



BRAND GUIDELINES

JANUARY 2023

OUR STORY

Our story begins in 1913.

Founded by Philips, we have evolved from a small team of factory workers into an elite football club.

A story about making the impossible possible.

A story about hard work, about pride.

About loyalty.

To our supporters.

To the city.

To all those who support and have supported us.

A story about being the smartest and using it to get better.

A story about creating tomorrow's stars.

Together.

Because **EENDRACHT MAAKT MACHT** -
UNITED WE STAND



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ENERGY
UNITY
NO-NONSENSE
UNCONVENTIONAL
INTERNATIONAL

BRAND VALUES

ENERGY

For over 110 years, PSV has been all about energy. The energy of scoring that winning goal in the last minute, of a new season, a new match or a promising debut. The energy you feel after a top-level transfer or deal. Or the energy of your first visit to the Philips Stadium. Energy is inextricably tied to our city and our club, and that's what we convey. We do it every day.

ENERGY

BRAND VALUES

UNITY

A group is stronger than any individual could ever be. This is especially true when we take on challenges. That's why we at PSV stick together. When the going gets tough, we stand together and strive to do better. When we win, we celebrate together. We know anyone's contribution could make a difference. **Unity makes strength.**

BRAND VALUES

NO-NONSENSE

Red and whites have a no-nonsense attitude. We'll leave it to others to put a feather in our cap. We know we have to work hard to win. In a world where the outcome of a match is decided on the inside or outside of a goal post, we understand the art of relativity. This is the foundation of new success and gives us peace of mind when the going gets tough.

NO-NONSENSE

**'DON'T GO THROWING BEER.
BEER IS GOOD.
YOU SHOULD DRINK IT,
NOT THROW IT AWAY'**

BRAND VALUES

UNCONVENTIONAL

Doing things just a little differently than others would; that's what we're good at. Since as early as 1913, we've done our best to outsmart our opponents through constant innovation, recruiting impressive football players and exploring new paths. Where others go left, we go right. If new opportunities appear on the horizon, we are not afraid to change our course. We don't do this for the mere sake of being different. We choose our own path because we know it is the way forward.



UNCONVENTIONAL

BRAND VALUES

INTERNATIONAL

The world of today and tomorrow is nothing without Brainport. In our metropolitan area, PSV is a unique platform that brings together people, knowledge and businesses. We celebrate our sport together, invent new technologies and facilitate development. It's in our DNA. Our founder gave the world light, sound and image. We give it top-level talent from all over the globe.

**KEY
ELEMENTS**



KEY ELEMENTS

The letters

PSV has its own font based on the letters from the badge. This font can be used for brand-related communications. For more information, please turn to page 29.

Motto

Eendracht maakt macht (united we stand) is PSV's motto. This motto is reflected in how we work, but it also features literally in our communications. For more information, please turn to page 19.

The colours

PSV is well known for its kit with red and white stripes and black shorts. These colours also play a leading role in our brand design. For more information, please turn to page 41.

The stripes

The stripes are only important for the designer, as they lay the foundation for the grid we use for all our communications. For more information, please turn to page 22.

Eindhoven

PSV and the city of Eindhoven have been inseparable for more than a century, which is why Eindhoven plays an important role in our house style. For more information, please turn to page 45.

PSV

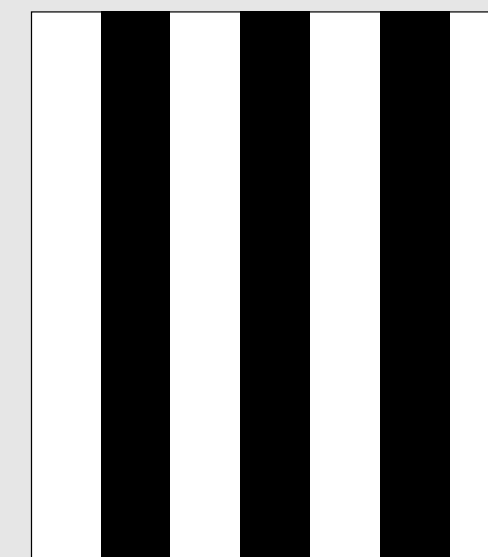
The letters

***EENDRACHT
MAAKT MACHT***

Motto



The colours



The stripes



Eindhoven

BADGE

We are proud of our badge. And we're no less proud of our two stars, which each represent ten championships. The badge was updated in 2020, when the stars were made a permanent fixture of the badge. The text PSV and EST 1913 were also updated.

The letter **S** is the best way to tell the new version apart from older versions. In the latest version of the badge, there is no serif on the **S**.



Please note the white border around the badge. This border must not be removed.

BADGE

USAGE

Naturally, the badge may not be changed in any way. Unfortunately, we still see cases in which the badge is not used properly. The two most common mistakes are using an old badge or forgetting to include the white border around the badge.



Using the old badge is not allowed. You can tell the new badge apart by looking at the S.



The badge should always have a white border.

BADGE

UNICOLOUR

Sometimes, we use the badge in a single colour, e.g. on screen-printed shirts, trousers and bags. Try to use the badge in full colour wherever possible.

The letters **PSV** should always be the darkest colour.



The letters PSV should always be the darkest colour. Here, like the badge itself.



The letters PSV should always be the darkest colour. Here, like the background.

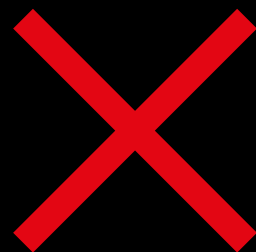
BADGE

UNICOLOUR BADGE

Naturally, the badge may not be changed in any way.
On top of that, you can only use red, white or black
for the badge.



Only use red, white or black
for the badge.



The letters PSV should always
be the darkest color.

BADGE

CROPPING

The PSV badge should always be used in its entirety. If cropping is unavoidable, the letters 'PSV' in the flag and 'EST 1913' should always be fully visible. When the badge is positioned at an angle, rather than horizontally, it should always point from bottom left to top right.

There are always exceptions to the rule, e.g. the player bus or stadium entrances. When cropping the badge, always contact Brand & Design.



When cropping the badge, the letters PSV and EST 1913 should always be visible.



Preferably, EST 1913 and the stars should always be visible. If this is not possible, please contact Brand & Design.



ORTHOGRAPHY

Since 2013, the PSV badge has featured a reference to the year the club was founded: EST 1913.

SINCE 1913, Est. 1913, EST. 1913 or Established 1913 are not correct. Only EST 1913 is correct.

EST 1913

EST 1913 is the only correct spelling. We do not use alternatives such as SINCE 1913

BADGE

BOUNDING BOX

To maximise the visibility and impact of PSV's badge, it should always be surrounded by whitespace. This distance must be equal to or larger than the length of the 'X'.



x equals the P in the badge



MOTTO

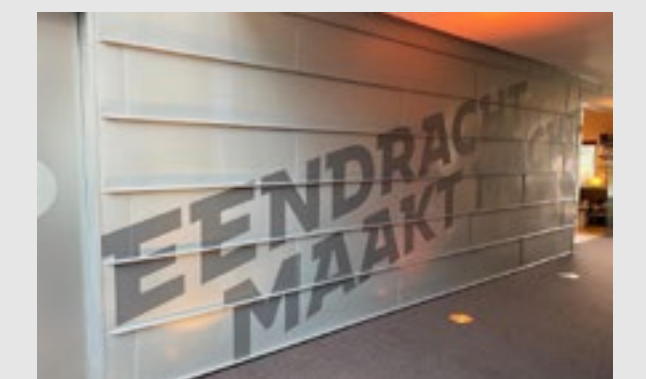
A default lockup has been made for the combination of **Eendracht maakt macht** and the PSV badge. This does not mean that this is the only way. We strive to convey this message wherever we can, whether that's in the lock-up or in the background.



