Welcome to the next brand evolution.

BRAND & CREATIVE TEAM
AUGUST 12, 2025

Hey there, we’re (part of) the brand & creative team.



Stacey Libbrecht
VP, Brand & Creative



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Graphic Designer



Teresa Berner
Motion Designer

We continuously tend to the brand, with stations a core focus.

2019

- SYSTEM-WIDE BRAND REFRESH WITH ALL NEW BRAND PACKAGE & VOICE

2021

- NEW & UPDATED BRAND ILLUSTRATIONS
- PBS PASSPORT REFRESH

2022

- PBS KIDS LOGO REFRESH

2023

- BRAND VOICE

2024

- NEW BRAND PHOTOGRAPHY & VIDEO
- ANIMATED PATTERNS

2025

- EXPANDED ON-AIR TOOLKIT
- OPTIMIZED COLOR PALETTE
- REFRESHED GRAPHICS
- NEW GRADIENTS







Visual Principles

Moving

Energetic
Emotional
Fascinating

Welcoming

Inclusive
Respectful
Authentic

Bright

Refreshing
Insightful
Current

1

New Gradients

New gradients add depth and texture to our brand package.



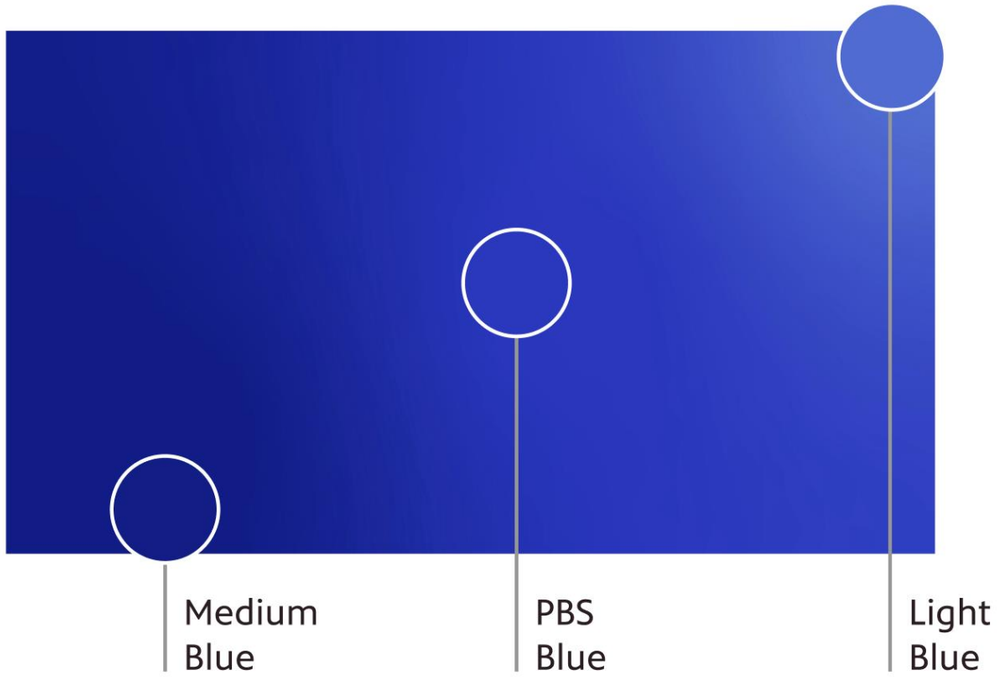
PRIMARY GRADIENT



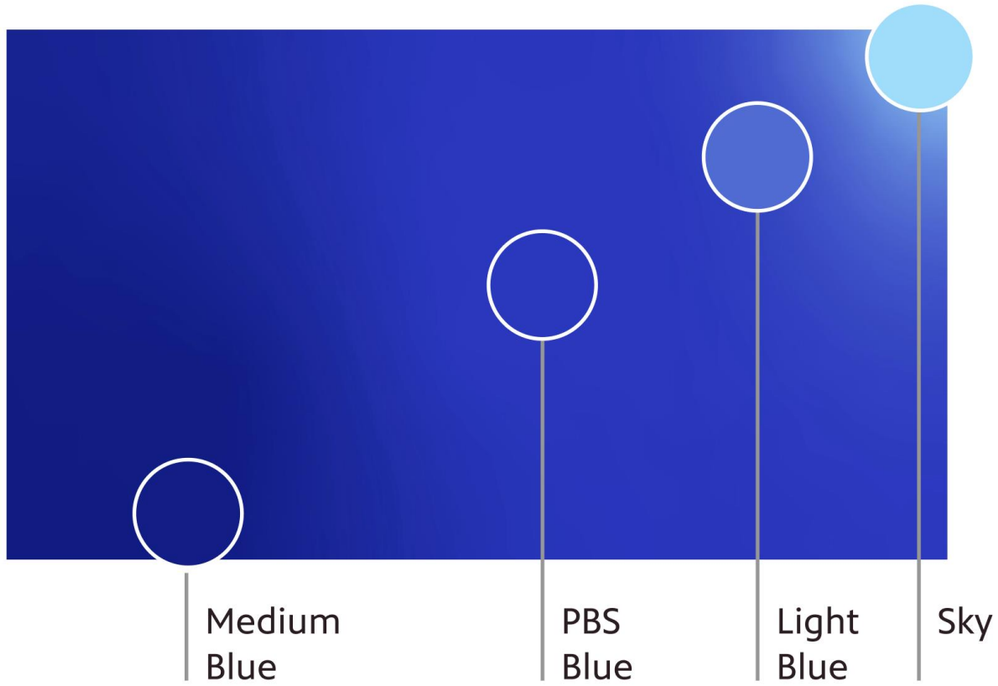
SECONDARY GRADIENT

