PBS KIDS

STYLE GUIDE

Version 1.3.1

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WELCOME

The world is full of possibilities, and so are you.

Welcome to the PBS KIDS Style Guide! You play an important role in bringing the PBS KIDS brand to life and giving children across your community a way to explore the world around them. Use this tool for guidance on how to use the building blocks that make up the PBS KIDS brand identity – the logo, colors, typography, design elements, and more.

The PBS KIDS Style Guide will be updated with additional specs and examples over time, and we welcome your feedback. Please contact the PBS KIDS team if you have questions that are not covered in this guide.

Thank you for being a part of the PBS KIDS family.



LOGO

The PBS KIDS logo is fun, welcoming and bright. It is inclusive of all children and brings the optimism of the brand to life through vibrant colors, playful letters and an iconic circular shape.

This primary PBS KIDS logo should be used the majority of the time.

PBS Blue
#2638C4
100 65
293C

PBS KIDS Green
#99CF16
40 100
376C

White
#FFFFFF

DIGITAL & SCREEN (RGB)



PRIMARY

Logos for digital & screen do NOT include SM symbol



BLACK



WHITE

Use this logo where color is not available.





REVERSE

Use this logo when appearing over PBS Blue, otherwise the circular shield of the primary logo will appear invisible.

Try to avoid placing PBS KIDS logo on PBS Blue so that the primary, full-color version can be used.

DO'S & DON'TS



Do not place color logo on PBS Blue. Use Reverse version of logo.



Do not separate shield or text.



Do not change colors of shield or text.



Do not rotate the logo.



Do not overlap or place elements in front of logo.



It is OK for the logo to incidentally overlap design elements



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



Do not add stroke to shield.



Do not allow the background color to show through the text.



Do not make the logo grayscale. Use “Black” or “White” version.



Do not stretch logo.



Do not attach lines or design elements to the logo

Most of these rules may be broken in animation as long as logo resolves to unaltered logo.

PADDING



Include a minimum padding around the logo that is equivalent to 25% of the logo's diameter.

This padding should be maintained when the logo is displayed alongside other logos, text, titles, the edge of the screen, the edge of the page, and similar elements.

Characters and visual elements associated with the PBS KIDS brand may be presented in closer proximity, subject to approval.



Do not attach design elements or titles to the logo.

PRINT VERSIONS (CMYK/PANTONE)



PRIMARY

Logos for print ALWAYS include SM symbol





BLACK WHITE

Use this logo where color is not available.





REVERSE

Use this logo when appearing over PBS Blue, otherwise the circular shield of the primary logo will appear invisible.

Try to avoid placing PBS KIDS logo on PBS Blue so that the primary, full-color version can be used.

ADDITIONAL GUIDELINES

PBS KIDS® is the #1 educational media brand for children.

PBS KIDS IN TEXT

When written in text, PBS KIDS should always appear in all caps. The first time that PBS KIDS is referenced in print, the registered trademark symbol (®) must be used.

OWNERSHIP ATTRIBUTION

The PBS KIDS ownership attribution line provides notice of ownership and should be used on 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 text should read:

"PBS KIDS and the PBS KIDS Logo are trademarks owned by Public Broadcasting Service. Used with permission."

COLOR

Our color palette is vibrant and full of wonder. Like the PBS KIDS brand overall, it celebrates the joys of childhood, play and learning.

PRIMARY PALETTE

The PBS KIDS primary palette features 10 core colors around which we base 99.9% of our designs.

