Brand Guidelines

Version 2.3

AUGUST 2022

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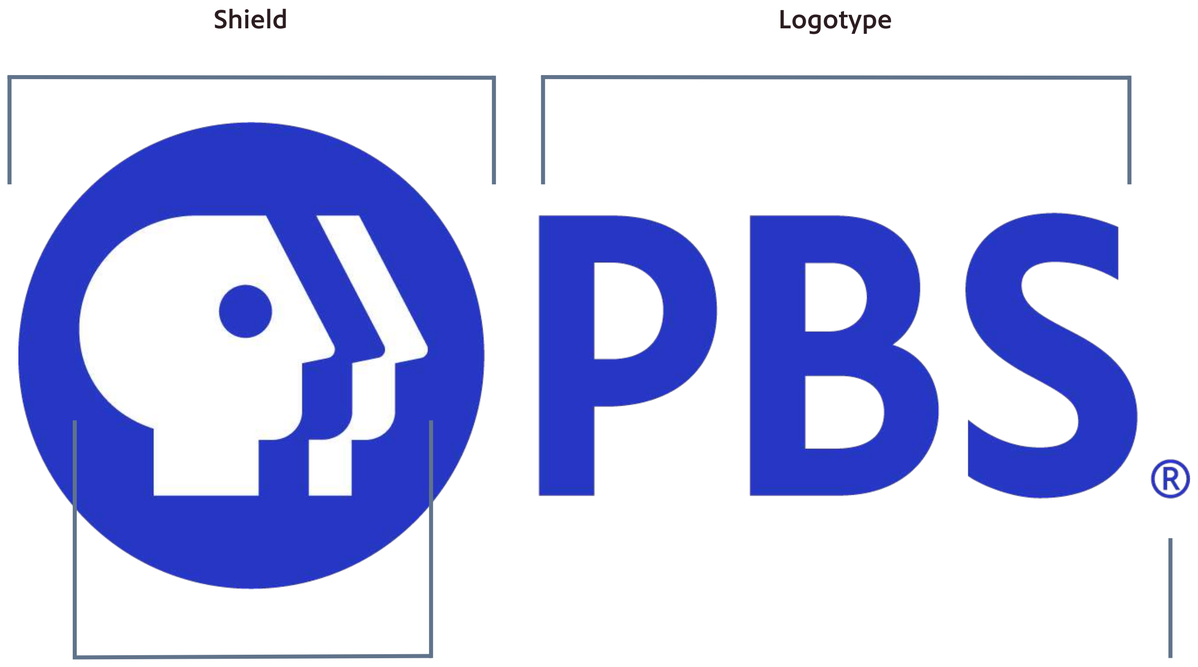
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PBS Logo

PBS Logo Anatomy

The PBS Logo is composed of the (1) Shield, (2) Profiles, (3) PBS Logotype.



PBS Logo Colorways

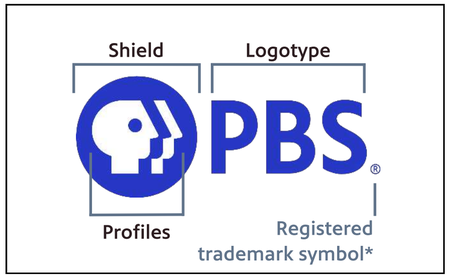
There are two colorways of the PBS Logo: 1) White PBS Logo with PBS Blue Profiles and 2) Blue PBS Logo with White Profiles. The White PBS Logo always uses white for the Shield and PBS Logotype, and PBS Blue for the Profiles. The Blue PBS Logo always uses PBS Blue for the Shield and PBS Logotype, and white for the Profiles.

These colorways can be used interchangeably. One PBS Logo might be used more than the other, depending on the platform and background color or imagery.

The PBS Logotype was custom-made for the PBS Logo only and is not in the PBS Sans typeface. Do not attempt to recreate the PBS Logotype in the PBS Sans or other typeface, or use the PBS Logotype on its own.



