

Imagery Guidelines

April 2021



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

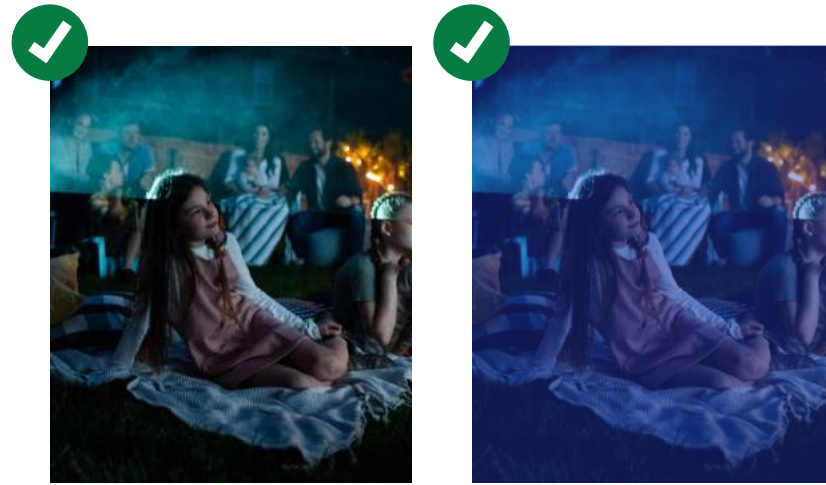
Our brand imagery focuses on finding new perspectives on the things we love and offers a window into every corner of America.

Recommended:

- 1 For brand-forward experiences outside of show promotion

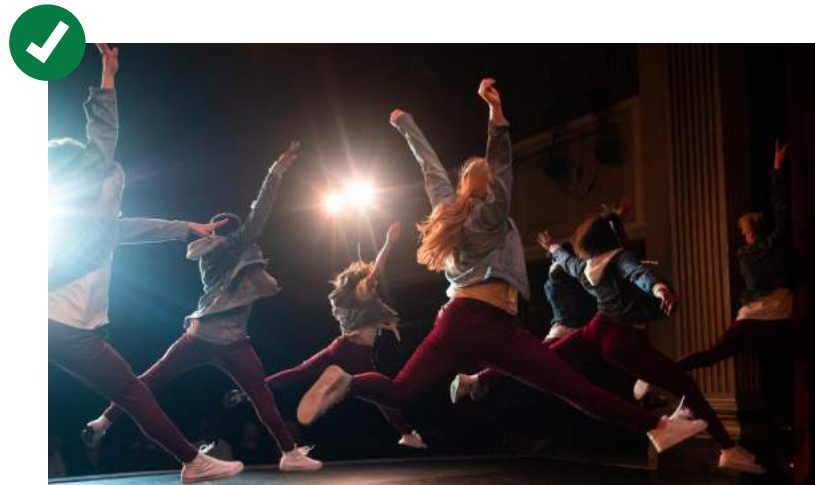
Approved users may download brand imagery on the Source at source.pbs.org.

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