SIEE - Coversheet PlayStation VR Required Template Guidelines

Version 1.0

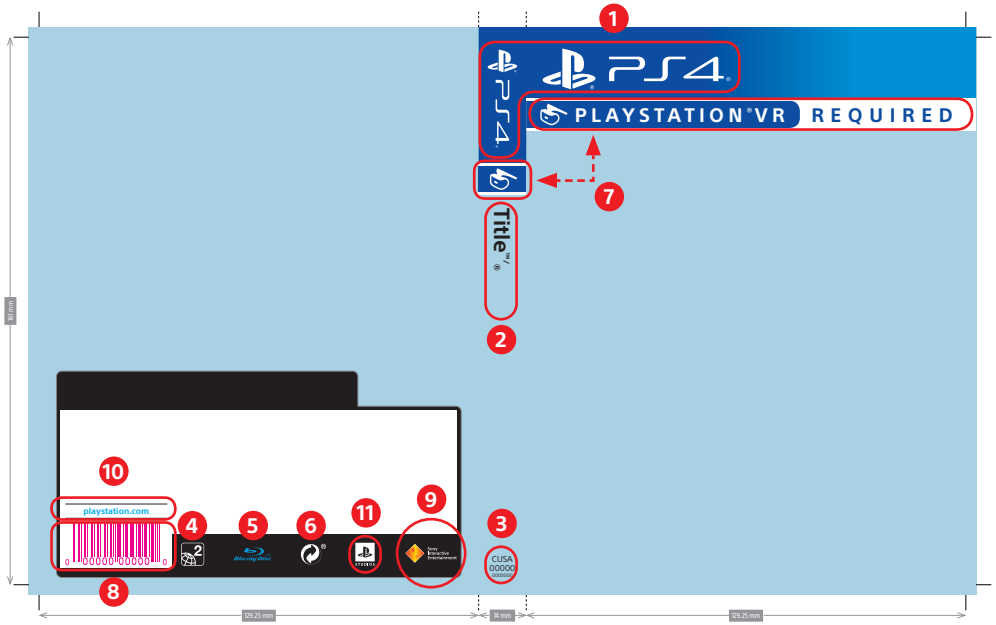
PS4™ Coversheet PlayStation VR Required Template Guidelines

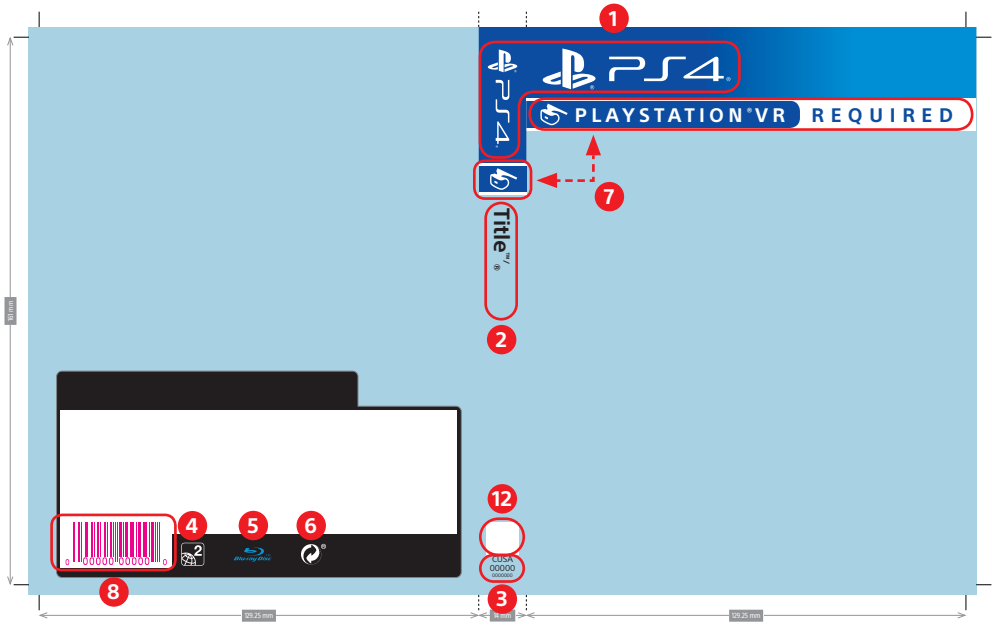
Purpose

Welcome to the PlayStation®4 Coversheet PlayStation VR Required 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 PlayStation VR required Coversheet.

PS4™ Coversheet PlayStation VR Required Template Guidelines





First-Party template

Core elements that appear on Coversheet

1. PS4™ logo branding on front and spine
2. Game Title – spine text / Game logo (Point size of font, font type can be amended to fit space on spine)
3. Product codes (CUSA | UPC (the last 7 Digits of the UPC number))
4. Region Code icon
5. Blu-ray Disc™ logo
6. Grüne Punkt logo (German recycling logo trademark)

   Space out logos equally if some are removed.
7. PlayStation®VR Required top and spine bars (Fixed position, font, colour and size)
8. Barcode (UPC 12) (Switch on Barcode UPC layer and hide Barcode EAN layer.)

First-Party Specific

9. SIEE logo mark on back of packaging
10. 'playstation.com' url above barcode
11. PS Studios Logo (Optional. Flexible position horizontally. Distribute equally amongst other icons in this area.)

Third-Party template

Core elements that appear on Coversheet

1. PS4™ logo branding on front and spine
2. Game Title – spine text / Game logo (Point size of font, font type can be amended to fit space on spine)
3. Product codes (CUSA | EAN (the last 7 Digits of the EAN number))
4. Region Code icon
5. Blu-ray Disc™ logo
6. Grüne Punkt logo (German recycling logo trademark)*

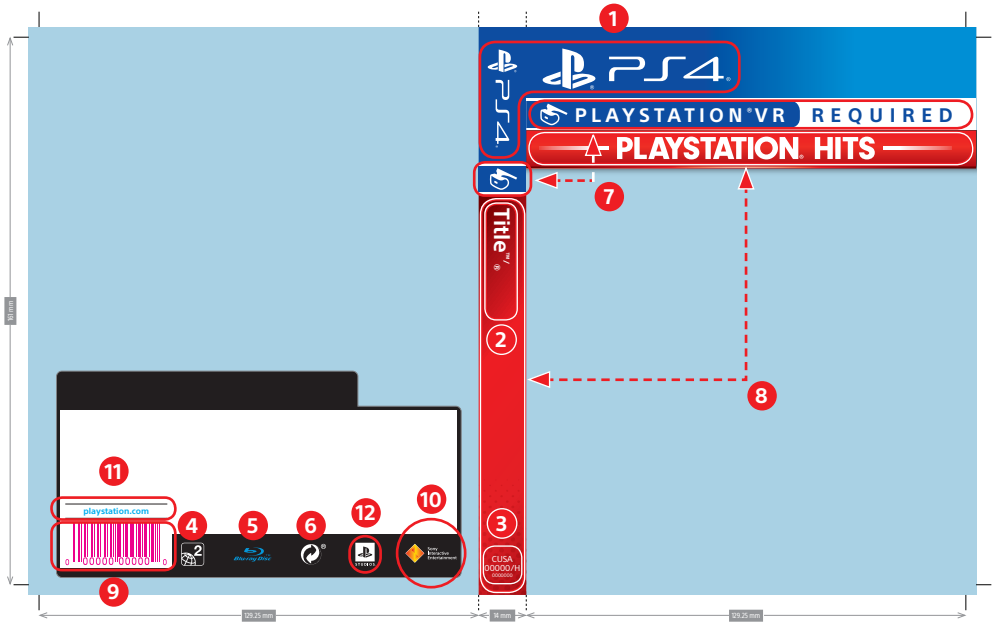
   Space out logos equally if some are removed.
7. PlayStation®VR Required top and spine bars (Fixed position, font, colour and size)
8. Barcode (EAN 13 | UPC 12)
   (Switch on correct Barcode layer and hide other Barcode layer. The chevron to the right of the EAN Barcode number must be included.)