***EENDRACHT
MAAKT MACHT***

MOTTO

INSPIRATION



GRID

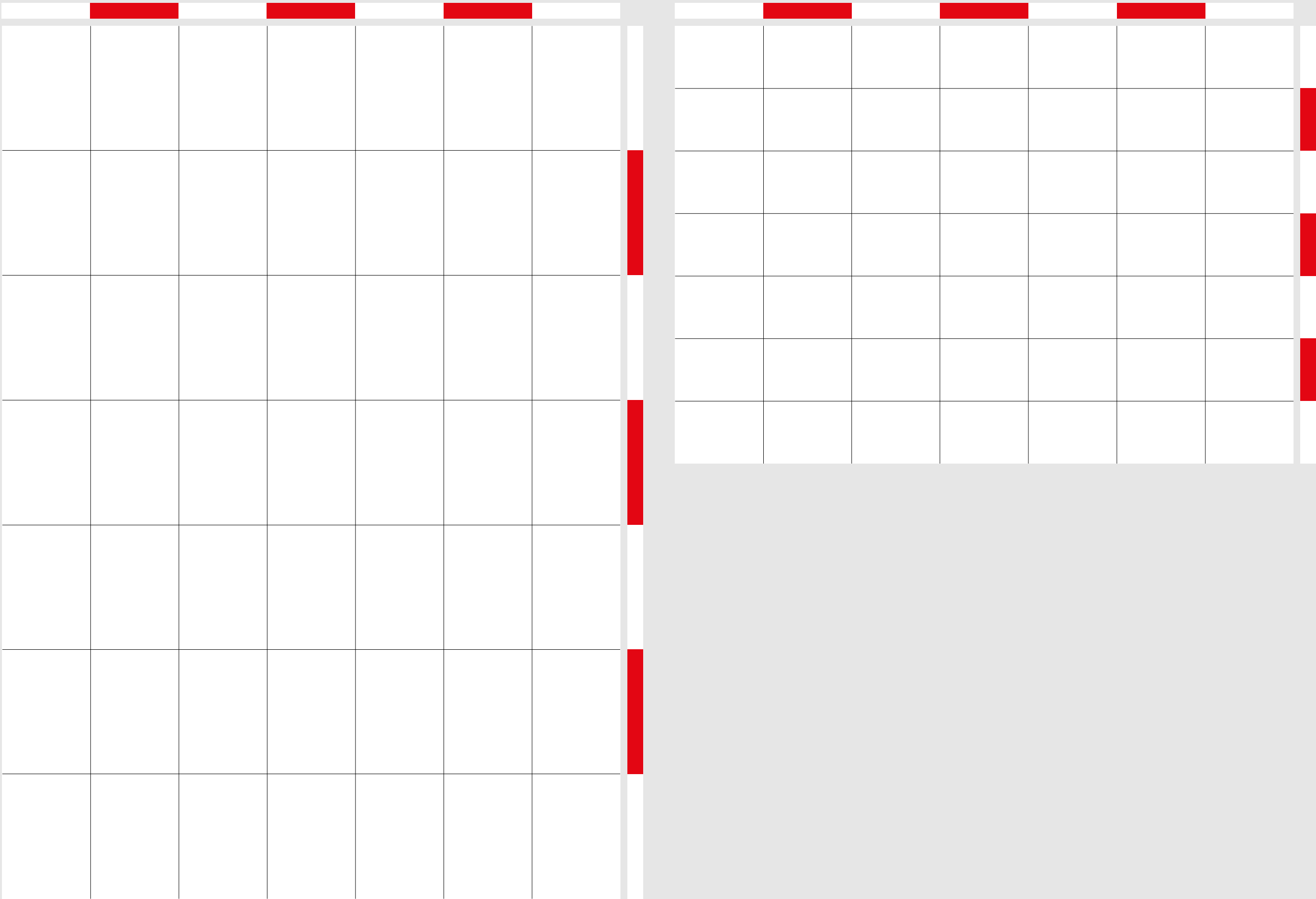
Every year, we make hundreds of different communications and assets in hundreds of different formats. To maximise consistency, we have developed a grid.

GRID

BASIC

Fundamentally, our shirt consists of four white and three red stripes. These stripes also form the basis of our grid. You can create a horizontal or vertical seven-column grid for each and every format. This grid is the fundamental framework for all communications.

In some seasons, our shirt may not feature the same number of stripes. The 7-column grid will always be the default option.

