PlayStation.

SIE Global Creative

SIE Marketing Packshot Arrangement Guidelines

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Contents

About This Guide

This guide was created to provide marketers and creatives with standardized arrangements of PlayStation® packshots, and the rules which govern their usage by SIE and third-parties, specifically for the PlayStation brand, in campaigns, retail, digital and social applications.

These guidelines are here to provide a framework for designers and teams globally in order to have a cohesive brand presence.

Scope

The Packshot Arrangement Guidelines are to be used by the SIE Marketing department and third-party partners for marketing applications, including paid advertising, point of sale, and online marketing channels.

The Packshot Arrangement Guidelines are for general use. Marketing campaigns may offer more specific instruction on how packshots should be executed within that specific campaign artwork.
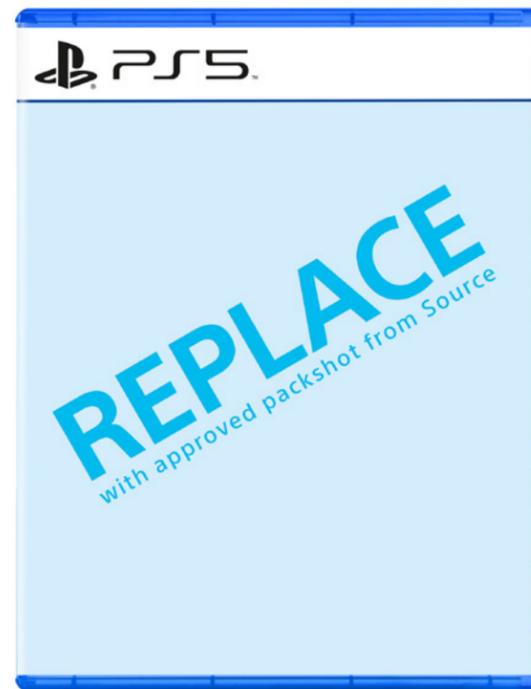
Packshot Arrangement Templates

Using the Packshot Arrangement Templates

In order to use the templates highlighted in this document, the user must first drop the desired artwork into the template.

- Download the game's packshot from Source.

- Open the template file and Save As to a new file, preserving the template file.

Ⓐ Double-click on the **packshot Smart Object** layer.

Ⓑ Drop the game's packshot into the Smart Object, matching the size and position of the example.

- The dimensions of the **packshot Smart Object** are 1955 x 2259 px, which will match the dimensions of game packshots downloaded from Source, making it simple to match the size and position of the example.

- Delete the example layer.

- Save and close the Smart Object.

The packshot is now updated with the new artwork.

Ⓒ Contact Shadow can be turned on or off as needed.

DOWNLOAD PACKSHOT ARRANGEMENT TOOLKIT

PS5_PACKSHOT_FRONT.psd
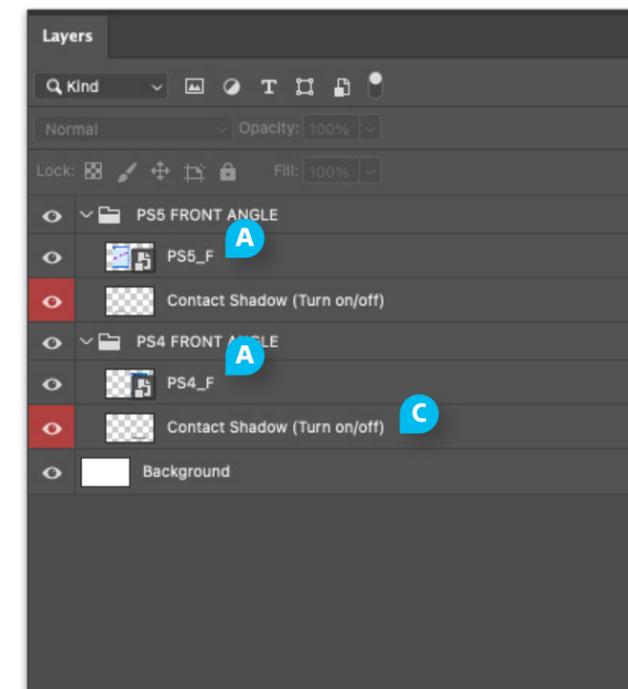
Template layers.

Smart Object.

Drop the game's packshot into the Smart Object, matching the size and position of the example packshot.

Example of packshot downloaded from Source.

Available Templates

Individual Templates

Individual packshot templates are provided to export a single packshot at a single angle. Do not use individual packshot templates to create custom arrangements.

PS5 Individual Left Angle.
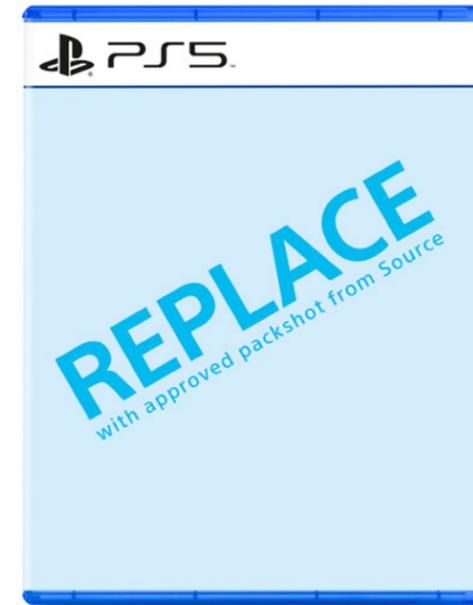
PS5™ Individual Front Angle.

PS5 Individual Right Angle.

PS4 Individual Left Angle.
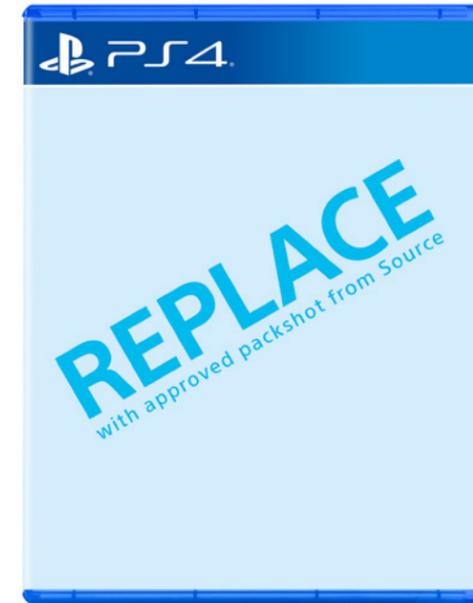
PS4™ Individual Front Angle.

PS4 Individual Right Angle.

Available Templates

Arrangement Templates

Packshot arrangement templates have been created to accommodate a wide variety of display styles. Always start with the existing arrangement templates and follow the instructions for use provided in this guideline.

Side-by-side: front angle.

Side-by-side: three angles.

Overlap front angle: primary on left.

Overlap front angle distant: primary on right.

Overlap left angle: primary in front.

Stacked primary on top.

Staggered left angle: primary in front.

Overlap right angle: primary in front.

Retail safe staggered overlap: primary on right.

Usage

Preferred Angle: Front Facing

The front angle allows the most flexibility and consistency when arranging multiple packshots in a variety of different creative orientations. These arrangements include side-by-side, overlapping and staggered.

Secondary Angles

The left and right facing packshots are secondary angles. These angles do not showcase the software key art as prominently as the front facing angle. They can also be used to create compositions of multiple packshots and are available in a variety of arrangements.

These arrangements include overlapping left, overlapping right, and mixed angles.

PREFERRED ANGLE OPTIONS

The front angle provides the most flexibility and is offered in a variety of arrangement styles.

SECONDARY ANGLE OPTIONS
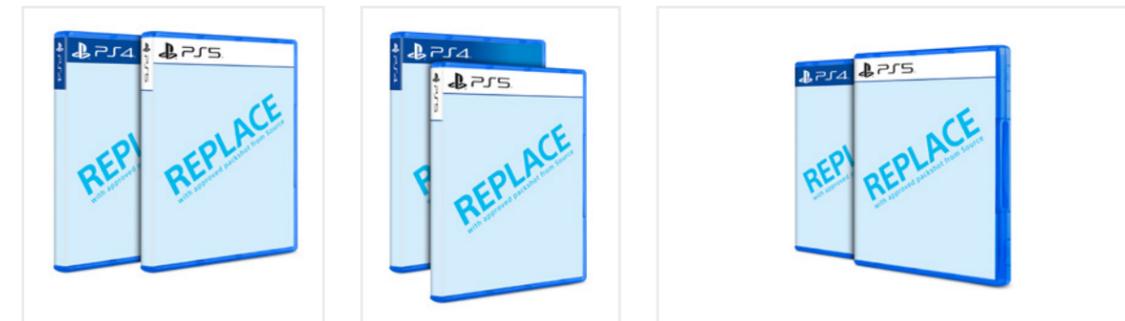
The left angle is less flexible and has fewer available arrangement styles to choose from.

The right angle is less flexible and has only one available arrangement style to choose from.

Usage

Shadows

Two types of shadows are used for packshots.

Ⓐ Drop shadow: used in overlapping packshot arrangements, to create depth and separation between packshots. The drop shadow should not be turned off or altered.

Ⓑ Contact shadow: used in all packshot arrangements. The contact shadow(s) has the option to be turned off in scenarios where it's not needed, but should not be otherwise altered.

Drop shadows and contact shadows are available as layers in all packshot arrangement templates.

Usage

Packshot Minimum Size

Maintain legibility of the packshots by scaling them to no smaller than its minimum required size.

DIGITAL

The minimum packshot height for digital applications is six times the 22 px height of the PlayStation Family Mark, at 132 px, and can be used for the following banner sizes:

- 300 x 250 px
- 160 x 600 px
- 300 x 600 px
- 970 x 250 px

Banners where the minimum size cannot be met do not use packshot art, and must be messaged differently.

DO NOT use packshot art in the following banner sizes:

- 728 x 90 px
- 970 x 66 px
- 300 x 50 px
- 320 x 50 px

PRINT

The minimum packshot height for print applications is 25 mm or 1 in.

DIGITAL

22 PX

6 × 22 PX = 132 PX

If age rating and descriptor text are required in your market, please position element here at lower left corner.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

Type CTA Here

PLAY HAS NO LIMITS.

970 x 250 px example.

PRINT

X

HEIGHT X ≥ 25 MM OR 1 IN

100 MM

25 MM

Example of packshot arrangement on shelf dangler.

Usage

Adding Packshots

In cases where more packshots need to be added to existing lockup templates, follow these steps:

1. Verify that the starting lockup template is allowed to accept additional packshots by reviewing the usage rules for each lockup template.

2. Review the usage rules for the lockup template to which packshots will be added to, with special attention given to rules regarding spacing, shadows, primary versus secondary packshots, and sizing.

3. Ensure that added packshots are proportionate to the existing packshots in the lockup template, and that they do not seem in any way out of place as a set.

4. Double-check that all drop shadows between packshots are in their correct position.

Additional Considerations

• Unless otherwise noted, any number of packshots can be added.

• Do not use the single packshot files to create custom lockups, always start from the lockup templates provided.

Adding packshots to the PS5_PS4_PACKSHOTS_SIDEBYSIDE_FRONT_RGB.psd template.

Adding packshots to the PS5_PS4_PACKSHOTS_OVERLAP_LEFT_RGB.psd template.

Adding packshots to the PS5_PS4_PACKSHOTS_OVERLAP_FRONT_RGB.psd template.

Examples of Incorrect Use

Use packshot templates as provided by SIE. Do not alter or recreate the packshots outside of adding additional packshots. Avoid incorrect use of the packshot templates as shown in the examples on the right.

Do not skew, distort or rotate the individual packshot.

When scaling, do not change the proportions of the packshot.

Do not overlap or cross over two different angles.

Do not stretch, reposition, or recolor the drop shadow or the contact shadow. The contact shadow layer may be turned off.

