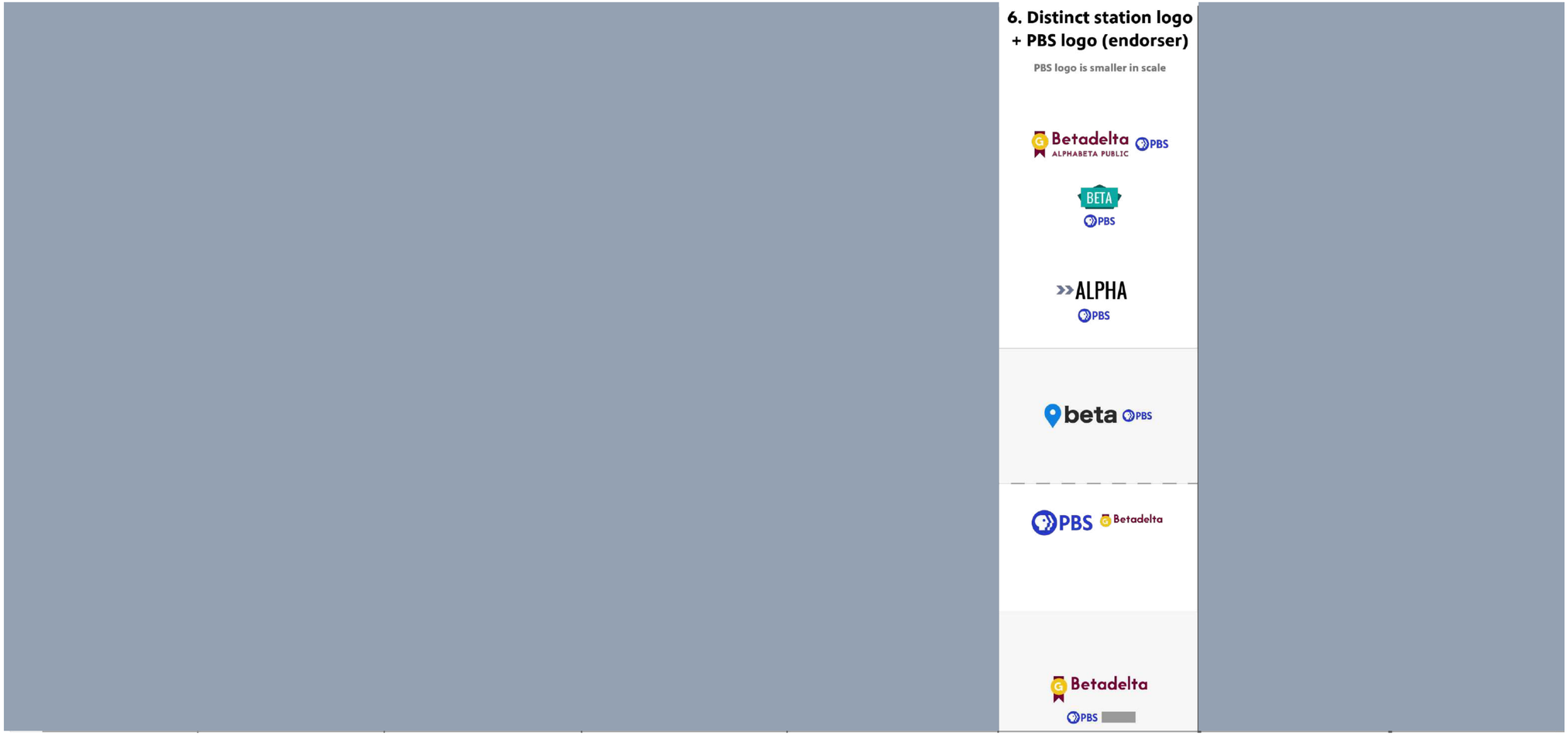
Station Co-Branding Specs

Option 6: Distinct Station Logo with PBS Logo as Endorsement

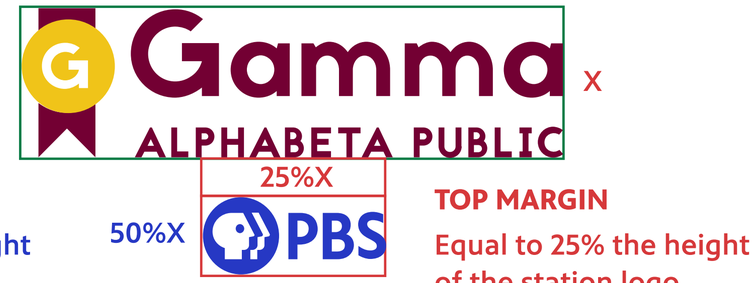
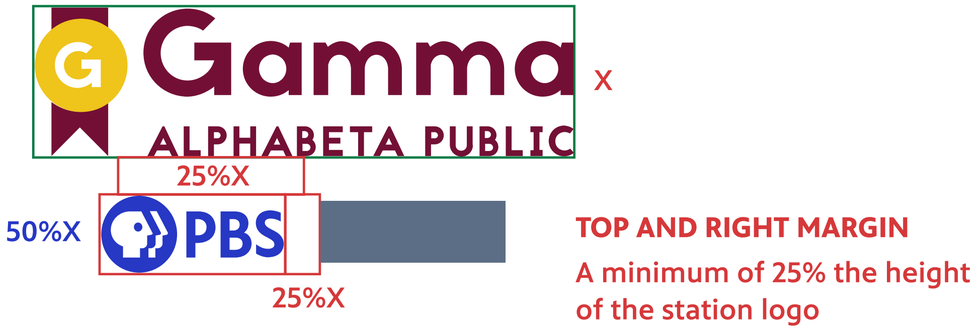
Local PBS station