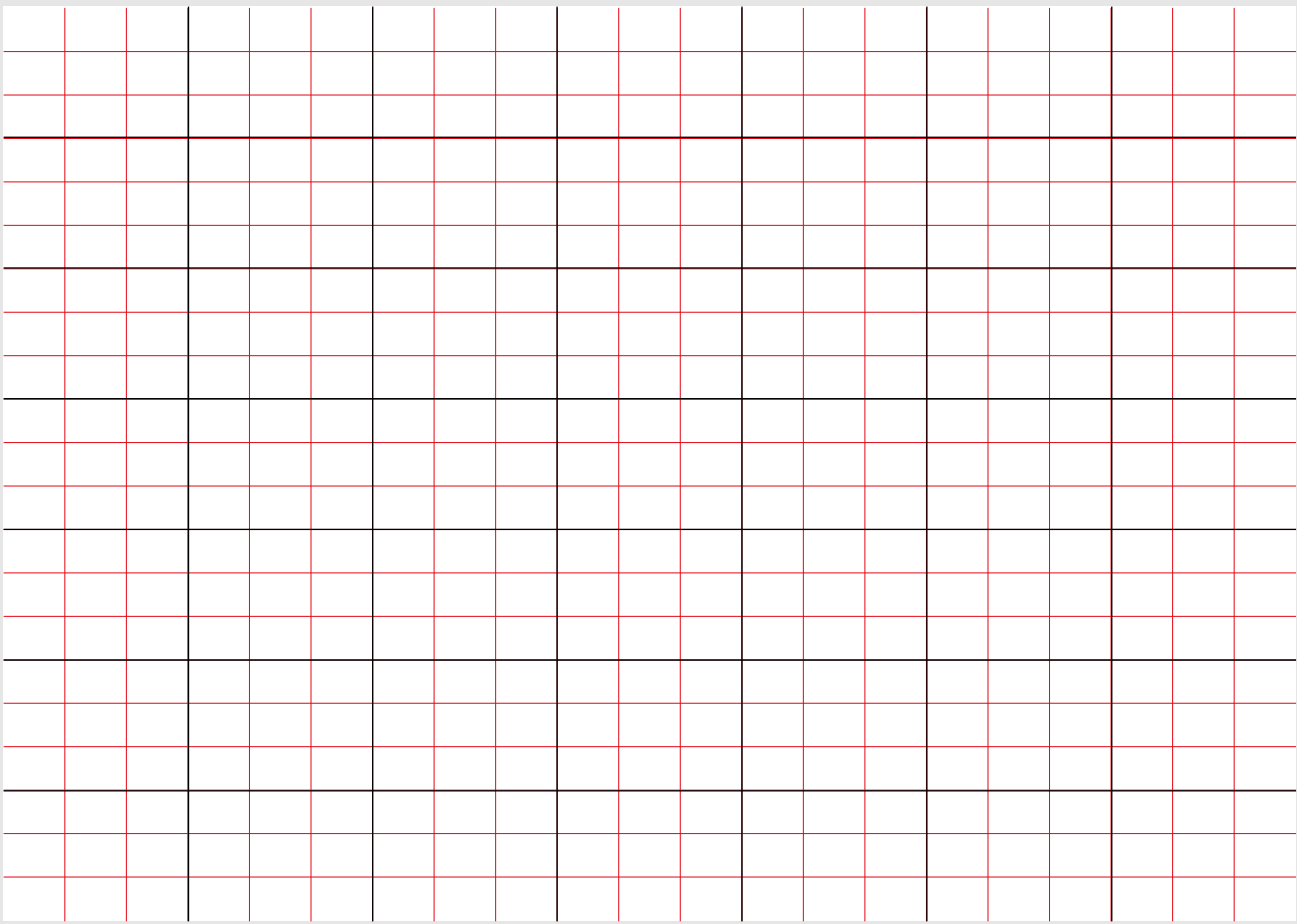


GRID

A CLOSER LOOK

The grid can be expanded by dividing it into three sub-grids. You can use these sub-grids for text.

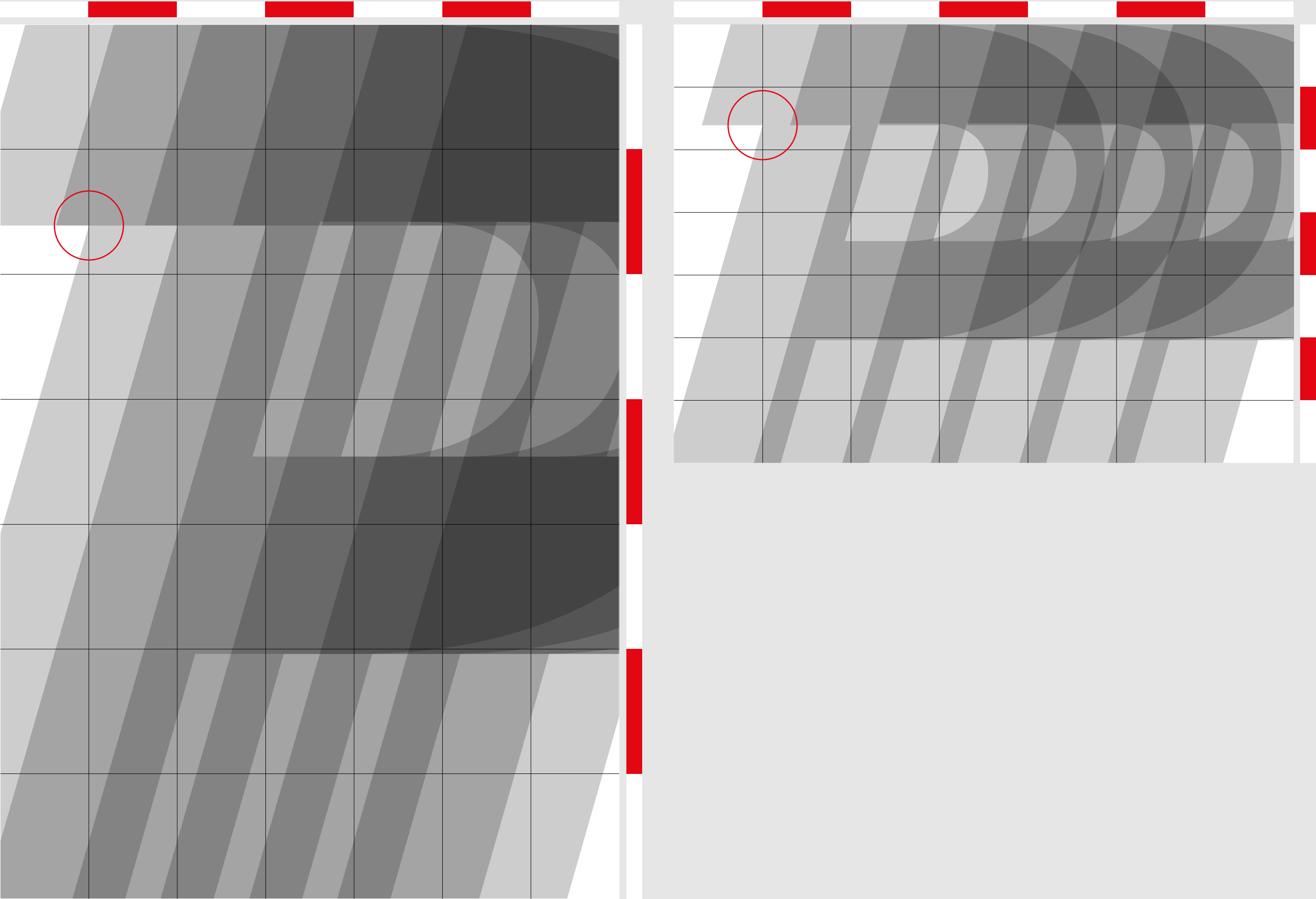
Note: the P should always be fitted to the 7-column grid.



GRID

USAGE

Align the slab serif of the letter P with the grid.
This will split your frame into two parts. You can
use these halves for content and photography or
a combination of both.



GRID


USAGE

The various areas of the grid can be used as you like. They can be filled with typography, photography, or fills.




