Primary and Secondary Logo Use Cases

Co-branded station logos should follow the specs on pages 23-53

	Illustrative solutions
For primary co-branded logos, stations should use a horizontal orientation A horizontally-oriented logo is preferred to optimize for space and readability. This applies to the vast majority of use cases—for example, across broadcast, print, and digital contexts (e.g., web headers, banners, online video, etc.).	     
Where there are horizontal space constraints, stations may use a secondary co-branded logo that is vertically stacked In certain cases where there are size or aspect ratio limitations (e.g., social media avatars that are typically in a circular format), stations may use a vertically stacked logo.	     

Station Co-Branding Logo Specs (Primary Logo)

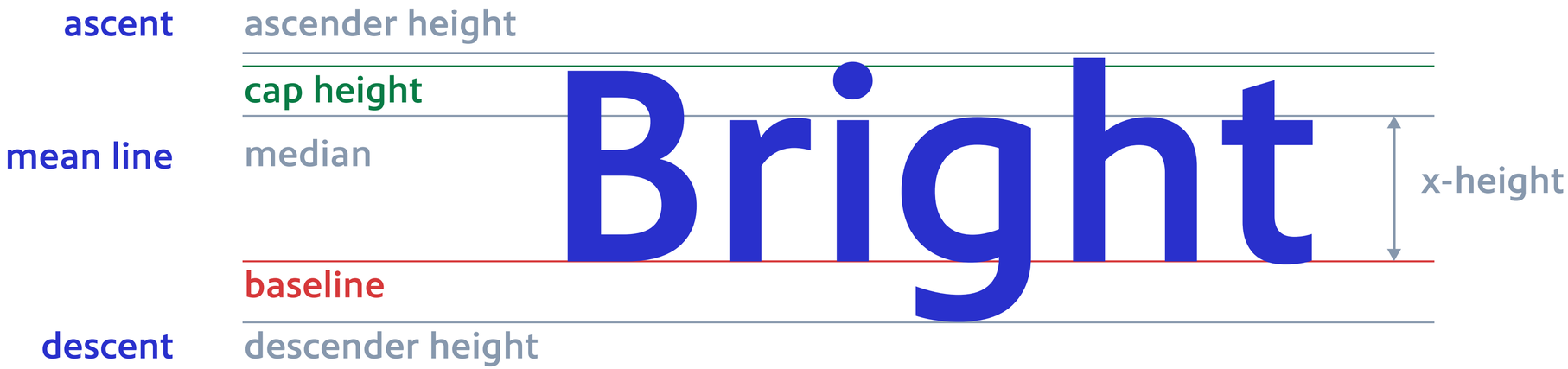
Station Co-Branding Specs

Options 1 & 2: Station Name in PBS Sans



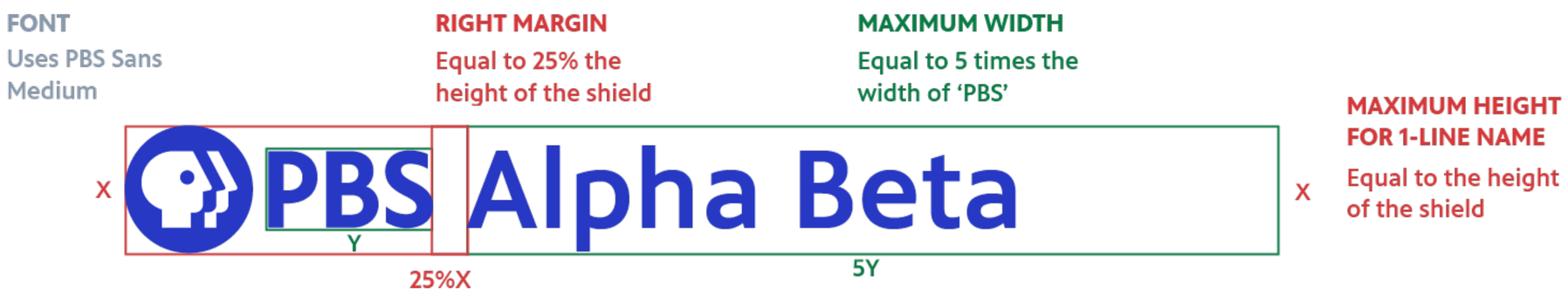
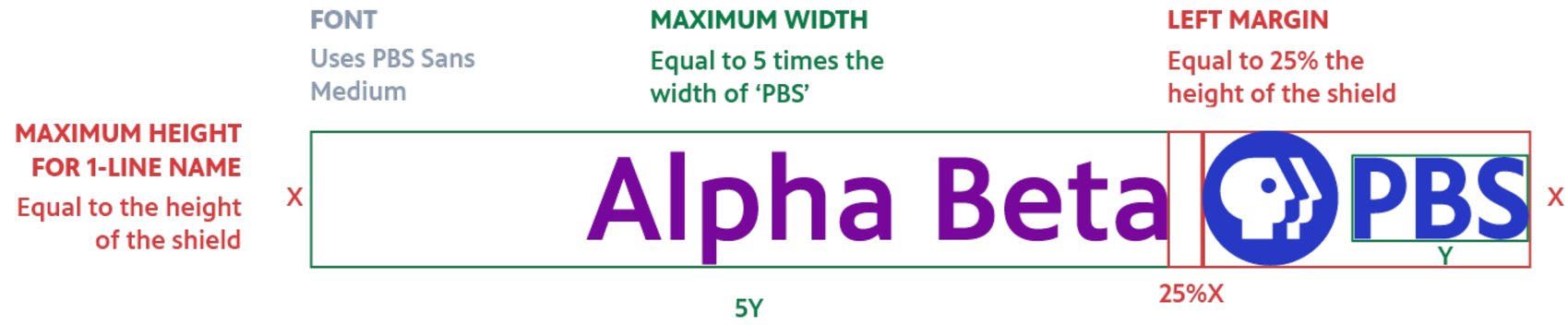
Options 1 & 2: Station Name in PBS Sans