Local PBS station affiliated with PBS



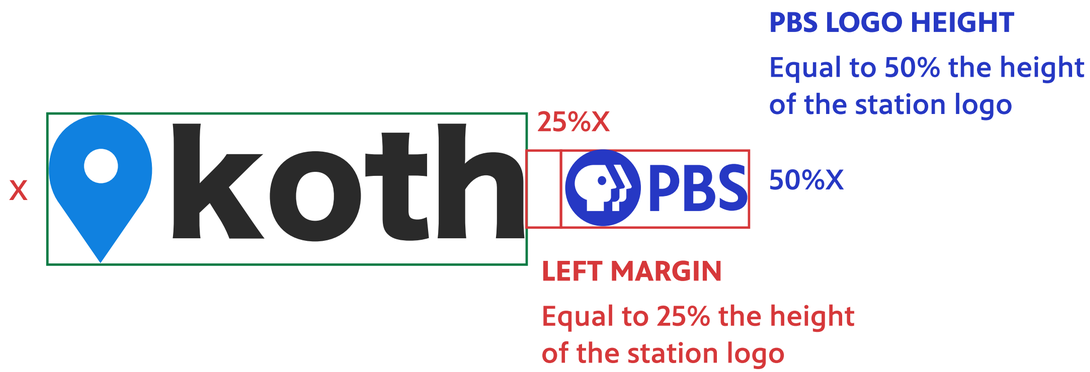
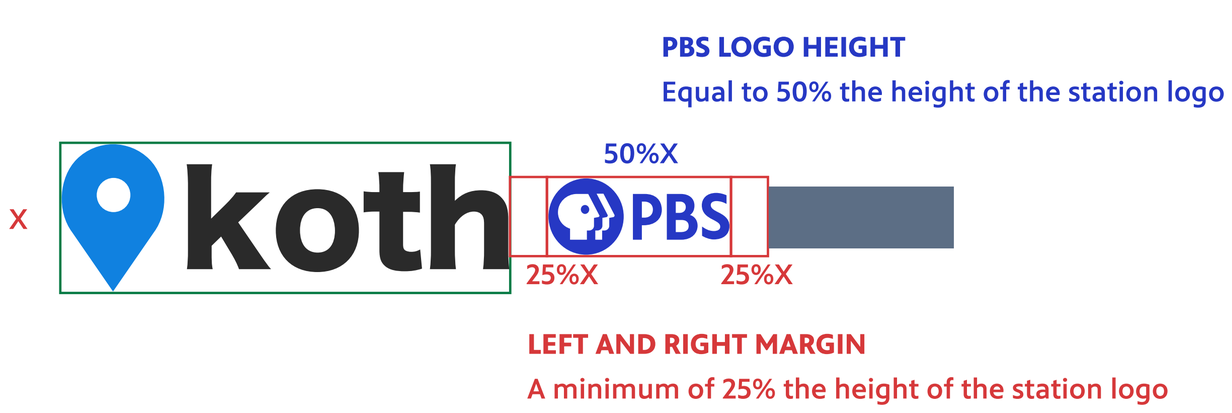
Option 6: Distinct Station Logo with PBS Logo as Endorsement

Margins, Placement, and Sizing

Station Co-Brand Description	*Spec Illustration*
Option 6, Bottom Placement, 1 Affiliation	
Option 6, Bottom Placement, 2 Affiliations	

