

Font Use Guidelines

April 2021

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