Gradients leverage our core blues, plus brighter Sky for even more dimension.

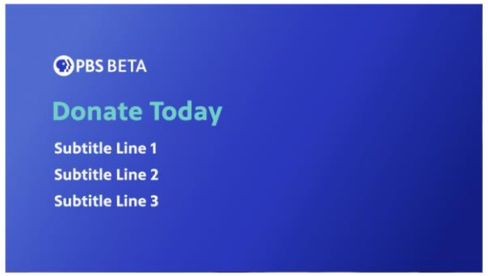
PRIMARY GRADIENT



SECONDARY GRADIENT



Gradients can be used as full screen backgrounds and across several graphic elements



AS A BACKGROUND

Use as a full-bleed background for type-driven assets



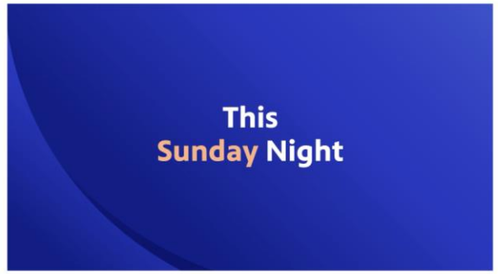
AS AN OVERLAY

Use as an overlay at 80% opacity over imagery to improve legibility for type



WITH GRAPHIC ELEMENTS

Gradient fills can be used with graphic elements, like the Circle Crop, the Curve, and the Large Circle Highlight





2

Optimized Color Palette

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

PBS

NAVY BLUE

MEDIUM BLUE

LIGHT BLUE

WHITE

TEAL

YELLOW

CORAL

Light Blue’s position in the palette now matches how we’ve been using it.

PBS Blue

PBS’s core brand blue—to know it is to love it

Navy Blue

A darker option that works well for more serious pieces

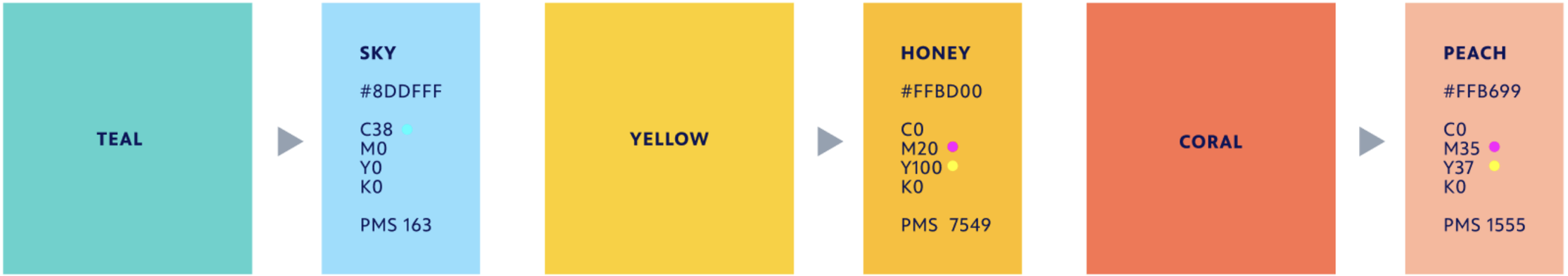
Light Blue

Newest edition to the Secondary Blues; works well as a monochrome edition to the other blues