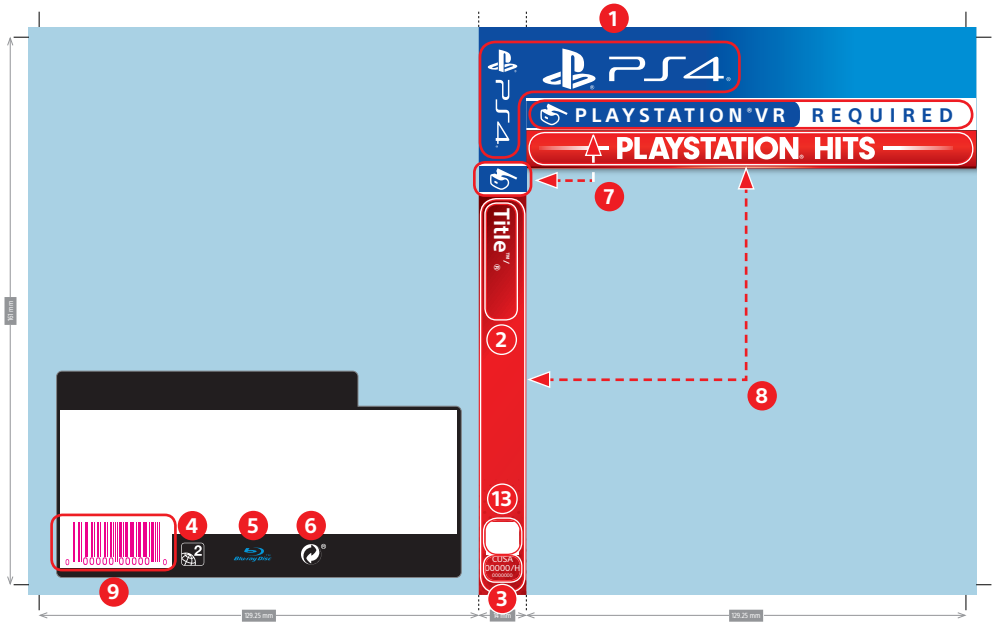
Third-Party Specific

12. QR Code tracking space (Optional. Fixed position and size.)

***ENVIRONMENTAL LABELLING FOR FRANCE** – It is the publisher's responsibility to confirm the environmental labelling requirements that may apply to their game's software packaging in France and should obtain their own independent legal advice.

PS4™ Coversheet PlayStation VR Required Template Guidelines





First-Party template

Core elements that appear on Coversheet

1. PS4™ logo branding on front and spine
2. Game Title – spine text / Game logo (Point size of font, font type can be amended to fit space on spine)
3. Product codes (CUSA | UPC (the last 7 Digits of the UPC number))
4. Region Code icon
5. Blu-ray Disc™ logo
6. Grüne Punkt logo (German recycling logo trademark)

   Space out logos equally if some are removed.
7. PlayStation®VR Required top and spine bars (Fixed position, font, colour and size)
8. PlayStation® Hits red frame branding (Fixed position. Russian SKU uses localised variant)
9. Barcode (UPC 12) (Switch on Barcode UPC layer and hide Barcode EAN layer.)

First-Party Specific

10. SIEE logo mark on back of packaging
11. 'playstation.com' url above barcode
12. PS Studios Logo (Optional. Flexible position horizontally. Distribute equally amongst other icons in this area.)

Third-Party template

Core elements that appear on Coversheet

1. PS4™ logo branding on front and spine
2. Game Title – spine text / Game logo (Point size of font, font type can be amended to fit space on spine)
3. Product codes (CUSA | EAN (the last 7 Digits of the EAN number))
4. Region Code icon
5. Blu-ray Disc™ logo
6. Grüne Punkt logo (German recycling logo trademark)*

   Space out logos equally if some are removed.
7. PlayStation®VR Required top and spine bars (Fixed position, font, colour and size)
8. PlayStation® Hits red frame branding (Fixed position. Russian SKU uses localised variant)
9. Barcode (EAN 13 | UPC 12)
   (Switch on correct Barcode layer and hide other Barcode layer. The chevron to the right of the EAN Barcode number must be included.)

Third-Party Specific

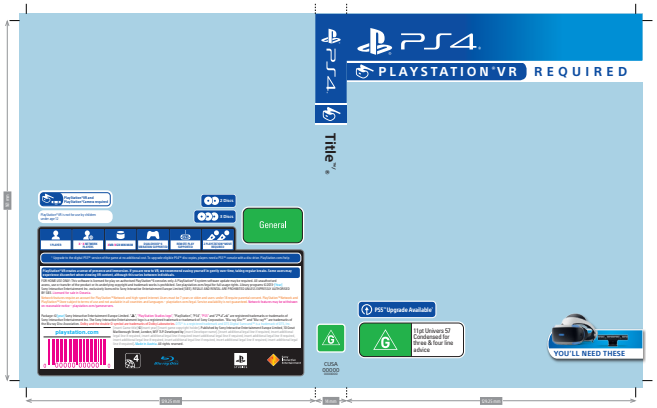
13. QR Code tracking space (Optional. Fixed position and size.)

***ENVIRONMENTAL LABELLING FOR FRANCE** – It is the publisher's responsibility to confirm the environmental labelling requirements that may apply to their game's software packaging in France and should obtain their own independent legal advice.

PS4™ Coversheet PlayStation VR Required Template Guidelines

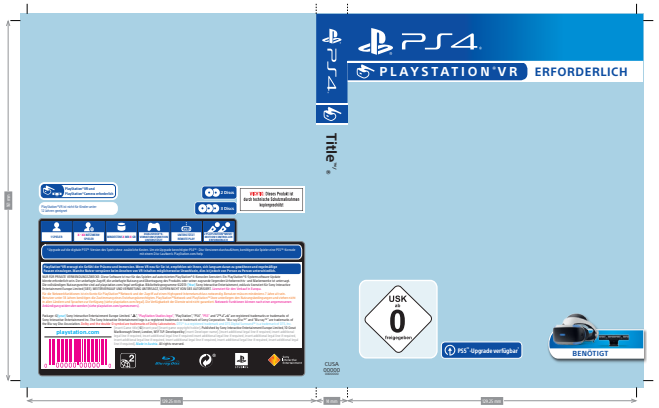
PEGI

For further age rating packaging guidance please go to:
https://pegi.info/page/pegi-age-ratings



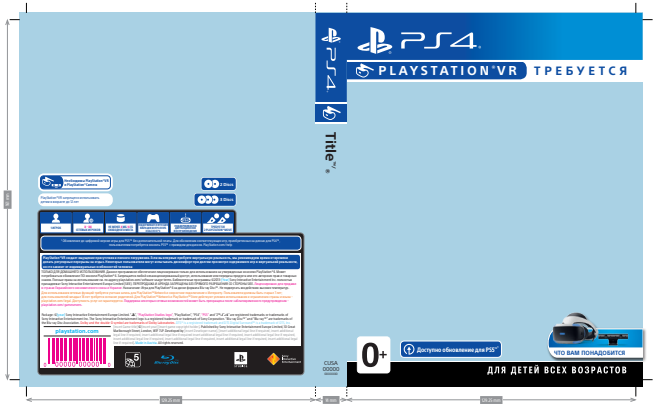
ACB - Australian

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

ATTENTION
Chez certaines personnes, l'utilisation de ce jeu nécessite des précautions d'emploi particulières qui sont détaillées dans la notice jointe

French epilepsy warning

(fixed sizing | flexible placement)

For single language French Coversheets, the Epilepsy Warning is mandatory for the back of the software pack.

WICHTIG: Dieses Produkt ist durch technische Schutzmaßnahmen kopiergeschützt

German copy protection notice

(fixed sizing | flexible placement)

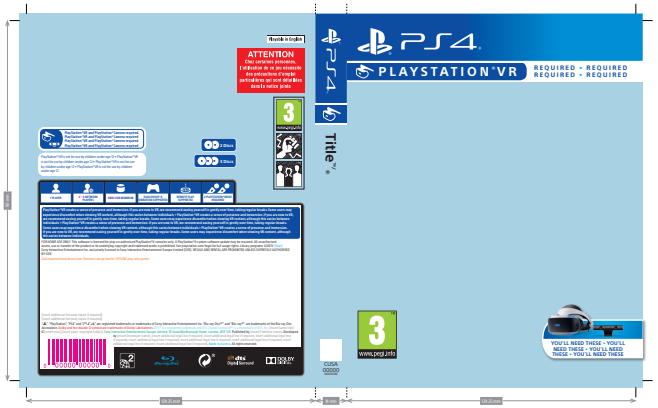
For single language German Coversheets, the Copy Protection Notice is mandatory for the back of the software pack.