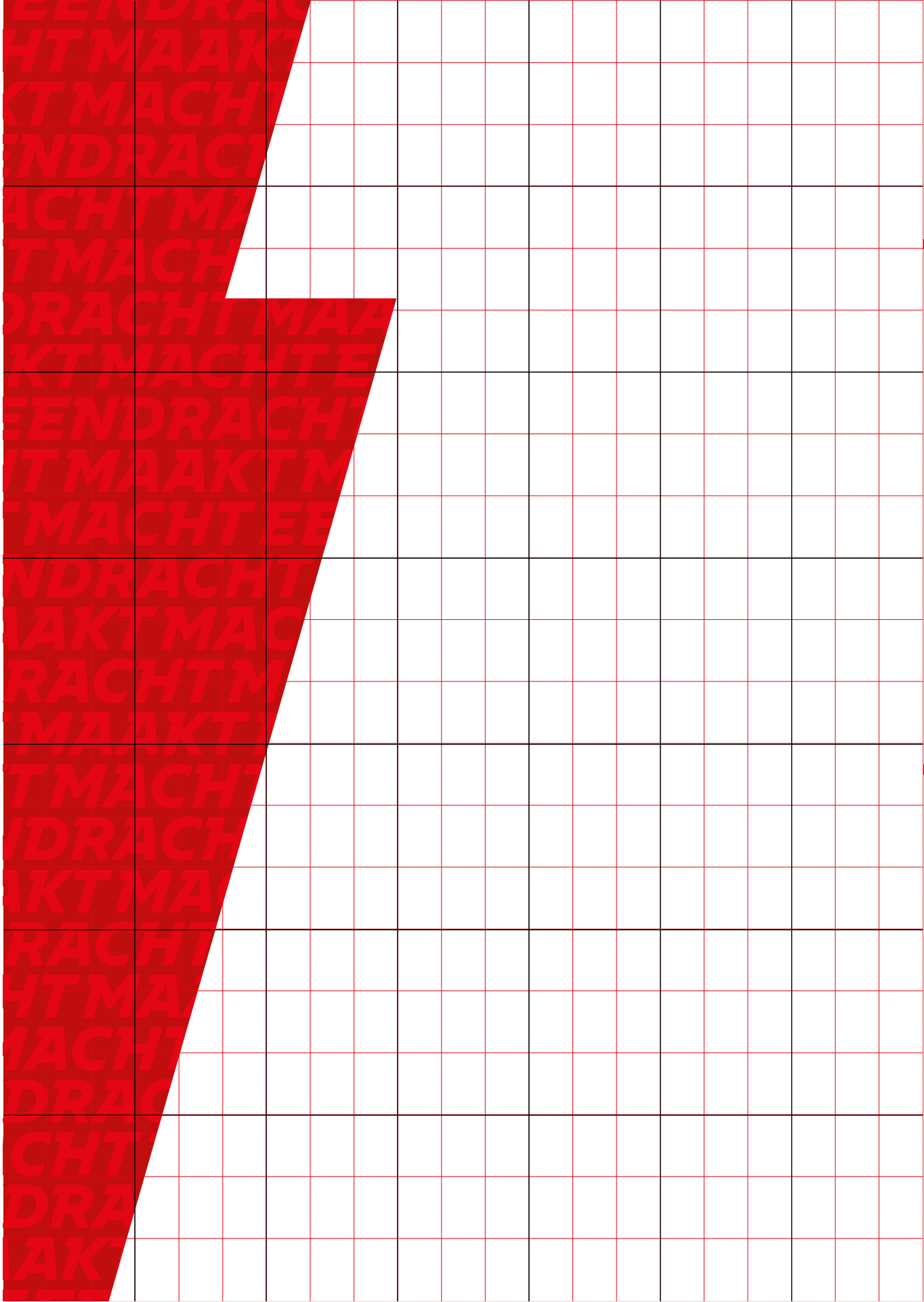
The grid can easily be used for images and copy.





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**PSV
SPARTA ROTTERDAM**

Philips Stadion 31-08-1913, 19.13 uur	Eredivisie Prijs € 47,50
Zuidtribune Ingang Vak Rij Stoel 10 GG 19 8	
J. Vennegoor of Hesselink Relatie nr. 4333333	
Ticket nr. 1033850 62681695943381	



ETEN EN DRINKEN Bij alle publiekstatering in het Philips Stadion en PSV Campus De Herdgang kun je bekalen met PIN.

ROOKVRIJ In het Philips Stadion en op PSV Campus De Herdgang is het niet toegestaan om te roken. Dit geldt zowel voor reguliere tabakswaren als voor alle vormen van e-smoking.

VOORWAARDEN Verkoop en/of afgifte van dit toegangsbewijs geschiedt onder de van toepassing zijnde standaardvoorwaarden van de KNVB, welke verbindend zijn voor koper en/of ontvanger en mogelijke opvolgende houder(s) daarvan. Op schriftelijk verzoek worden de standaardvoorwaarden kosteloos toegezonden. Met uitzondering van het bepaalde artikel 5 lid 1 standaardvoorwaarden, is het verboden dit toegangsbewijs aan te bieden, (door) te verkopen en/of af te geven. Tevens zijn de huisregels van PSV van toepassing.

Kijk voor meer informatie op [PSV.nl/wedstrijdbezoek](https://psv.nl/wedstrijdbezoek).

B C D E G
J K L M
P Q R S
U V W X Y

TYPOGRAPHY

OVERVIEW

We use four fonts for PSV

- 1 PSV Branding Bold Italic
- 2 PSV Condensed
- 3 PSV Sans
- 4 Realtime Stencil Black

PSV Branding Bold Italic is used for all brand-related PSV texts, such as for sub-brands including PSV Business, PSV FANstore and PSV Campus. PSV Branding is also used for matches and player names. Always check whether you can use this font with PSV Brand & Design

For headings, we use PSV Condensed. Large headings feature in a black bar.

In general, PSV Sans is used for running copy.

For wayfinding, we use Realtime Stencil Black. This letter features in turnstile numbers in the stadium and on the PSV Campus.

1

PSV BRANDING BOLD ITALIC

PSV Branding Bold Italic for PSV branding.

2

PSV CONDENSED

PSV Condensed in a black bar for headings

3

PSV Sans

PSV Sans is used for body copy in general communications.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

4

REALTIME STENCIL BLACK

REAL-TIME STENCIL
BLACK FOR WAYFINDING.

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z

TYPOGRAPHY

PSV FONT

The PSV font is based on the PSV letters on our badge. The font cannot be used for all applications and you must always consult with PSV Brand & Design before using it.

This font may only be used for communications related to the PSV brand. These communications are seen by thousands of people, so it is important that the font is used properly and consistently.

A B C D E F
G H I J K L
M N O P Q
R S T U
V W X Y Z

TYPOGRAPHY

PSV FONT - LINE SPACING

Line spacing is based on the line spacing rules used by various sub-brands, such as PSV Eindhoven City Store and PSV Business.

For the best results use the following settings:

- 1 Multiply the font size by 0.85 to obtain the appropriate line spacing

**PSV
EINDHOVEN
CITY
STORE**

Font size: 150pt
150*0.85 = 127.5 pt
Line spacing: 127.5pt

TYPOGRAPHY

PSV FONT - WHEN?

There are strict rules for using the PSV font, as this font may only be used in certain specific cases. There are various frameworks to consider when using the PSV font:

PSV brand expressions

The PSV font is used for any element associated with the PSV brand. This includes the motto 'Eendracht maakt macht' and sub-brands such as the PSV Fan-store or PSV Business. We also consider the city of Eindhoven to be associated with the PSV brand. When Eindhoven is mentioned after the letters PSV, use the PSV font.

Match-related

When PSV is playing a match, we use the PSV font to claim the match. We use this font for matches, such as PSV - Ajax, as well as the score and player names.

PSV ambassadors

This is a bit of a gray area. Employees' names on business cards, for instance, are written in the PSV font. PSV Media is not sub-brand, but the lettering on coats is in the PSV font. This font is also used for ex-players. The PSV font is used for anyone who and everything that can be considered a PSV ambassador. Brand & Design manages this grey area.



PSV brand expressions

Match-related

PSV ambassadors

TYPOGRAPHY

PSV FONT - WHEN NOT?

