

PlayStation® Brand Guidelines

PlayStation®4 Pro

Version 1.0



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Using the trademark

Use the correct form when using PlayStation®4 Pro 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®4 Pro

No space

“PlayStation 4 Pro”

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.

PLAYSTATION®4 PRO IS NOW ON SALE!

PLAYSTATION®4 PRO IS NOW ON SALE!

Using the trademark

Use the correct form when using PlayStation®4 Pro 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®4 pro~~ ~~PlayStation®IV Pro~~ ~~PlayStation® 4 Pro~~

Do not apply unnecessary styles.

~~**PlayStation®4 Pro**~~

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

Software for ~~PS4~~ **Pro** computer entertainment system.

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

~~Software for the PlayStation 4 Pro computer entertainment system.~~

Correct usage

- ✓ Software for the PlayStation®4 Pro computer entertainment system.
- ✓ Software for the "PlayStation 4 Pro" computer entertainment system.

Do not insert line breaks.

~~PlayStation®
4 Pro~~ ~~Play
Station®4 Pro~~ ~~PlayStation®4
Pro~~

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

~~PlayStation®4 Pro collections~~

Correct usage

- ✓ Collections for PlayStation®4 Pro

Using the abbreviation

When using the PlayStation®4 Pro 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 PS4™Pro can be used for subsequent references.

Correct usage

PS4™Pro "PS4 Pro"

Incorrect usage

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

~~PS 4™Pro~~ ~~"ps4 pro"~~

Do not use without either the trademark symbol TM or double quotes, unless there are space or font type limitations.

~~PS4 Pro~~

Do not insert line breaks.

~~PS
4™ Pro~~ ~~PS4™
Pro~~

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

~~PS4™Pro 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 ABCDEFGabcdefg0123456789
PlayStation®4 PlayStation®Vita

UltraLight Italic *ABCDEFGHabcdefg0123456789*
PlayStation®4 PlayStation®Vita

Light ABCDEFGabcdefg0123456789
PlayStation®4 PlayStation®Vita

Light Italic *ABCDEFGHabcdefg0123456789*
PlayStation®4 PlayStation®Vita

Roman ABCDEFGabcdefg0123456789
PlayStation®4 PlayStation®Vita

Italic *ABCDEFGHabcdefg0123456789*
PlayStation®4 PlayStation®Vita

Medium **ABCDEFGHabcdefg0123456789**
PlayStation®4 PlayStation®Vita

Medium Italic ***ABCDEFGHabcdefg0123456789***
PlayStation®4 PlayStation®Vita

Bold **ABCDEFGHabcdefg0123456789**
PlayStation®4 PlayStation®Vita

Bold Italic ***ABCDEFGHabcdefg0123456789***
PlayStation®4 PlayStation®Vita

Heavy **ABCDEFGHabcdefg0123456789**
PlayStation®4 PlayStation®Vita

Heavy Italic ***ABCDEFGHabcdefg0123456789***
PlayStation®4 PlayStation®Vita

Condensed ABCDEFGabcdefg0123456789
PlayStation®4 PlayStation®Vita

Condensed Bold **ABCDEFGHabcdefg0123456789**
PlayStation®4 PlayStation®Vita

Typewriter ABCDEFGabcdefg0123456789
PlayStation®4 PlayStation®Vita

Typewriter Bold **ABCDEFGHabcdefg0123456789**
PlayStation®4 PlayStation®Vita

Purpose and scope



Purpose

The PlayStation®4 Pro logo is used to identify products in the PlayStation®4 Pro product group.

Scope

The PlayStation®4 Pro logo is for use with the following:

- PlayStation®4 Pro systems, supporting materials, supplied materials, advertisements, and sales promotion materials for the systems that are developed by the SIE Group
- Supporting materials, supplied materials, advertisements, and sales promotion materials for PlayStation®4 Pro software that is developed by the SIE Group
- Supporting materials, supplied materials, advertisements, and sales promotion materials for PlayStation®4 Pro software that is licensed under contract with SIE

Use of the logo in third-party game content is prohibited.

Authorized forms and color representation

The authorized form of the PlayStation®4 Pro logo is shown below.

PS4 Pro_A



Authorized forms and color representation

Follow the guidelines below to use the logo correctly.

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



Secondary colors

PlayStation® light blue



Pantone 285C
C70 M30
R0 G120 B200



Pantone Cool Gray 5C
K40



Pantone Cool Gray 10C
K70



(Silver)
Pantone 877C



Authorized forms and color representation

Follow the guidelines below to use the logo correctly.