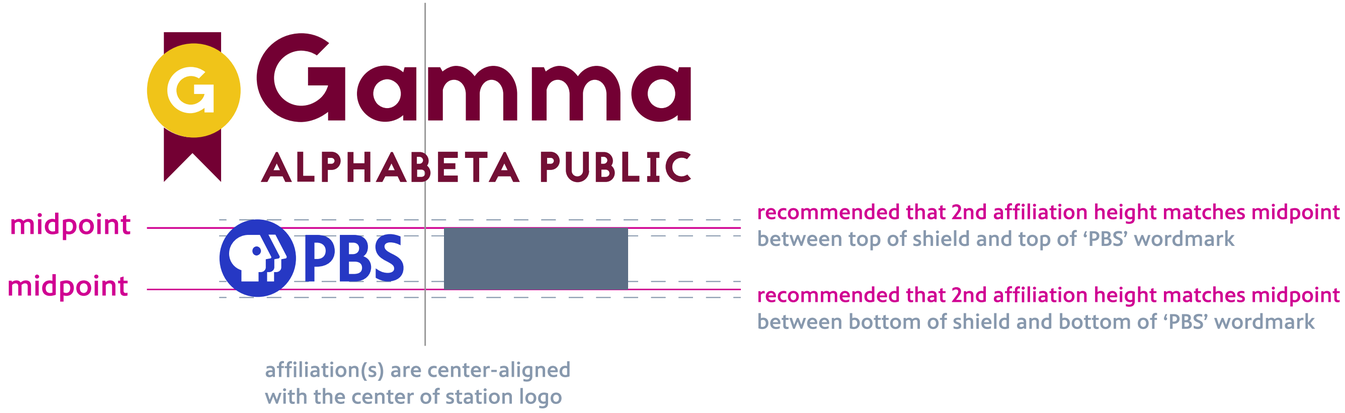
Option 6: Distinct Station Logo with PBS Logo as Endorsement

Margins, Placement, and Sizing

Station Co-Brand Description	*Spec Illustration*
Option 6, Right Placement, 1 Affiliation	
Option 6, Right Placement, 2 Affiliations	

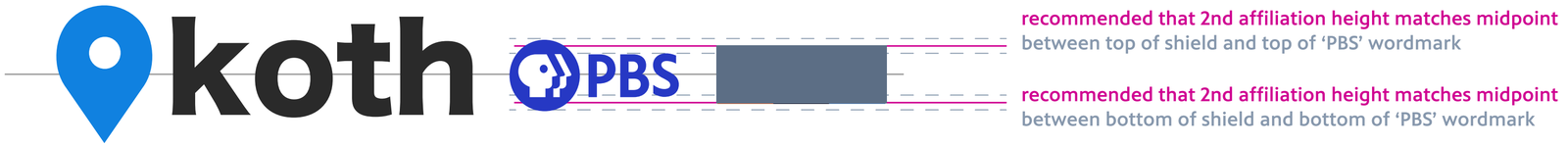
Option 6: Distinct Station Logo with PBS Logo as Endorsement

Alignment

Station Co-Brand Description	*Spec Illustration*
Option 6, Bottom Placement, 1 Affiliation	
Option 6, Bottom Placement, 2 Affiliations	

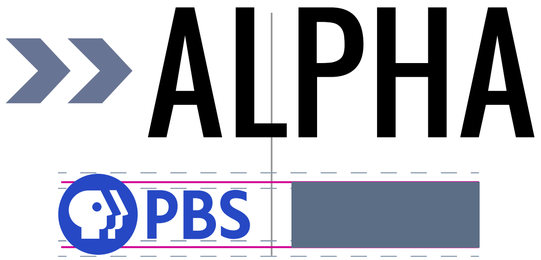
Option 6: Distinct Station Logo with PBS Logo as Endorsement

Alignment

Station Co-Brand Description	*Spec Illustration*
Option 6, Right Placement, 1 or 2 Affiliates	

Option 6: Distinct Station Logo with PBS Logo as Endorsement

Additional Alignment Guidance

Guidance	*Illustrations*
Option 3, 1-Line Station Name Stations using a distinct station logo with the PBS Logo as Endorsement (1 affiliation) must maintain the standard margin to the top and left of the PBS Logo.	 
Option 3, 2-Line Station Name Stations using a distinct station logo with the PBS Logo as Endorsement (2 affiliations) must maintain at least the standard margin to the left and right of the PBS Logo. The height of the 2nd affiliation should not extend past the top and bottom of the PBS Logotype.	 

Station Co-Branding Logo Specs (Secondary Logos)

