

# PlayStation™Network Avatar Guidelines

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# 1 About This Document

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This document contains information about how to submit avatars to SCE, and the guideline of the avatars that can be submitted to SCE.

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## 2 Overview

From fall 2015, PSN Avatars (v2) will be released.

The main distribution channel for PSN avatars (v2) will be PlayStation®Store on PS4 and Web. Please use this guideline to find information on PSN Avatar (v2).

For details on PSN Avatars (v1) that are submitted to SCE before September 25<sup>th</sup>, 2015, please have a look at "6 Notes" on page 10.

PSN avatar is an image user can choose to represent their PSN ID on PlayStation™Network. To access the PSN avatar selection screen, select [Settings] > [PlayStation™Network/ Account Management] > [Account Information] > [Profile] > [Avatar] in PlayStation®4.

Avatars are displayed worldwide in all SCE regions and all titles. Publishers cannot restrict use of avatars to their own titles. In addition, avatars can be displayed on other PlayStation® platforms and with other PlayStation® Format Titles; restricting this will not be possible. Furthermore, avatars can be viewed on SCE websites and any other website which supports PSN authentication.

PSN avatars are divided into two types of content formats: "Game Avatars" and "Non-Game Avatars".

Avatar details are as follows.

- Available through PlayStation®Store (\*1)
- Generally paid for (\*2)

### Game Avatars

- Avatars related to a PlayStation® Format Title only released regionally are possible

### Non-Game Avatars

- Avatars not related to a PlayStation® Format Title

\*1 PSN Avatars(v2) will be only available on PlayStation®Store for PlayStation®4 or Web. (They are not available on PlayStation®Store for PlayStation®3, PlayStation®Vita, or PSP™ (PlayStation®Portable).)

In addition, purchased avatars will be added to the "Premium Avatars" category in [Settings] >

[PlayStation™Network/ Account Management] > [Account Information] > [Profile] > [Avatar] in PlayStation®4.

\*2 Avatars can be free of charge for promotional cases. For sales and distribution methods, contact SCE separately.

## 3 Guidelines

Please note the following business rules for avatars.

### Principle

- Images that can be accepted by any race, religion, age, gender. Avatars supplied by the licensees must comply with the applicable agreement.
- Game Avatars must be images that relate to PlayStation® format titles.
- Supply of avatars by the licensees will be subject to the applicable agreement.

### Prohibited Image

- includes graphic depictions of sadistic or gratuitous: (a) violence; (b) torture; (c) mutilation; or (d) terrorization
- is sexually explicit or includes any depictions of violence, pain,
- injury or humiliation in a sexual context
- nudity
- depictions of animal cruelty
- portrays children in a sexualized or abusive context
- encourages or glamorizes crimes, murders or any other antisocial behaviors (explicit use of guns, weapons, etc.)
- includes extreme profane or obscene language, acts or gestures
- encourages or glamorizes substance abuse or the use of alcohol or tobacco
- condones or promotes negative racial, ethnic, national, gender or religious stereotypes or stereotypes relating to disability
- condones or promotes discrimination or prejudice against person(s) based on their race, ethnic group, nationality, gender, disability, religion, age or sexual orientation
- images that could be politically sensitive
- makes negative or disrespectful use of religious symbolism, beliefs, texts or places of worship
- reflects adversely on the name, reputation or goodwill of Sony
- any other images that may be offensive to public order and morals

## 4 Technical Specifications

### Image Size

Licensee must create and submit all image sizes.

- 512 size - 512 x 512 pixels (entitlement image) <sup>(\*)3</sup>
- XL size - 440 x 440 pixels (PlayStation®4)
- L size - 240 x 240 pixels (standard)
- M size - 160 x 160 pixels (reduced size)
- S size - 50 x 50 pixels (PSP™)
- PlayStation®Vita size - 64 x 64 pixels (PlayStation®Vita)

### Image Format

- 512 size<sup>(\*)3</sup>
  - PNG, 24-bit RGB
  - Progressive mode only is supported
- XL, L, M, S size
  - PNG, 32-bit RGBA (Alpha channel required)
  - Progressive mode only is supported
  - Single iDAT chunk
- PlayStation®Vita size
  - PNG, 8-bit index CLUT (Alpha channel required)
  - Progressive mode only is supported
  - Single iDAT chunk

### File Size

- 512 size - Maximum Unlimited<sup>(\*)3</sup>
- XL size - Maximum 700 KiB
- L size - Maximum 200 KiB
- M size - Maximum 100 KiB
- S size - Maximum 10 KiB
- PlayStation®Vita size - Maximum 10 KiB

### Filename Restrictions

- {anyname}\_512.png for 512 size image<sup>(\*)3</sup>
- {anyname}\_xl.png for XL size image
- {anyname}\_l.png for L size image
- {anyname}\_m.png for M size image
- {anyname}\_s.png for S size image
- {anyname}\_n.png for PlayStation®Vita size image

#### Note

- {anyname} should be common for same images.

<sup>\*3</sup> New image and specification added for PSN Avatar (v2).

**Method of Creation**

- Use commercially available tools

**Notes of Avatar Design**

- In order to ensure the avatar remains visible regardless of the background, please avoid using an avatar of a single solid color.

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## 5 Submission Process

Please contact your regional TPR for more details about submitting avatars.

Avatars can be submitted with the following information.

### Type of Avatars

- "Game Avatar" or "Non-Game Avatar"

### Entitlement Name<sup>(\*)</sup>

- default language (required)
- other language (optional)
  - following language can be set

Language Code	Language
ja	Japanese
en	English
fr	French (France)
es	Spanish (Spain)
de	German
it	Italian
pt	Portuguese (Portugal)
ru	Russian
nl	Dutch
ko	Korean
zh-TW	Chinese (Traditional)
zh-CN	Chinese (Simplified)
fi	Finnish
sv	Swedish
da	Danish
no	Norwegian
pl	Polish
pt-BR	Portuguese (Brazil)
en-GB	English (GB)
tr	Turkish
es-MX	Spanish (Latin Amer.)
ar	Arabic
fr-CA	French (Canada)

\*4 New metadata specification added for PSN Avatar (v2).

## 6 Notes

- PSN Avatars (v2) can only be purchased from PlayStation®Store for PlayStation®4 and Web. They cannot be purchased from PlayStation®Store for PlayStation® 3, PlayStation®Vita, and PSP™.
- PSN Avatars (v1) submitted to SCE before September 25<sup>th</sup>, 2015, can only be sold and purchased from PlayStation®Store for PlayStation®3 and Web. They cannot be purchased from PlayStation®Store for PlayStation® 4, PlayStation®Vita, and PSP™.
- PSN Avatars (v2) can only be selected from [Settings] > [PlayStation™Network/ Account Management] > [Account Information] > [Profile] > [Avatar] in PlayStation®4. They cannot be selected from PlayStation®3, PlayStation®Vita, or PSP™.
- If a user's selected avatar is a PSN Avatar (v2), this will be visible when using his/her PSN account to log in from a PlayStation®3, PlayStation®Vita, PSP™, or on a website.
- PSN Avatars (v1) can be set on PlayStation®3 and also will be able to set on a PlayStation®4 from fall 2015.

The table below clarifies the conditions of the support of Avatars on each platform.

	Purchase		Set	
	PS4	PS3	PS4	PS3
PSN Avatar (v1)	-	✓	✓	✓
PSN Avatar (v2) *New	✓	-	✓	-