PRINTING

Before getting too far along in the design and production process, consider talking directly to a professional and/or experienced printer. Every professional printer has it's own specs (print profile) and requirements.

What's the difference between RGB and CMYK?

RGB = Red, Green and Blue. RGB colors are created from red, green and blue light, which can vary depending on the intensity of each color. These colors are most often used for the internet, computers, tv/monitors, smartphones, etc. RGB values/numbers have corresponding HEX# color codes too. (see Page 9)

CMYK = Cyan, Magenta, Yellow and Black. CMYK colors are the four ink colors used primarily for 4-color printing - such as flyers, brochures, posters, etc. Different colors, hues and values can vary depending on the density of each ink-color being printed.

What is Spot Color? (PMS)

Spot color is pretty much what it sounds like. It's a single, solid, printed color that rarely has shading. It's another printing process that's often used on surfaces other than paper, such as T-shirts, fabric, hats, pens, etc. For example, to print the PBS KIDS logo would entail two spot colors, PBS Blue and PBS KIDS Green. However, when spot-printing on a colored surface, a white spot-color will need to be printed in order to make the colors appear vibrant and correct or "legal." Spot colors are often associated with Pantone Matching System colors (PMS).

Additional Brand Resources

PBS KIDS Brand Guide
Available on the Source

PBS KIDS Voice & Tone Guide
Available on the Source

PBS KIDS Station Architecture
Available on the Source

PBS Style Guide
Available on the Source

Contact Information

We're here to help! Contact us with questions.

Brand
pbskidsandeducation@pbs.org

PR
pbskidspr@pbs.org

PBS Station Services
stations@pbs.org

Feel free to contact PBS Station Services with questions about sub-licensing the PBS KIDS logo to partners or when integrating PBS KIDS series characters into your design.

APPENDIX A

SUPPORTING COLORS

PRIMARY SHADES

Yellow

#F5B338
3 32 90
143C

Sunshine

Sunshine

#ED712C
2 69 94
166C

Red

#CE0201
12 100 100 4
2035C

Magenta

#BC005A
22 99 54 6
7425C

Purple

#6A1B9A
73 100
527C

PBS Blue

#0F1E8C
100 80 21
280C

PBS Medium Blue

Blue

#0081CA
81 40
2172C

Aqua

#00A6A5
78 12 39
2234C

Green

#1A8549
86 24 93 10
7741C

Dark Green

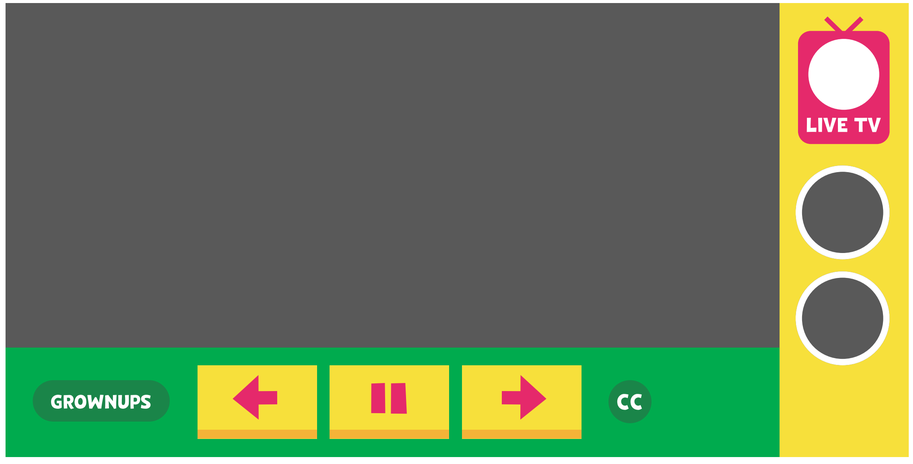
Dark Green

#0B6319
88 35 100 30
2265C

Shades to be paired with primary palette colors for dimensional, utilitarian and navigational needs. Creates subtle layering of design elements without creating too much contrast.

PRIMARY SHADES USAGE

SECONDARY BUTTONS



Primary shade allows GROWNUPS and CC to look less prominent than PREV, PAUSE, PLAY.

