



Brand Guidelines

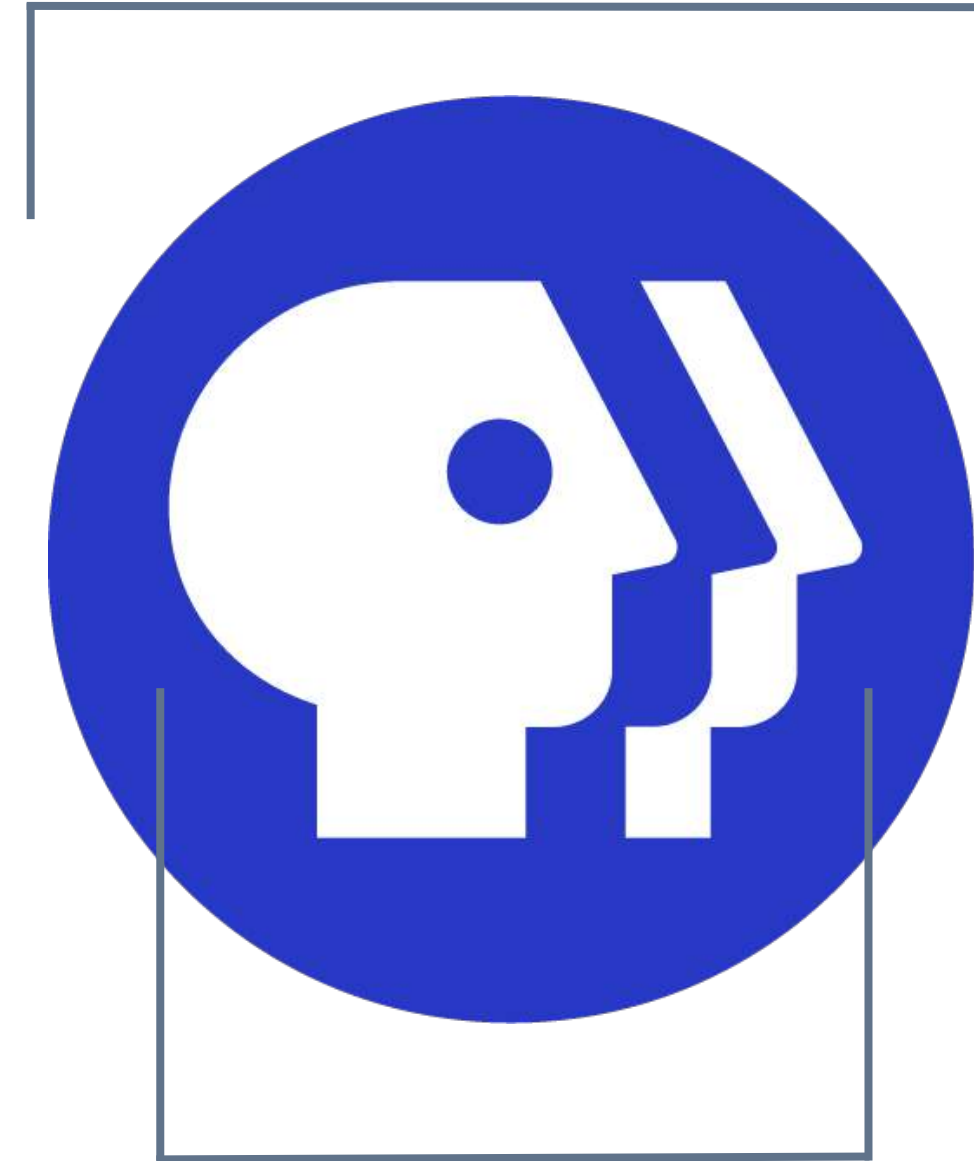
April 2021

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Logo Guidelines

Shield



Wordmark



Profiles

Registered trademark symbol*

*Only used in print

Logo Versions

- 1 There are two versions of our logo, a white logo and a blue logo
- 2 They can be used interchangeably
- 3 One logo might be used more than the other, depending on the platform and background color or imagery
- 4 The wordmark was custom-made for the logo only. Do not recreate the wordmark in the PBS Sans font