Yellow
#F7E03B
5 5 90
7404C

Sunshine
#F5B338
3 32 90
143C

Magenta
#E5296B
100 15
213C

Red
#FB4241
89 75
Warm Red C

Purple
#A220DF
40 80
2582C

PBS Blue
#2638C4
100 65
293C

Blue
#2FC0EB
65 2 2
298C

Aqua
#2AE8D1
54 28
333C

Green
#00AB4E
83 98
2423C

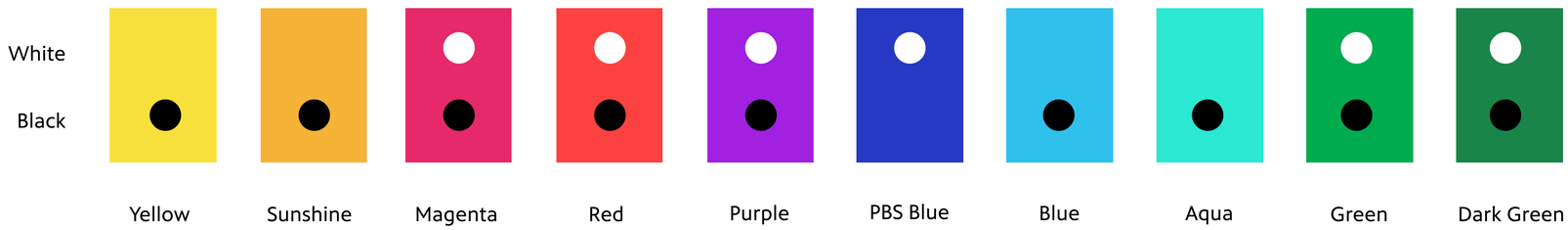
Dark Green
#1A8549
86 24 93 10
7741C

COLOR CONTRAST

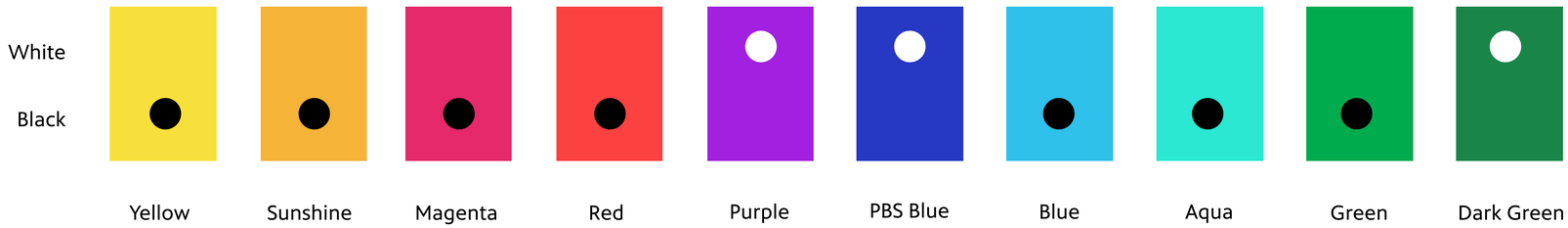
PBS KIDS digital color usage must meet WCAG 2 level AA

To ensure readability on digital screens, color pairings must pass contrast guidelines. Dots repesent acceptable usage of white/black on Primary brand colors.

LARGE TEXT/GRAPHICS



NORMAL TEXT



LARGE TEXT

Web Content Accessibility Guidelines (WCAG) define large text as text that is 18pt and larger, or 14pt and larger if it is bold.

GRAPHICS

Web Content Accessibility Guidelines (WCAG) define graphics as follows...

- User Interface Components: Visual information required to identify user interface components and states, except for inactive components
- Graphical Objects: Parts of graphics required to understand the content

See Appendix B for comprehensive color contrast guide



TYPOGRAPHY

Typography communicates PBS KIDS' unique personality and smart-funny brand attitude. Our custom family of PBS KIDS fonts is chunky and whimsical, yet clear and simple.

PBS KIDS HEADLINE

WHEN TO USE

Use PBS KIDS Headline for all applications whenever possible such as primary messages, headers, buttons, etc.

Avoid using Condensed for primary messages, headers, buttons, etc.

Use Arial (Regular and Bold) on platforms where custom fonts are not available.

Text color must have enough contrast against background (See Appendix B).