Option 1 & 3, 1-Line Station Name
Alignment & Padding

Station name five or less characters



Station name is six or more characters



Option 1 & 3, 2-Line Station Name
Alignment & Padding

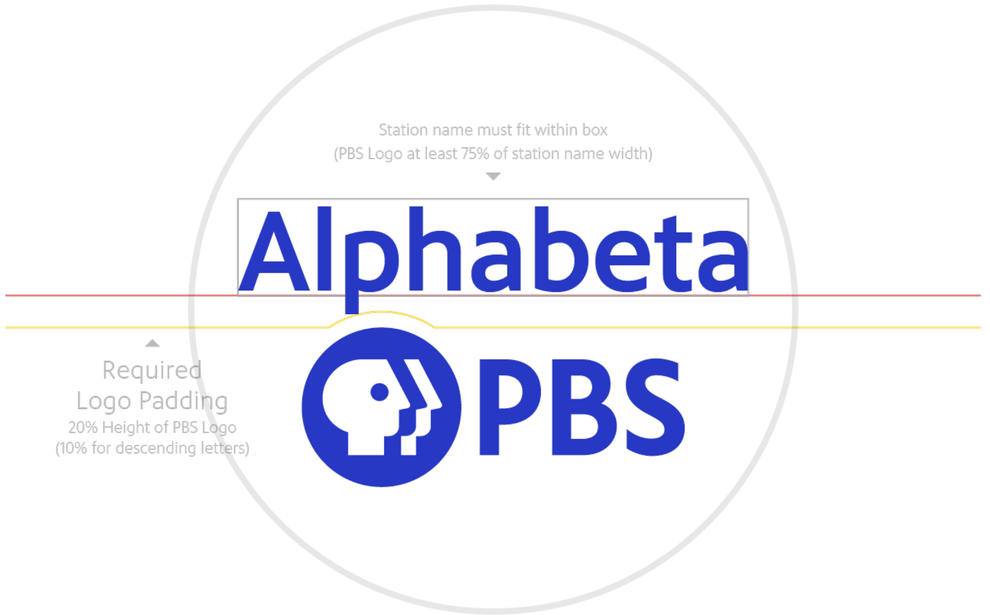


Options 2 & 4, 1-Line Station Name
Alignment & Padding

Station name five or less characters



Station name is six or more characters



Options 2 & 4, 2-Line Station Name
Alignment & Padding

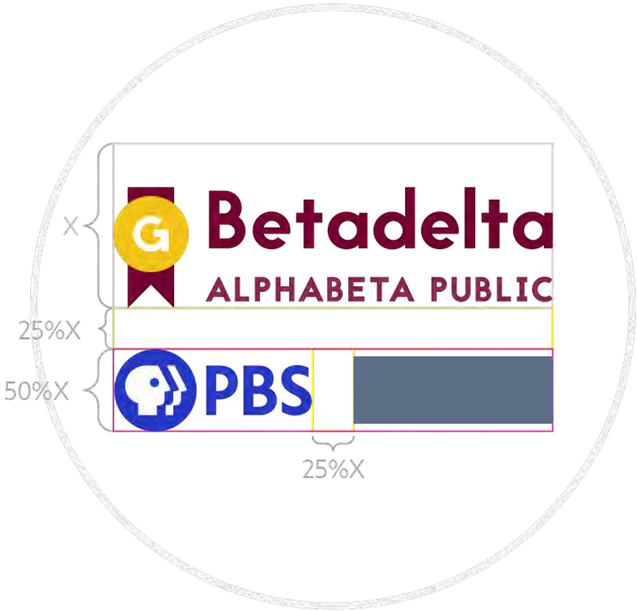


Options 5 & 6, Distinct Station Logo
Alignment & Padding

One Affiliation



Two Affiliations



PBS National Platforms

PBS National Platforms

Station co-brands and logos populate across PBS National Platforms* by living on Station Manager. More information on Station Manager is on the Station Console Page: **https://docs.pbs.org/display/SM/Console#Console-AllStationsView**

***PBS National Platforms include:**

- PBS.org/Station Video Portals
- Mobile Apps (iOS, Android)
- OTT Apps (Roku, Apple TV tvOS, Android TV, Amazon Fire TV, Samsung Tizen Smart TV)
- PBS LearningMedia
- PBS KIDS for Parents
- Global Chrome
- PBS Account
- Localization
- Federated National Donation Form
- Partner Player

PBS National Platforms

Options 6-8 on PBS Video App

Due to the limited branding space available on the PBS Video App across mobile and OTT, the PBS Logo must be paired in equal scale with Endorser Co-Brands (Option 6), Grandfathered Station Logos (Option 7), and Non-Co-Branding Station Logos (Option 8).

In these instances, the PBS Logo will lead, followed by the station brand, to allow PBS to have consistent and prominent placement across the PBS owned and operated app.

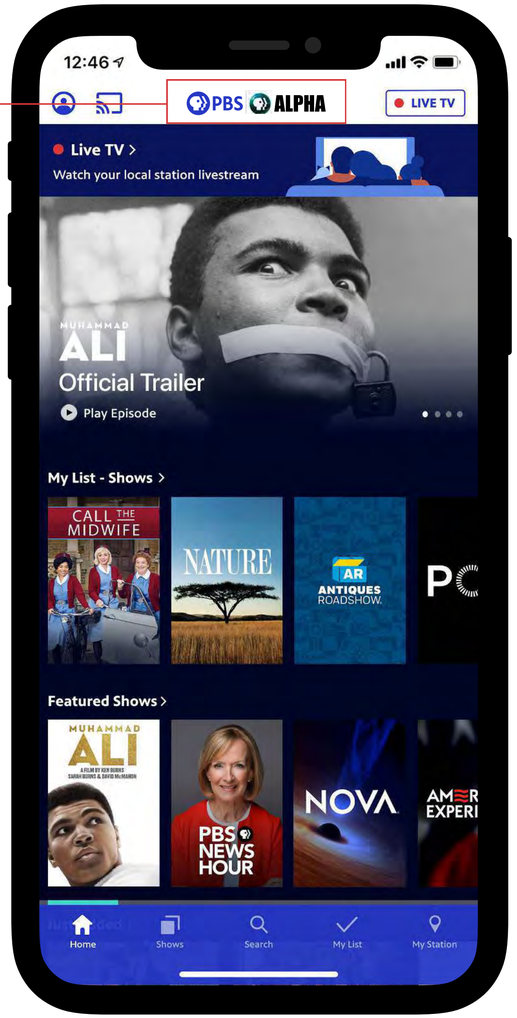
For the PBS Video App only, Grandfathering Stations have the option to have the Legacy PBS Shield in their logo removed. This option is available to avoid redundancy and consumer confusion when the PBS Logo is placed directly next to the Legacy PBS Shield. This is not required of Grandfathering Stations, but if they chose to have the Legacy PBS Shield removed in these instances, stations must email **brand@pbs.org** to request this change.