WHITE LOGO



Profiles are always PBS Blue

BLUE LOGO



Profiles are always White

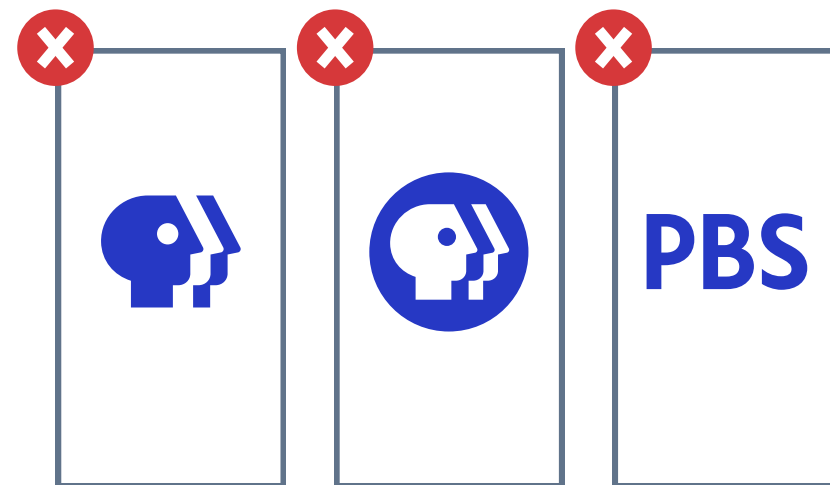
LOGO | MINIMUM PADDING



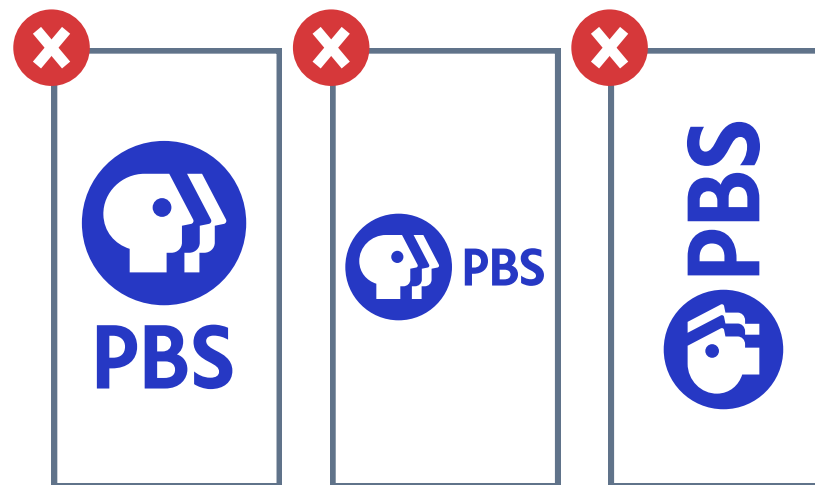
MINIMUM PADDING

Minimum padding around the logo is equal to 25% of the height of the logo

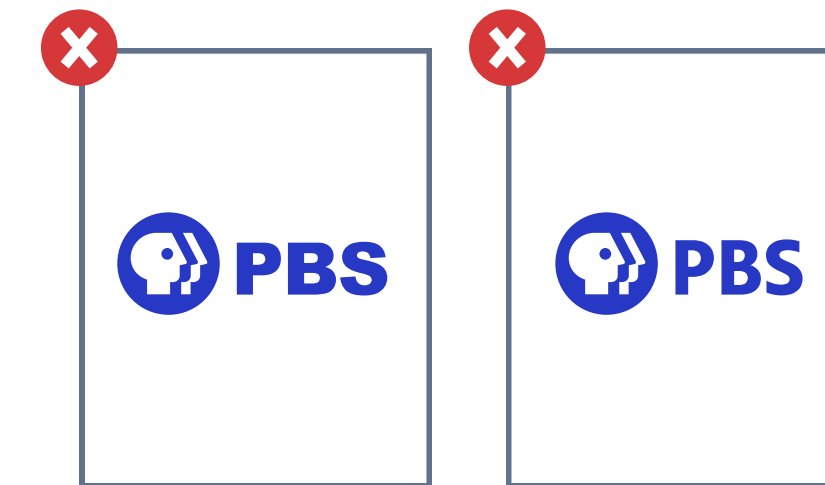
LOGO | IMPROPER USE



DO NOT:
Do not separate profiles, shield, and logotype



DO NOT:
Do not rearrange the elements, change the scale of elements, or flip or rotate the elements in the logo