Age ratings_single language

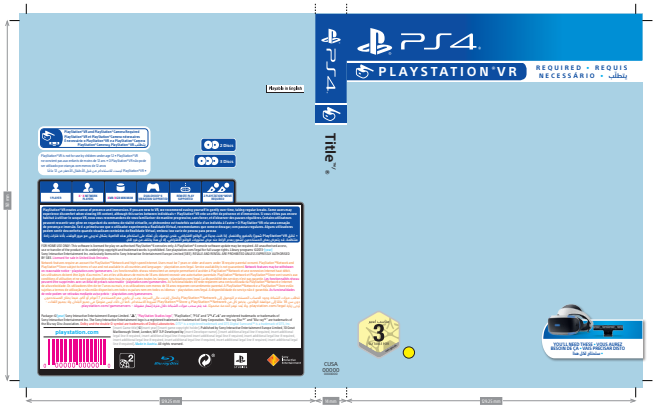
Core template elements

The examples above, show an overview of the different regional age ratings and additional regional communications and warnings required as applied to SIEE PS4™ templates. (Excluding these can cause legal ramifications.)

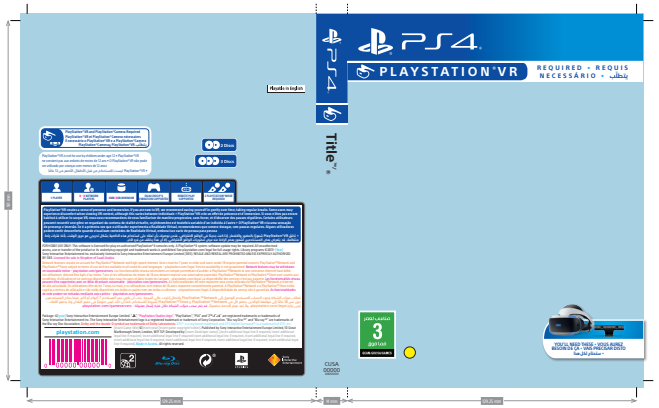
PS4™ Coversheet PlayStation VR Required Template Guidelines



PEGI For further age rating packaging guidance please go to:
https://pegi.info/page/pegi-age-ratings



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

ATTENTION
Chez certaines personnes, l'utilisation de ce jeu nécessite des précautions d'emploi particulières qui sont détaillées dans la notice jointe

French epilepsy warning

(fixed sizing | flexible placement)

For Multi Coversheets that include French in the SKU Breakdown, the Epilepsy Warning is mandatory for 3rd Party SKUs.

Age ratings_multi language

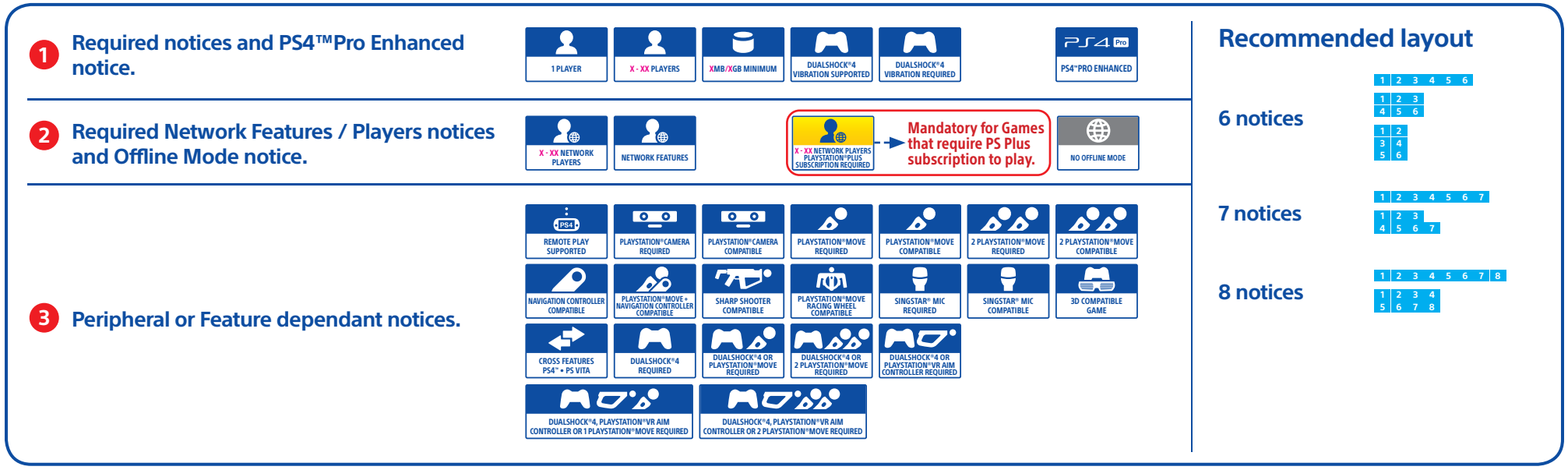
Core template elements

The examples above, show an overview of the different regional age ratings and additional regional communications and warnings required as applied to SIEE PS4™ templates. (Excluding these can cause legal ramifications.)

PS4™ Coversheet PlayStation VR Required Template Guidelines

PS VR PERIPHERAL COMPATIBILITY GUIDE

E1. Use where we know that a PS VR game requires DS4.
E2 and E3. Use where game can be played with either a PS Move motion controller or a DS4.
E4. Use where game can be played with either a PS Aim controller or a DS4.
E5 and E6. Use where game can be played with either a PS VR aim controller, PS Move motion controller or a DS4.
J1 and J3. Use where game can be played with one/two PS Move motion controllers only.

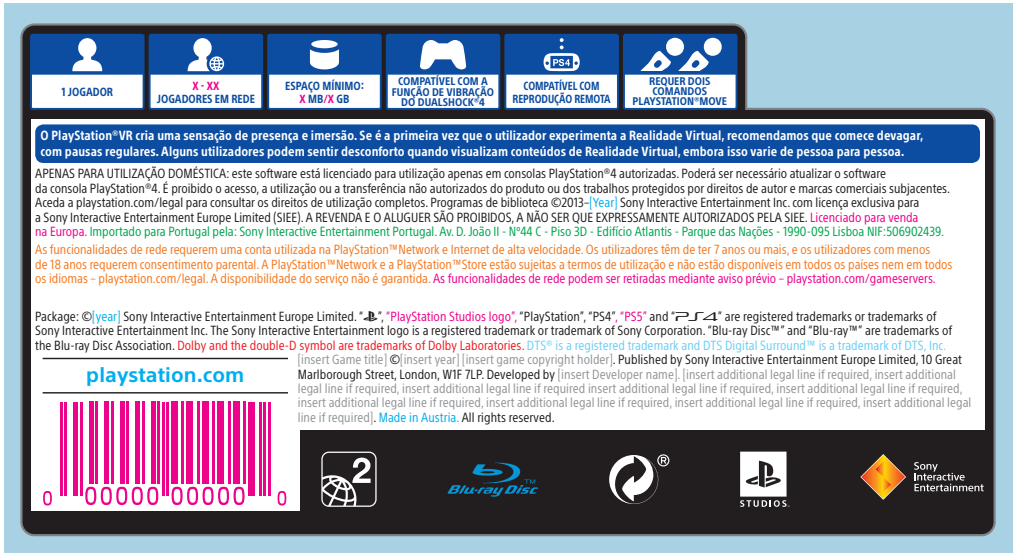


Compatibility notices

Core template elements

There are 3 tiers of compatibility notices that appear on PS4™ templates. **Tier** 1 notices are required to appear within the compatibility section. ('PS4™Pro Enhanced' should be included if PS4™Pro enhances the gameplay of the software title). **Tier** 2 notices are required to appear when there is online functionality that affects the gameplay of the software title. 'Network Players' is only required if there is online gameplay. **'Network Players PS Plus' is mandatory for titles that require a PlayStation®Plus subscription and should only appear on PlayStation®Plus Titles.** '1 Player/1~X Players' cannot be present with 'No Offline Mode'. 'Network Players' cannot be present with 'Network Features' and 'Network Players PS Plus'. 'No Offline Mode' is only required if the game requires online connection to play and only features 'Network Players' and 'Network Players PS Plus. Network Features is used where title supports network features requiring PSN sign in but does not support Network Players. **Tier** 3 notices are peripheral-related communications used when peripherals are required or compatible with the software title, where peripherals add function to the gameplay.