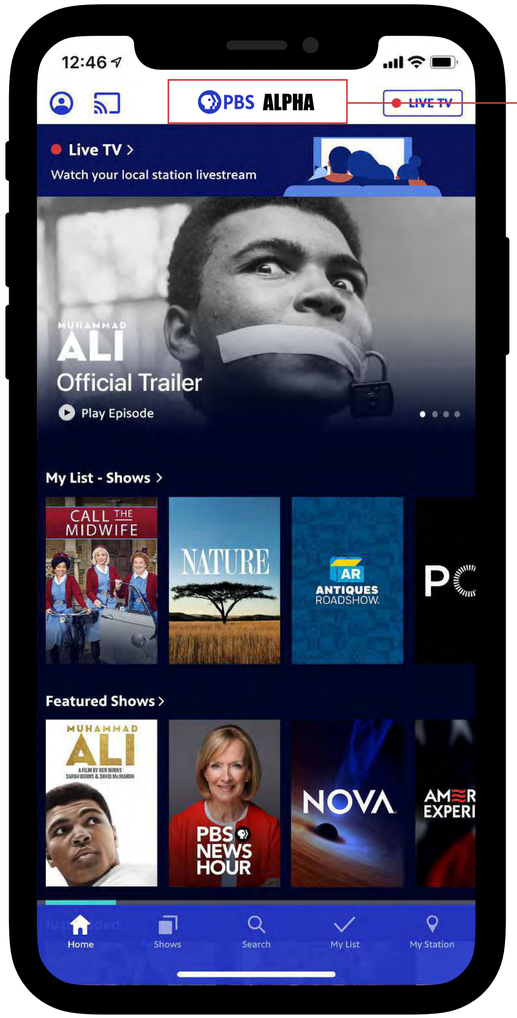
Note: Stations must request this change and may not upload a version of their logo without the Legacy PBS Shield to Station Manager. This will be done by PBS, and shared with station for review before uploading.

Grandfathered Logo on PBS Video App: Mobile

Option A

- Keep Grandfathered Logo as-is
- Continue leading with PBS Logo





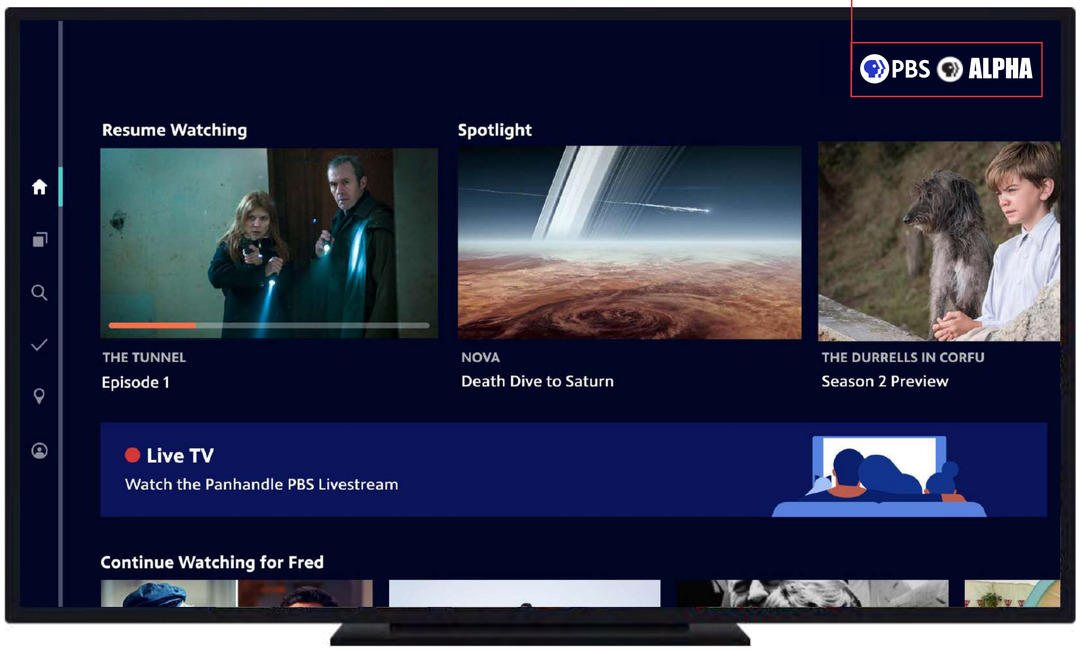
Option B

- Remove Legacy PBS Shield from Grandfathered Logo
- Continue leading with PBS Logo

