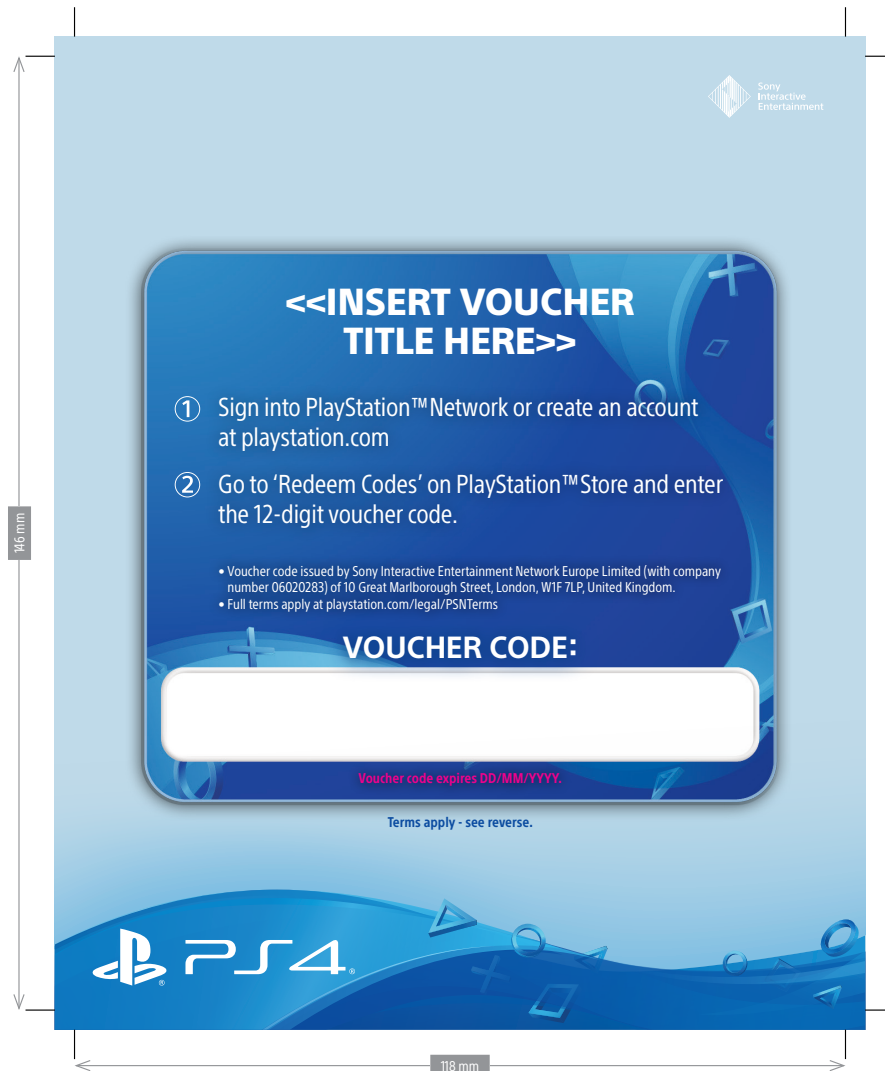




# SIEE - Voucher Template Guidelines

Version 1.0

# PS4™ Voucher Template Guidelines



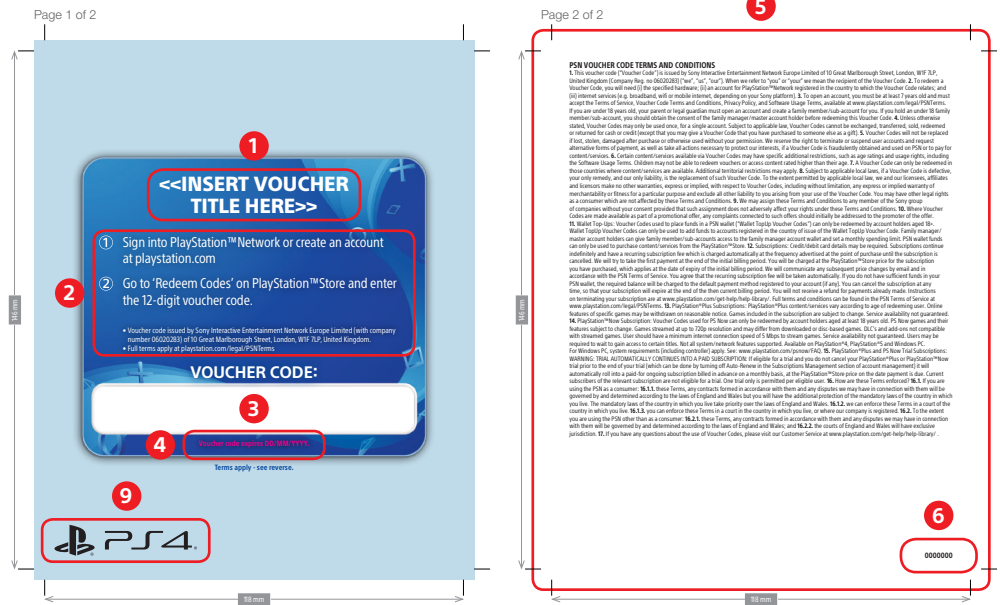
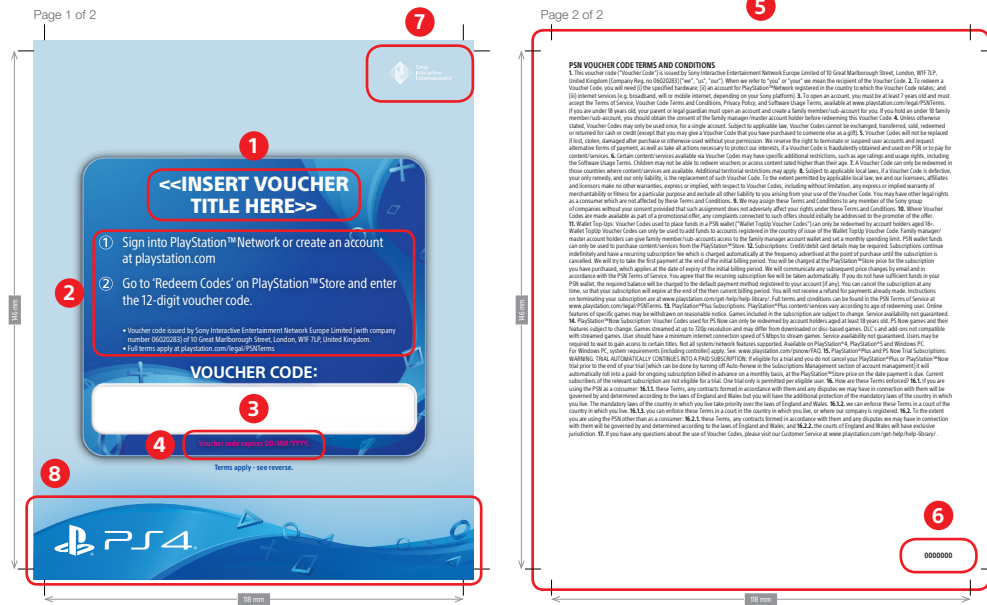
## Purpose

Welcome to the PlayStation®4 Voucher 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 voucher.



# PS4™ Voucher Template Guidelines



## First-Party template

### Core elements that appear on voucher

- 1 Voucher Title - Inserted in UPPERCASE (exceptions can be made for branded names and Game titles)
- 2 Redemption Instructions (Fixed)
- 3 Voucher serial box (area is to be kept clear)
- 4 Voucher Expiry Date (See Note below.)
- 5 Voucher reverse (Fixed)
- 6 Product code (UPC (the last 7 Digits of the UPC number))

### First-Party Specific

- 7 SIEE logo mark on front of packaging
- 8 Voucher Branding (Blue branding wave and platform logo) (Fixed)

Note • Voucher expiry 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.  
• Voucher expiry can also be left off artwork if the expiry date is in relation to promotional content and the expiry date has been set 10 or more years in the future.

## Third-Party template

### Core elements that appear on voucher

- 1 Voucher Title - Inserted in UPPERCASE (exceptions can be made for branded names and Game titles)
- 2 Redemption Instructions (Fixed)
- 3 Voucher serial box (area is to be kept clear)
- 4 Voucher Expiry Date (See Note below.)
- 5 Voucher reverse (Fixed)
- 6 Product code (EAN (the last 7 Digits of the EAN number))

### Third-Party Specific

- 9 Voucher Branding (Platform logo) (Fixed. Use black or white version as appropriate to background)

## Legal line section

**Key**

 Mandatory text

PS4" are registered trademarks or trademarks of Sony Interactive Entertainment Inc.  
mark or trademark of Sony Corporation. [insert Game title] ©[insert year] [insert game copyright holder]  
imited, 10 Great Marlborough Street, London, W1F 7LP. Developed by [insert Developer name].  
ditional legal line if required]. All rights reserved.

