PSP™ Brand Signature - Creative Guidelines

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Introduction

The Challenge

PSP™ is SCEE's first foray into the portable entertainment market with the aim to cause a revolution in this space that will take it to a new level.

We need to establish PSP™ as a brand, a new lifestyle device, a platform, which goes far beyond what consumers would traditionally expect from PlayStation®, enhancing the PlayStation® brand.

To achieve this goal, we need to find a tone of voice which can visually and executionally communicate the brand values.

And it must be done in a united way across channels and territories.

The Guide

To master this task, SCEE has developed a set of guides, which will help you to speak with a unique PSP™ voice.

This Brand Manual, the first of these guides, defines the rules for the use of our **Brand Signature**, which is created from the PSP™ logotype, the unique shape of the PSP™ system and the Home Menu Icons.

It also lays down a colour-scheme and a typographic signature, which will form the aesthetic basis of all executions across various channels.

It is **the heart of PSP™.**

The second guide comes in the form of a book.

Its aim is to define our brand in a highly creative discourse.
It will provoke and inspire you to find creative and original solutions, it will help your executions to feel like PSP™.
It will help us to understand the very essence of our brand for the years to come.

It is **the soul of PSP™.**

Tone of Voice

Being the brand guardians, our challenge is to ensure that PSP™ speaks with one voice whenever the consumer comes in to contact with PSP™.

This contact could be anywhere from press advertising, to sampling, point of sale or online.

It needs to not only look uniquely PSP™, but also feel uniquely PSP™.

We have to address the proposition of “Your Entertainment Liberated” through our use of colour, movement and typography.

The PSP™ system is a device which is constantly in motion - while you interact with it and even while you don’t.

Our Brand Signature needs to convey this very same dynamic feel, a visual that feels like it is in motion, even when it is static.

Brand Personality

Keywords

PSP™ is...

Effortless
Infectious
Personal
Playful
Possibility
Spontaneous
Desirable
Freedom

PSP™ is not...

Limited
Concealed
Self-important
Restriction
Cynical
Isolating
Intrusive
Lonely
Throw-away
Addictive
Arrogant