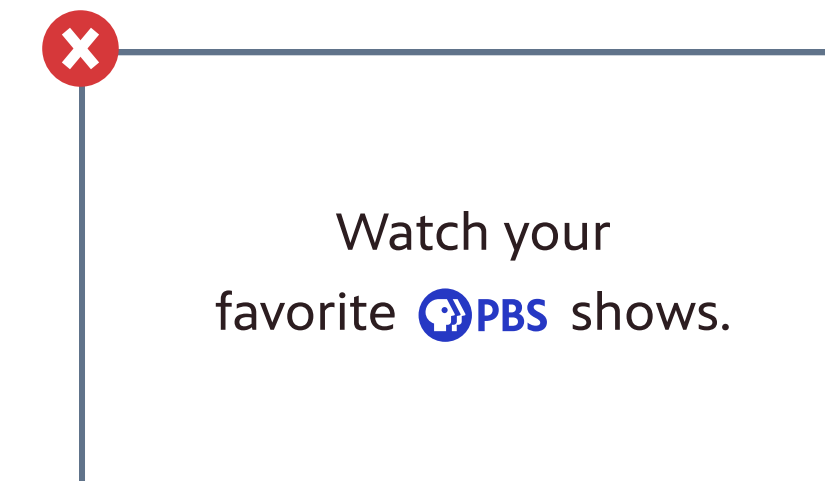
DO NOT:
Do not typeset or recreate the logotype using the PBS Sans font



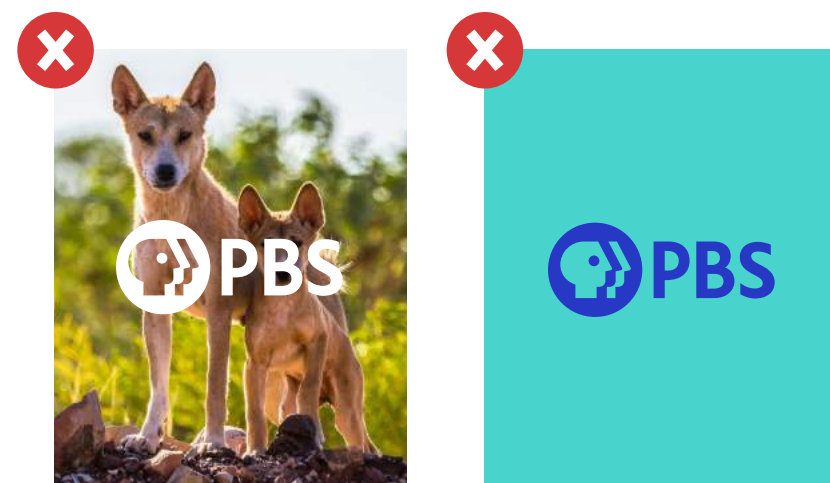
DO NOT:
Do not stretch, distort, or otherwise modify the logo