This legal is in a fixed position.

Game specific legals – Fill in magenta placement text with game specific legals  
PS Studios trademark text - First-party only, if logo is featured.

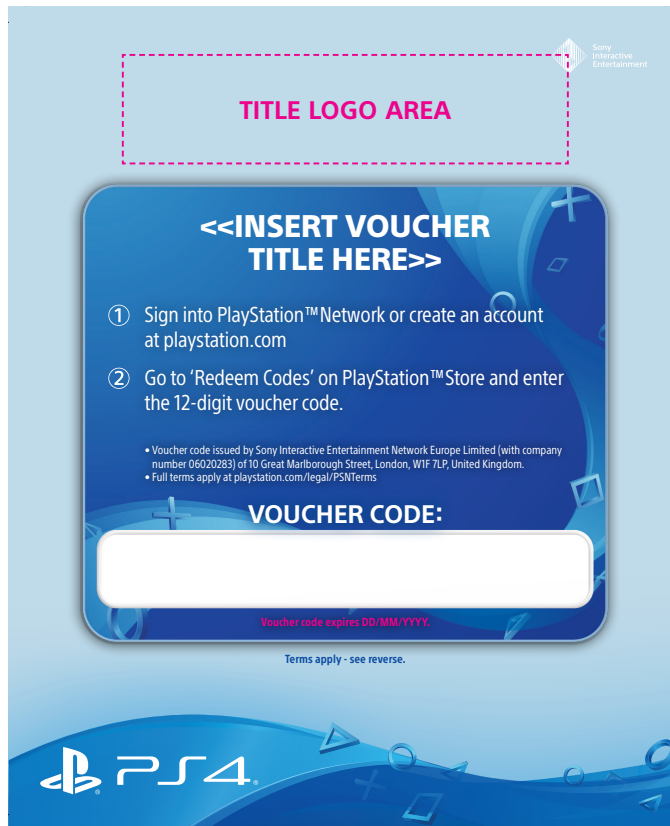
## Legal line section

Text to be set to **black** once the field has been completed

This legal is in a fixed position.

# PS4™ Voucher Template Guidelines

1



PS4 Voucher Front

2



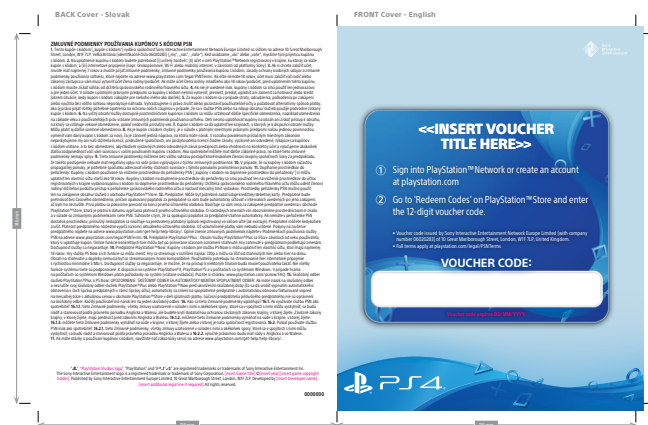
PS4 Voucher Back

## Marketing

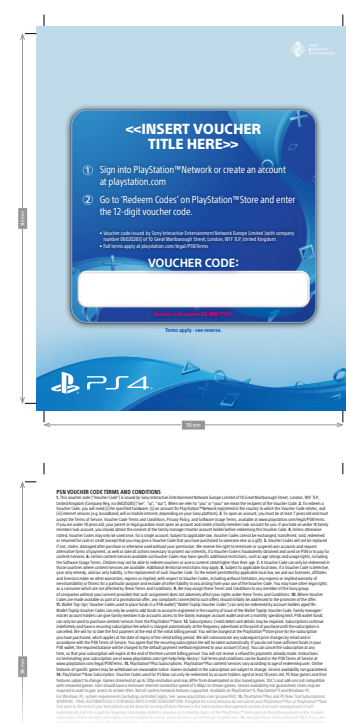
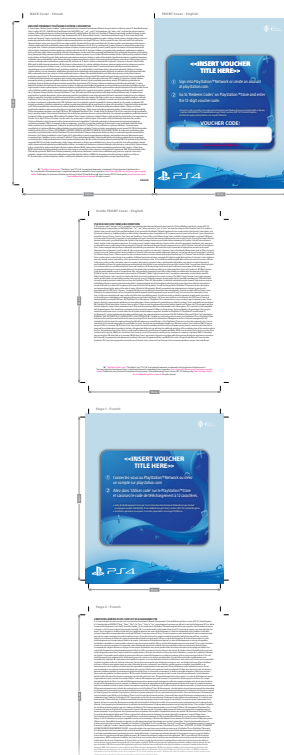
### Core template elements

**1 Software Logo** – the magenta dashed marquee lines indicate where software game logos are permitted to be placed. Software logos should not be placed over or interfere with voucher template elements. **2 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 Voucher template elements.