PSP™ Essence

Instant Entertainment

Origin & Composition of the PSP™ Brand Signature

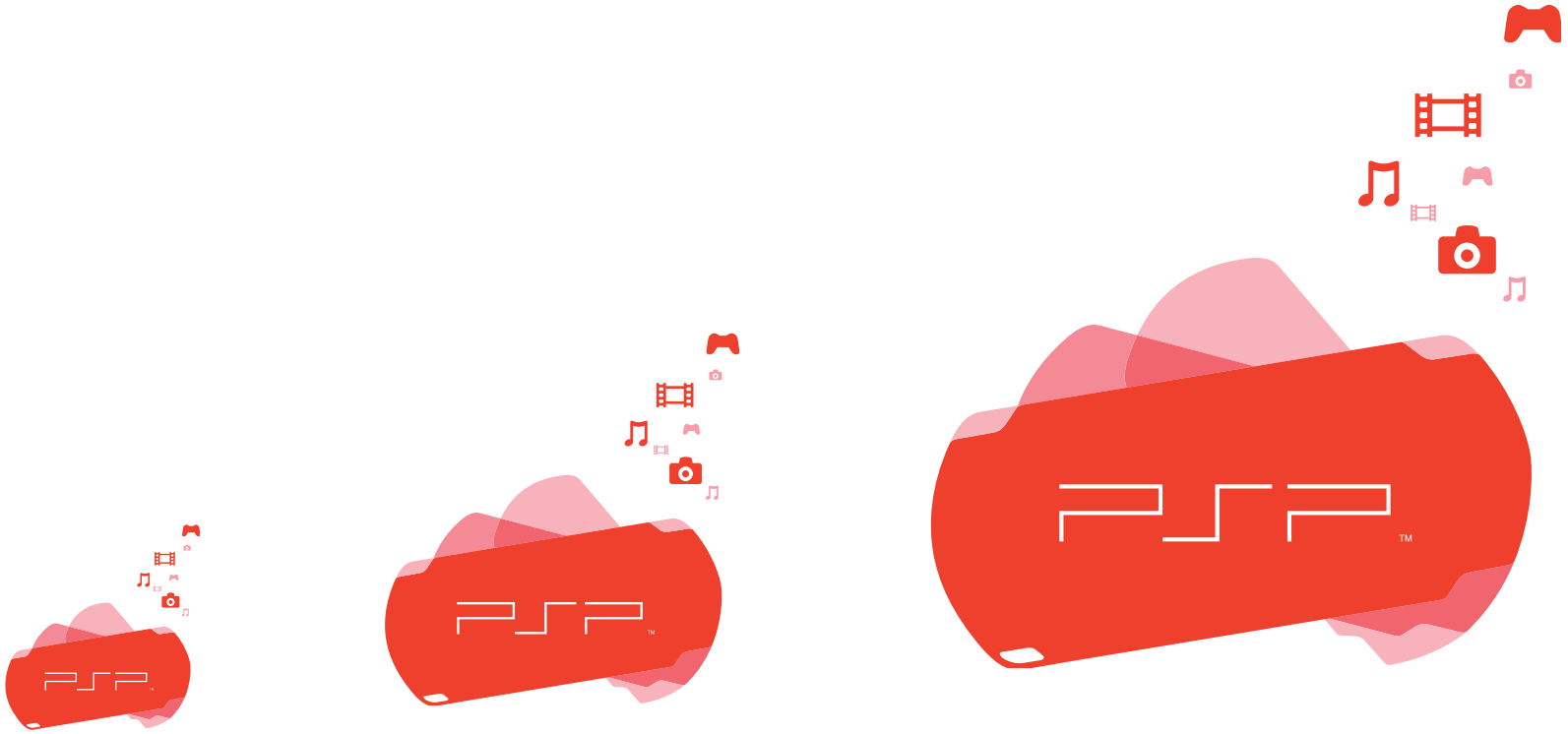
→ Iconic PSP™ shape at 9.5 Degree angle

→ Transparent shapes to indicate motion

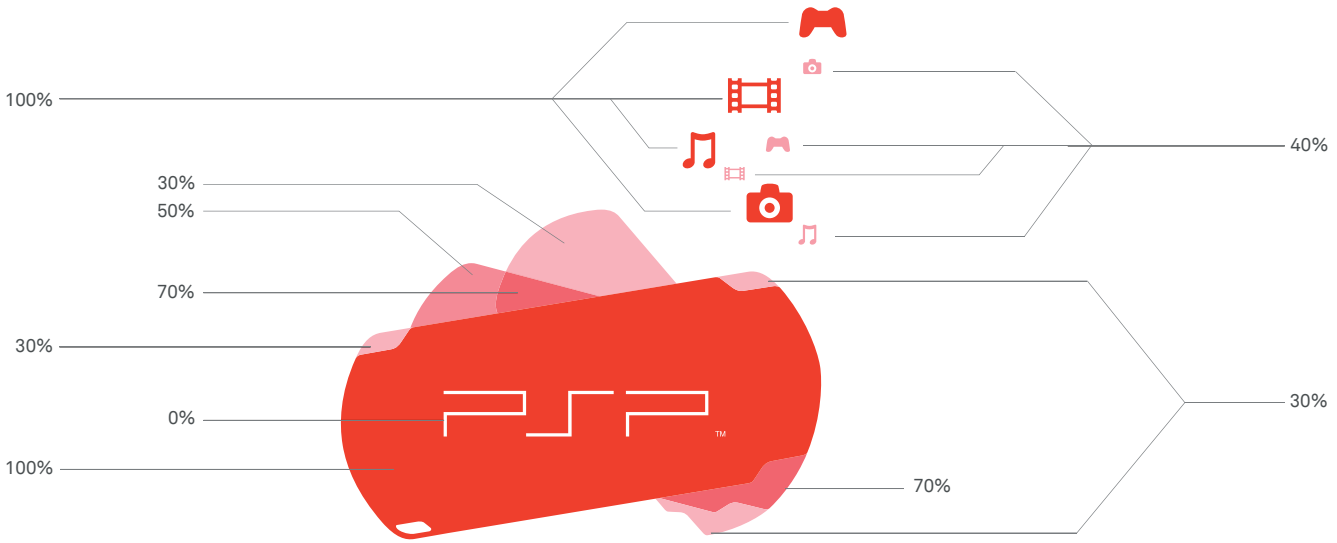
→ Home Menu Icons float up and showcase the features of the PSP™ system

→ PSP™ Logotype completes the Brand Signature

The PSP™ Brand Signature



PSP™ Brand Signature Colours



Main colour and transparencies

PSP™ Red

C	M	Y	K
0	100	81	4

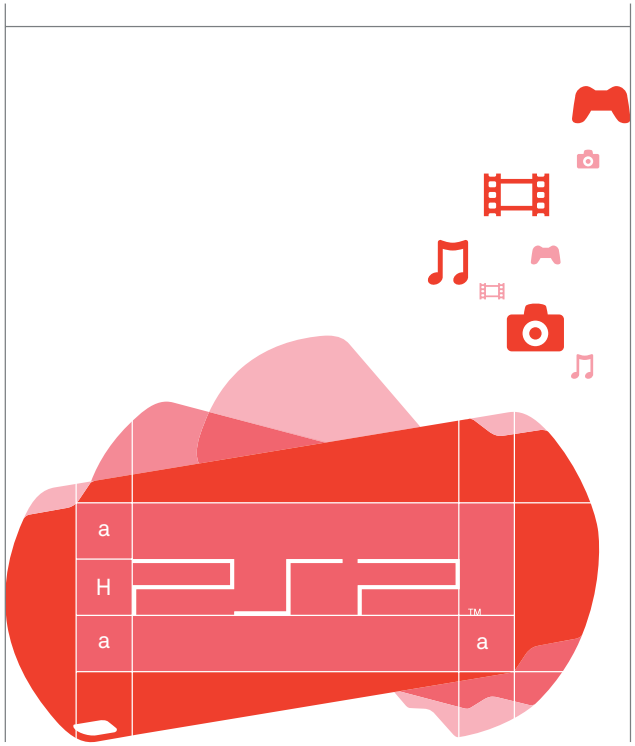
R	G	B
228	3	40

Minimum Logo Size & Trademark Notices

Permitted minimum size of the PSP™ Brand Signature

If the reduced PSP™ Brand Signature fails to clearly represent the original logotype, the PSP™ Brand Signature must be changed to a size where the logotype can be recognised as being the same as the original. The transparent white overlay in the figure below represents the isolation zone rules of the PSP™ Logotype.

Print → L = 23 mm
Screen → L = 153 pixels



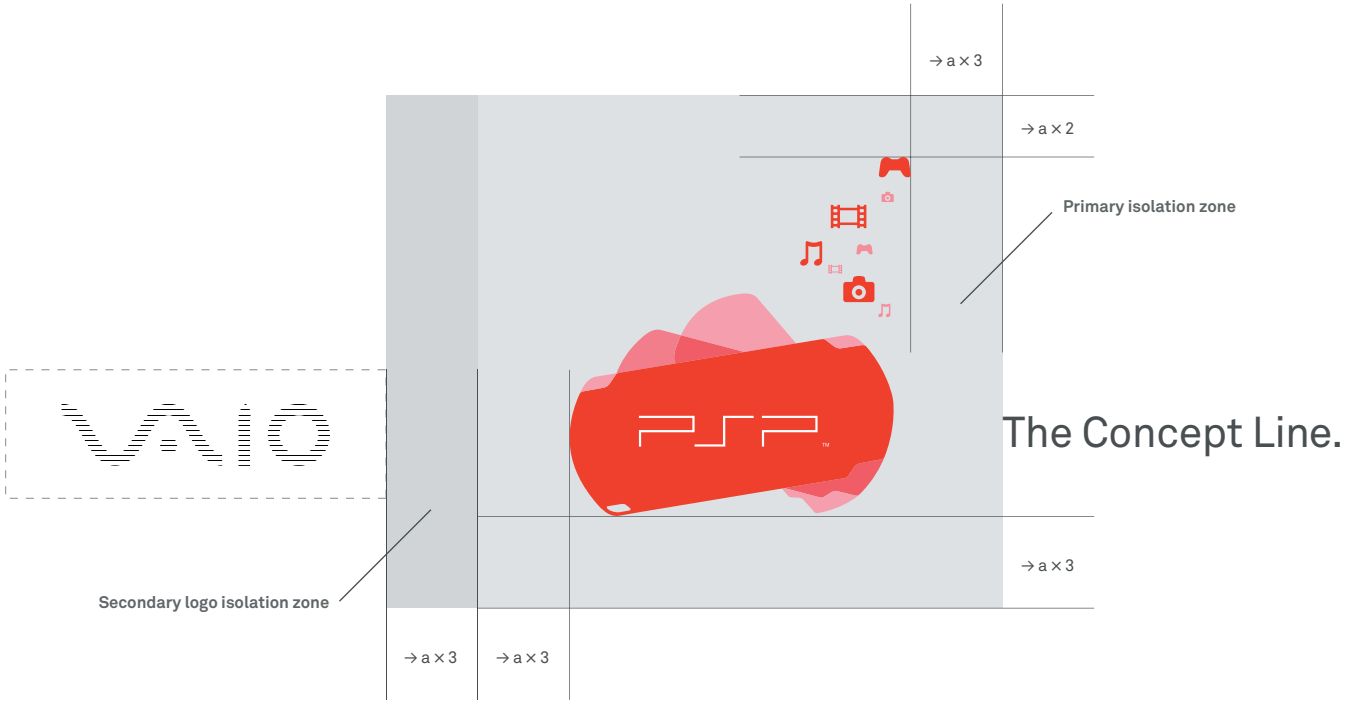
Trademark size & Notices

Always display the trademark notice when using the PSP™ logotype.
" PSP™ " is a trademark of Sony Computer Entertainment Inc.