PBS KIDS HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS KIDS HEADLINE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS KIDS HEADLINE CONDENSED

PBS KIDS HEADLINE CONDENSED BOLD

PBS SANS

WHEN TO USE

Use PBS Sans for large blocks of copy, fine print, etc.

Avoid using PBS Sans for primary messages, headers, buttons, etc.

Try to limit use to either Regular or Bold weights.

Use Arial (Regular and Bold) on platforms where custom fonts are not available.

Text color must have enough contrast against background (See Appendix B).

See the PBS Style Guide for more information on using PBS Sans.

PBS SANS REGULAR

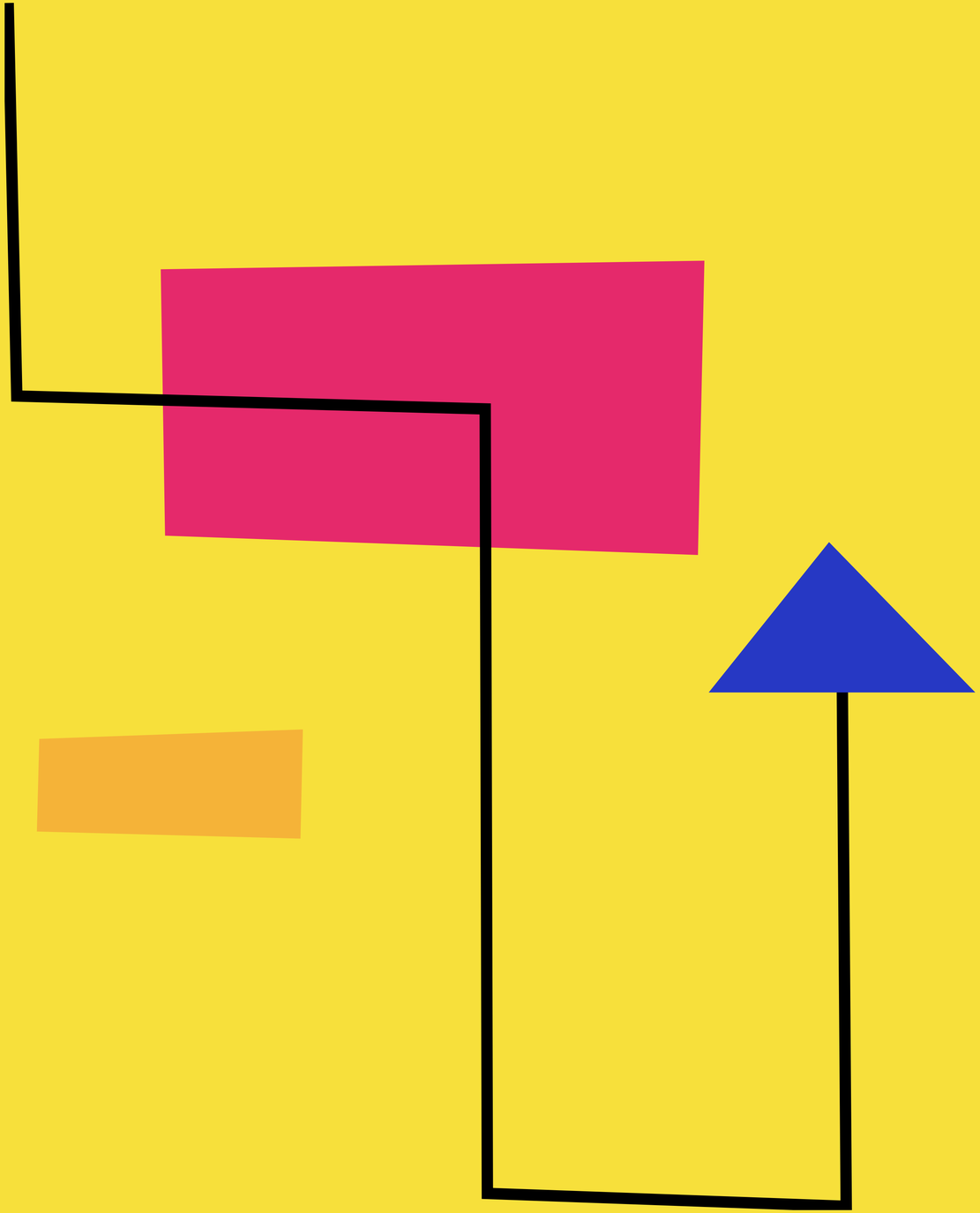
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS SANS CONDENSED