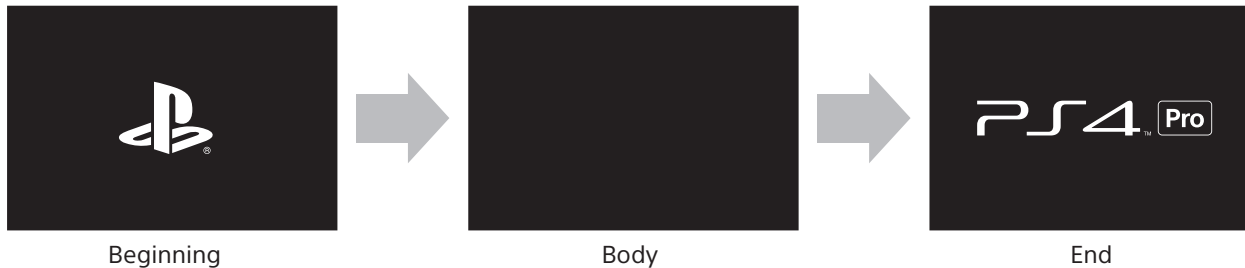
This logo cannot be used by itself. Use it in combination with the PlayStation® family mark.

Examples



When shown in a video, the logo must be used in combination with the PlayStation® family mark.

Examples(video)



Authorized forms and color representation

Follow the guidelines below to use the logo correctly.

The logo should be used in combination with the PlayStation® family mark as shown below.

PS4 Pro_F_A



Authorized forms and color representation

Follow the guidelines below to use the logo correctly.

We recommend that you use the following format when using the logo vertically, due to space limitations.

PS4 Pro_F_A_V



PS4 Pro_F_A_V



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.

PS4 Pro_A

H ≥ 6.3 mm (H ≥ 38 pixels)



H = 3 ~ 6.2 mm (H = 12 ~ 37 pixels)

Within this size range, the TM symbol on the logo must be deleted.



Minimum size



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.

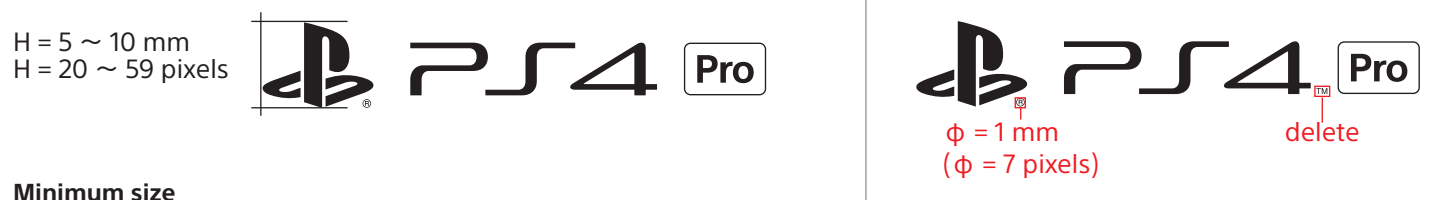
PS4 Pro_F_A

H ≥ 10.1 mm (H ≥ 60 pixels)



H = 5 ~ 10 mm (H = 20 ~ 59 pixels)

Within this size range, the ® symbol on the PlayStation® family mark must be "Φ = 1 mm" (Φ = 7 pixels) regardless of the logo size. The TM symbol on the PS4™Pro logo must be deleted.



Minimum size



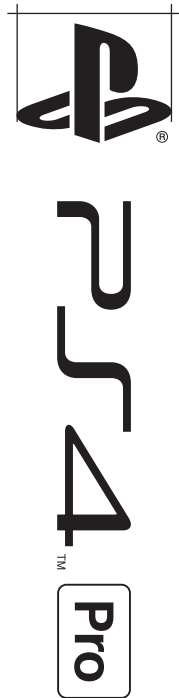
Size

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.

PS4 Pro_F_A_V

L ≥ 13.1 mm (L ≥ 80 pixels)

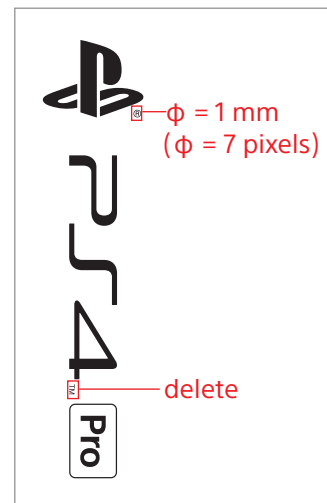
L ≧ 13.1 mm
L ≧ 80 pixels



L = 6.5 ~ 13 mm (H = 20 ~ 79 pixels)

Within this size range, the ® symbol on the PlayStation® family mark must be "Φ = 1 mm" (Φ = 7 pixels) regardless of the logo size. The TM symbol on the PS4™Pro logo must be deleted.

