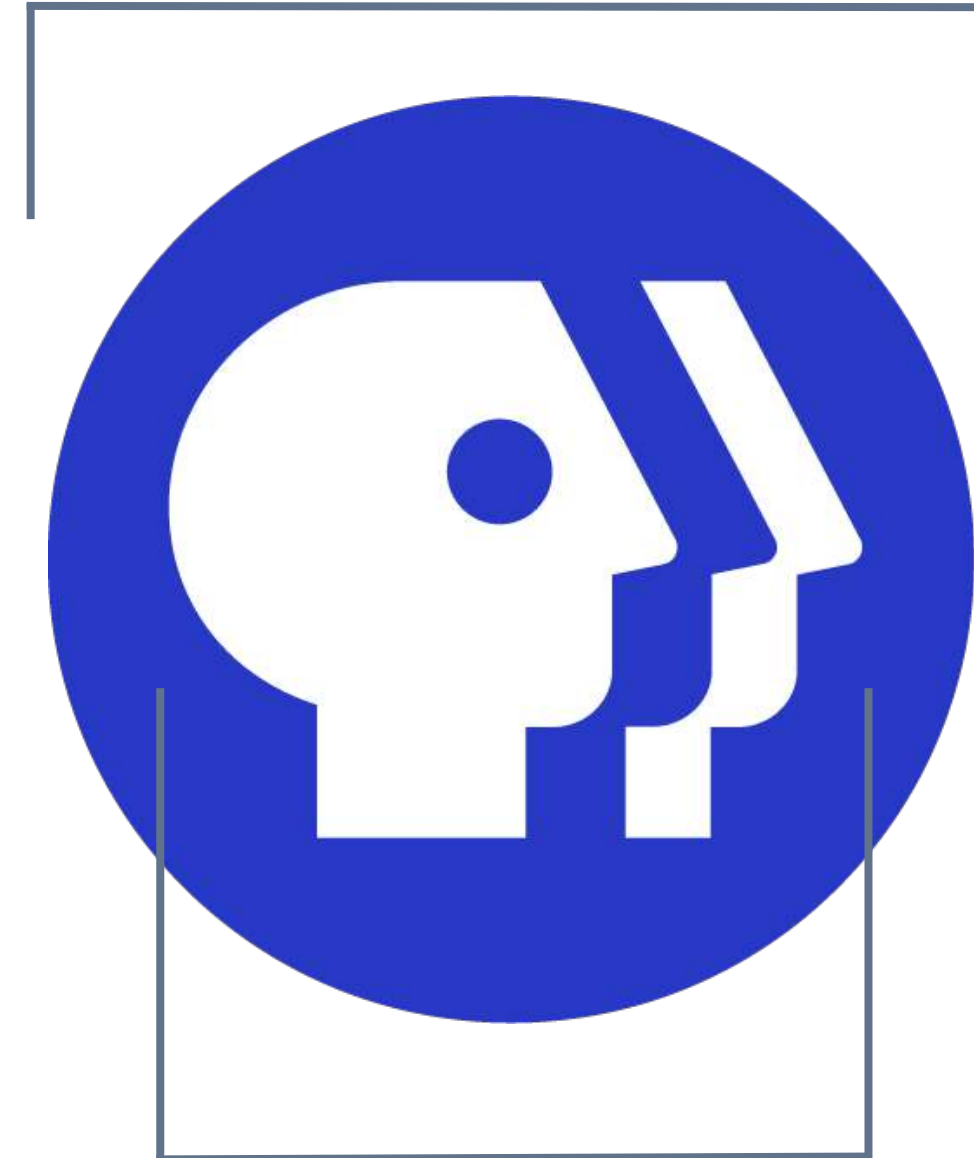


# Logo Guidelines

April 2021

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

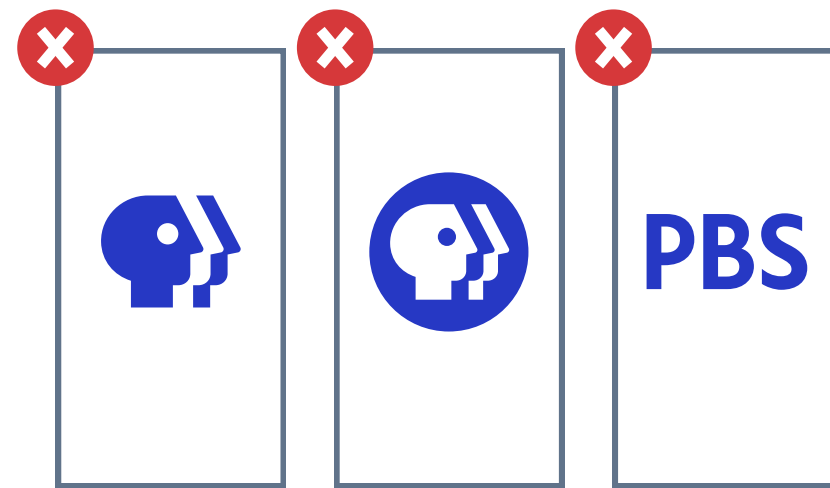
# LOGO | MINIMUM PADDING



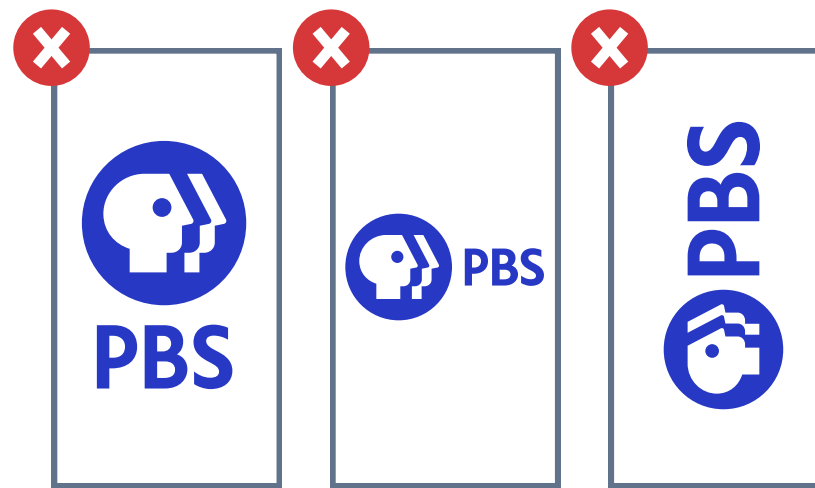
## MINIMUM PADDING

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