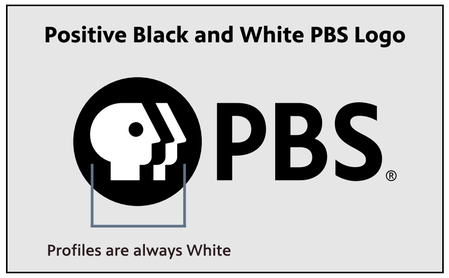
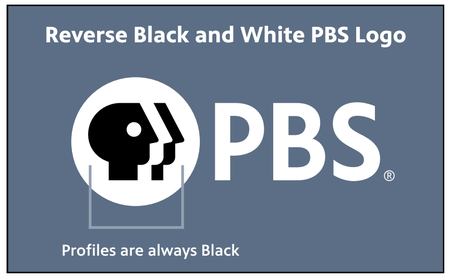
PBS Logo Requirements | PBS Logo

Requirement	*Illustration*
ALWAYS KEEP THE FULL PBS LOGO INTACT Always use the Shield, Profiles, and PBS Logotype together, as provided by PBS. Only use the Registered Trademark Symbol with the PBS Logo in print.	
ALWAYS USE THE PBS LOGO IN ITS TWO SIGNATURE COLORWAYS: BLUE AND WHITE The PBS Logo must always be used in these colorways, unless printing does not allow, in which case use black and white (see page 7).	 
MINIMUM PADDING Minimum padding around the PBS Logo is equal to 25% of the height of the PBS Logo.	

PBS Logo Requirements | Logo Color

Requirement	*Illustration*
PBS BLUE Always use PBS Blue in its exact values: Digital & On-Air: HEX #2638C4 4 Color Print: C100 M65 Y0 K0 Spot Color Print & Other Physical Goods: PMS 293	
ENSURE PBS LOGO HAS ADEQUATE CONTRAST To ensure readability on digital screens, the PBS Logo must have adequate contrast with its background. For more information, reference the Style Guide: https://to.pbs.org/2qhHzh8	
TRANSLUCENT PBS LOGO Watermarks and on-air bugs are the only allowed non-print uses for black and white PBS Logos. Use Positive Black and White PBS Logo at 25% opacity. Do not make the Profiles transparent.	

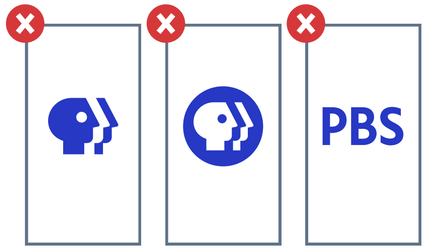
PBS Logo Requirements | Logo in Print

Requirement	*Illustration*
MINIMUM SIZING IN PRINT The PBS Logo should never print less than 0.5” wide and 0.2” tall.	
FULL COLOR PBS LOGO PRINT VERSIONS For print use, it is essential to use CMYK or PMS values. RGB or other values will not reproduce PBS Blue accurately in print. 4 Color Print: C100 M65 Y0 K0 Spot Color Print & Other Physical Goods: PMS 293	**CMYK Values** **C100** **M65** **Y0** **K0** **PMS Value** **293**
BLACK AND WHITE PBS LOGOS EXCEPTIONS FOR PRINT Use is limited only to black and white printing where color is not available. Do not make the PBS Logo grayscale.	 

PBS Logo Requirements | Logo in Print (Registered Trademark)