CONNECTING ADJACENT AREAS



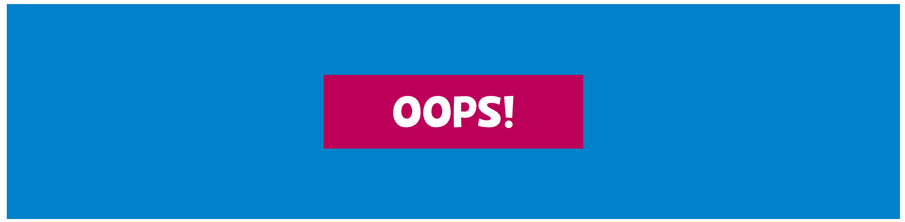
Primary shade bottom background visually connects it to primary Blue space.

INTERACTIVE ELEMENT DEPTH



Primary shade used to give button depth

DO NOT USE IN PLACE OF PRIMARY COLOR



Primary shades should not be used in large areas, as basis of design or as key visual elements

ADDITIONAL UI PALETTE

Error Red
#D6383A

A deeper red reserved for error, close, cancel messages and buttons

Dark Purple
#6A1B9A

A versatile, high-contrast color for text and icons

Dark Gray
#353535

Medium Gray
#595959

Softer alternatives to black for normal text on white

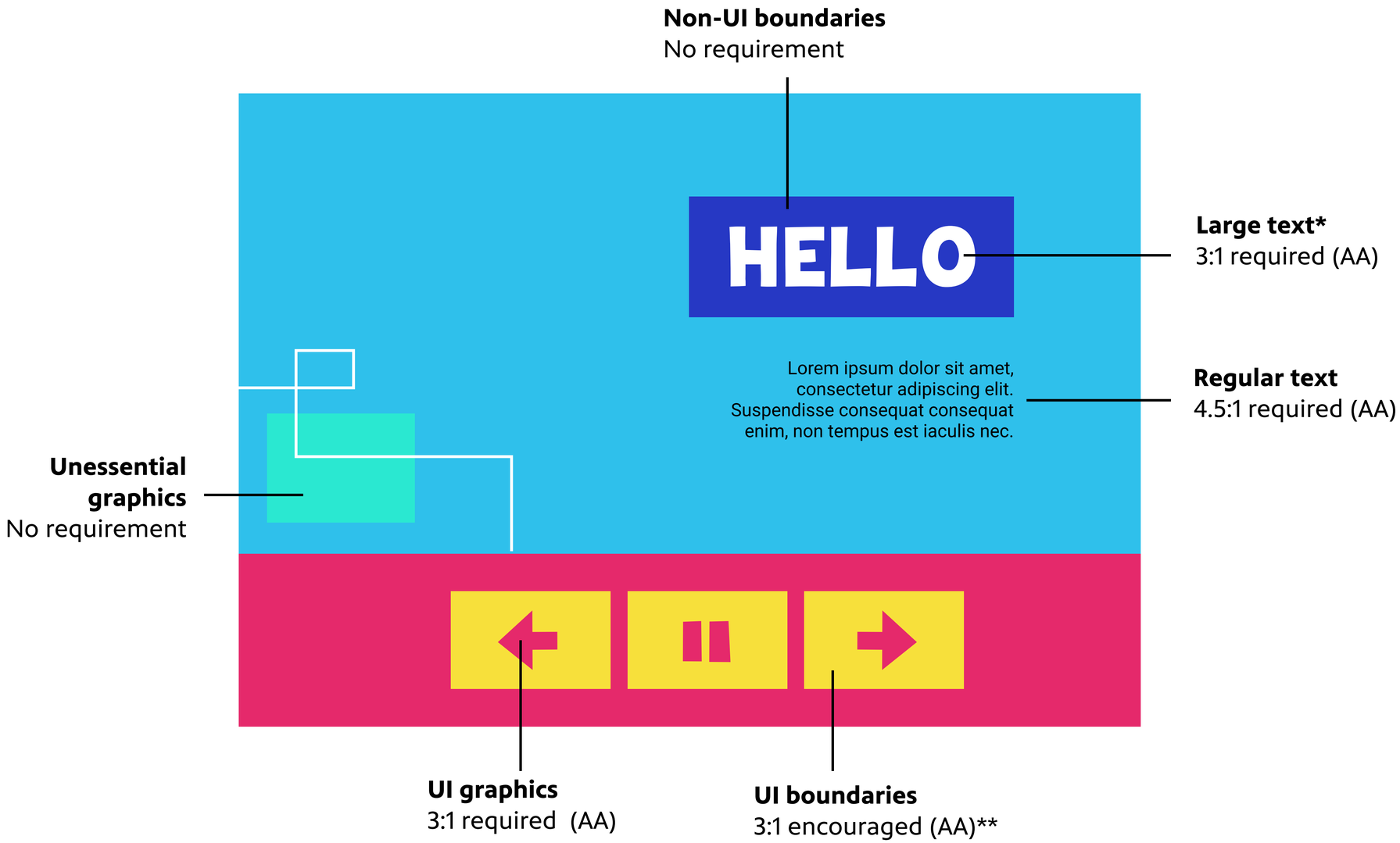
APPENDIX B

CONTRAST GUIDE FOR SCREENS

CONTRAST & ACCESSIBILITY

PBS KIDS believes every child is deserving of learning opportunities. That's why we are committed to making media accessible to all kids. Across our platforms, we ensure all important information and elements are visible to as many users as possible, and pass WCAG AA guidelines.

COLOR CONTRAST USAGE



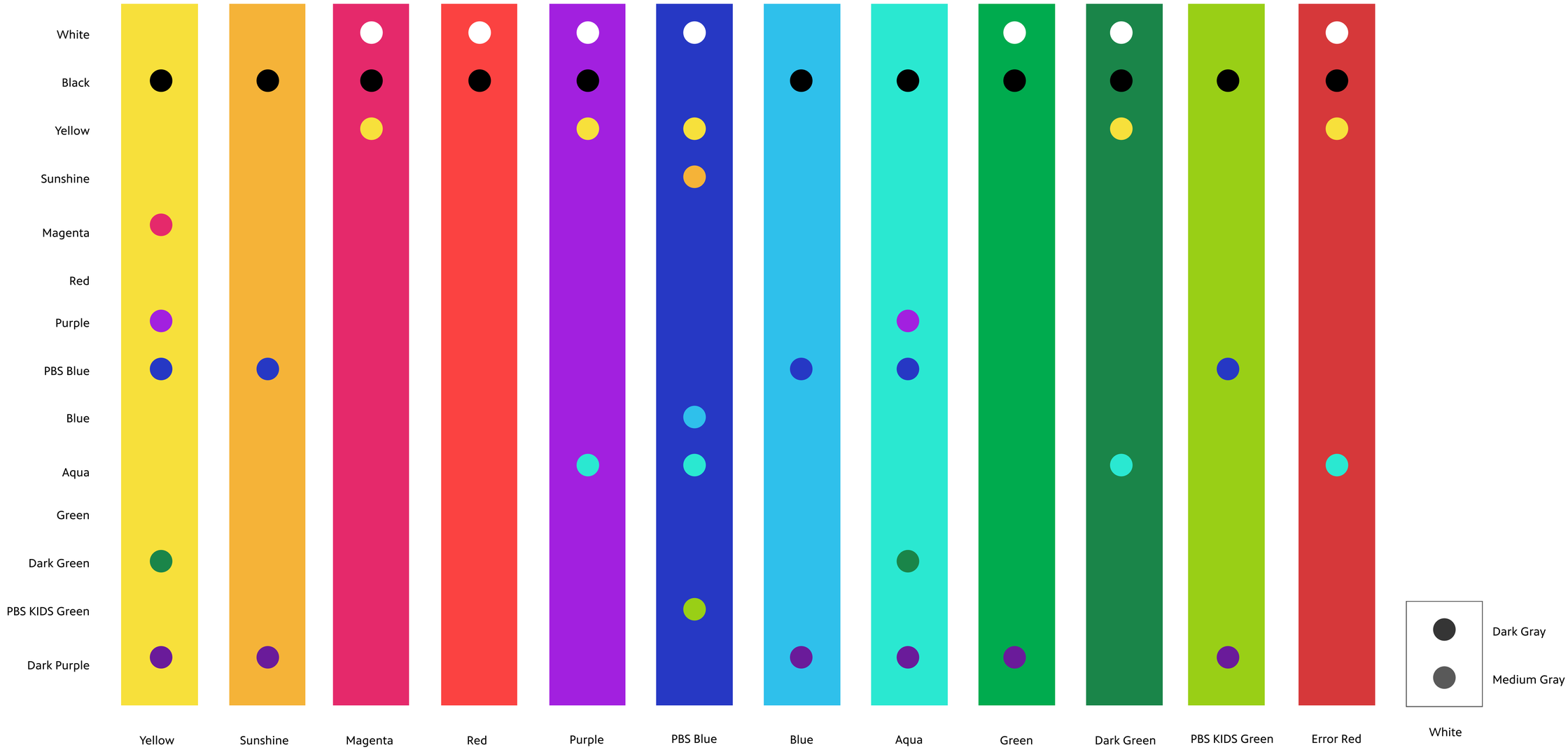
* Large text is defined as 14pt (approximately 18.5px) bold or 18pt (approximately 24px) and larger.