Letter Anatomy



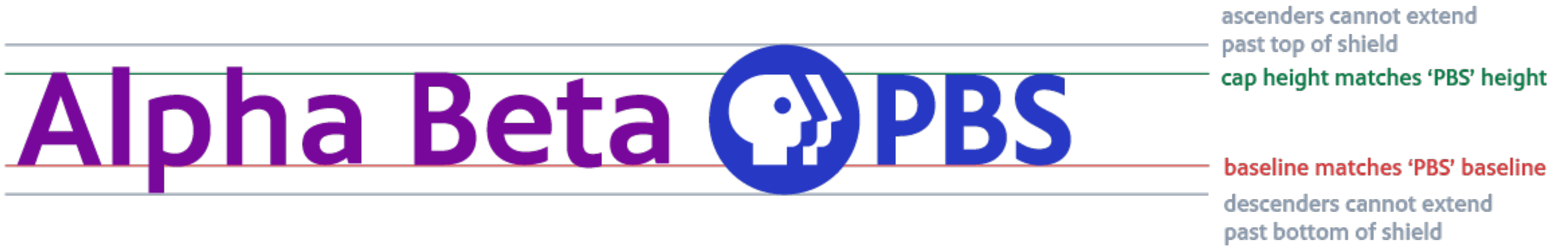
Options 1 & 2: Station Name in PBS Sans

Margins and Alloted Station Name Area

Station Co-Brand Description	*Spec Illustration*
Option 1	
Option 2	

Options 1 & 2: Station Name in PBS Sans

Alignment of 1-Line Station Name

Station Co-Brand Description	*Spec Illustration*
Option 1	
Option 2	

Options 1 & 2: Station Name in PBS Sans

Alignment of 2-Line Station Name

Station Co-Brand Description	*Spec Illustration*
Option 1	
Option 2	

Options 1 & 2: Station Name in PBS Sans

Additional Alignment Guidance

Guidance	*Illustrations*
Option 1, 1-Line Station Name If leading with PBS Logo, 1-line Station names in PBS Sans must maintain the standard margins to the right of ‘PBS.’	
Option 1, 2-Line Station Name If leading with Station Name, 1-line names in PBS Sans must maintain the standard margins to the left of ‘PBS.’	
Option 2, 1-Line Station Name If leading with PBS Logo, 2-line Station names must be left-aligned and maintain the standard margin to the right of ‘PBS.’	
Option 2, 2-Line Station Name If leading with station name, 2-line stacked names must be right-aligned and maintain the standard margin to the left of ‘PBS.’	

Options 1 & 2: Station Name in PBS Sans

Letter Case Recommendations

Recommendation	*Illustrations*
Options 1 & 2 If taking on PBS Sans for a 1-or 2-line station name (including but not limited to geographic identifiers), using Title Case is strongly recommended.	
Options 1 & 2 If taking on PBS Sans for station call letters, using All Caps is not recommended, but acceptable.	