Do not lead with the PS4 packshot without prior authorization.

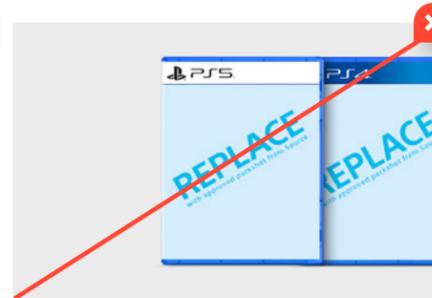The PlayStation Family Mark should never be partially obscured.

Do not add filters to packshots.

Do not add reflections to packshots without prior approval.

Do not alternate between primary and secondary packshots.

Do not crop any part of the packshot.

Do not use an unofficial packshot.

Individual Arrangements

PS5™ Individual Front Angle

The PS5 individual front angle packshot template has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshot.

- When scaling, do not change the proportions of the packshot.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- Packshot physical dimensions:

  - 133.35 × 168.275 mm

  - 5.25 × 6.625 in

PS5_PACKSHOT_FRONT.psd

Example in layout.
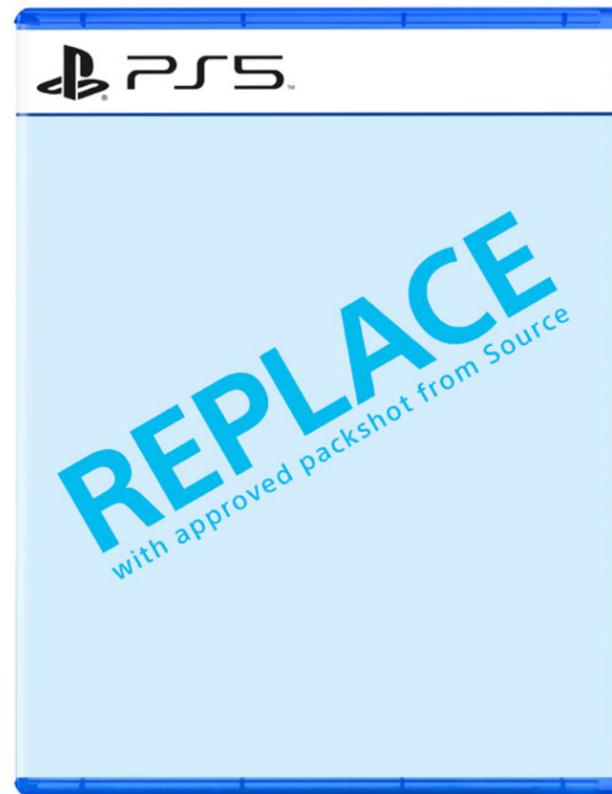
PS5™ Individual Left Angle

The PS5 individual left angle packshot template has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshot.

- When scaling, do not change the proportions of the packshot.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

PS5_PACKSHOT_LEFT.psd

Example in layout.

PS5™ Individual Right Angle

The PS5 individual right angle packshot template has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshot.

- When scaling, do not change the proportions of the packshot.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.
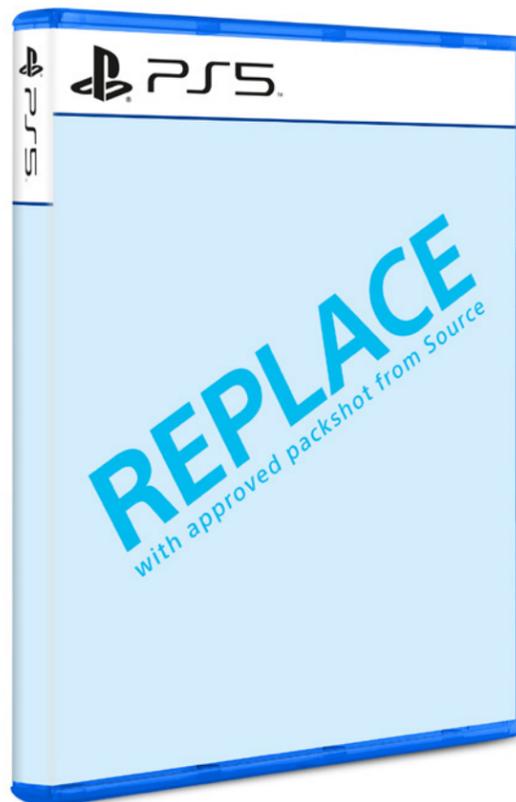

PS5_PACKSHOT_RIGHT.psd

Example in layout.

PS4™ Individual Front Angle

The PS4 individual front angle packshot template has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshot.

- When scaling, do not change the proportions of the packshot.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- Packshot physical dimensions:

  – 133.35 × 168.275 mm

  – 5.25 × 6.625 in

PS4_PACKSHOT_FRONT.psd

Example in layout.

PS4™ Individual Left Angle

The PS4 individual left angle packshot template has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshot.

- When scaling, do not change the proportions of the packshot.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.
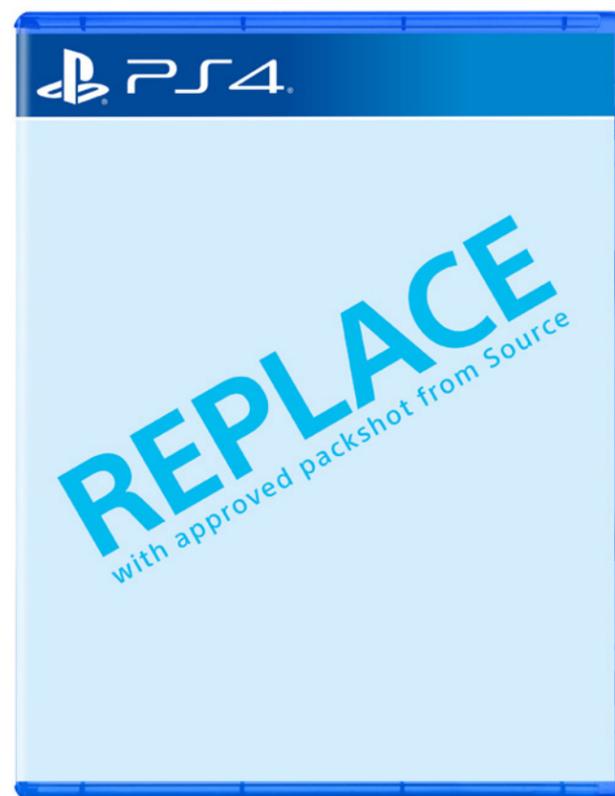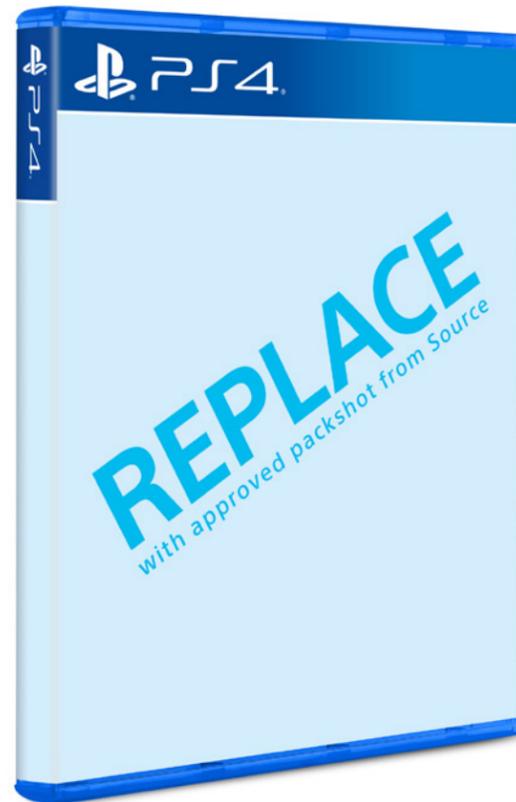

PS4_PACKSHOT_LEFT.psd

Example in layout.

PS4™ Individual Right Angle

The PS4 individual right angle packshot template has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshot.

- When scaling, do not change the proportions of the packshot.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

PS4_PACKSHOT_RIGHT.psd

Example in layout.

Side-by-Side Arrangement

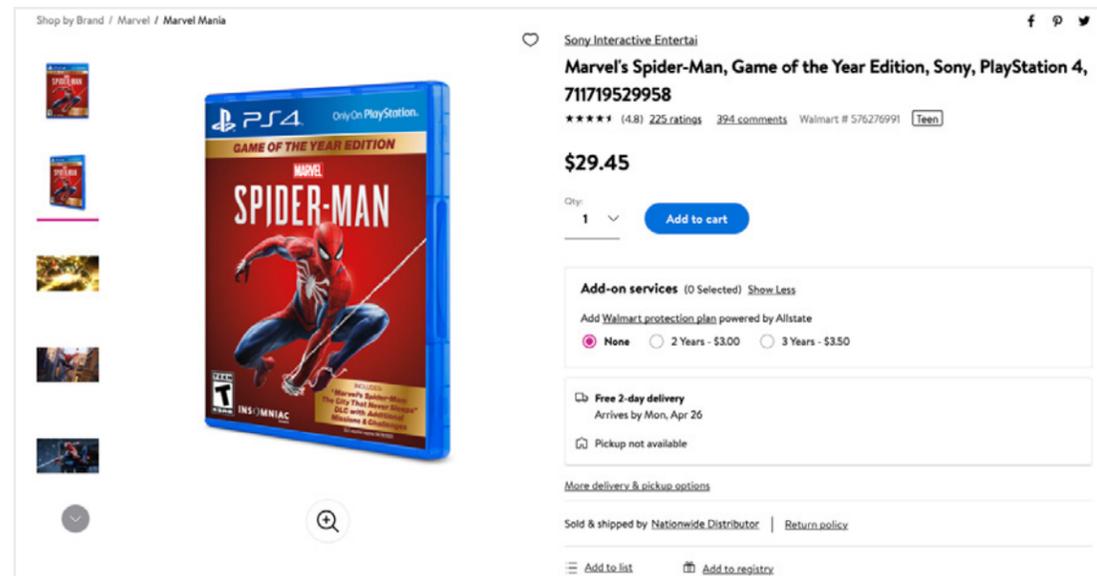# Side-by-side: Front Angle

Primary on Left

The dual side-by-side front angle packshot template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided and adding additional packshots.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The primary packshot should lead, always on the left and secondary packshot on the right. If displaying both platforms (PS5 + PS4), PS5™ is considered the primary packshot.

Spacing

- Spacing between packshots is locked, and is set at the width of the PlayStation Family Mark (⏻) in the packshot's header bar. Please use the provided packshot lockup as-is, and space additional packshots accordingly if you intend to display more than two packshots in a scene.

PS5_PS4_PACKSHOTS_SIDEBYSIDE_FRONT_RGB.psd

The spacing between packshots matches the width of the packshot's PlayStation Family Mark.

Example in layout.

