a new logo.



Do not combine with other text to make it look like a new logo.



Do not use the lockup as a background design element.



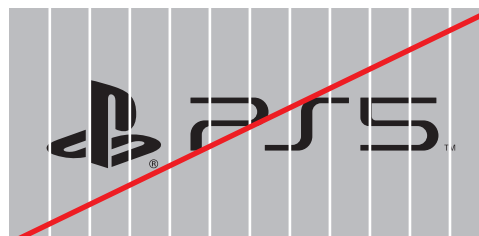
Do not display a cut-off or partial Mark or logo.



Do not add a pattern.



Do not display two or more identical Marks or logos on the same page or panel.



Do not break up the Mark or logo.



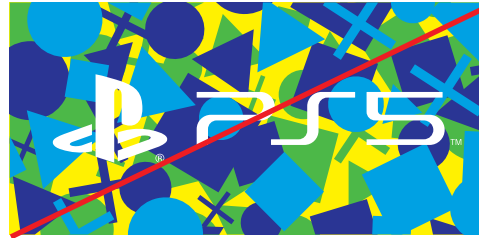
Do not make the Mark or logo transparent.

Examples of incorrect usage (3 of 3)

The following usage is not allowed.



Do not reduce the visibility of the Mark or logo by placing it on a background color that is similar to the authorized colors.



Do not reduce the visibility of the Mark or logo by placing it on a complex background.



Do not weaken the impression of the Mark or logo by placing it on a background with symbolic figures, characters, or strong contrasts.

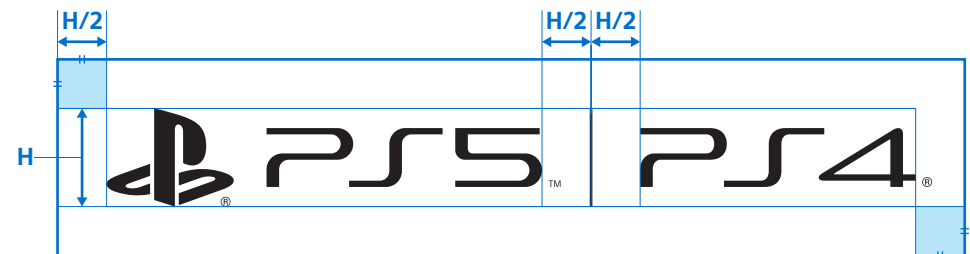
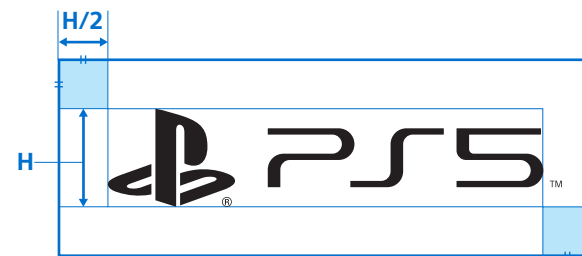
Exceptional usage (1 of 2)

When there is a need to display multiple lockups on the same page, panel, or within the same media, the following usage is allowed as an exception.

Example

Display one lockup, that is made up of the PlayStation Family Mark and a logo, then follow with the rest of the logos, separated from their lockups, on the right-hand side. In this case, place a separator between each logo and allow space for the lockup's isolation zone between the logos.

Make the height of the separator the same as the height of the PlayStation Family Mark.

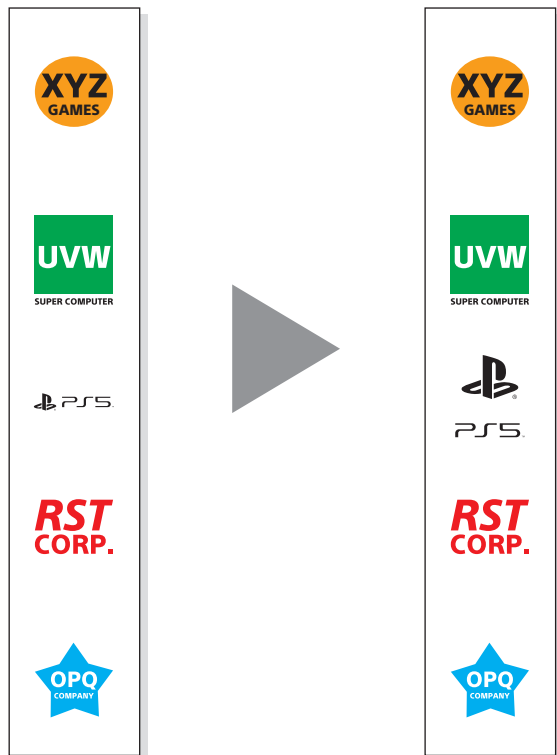


Exceptional usage (2 of 2)

When the display area is limited and it is difficult to use the authorized form, the following usage is also allowed. However, the PlayStation Family Mark and PS5™ logo must be displayed correctly according to their respective guidelines, and must always be displayed on the same page, panel, or within the same media.

