PLAYSTATION LOGO S1
FULL COLOR OR SINGLE COLOR/HALF-TONE LOGO

The logo S1 (software 1), is the form of the "PlayStation bug" which should be used in full color or single color/half-tone printing, whenever the logo appears on a background **where an additional "keyline" is NOT required** in order to define the square shape of the logo.

That is, a black logo on a white or light background, or a white logo on a black or dark background.

The S1 can be used in either positive (black box) or negative (white box) format.   It can also be used in a full color or in single color/half-tone format.

REQUIREMENTS:

•   This logo has a minimum size requirement of 12 square mm.   The only size exception is that the logo can appear as small as 10.5 square mm on software packaging only.

•   This logo must be a perfect square.

•   This logo requires an "isolation area" between itself and any other logos, text or icons.   The isolation area should equal at least ½ the width of the logo on all sides.

RESTRICTIONS:

•   A keyline should **never be added** to this logo format.

•   This logo format should never be turned into a single color monotone logo.

PLAYSTATION LOGO S2
FULL COLOR OR SINGLE COLOR/HALF-TONE LOGO

The logo S2 (software 2), is the form of the "PlayStation bug" which should be used in full color or single color/half-tone printing, whenever the logo appears on a background **where an additional "keyline" IS required** in order to define the square shape of the logo.

That is, a white logo on a white or light background or a black logo on a black or dark

background.

The S2 can be used in either positive (white box) or negative (black box) format.   It can also be used in a full color or in single color/half-tone format.

REQUIREMENTS:

• This logo has a minimum size requirement of 12 square mm.   The only size exception is that the logo can appear as small as 10.5 square mm on software packaging only.

• This logo must be a perfect square.

• This logo requires an "isolation area" between itself and any other logos, text or icons.   The isolation area should equal at least ½ the width of the logo on all sides.

RESTRICTIONS:

• The keyline should **never be removed** from this logo format.   The keyline is incorporated into this logo template.   It is used to define the sides of the box.

• This logo format should never be turned into a single color monotone logo.

PLAYSTATION LOGO S3
SINGLE COLOR/MONOTONE LOGO

The logo S3 (software 3), is the form of the "PlayStation bug" which should be used in single color/monotone printing, whenever the logo appears on a background **where an additional "keyline" is NOT required** in order to define the square shape of the logo.

That is, a black or dark logo on a white or light background, or a white or light logo on a black or dark background.

The S3 can be used in either positive (black box) or negative (white box) format.   It can only be used in single color/monotone form.

REQUIREMENTS:

• This logo has a minimum size requirement of 10 square mm and a maximum size of 20 square mm.   There are no specific rules on color.   The logo should appear in a

single highly visible color.

- This logo must be a perfect square.

- This logo requires an "isolation area" between itself and any other logos, text or icons.   The isolation area should equal at least ½ the width of the logo on all sides.

RESTRICTIONS:

- <u>A keyline should **never be added** to this logo format.</u>

- This logo format should never be printed in more than one color.

PLAYSTATION LOGO S4
SINGLE COLOR/MONOTONE LOGO

The logo S4 (software 4), is the form of the "PlayStation bug" which should be used in single color/monotone printing, whenever the logo appears on a background **where an additional "keyline" IS required** in order to define the square shape of the logo.

That is, or a white or light logo on a white or light background, a black or dark logo on a black or dark background.

The S4 can be used in either positive (white or light box) or negative (black or dark box) format.   It can only be used in single color/monotone form.

REQUIREMENTS:

- This logo has a minimum size requirement of 10 square mm and a maximum size of 20 square mm.   There are no specific rules on color.   The logo should appear in a single highly visible color.

- This logo requires an "isolation area" between itself and any other logos, text or icons.   The isolation area should equal at least ½ the width of the logo on all sides.

RESTRICTIONS:

- <u>The keyline should **never be removed** from this logo format.</u>   The keyline is incorporated into this logo template.   It is used to define the sides of the box.

- This logo format should never be printed in more than one color.

PLAYSTATION LOGOTYPE A

The PlayStation logotype A must not appear on any material which is absent of one of the PlayStation logos or "bugs."   The logotype should be on the same page or same panel as the PlayStation logos, or as close to that position as possible.

REQUIREMENTS:

• The logotype has a minimum size requirement of 10 mm.

• This logo requires an "isolation area" between itself and any other logos, text or icons.   The isolation area should equal at least ½ the width of the logo on all sides. The only exception is when the logotype is displayed with one of the PlayStation logos, the isolation area may be ½ the width of the logo being used.

RESTRICTIONS:

• There are no specific rules on color for the logotype.   It should appear in a single, highly visible color.

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

PLAYSTATION LOGO H4
FULL COLOR OR SINGLE COLOR/HALF-TONE LOGO
FOR HARDWARE & PERIPHERAL ADVERTISING AND PACKAGING ONLY

The logo H4 (hardware 4), is the form of the "PlayStation bug" which should be used in full color or single color/half-tone printing, when the logo appears on hardware or peripheral advertising or packaging only.

The H4 can be used in either positive (black lettering) or negative (white lettering) format.   It can also be used in a full color or in single color/half-tone format.

REQUIREMENTS:

• This logo has a minimum size requirement of 10 mm in height.

• This logo requires an "isolation area" between itself and any other logos, text or icons.   The isolation area should equal at least ½ the width of the logo on all sides.

RESTRICTIONS:

• <u>A keyline or box should never be added to this logo format</u>.

• This logo format should never be turned into a single color monotone logo.   There is no monotone version of this logo.