** For people with cognitive disabilities it is **recommended** to delineate the boundary of controls to aid in the recognition of controls

AA COLOR CONTRAST GUIDE

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

LARGE TEXT/GRAPHICS (3:1 RATIO WCAG 2 AA)

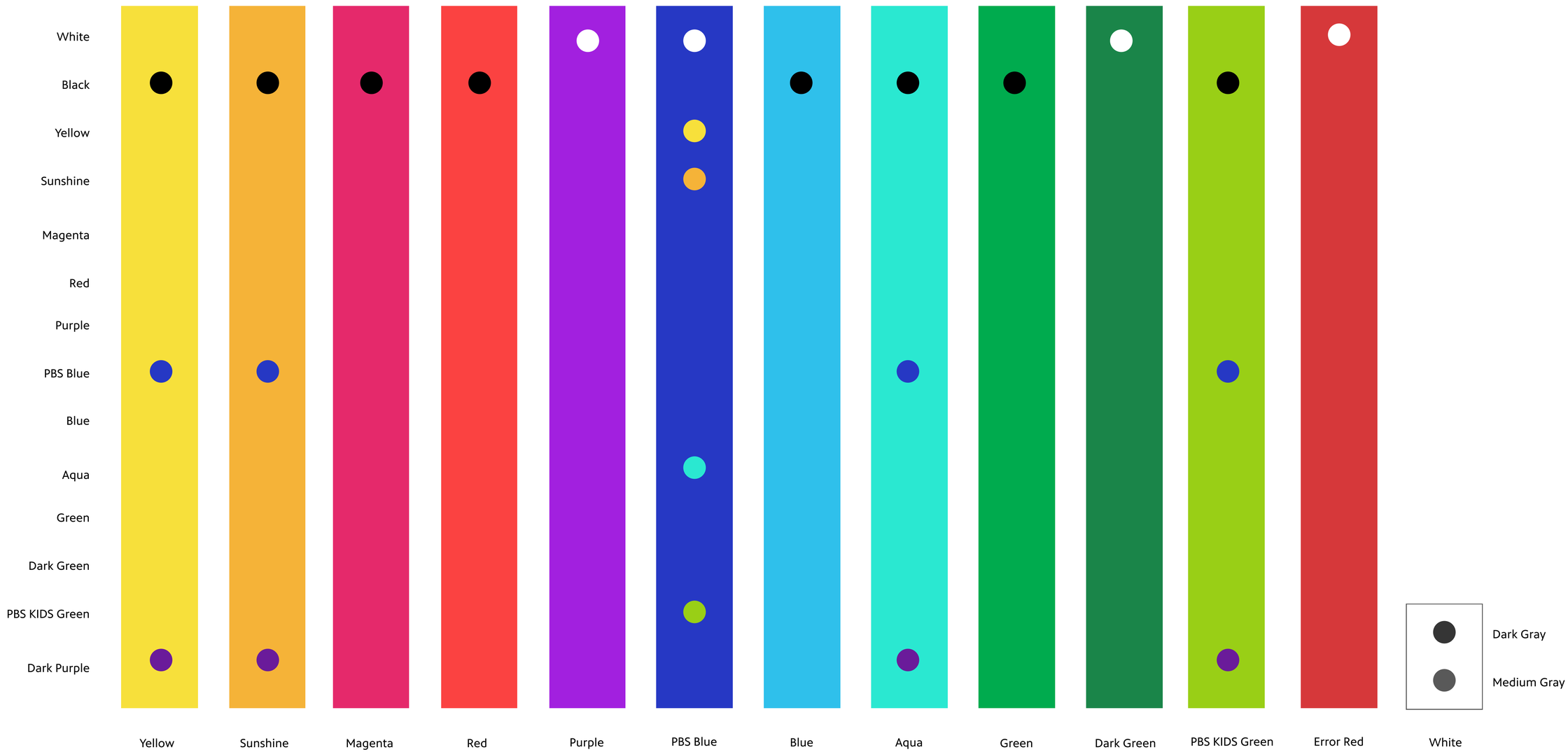


PBS KIDS digital color usage must meet WCAG 2 level AA

AA COLOR CONTRAST GUIDE

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

NORMAL TEXT (4.5:1 RATIO WCAG 2 AA)