PBS SANS CONDENSED BOLD

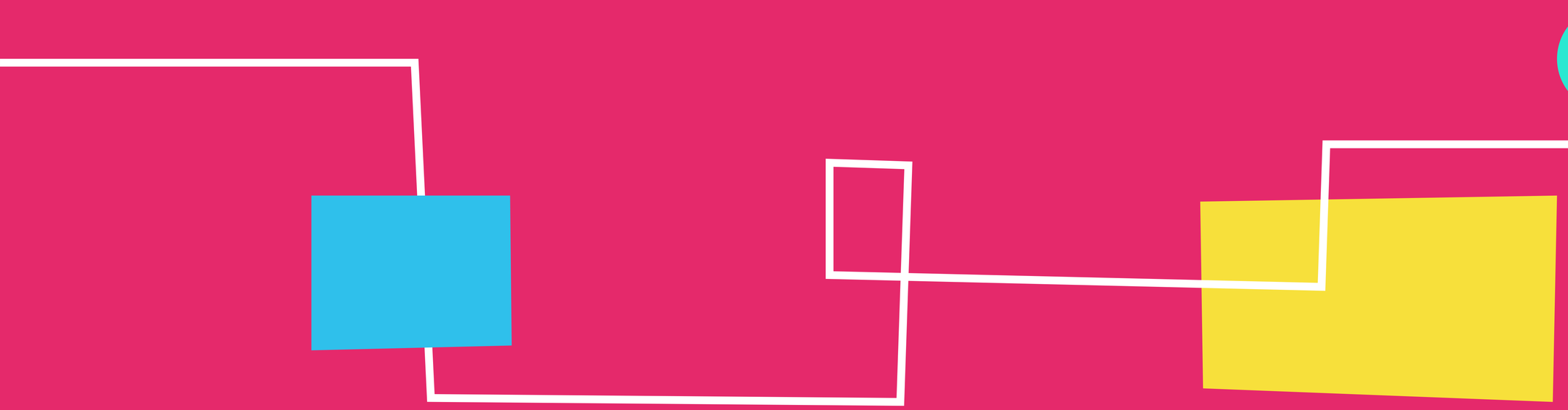


DESIGN ELEMENTS

Dynamic design elements round out the PBS KIDS brand package, with simple lines and shapes that kids recognize from the real world and can draw themselves.

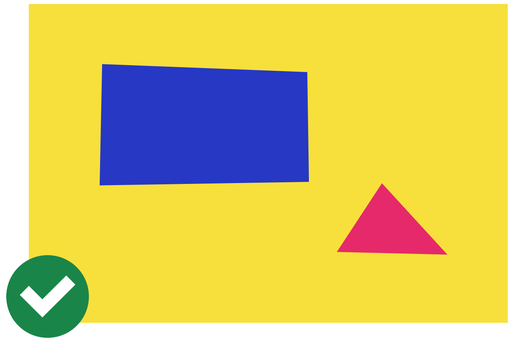
LINE & SHAPE

Basic lines & shapes – circle, oval, square, rectangle, triangle – are used for backgrounds, banners and design accents.