Medium Blue

Our “Goldilocks” blue, that adds depth when paired with PBS blue

New Primary Accent Alts serve a key purpose: To optimize accent colors' usability



The Primary Accent Alts are used:

1. Infrequently, after it's been determined that Teal, Yellow, and/or Coral will not meet the needs at hand
2. When the Primary Accents don't meet contrast and accessibility standards
3. When less vibrancy is required due to tonal needs of the piece

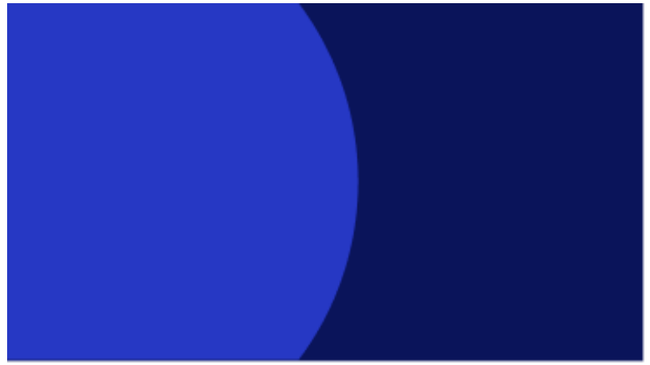
DO NOT:

- Do not pair Primary Accent Alts with Secondary Accents

3

New Graphic Elements

We’ve added additional graphics into the mix for more variety and more use cases.



CIRCLE CROP



CIRCLE HIGHLIGHT



SYMBOL CROP



CURVE



LARGE CIRCLE HIGHLIGHT



LINE AND HIGHLIGHT

As do
most of our brand
elements,
the Curve
comes directly
from our logo.



The Curve is best used when text or imagery is the main design element.



BACKGROUND IS IMAGE OR FOOTAGE



BACKGROUND IS SOLID COLOR

Background fill color options:

Navy Blue

Medium Blue

White



BACKGROUND IS GRADIENT

Background Gradient fill color options:

Primary Gradient

Secondary Gradient

Large Circle Highlight emphasizes text in a bold new way.



When used simply, the Large Circle Highlight has a ton of impact

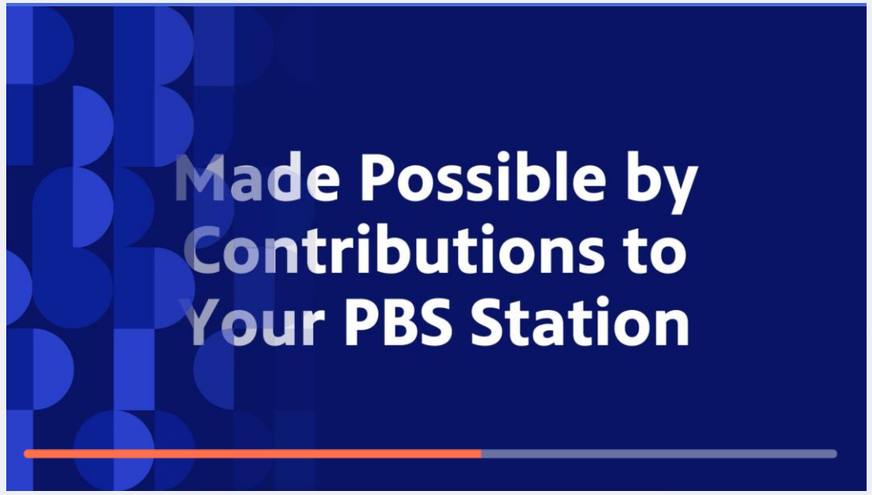
1. Cropped from top and bottom of the frame
2. Uses the Primary Gradient at 80% opacity
3. Pairs with wide shots for background footage or imagery
4. Doesn't cover important details or faces behind it



