

PlayStation® Brand Guidelines

PlayStation®Plus

Version 3.1

PlayStation®Plus

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## Using the trademark

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Use the correct form when using PlayStation®Plus in running text, or in other text such as titles and headings.

### Correct usage

Use a plain, non-stylized font. Distinguish the trademark by adding the registered trademark symbol ® or by enclosing it in double quotes.

PlayStation®Plus

  
No space

“PlayStation Plus”

  
Single space

### Note

The use of all capital letters is allowed on exceptional basis only when the trademark is used in a section where all words are in all capital letters and the impression of the trademark is weakened if shown with lowercase letters.

NEW CONTENTS FOR PLAYSTATION®PLUS

NEW CONTENTS FOR PLAYSTATION®PLUS

## Using the trademark

Use the correct form when using PlayStation®Plus in running text, or in other text such as titles and headings.

### Incorrect usage

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

~~playstation®plus~~   ~~PlayStation®PLUS~~

~~PlayStation® Plus~~

Do not apply unnecessary styles.

~~**PlayStation®Plus**~~

Do not use the stylized logotype in running text, or in other text such as titles and headings.

Contents for ~~**PlayStation®Plus**~~

Do not use without either the registered trademark symbol ® or double quotes.

~~Contents for PlayStation Plus...~~

### Correct usage

- ✓ Contents for PlayStation®Plus...
- ✓ Contents for "PlayStation Plus"...

Do not insert line breaks.

If necessary, a line break can be inserted after the ® symbol.

~~Play  
Station®Plus~~

### Correct usage

- ✓ PlayStation®  
Plus

Do not use the trademark in combination with other trademarks, or with any words or phrases.

~~PlayStation®Plus collections~~

### Correct usage

- ✓ Collections for PlayStation®Plus

## Using the abbreviation

When using the PlayStation®Plus trademark multiple times within one document, one page, or one panel, the full trademark must be used for the first or most prominent reference. The abbreviation PS Plus can be used for subsequent references.

### Correct usage

PS Plus  
  
Single space

### Incorrect usage

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

~~PSPlus~~

~~PS PLUS~~

Do not insert line breaks.

~~PS  
Plus~~

Do not use the registered trademark symbol ® or the trademark symbol TM with the abbreviation.

Note: If the symbols are used by mistake, it may violate the rights of other trademark owners.

~~PS Plus®~~

Do not use the trademark in combination with other trademarks, or with any words or phrases.

~~PS Plus collections~~

## Fonts

We recommend that you use SST fonts for all SIE Group hardware, software, peripherals, supporting materials, supplied materials, advertisements, and sales promotion materials. Ask the Corporate Design Center how to acquire SST fonts. The above does not apply to products from any third party that does not belong to the SIE Group.

### SST font

UltraLight	ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita
<i>UltraLight Italic</i>	<i>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</i>
Light	ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita
<i>Light Italic</i>	<i>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</i>
Roman	ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita
<i>Italic</i>	<i>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</i>
Medium	<b>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</b>
<i>Medium Italic</i>	<b><i>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</i></b>

<b>Bold</b>	<b>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</b>
<b><i>Bold Italic</i></b>	<b><i>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</i></b>
<b>Heavy</b>	<b>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</b>
<b><i>Heavy Italic</i></b>	<b><i>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</i></b>
Condensed	ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita
<b>Condensed Bold</b>	<b>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</b>
Typewriter	ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita
<b>Typewriter Bold</b>	<b>ABCDEFGHabcdefgh0123456789 PlayStation®4 PlayStation®Vita</b>

## Purpose and scope

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# PlayStation®Plus

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### Purpose

The PlayStation®Plus logo is used to identify the PlayStation®Plus service.  
The logo can also be used to identify content and features that are associated with PlayStation®Plus.

### Scope

The PlayStation®Plus logo can be used on software that is associated with the PlayStation®Plus service, as well as supporting materials, supplied materials, advertisements, and sales promotion materials for the software.

### Authorized forms and color representation

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The authorized forms of the PlayStation®Plus logo are shown below.

PS Plus

PlayStation®Plus

PS Plus\_2

PlayStation®  
Plus

### Authorized forms and color representation

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The logo should be used in combination with the PlayStation®Plus icon, except when the specifications of the particular media require the use of the logo by itself. We recommend that you use the following format when using the logos and the icon in combination.

PS Plus\_I



PS Plus\_I\_2



PS Plus\_I\_V



PS Plus\_I\_V\_2





### Authorized forms and color representation

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Use this logo with the PlayStation® family mark.

#### Example



### Authorized forms and color representation

The logo must always be displayed in a single color. Use one of the colors listed below for the logo.