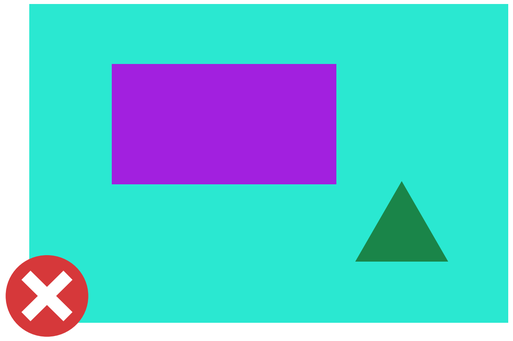


To give the PBS KIDS identity a kid-friendly, whimsical feel, we restrict our use of parallel lines and skew the angles of basic shapes.

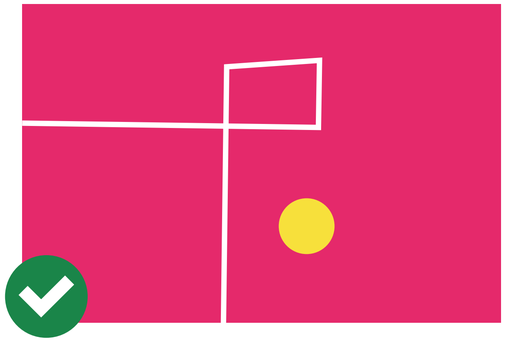
LINE & SHAPE USAGE



Do make shapes slightly irregular.



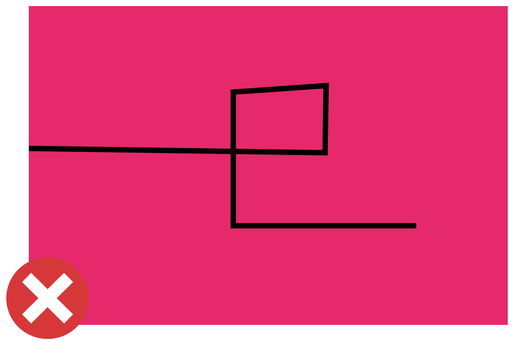
Do not use parallel lines and perfect angles.



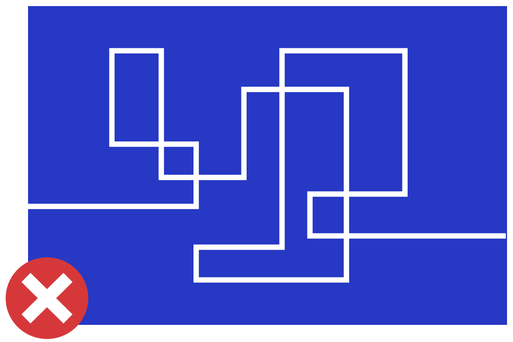
Do use circles sparingly.
Rectangles > Triangles > Circles.



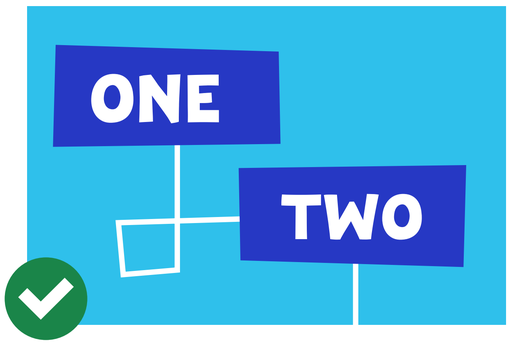
Do not create extreme angles or curves



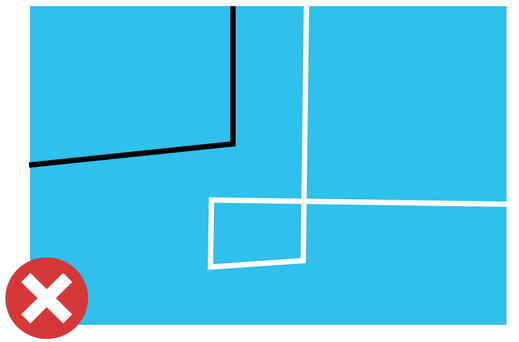
Do not leave the line hanging.



Do not create overly complex line structures. Limit line to a few turns between shapes.



Do use the line to connect information/text.



Do not use white and black lines together. Select one or the other.