We can imagine that it can be difficult to determine when NOT to use the PSV font. To clarify, this font should not be used in campaign headers, headings and sub-headings in magazines, quotes, location names and job titles.

The most common mistakes with the PSV font are using it in headings or in running copy.



PSV Branding may not be used for any heading



This font may not be used in running body copy

TYPOGRAPHY

HEADINGS

Our headings are in PSV Condensed. Where possible, they should feature in a black bar. Only use upper-case letters in black bars.

A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z

TYPOGRAPHY

HEADINGS - BARS

Black bars are a recognisable PSV element and make our headings stand out. Use this black bar consistently.

For the best results use the following settings:

- 1 Select underline
- 2 For the correct stroke thickness, multiply body height by 1.15
- 3 For offset, multiply font size with 0.35
- 4 Enter a “-” in front of the offset value
- 5 Make sure the colour is set to black
- 6 Add a space at the start and end of every line

When using a different programme, try to recreate the black bars as closely as possible.

**BLACK BARS
CAN EASILY
BE CONFIGURED
IN THE INDESIGN
UNDERScore MENU**

Font size: 75pt
Underline thickness: 82.8pt
Offset: -25.2pt

TYPOGRAPHY

HEADING - LINE SPACING

For the best results use the following settings:

- 1 Multiply the font size by 0.85 to calculate the line spacing

If there are diaeresis or umlauts in the headline, the spacing may be slightly larger.

- 1 Multiply the font size by 0.95 to calculate the line spacing

LINE SPACING IS
EXACTLY THE SAME AS
PSV BRANDING BOLD ITALIC

Font size: 72pt
 $72 \times 0.85 = 61.2$ pt
Line spacing: 61,2pt

IN DIAERESIS AND UMLAUTS,
LIKE JÖEL AND ÉRICK,
THE SPACING IS GREATER

Font size: 72pt
 $72 \times 0.95 = 68.4$ pt
Line spacing: 68.4 pt

TYPOGRAPHY

HEADING - SPACING

For the correct spacing use the following settings:

- 1 Spacing should be set to metric
- 2 Tracking should be set to 10

**HEADINGS SHOULD
BE SET TO METRIC AND
TRACKING TO 10**

Spacing: metric
Tracking: 10

PATTERNS

USAGE 1/2

The PSV font can be used to fill an area with text. For a consistent look, please follow these standard rules.

- 1 Make sure that the line spacing settings for the PSV font are set correctly. See page 37.
- 2 Spaces should be half the size of the body height to prevent gaps in the text.



Spaces should be half the size of the body height

PATTERNS

USAGE 2/2

We prefer using horizontal backgrounds, making sure that the angle of the letters is the same as the angle of the slab. For a more dynamic look, change the angle to 16 degrees. The slab serif will then be at a 90-degree angle.



Text rotated 16 degrees

COLOURS

Our official club song contains the lyrics '**Voor Rood-Wit gezongen**' (sung for Red-White) for a reason: these colours, red and white, are inextricably linked to PSV. Every year, our home shirt features red and white stripes. And we always wear black shorts. Our outfit is known all over the world, made famous by players such as Ronaldo, Romário, Ji-Sung Park and Lozano.

That is why red, white and black play a prominent role in our house style.



COLOURS

PRIMARY COLORS

Red, white and black are the main colours of our house style. Always try to use these three colours.

These colours should always have 100% opacity.
Tints are permitted. For more information, see the next page.

PSV red

CMYK 0, 100, 100, 0
PMS 186

RGB 237, 28, 36
HEX #ED1C24

RAL 3020

PSV black

CMYK 0, 0, 0, 100

RGB 0, 0, 0
HEX #000000

PSV white

CMYK 0, 0, 0, 0

RGB 255, 255, 255
HEX #FFFFFF

COLOURS

TINTS

In addition to red, white and black, our badge also features the colour gold. Gold, however, does not play a key role in our house style. Rather, this colour is only used at special events.

The colour red should never be screened. Red can only be enriched. We do this by adding 20 or 40 per-cent black. Try to estimate what contrast level works best for each communication.

Black can be screened in 20% increments. For a very low-contrast look, you can also use 10% black.

When in doubt, communicate this clearly with the studio and have a sample made if necessary.

<div>PSV red</div> <div>CMYK 0, 100, 100, 0</div> <div>HEX #ED1C24</div> <div>RAL 3020</div>	<div>PSV black</div> <div>CMYK 0, 0, 0, 100</div> <div>HEX #000000</div>
<div>CMYK 0, 100, 100, 20</div> <div>HEX #C00D0D</div>	<div>CMYK 0, 0, 0, 80</div> <div>HEX #333333</div>
<div>CMYK 0, 100, 100, 40</div> <div>HEX #9C1006</div> <div>RAL 3002</div>	<div>CMYK 0, 0, 0, 60</div> <div>HEX #666666</div>
	<div>CMYK 0, 0, 0, 40</div> <div>HEX #999999</div>
	<div>CMYK 0, 0, 0, 20</div> <div>HEX #CCCCCC</div>
	<div>CMYK 0, 0, 0, 10</div> <div>HEX #EEEEEE</div>

COLOURS

EXAMPLES



EINDHOVEN

Our city. This is where we were founded and where we matured. A city buzzing with energy. You can feel the city's energy in the stadium. And you can feel PSV's energy in the city. Eindhoven and PSV reinforce each other. This is automatic, but it can always be amplified. That is why Eindhoven has a place in our house style and in our very identity.



EINDHOVEN

The city’s logo consists of three so-called vibes. No real restrictions apply to these vibes. You can slide them apart or closer together, you can position them next to each other, and so on. The proportions should stay the same, of course.

Here are some examples for inspiration.



The Eindhoven vibes

EINDHOVEN

EXAMPLES



PHOTOGRAPHY

Eendracht maakt macht - united we stand. We win together and we lose together. Wherever possible, we want our photography to share that message. Avoid putting a single player in the spotlight. Where possible, pick photos that feature multiple players.

Zoomed shots are fine. We love energy and emotion, and the upper body is a better source of emotion than the legs.



PHOTOGRAPHY

OUR STYLE

Two of our brand values are suitable to define our photography style; energy and unconventional. Energy is in football, the city and our audience. Unconventional in everything around it.

Energy

Eindhoven is buzzing with energy. Our stadium explodes after a goal. You feel that energy everywhere.

Unconventional

For shoots or editorial photography we have more influence on styling and lighting. Unconventional then comes to life the most.



Energy



Energy



Unconventional



Unconventional

PHOTOGRAPHY

ENERGY

The best example of energy is cheering after a goal. Every fan recognizes this. But energy is also released with a shot on goal. When coaching a teammate. Or when you're colliding with the opponent. The will to win or the energy of winning. That's what we want to see.