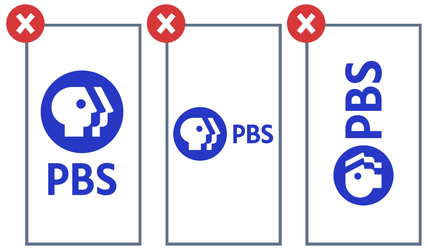
Requirement	*Illustration*
USE OF THE REGISTERED TRADEMARK SYMBOL When used in print, the PBS Logo should use the Registered Trademark Symbol (®). Only the first use of the logo on a printed material or item needs to use the ®. The print versions of the PBS Logo (CMYK and PMS) already include the ®.	
USE OF PBS NAME IN TEXT When written in text, PBS should always appear in all caps. The first time that PBS is referenced in print, the ® must be used.	PBS® is America's largest public media enterprise.
LEGAL LINE The PBS legal line provides notice of ownership and should be used in printed materials (e.g. postcards, flyers, activity books, product packaging, bags, t-shirts) and web pages. It can be placed in small font at the bottom or end of the design/page. The legal line can also be printed on a sticker placed on the bottom of a physical good, like a mug.	"PBS and the PBS Logo are trademarks owned by Public Broadcasting Service. Used with permission."

Improper Use Cases



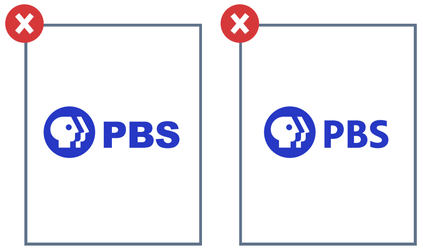
DO NOT:

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



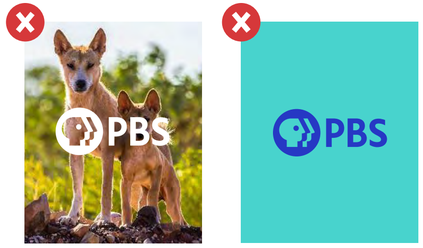
DO NOT:

Do not add decorative effects such as emboss or drop shadow to the logo



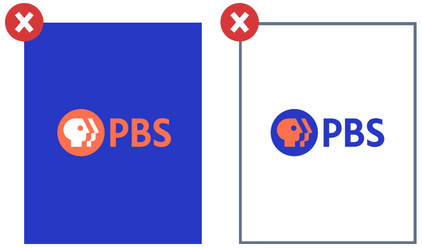
DO NOT:

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

PBS Sub Brands

PBS Sub Brands

These are all of the approved sub brands of PBS. All guidelines within this document apply equally to these sub brands.

PBS LearningMedia

PBS Distribution

PBS International

Shop PBS

PBS America

PBS Brand Elements

PBS Brand Elements

All stations have access to the full set of brand elements:

- PBS Logo
- PBS Sans Font
- PBS Style Guide & Color Palette
- Brand Illustrations
- Brand Imagery and Video
- Graphic Element Templates

Guidelines for these elements can be found in the Style Guide, found here: **https://to.pbs.org/pbs-brand-guidelines**.

Additional elements, such as the On-Air Package will be accessible to member stations depending on their co-brand option selected, if any (see page 20).

Station Co-Branding

Station Co-Brand Requirements

All Member Stations

Stations can work with PBS to determine the most suitable configuration from a range of options and must obtain approval from PBS.

Keep the PBS Logo intact

Stations co-branding with the new PBS Logo must use the full PBS Logo (Shield, Profiles, and PBS Logotype).

Use the PBS Blue and White colorways

Always use the PBS Logo in its signature colorways using PBS Blue and white. Use of black and white PBS logos is limited only to printing when color is not available. Follow the translucent PBS Logo requirements on page 6 for watermarks, on-air bugs, and other such instances.

Station geographic claims

Stations considering taking on a geographic claim for their logo or branding must consult with and obtain approval from PBS.

Stations using PBS as part of their logo or name cannot claim a geographic region that another station could claim, even when there is no overlap between the two stations' broadcast reach, and regardless of whether the other station has a separate co-brand.

Note: A member station already claiming a geographic region may be grandfathered into use.