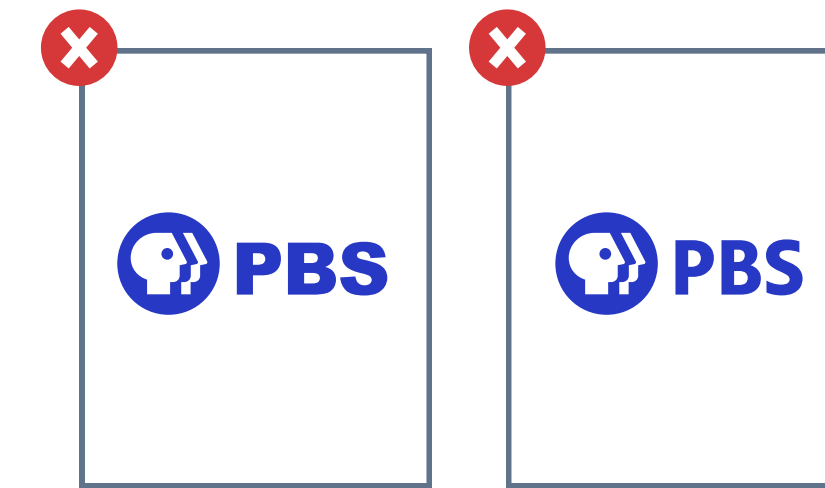
# LOGO | IMPROPER USE



**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



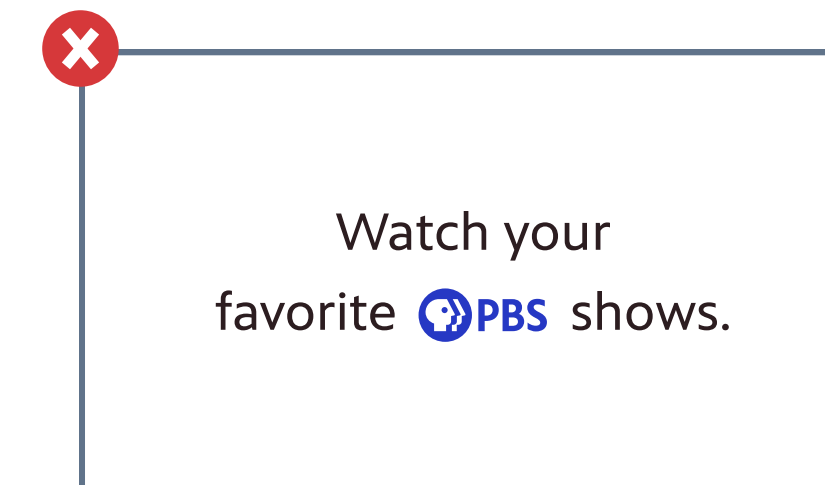
**DO NOT:**  
Do not typeset or recreate the logotype using the PBS Sans font



