

PlayStation®2



PlayStation®2
Corporate Identity Standards Manual
Version 1.0

PLAYSTATION 2 LOGO CHART

"PS" FAMILY LOGO S1				
"PS" FAMILY LOGO S2				
"PS" FAMILY LOGO S3				
"PS" FAMILY LOGO S4				
LOGOTYPE	PlayStation®2		PlayStation®2	

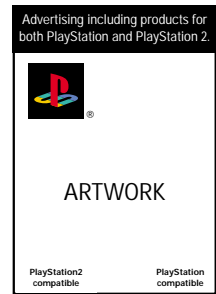
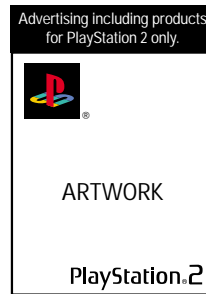
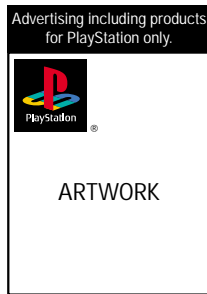
ADVERTISEMENT USAGE

FOR MATERIALS PROMOTING ONLY PLAYSTATION 2 FORMAT PRODUCTS

The "PS" Family logo (S1, S2, S3 or S4) and the PlayStation 2 logotype must appear.

The "PS" Family logo and the PlayStation 2 logotype should be displayed individually, at a distance from each other (see isolation zone rule).

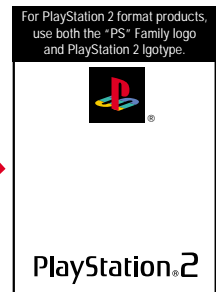
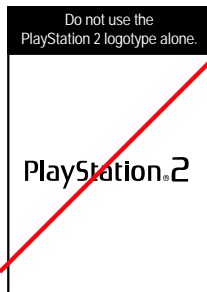
The original PlayStation logo and logotype cannot be used.



FOR MULTI-PLATFORM MATERIALS PROMOTING BOTH PLAYSTATION 2 FORMAT PRODUCTS AND PLAYSTATION FORMAT PRODUCTS

(MULTIPLE PRODUCTS, NOT BACKWARDS COMPATIBLE PRODUCTS)

The "PS" Family logo should appear on its own. The PlayStation logo should not be used. Neither the PlayStation nor PlayStation 2 logotype should appear. Format compatibility should be described using a regular typeface* as required.



*Please see the PlayStation 2 Trademark Text Use Guidelines.



REQUIREMENTS:

- The PlayStation 2 logotype must not appear on any material which is absent of one of the "PS" Family logos or "bugs." The logotype should be on the same page or same panel as the "PS" Family logos, or as close to that position as possible.
- The logotype has a minimum size requirement of 24 mm.



- This logo requires an "isolation zone" between itself and any other logos, text or icons. The isolation zone should equal at least the same height of the logo on all sides.
- There are no specific rules on color for the logotype. It should appear in a single, highly visible color.

<p>ISOLATION ZONE</p> <p>No other information should be displayed within the isolation zone shown in white.</p>		<p>COLOR</p> <p>Must be displayed in a single color. Must be clearly legible.</p>	
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RESTRICTIONS:

- The logotype should not be used in a sentence or in conjunction with other words, phrases, trademarks or logos.

~~PlayStation 2 should be spelled out within a text block rather than placed in as a graphic.~~



PlayStation 2 should be spelled out within a text block rather than placed in as a graphic.

- Do not modify the logotype in any way.

INCORRECT USAGE

Do not change the scale.	Do not slant.	Do not arch.	Do not combine with other shapes.	Do not outline.	Do not shade.
PlayStation 2	PlayStation 2	PlayStation 2	PlayStation 2	PlayStation 2	PlayStation 2

- Do not use a complicated background or display in low profile.



"PS" FAMILY LOGOS

SIZE

ISOLATION ZONE

"PS" FAMILY LOGO S1				
"PS" FAMILY LOGO S2				
"PS" FAMILY LOGO S3				
"PS" FAMILY LOGO S4				

The "PS" Family logos can be used in conjunction with the PlayStation 2 logotype on marketing materials for the PlayStation 2 computer entertainment system. The "PS" Family logos (without any logotype) should also be used on marketing material which promotes products that are compatible with both the PlayStation game console and the PlayStation 2 computer entertainment system (see page 2).

Please note, the "PS" Family logo is the correct logo to use for PlayStation 2 related materials. Do not use any other style logo, including the stylized "PS2" logo which appears on the PlayStation 2 console.

The full color version of the logo should be used whenever possible. The choice between positive and negative versions of logos, or versions with or without the "keyline" should be made based on the style and background of the materials on which the logo will appear.