Station Co-Brand Options

Full Member Stations

PBS has worked with stations to develop flexible options for co-branding, understanding that each station faces unique circumstances. Stations can work with PBS to determine the most suitable configuration from a range of options and must obtain approval from PBS. With these circumstances in mind, stations have three general options for co-branding with the PBS Logo:

1. **Co-brand with PBS Logo** *(See Options 1-6 on page 15)*
    - Stations must obtain approval from PBS to determine the most suitable configuration from a range of options that can include the new PBS Sans typeface, PBS Blue color, as well as select elements of current station identity.
    - If a station maintains its local iconography (Options 5 & 6), it may not use PBS Sans or PBS Blue in its name, iconography, or any part of its station identity.
    - Taglines may not be incorporated in the co-branded logo, but taglines may be used elsewhere in audio or proximate on visual materials.

2. **Continue co-brand with legacy PBS mark** *(See Options 7 on page 15)*
    Stations are not required to co-brand with the new PBS Logo; instead, they may opt to continue using existing station logos that incorporate the legacy PBS shield and/or logotype (known as the “Grandfathered Station Logos”). Grandfathered Station Logos may not be changed in any way without prior approval, and may not include the PBS Logo in any way.

3. **No co-brand** *(See Options 8 on page 15)*
    Stations opting out of the new visual system entirely must maintain a wholly distinct look and feel. PBS Blue and PBS Sans are not allowed in any version of a station’s name.

Note: Regardless of co-brand option selected, all standalone uses of the PBS mark (e.g., footer of station website) should use the PBS Logo.

Spectrum of Co-Branding Options

Full Member Stations



Station Co-Brand Options

PDP Stations

To maintain differentiation of PDP stations from full member stations, PBS has developed specific guidelines for PDP stations when co-branding with the PBS Logo. Stations can work with PBS to determine the most suitable configuration from a range of options and must obtain approval from PBS.

1. **Co-brand with PBS Logo** *(See Options 3-4 Option to Retain Station Color, and Options 5-6 on page 17)*
   PDP stations must use a color and font other than PBS Blue and PBS Sans in their station name.

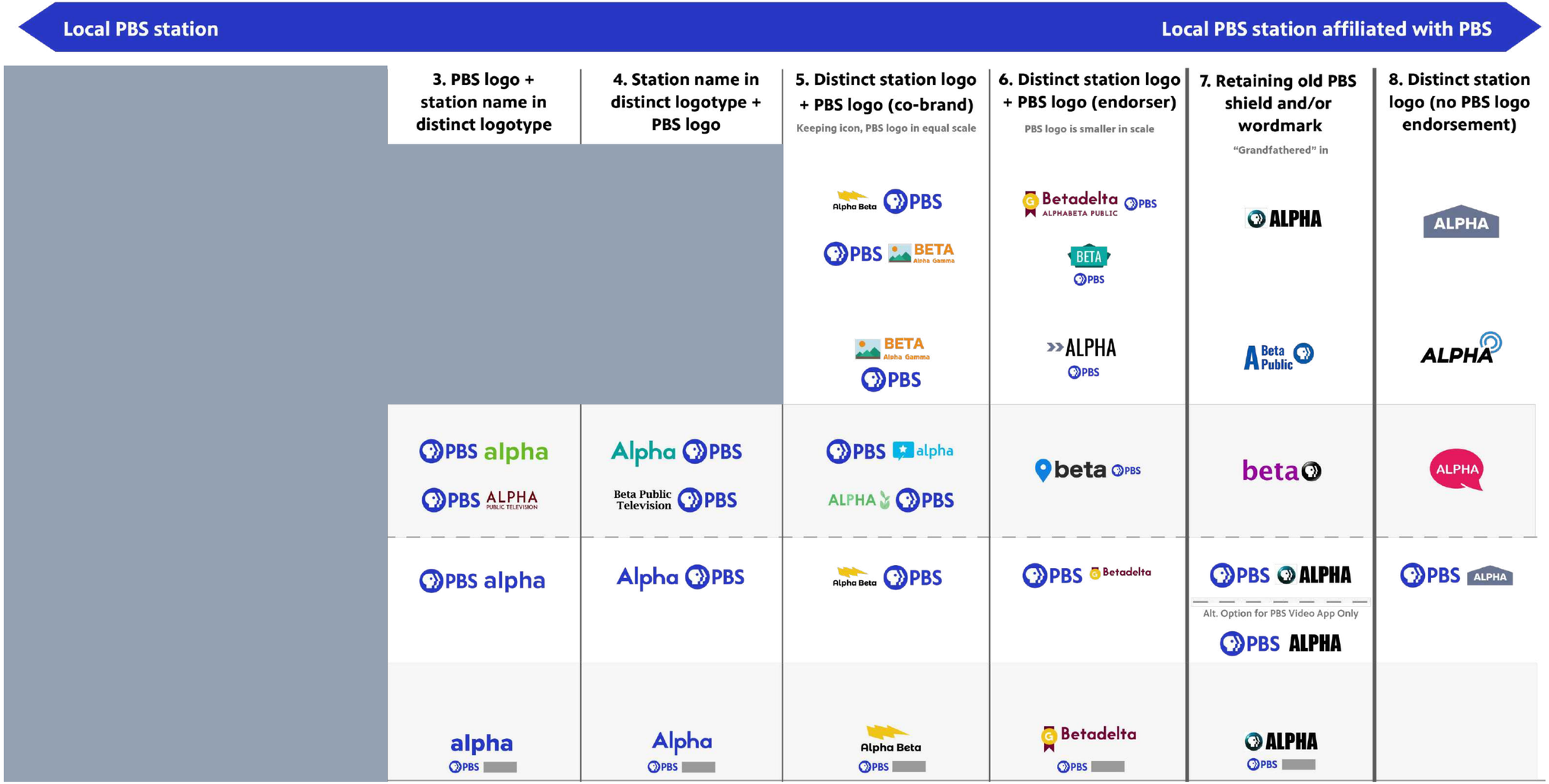
2. **Continue co-brand with legacy PBS mark** *(See Option 7 on page 17)*
   Stations are not required to co-brand with the new PBS Logo; instead, they may opt to continue using existing station logos that incorporate the legacy PBS shield and/or logotype (known as the “Grandfathered Station Logos”). Grandfathered Station Logos may not be updated in any way, and may not include the PBS Logo in any way.