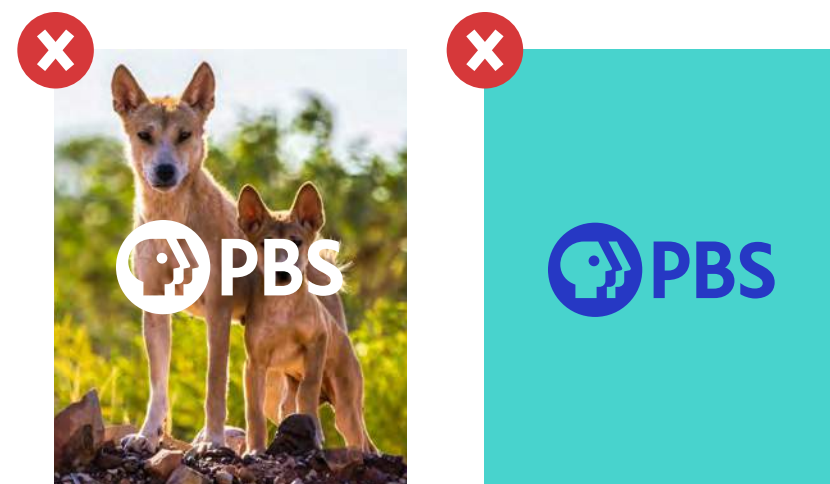
**DO NOT:**  
Do not stretch, distort, or otherwise modify the logo



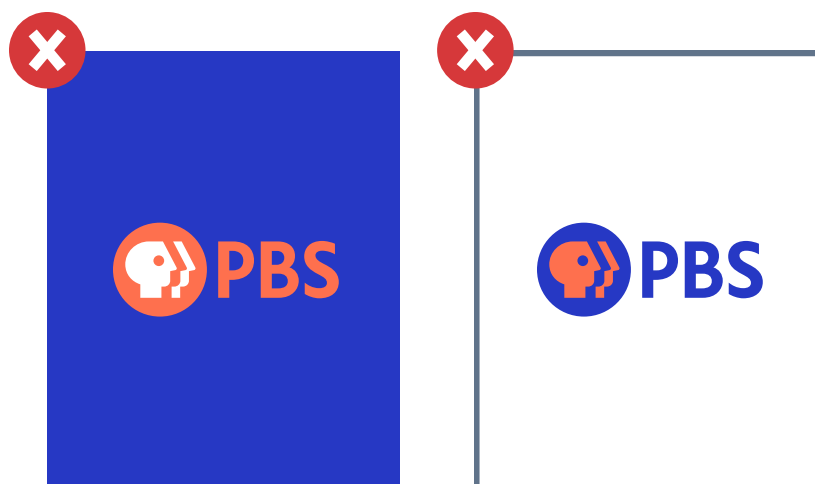
**DO NOT:**  
Do not add decorative effects such as emboss or drop shadow to the logo



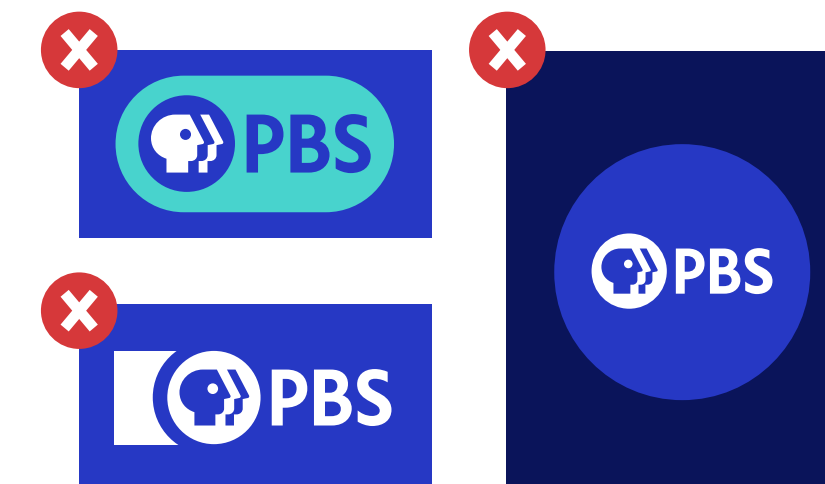
**DO NOT:**  
Do not use the logo within text