ISOLATION USAGE

<p>The size of the "PS" Family logos is indicated by the height (h) as shown.</p> <p>The "PS" Family logos must be surrounded by empty space on all four sides equaling its height (h).</p>	
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SCALE AND MINIMUM SIZE

<p>The size of the "PS" Family logos is indicated by the height (h) as shown above.</p> <p>The minimum sizes for the "PS" Family logos are (h)=10mm.</p>	<p>S1</p>
	<p>S2</p>
	<p>S3</p>
	<p>S4</p>

"PS" FAMILY LOGOS S1 AND S2

The logos S1 and S2 should be used in full color or single color/half-tone printing. Both logos can be used in either a positive or negative format.

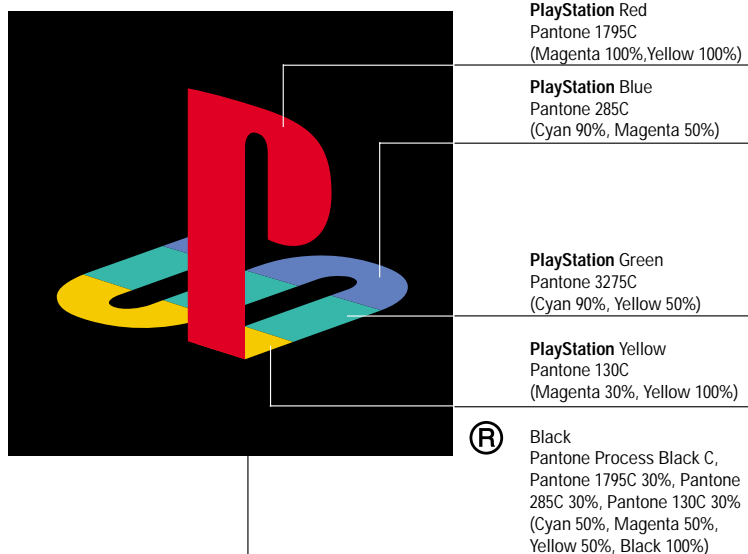


The S1 format of the logo should be used when an additional "keyline" is not required in order to define the square shape of the logo against the background. That is, a black logo on a white or light background, or a white logo on a black or dark background, where the contrasting colors define the logo and a keyline is not required.



The S2 format of the logo should be used when an additional "keyline" is required in order to define the square shape of the logo against the background (i.e., white logo on light background or black logo on dark background.)

The proper format electronic artwork should be used. A "keyline" should not be added or removed, and colors should never be modified. This logo format should never be turned into a single color monotone logo.



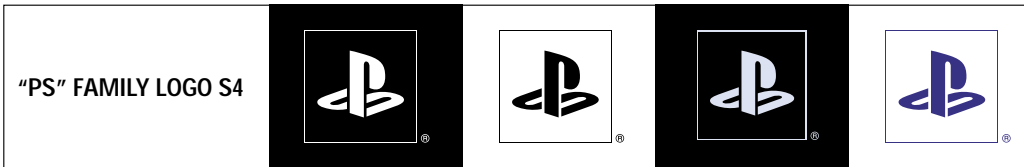
"PS" FAMILY LOGO S3 AND S4

The logos S3 and S4 should be used in single color printing. Both logos can be used in either a positive or negative format.

- There are no specific rules on color for the S3 and S4 logos. They should appear in a single, highly visible color.



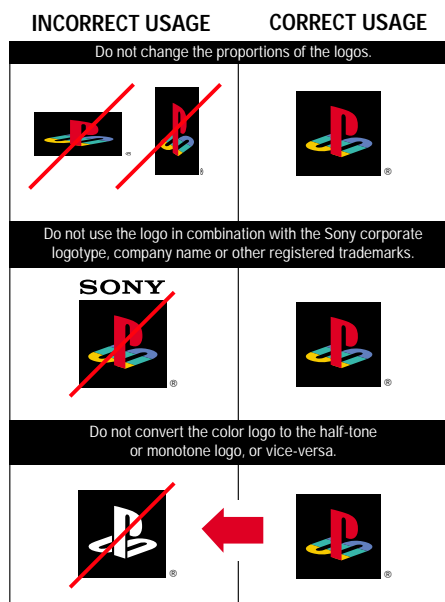
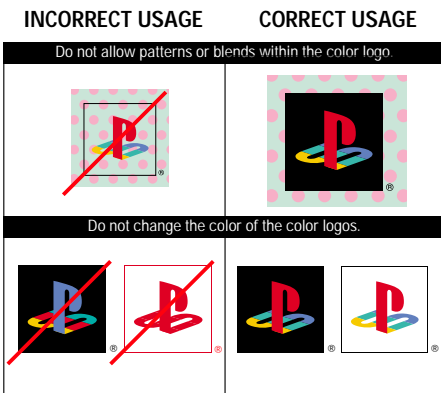
The S3 format of the logo should be used when an additional "keyline" is not required in order to define the square shape of the logo against the background. That is, a black logo on a white or light background, or a white logo on a black or dark background, where the contrasting colors define the logo and a keyline is not required.



The S4 format of the logo should be used when an additional "keyline" is required in order to define the square shape of the logo against the background (i.e., white logo on light background or black logo on dark background.)

The proper format electronic artwork should be used. A "keyline" should not be added or removed. This logo should never be printed in more than one color.