4

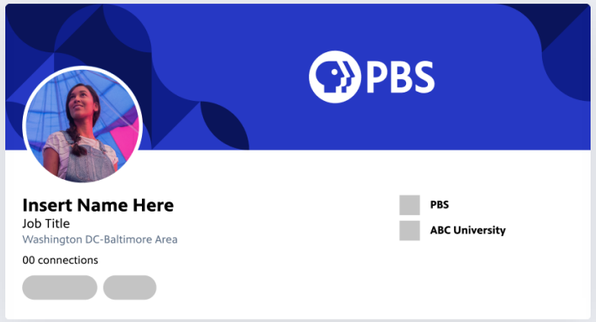
Expanded Patterns

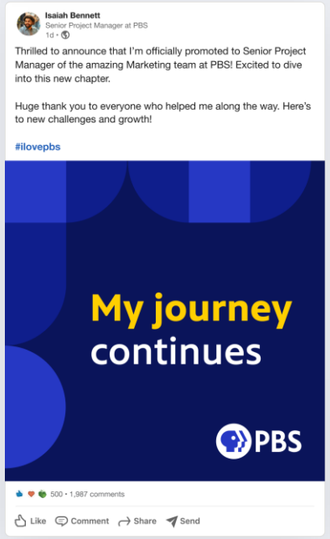
Our patterns shine as border elements, more than full screen backgrounds