Energy when we score



Energy when we score



Energy sources that collide



Eager to win

PHOTOGRAPHY



FOTOGRAFIE

UNCONVENTIONAL

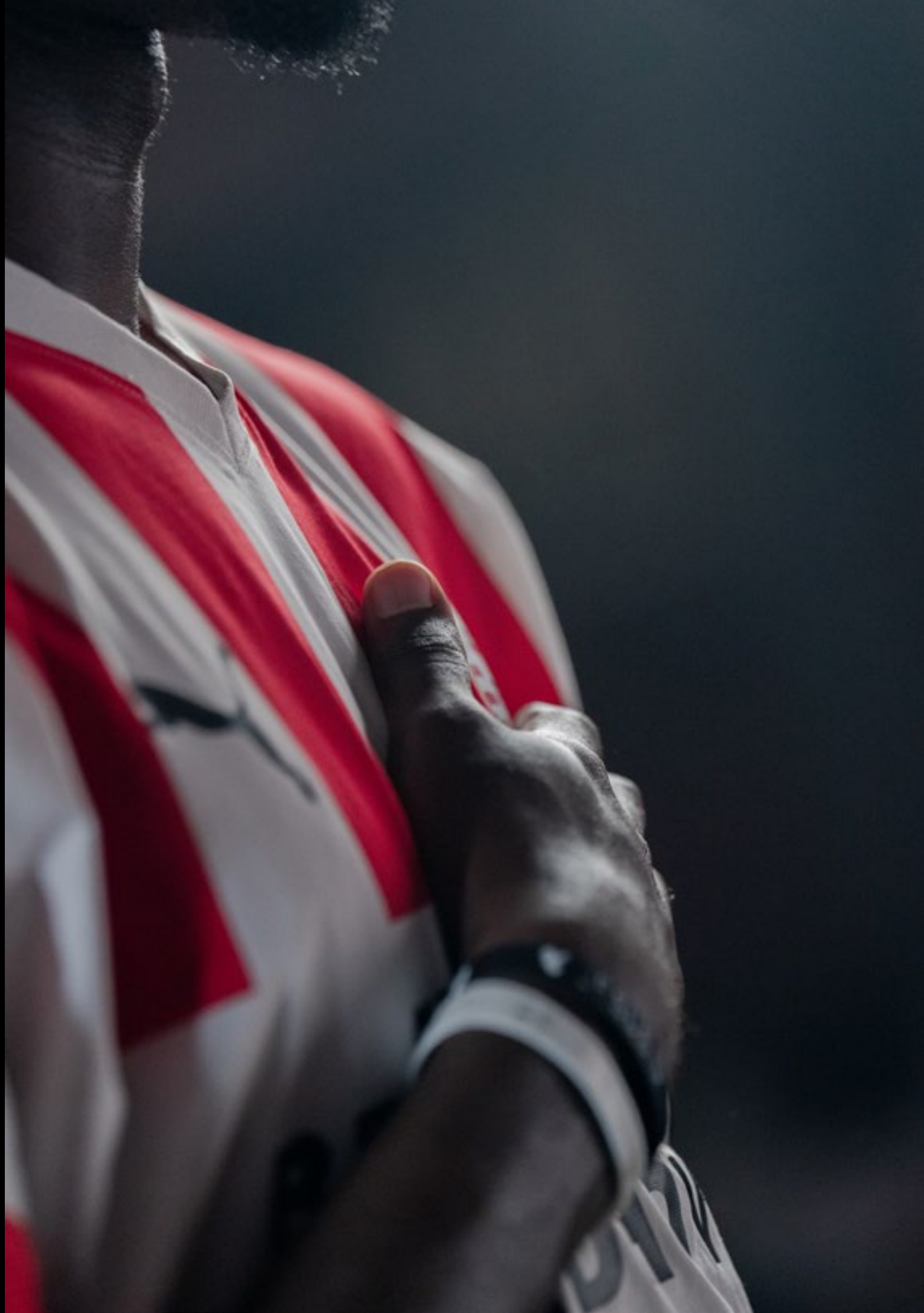
Here we do it a little differently. A photo where no head is visible, but legs? No problem. We even encourage it. The more quirky, the better. A spontaneous moment or a stylized photo. You can apply our brand value everywhere. Sometimes it's in the model, sometimes in the photographer.



PHOTOGRAPHY



PHOTOGRAPHY



PHOTOGRAPHY

PITFALLS

The most common mistake used with match photography is using inactive shots, such as a player sitting down, a player without the ball, or a post-match shot.

Another mistake is using photos of people cheering with their backs turned to the camera. There is no visible movement or emotion in these photos.



× Inactive shots can only be used to accompany news items about injuries.



× Post-match images are considered inactive.



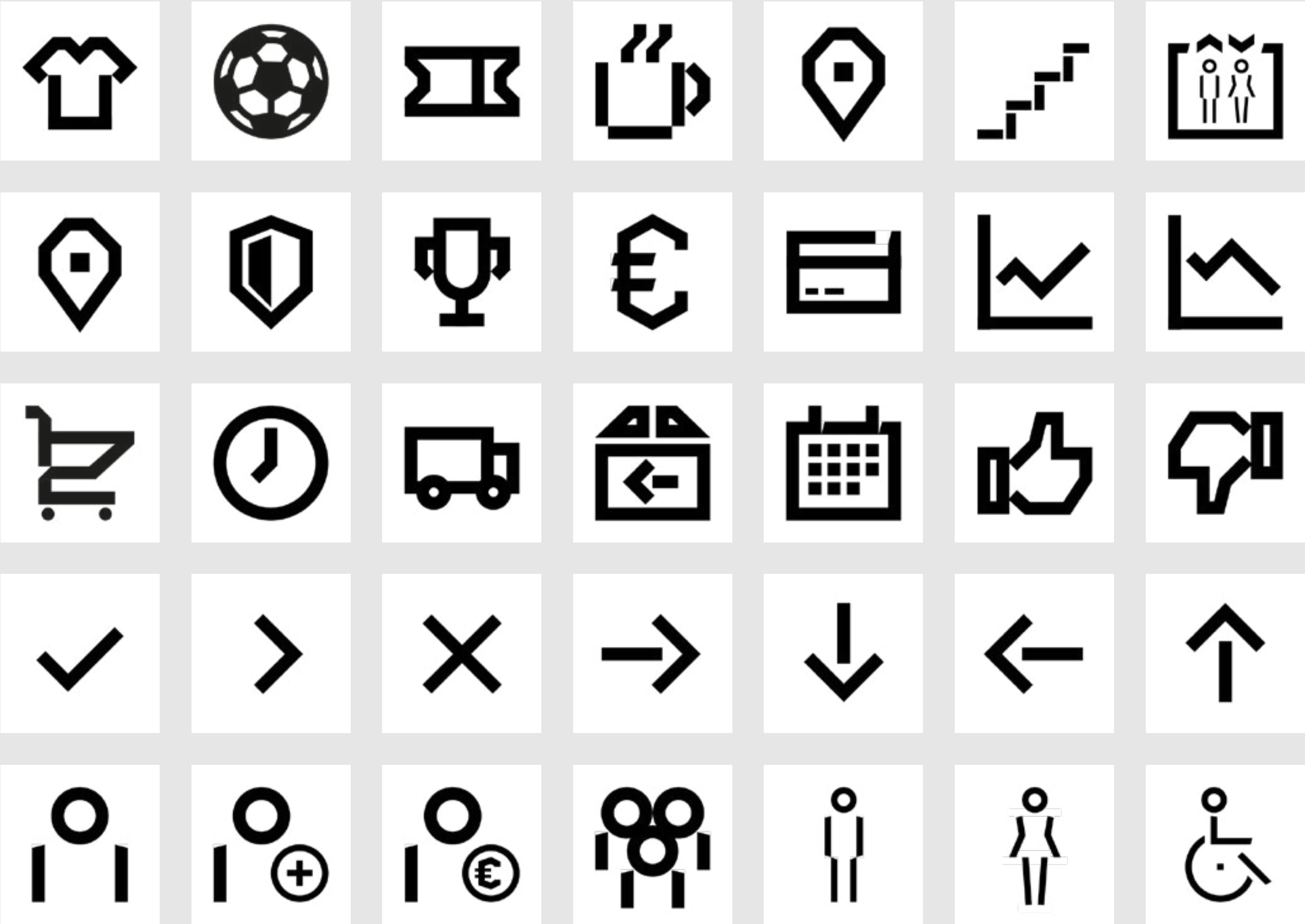
× A photo of people with their backs turned does not resonate the message 'Eendracht maakt macht - United we stand'