# PS4™ Voucher Template Guidelines



Generic SKU



Single SKU (For Multi SKU - see page 8)

## Voucher Options

There are two options of voucher template.

**Option 1 - GEN Voucher Booklet** - Voucher booklet combining all languages that are required for the game title. The languages required vary for each game title. The one booklet will be packaged in each SKU Amaray Case.

**Option 2 - Single/Multi SKU Voucher Inserts** - The Single/Multi SKU Vouchers are for use when vouchers are to match the game title SKU breakdowns. Each voucher insert will be packaged with the correct SKU specific Amaray Case.

**Reasons for the 2 options are:** PS4 amaray cases have a space restriction for paper parts packed into it. Restriction of 1.8mm thickness, equivalent to 32 pages saddle-stitched. If two individual vouchers are required, only one can be a GEN Voucher Booklet and the other must be a Single/Multi SKU voucher in order to fit inside the PS4 amaray case.

### IMPORTANT INFORMATION:

- 1 It is preferable to separate the Arabic and Hebrew texts.
- 2 For printing and assembling reasons, ANZ requires a separate voucher.

# PS4™ Voucher Template Guidelines

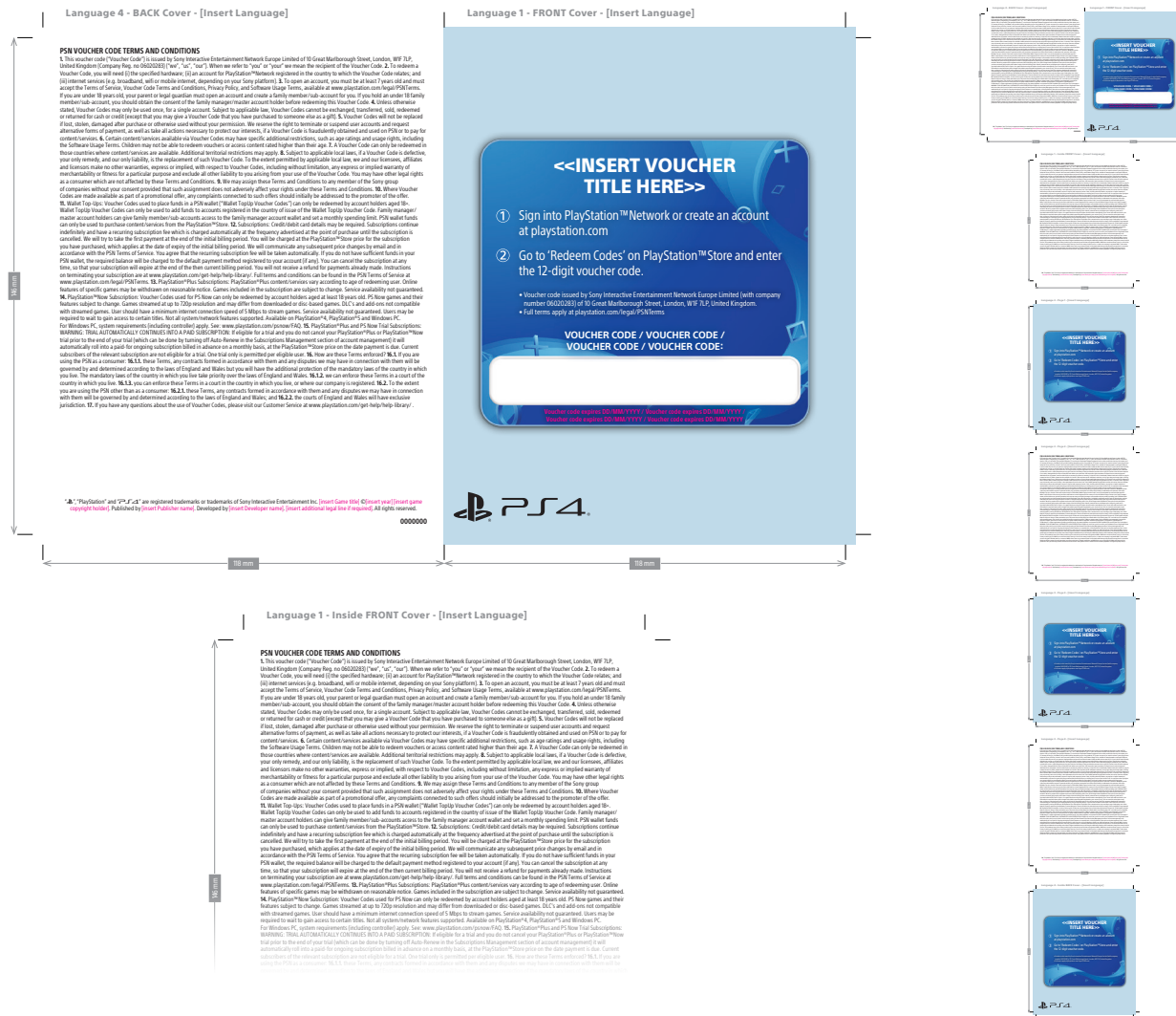
OPTION 1 (MAX. 32 PAGES SADDLE STITCHED)		OPTION 2 (USE IF THERE IS NO SPACE FOR MULTI BOOKLET IN THE AMARAY CASE)			
MULTI BOOKLET		MULTI VOUCHER		SINGLE VOUCHER	
1ST PARTY	3RD PARTY	1ST PARTY	3RD PARTY	1ST PARTY	3RD PARTY
ENG/ANZ/EXP	ENG/ANZ/EXP	CEN (DUT/GER/ITA/FRE)	CEN (DUT/GER/ITA/FRE)	ENG/ANZ/EXP	ENG/ANZ/EXP
FRE	FRE			FRE	FRE
ITA	ITA	EAS (CZE/SVK/TUR/HUN)	EAS (CZE/SVK/TUR/HUN)	ITA	ITA
GER	GER			GER	GER
DUT	DUT	MEA/KSA/UAE (ENG/FRE/POR/ARA)	MEA/KSA/UAE (ENG/FRE/POR/ARA)	DUT	DUT
SPA	SPA			SPA	SPA
POR	POR	MED2 (GRE/ENG/HEB)	MED2 (GRE/ENG/HEB)	POR	POR
POL	POL			POL	POL