#### Basic colors



Black



White

#### PlayStation® blue



Pantone 287C  
C100 M80  
R0 G55 B145

PlayStation®Plus

PlayStation®Plus

PlayStation®Plus

#### Secondary colors

##### PlayStation® light blue



Pantone 285C  
C70 M30  
R0 G120 B200

PlayStation®Plus



Pantone Cool Gray 5C  
K40

PlayStation®Plus



Pantone Cool Gray 10C  
K70

PlayStation®Plus



(Silver)  
Pantone 877C

PlayStation®Plus

### Authorized forms and color representation

As a general rule, use the logo with colored icons. Note that the use of the logo with colored icons is strongly recommended for full-color displays. For information about displaying the icon, please see also “Using the icon”.

PS Plus\_I



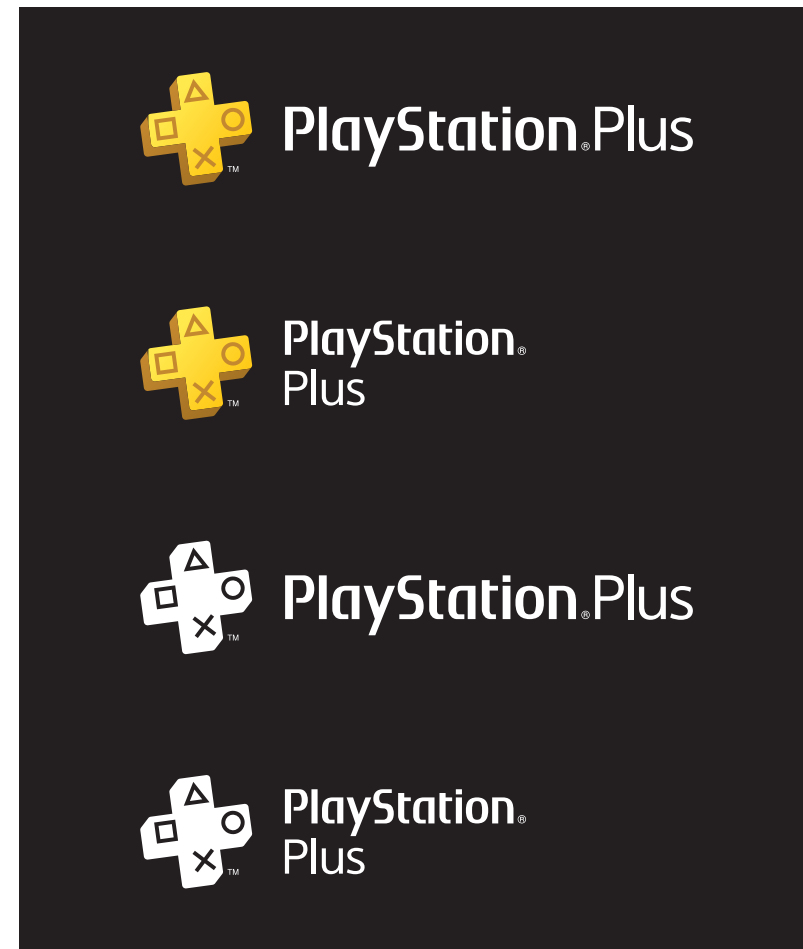
PS Plus\_I\_2



PS Plus\_I\_M



PS Plus\_I\_M\_2



### Authorized forms and color representation

As a general rule, use the logo with colored icons. Note that the use of the logo with colored icons is strongly recommended for full-color displays. For information about displaying the icon, please see also “Using the icon”.