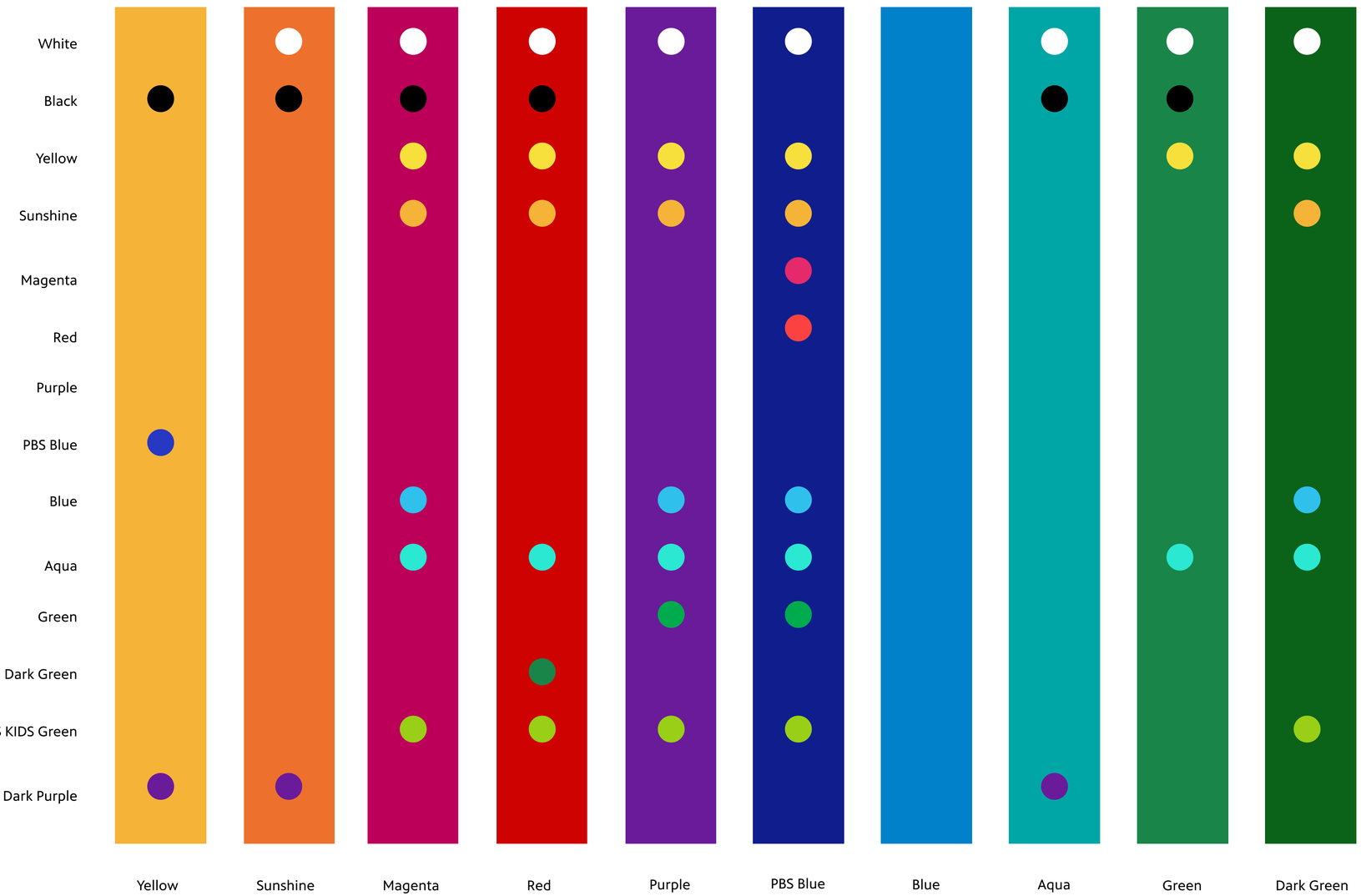


PBS KIDS digital color usage must meet WCAG 2 level AA

AA COLOR CONTRAST GUIDE FOR PRIMARY SHADES

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

LARGE TEXT/GRAPHICS (3:1 RATIO WCAG 2 AA)