3. **No co-brand** *(See Option 8 on page 17)*
   Stations opting out of the new visual system entirely must maintain a wholly distinct look and feel. PBS Blue and PBS Sans are not allowed in any version of a station’s name.

Note: Regardless of co-brand option selected, all standalone uses of the PBS mark (e.g., footer of station website) should use the PBS Logo.

Spectrum of Co-Brand Options

PDP Stations



PBS Logo Use Best Practices

1. PBS Logo co-brand “balance of three”

Simplifying co-branded logos can optimize consumer understanding by driving impact, brand attribution, and enhancing readability. Consistent with industry best practices, we recommend limiting station co-brand logos to three entities—local station identifier, PBS Logo, and a third key affiliate (e.g., NPR for dual licensees).

- Local identity expression can be used as an element of the station’s heritage in a variety of applications, including merchandising items or office environmental graphics.

2. PBS Logo precedes local logo

To clearly signal our identity and for a cleaner design, we recommend placing the PBS Logo before local station logos/identifiers. (See Options 1 & 3 on Page 15.)

On-Air Packages

There are three On-Air Packages for stations:

1. The ”A” Package consists of an After Effects Toolkit plus a set of Pre-Rendered Files for those without After Effects capability.

2. The “B” Package consists of the same set of After Effects and Pre-Rendered Files as in the “A” Package, with a few exceptions. These exceptions and rationale can be found in the “Addendum to the On-Air Toolkit Guide” document on the Hub: **https://to.pbs.org/pbs-brand-guidelines**.

On-Air Packages

1a. Options 1-6 – Co-brand with PBS Logo: “A Package”

Stations co-branding with the new PBS logo have access to the full on-air “A” Package, but are not required to use it.