For marks with L = 67 mm or less, the TM mark should be H = 0.7 mm.
For marks with L = 527 pixels or less, the TM mark should be H = 7 pixels.

→ For more information on the PSP™ Logotype, please refer to the PSP™ Logotype Guidelines.

Isolation Zone



PSP™ Brand Signature

Primary isolation zone
Leave sufficient space around the PSP™ Brand Signature, as shown left.

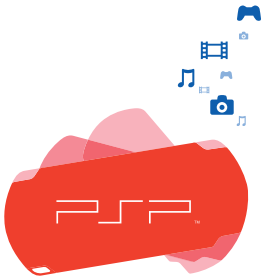
Secondary logo isolation zone
Generally, don't combine the PSP™ Brand Signature with any other logo.

The following exception applies:
When paired with another logo, i.e. for sponsorship, use the following isolation zone as a minimum reference.

Don’ts

Correct PSP™ Brand Signature

Don’t rotate any of the shapes.



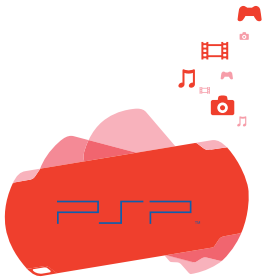
Don’t colour the Home Menu Icons differently.

Don’t add drop shadows to the PSP™ Brand Signature.

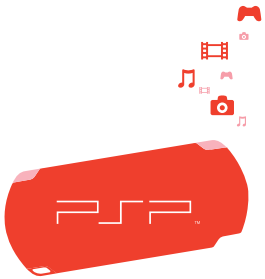
Don’t scale the Home Menu Icons.

Don’t replace the PSP™ logo-type with other logos on the PSP™ Brand Signature.

Don’t apply gradients.



Don’t colour the PSP™ logo-type differently.



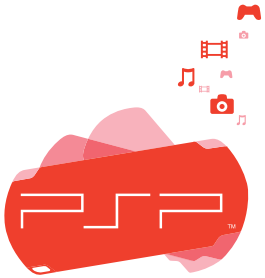
Don’t remove the transparent shapes.

Don’t scale the PSP™ Brand Signature.

Don’ts

Correct PSP™ Brand Signature

Don’t move the Home Menu Icons.



Don’t scale the PSP™ logotype.

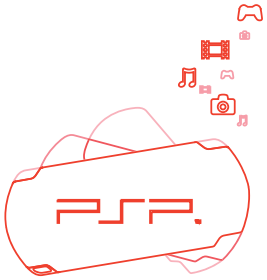
Don’t colour the PSP™ Brand Signature differently.

Don’t apply patterns to the PSP™ Brand Signature.

Don’t change the PSP™ logotype.

Don’t alter the transparencies.

Don’t move the PSP™ logotype within the PSP™ Brand Signature.



Don’t use the PSP™ Brand Signature as outlines.

Don’t change the composition of the Home Menu Icons.

Don’t rotate parts or all of the PSP™ Brand Signature.

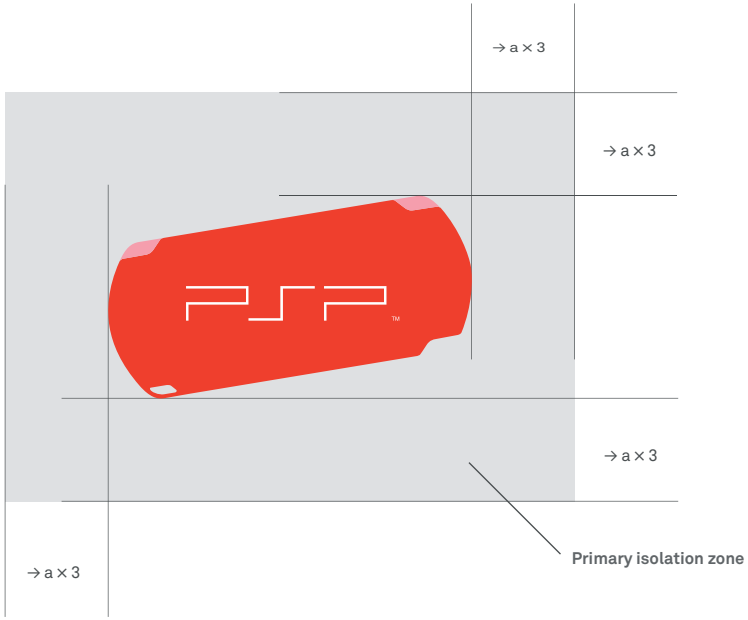
PSP™ Brand Signature Exception

Exception

The PSP™ Brand Signature Exception can be used **if space does not allow** to display the complete PSP™ Brand Signature.

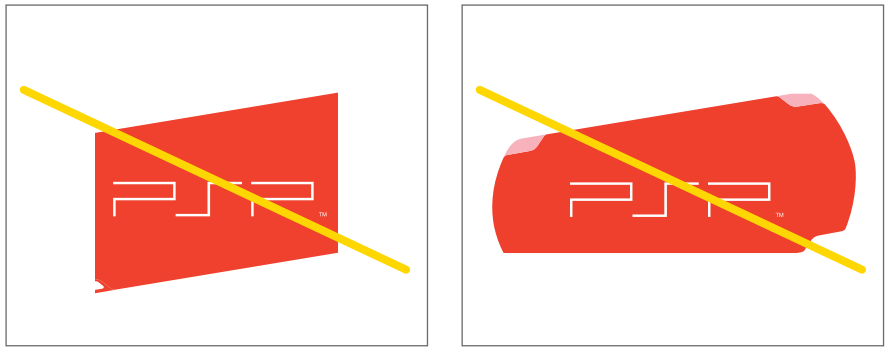
In this case, the Home Menu Icon Cloud and the transparent shapes are left out of the PSP™ Brand Signature.

The same minimum size as for the normal PSP™ Brand Signature still applies.



Cropping

Don't crop or mask the PSP™ Brand Signature Exception in any way.



Usage

The PSP™ Brand Signature Icon is a 32 x 32 pixel screen icon which can be used to create custom icons for applications, FAVICONs for websites or anywhere else on-screen, where a very small reference is needed to the PSP™ Brand.