Side-by-side: Three Angles

Primary in Center

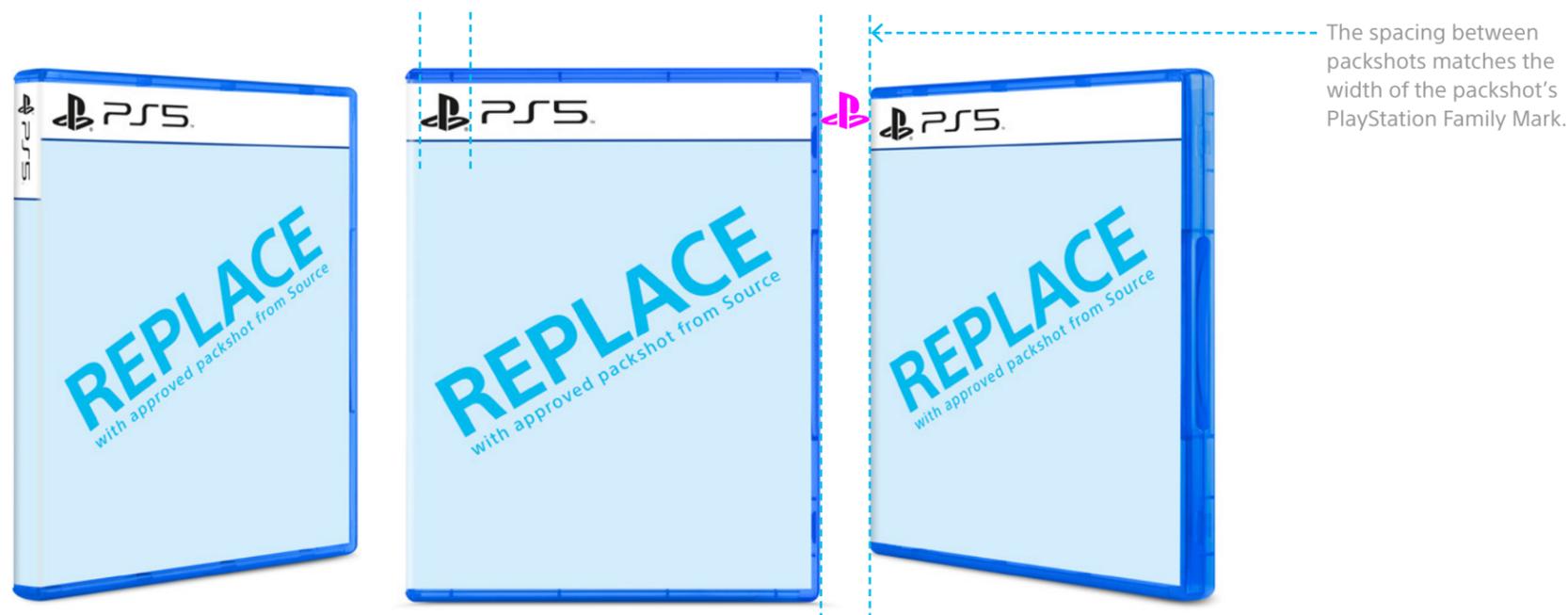..

The side-by-side three angles packshot template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.
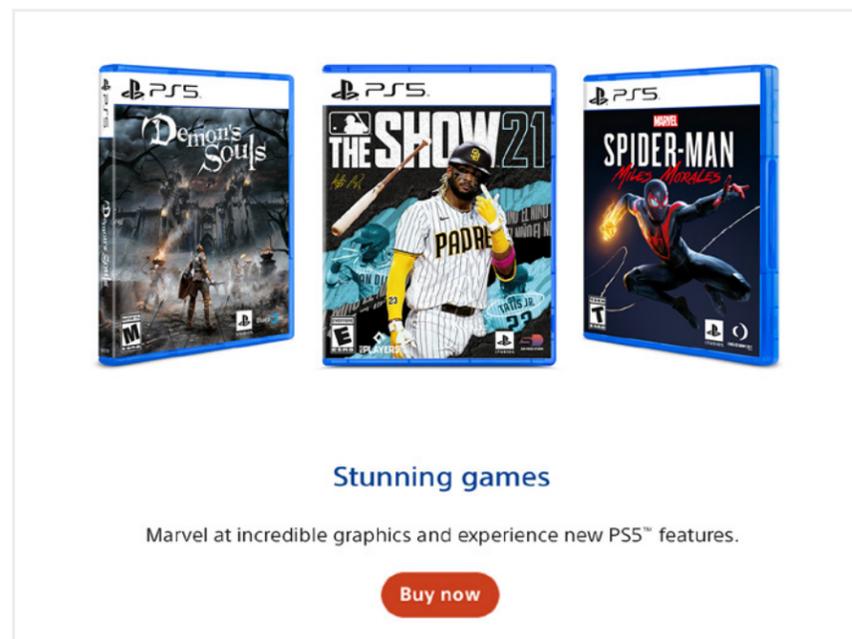
- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The primary packshot should be the front angle, always with the secondary packshots on the left and right. If displaying both platforms (PS5 + PS4), PS5™ is considered the primary packshot.

- The packshot arrangement is locked, please use the provided packshot lockup as-is.

- The PlayStation Family Mark + platform logo should always be visible on all packshots.

- SIE recommends that additional packshots not be added to this template.

- The overlapping packshot arrangement has a preset drop shadow for depth and separation between packshots. Please do not adjust without SIE approval.

Spacing

....

- Spacing between packshots is locked and is set at the width of the PlayStation Family Mark (⬤) in the packshot's header bar. Please use the provided packshot lockup as-is.

The spacing between packshots matches the width of the packshot's PlayStation Family Mark.

PS5_PACKSHOTS_3ANGLES_RGB.psd

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Example in layout.

Overlapping Arrangements

Overlap: Front Angle

Primary on Left

The overlap front angle packshot template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The primary packshot should lead, always overlapping the secondary packshot. If displaying both platforms (PS5 + PS4), PS5™ is considered the primary packshot.

- The packshot overlap is locked, and is set at the halfway point between the PlayStation Family Mark (⬟) and the platform logo, only displaying the platform logo. Please use the provided packshot lockup as-is.

- When adding packshots to the left of the primary packshot, match the spacing of the added packshots on the right of the primary packshot.

- The overlapping packshot arrangement has a preset drop shadow for depth and separation between packshots. Please do not adjust without SIE approval.

PS5_PS4_PACKSHOTS_OVERLAP_FRONT_RGB.psd

Adding packshots to the left and right of the primary packshot, creating a five packshot arrangement.

Adding packshots to the left and right of the primary packshot, creating a seven packshot arrangement.

Example in layout.

Overlap: Front Angle Distant

Primary on Right

The overlap front angle distant packshot template arrangement has been created and provided by SIE, and should not be altered beyond moving the primary packshot from left to right, as illustrated on the right, except to insert the game title's key art in the space provided and adding additional packshots.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The primary packshot should lead, always overlapping the secondary packshot. If displaying both platforms (PS5 + PS4), PS5™ is considered the primary packshot.

- The primary packshot overlap should not exceed 45% of the secondary packshot's width and can slide to the right, not exceeding less than 10% coverage of the secondary packshot's width.

- When moving the packshots further apart, the size of the repositioned packshot may need to be adjusted to account for perspective. Each packshot added, in either direction of the primary packshot, reduces in size between 6% and 8%.

- The preferred layout when displaying only two packshots is shown, primary packshot on the right overlapping the secondary on left.

- When adding packshots to the right of the primary packshot, match the spacing of the added packshots on the left of the primary packshot.

- The overlapping packshot arrangement has a preset drop shadow for depth and separation between packshots. Please do not adjust without SIE approval.

PS5_PS4_PACKSHOTS_OVERLAP_FRONT_ALT_RGB.psd

Example of primary packshot sliding to the right.

Example in layout.

Adding packshots to the right of the primary packshot.

Overlap: Left Angle

Primary in Front

The overlap left angle packshot template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided and adding additional packshots.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The primary packshot should lead, always overlapping the secondary packshot. If displaying both platforms (PS5 + PS4), PS5™ is considered the primary packshot.

- The primary packshot overlap should not exceed 45% of the secondary packshot's width and can slide to the right, not exceeding less than 10% coverage of the secondary packshot's width.

- The overlapping packshot arrangement has a preset drop shadow for depth and separation between packshots. Please do not adjust without SIE approval.

PS5_PS4_PACKSHOTS_OVERLAP_LEFT_RGB.psd

Example of primary packshot sliding to the right.

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Example in layout.

Adding packshots to the left of the primary packshot.

Staggered: Left Angle

Primary in Front

The staggered left angle packshot template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The primary packshot should lead, always overlapping the secondary packshot. If displaying both platforms (PS5 + PS4), PS5™ is considered the primary packshot.

- Arrangement should only be used when the game title is exactly the same.

- The packshot overlap is locked, please use the provided packshot lockup as-is.

- The PlayStation Family Mark + platform logo should always be visible on both packshots.

- Acceptable to use as an alternate retail safe arrangement. Refer to the Retail Safe Arrangement page for guidence.

- SIE recommends that additional packshots not be added to this template.

- The overlapping packshot arrangement has a preset drop shadow for depth and separation between packshots. Please do not adjust without SIE approval.

PS5_PS4_PACKSHOTS_OVERLAP_STAGGERD_LEFT_RGB.psd

Example in layout.

Overlap: Right Angle

Primary in Front

The overlap right angle packshot template arrangement has been created and provided by SIE, and should not be altered beyond moving the primary packshot from left to right, as illustrated on the right, except to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The primary packshot should lead, always overlapping the secondary packshot. If displaying both platforms (PS5 + PS4), PS5™ is considered the primary packshot.

- The primary packshot overlap should not exceed 45% of the secondary packshot's width and can slide to the right, not exceeding less than 10% coverage of the secondary packshot's width.

- When moving the packshots further apart, the size of the repositioned packshot may need to be adjusted to account for perspective.

- SIE recommends that additional packshots not be added to this template.

- The PlayStation Family Mark + platform logo should always be visible on both packshots.

- The overlapping packshot arrangement has a preset drop shadow for depth and separation between packshots. Please do not adjust without SIE approval.

PS5_PS4_PACKSHOTS_OVERLAP_RIGHT_RGB.psd

Example of primary packshot sliding to the right.

Example in layout.

Stacked Arrangement

Stacked

Primary on Top

....

The stacked packshot template has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided and adjusting the vertical/horizontal spacing between packshots.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The primary packshot should lead, always above the secondary packshot.

- Staggering packshot columns is allowed in multi-column arrangements, but follow recommended minimal spacing distances.

Spacing

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- Spacing between packshots can be adjusted as necessary, keeping a minimum of the height of the PlayStation Family Mark (⬥) in the packshot's header bar, and space additional packshots accordingly if you intend to display more than two packshots in a scene.

The minimum spacing between packshots matches the height of the packshot's PlayStation Family Mark.

PS5_PS4_PACKSHOTS_STACKED_RGB.psd
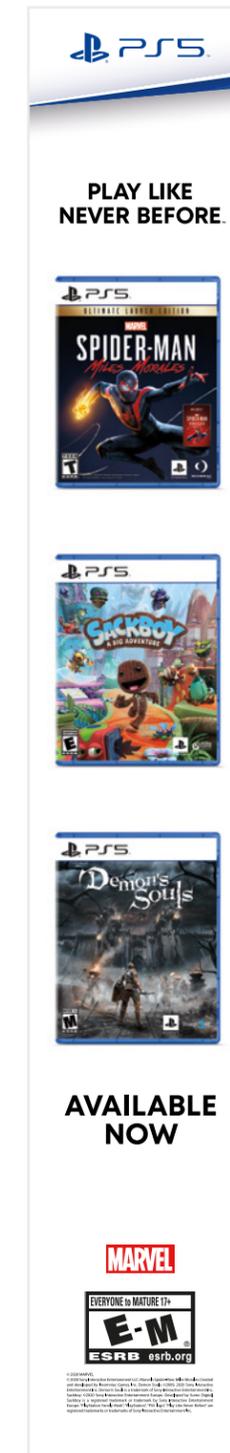
Example in layout.

Example of staggered 2x2 vertical layout.

Example of 2x2 vertical layout.

Retail Safe Arrangement

Retail Safe Arrangement

The following retail safe arrangement is for extreme use cases in retail print/digital creative executions. Use this arrangement when the title depicts themes that the retailer would prefer not to advertise (e.g. gun usage or extreme gore) within their owned channels—like websites and retail stores.

Retail Safe: Staggered Overlap

Primary on Right

The retail safe staggered overlap packshot template has been created and provided by SIE, and should not be altered beyond moving the primary packshot down, as illustrated on the right and to insert the game title's key art in the space provided.