1b. Options 1-6 – Co-brand with PBS Logo as a University Licensee Station: “C Package”

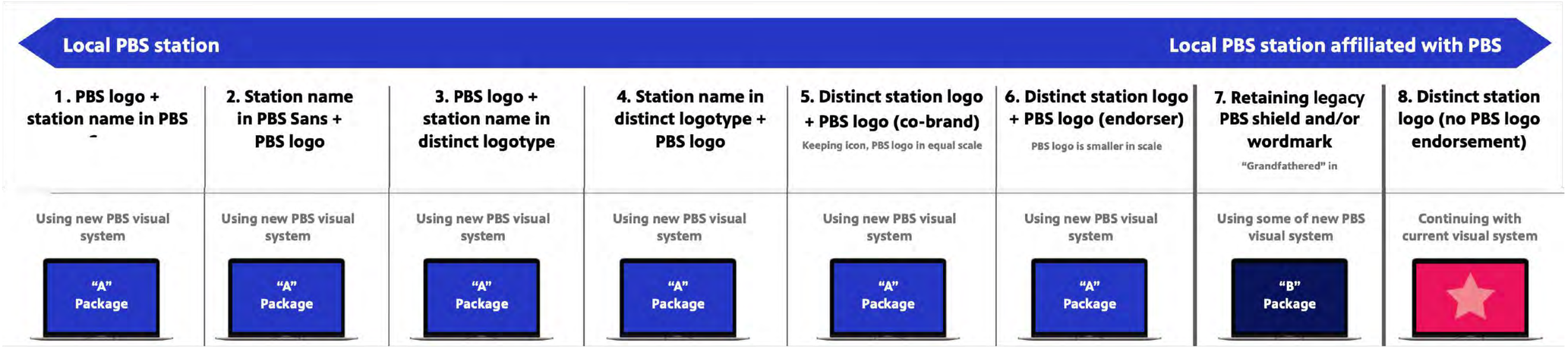
Co-branding university licensee stations that are required by their university affiliate to incorporate established, official university color into the PBS On-Air Package may do so upon gaining specific approval from PBS. See page 21 for more details.

2. Option 7 – Continue co-brand with legacy PBS mark: “B Package”

Stations retaining the legacy PBS shield and/or logotype in their co-branded logo are known as “grandfathered” stations/logo. Grandfathered stations keep their existing co-branded logo for use in all broadcast/on-air applications, and can use the “B Package” if desired. The “B Package” is designed to provide an opportunity for grandfathered stations to leverage the new brand package, and closely matches the elements in the A Package, with a few exceptions.

3. Option 8 – No co-branding: No On-Air Package

Stations retaining their distinct station logo with no PBS endorsement or co-brand will have access to PBS brand elements, but not any version of the on-air package, given that the PBS brand is integral to the On-Air Packages.



Co-Branding University Licensees - On-Air Package Options

Options 1a and 1b are both available to co-branding university licensee stations.

In order to fulfill creative requirements of a university affiliate, university licensee stations are able to incorporate official university color into the PBS On-Air Package. This color must be an official, established color of the university and listed specifically in the university's style guide. Stations may use the main signature university color, in its exact HEX value, for backgrounds and large fields of full-opacity color within the PBS On-Air Package.

In order to maintain the integrity of the PBS brand on-air and the PBS On-Air Package, co-branding university licensee stations that choose to take advantage of this exception must forfeit access to the On-Air "A" Package and instead use the On-Air "B" Package.

Additionally, other than backgrounds and large fields of full-opacity color, the package should remain intact and the PBS color palette should still be used across the majority of elements, including for text, the Line and Highlight element, the PBS Logo, and other elements specified by PBS.

To get started, see the **On-Air Toolkit Guide** for a full list of graphics within the "C" Package approved for this exception and examples of how to implement official university colors.

University licensee stations who would like to incorporate university affiliate color so must first gain approval from PBS before completing the work or going live digitally or on-air. If any changes are made to the official university colors and a station would like to update the on-air package accordingly, they must first gain approval from PBS by emailing **brand@pbs.org**.

Station Co-Brand Logo Color

Full color co-brand logos must use the Blue PBS Logo. White or reverse color co-brand logos must use the White PBS Logo.