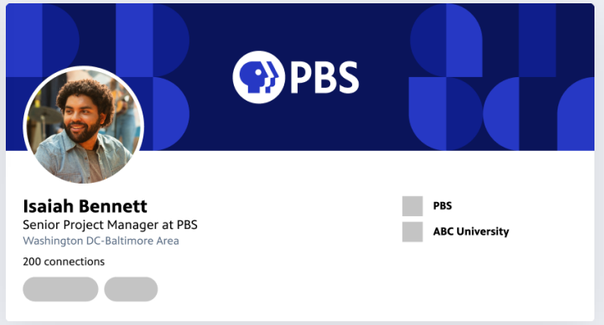




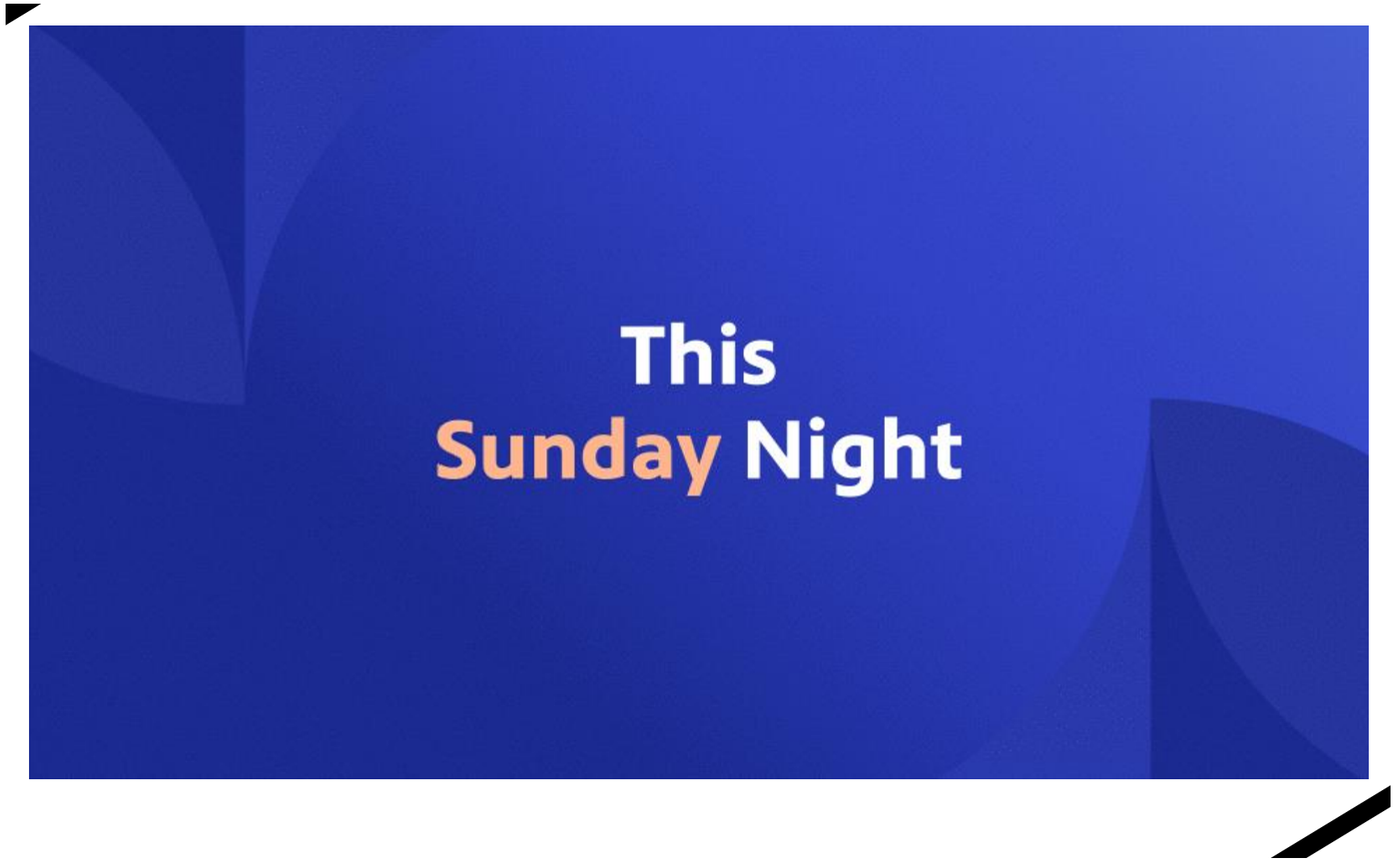








New Pattern Corners breathe new life into Patterns.



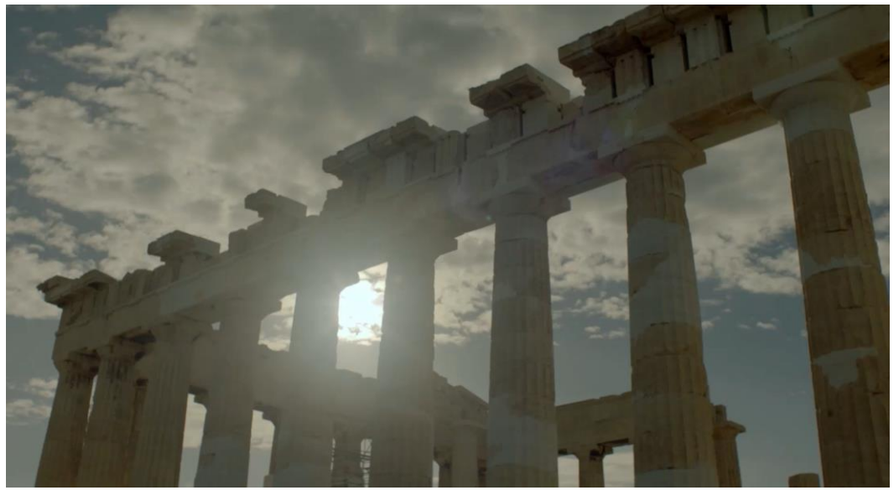
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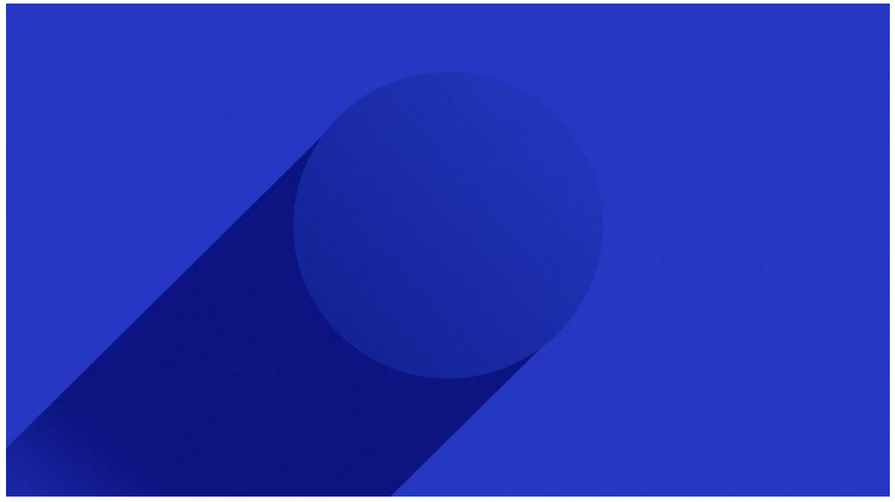
On-Air Toolkit

