

## PSP™ (PlayStation®Portable) logo mark guidelines

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### Objectives

These guidelines define the rules for displaying the PSP™ (PlayStation®Portable) logo mark, a trademark of Sony Computer Entertainment Inc. ("SCEI"), in order to protect company rights. By following these guidelines, writers can help maintain consistency and copyright protection for the brand.

### Scope

The PSP™ (PlayStation®Portable) logo mark is for use on hardware, software, and peripheral for games based on the PSP™ (PlayStation®Portable) format, as well as the supporting materials, supplied materials, advertisements, and sales promotion materials for such products by SCEI and 3rd Party Licensees with permission to use the PSP™ (PlayStation®Portable) logo mark under contract from SCEI. Use the logotype in accordance with established guidelines.

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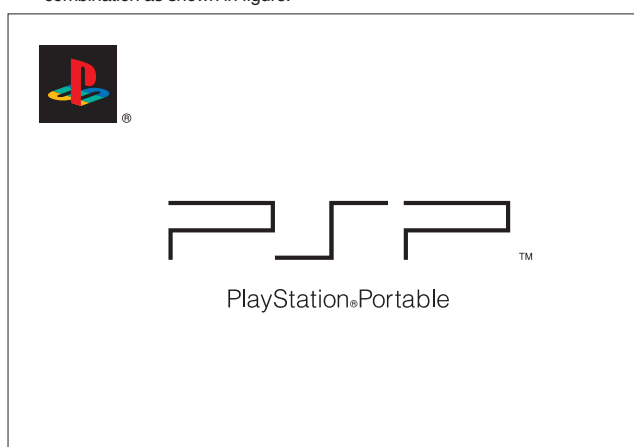
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Always use the PSP™ (PlayStation®Portable) logo mark in its authorised proportions.  
The PSP™ (PlayStation®Portable) logo mark should be used with the PS family mark, and **PlayStation®Portable**.

Authorised proportions of the logo mark



ex.) The PSP™ logomark and **PlayStation®Portable** should be used by the combination as shown in figure.



Incorrect usage of the logo mark

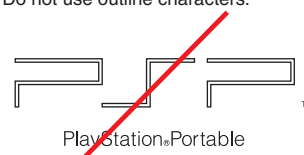
Do not change the proportions or shape.



Do not add shadows.



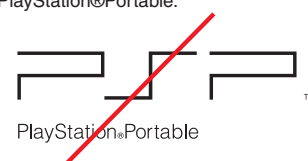
Do not use outline characters.



Do not change the position of the TM mark.



Do not change the position of the term PlayStation®Portable.

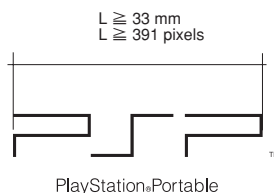


The minimum size of display for the logo mark is specified to ensure that the logotype can be correctly identified.

## Minimum size of the logo mark

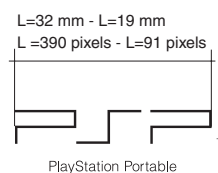
The permitted minimum size of the logo mark is shown below. However, if the reduced logotype fails to clearly represent the original logo mark, it must be changed to a size where it can be recognised as being the same as the original.

$L \geq 33 \text{ mm}$



$L=32 \text{ mm} - L=19 \text{ mm}$  ( $L=390 \text{ pixels} - L=90 \text{ pixels}$ )

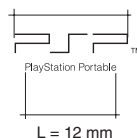
TM of the PSP logo mark should be  $H=0.7 \text{ mm}$  ( $H=7 \text{ pixels}$ ).  
® of **PlayStation Portable** should be deleted.



$L=18.5 \text{ mm} - L=12 \text{ mm}$  ( $L=90 \text{ pixels} - L=80 \text{ pixels}$ )

The size of the **PlayStation Portable** text is fixed. ( $L=12, L=80 \text{ pixels}$ ).  
TM of the PSP logo mark should be  $H=0.7 \text{ mm}$  ( $H=7 \text{ pixels}$ ).  
® of **PlayStation Portable** should be deleted.

ex.)  $L = 15 \text{ mm}$



Minimum size

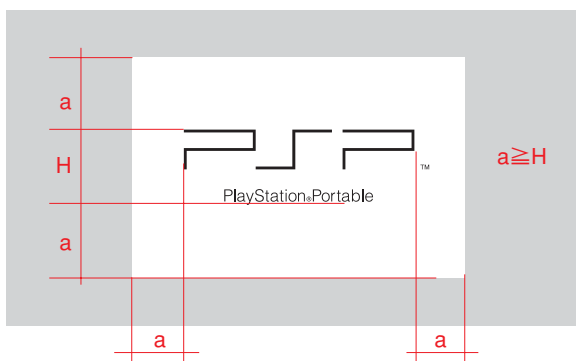
$L = 12 \text{ mm}$   
 $L = 80 \text{ pixels}$



Reference file : PSP\_PlayStationPortable\_TM.ai  
PSP\_PlayStationPortable\_TM.pdf

## Isolation zone

Maintain sufficient space around the logo mark.  
Avoid placing any other elements within the isolation zone, as shown below.



Display the colours of the logo mark following the rules shown below.

Logo mark colour specifications

The logo mark uses a single colour as the display colour.  
And **PlayStation®Portable** together uses the same colour as the logo displayed.

ex.)



Incorrect colour presentations



Always ensure that the logo mark stands out by not combining it with other elements, such as figures or characters.

Incorrect usage 1

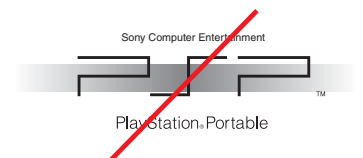
Common incorrect usages

Cases when the logo mark has other elements within its isolation zone.

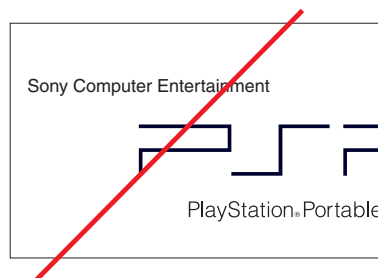
Do not combine with other trademarks.



Do not combine with other figures or characters by making them into a group.



Do not omit any part of the logo mark.



Display the logo mark clearly and conspicuously.

To ensure that the logo mark stands out from the background give consideration to appropriate colour combinations and positioning.

#### Incorrect usage 2

Avoid using a background colour that merges with any of the logo mark colours.

##### Common incorrect usages



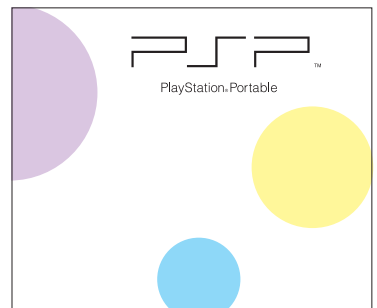
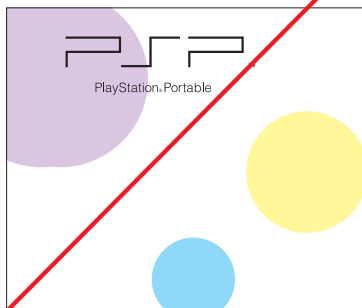
##### Correct usage



Do not use a complicated background that interferes with the logo mark.





Do not overlay other figures or characters.



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Always display the trademark notice when using the logo mark.

" " and "PlayStation" are registered trademark of Sony Computer Entertainment Inc.  
"  " is a trademark of Sony Computer Entertainment Inc.