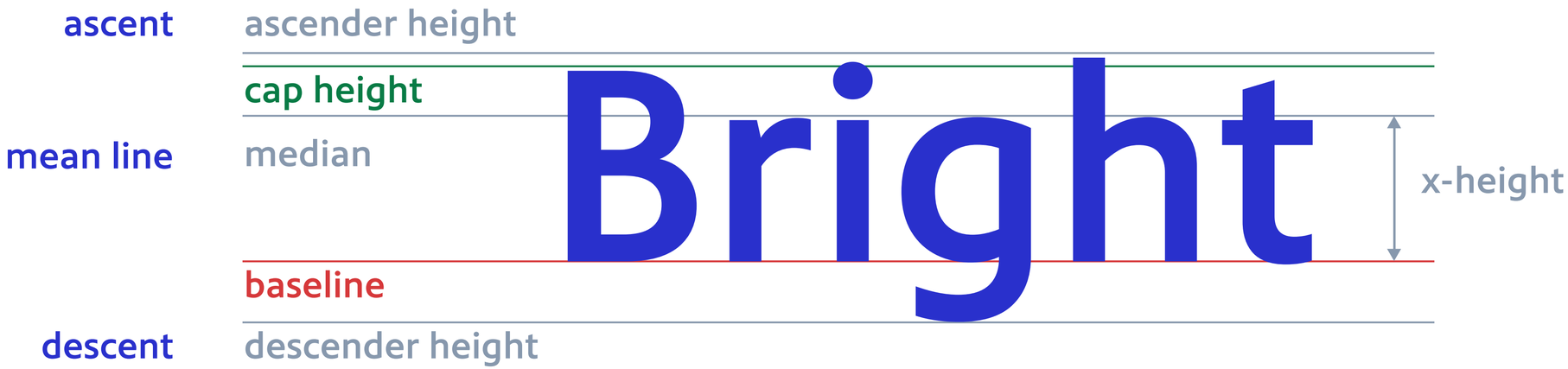
Station Co-Branding Specs

Options 3 & 4: Station Name in Distinct Logotype



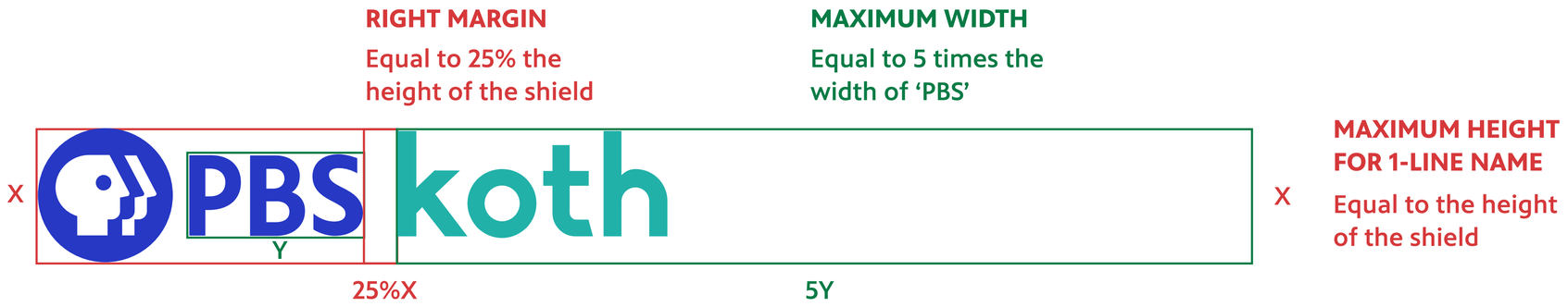
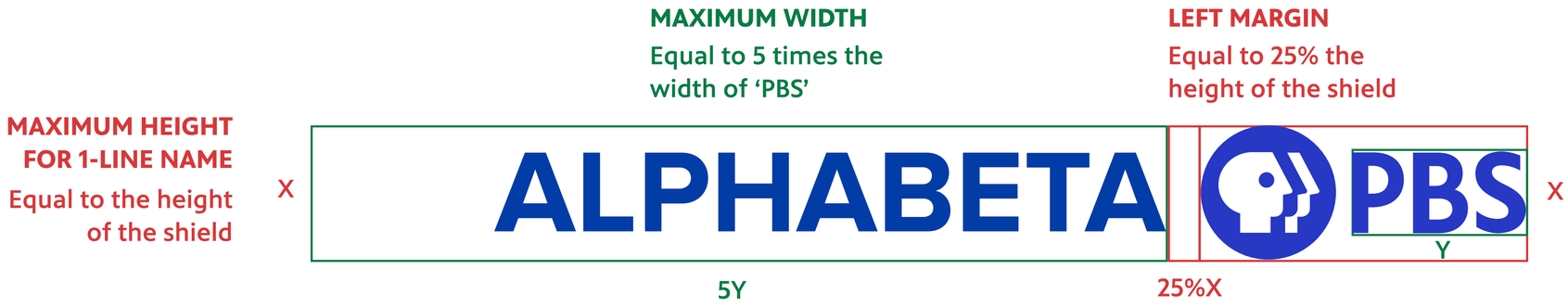
Options 3 & 4: Station Name in Distinct Logotype