Always use latest approved Packshot from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the packshot(s) in creative using the contact shadow at the ground plane. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The primary packshot should lead, always overlapping the secondary packshot. If displaying both platforms (PS5 + PS4), PS5™ is considered the primary packshot.

- The default packshot overlap ensures that over 80% of the secondary packshot art is hidden.

- Primary packshot can move vertically down, not horizontally. Secondary packshot coverage should not exceed 40% of the top half of the secondary packshot's total height.

- The PlayStation Family Mark + platform logo should always be visible on both packshots.

- Do not feature more than two packshots in retail safe arrangements.

- The overlapping packshot arrangement has a preset drop shadow for depth and separation between packshots. Please do not adjust without SIE approval.

PS5_PS4_PACKSHOTS_RETAILSAFE_RGB.psd

40% of the obscured packshot is visible here.

Example of primary packshot sliding down.
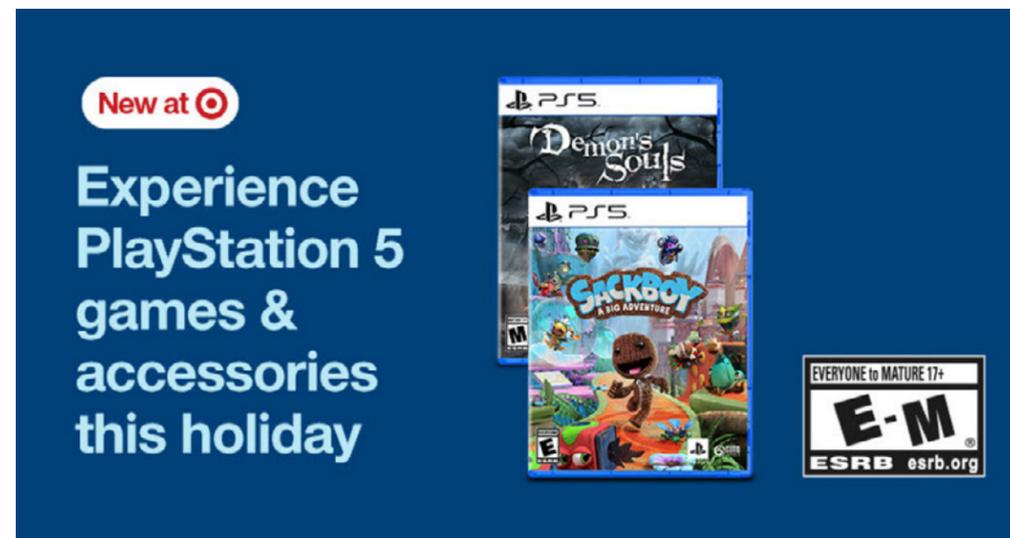
Example in layout.

Packshot + Retail ESD Card Arrangements

Using the ESD Card Arrangement Templates

In order to use the templates highlighted in this document, the user must first drop the desired artwork into the template.

- Open the template file and Save As to a new file, preserving the template file.

A Double-click on the **ESD card Smart Object** layer.

B After opening the **ESD card Smart Object** layer, drop the appropriate artwork into the Smart Object, matching the size and position of the example.

- The dimensions of the **ESD card Smart Object** is 1012 x 1499 px, which will match the dimensions of existing ESD cards, making it simple to match the size and position of the example.

- Delete the example layer.
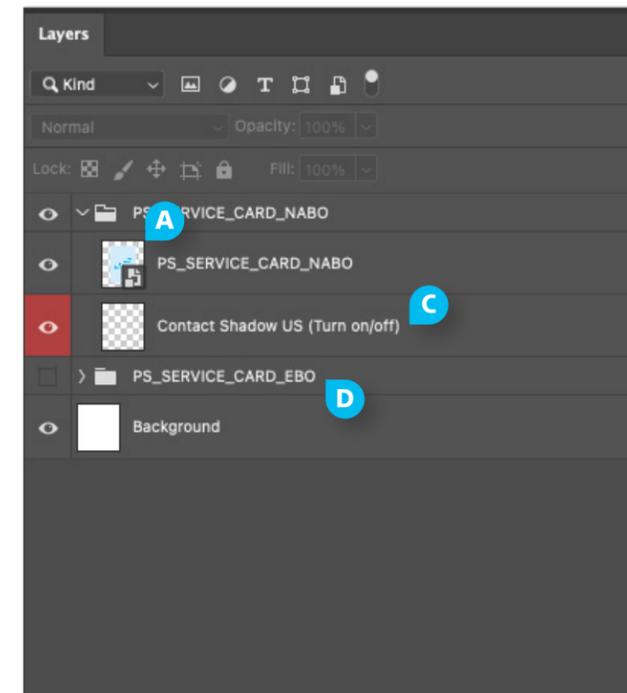
- Save and close the Smart Object.

The ESD Card is now updated with the new artwork.

C Contact Shadow can be turned on or off as needed.

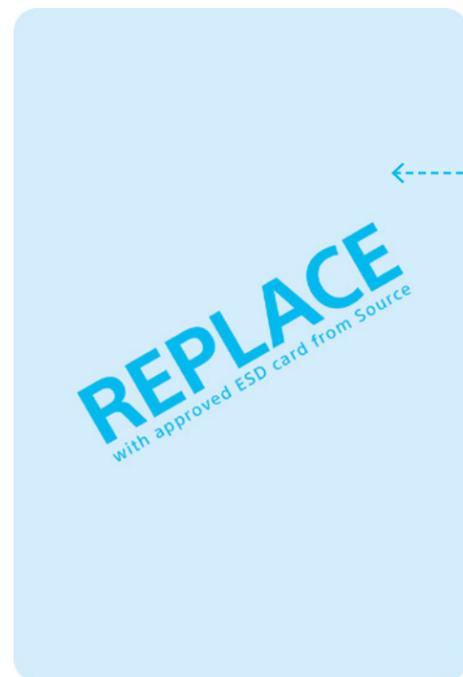**D** The EBO ESD card size is also provided.

⚠ **Note:** ESD card templates are subject to change and uses the most common size for retail in North American and European Territories.

DOWNLOAD PACKSHOT ARRANGEMENT TOOLKIT

ESD_CARD_RGB.psd

Template layers.

Smart Object.

B Drop the ESD card into the Smart Object, matching the size and position of the example ESD card.

Example of ESD card artwork.

Usage

ESD Card Minimum Size

Maintain legibility of ESD cards by scaling them to no smaller than its minimum required size.

DIGITAL

The minimum ESD card height is based on the packshot height for digital applications. Using the minimum size of the packshot of six times the 22 px height of the PlayStation Family Mark, or 132 px, and the sizing relationship rules between packshots and ESD Cards, the minimum digital size for ESD cards is 100 px high.

This can be used for the following banner sizes:

- 300 x 250 px
- 160 x 600 px
- 300 x 600 px
- 970 x 250 px

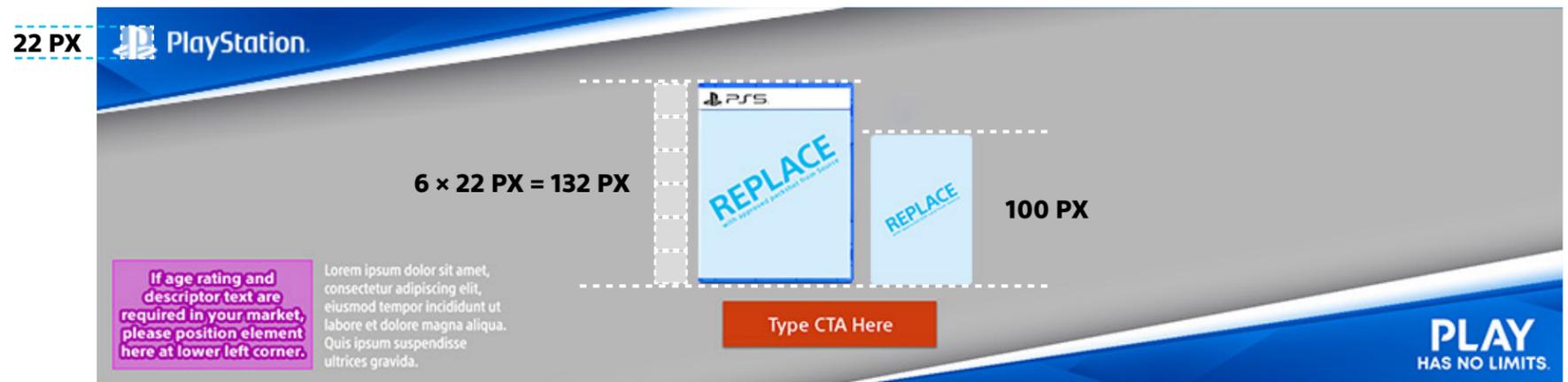Banners where the minimum size cannot be met do not use packshot art, and must be messaged differently.

DO NOT use ESD card art in the following banner sizes:
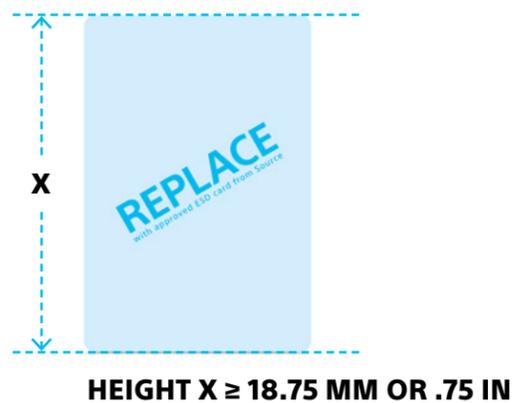
- 728 x 90 px
- 970 x 66 px
- 300 x 50 px
- 320 x 50 px

PRINT

The minimum packshot height for print applications is 18.75 mm or .75 in.

DIGITAL

22 PX

6 × 22 PX = 132 PX

100 PX

Type CTA Here

970 x 250 px example.

PRINT

X

HEIGHT X ≥ 18.75 MM OR .75 IN

18.75 MM

Print example.

ESD Card

Front Angle

The ESD card template has been created and provided by SIE, and should not be altered in any way, except to insert the content in the space provided and to add additional ESD cards.

Always use latest approved ESD Card from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the ESD card.

- When scaling, do not change the proportions of the ESD card.

- When scaling an individual ESD card for a non-parallel effect, scale down no more than 10%.