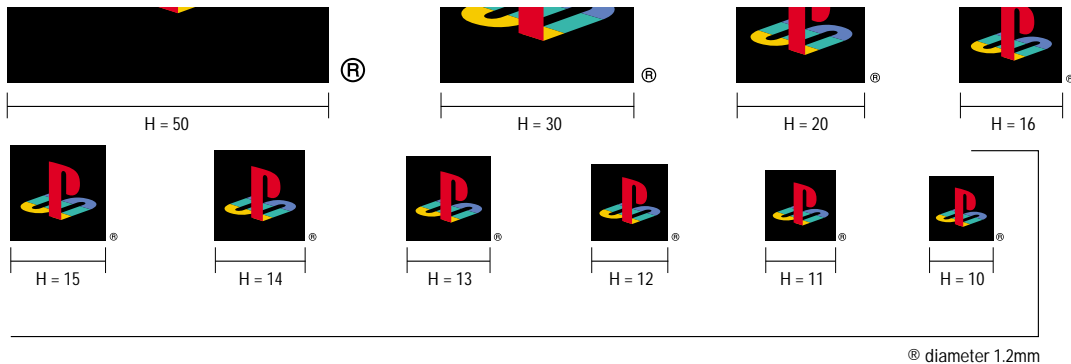
RESTRICTIONS ON "PS" FAMILY LOGOS



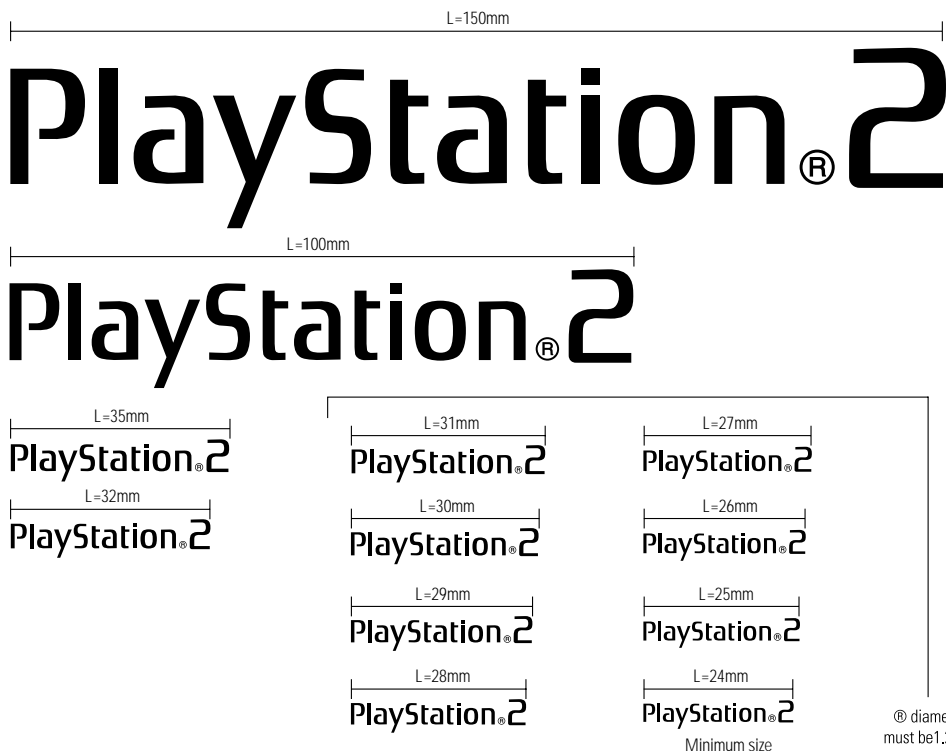
LOGO AND LOGOTYPE SIZING INFORMATION

Please use the electronic artwork on the enclosed disc when displaying the “PS” Family logo and PlayStation 2 logotype. See the notes below for proper use of this artwork and the ® notice.

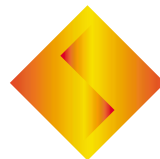
The scale of the ® for the “PS” Family logo alternates when the logo is displayed in a size over 16mm in height. For logos over 16mm, please use the electronic artwork for the logo sized 16 mm and enlarge the ® at the same percentage as the logo. When the “PS” Family logo is less than 16mm in height, the ® should always be 1.2 mm in diameter, to maintain legibility. We have provided you with electronic artwork in increments of 1mm, for logos sized 10 mm to 16mm. Please use this artwork. (NOTE: The following illustration are shown for sizing of ® only. These are not complete logo graphics).



The scale of the ® for the PlayStation 2 logotype alternates when the logotype is displayed in a size over 32mm in height. For logotypes over 32mm in height, please use the electronic artwork for the logo sized 32 mm and enlarge the ® at the same percentage as the logo. When the PlayStation 2 is less than 32mm in height, the ® should always be 1.2 mm in diameter, to maintain legibility. We have provided you with electronic artwork in increments of 1mm, for logos sized 24mm to 32mm. Please use this artwork.



SONY



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