PS Plus\_I\_V



PlayStation®Plus

PS Plus\_I\_V\_2



PlayStation®  
Plus

PS Plus\_I\_M\_V

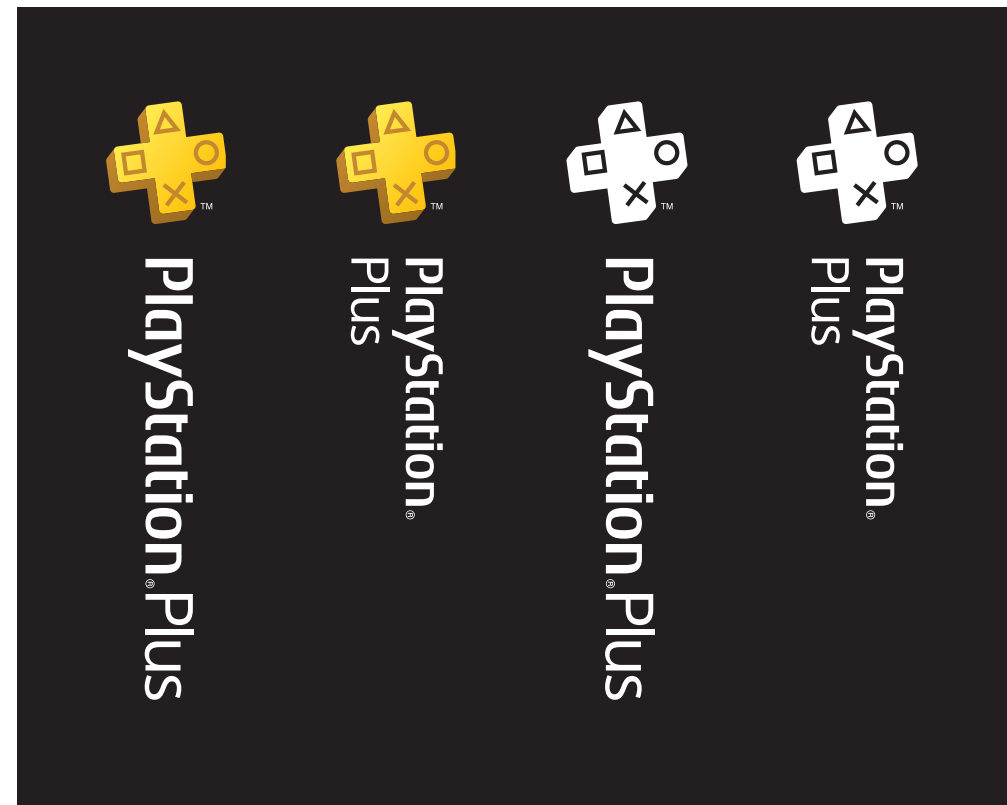


PlayStation®Plus

PS Plus\_I\_M\_V\_2



PlayStation®  
Plus



## Size

The minimum size of the logo is shown below. If the logo cannot be clearly represented at this size, use the smallest size at which the logo can be clearly represented\*.

### PS Plus

H = 4 mm  
H = 15 pixels



### PS Plus\_I

H = 7.5 mm  
H = 28 pixels



### PS Plus\_2

H = 7.3 mm  
H = 30 pixels



### PS Plus\_I\_2

H = 9.8 mm  
H = 41 pixels



### PS Plus\_I\_V

L = 7.4 mm  
L = 28 pixels



### PS Plus\_I\_V\_2

L = 9.7 mm  
L = 40 pixels



\*Trademark symbols (®,™) within the logo can be deleted only if the logo is so small that readability is compromised. Enlarging the trademark symbol portion only is also allowed. Do not modify the icon even if the TM symbol within the icon becomes proportionately smaller.

## Isolation zone

Maintain sufficient space around the logo and avoid placing any other elements within the isolation zone, as shown below.

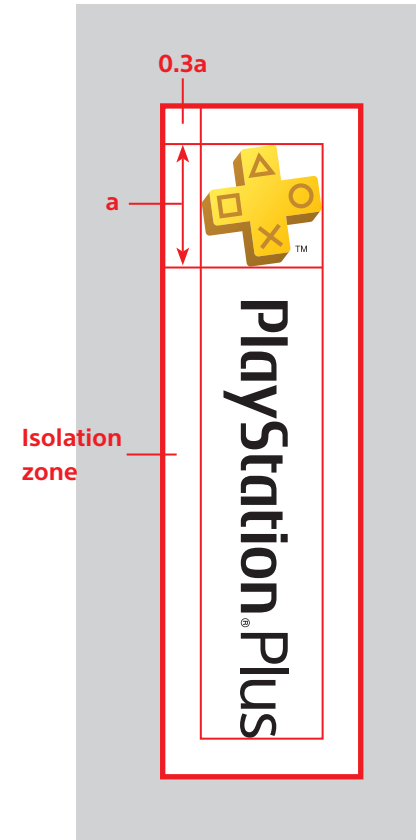
PS Plus



PS Plus\_I



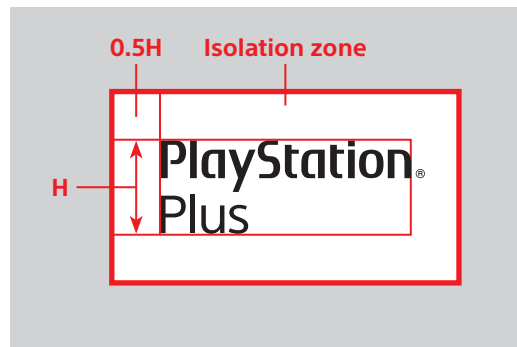
PS Plus\_I\_V



## Isolation zone

Maintain sufficient space around the logo and avoid placing any other elements within the isolation zone, as shown below.