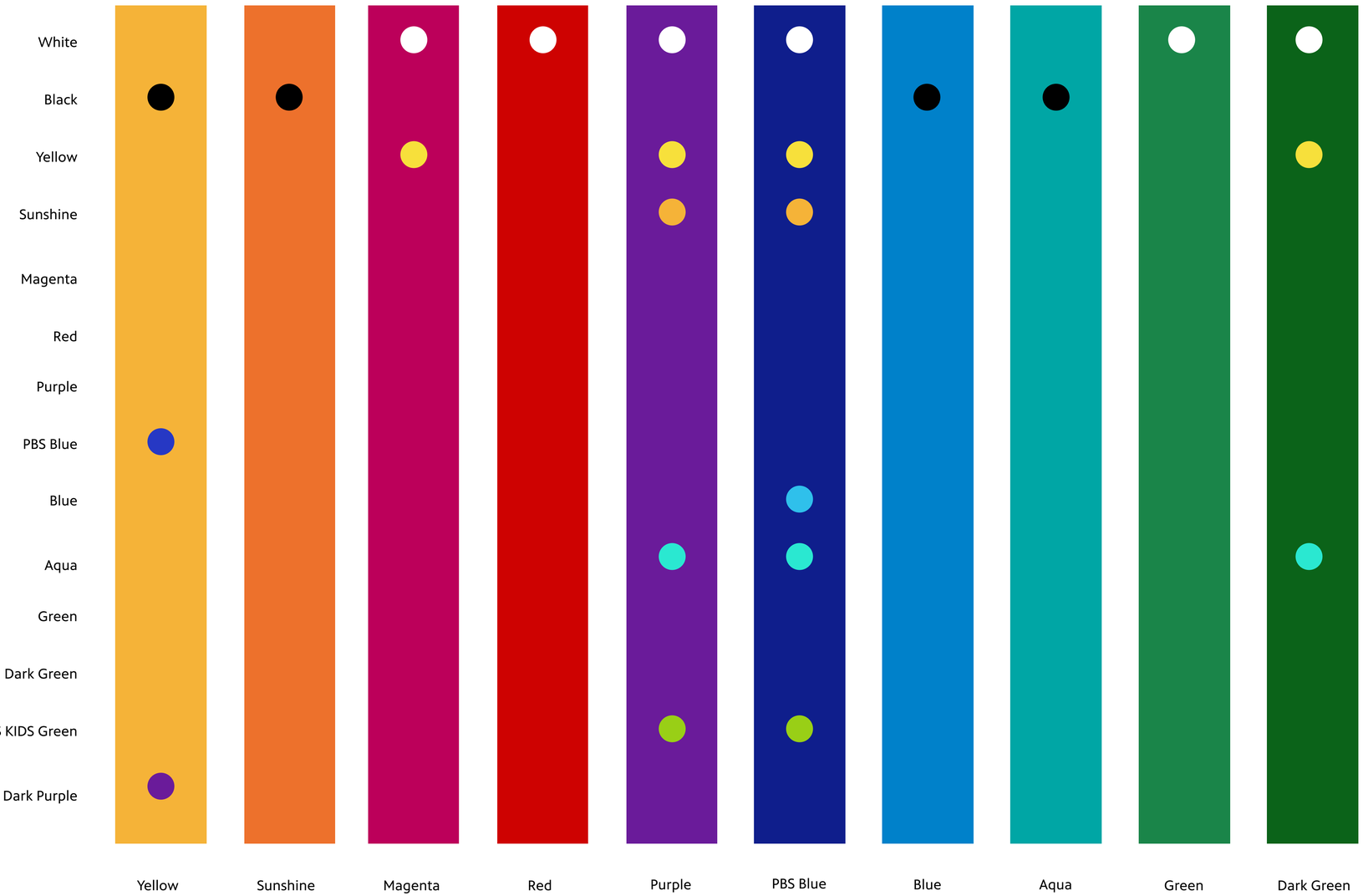


PBS KIDS digital color usage must meet WCAG 2 level AA

AA COLOR CONTRAST GUIDE FOR PRIMARY SHADES

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

NORMAL TEXT (4.5:1 RATIO WCAG 2 AA)