L = 6.5 ~ 13 mm
L = 20 ~ 79 pixels



Minimum size

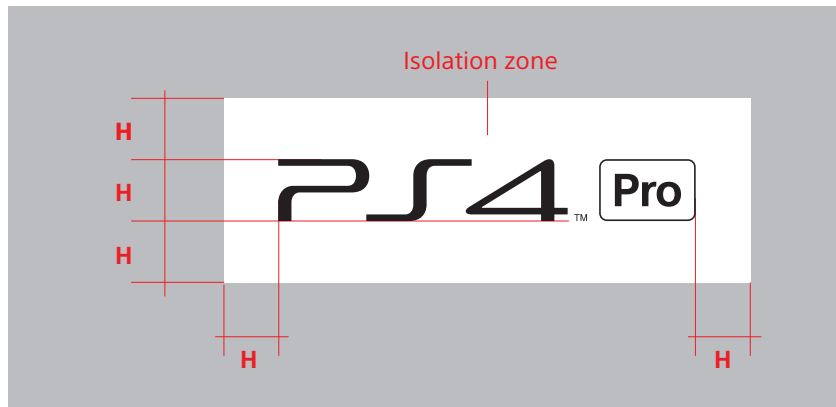
L = 6.5 mm
L = 20 pixels



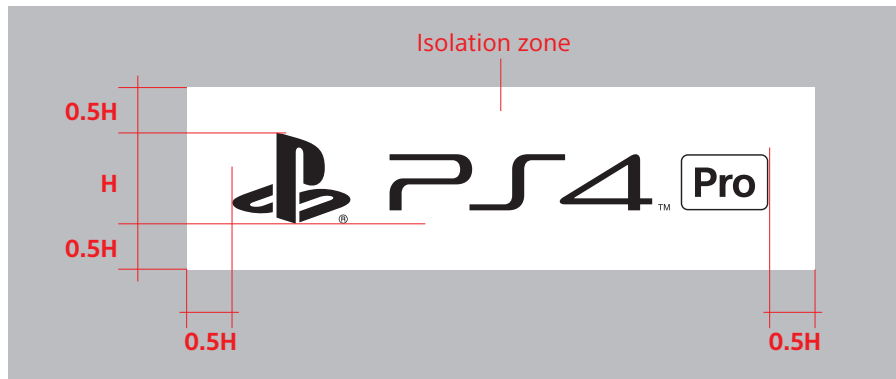
Isolation zone

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

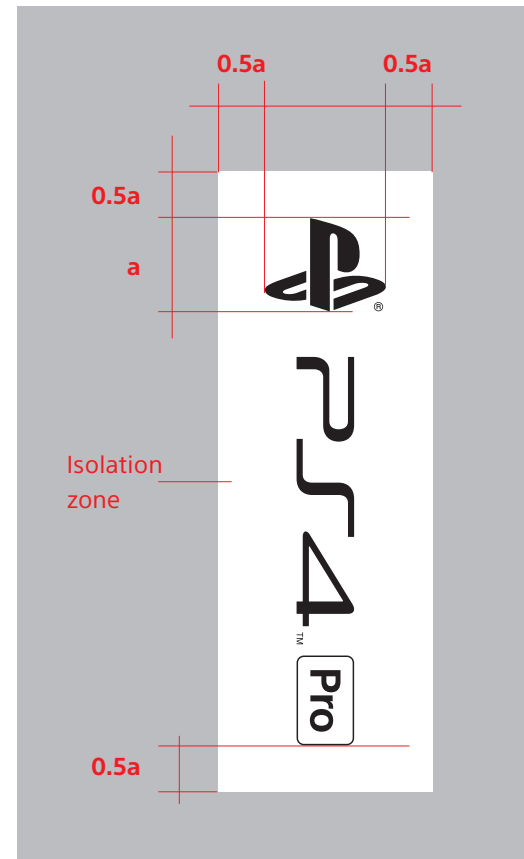
PS4 Pro_A



PS4 Pro_F_A



PS4 Pro_F_A_V



Examples of incorrect logo usage

The following are examples of incorrect logo usage.

Do not change the shape.



Do not change the shape.



Do not change the proportions.



Do not use outlined fonts.



Do not add shadows.



Do not change the placement of the TM symbol.



Do not add special effects.



Do not add gradations.



Do not use two or more colors.



Examples of incorrect logo usage

The following are examples of incorrect logo usage.

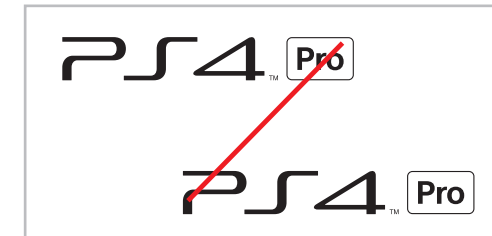
Do not display with trademarks other than the PlayStation® family mark.



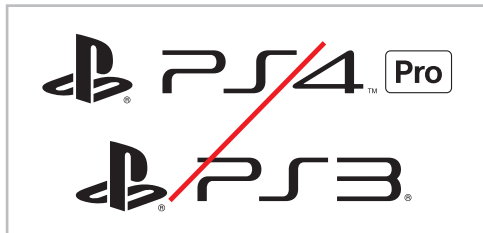
Do not combine with other shapes or text elements.



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



Do not display two or more PlayStation® family marks on the same surface.



Do not use the logo as a background design element.



Do not display a cut-off or partial logo.



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.



Using trademark notices

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

Trademark notices for PlayStation®4 Pro

(1) When using PlayStation®4 Pro in running text:

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

(2) When using the PlayStation® family mark, the PlayStation®4 Pro logo, and PlayStation®4 Pro in running text:

"PS", "PlayStation" and "PS4" are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

Revision history

2016.04.28 **Version 1.0 released**