Letter Anatomy



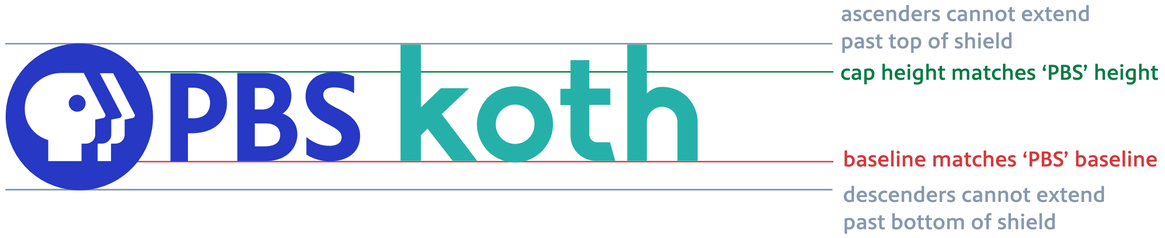
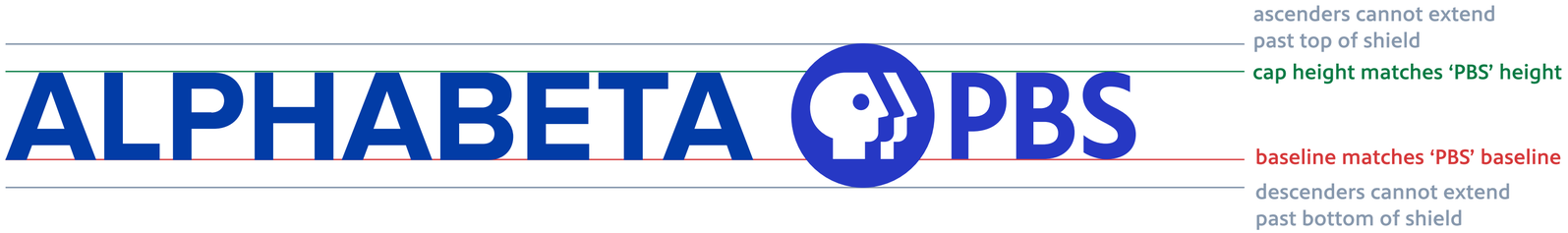
Options 3 & 4: Station Name in Distinct Logotype

Margins and Alloted Station Name Area

Station Co-Brand Description	*Spec Illustration*
Option 3	
Option 4	

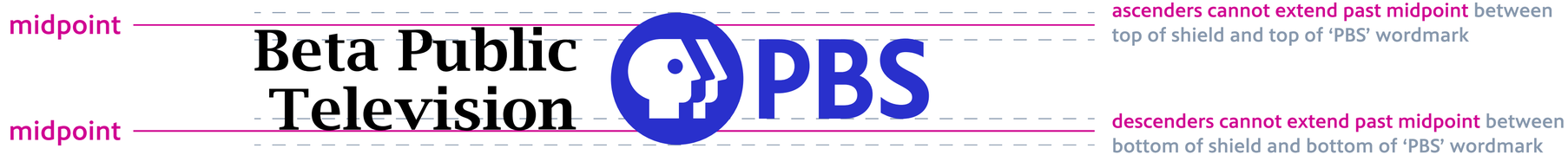
Options 3 & 4: Station Name in Distinct Logotype

Alignment of 1-Line Station Name

Station Co-Brand Description	*Spec Illustration*
Option 3	
Option 4	

Options 3 & 4: Station Name in Distinct Logotype

Alignment of 2-Line Station Name

Station Co-Brand Description	*Spec Illustration*
Option 1	
Option 2	