- SIE prefers grounding the ESD card in creative using the contact shadow. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- When displaying three ESD cards, the primary ESD card should be in the center, with the secondary ESD cards on the left and right.
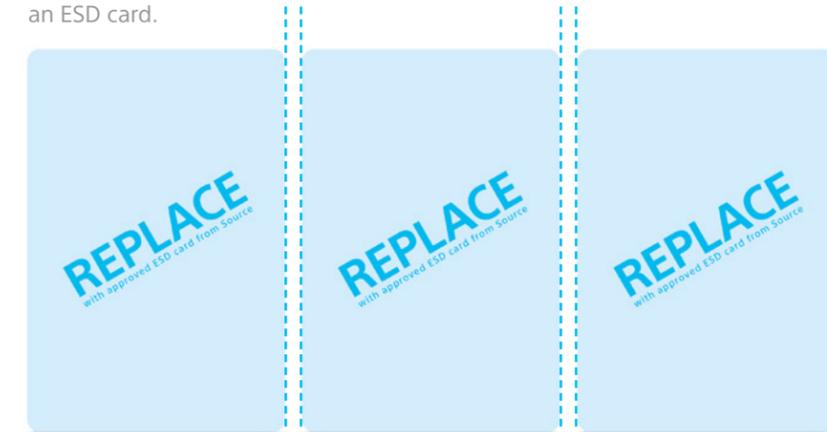
Spacing

- Keep the spacing between the ESD cards between 5% and 30% the width of a single ESD card.
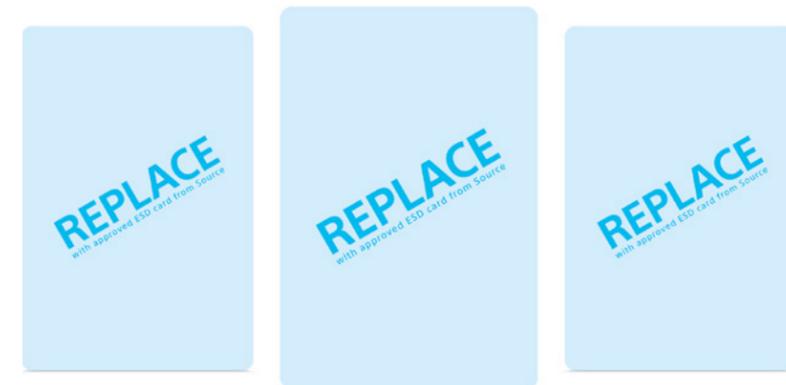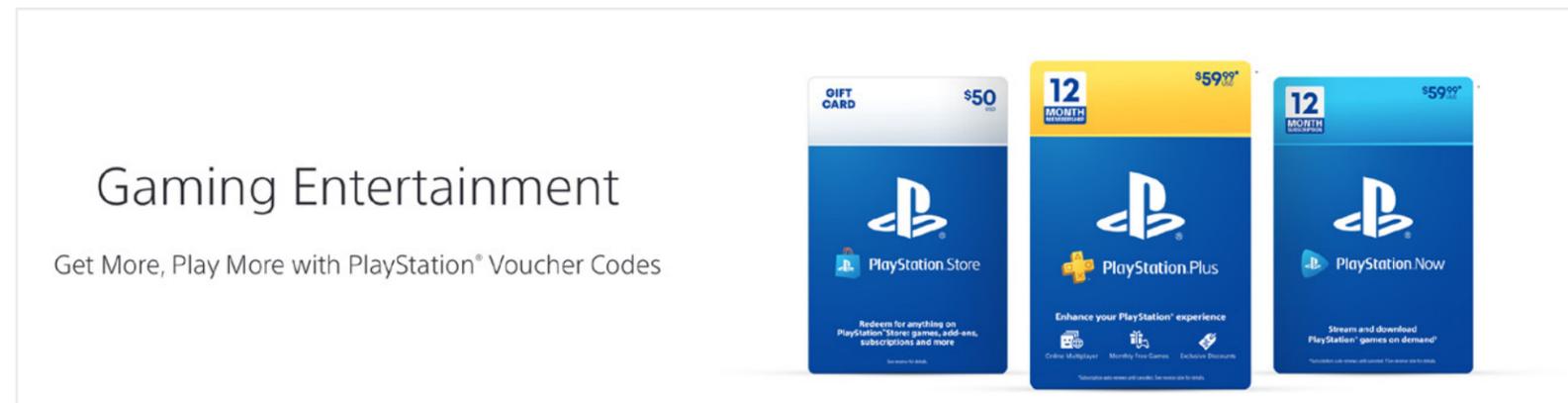

ESD_CARD_RGB.psd

In this example, the spacing between the ESD cards is 6% the width of an ESD card.

Example of adding parallel ESD cards to the left and right.

Example of adding non-parallel ESD cards to the left and right, with spacing set to 10% the width of an ESD card.

Example in layout.

ESD Card

Stacked

The stacked ESD card template has been created and provided by SIE, and should not be altered in any way, except to insert the content in the space provided and to add additional ESD cards.

Always use latest approved ESD Card from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the ESD card.

- When scaling, do not change the proportions of the ESD cards.

- SIE prefers grounding the ESD card in creative using the contact shadow. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- Staggering ESD card columns is allowed in multi-column arrangements, but follow recommended minimal spacing distances.

Spacing

- Keep the spacing between the ESD cards between 5% and 10% the height of a single ESD card.

In this example, the spacing between the ESD cards is 10% the height of an ESD card.

ESD_CARD_STACKED_RGB.psd

Example in layout.

ESD Card

Staggered Overlap

···

The staggered overlap ESD card template has been created and provided by SIE, and should not be altered in any way, except to insert the content in the space provided and to add additional ESD cards.

Always use latest approved ESD Card from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the ESD card.

- When scaling, do not change the proportions of the ESD cards.

- SIE prefers grounding the ESD card in creative using the contact shadow. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The ESD card's value should always be visible on all cards.

- The overlapping ESD card arrangement has a preset drop shadow for depth and separation between cards. Please do not adjust without SIE approval.

ESD_CARD_STAGGERED_OVERLAP_RGB.psd

Reverse direction when adding cards with their value on the right side of the card.

Examples in layout.

Packshot + ESD Card
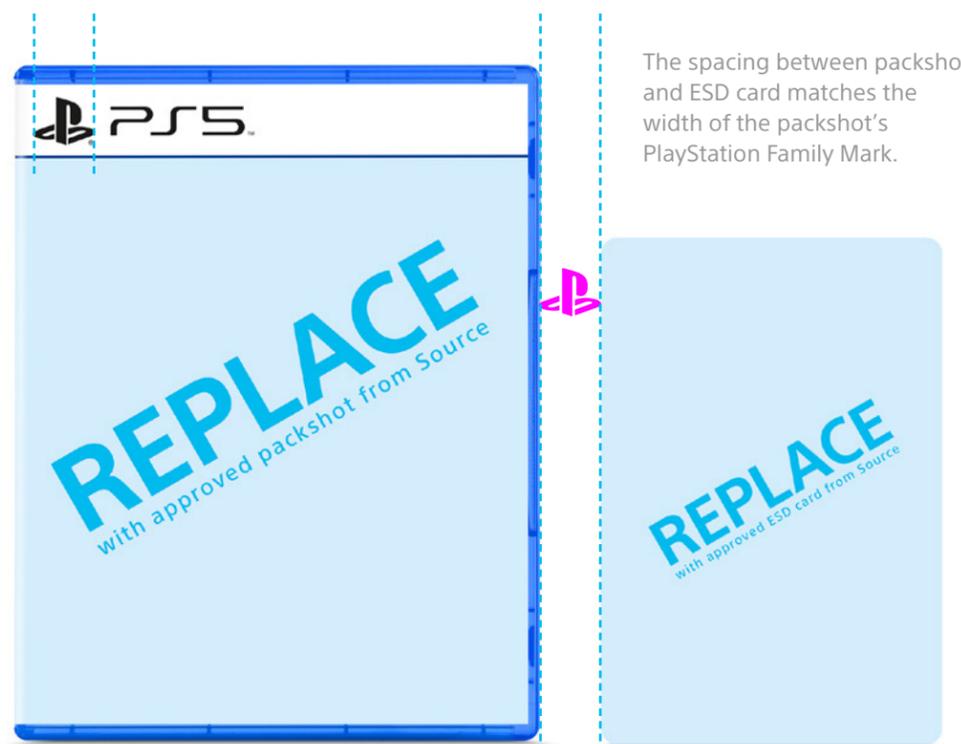
Side-by-side Front Angle

The front angle packshot + ESD card template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art and ESD content in the space provided. Follow the general guidance when adding additional ESD cards.

Always use latest approved Packshot and ESD Card from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual packshots.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the elements in creative using the contact shadow. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The packshot should lead, always on the left and ESD card on the right.

- The packshot and ESD card default arrangement is designed to keep both items in true relative scale to each other. These default proportions should be maintained in most layouts. As an exception, the ESD card may be enlarged in small ratio banners.

- The ESD card template arrangement provided is a common size for the North America region. If a different size is required, replace the card at the correct scale. Refer to the ESD card usage page for guidance.

Spacing

- Spacing between packshots and ESD card is locked, and is set at the width of the PlayStation Family Mark (⟁) in the packshot's header bar. Please use the provided packshot lockup as-is, and space additional packshots and/or ESD cards accordingly if you intend to display additional packshots and/or ESD cards in a scene.

The spacing between packshot and ESD card matches the width of the packshot's PlayStation Family Mark.

PS5_PACKSHOT_ESD_CARD_SIDEBYSIDE_FRONT_RGB.psd

Example in layout. **Note:** when depicting a MARVEL title with an ESD card, use of this layout is required.

Packshot + ESD Card

Front Angle Adjacent Overlap:
ESD Card in Front

The packshot + ESD card template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art and ESD content in the space provided. Follow the general guidance when adding additional ESD cards.

Always use latest approved Packshot and ESD Card from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual elements.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the elements in creative using the contact shadow. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The packshot should lead, always on the left and overlapped by the ESD card on the right.

- The packshot and ESD card default arrangement is designed to keep both items in true relative scale to each other. These default proportions should be maintained in most layouts. As an exception, the ESD card may be enlarged in small ratio banners.

- ESD card physical dimensions - Incomm: 3.375 × 5 in. (shown here).

- The ESD card template arrangement provided is a common size for the North America region. If a different size is required, replace the card at the correct scale. Refer to the ESD card usage page for guidance.

- The overlapping packshot arrangement has a preset drop shadow for depth and separation between packshots. Please do not adjust without SIE approval.

PS5_PACKSHOT_ESD_CARD_OVERLAP_FRONT_RGB.psd

Example in layout.

ESD Card in Campaigns

Arrangement Examples

When ESD cards are used as the focal point of a brand campaign, customization is allowed.

Punch Holes

The ESD card can include an optional punch hole, which can be turned on/off in the template file. Approval is needed before executing.

Casting Shadows

When cards are shown as floating above the ground use a prominent casting shadow instead of a contact shadow.

Regional Sizes

The ESD card template arrangement provided is a common size for the North America region. If a different size is required, replace the card at the correct scale.

ESD CARD PHYSICAL DIMENSIONS

- NABO: 95.25 × 127 mm; 3.375 × 5 in.

- EBO: 85 × 123 mm; 3.35 × 4.84 in.

Example in brand campaign (detail).

Digital Master Art + Retail ESD Card Arrangements

Digital Master Art

Front Angle: Chiclet

The digital master art template has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Digital Master Art from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the digital master art.

- When scaling, do not change the proportions of the digital master art.

- If the digital master art is grounded, keep the contact shadows on. Turn the contact shadow off, if the digital master art will be a large group of multiple rows and columns.

- A stroke border, drop shadow, glow or beveled corners are some effects that can be applied with approval from Marketing. Reflections should not be introduced unless it is approved for the Brand Campaign.
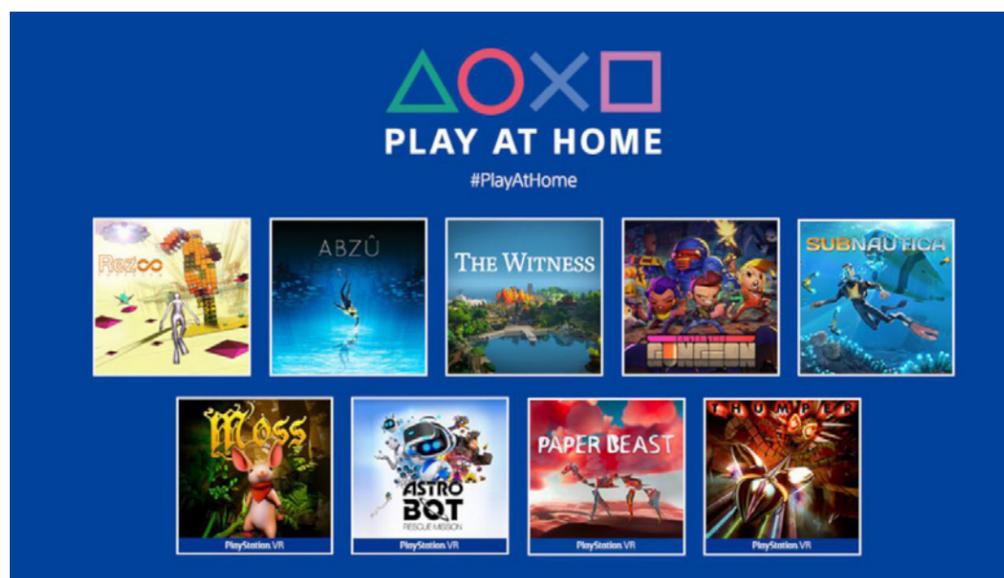
Spacing

- Keep the spacing between the digital master art between 5% and 25% of the width of an individual digital master art.