PS4™ Coversheet PlayStation VR Required Template Guidelines



Preview shows Portuguese

First-Party (Preview shows English)

Legal line section

PlayStation®VR creates a sense of presence and immersion. If you are new to VR, we recommend easing yourself in gently over time, taking regular breaks. Some users may experience discomfort when viewing VR content, although this varies between individuals.

FOR HOME USE ONLY: This software is licensed for play on authorised PlayStation®4 consoles only. A PlayStation®4 system software update may be required. All unauthorised access, use or transfer of the product or its underlying copyright and trademark works is prohibited. See playstation.com/legal for full usage rights. Library programs ©2013–[Year] Sony Interactive Entertainment Inc. exclusively licensed to Sony Interactive Entertainment Europe Limited (SIEE). RESALE AND RENTAL ARE PROHIBITED UNLESS EXPRESSLY AUTHORISED BY SIEE. Licensed for sale in Europe.

Network features require an account for PlayStation™Network and high-speed internet. Users must be 7 years or older and users under 18 require parental consent. PlayStation™Network and PlayStation™Store subject to terms of use and not available in all countries and languages – playstation.com/legal. Service availability is not guaranteed. Network features may be withdrawn on reasonable notice – playstation.com/gameservers.

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. "Blu-ray Disc™" and "Blu-ray™" are trademarks of the Blu-ray Disc Association. Dolby and the double-D symbol are trademarks of Dolby Laboratories. DTS® is a registered trademark and DTS Digital Surround™ is a trademark of DTS, Inc. [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, insert additional legal line if required, insert additional legal line if required insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required]. Made in Austria. All rights reserved.

Preview shows Portuguese

Third-Party (Preview shows English)

Legal line section

PlayStation®VR creates a sense of presence and immersion. If you are new to VR, we recommend easing yourself in gently over time, taking regular breaks. Some users may experience discomfort when viewing VR content, although this varies between individuals.

FOR HOME USE ONLY: This software is licensed for play on authorised PlayStation®4 consoles only. A PlayStation®4 system software update may be required. All unauthorised access, use or transfer of the product or its underlying copyright and trademark works is prohibited. See playstation.com/legal for full usage rights. Library programs ©2013–[Year] Sony Interactive Entertainment Inc. exclusively licensed to Sony Interactive Entertainment Europe Limited (SIEE). RESALE AND RENTAL ARE PROHIBITED UNLESS EXPRESSLY AUTHORISED BY SIEE. Licensed for sale in Europe.

Network features require an account for PlayStation™Network and high-speed internet. Users must be 7 years or older and users under 18 require parental consent. PlayStation™Network and PlayStation™Store subject to terms of use and not available in all countries and languages – playstation.com/legal. Service availability is not guaranteed. Network features may be withdrawn on reasonable notice – playstation.com/gameservers.

[insert additional 3rd party legals if required].
[insert additional 3rd party legals if required].

"PS", "PlayStation", "PS4", "PS5" and "PS4" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. "Blu-ray Disc™" and "Blu-ray™" are trademarks of the Blu-ray Disc Association. Dolby and the double-D symbol are trademarks of Dolby Laboratories. DTS® is a registered trademark and DTS Digital Surround™ is a trademark of DTS, Inc. [insert Game title] ©[insert year] [insert game copyright holder]. Sony Interactive Entertainment Europe Limited, 10 Great Marlborough Street, London, W1F 7LP. Published by [insert Publisher name]. Developed by [insert Developer name]. [insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required]. Made in Austria. All rights reserved.

Network Features Multiplayer Legal
is relevant to the NETWORK FEATURES compatibility and is mandatory to appear when the compatibility is in use

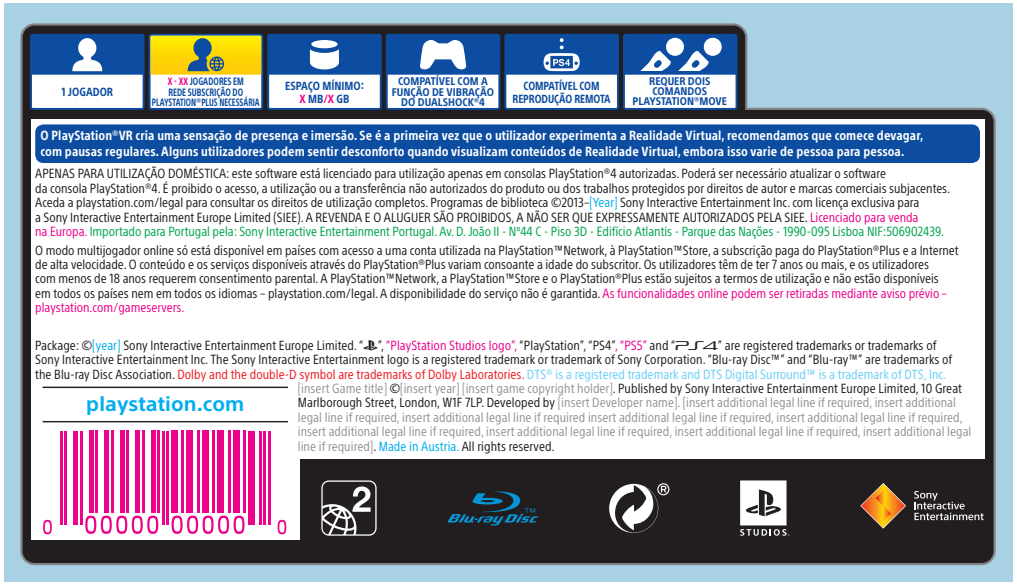
IMPORTANT: It is the publisher's responsibility to confirm whether additional labelling requirements may apply to their game's software packaging as a result of Brexit and should obtain their own independent legal advice.

Key

- Mandatory text
- Import Text – First party only, SKUs where Polish, Portuguese and Spanish languages are supported. Not required for Third party and must be removed.
- Network features text – to be included if required
- Licensed for sale text - First-party only. Network features text – First-party only, if featured. PS Studios trademark text - First-party only, if logo is featured. PS5 trademark text required only if PS5 Upgrade Badge is featured.
- Required only if Dolby is featured
- Required only if DTS® is featured
- [year] – Fill in with the correct year – mandatory Made in line - Insert the appropriate line
- Editable software-related text – mandatory
- VR Health warning - Mandatory
- SIEE address - Third-party German SKU only.

All text is to be set to **black** once the fields have been completed.

PS4™ Coversheet PlayStation VR Required Template Guidelines



Preview shows Portuguese

First-Party (Preview shows English)

Legal line section

PlayStation®VR creates a sense of presence and immersion. If you are new to VR, we recommend easing yourself in gently over time, taking regular breaks. Some users may experience discomfort when viewing VR content, although this varies between individuals.

FOR HOME USE ONLY: This software is licensed for play on authorised PlayStation®4 consoles only. A PlayStation®4 system software update may be required. All unauthorised access, use or transfer of the product or its underlying copyright and trademark works is prohibited. See playstation.com/legal for full usage rights. Library programs ©2013–[Year] Sony Interactive Entertainment Inc. exclusively licensed to Sony Interactive Entertainment Europe Limited (SIEE). RESALE AND RENTAL ARE PROHIBITED UNLESS EXPRESSLY AUTHORISED BY SIEE. Licensed for sale in Europe.

Online Multiplayer only available in countries with access to an account for PlayStation™Network, PlayStation™Store, paid-for PlayStation®Plus subscription and high-speed internet. Content and services available via PlayStation®Plus vary by subscriber age. Users must be 7 years or older and users under 18 require parental consent. PlayStation™Network, PlayStation™Store and PlayStation®Plus subject to terms of use and not available in all countries and languages - playstation.com/legal. Service availability is not guaranteed. Online features may be withdrawn on reasonable notice - playstation.com/gameservers.

Package: ©[year] Sony Interactive Entertainment Europe Limited. "", "PlayStation Studios logo", "PlayStation", "PS4", "PS5" and "" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. The Sony Interactive Entertainment logo is a registered trademark or trademark of Sony Corporation. "Blu-ray Disc™" and "Blu-ray™" are trademarks of the Blu-ray Disc Association. Dolby and the double-D symbol are trademarks of Dolby Laboratories. DTS® is a registered trademark and DTS Digital Surround™ is a trademark of DTS, Inc. [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, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required]. Made in Austria. All rights reserved.

Preview shows Portuguese

Third-Party (Preview shows English)

Legal line section

PlayStation®VR creates a sense of presence and immersion. If you are new to VR, we recommend easing yourself in gently over time, taking regular breaks. Some users may experience discomfort when viewing VR content, although this varies between individuals.