PICTOGRAMS

Pictograms are a great way to convey a message with just one picture and is particularly suitable for wayfinding or on digital channels. That’s why we’ve developed a set of pictograms.

These pictograms are based on the PSV branding font and some feature the same slab serif.

If you can’t find your specific pictogram, get in touch with us and we’ll have a look.



SUB-BRANDS

PSV has several sub-brands, such as the PSV FAN-store, PSV Foundation, and the PSV Campus. Since 2020, these sub-brands have had a new logo, based on the PSV font. Each logo is based on the same fundamentals and should be used with care.



SUB-BRANDS

LOGOS

On the right, you will find the latest versions of the sub-brands as of 1 July 2020.



SUB-BRANDS

USAGE

Sub-brands always begin with PSV. If possible, PSV should be shown in black to emphasise its relationship to the PSV badge.

On a red background, PSV and the sub-brand should always be shown in white.



Make sure that the contrast between the background and sub-brand is strong enough.

SUB-BRANDS

USAGE IN COMMUNICATIONS 1/2

On communications or assets for sub-brands, the sub-brand should be used as the driver. The PSV badge will be used as the sender.

The PSV badge and sub-brand are only used together if there is no other option. Take websites for which PSV and the sub-brand are both drivers, for instance.

PSV
FANSTORE



SUB-BRANDS

USAGE IN COMMUNICATIONS 2/2

On clothing, the PSV badge and sub-brand can be used separately. PSV is always on the chest, for instance, whereas the sub-brand is on the back.



SUB-BRAND

BOUDNING BOX

Just like the PSV badge, sub-brands also have a bounding box. X equals the distance between the top of the stars to the top of the golden border. The top and bottom of the bounding box are 1 * X from the top and bottom of the badge. For the left and right of the box, use 1.5 * X.



x equals the height of the P in the logo

CO-BRANDING



LOGO WITH PARTNER

When our badge is positioned next to the logo of one of our partners or sponsors, the two should be separated by a black or white line. The thickness of the line should be equal to half the thickness of the white border around the PSV badge.

The height of the line should be equal to the oval, including the white border. The stars should stick out above the line.

The PSV logo should always be to the right of the line.



x equals the thickness of the white border.
The line between the logos is 0.5x

LOGO WITH PARTNER

BOUNDING BOX

When the PSV badge is combined with logos of other partners/sponsors, we use a different bounding box. For the top and bottom, use $1 * X$, and use $1.5 * X$ for the sides.