Grandfathered Logo on PBS Video App: OTT

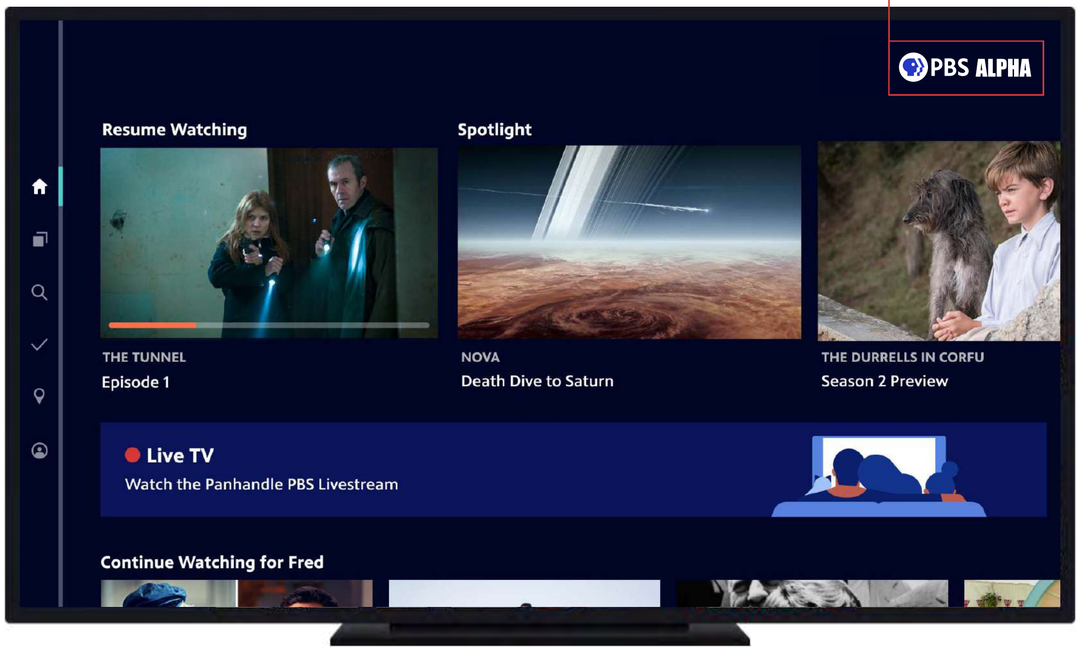
Option A

- Keep Grandfathered Logo as-is
- Continue leading with PBS Logo



Option B

- Remove Legacy PBS Shield from Grandfathered Logo
- Continue leading with PBS Logo



Third Party Platforms

Third Party Platform Guidelines & Specs

Before submitting the PBS Logo or a co-branded logo for use on a third party platform, you must seek approval from PBS.

Some third party platforms require particular colors, aspect ratios, and other specs either not mentioned in or in conflict with those in the PBS Brand Guidelines. In those instances, stations must contact PBS to come to a brand compliant solution.

Sub-Channel Branding

Sub-Channel Branding Guidance

Do not integrate PBS with third party sub-channels; instead, opt for proximate endorsements

To drive clarity for PBS viewers, use methods to show that sub-channels are presented by local PBS member stations but are still distinct from PBS. Examples of third-party sub-channels include World and Create, and station-owned sub-channels such as Encore and Learn.

Presenting third party and station-owned sub-channels proximate to PBS is acceptable, including using a pipe separator between them, stacking the two logos, or keeping significant separation between them. Please follow the padding requirements on page 7 for any of these approaches.