FOR HOME USE ONLY: This software is licensed for play on authorised PlayStation®4 consoles only. A PlayStation®4 system software update may be required. All unauthorised access, use or transfer of the product or its underlying copyright and trademark works is prohibited. See playstation.com/legal for full usage rights. Library programs ©2013–[Year] Sony Interactive Entertainment Inc. exclusively licensed to Sony Interactive Entertainment Europe Limited (SIEE). RESALE AND RENTAL ARE PROHIBITED UNLESS EXPRESSLY AUTHORISED BY SIEE. Licensed for sale in Europe.

Online Multiplayer only available in countries with access to an account for PlayStation™Network, PlayStation™Store, paid-for PlayStation®Plus subscription and high-speed internet. Content and services available via PlayStation®Plus vary by subscriber age. Users must be 7 years or older and users under 18 require parental consent. PlayStation™Network, PlayStation™Store and PlayStation®Plus subject to terms of use and not available in all countries and languages - playstation.com/legal. Service availability is not guaranteed. Online features may be withdrawn on reasonable notice - playstation.com/gameservers.

[insert additional 3rd party legals if required].
[insert additional 3rd party legals if required].

"", "PlayStation", "PS4", "PS5" and "" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. "Blu-ray Disc™" and "Blu-ray™" are trademarks of the Blu-ray Disc Association. Dolby and the double-D symbol are trademarks of Dolby Laboratories. DTS® is a registered trademark and DTS Digital Surround™ is a trademark of DTS, Inc. [insert Game title] ©[insert year] [insert game copyright holder]. Sony Interactive Entertainment Europe Limited, 10 Great Marlborough Street, London, W1F 7LP. Published by [insert Publisher name]. Developed by [insert Developer name]. [insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required, insert additional legal line if required]. Made in Austria. All rights reserved.

Online Multiplayer Legal

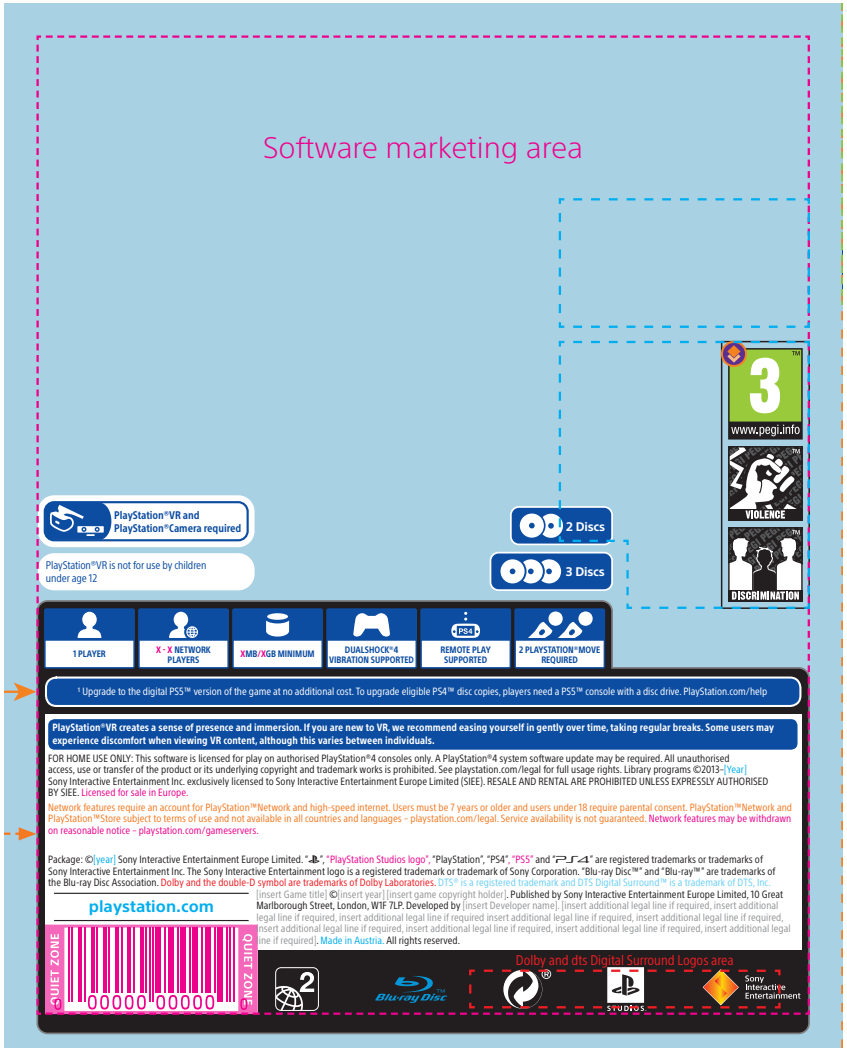
is relevant to the PlayStation®Plus NETWORK PLAYERS compatibility and is mandatory to appear when the compatibility is in use

IMPORTANT: It is the publisher's responsibility to confirm whether additional labelling requirements may apply to their game's software packaging as a result of Brexit and should obtain their own independent legal advice.

Key

- Mandatory text
- Import Text – First party only, SKUs where Polish, Portuguese and Spanish languages are supported. Not required for Third party and must be removed.
- Licensed for sale text - First-party only. Online features text – First-party only, if featured. PS Studios trademark text - First-party only, if logo is featured. PS5 trademark text required only if PS5 Upgrade Badge is featured.
- Required only if Dolby is featured
- Required only if DTS® is featured
- [year] – Fill in with the correct year – mandatory. Made in line - Insert the appropriate line
- Editable software-related text – mandatory
- VR Health warning - Mandatory
- SIEE address - Third-party German SKU only.

All text is to be set to **black** once the fields have been completed.



Titles including a DLC Voucher

Voucher disclaimer text

This disclaimer must be present when a DLC Voucher is included for the game title. Located in the left slug area, when required, this can be bought into the back of pack and be placed appropriately within the marked Software marketing area.

This is for 1st Party titles only. For 3rd Party titles, please refer to the latest information at TPR net, which also includes instructions for creating front of box elements.

*Downloadable from PlayStation™Store using the enclosed voucher code. Account for PlayStation™Network and high-speed internet required. Expires DD/MM/YYYY.
(Replace with correct user age restriction disclaimer listed below.) Full terms apply – see playstation.com/legal for terms of use and PS Store availability.

PEGI/GCAM/NMC	ACB (AU)	USK (DE)	RARS (RU)	USER AGE RESTRICTION DISCLAIMER (Replace with correct user age restriction disclaimer listed below.)
18	18+	18	18	Users must be 18 years or older.
16	15+	16	16	Users must be 16 years or older.
---	M	---	---	Users must be 15 years or older.
12	---	12	12	Users must be 12 years or older.
7	G, PG	6	6	Users must be 7 years or older.
3		0	0	

IMPORTANT INFORMATION:

- The User age restriction disclaimer text is always required.
- The Voucher expiry date can be removed if it is paid-for contents.
- The Voucher expiry date should not be stated for content that is paid for (i.e. the consumer is paying more for the bundle as a result of the inclusion of the content) as paid-for content should not expire.
- The Voucher expiry date can be removed if the expiry date is in relation to promotional content and the expiry date has been set 10 or more years in the future.

Key

- Voucher disclaimer text
- Voucher expiry date - Fill in with the correct date
- User age restriction disclaimer - Replace with relevant line as instructed

Set field colour as the appropriate background once completed.