It should never replace the PSP™ Brand Signature in print and never be scaled beyond 32 × 32 pixel size.

PSP™ Brand Signature Icon BSI1

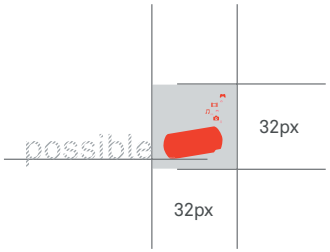
PSP™ Brand Signature Icon BSI2

Isolation zone

When paired with copy, observe the Icon isolation zone and place copy as shown.

Copy placement 1 (left aligned)

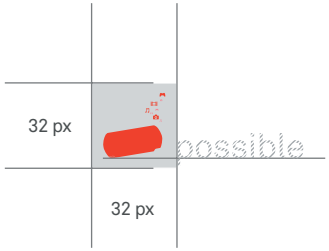
The isolation zone



Example

Copy placement 2 (right aligned)

The isolation zone



Example

PSP™ Brand Signature Colours & Distribution

CMYK Colours

PSP™ Red

Process

C	M	Y	K
0	100	81	4

Dark Grey

Process

C	M	Y	K
0	0	0	80

White

Process

C	M	Y	K
0	0	0	0

RGB Colours

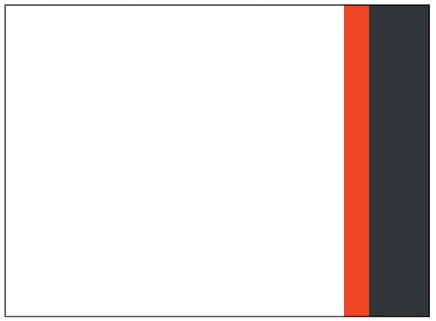
RGB Reference

R	G	B
228	3	40

HEX Websafe Reference
#FF0033

Recommended Distribution

Background Gradient
White to 10-15% Black to White



White 80%

Red 6%

Dark Grey 14%

Never digitally sample the colours in this document, rather input the numerical colour values into your layout application's colour palette.

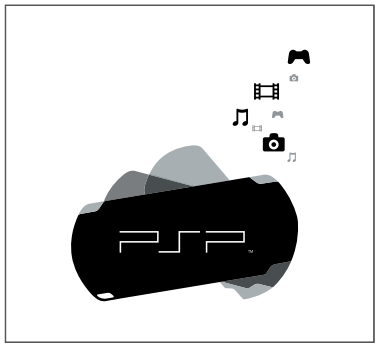
PSP™ Brand Signature Colour Usage

Correct colour usage

The PSP™ Brand Signature should always be displayed using one of the following colours.

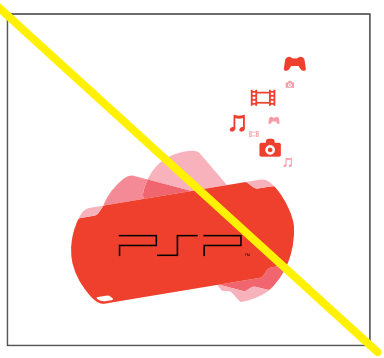
On bright backgrounds

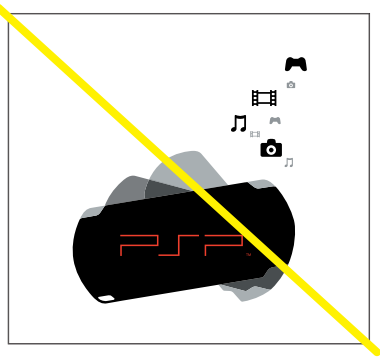
Alternative black version



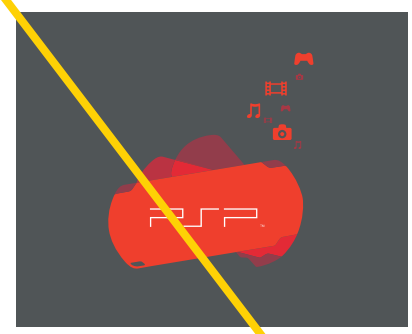
On dark backgrounds

Incorrect colour usage



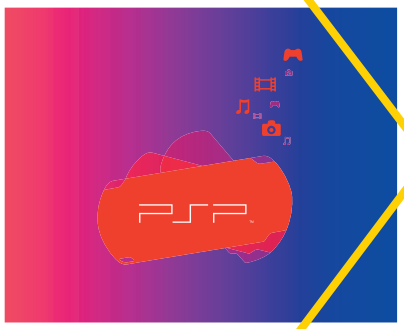


PSP™ Brand Signature Background

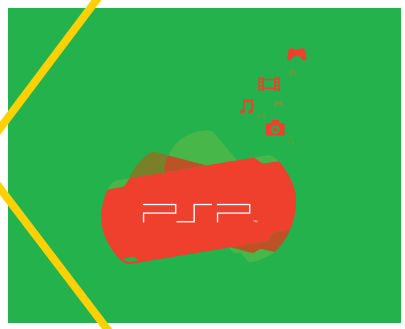


There is not enough contrast.

Red on red makes for poor visibility.

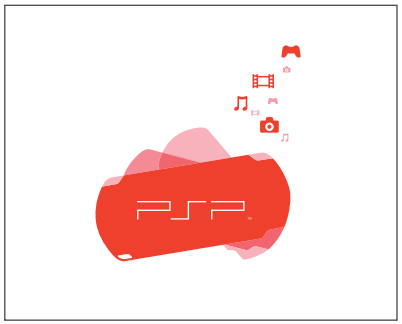


Gradient is too extreme, no contrast.



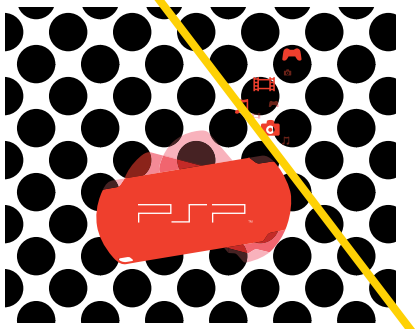
Don't use colours which clash with the PSP™ Colour guidlines.

A good option for nightlife promotions.



The preferred choice for Background colour.

There is too much background detail.



Just don't, OK?

Postion of white accentuates the logo.

The PSP™ Brand Signature has room to breathe.

Placement of the PSP™ Brand Signature & Other Logos

“PS” Family and Sony Logo

The “PS” Family logo will always be displayed alongside the PSP™ Brand Signature in Press Advertising.

If used for brochures or promotional literature, the “PS” Family Logo should be shown at least on the title page alongside the PSP™ Brand Signature.