DIGITAL_MASTER_ART_RGB.psd

Example of digital master art squares three across.

Example of the digital master art squares stacked and staggered.

Example in layout.

Digital Master Art + ESD Card

In this example, the spacing between the digital master art and ESD card is 10% the width of the digital master art.

Side-by-side: Front Angle

The digital master art + ESD card template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.
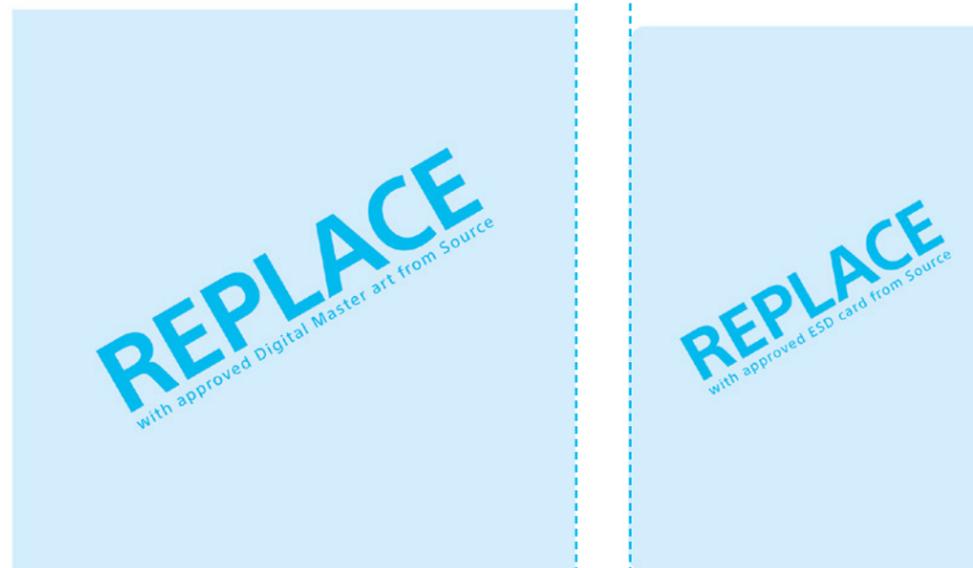
Always use latest approved Digital Master Art and ESD Card from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual elements.
- When scaling, do not change the proportions or spacing of the lockup.
- SIE prefers grounding the elements in creative using the contact shadow. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.
- The digital master art should lead, always on the left and ESD card on the right.
- The digital master art + ESD card lockup is locked. Use the provided lockup as-is.
- A stroke border, drop shadow, glow or beveled corners are some effects that can be applied with approval from Marketing. Reflections should not be introduced unless it is approved for the Brand Campaign.
- Use the same guidance if placing the ESD card on the left and digital master art on the right.

Spacing

- Keep the spacing between the digital master art and the ESD card between 5% and 10% of the width of the digital master art.

ESD_CARD_DIGITAL_MASTER_ART_SIDEBYSIDE_RGB.psd

Example in layout.

Digital Master Art + ESD Card

Side-by-side: Front Angle

The digital master art + ESD card template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.
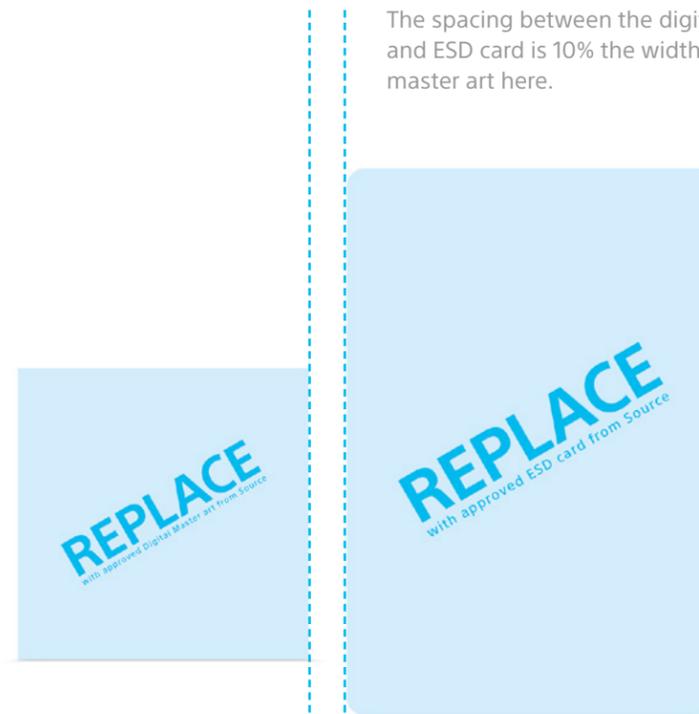
Always use latest approved Digital Master Art and ESD Card from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual elements.
- When scaling, do not change the proportions or spacing of the lockup.
- SIE prefers grounding the elements in creative using the contact shadow. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.
- The digital master art should lead, always on the left and ESD card on the right.
- The digital master art + ESD card lockup is locked. Use the provided lockup as-is.
- A stroke border, drop shadow, glow or beveled corners are some effects that can be applied with approval from Marketing. Reflections should not be introduced unless it is approved for the Brand Campaign.
- Use the same guidance if placing the ESD card on the left and digital master art on the right.

Spacing

- Keep the spacing between the digital master art and the ESD card between 5% and 10% of the width of the digital master art.

The spacing between the digital master art and ESD card is 10% the width of the digital master art here.

ESD_CARD_DIGITAL_MASTER_ART_SIDEBYSIDE_ALT_RGB.psd
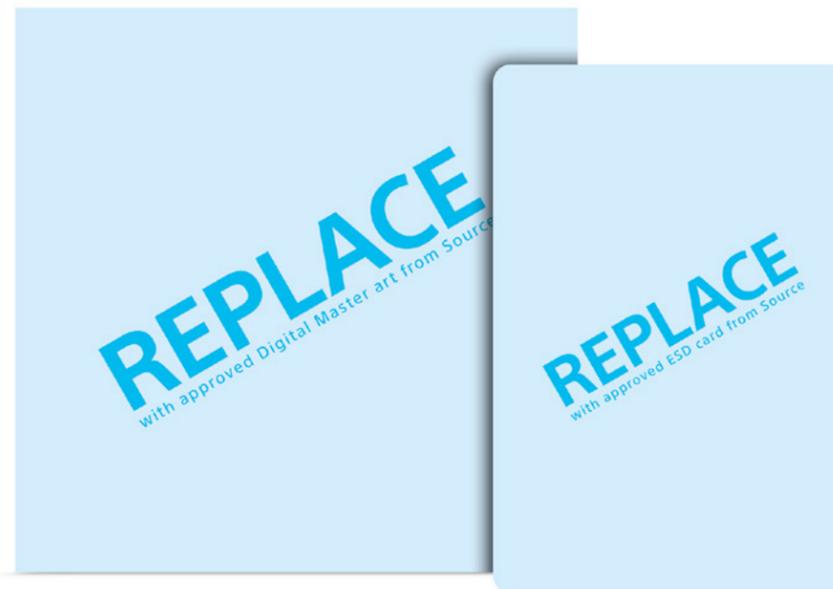

Example in layout.

Digital Master Art + ESD Card

Staggered: Front Angle Overlap

The digital master art + ESD card template arrangement has been created and provided by SIE, and should not be altered in any way, except to insert the game title's key art in the space provided.

Always use latest approved Digital Master Art and ESD Card from Source, contact SIE Global Creative Services for additional assistance.

- DO NOT skew, distort or rotate the individual elements.

- When scaling, do not change the proportions of the lockup.

- SIE prefers grounding the elements in creative using the contact shadow. The contact shadow(s) has the option to be turned off in scenarios where it's not needed.

- The digital master art should lead, always on the left and ESD card on the right.

- The overlapping packshot arrangement has a preset drop shadow for depth and separation between packshots. Do not adjust without SIE approval.

- The digital master art + ESD card lockup is locked. Use the provided lockup as-is.

ESD_CARD_DIGITAL_MASTER_ART_OVERLAP_RGB.psd

Example in layout.

Hardware + Software Product Arrangements

Using the PS5™ Hardware + Software Arrangement Templates

The following Photoshop files have approved placement options of the packshot, voucher, and ESD card. Choose the one that works the best for your creative.
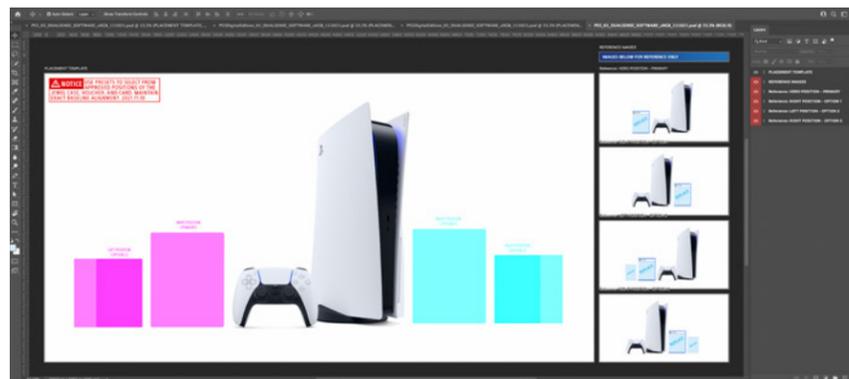
Always use latest approved Packshot, Digital Master Art and ESD Card from Source, contact SIE Global Creative Services for additional assistance.
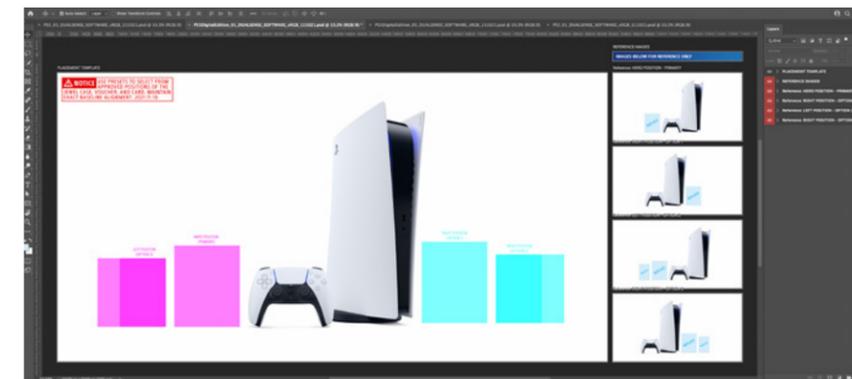
CORRECT

✅ **DO** maintain baseline alignment.

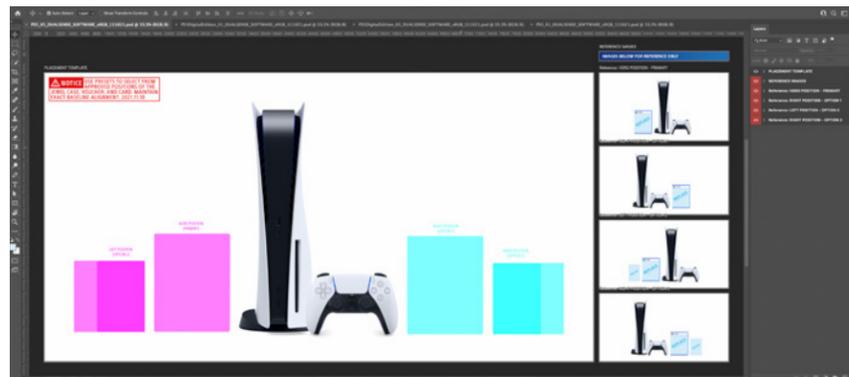✅ **DO** keep shadow and product layers intact and linked.