PS4™ Coversheet PlayStation VR Required Template Guidelines

1

Placement locked

2

Placement locked

3

Placement locked

4

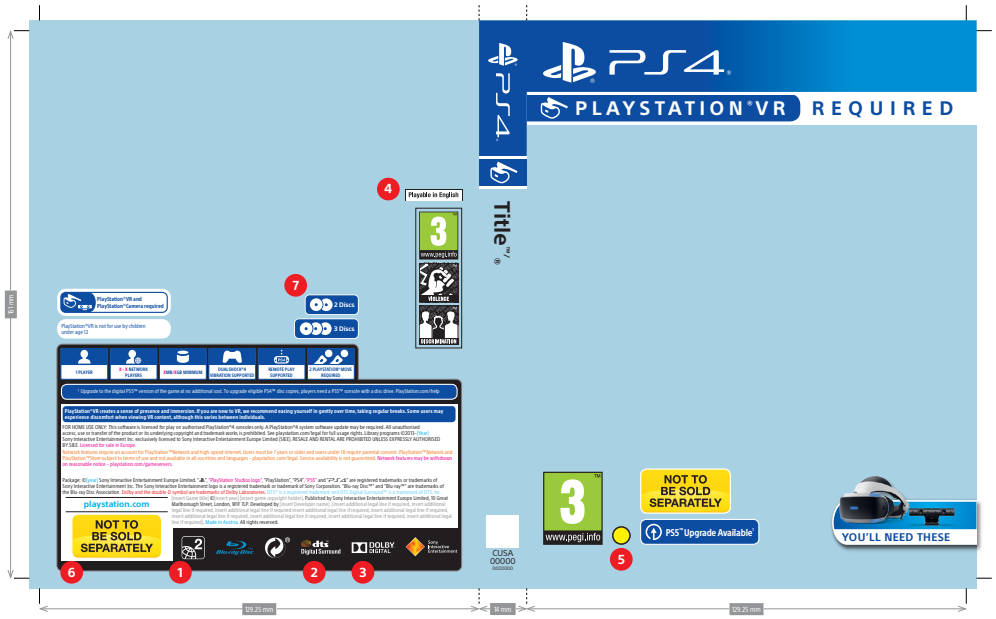
Flexible placement on back of software area

5

Fixed placement on front of software area – placed as close to the age rating as possible

6

Fixed placement on back. Flexible placement on front of software area.



7

Flexible placement on back of software area

COVERSHEET AND DISC LABEL

- Permitted logos on front coversheet and disc label: Publisher, Distributor, Developer(s), IP holder(s)
- Publisher logo permitted on coversheet spine
- Middleware company logos permitted on back coversheet only
- Multiple developer credits permitted in legal lines

Marketing and additional logos

Core template elements

1 **Region icon** (2 - Europe / 4 - Australia, Oceania / 5 - Russia) 2 **dts Digital Surround** – should only appear on the packaging if dts Digital Surround encoding is included within the software title. 3 **Dolby logos** – should only appear on the packaging if Dolby encoding is included within the software title. 4 **Playable in English** – should be included on packaging where Spanish and Portuguese languages are supported. 5 **Export Dot** – only applies to first-party templates (Export & MEA (KSA UAE) software SKUs). 6 **Bundle Coversheet** – replaces the barcode (Barcode layer must be hidden/removed). These are already positioned on the appropriate Bundle Coversheet layers. This lozenge is also positioned on the front of Coversheet. 7 **2 Discs / 3 Discs Lozenge** – should only appear if the title includes 2 or 3 discs.

8

Fully Localised Primary Option

Fully Localised Secondary Option

Fully Localised Subtitles Primary Option

Fully Localised Subtitles Secondary Option

Fixed size. Flexible placement on front of software area

Fully Localised Primary Option

Fully Localised Secondary Option

Fully Localised Subtitles Primary Option

Fully Localised Subtitles Secondary Option

Fully Localised Primary Option

Fully Localised Secondary Option

Fully Localised Subtitles Primary Option

Fully Localised Subtitles Secondary Option

Fully Localised Primary Option

Fully Localised Secondary Option

Fully Localised Subtitles Primary Option

Fully Localised Subtitles Secondary Option

Fully Localised Primary Option

Fully Localised Secondary Option

Fully Localised Subtitles Primary Option

Fully Localised Subtitles Secondary Option

Marketing and additional logos

Core template elements

8 **Fully localized | Fully localized subtitles** – is an optional lozenge communicating if the software title supports local language/subtitles. The logo should not interfere with the Software Artwork. There are two options available for these lozenges - 'Primary' option is the preference and 'Secondary'option is available for space issues. For Russian PEGI, this lozenge is to be removed. These lozenges can be found in the slug area. Apply correct option at 100% scale. Flexible placement on front of software area.

9

Marketing and additional logos

Core template elements

9 **PS5 Upgrade Badge** – For game titles that are upgradeable to the PS5™ version. 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. The badges must be removed, if an upgrade is not available.

A **Front Badge** – There are 4 different upgrade scenarios to select from. Guidelines are available on the portal, providing advice on the correct badge to use.

B **Back Badge** – To close the gap left from removing the back badge, reduce the height of the containment box by 6mm and bring compats and logos down by 6mm. For SKUs where the text within the badge flows to another line, the gap must be closed an additional 1.905mm.