“PS” Family logo to be used is PSF H2.

Don’t use any of the other “PS” Family Logos and use your good judgement to decide whether to use the positive or negative version of the “PS” Family logo.

PSP™ Brand Signature placement

The PSP™ Brand Signature can be either left, right or centre aligned. Centre alignment is preferred.

In press advertising and similarly formatted executions, the “PS” Family Logo is always placed in the upper left corner, unless it runs the risk of disappearing in the gutter in which case it is placed on the right side.

Where the PSP™ Brand Signature is paired with a concept line, the PSP™ Brand Signature is aligned to the bottom centre in all print executions.

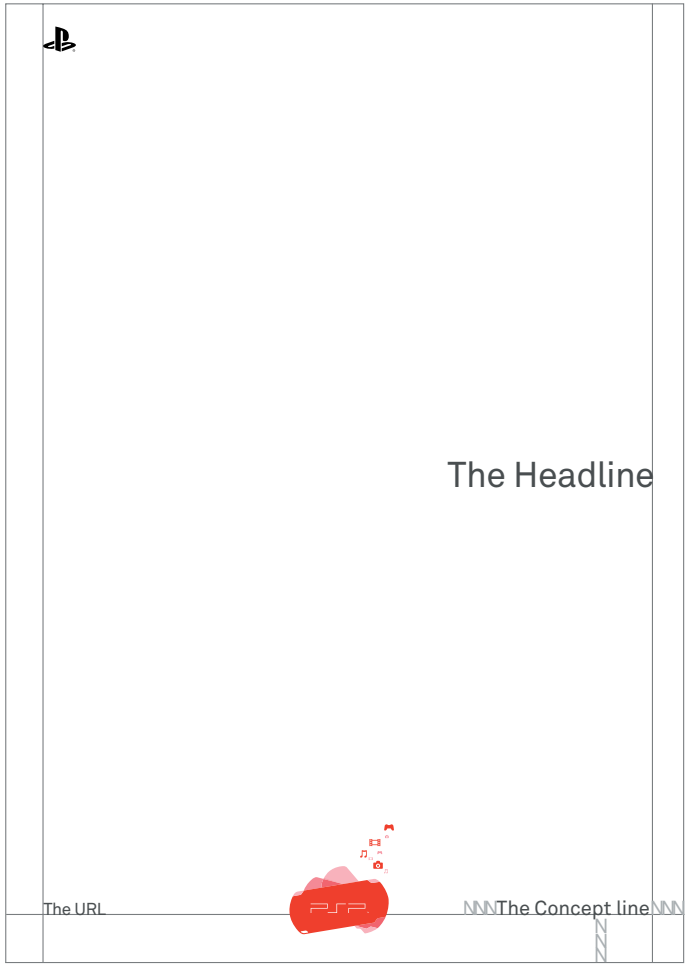
The concept line is always in the bottom right of all print material.

Calculate the correct distance
→ to the right using 3 upper case ‘N’ of same size and typeface as the concept line.
→ to the bottom using 3 upper case ‘N’ of same size and typeface as the concept line.

Both PSP™ Brand Signature and concept line should be displayed on uncluttered backgrounds or pictures.

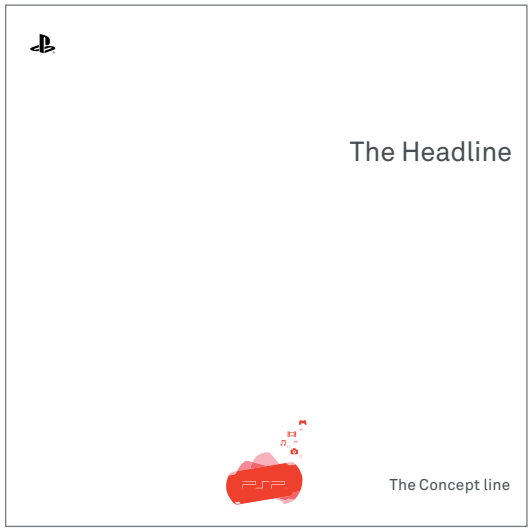
For more information please refer to the typography section.

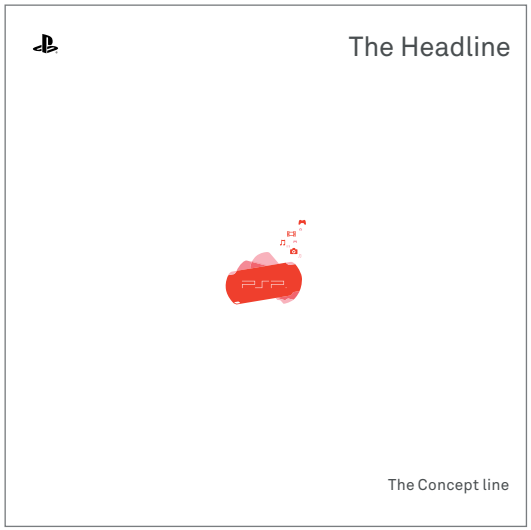
PSP™ Brand Signature placement example



The illustrations don’t define the position and size of the display elements.

Placement of the PSP™ Brand Signature & Other Logos





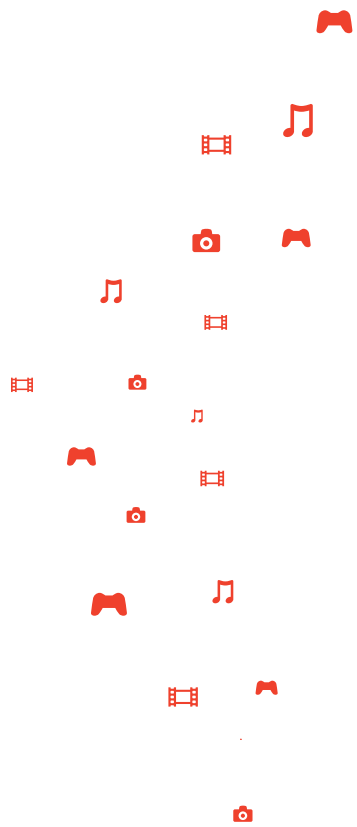
Variations

It's impossible to cover all possible variations in this Brand Manual, but here are some examples of placement which are allowed.