INCORRECT

❌ **DON'T** copy and paste controllers from other files. Controllers are unique to their respective image renders.
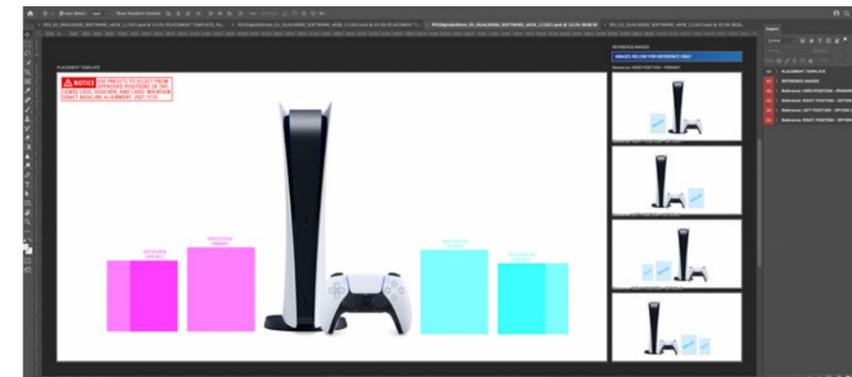

PS5_01_DUALSENSE_SOFTWARE_111021.psd

PS5DigitalEdition_01_DUALSENSE_SOFTWARE_111021.psd

PS5_05_DUALSENSE_SOFTWARE_111021.psd

PS5DigitalEdition_05_DUALSENSE_SOFTWARE_111021.psd

⬇ DOWNLOAD PACKSHOT ARRANGEMENT TOOLKIT

Using the PS5™ Hardware + Software Arrangement Templates

Editing the Packshot

- Open the PS5 template file, and Save As to a new file, preserving the template file.

- **(A)** Expand the **PRODUCT** layer group.

- **(B)** Expand the **PS5_FRONT_ANGLE_SIDE_1** layer group.

- **(C)** Open the **PS5_F** Smart Object.

- Replace the templated packshot with approved front angled version.

- Delete the example layers.

- Save and close the Smart Objects.

- The pack shot is now updated with the title's key art.

- Once the product arrangement lockup is approved submit to Source, following the correct asset submission process.
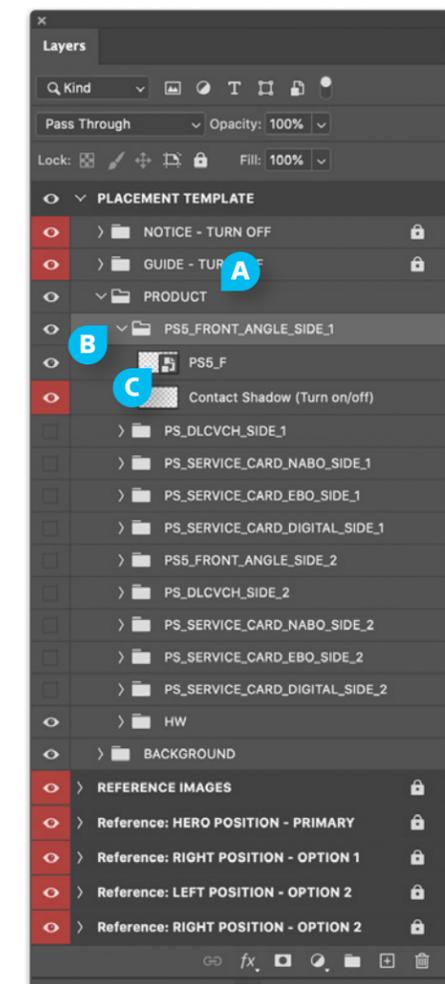
Using the PS5™ Hardware + Software Arrangement Templates
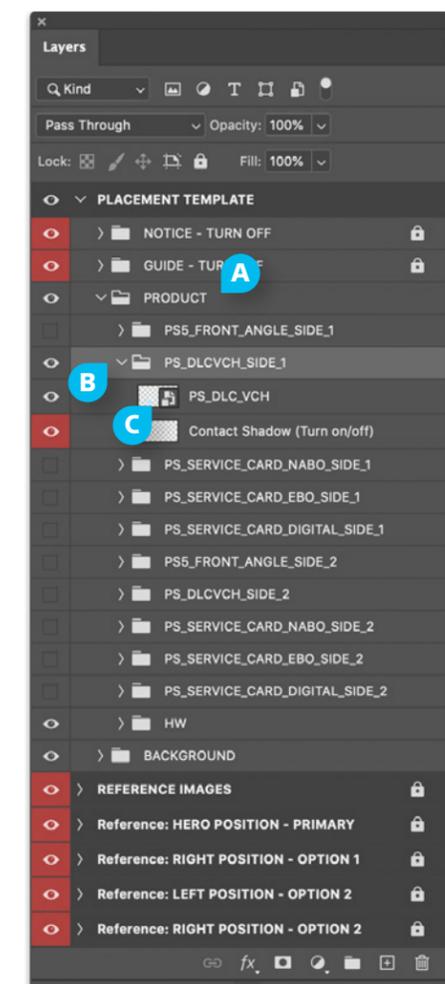
Editing the Voucher

- Open the PS5 template file, and Save As to a new file, preserving the template file.

- **(A)** Expand the **PRODUCT** layer group.

- **(B)** Expand the **PS_DLCVCH_SIDE_1** layer group.

- **(C)** Open the **PS_DLCVCH** Smart Object.

- Replace the template with approved artwork.

- Delete the example layers.

- Save and close the Smart Objects.

- The voucher is now updated.

- Once the product arrangement lockup is approved submit to Source, following the correct asset submission process.

REPLACE
with approved ESD card from Source

Using the PS5™ Hardware + Software Arrangement Templates

Editing the ESD or Digital ESD Cards

• Open the PS5 template file, and Save As to a new file, preserving the template file.

Ⓐ Expand the **PRODUCT** layer group.

Ⓑ Expand the desired **ESD CARD** layer group.

Ⓒ Double-click on the contained Smart Object.

• Replace the templated ESD card with the approved artwork.

• Delete the example layers.

• Choose the correct service and denomination, all of which are included in the template.

• Save and close the Smart Objects.

• The ESD Card is now updated.

• Do not export a territory SKU with a punch hole, which is already provided in the template.

• Once the product arrangement lockup is approved submit to Source, following the correct asset submission process.

HARDWARE + ESD CARD

HARDWARE + DIGITAL ESD CARD
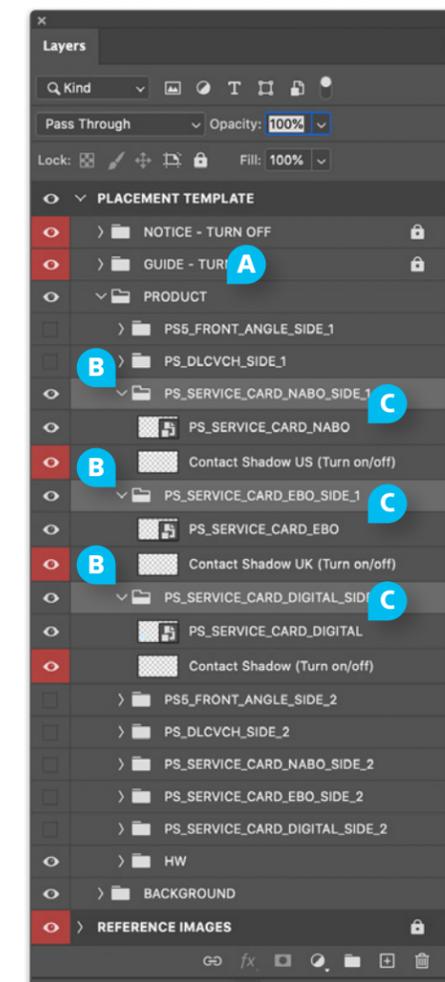
Creating New Product Compilations

Scale

Do not change the scale of hardware and software. Scale must always remain true to product dimensions.

Spacing

When pairing hardware and software, please use 10% Ⓐ of the DualSense wireless controller's width as spacing between all products*.

* This spacing rule only applies to arrangements showing hardware with software. When showing only software, use software sizing rules.

Refer to the Usage section for guidance on software arrangement spacing.

REPLACE
with approved ESD card from Source

SPACING = X/10

REPLACE
with approved ESD card from Source

SPACING = X/10

PS5

REPLACE
with approved packshot from Source

SPACING = X/10

WIDTH = X

SPACING = X/10

HEIGHT = 123 MM   HEIGHT = 146 MM   HEIGHT = 170 MM   HEIGHT = 105 MM   HEIGHT = 404 MM

Creating New Product Compilations

Baseline Alignment

When placing the Packshot, Voucher, ESD card or any other elements to the left or right of the console, please align elements to the closest grounding point.

ALIGNED TO CONTROLLER

Ⓐ **PS5_01** with software on **left**:
The grounding point is the bottom of the **wireless controller**.

Ⓑ **PS5_05** with software on **right**:
The grounding point is the bottom of the **wireless controller**.

ALIGNED TO CONSOLE

Ⓒ **PS5_01** with software on **right**:
The grounding point is the bottom of the **console**.

Ⓓ **PS5_05** with software on **left**:
The grounding point is the bottom of the **console**.

ALIGNED TO CONTROLLER

PS5_01 software on left: align assets to the bottom of the controller.

PS5_05 software on right: align assets to the bottom of the controller.

ALIGNED TO CONSOLE

PS5_01 software on right: align assets to the bottom of the console.

PS5_05 software on left: align assets to the bottom of the console.

Side-by-Side Arrangements

Spacing

• Spacing between the hardware and software is is set at 10% of the width of the controller.

Overlap

• **Option 1:** The software overlap is locked and is set at the halfway point between the PlayStation Family Mark and the platform logo, only displaying the platform logo.*

• **Option 2:** The software overlap should not exceed 45% of the software's width and can slide to the left, not exceeding less than 10% coverage of the software's width.*

Baseline Alignment

• Align assets to the bottom of the nearest grounding point.

Side by Side: One Packshot

Side by Side: Two+ Packshots

Overlap Option 1: Two+ Packshots

Overlap Option 2: Two+ Packshots

Vertical Arrangements

If space is limited, you may vertically stack additional units of hardware and software to the right of the console. Please adhere to the following rules when developing new vertically stacked product compilations:

A Always lead with the PS5™ console, reading left-to-right.

B Use the approved right placement option of the DualSense wireless controller

C Use 10% of the controller's width.

D Always stack subsequent controllers behind the grounded controller.

Spacing

When vertically stacking additional units of hardware and software, please adhere to the following spacing logic based on the width of the DualSense wireless controller:

E Use 10% of the controller's width for large product compilations.

Alignment

F Be sure to center align all stacked elements in order to preserve spacing logic.

REPLACE with approved packshot from source

PS5_01, DualSense and Software

CENTER ALIGN ALL STACKED UNITS

REPLACE with approved packshot from source

X/10

X/10

SPACING = X/5

WIDTH = X

Vertical Arrangements: Reference Images

Please reference the following images when creating new vertically stacked product compilations and adhere to the usage guidance set forth in the previous pages.

Packshot Arrangements
# for Video

Packshot Arrangements for Video

The goal of the following guidelines is to help educate internal and external partners on the rules and considerations necessary to create and brand PlayStation® related CTA content that include Packshots. To ensure brand consistency, this section covers all elements required to help content creators meet global SIE standards across all video formats, including branded CTA considerations.

