

STATION LOGO
ARCHITECTURE GUIDE

Version 1.2.1

INTRODUCTION

The station logo architecture is a framework that defines how to use the PBS KIDS logo and station logo in a shared space. This new approach moves us away from the practice of “co-branding” in which logos are locked-up with one another, and instead, creates a relationship between the two logos that supports the goals below.

THE STATION LOGO ARCHITECTURE...

- Strengthens your station’s connection to PBS KIDS content and services
- Helps your station leverage the power and trust embodied by the PBS KIDS brand
- Creates consistency between national and local experiences

USING THE LOGO

The PBS KIDS logo may be placed to the left, right, above or below your station's primary logo. The two logos may also be placed farther apart from each other, depending on your specfic design needs. Follow logo sizing and placement guidelines on page 4.

PBS KIDS Logo + Station Primary Brand



Correct



Incorrect



In most cases, a station's primary logo includes the PBS corporate logo. Don't replace the PBS corporate logo in your primary logo with the PBS KIDS logo.

ADDITIONAL LANGUAGE

While not required, your station may wish to strengthen the connection between the PBS KIDS logo and your station logo using a phrase like, “From,” “A service of,” “Presented by” and “On.” Stations should work with PBS KIDS to determine the language that works best.

The additional phrase should be placed above the station logo and follow the padding guidelines outlined on page 4. You can use color and font that complement your station’s primary logo.









LOGO SIZE AND PADDING

When using your station logo with the PBS KIDS logo, make sure that the size of the PBS KIDS logo is, at a minimum, the same height as your station logo. You may increase the size of the PBS KIDS logo if needed.

Follow the padding guidelines outlined in the PBS KIDS Style Guide to maintain acceptable spacing between logos.



Minimum padding around the logo is equal to 25% of the diameter of the PBS KIDS logo.



EXAMPLES

PBS KIDS CHANNEL



LOCAL EVENT MATERIALS



STREAMING VIDEO SPLASH SCREEN