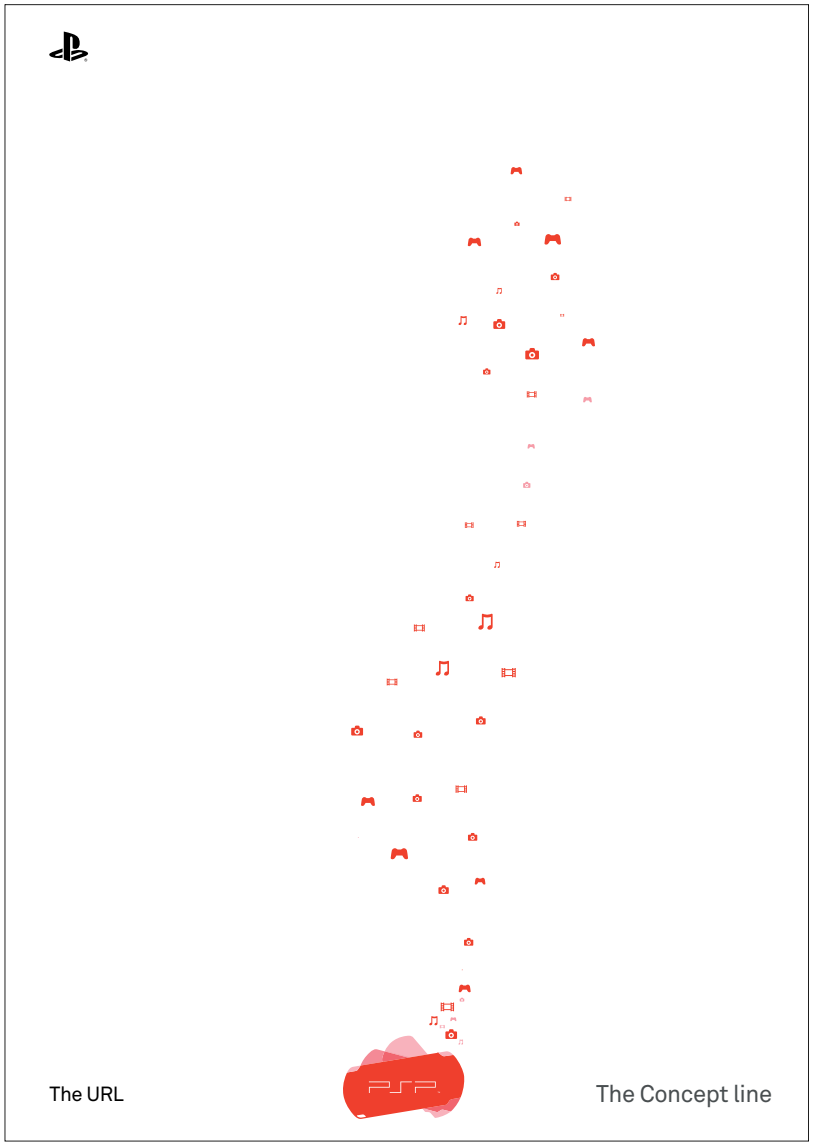
The same rules for the "PS" Family logo and Concept Line still apply.

The illustrations don't define the position and size of the display elements.

Home Menu Icons as Graphic Elements



An Example Home Menu Icon Cloud

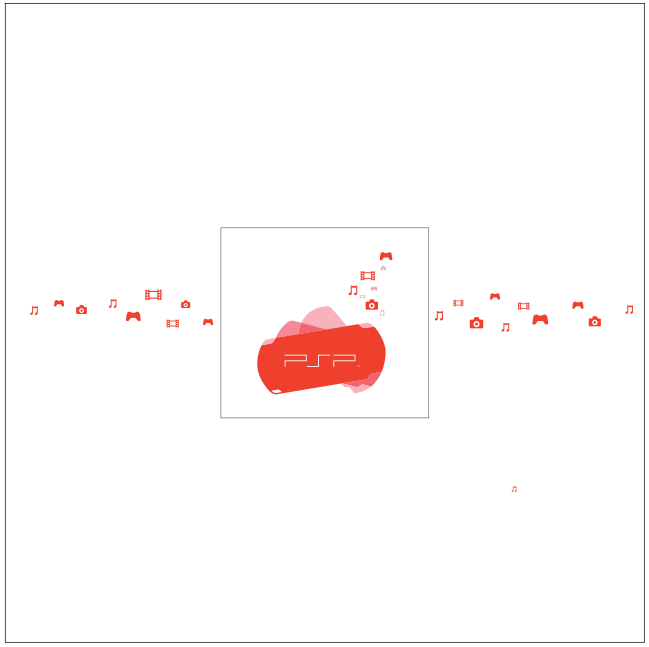


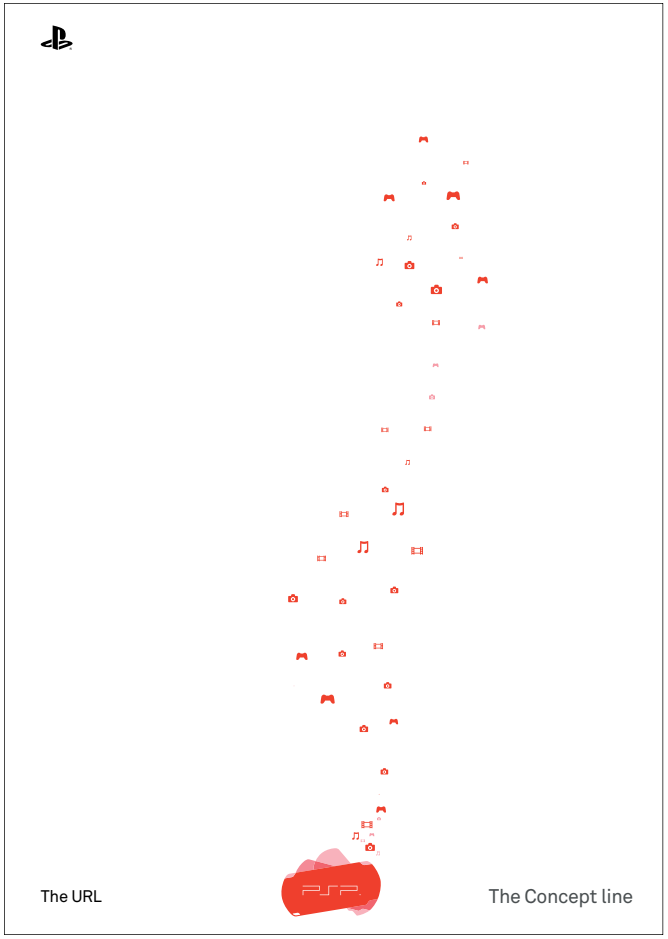
The illustrations don't define the position and size of the display elements.

Home Menu Icon Clouds Placement

Home Menu Icon Clouds guidelines

We encourage you to use the Home Menu Icons in a creative way in your design. They can be used as an illustrative element on top of any design created for the PSP™ brand.
This style guide comes with a set of Home Menu Icon Clouds ready for you to use.
These clouds can be combined in a wide





→ The Isolation zone around the brand signature must be respected.

→ The usage should fit the proportions and size of your artwork.

