



BRAND GUIDELINES

BADGE | 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



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.

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

PSV brand guidelines
badge
Version January 2023

For more information
or questions:

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**EENDRACHT
MAAKT MACHT**