For other video branded requirements like logos and rating usage, regional exceptions and video distribution, please send inquiries to Video_Services@sony.com

Anatomy Of A Video

Basic Structure Of An Average Video

- Creative Content and CTA split within Body of Video is determined by Campaign Lead.

- CTAs are required for partnership titles, but are optional for non-partnership titles.

- If CTA is included, it **MUST be included globally for ALL REGIONS.**

| INTRO "BING" | UPFRONT CTA* | CREATIVE CONTENT | END CTA* | OUTRO "BONG" |
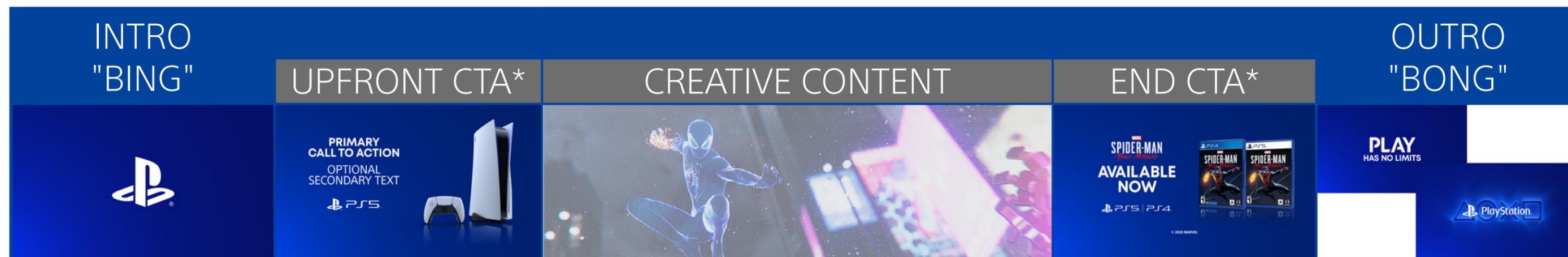
* CTA to appear ONLY ONCE After INTRO (Skippable media) or Before OUTRO (Non-Skippable Media).

PlayStation® Branded CTA Visual Logic Exceptions

Pre-approved CTA Layouts and Usage

• Alignment with existing logic and assets will ensure quick approval of your CTA screen. Deviation from this established logic will require additional reviews and approvals.

• Hardware visual is preferred to communicate most CTA messaging, including platform availability.

• No additional elements (characters, logos, copy, etc.) may be added to the product image on the right side of frame.

• Should contain ONLY primary CTA messaging, with the option to add a secondary message (e.g. release date).

• Pack or digital master art CTAs should be used for PS4-only titles and for VR titles.

• Pack and digital master art CTAs should not feature IP or platform logos. This information is communicated by the pack/digital master art/image or CTA copy.

PACK CTA

– Option available when CTA message specifically drives to retail, or relates to the retail version (e.g. upgrade messaging).

– Note that reflections are only allowed in video.

DIGITAL MASTER ART CTA

– May be used for PlayStation™ Store or Service CTAs ONLY (with associated logo under CTA copy).

– Hardware CTAs are NOT recommended if PS Store, PS Now, or PS Plus logos are used.

– Creative is using a drop shadow over a contact shadow here.

DUAL PLATFORM PACK CTA
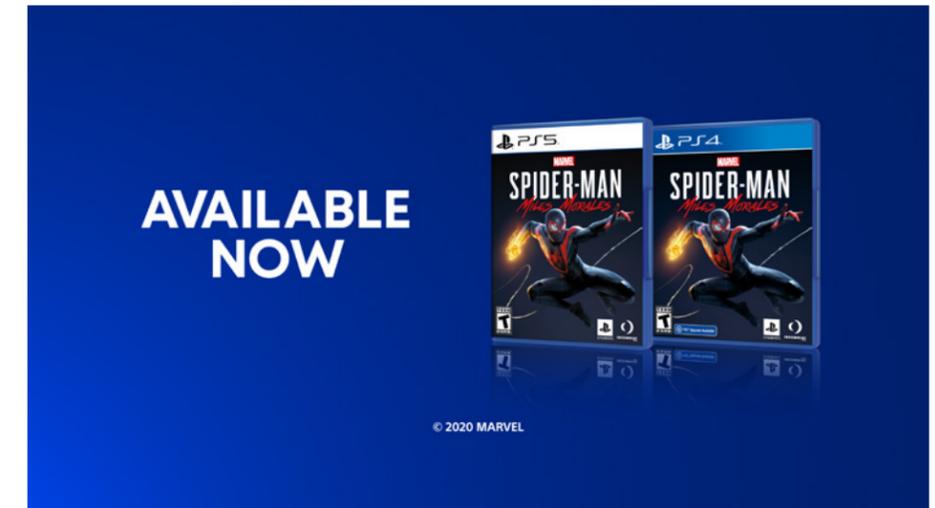
– Hardware visual is strongly preferred to communicate platform availability.

– Must be PS4+PS5 packshots of the same IP, cannot mix/match multiple IPs.

PlayStation Branded CTA

Default Call To Action Screen

- Must use the approved gradient background.

- CTA screens are considered part of the body of the video, and will subtract time from the body of the video if included. If a CTA is included, **it MUST be included globally for ALL REGIONS.**

LAYOUT GUIDELINES

Ⓐ Call-out Zone

- All text and logos must be contained within this zone.

- Primary text font: Mont Bold.

- Secondary text font: Mont Regular (not shown).

- Secondary text is optional. Do not use if not needed.

- Maintain a 95 px (at 4K) isolation zone between logos and text.

- Any PlayStation logos in this zone must conform to the respective logo's isolation and minimum size.

- All content in this zone to be dictated by the campaign lead and pre-approved by SIE's legal department.

Ⓑ Product Zone

- Hardware, packshots, digital master art, and bundles must fit within this zone.

- Minimum 45 px (at 4K) isolation between any products and text/logos.

- Reflections can extend outside of the zone, as long as they don't interfere with other graphic elements.

- The zone should contain product only, with no additional imagery, text, or logos.
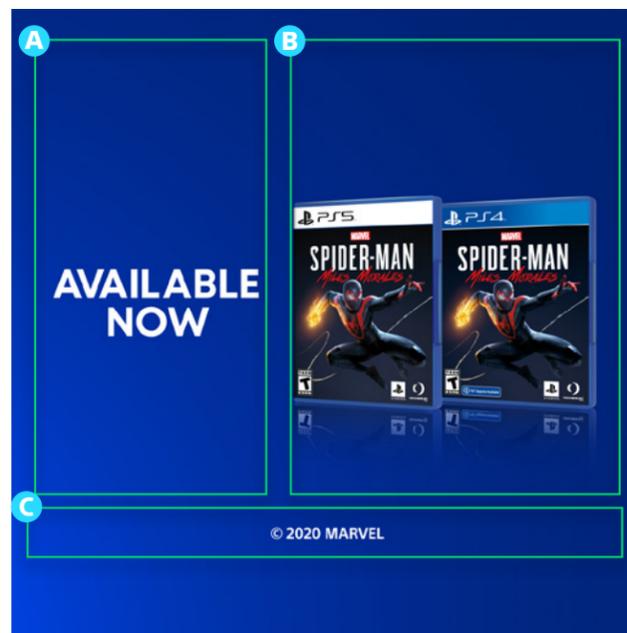
Ⓒ Legal Zone

- This area must be kept clear to allow for legal disclaimers to be added.
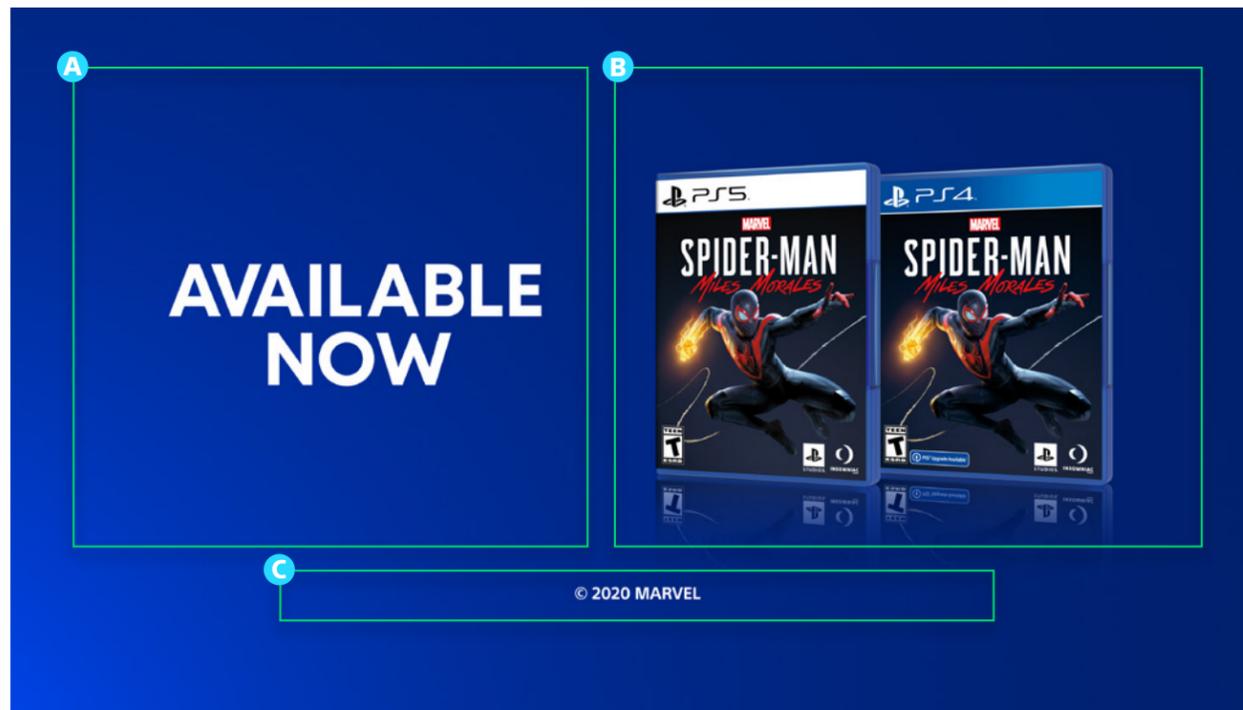
16:9
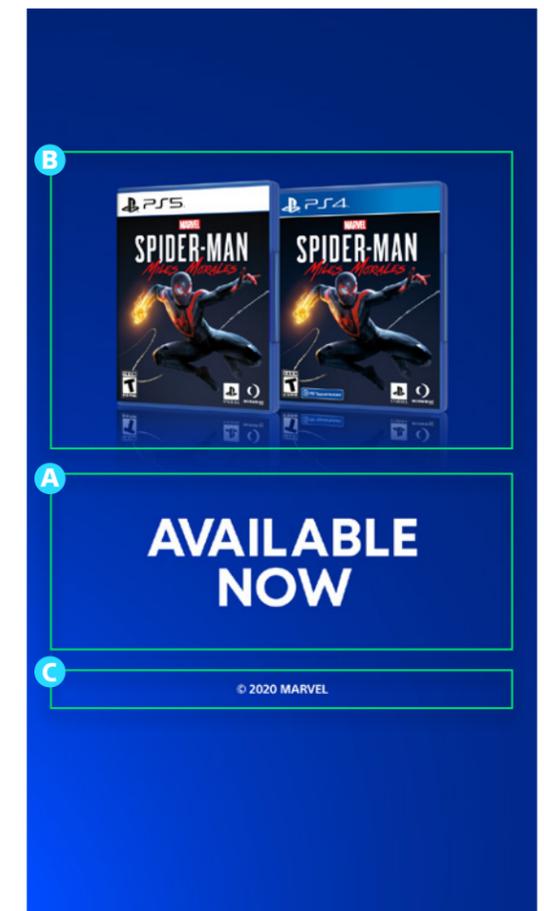
9:16

1:1

Contacts

For Questions

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Design Questions
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Thank You