→ Control the density and distribution of the icons, i.e. use equal amounts of all 4 icons.

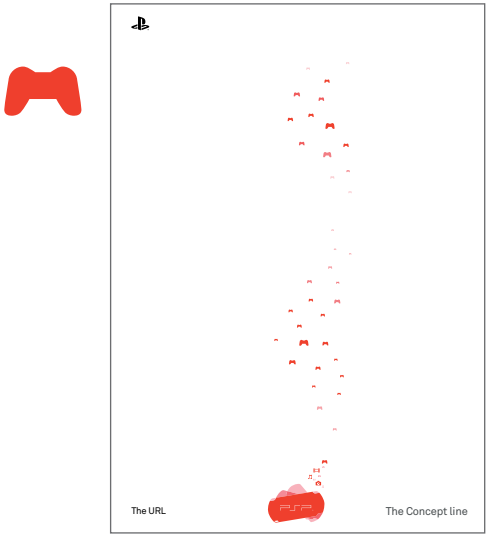
→ If used on top of images the clouds should fade from 0% transparency to 100% in both directions.
The illustrations don't define the position and size of the display elements.

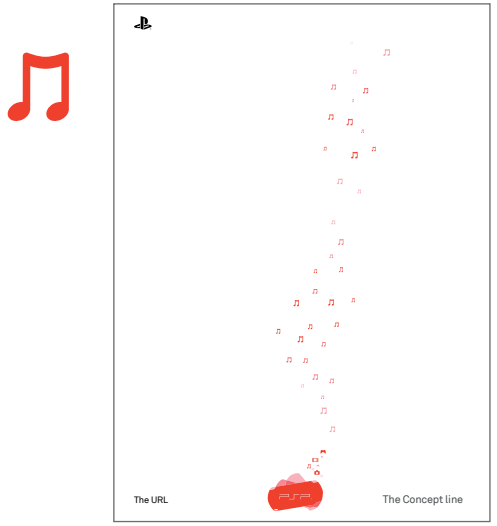
Message Specific Home Menu Icon Clouds

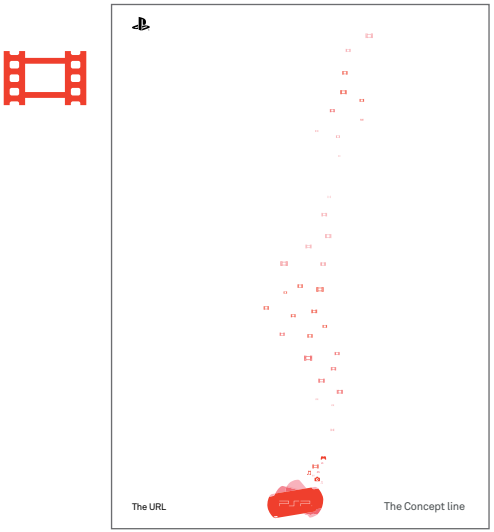
PSP™ is a multimedia device

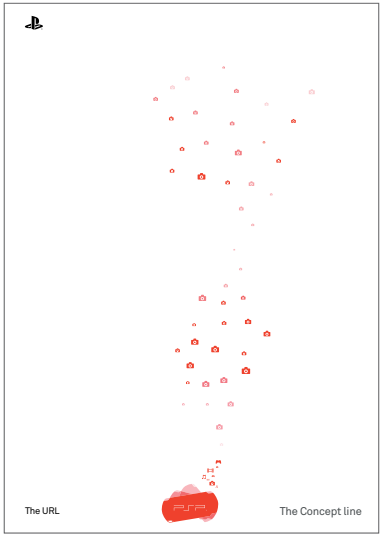
To emphasise the multi-purpose nature of PSP™, you can use specific Home Menu Icons only.

The Home Menu Icon Cloud should generally use the main four Home Menu Icons, i.e. the Game Icon, the Photo Icon, the Video Icon and the Music Icon. However, you can choose to use only one of the aforementioned Home Menu Icons to construct an Icon Cloud which is specific to the subject of your artwork, i.e. for a game advert you would use a Game Icon Cloud.









The illustrations don't define the position and size of the display elements.

Typography

Akkurat Regular → 28pt

abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Akkurat Bold → 28pt

abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Primary font

Akkurat Regular
To be used on all headlines and copy within printed and broadcast media.

Akkurat Bold
Used in cases where emphasis on a particular word or phrase is required in copy. It can also be used to define sub-headings within copy, or to distinguish side-notations and legends.Cannot be used in headline copy.

Don't italicise, distort or change the fonts in any way.

Please ensure the font is correctly installed according to the system requirements of your PC or Mac. Partner agencies working on behalf of SCEE must ensure they have taken the appropriate legal measures to purchase and use these fonts.

Akkurat is available from
http://lineto.com

Point size hierarchy

1. Primary headline
2. Lead-copy
3. Body-copy and sub-headings
4. Legends*
   Side-notations
   Technical specifications
5. Legal copy

Always ensure there is an unambiguous contrast between your chosen hierarchical steps.

For example, don't make sub-headings at 10pt, and body-copy at 9pt. Rather keep them at the same point size and create contrast through font weight or colour.

* Point size hierarchy between steps 3 and 4 is not required

Type Formatting

Kerning and tracking

All copy, including headlines, are set at the following values, according to which layout application you use;

Illustrator, InDesign & Photoshop
Kerning is set to Optical
Tracking -10

Quark XPress
Tracking is set to -2
Auto-kern in the preferences is on

Macromedia Freehand
Tracking is set to -2.25

Paragraph formatting

Primary justification should be left. Centred text is also acceptable. Don't indent paragraphs.

Illustrator
Every-line Composer is turned on.
Optical Margin Alignment is turned on.

InDesign
Paragraph Composer is turned on.
Optical Margin Alignment is turned on.

Photoshop
Every-line Composer is turned on.

Leading

Besides headlines, all typographic content must be 130% of the relative point size.

Example
To work out leading for copy at 9pt:
(9pt/100) × 130 = 11.7pt

Quark XPress
Set auto-leading to 30%
(Found in Preferences → Paragraphs)

Text Formatting

Use the '→' or '•' characters within Akkurat for bullet points. Use '⎵' for application forms.

Never use upper case.

Underline URLs and email addresses.

Headline formatting

Headlines made in Photoshop for internet usage must have anti-aliasing method set to Smooth.

Headlines must be in Sentence case.

Type Colouring

Colour Values

Primary colours

Dark Grey
Can be used for all elements.
Must be the predominant colour.

C	M	Y	K
0	0	0	70

White
Can be used for all elements.

C	M	Y	K
0	0	0	0

Secondary colours

Black
Like Akkurat Bold, black should be used when emphasis is required, or to define sub-headings, side-notations or legends within copy.
Cannot be used in headlines.