10

Placement locked

11

PlayStation®VR and PlayStation®Camera Required

PlayStation®VR and PlayStation®Camera required

PlayStation®VR is not for use by children under age 12

PlayStation®VR and PlayStation®Camera Required. PlayStation®Move Required

PlayStation®VR and PlayStation®Camera required | PlayStation®Move required

PlayStation®VR is not for use by children under age 12

PlayStation®VR and PlayStation®Camera Required. PlayStation®Move Compatible

PlayStation®VR and PlayStation®Camera required | PlayStation®Move compatible

PlayStation®VR is not for use by children under age 12

PlayStation®VR and PlayStation®Camera Required. 2 PlayStation®Move Required

PlayStation®VR and PlayStation®Camera required | 2 PlayStation®Move required

PlayStation®VR is not for use by children under age 12

PlayStation®VR and PlayStation®Camera Required. 2 PlayStation®Move Compatible

PlayStation®VR and PlayStation®Camera required | 2 PlayStation®Move compatible

PlayStation®VR is not for use by children under age 12

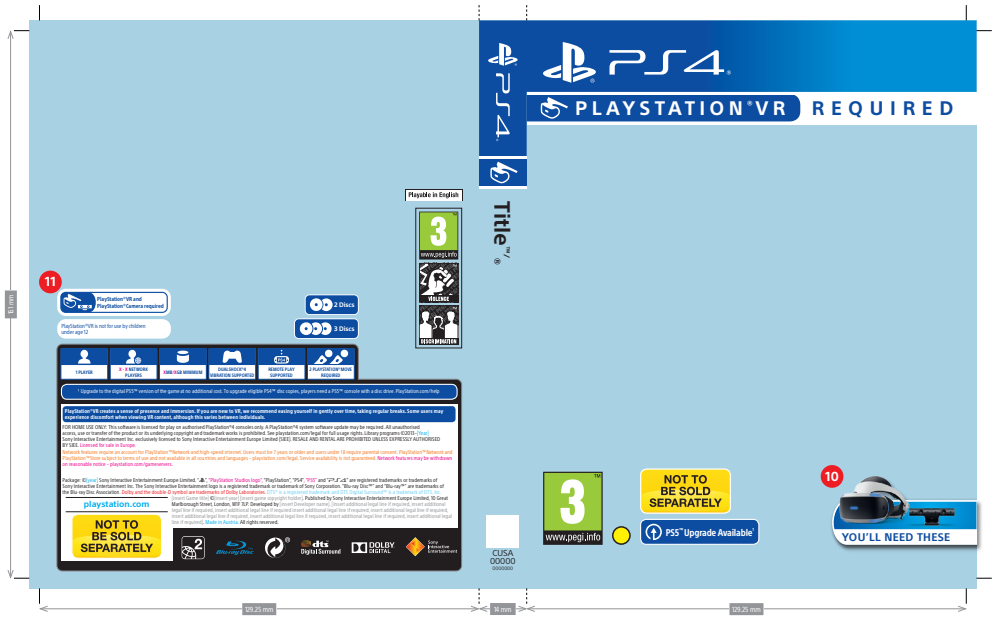
PlayStation®VR Aim Controller Required

PlayStation®VR Aim Controller required

PlayStation®VR Aim Controller Compatible

PlayStation®VR Aim Controller compatible

Flexible placement on back of software area

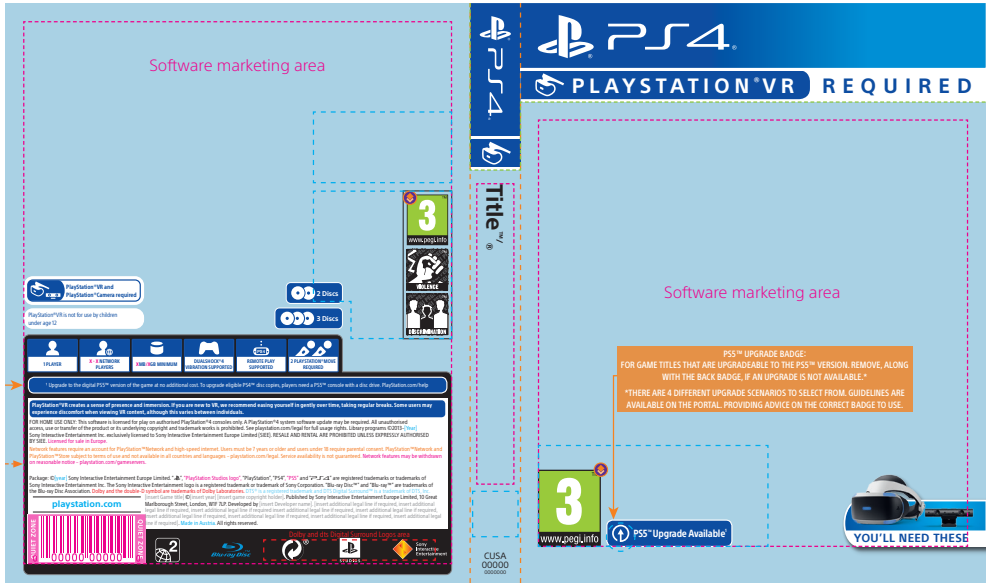


Marketing and additional logos

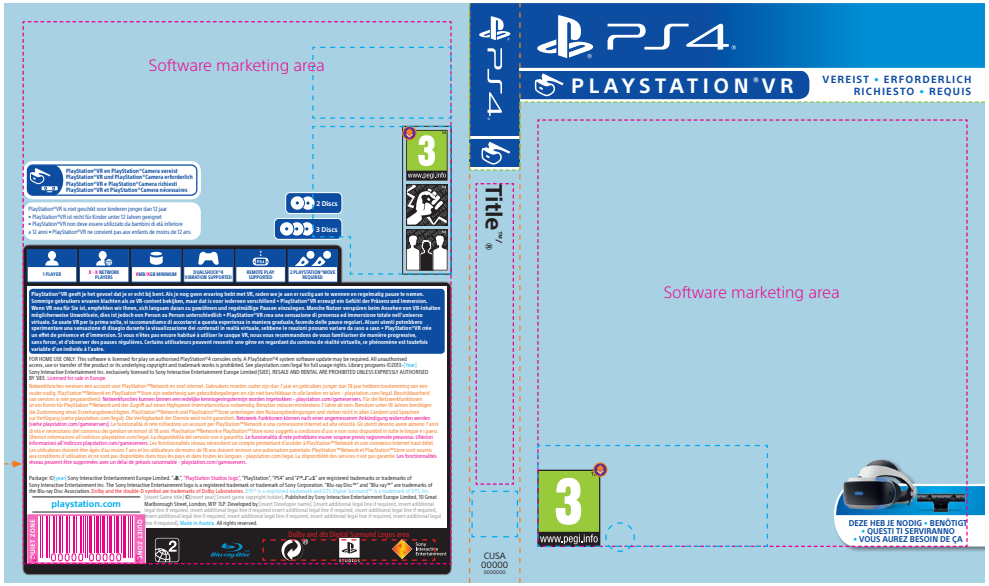
Core template elements

10 **Front of pack PlayStation®VR 'YOU'LL NEED THESE' lozenge** – is a mandatory lozenge, briefly communicating the peripherals required in order to play the software. The PlayStation®VR and PlayStation®Camera lozenge is on the artboard, by default. The 1xMove and 2xMove variants can be found in the bottom slug area of each SKU layer. 11 **Back of pack PlayStation®VR required lozenge** – is another mandatory lozenge communicating the peripherals required in order to play the software, followed by an age warning. The sections within this lozenge must be kept together. This lozenge may be moved freely within the back graphic area to accommodate to key art. The PlayStation®VR and PlayStation®Camera lozenge is on the artboard, by default. All other variants can be found in the bottom slug area of each SKU layer. There are also variants of these lozenges for lighter backgrounds in the bottom slug area of each SKU layer.

12



Single language

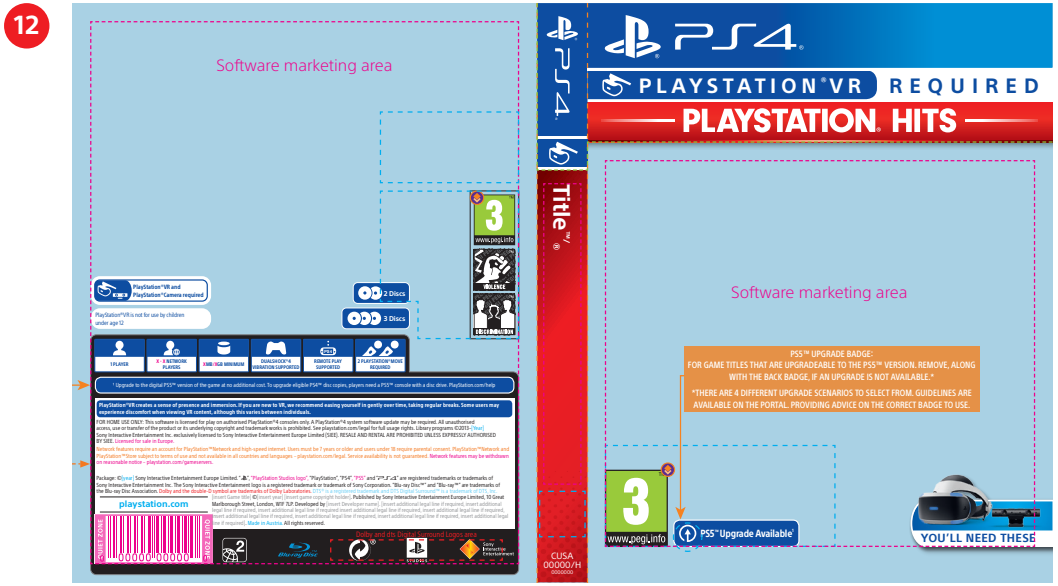


Multi language

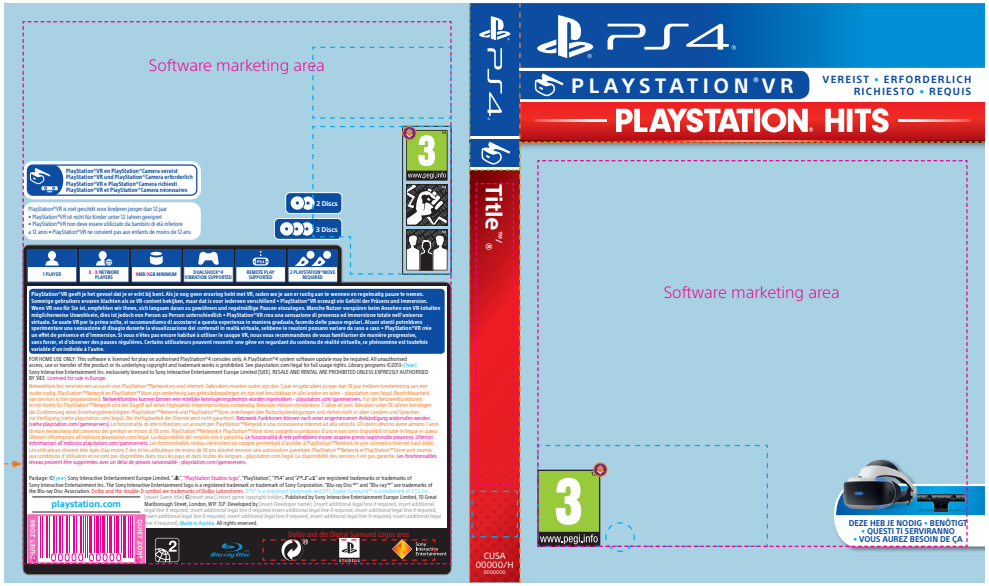
Marketing for Standard titles

Core template elements

12 **Marketing promotional 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 Coversheet template elements. The cyan dashed marquee lines indicate areas where template elements are placed (depending on the SKU) and marketing communications should not be placed over or interfere with these areas where possible.



Single language



Multi language

Marketing for PlayStation Hits titles

Core template elements

12 **Marketing promotional 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 Coversheet template elements. The cyan dashed marquee lines indicate areas where template elements are placed (depending on the SKU) and marketing communications should not be placed over or interfere with these areas where possible.

PS4™ Coversheet PlayStation VR Required Template Guidelines

Standard Branding

PlayStation Hits Branding

Branding

IMPORTANT: REQUIRED ON ALL GAMES. POSITION IS FIXED. THIS BRANDING MUST NOT BE ALTERED.