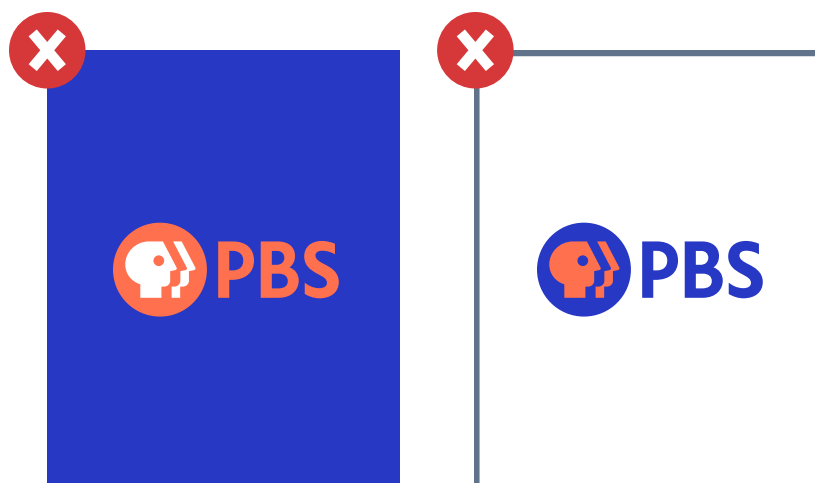
DO NOT:
Do not add decorative effects such as emboss or drop shadow to the logo



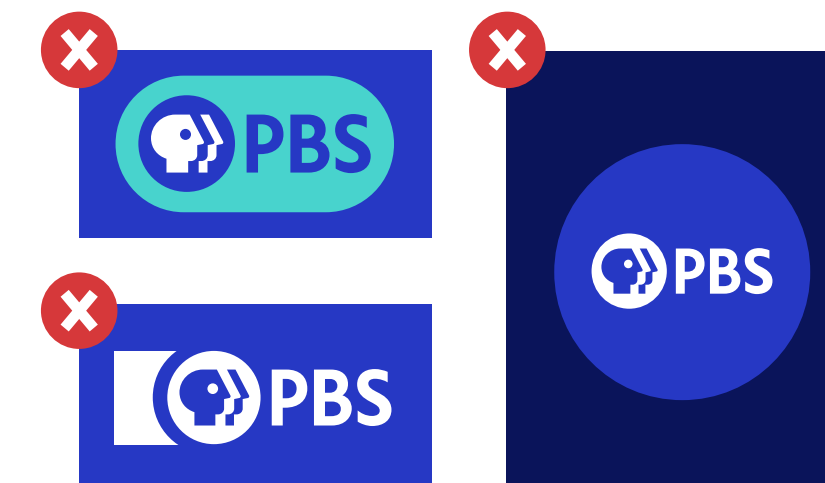
DO NOT:
Do not use the logo within text



DO NOT:
Do not knock out profiles of the logo



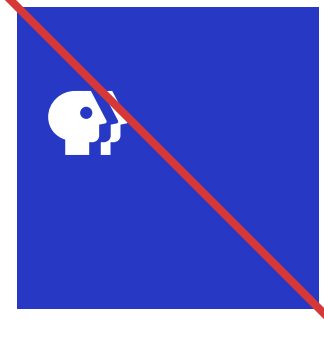

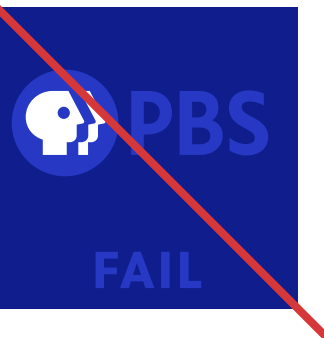
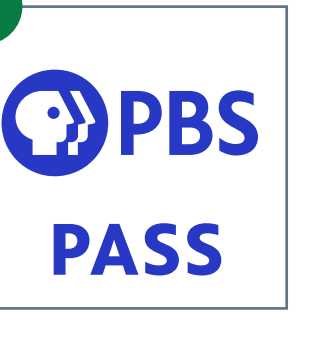