x equals the height of the P in the logo

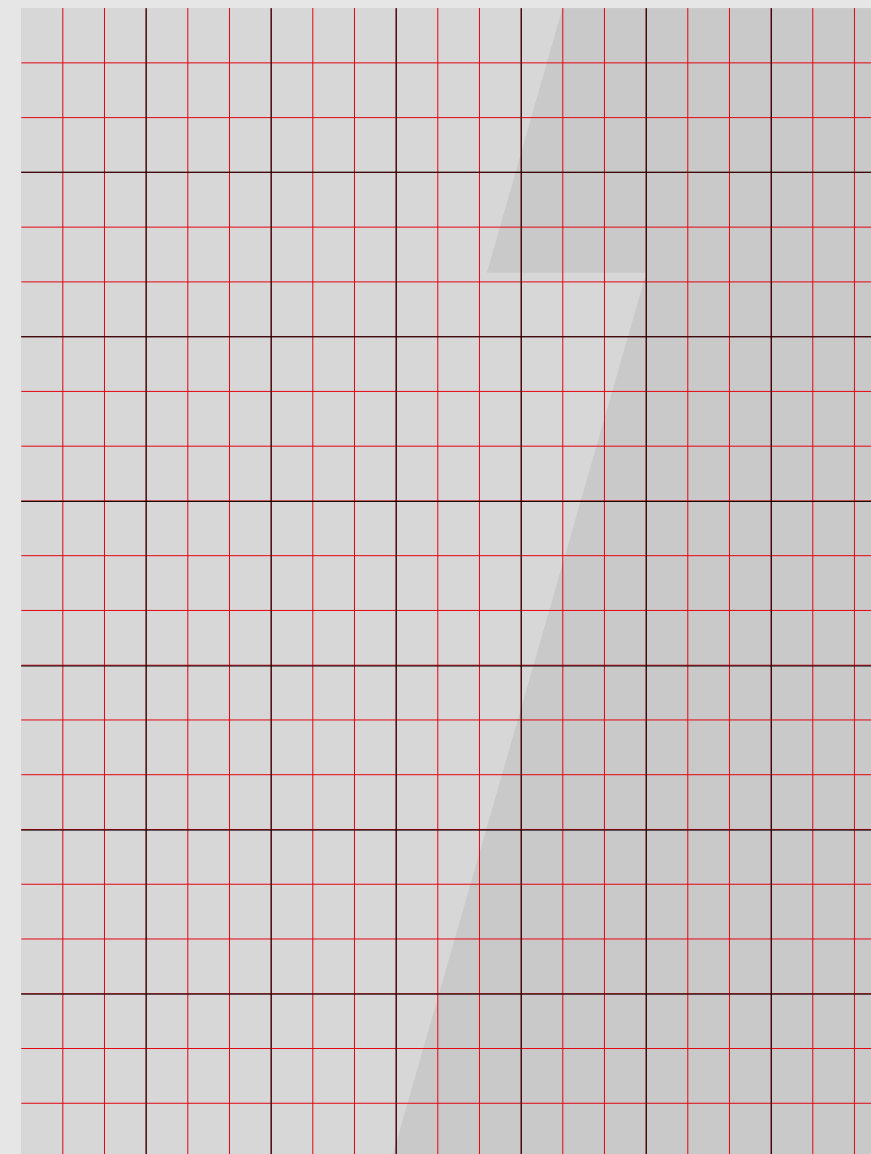
LOGO WITH PARTNER

LOCK-UP

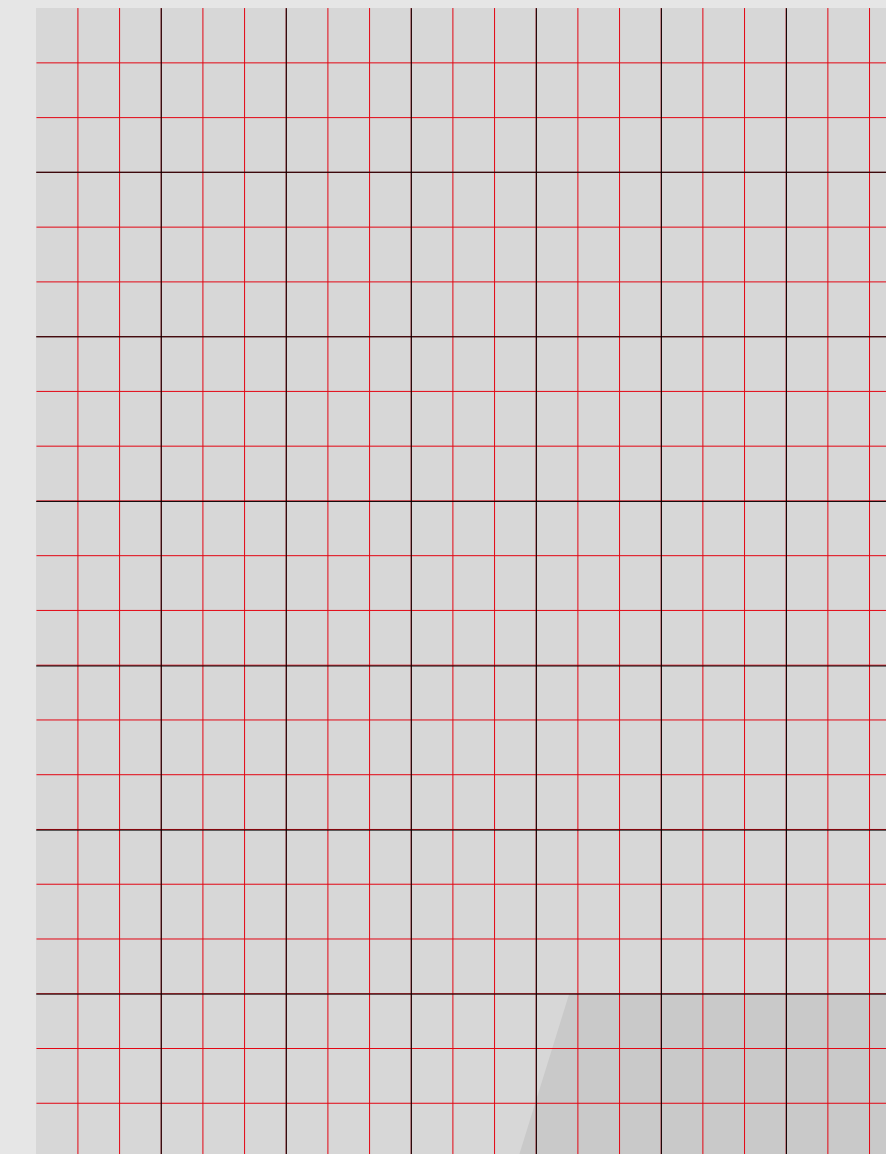
Lock-ups with partner logos often feature in videos or sponsor communications. To guarantee consistency and equality, we use a fixed framework.

For the best results, use the following method:

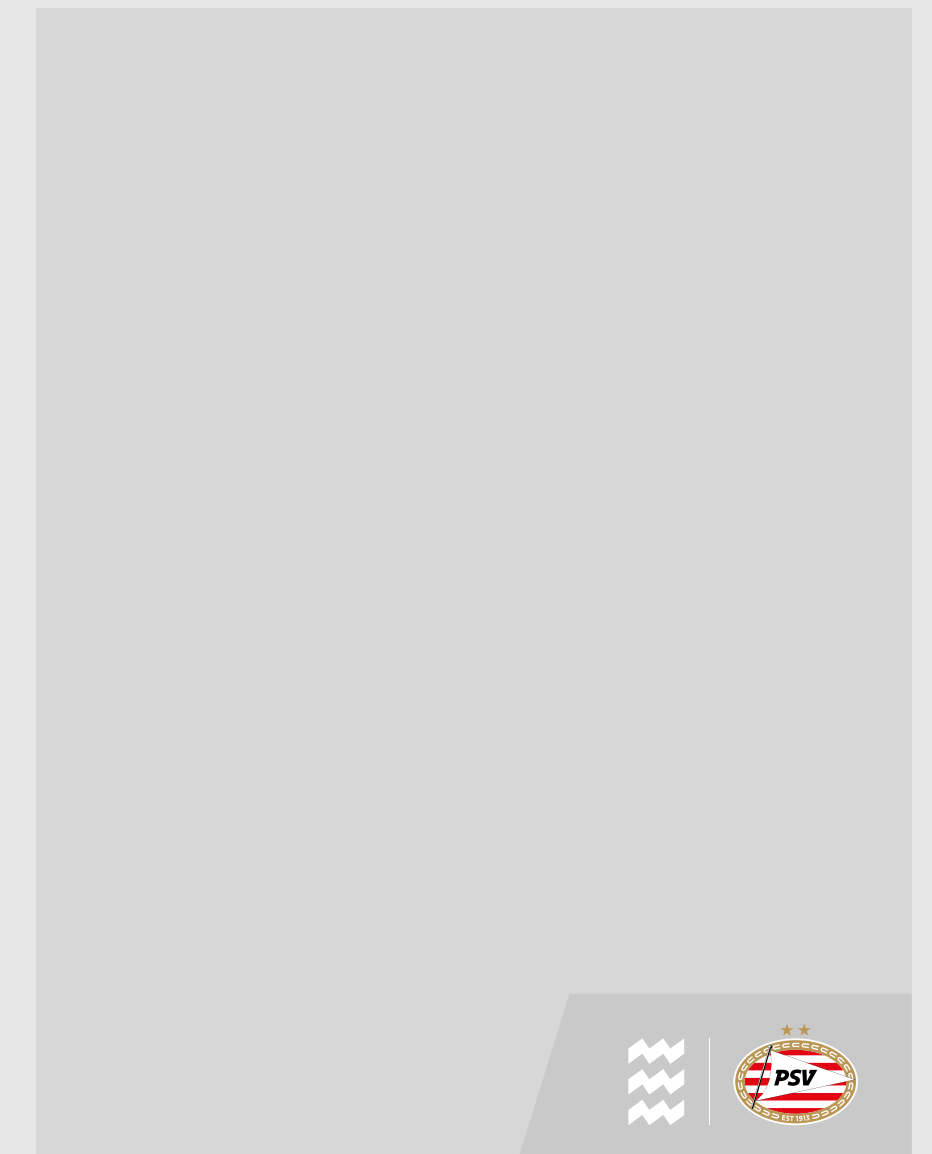
- 1 Position the slab serif on the grid. For more info, go to page 22.
- 2 Slide the slab serif down in a straight line.
- 3 Position the lockup in the frame



1 Position the slab serif on the grid



2 Slide the slab serif down in a straight line



3 Position the slab serif in the frame

PSV brand guidelines
Version January 2023

For more information
or questions:

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**EENDRACHT
MAAKT MACHT**