C	M	Y	K
0	0	0	100

Medium grey
Cannot be used on headlines.

C	M	Y	K
0	0	0	50

Never digitally sample the colours in this document, rather input the numerical colour values into your layout application's colour palette.

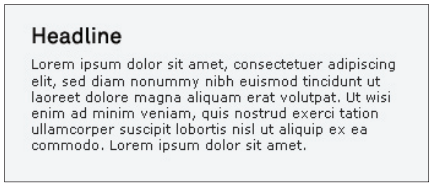
Online

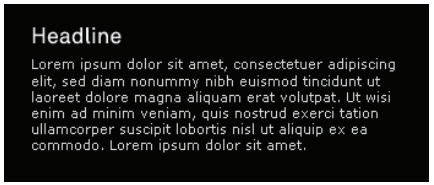
PSP™Brand Signature on the internet

Overall, the general typographic rules apply also to the internet with a few exceptions due to technical restrictions.

→ This style guide comes with a basic CSS stylesheet for HTML websites. Please find it in the same folder as this document.
→ In Macromedia Flash please turn on “use device fonts” in the typography panel.

Fonts





As a substitute for Akkurrat we use Verdana, at 11pt, with a leading of 13pt for body copy. For headlines the Akkurat typeface should be exported as an image.

→ Headlines are always 100% black or 100% white.

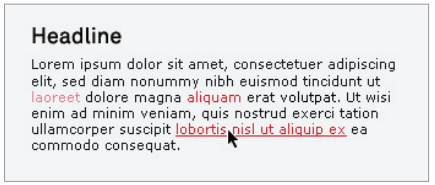
Font colour on white is:

R	G	B
26	26	26

Font colour on black is:

R	G	B
243	243	243

Link colours



Rollover links are underlined.

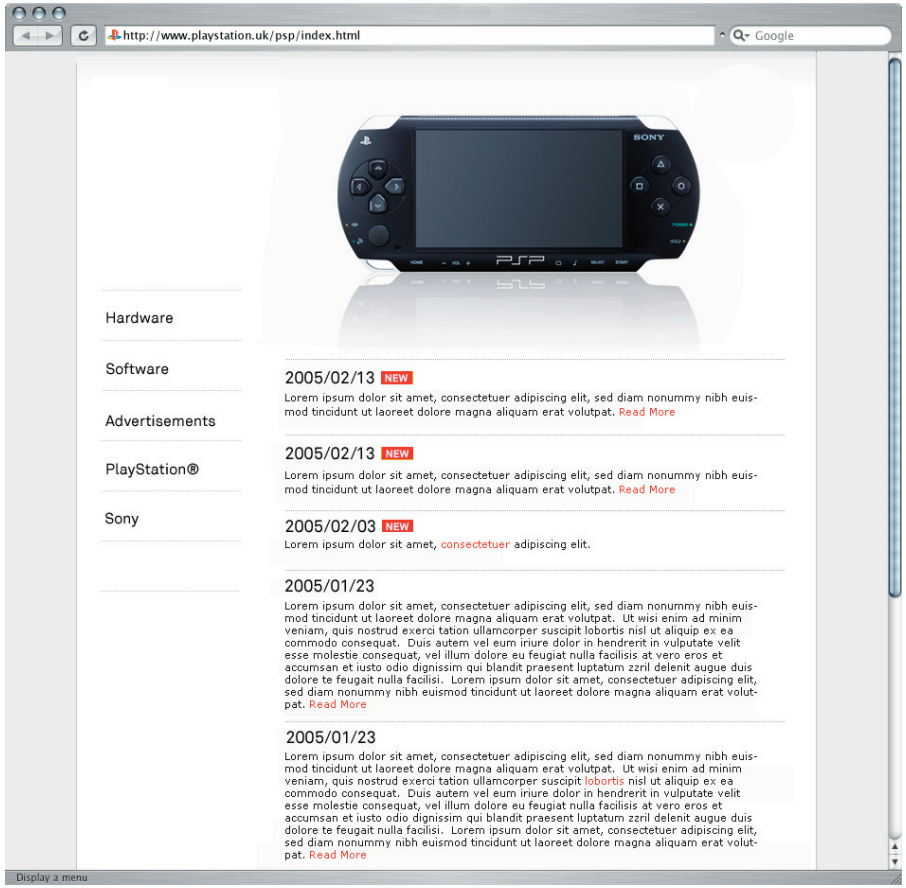
Active links are in Websafe PSP™ Red:

HEX Websafe Reference
#FF0033

Visited links are highlighted in:

R	G	B
255	153	153

Website Example



A sample layout conforming to the style guide rules.

PSP™ Brand Signature in Motion

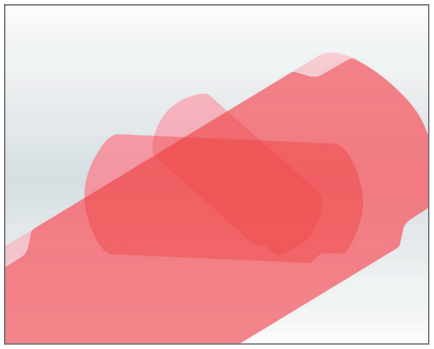
The very essence of the PSP™ Brand Signature is to be in motion.

SCEE will provide you with animations which can be used for Promo-Videos, online and TV.

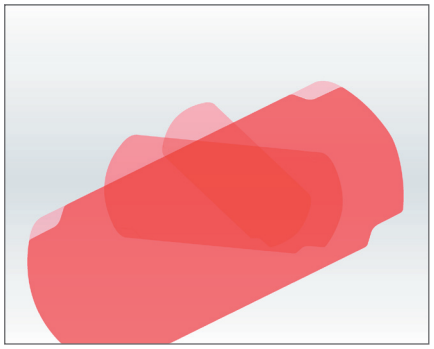
Please refrain from animating the PSP™ Brand Signature or the PSP™ Logotype itself.

Feel free however to animate the Home Menu Icons.

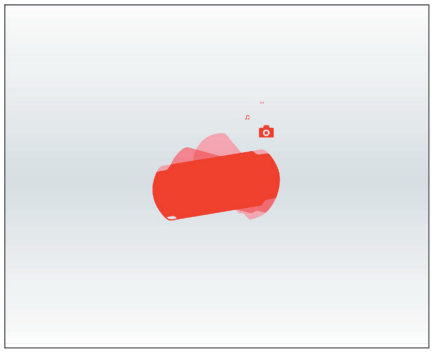
1



2



3



4

→ The PSP™ Brand Signature is cropped during animation.

→ The PSP™ Brand Signature comes to rest, isolation zone and minimum size are respected.

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