3.0

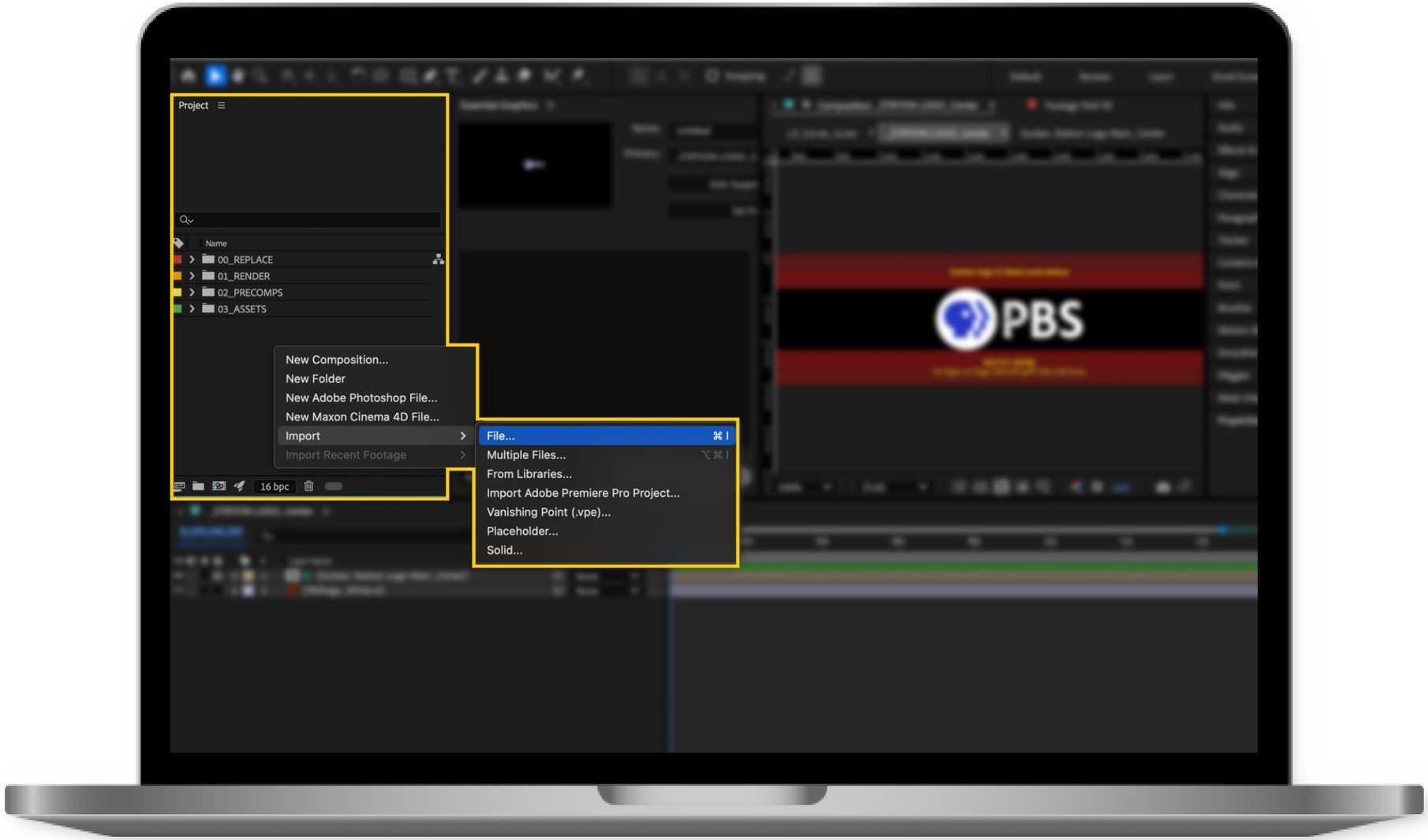




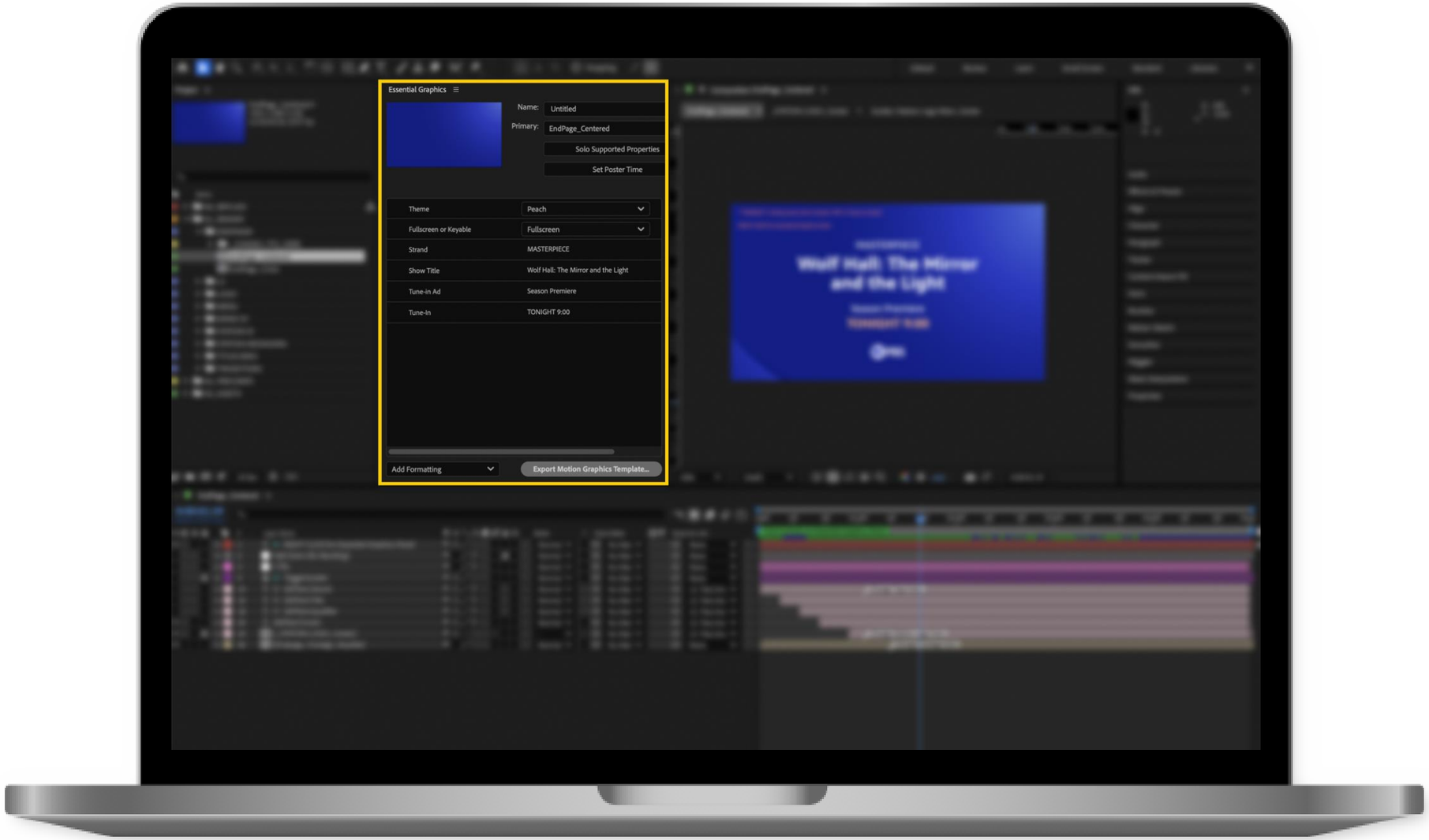




Merging Toolkit 1.0 and 3.0



Toolkit 3.0 Feature: Essential Graphics Panel



6

Refreshed Resources

Get ready to download and explore



Available for download on the **Source** and **Hub**

Questions?

Email us anytime: brand@pbs.org



THANKS!