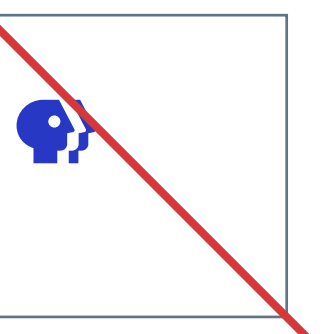
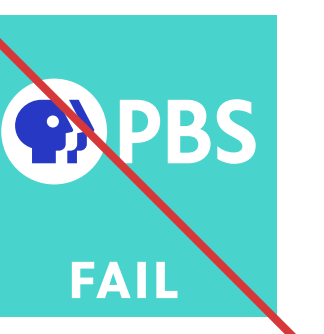
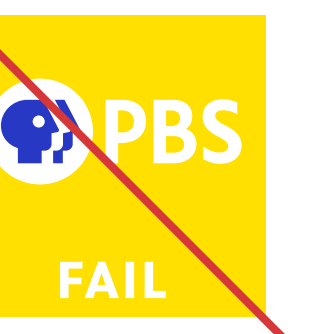

DO NOT:
Do not alter the colors of the logo



DO NOT:
Do not place or embed the logo or shield within a box or carrier shape

LOGO | COLOR ACCESSIBILITY

To ensure readability on digital screens, the logo must pass color accessibility.

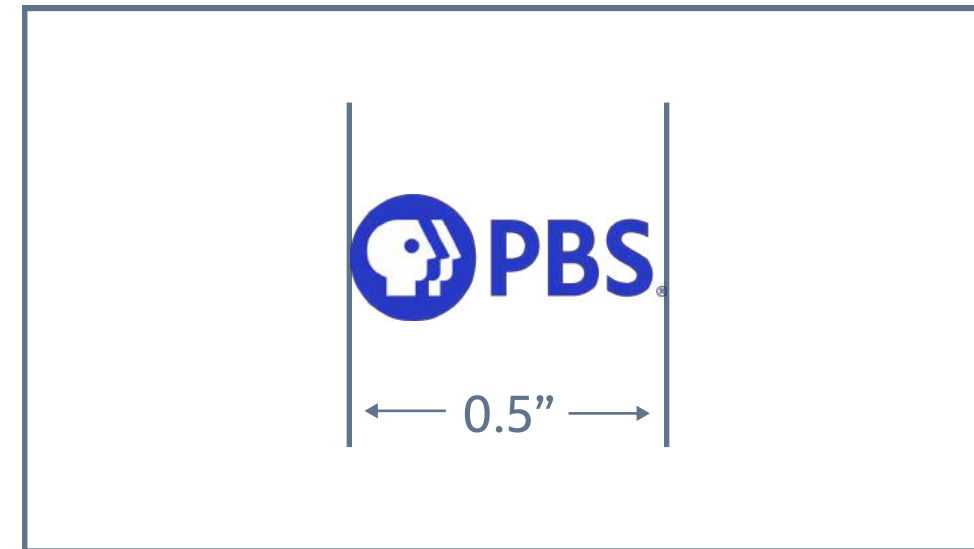
	PBS Blue	Navy Blue	Medium Blue	White	Teal	Yellow	Coral
Blue logo							
White logo							

LOGO | PRINT GUIDELINES



PRINT VERSIONS

Only use the CMYK or PMS print versions of the logo with registration symbol for print materials (see page 9 for CMYK and PMS values)



MINIMUM SIZING IN PRINT

Logo should never print less than 0.5"



BLACK AND WHITE LOGOS FOR PRINT

Use is limited only to black and white printing where color is not available

Use is limited to one-color printing where PBS Blue is not available, or in material treatments (e.g., stamping, frosting, debossing, embossing)

For guidance on when to use a translucent application of our logo, see Page 7

DO NOT:

- ❌ Do not make the logo grayscale

LOGO | TRANSLUCENT APPLICATIONS

For translucent applications, use the black and white logo with black profiles at 25% opacity.

DO NOT:

❌ Do not knock out profiles in the logo

Examples of use cases:

- 1 Social watermarks
- 2 On digital video



Color Use Guidelines

Primary Palette

- 1 PBS Blue is our signature color and should be prominently placed for brand impact
- 2 Primary accents (Teal, Yellow, and Coral) are to be used minimally to emphasize important content
- 3 CMYK colors are recommended for a majority of print jobs; PMS colors should be used for limited color print jobs (ex: spot colors for high profile print jobs and for selecting blue products including fabrics, paint, other custom color materials); RGB and hex values are for digital use cases only