There are 2 variants of Branding which can be found on the **'PS4_Coversheet_PlayStation_VR_Required'** and **'PS4_Coversheet_PlayStation_VR_Required_Multi'** template pages:

Standard Branding: Page 2.

PlayStation Hits Branding: Page 3. PlayStation Hits Titles require the red branding on the front and spine. See page 3 of template.

To create a title that will be PS Hits:

1. Copy the following from the PlayStation Hits Branding page:

• Red branding on front and spine • White "Title" and CUSA/UPC codes from spine • The green dashed marquee lines (Branding Bar area) and the front magenta dashed marquee lines (Graphics and Text area).

2. On page 2, remove the following existing elements: • Black "Title" and CUSA/UPC codes from spine • The green dashed marquee lines (Branding Bar area) and the front magenta dashed marquee lines (Graphics and Text area).

3. Paste in Place the copied Hits elements from page 3 to page 2. Ticking "Paste Remembers Layers" in your settings will ensure these elements paste to the correct layers.

PS4™ Coversheet PlayStation VR Required Template Guidelines

3rd Party Multi SKU Creation

The **'PS4_Coversheet_PlayStation_VR_Required_Multi'** template is a canvas for 3rd Party publishers to construct any required combination of languages to create a briefed multi SKU. Accompanying the 'PS4_Coversheet_PlayStation_VR_Required_Multi' template, is the **'PS4_Multi_Coversheet_Components'** document.
The 'PS4_Multi_Coversheet_Components' document contains auxiliary materials, broken down into sections, that can be copied and pasted straight into the positions indicated on the 'PS4_Coversheet_PlayStation_VR_Required_Multi' template. Positioning has been colour coded throughout to indicate where the text is to be placed. This can be seen in the previews displayed above each translations group. Text colours must then be coloured as specified in the guidelines.

Corporate guidance:

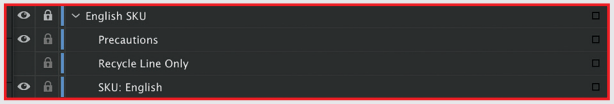
- URLs MUST NOT be broken across 2 lines.
- The following company terms MUST NOT be broken across 2 lines: "Sony Interactive Entertainment Inc", "Sony Interactive Entertainment Europe Limited", "PlayStation™Network", "PlayStation™Store" or "PlayStation®Plus".

PS4™ Coversheet PlayStation VR Required Template Guidelines

PRECAUTIONS PAGE - INNER

IMPORTANT: ALL TEXT SHOULD REMAIN AS SUPPLIED AND SHOULD NOT BE CHANGED OR AMENDED WITHOUT APPROVAL FROM SONY.

1. White container box can be changed to no fill if using inner artwork.
2. Text colour can be adjusted to allow legibility if inner artwork is used.
3. Position of the last bullet point must be kept to the left page and it must align to the bottom of the guides. This line needs to be on the coversheet, even when inner artwork is used.
   - This case may include recycled materials which may result in minor cosmetic imperfections without impacting function.
4. When the inner artwork is used, please turn OFF **Precautions** within the SKU Sub Layer and turn ON **Recycle Line Only**.



5. The template precautions text must be included in the SW package as a separate insert if the inner artwork is used.

3RD PARTY MULTI SKU

The "Multi SKU 4 language" and "Multi SKU 5 Language" layers within this template are both canvases for 3rd Party publishers to construct any required combination of languages to create a briefed multi SKU. Accompanying these layers, is the 'PS4_Multi_Coversheet_Components' document. The 'PS4_Multi_Coversheet_Components' document contains auxiliary materials, broken down into sections, that can be copied and pasted straight into the positions indicated on the 'Multi SKU' layers. For precautions, please refer to page 11, 12 and 13 of the 'PS4_Multi_Coversheet_Components' document.

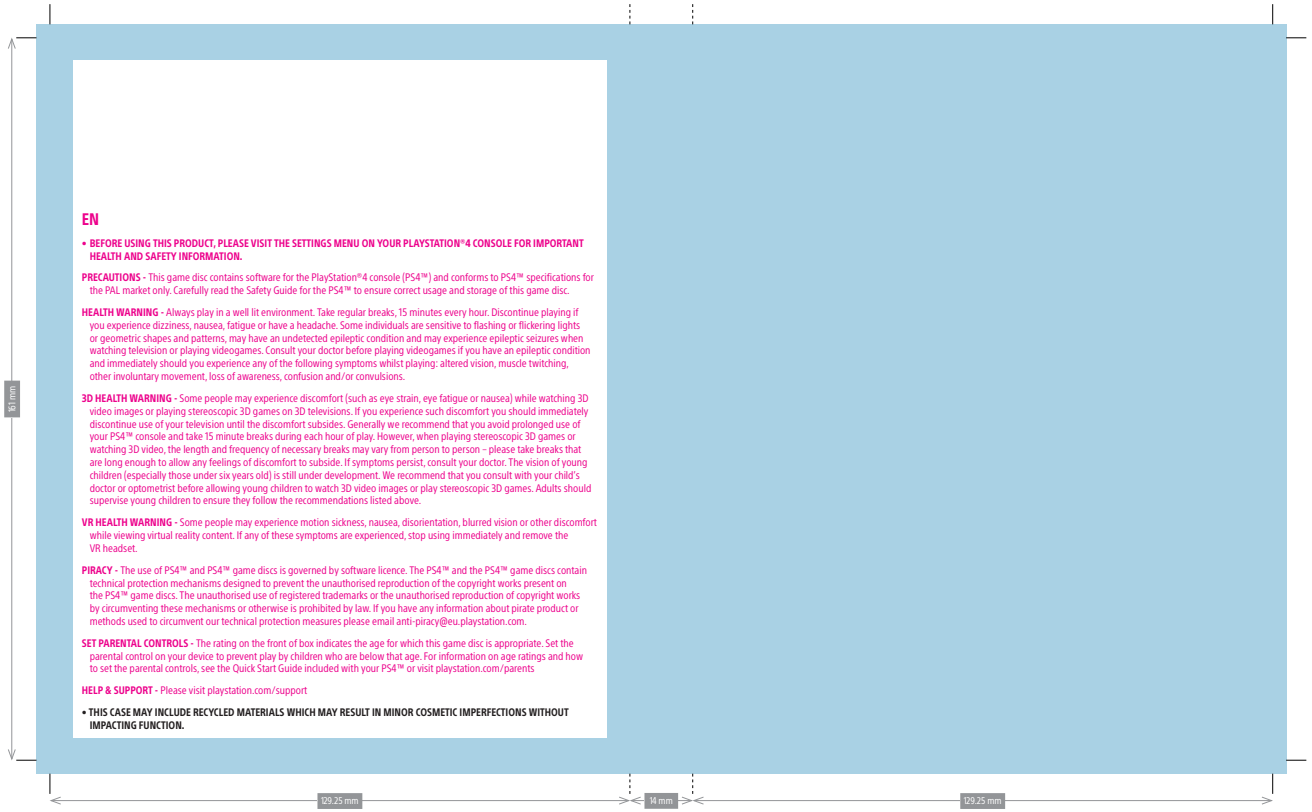
Page 11 - Multi SKU 4 Language layout
Page 12 - Multi SKU 5 Language layout
Page 13 - Language Variations

CREATION

The format for the translations has been set up so that it will fit both the 4 and 5 language layouts.

The text boxes on both layouts are one linked text box so that the languages can flow continuously when pasted in.

If all of the required languages have been inserted into the correct layout and there is a space issue, simply select all of the text and reduce the leading and/or paragraph space after.



Reverse Coversheet Precautions

All text should remain as supplied and not be changed or amended without approval from Sony.

Precaution text is printed on the reverse of the SKU Coversheet. Every SKU Coversheet must have the relevant language precaution text attached to it. The precaution text can be found on the last page on the **'PS4_Coversheet_PlayStation_VR_Required'** and **'PS4_Coversheet_PlayStation_VR_Required_Multi'** templates. For the preset Single SKU layers, the correct text has been applied. For 3rd Party 'Multi SKU' layer, please refer to the instruction above in **red** on how to create a required combination of languages. These instructions can also be found within the slug area of the precautions text page.

Contact

Should you need any further information, please contact **sie.template.queries@sony.com**

Revision History

01/03/2021	Version 1.0 released