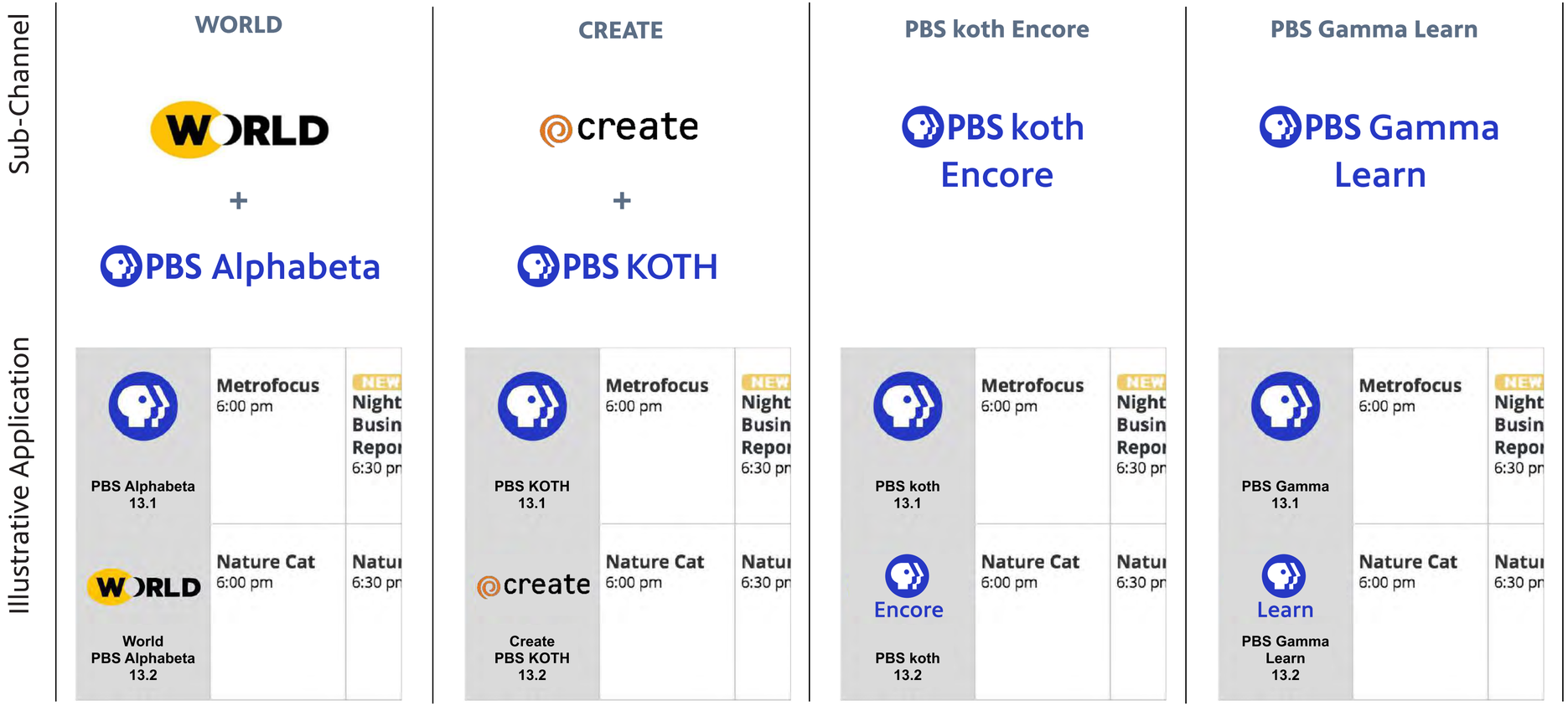
For station-owned sub-channels, we recommended giving the sub-channel the same font and color treatment as the station identity. Station-owned sub-channels can use PBS Sans and PBS Blue if the station identity already does so.

Option to use a pipe separator Example use cases: Watermarks, bugs, and in-reference to the sub-channel on station's website	**Option to stack the station's co-branded logo with PBS and sub-channel logo** Example use case: In-reference to the sub-channel on station's website	**Option to create separation between station's co-branded logo with PBS and sub-channel logo** Example use cases: Watermarks, Bugs
PBS Alphabeta | WORLD	PBS Alphabeta WORLD	

Acceptable Use of Shield Only

Channel Guide

Using the full PBS Logo is required across all platforms and in all station uses, **with the only exception being** in local channel guides. Because of the limited space for the logo, and the channel name's proximity to the logo, using the Shield within the logo space is acceptable to increase legibility and leverage brand recognition. For channel guides, use the Blue Shield with white Profiles. **If using the Shield on its own for this purpose, you must request a graphic from PBS.**



Licensed Goods

Approved Licensed Vendors

In an effort to ensure that PBS corporate trademarks, including co-branded logos, used on all products adhere to PBS Brand Guidelines, and are produced in full compliance with all applicable manufacturing and product safety laws, rules and regulations, PBS has approved three Licensed Vendors for all PBS staff and Member station produced items.

The Licensed Vendors listed on the following page have expanding promotional product catalogs and are able to assist should a particular item not be available.

If a station instead elects to use a Local Vendor (i.e., a vendor with its principal place of business in the same state as the station or within the station's broadcast coverage area), please see pages 68-70 for guidance.

All new uses of the PBS brand must be approved by PBS. Please allow for longer timelines for this approval.

Approved Licensed Vendors

Forest Incentives
Rachel Bernstein
Account Director
790 Jacksonville Road
Warminster, PA 18974
Direct Phone: (267) 500-1935
Office: (215)-442-9900 ext 35
rbernstein@forestincentives.com
Forest Incentives Website

Boundless Network
Liz Watts, Inside Sales Lead
Office: (610)-668-7737
lwatts@boundlessnetwork.com
Boundless Network Website

Sonic Promos
Marsha Glazer
Director of Strategic Accounts
435-E East Diamond Ave
Gaithersburg, MD 20877
Phone: (301) 869-7800 ext 103
marsha@sonicpromos.com
Sonic Promos Website

Licensed Goods: Local Vendors

If a station instead elects to use a Local Vendor (i.e., a vendor with its principal place of business in the same state as the station or within the station's broadcast coverage area), the Local Vendor must certify in writing to the station that any products bearing the PBS corporate trademarks, including co-branded logos:

- are manufactured in the United States (for purposes of clarity, this includes any underlying materials that bear the PBS corporate trademarks, e.g., T-shirts, mugs, etc.);
- are produced in full compliance with all applicable laws, rules, and regulations of the United States and the locality where the products are manufactured, marketed, and/or sold;
- are produced without the use of child labor (as defined under the **United States Fair Labor Standards Act**), prison labor, or slave labor;
- are of a high quality, which is at least equal to comparable products manufactured and marketed by the Local Vendor for sale in the United States;
- are free from defects in design, material, and workmanship;
- are free and clear of all liens, encumbrances, restrictions, and other claims against title or ownership;
- if intended for use by children, are suitable for use by children of the age or grade posted on the packaging for the product;
- include appropriate legal notices and consumer warnings as required by all applicable laws, rules, and regulations of the United States and the locality where the products are manufactured , marketed, and/or sold;
- are tested as required by all applicable laws, rules, and regulations of the United States and the locality where the items are manufactured, marketed, and/or sold;
- are free of Conflict Minerals (as defined in the U.S. Dodd-Frank Wall Street Reform and Consumer Protection Act § 1502, implementing legislation, and any rules promulgated thereunder by the SEC)—e.g., gold (Au), tantalum (Ta), tungsten (W) and tin (Sn) sourced from areas identified as conflict regions, including the Democratic Republic of the Congo and Central Africa.

Licensed Goods: Local Vendors (cont.)

The Local Vendor also must verify that it has a business policy, code of ethics, or other form of procedure by which it complies with and monitors compliance with applicable labor regulations.

The Local Vendor must agree in writing to indemnify, defend, and hold harmless the station, PBS and their affiliates, officers, directors, agents, and employees, from and against all costs, expenses, and losses (including reasonable outside attorney fees and costs) incurred through claims of third parties based on (a) a breach by Local Vendor of any of the above statements; (b) the products or the manufacture, advertisement, or sale of any of the products including, but not limited to, infringement actions and actions founded on product liability or any similar or dissimilar tort claim; and (c) any act or omission of Local Vendor, its affiliates, and manufacturers.

The Local Vendor must maintain, at its own expense, during manufacture and through the date that is three years later, standard comprehensive general liability coverage from a qualified insurance carrier, which must include broad form contractual liability as well as product liability insurance (product liability coverage of at least three million dollars ($3,000,000) per claim and at least five million dollars ($5,000,000) in the aggregate), with all policies naming station and PBS (their affiliates, officers, directors, agents, and employees) as additional named insured. Coverage provided shall be primary, and any insurance maintained by station or PBS must be in excess and not contributing with any insurance provided by Local Vendor.

A station must, upon request, provide PBS with information about the Local Vendor, including the following: (a) a letter from the Local Vendor certifying that it is in compliance with the requirements listed above; and (b) address(es) for the Local Vendor, all of the Local Vendor’s manufacturing facilities, and the Local Vendor’s contact information.

For quality control purposes, a station also must, upon request, submit to PBS for review and approval samples of products by the Local Vendor from each new or modified production run.

The Local Vendor is not authorized to use the PBS corporate trademarks for any other purpose, including to promote its business.

Licensed Goods: Additional PBS Logo Guidance

In addition to the PBS Logo Do's and Don't in the Style Guide (https://to.pbs.org/pbs-brand-guidelines), PBS staff and Member stations must follow these guidelines when using the PBS Logo on physical goods:

DO NOT:

- Split apart the pieces of the PBS Logo
- Knockout the Profiles
- Distress or texturize the PBS Logo
- Insert images within the Shield or Profiles
- Use the PBS Logo in colors other than PBS Blue and White

Embossing, debossing, and engraving are generally acceptable without color. If choosing to use any of these treatments, please first obtain approval from PBS.

State Associations

State Associations

State Associations (or "Associations") are defined by PBS as an association, group, committee, organization, or other entity that consists solely of PBS Member Stations within a given state, region, or other geographic area.

To avoid confusion with PBS Member Station naming and branding, and to avoid misrepresenting PBS's involvement or oversight of the Association, an Association must:

1. Include a descriptor as part of its brand identity, such as reference to all Stations/Organizations within the Association underneath the Association name, or descriptive language such as "[State]'s PBS Member Stations."
2. Not use the PBS Logo in its name or as part of its branding.
3. Not claim a geographic identifier that a PBS Member Station can claim (such as New York City PBS).

Additionally, upon prior approval from PBS, an Association may:

1. Use the PBS Sans font and PBS Blue color within its branding.
2. Use the PBS Logo when referencing PBS Member Stations that co-brand with PBS, and when referencing PBS as standalone brand or entity, such as in the footer of the Association's website.

All Associations must seek approval from PBS prior to the use of the PBS name, PBS Logo, and/or PBS brand elements, including how the relationship between the Association and PBS is defined and used across all materials. For approval, please email Thomas Crockett **tcrockett@pbs.org** and **brand@pbs.org.**