**DO NOT:**  
Do not knock out profiles of the logo



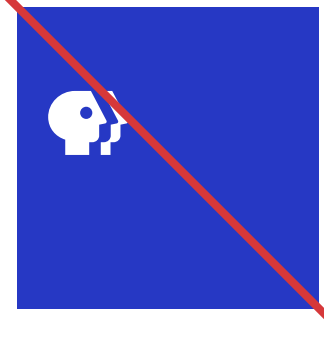

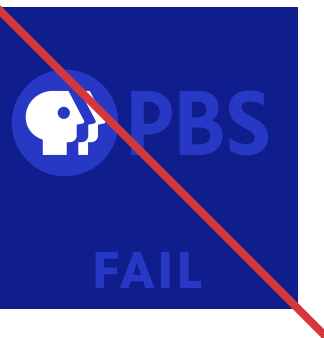
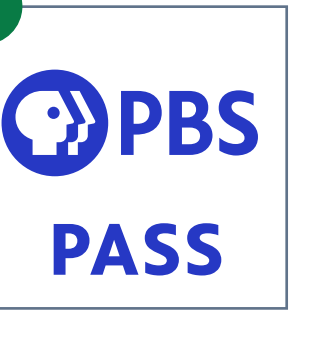






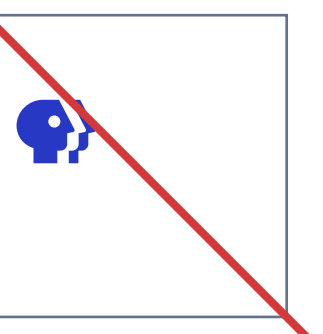
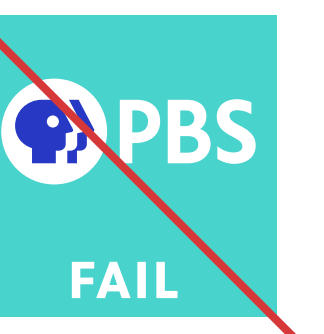
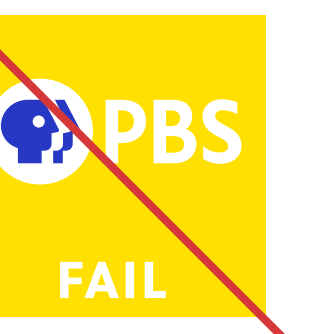

**DO NOT:**  
Do not alter the colors of the logo



**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.

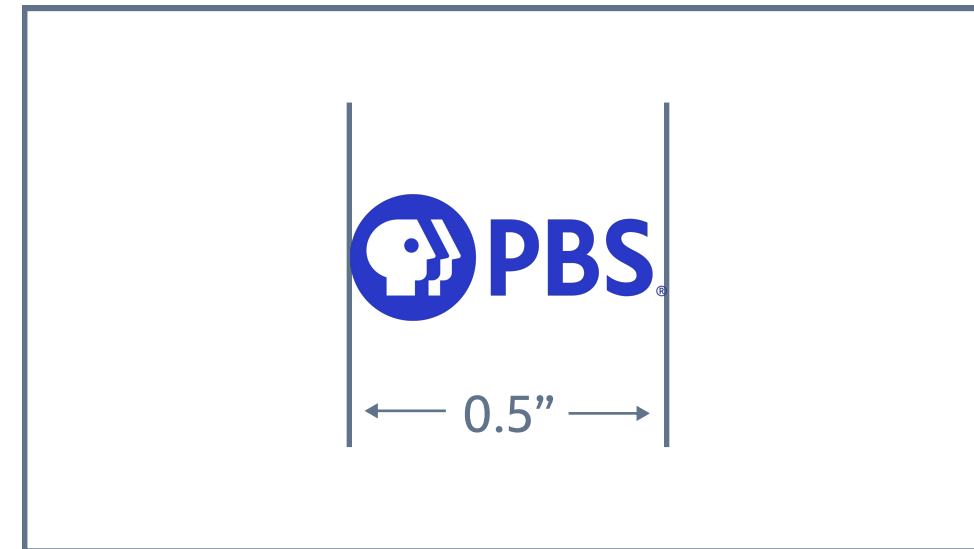
	PBS Blue	Navy Blue	Medium Blue	White	Teal	Yellow	Coral
Blue logo							
White logo							

# 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