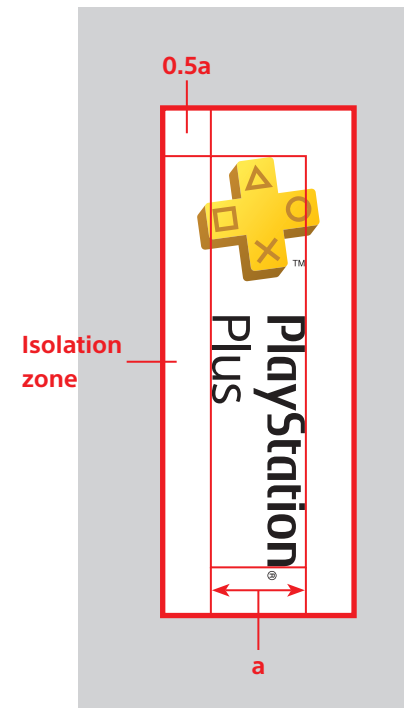
PS Plus\_2



PS Plus\_I\_2



PS Plus\_I\_V\_2



### Examples of incorrect logo usage

The following are examples of incorrect logo usage.

Do not change the shape.



Do not change the proportions.



Do not change the placement of the ® symbol.



Do not use outlined fonts.



Do not add shadows.



Do not use two or more colors.



Do not add special effects.



Do not add gradations.





### Examples of incorrect logo usage

The following are examples of incorrect logo usage.

Do not combine with other shapes or text elements.



Do not display two or more identical logos on the same surface.



Do not use the logo as a background design element.



Do not display the logo with low contrast relative to the background.



Do not display the logo on a complex background.



Do not display the logo on other figures or graphic images.



Do not display a cut-off or partial logo.



### Purpose and scope

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#### Purpose

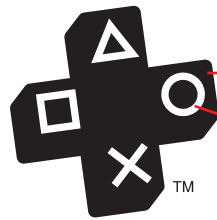
The PlayStation®Plus icon represents the PlayStation®Plus service.  
The icon can also be used to identify content and features that are associated with PlayStation®Plus.

#### Scope

The PlayStation®Plus icon can be used on software that is associated with the PlayStation®Plus service, as well as supporting materials, supplied materials, advertisements, and sales promotion materials for the software.

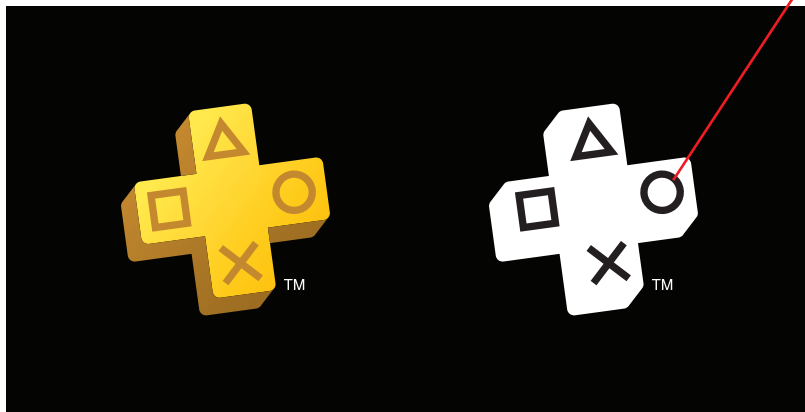
## Authorized forms and color representation

As a general rule, use colored icons. Note that use of colored icons is strongly recommended for full-color displays.  
For displaying the icons defined as silhouette, follow the guidelines below.



### Display color of the icons defined as silhouette

- Color of the icons:  
A single basic color or secondary color on next page. You must not use other colors.
- Color of  $\triangle \circ \times \square$  in the icons:  
For using transparent  $\triangle \circ \times \square$ , ensuring full visibility is needed.  
When using a single color, we strongly recommend background color, similar color of background, or white.



## Authorized forms and color representation

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The single-colored PlayStation®Plus icon must always be displayed in one of the colors listed below. You must not use other colors.

### Basic colors



Black



White



Pantone 7406C  
M15 Y100  
R255 G215 B0

### Secondary colors

#### PlayStation® blue



Pantone 287C  
C100 M80  
R0 G55 B145

#### PlayStation® light blue



Pantone 285C  
C70 M30  
R0 G120 B200



Pantone Cool Gray 5C  
K40



Pantone Cool Gray 10C  
K70



(Silver)  
Pantone 877C

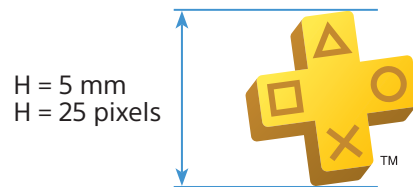
## Size / Isolation zone

Follow the guidelines below to use the icon correctly.