PBS BLUE #2638C4 C100 M65 Y0 K0 PMS 293



NAVY BLUE

#0A145A

C100 M95 Y0 K42

PMS 2757

MEDIUM BLUE

#0F1E8C

C100 M80 Y0 K21

PMS 280

WHITE

#FFFFFF

C0 M0 Y0 K0

TEAL

#48D3CD

C49 M0 Y23 K0

PMS 3252

YELLOW

#FFCF00

C0 M9 Y100 K0

PMS 109

CORAL

#FE704E

C0 M59 Y50 K0

PMS 2345

PBS Blue

- 1 PBS Blue is our signature color and should be prominently placed for brand impact
- 2 For a majority of print materials, CMYK color builds are recommended

Examples of digital use cases:

- 1 Color for primary elements on a screen
- 2 Button color for primary calls-to-action
- 3 Text color for links



PBS BLUE

#2638C4

C100 ●
M65 ●
Y0
K0

PMS 293

Secondary Blues

Best when used:

- 1 Alongside PBS Blue for added dimension
- 2 Alongside content with a more serious tone
- 3 As text over white or light backgrounds that pass color accessibility (see pages 14-15)

NAVY BLUE

#0A145A

C100 ●
M95 ●
Y0
K42 ●

PMS 2757

MEDIUM BLUE

#0F1E8C

C100 ●
M80 ●
Y0
K21 ●

PMS 280

Primary Accents

All three primary accents are interchangeable

Best when used:

- 1 Minimally to emphasize important content
- 2 One at a time, in a majority of cases

DO:

- ✓ Only include more than one primary accent color if each color has a different and distinct purpose

TEAL

#48D3CD

C49 ●
M0
Y23 ●
K0

PMS 3252

YELLOW

#FFCF00

C0
M9 ●
Y100 ●
K0

PMS 109

CORAL

#FE704E

C0
M59 ●
Y50 ●
K0

PMS 2345

COLOR | OVERLAYS



DARKER IMAGERY

Overlay color options over darker imagery:



PBS
Blue

Navy
Blue

Medium
Blue



LIGHTER IMAGERY

Overlay color options over lighter imagery:



White



DO NOT:

Do not make the overlay too light to create inadequate contrast



DO NOT:

Do not make the overlay too dark to obscure the imagery or footage

COLOR | TEXT ACCESSIBILITY

To ensure readability on digital screens, color pairings must pass color accessibility.

	PBS Blue	Navy Blue	Medium Blue	White	Teal	Yellow	Coral
PBS Blue							
Navy Blue							
Medium Blue							
White							

COLOR | TEXT ACCESSIBILITY | PRIMARY ACCENTS

To ensure readability on digital screens, color pairings must pass color accessibility.

	PBS Blue	Navy Blue	Medium Blue	White	Teal	Yellow	Coral
Teal	✓ PASS	✓ PASS	✓ PASS	FAIL	FAIL	FAIL	FAIL
Yellow	✓ PASS	✓ PASS	✓ PASS	FAIL	FAIL	FAIL	FAIL
Coral	FAIL	✓ PASS	✓ PASS	FAIL	FAIL	FAIL	FAIL

- 1 Only Teal and Yellow pass when paired with PBS Blue
- 2 All primary accents pass when paired with Navy Blue and Medium Blue

- 3 No primary accents pass when paired with White

Font Use Guidelines

Approved users may download the PBS Sans font
on the Source at source.pbs.org.

Light

Light Italic

Regular

Italic
Condensed
Condensed Italic

Medium

Medium Italic

Bold

Bold Italic
Condensed Bold
Condensed Bold Italic

Black

Black Italic

PBS Sans

DO:

- ✔ Use PBS Sans for all applications whenever possible
- ✔ Use Arial (Regular and Bold, plus Italics) only on platforms where custom fonts are not available

Text color must pass accessibility and be legible on all platforms (see Color Use Guidelines on pbs.org/brand).

Light

Regular

Medium

Bold

Black

Best when used:

- 1 As font size larger than 14pt

Type Styles

Italic is best when used for:

- 1 Captions
- 2 Quotes
- 3 AP Style Rules

DO NOT:

- ✗ Do not use for primary messages
(ex: headers, body copy, etc.)