Example

When the display area is narrow



Authorized form for the exceptional usage of the logo

In cases where the PS5™ logo and the PlayStation Family Mark are used separately on the same page, panel, or within the same media as an exception, use the following authorized form for the PS5™ logo.

PS5™ logo

File image name: PS5_A



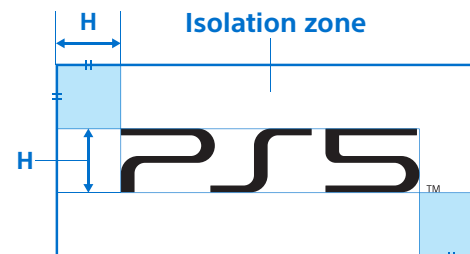
Minimum size

The size of the logo must not be less than the minimum size so that it always clearly stands out. When changing the size of the logo, do not change its proportions, and do not delete the trademark symbol.



Isolation zone

Maintain sufficient space around the logo so that it always clearly stands out. Do not place any other elements within the isolation zone.



Authorized colors for the exceptional usage of the logo

In cases where the PS5™ logo and the PlayStation Family Mark are used separately on the same page, panel, or within the same media as an exception, use one of the following primary or secondary colors. The PS5™ logo must always be displayed in a single color. Do not use other colors or gradations. For accurately displaying the brand colors, use the ICC color profiles “GRACoL2006_Coated1v2” for CMYK and “sRGB IEC61966-2.1” for RGB.

Primary colors

PlayStation® blue



C100 M80 Y0 K0
R0 G67 B156
HEX# 00439C



Black



C0 M0 Y0 K100
R0 G0 B0
HEX# 000000



White



C0 M0 Y0 K0
R255 G255 B255
HEX# FFFFFFFF



Secondary colors

PlayStation® light blue



C85 M41 Y0 K0
R0 G112 B204
HEX# 0070CC



Light gray



C0 M0 Y0 K40
R173 G173 B173
HEX# ADADAD



Dark gray



C0 M0 Y0 K70
R108 G108 B108
HEX# 6C6C6C



Silver



Pantone 877C



PlayStation®5 trademark notice

To assert our claim to the trademark, the trademark notice must be included in materials such as printed advertisements, press releases, annual reports, financial reports, product packaging, instruction manuals, and websites that contain the trademark. In cases where the following trademark notices are inapplicable, or for information on the correct usage of ™ and ® symbols on trademark notices, check with the legal department for your region and follow their instructions.

When PlayStation®5 is used:

“PlayStation” is a registered trademark or trademark of Sony Interactive Entertainment Inc.

When PlayStation®5 and PS5™ are used:

“PlayStation” and “PS5” are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

When the PlayStation Family Mark and the PS5™ logo are used:

“” and “*PS5*” are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

or “PlayStation Family Mark” and “PS5 logo” are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

When the PlayStation Family Mark, the PS5™ logo, and PlayStation®5 are used:

“”, “PlayStation” and “*PS5*” are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

or “PlayStation Family Mark”, “PlayStation” and “PS5 logo” are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

When the PlayStation Family Mark, the PS5™ logo, PlayStation®5 and PS5™ are used:

“”, “PlayStation”, “*PS5*” and “PS5” are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

or “PlayStation Family Mark”, “PlayStation”, “PS5 logo” and “PS5” are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

Revision history

Version	Date	Revision	Page
2.1	13.10.2020	Example of exceptional usage has been updated. Trademark symbol for the PS4™ logo has been changed to “®”.	12
		Text revisions to maintain consistency in the guideline.	
2.0	16.06.2020	“Confidential” has been revised to the SIE Information Classification Label “INTERNAL USE”.	Cover
		“Authorized colors”, “Authorized colors for the exceptional usage of the logo” has been revised.	8, 15
		Text revisions to maintain consistency in the guideline.	
1.1	26.03.2020	“Definition and scope” has been reorganized with the name and logo.	1-2
		An example of the incorrect usage has been added.	10
		The exceptional usage has been updated.	12
		Text revisions to maintain consistency in the guideline.	
1.0	07.01.2020	Released.	