### Size

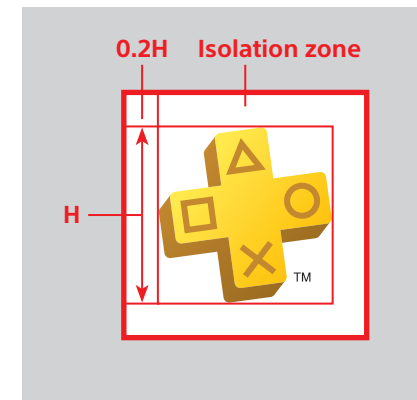
The minimum size of the icon is shown below. If the icon cannot be clearly represented at this size, use the smallest size at which the icon can be clearly represented.

Do not modify the PlayStation®Plus icon even if the TM symbol within the icon becomes proportionately smaller.



### Isolation zone

Maintain sufficient space around the icon and avoid placing any other elements within the isolation zone, as shown below.



## Examples of correct icon usage

The icon is available for use as below.

### Examples of correct icon usage

#### Using the icon as part of the background

Displaying the icon multiple times on a surface, trimmed and used on isolation zones. Do not use a TM in these cases.



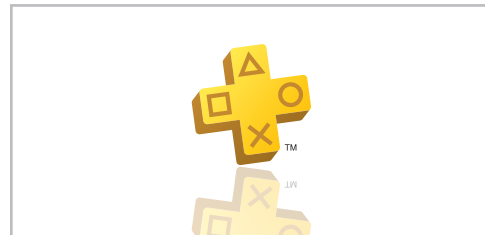
#### Using the icon as part of the background

The icon partially extends past the display area. Do not use a TM in this case.



#### Adding special effects

Displaying the icon as a reflection



#### Adding special effects

Displaying the icon as an illuminated object



## Examples of incorrect icon usage

The following are examples of incorrect icon usage.

Do not change the proportions or shape.



Do not add too much transparency.



Do not change the placement of the TM symbol.



Do not add special effects.



Do not use non-defined colors.



Do not use two or more colors.



Do not combine with words or trademarks misunderstandings.



Do not replace  $\triangle \circ \times \square$  in the icon with other shapes or text.



Do not place the icons have transparent  $\triangle \circ \times \square$  on background images or animations that reduce visibility of the mark.



### Using trademark notices

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Trademark notices must be included in the same material containing the trademark and logo. The logo must be in the correct trademarked graphical form, not in the running text font.

#### **Trademark notices for PlayStation®Plus**

##### **(1) When using PlayStation®Plus in running text:**

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

##### **(2) When using the PlayStation® family mark, the PlayStation®Plus logo, and PlayStation®Plus in running text:**

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

##### **(3) When the PlayStation®Plus icon is added to (2):**

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



## Revision history

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**2013.06.11      Version 1.0 released****2015.02.06      Version 2.0 released**

- Information related to the boxed PlayStation® family mark has been removed from "Authorized forms and color representation", "Minimum size", and "Isolation zone" in "Using the logo".
- Page 5: A notice about guidelines for the PlayStation® family mark and PlayStation® family logotype has been added to "Purpose and scope".
- Page 22, 23: Content of "Authorized forms and color representation" and "Size" in "Using the functional icon" have been revised.
- Page 24: "Combination with other trademarks" has been added.

**2015.09.01      Version 2.1 released**

- Page 3: "Using the abbreviation" has been revised.
- Page 26: "Combination of logos and the functional icon" has been added, content of old "Combination with other trademarks" was moved to it.
- Page 30: "Using trademark notices" has been revised.

**2016.04.01      Version 2.2 released**

- Descriptions of company names have been revised.
- "Scope" in "Using the logo" and "Using the functional icon" have been revised.
- Page 30: "Using trademark notices" has been revised.

**2017.04.12      Version 3.0 released**

- The icon has been updated.
- "Using the logo" has been revised.
- "Using the icon" has been revised.
- "Using the logo and the functional icon" has been removed.

**2017.05.25      Version 3.1 released**

- The icon has been updated. △○×□ in the icons defined as silhouette has been changed to transparent. The colored icons have not been changed.
- "Authorized forms and color representation" and "Examples of incorrect icon usage" in "Using the icon" have been revised.