Condensed is best when used for:

- 1 Credits
- 2 Fine print

DO NOT:

- ✗ Do not use for primary messages
(ex: headers, body copy, etc.)

Light Italic

Italic

Condensed

Condensed Italic

Medium Italic

Bold Italic

Condensed Bold

Condensed Bold Italic

Black Italic

TYPOGRAPHY | GUIDANCE

Title Case is preferred for headers, titles, and labels



ALL CAPS is preferred for brief secondary messages (ex: TONIGHT, ALL NEW, TUNE IN)

The Latest News

Title Case is preferred for headers, titles, and labels


For these refugees, theater plays a 'vital role' in healing

Sentence case is preferred for subheaders


In the aftermath of the Syrian conflict, millions of people fled their country, joining migrants and refugees from across the Middle East and Africa seeking better lives in Europe and the United States. Many gathered at an informal French refugee camp known as "The Jungle." Jeffrey Brown reports on a new play that's putting their stories in the spotlight.

Sentence case and left-aligned text is preferred for all body copy


TYPOGRAPHY | IMPROPER USE

 Bringing
People Together

DO NOT:
Do not use
unapproved fonts

 Typography is a key element
used to communicate a unified
personality for PBS. Our custom
PBS Sans font family is a direct
extension of our logotype. It is
human, contemporary and
highly legible.

DO NOT:
Do not use justified
paragraph text

 Typography is a
Key Element

DO NOT:
Do not add effects
such as gradients,
emboss, or drop
shadow

Imagery Guidelines



IMAGERY | EXAMPLES



IMAGERY | SELECTION

SIMPLE

Keep it simple. Favor clean, uncluttered compositions

Show
imagery



Brand
imagery



IMMERSIVE

Select images that are immersive and invite viewers into being a part of the moment



UNEXPECTED

Deliver a perspective that's unexpected. Explore new angles



IMAGERY | BRAND IMAGERY

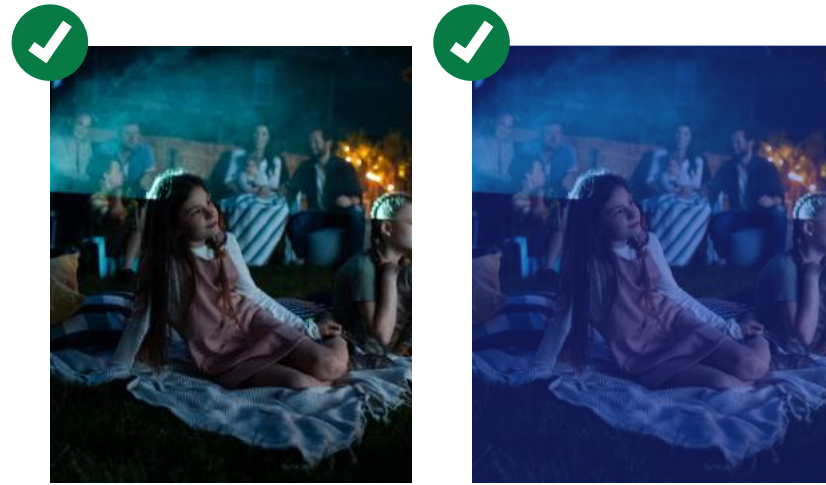
Our brand imagery focuses on finding new perspectives on the things we love and offers a window into every corner of America.

Recommended:

- 1 For brand-forward experiences outside of show promotion

Approved users may download brand imagery on the Source at source.pbs.org.

IMAGERY | APPROVED USE AND IMPROPER USE



DO:
Keep all imagery in full color, even if paired with a color overlay



DO:
Aim to keep imagery full frame when possible



DO NOT:
Avoid staged shots that are conventional or appear posed



DO NOT:
Do not rotate or vertically flip imagery



DO NOT:
Do not alter the colors or tones of the imagery



DO NOT:
Do not alter imagery to be black and white