RUS	RUS	SCA (SWE/DAN/FIN/NOR)	SCA (SWE/DAN/FIN/NOR)	RUS	RUS
UKR	UKR			UKR	UKR
SWE	SWE	MULTI - COMBINATIONS ABOVE ARE FIXED FOR 1ST PARTY	MULTI - 3RD PARTY TO USE SINGLE VOUCHER TO CREATE REQUIRED LANGUAGE COMBINATIONS	SWE	SWE
DAN	DAN			DAN	DAN
FIN	FIN			FIN	FIN
NOR	NOR			NOR	NOR
GRE	GRE			GRE (OCCASIONAL)	GRE
HEB	HEB			HEB	HEB
ARA	ARA			ARA	ARA
TUR	TUR			TUR (OCCASIONAL)	TUR
HUN	HUN			HUN	HUN
CZE	CZE			CZE	CZE
SVK	SVK			SVK	SVK
BUL	BUL			BUL	BUL
CRO	CRO			CRO	CRO
ROM	ROM			ROM	ROM
SVN	SVN			SVN	SVN
KEY					
	NOT REQUIRED				
	NOTE: PS4 AMARAY CASES HAVE CAPACITY FOR A MAXIMUM OF 32 PAGES FOR INSERTS. THIS CAN BE SPLIT ACROSS VARIOUS INSERTS BUT MUST NOT EXCEED 32 PAGES IN TOTAL.				

## Voucher Options Table

The table above shows a breakdown of SKUs available for each voucher template. Highlighted in red are SKUs that are no longer supplied for those Parties.



# PS4™ Voucher Template Guidelines



## 3rd Party Multi SKU Creation

This is a template canvas for 3rd Party publishers to create any required combination of languages to create a final multi SKU. Translations can be taken from the Single SKU voucher template and pasted straight into this template. 4 and 5 Language layouts are available for this template.

**There are a few rules to adhere to when creating the final PDFs for print:**

- 1 Page count must be a multiple of '4' including front and back cover.
- 2 Front and Back cover must stay as a spread.
- 3 Other pages must follow as single pages.
- 4 Pagination (Paging) info to be included for printers reference.



## Contact

Should you need any further information, please contact [sie-template-queries@sony.com](mailto:sie-template-queries@sony.com)

## Revision History

01/03/2021	Version 1.0 released
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