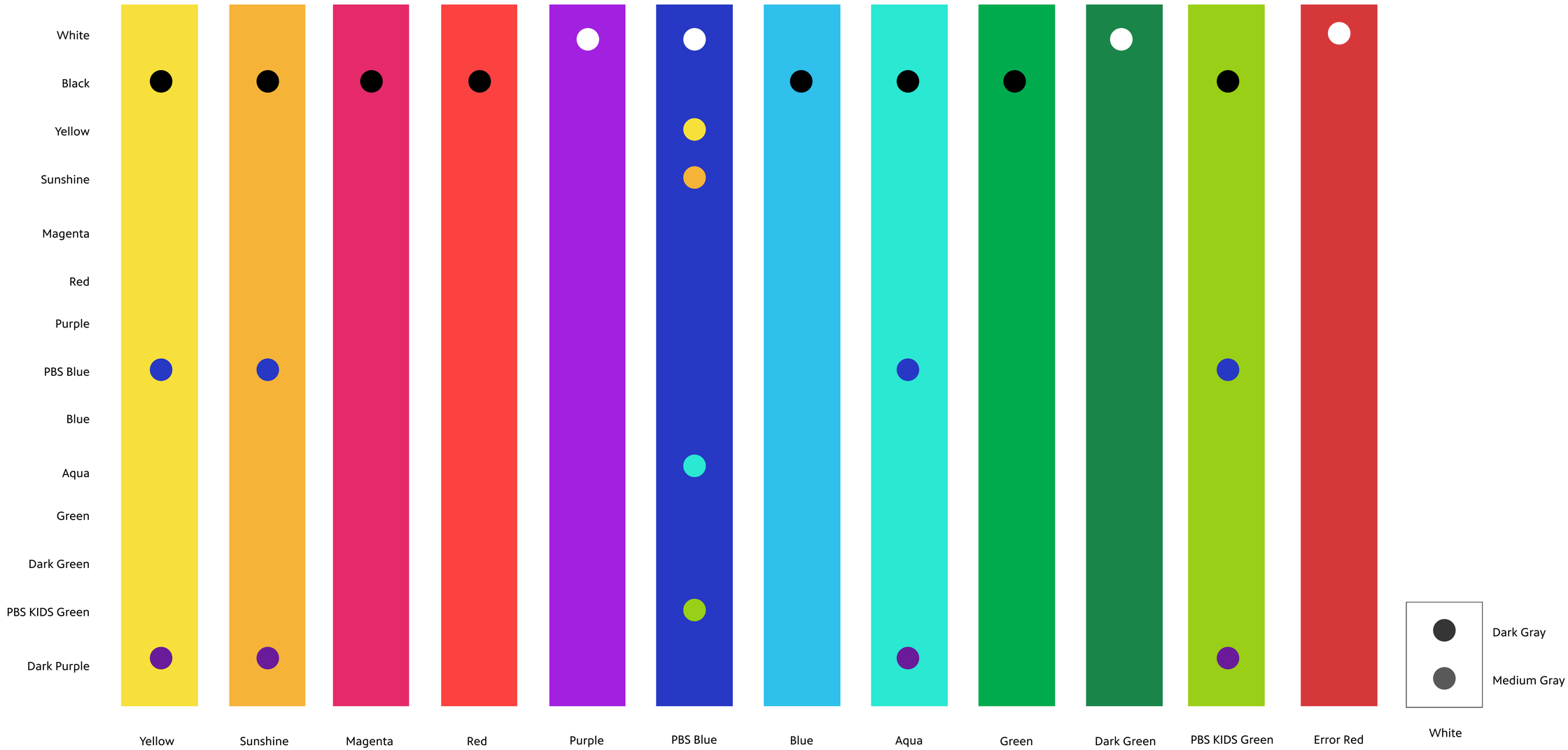


PBS KIDS digital color usage must meet WCAG 2 level AA

AAA COLOR CONTRAST GUIDE

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

LARGE TEXT (4.5:1 RATIO WCAG 2 AAA)

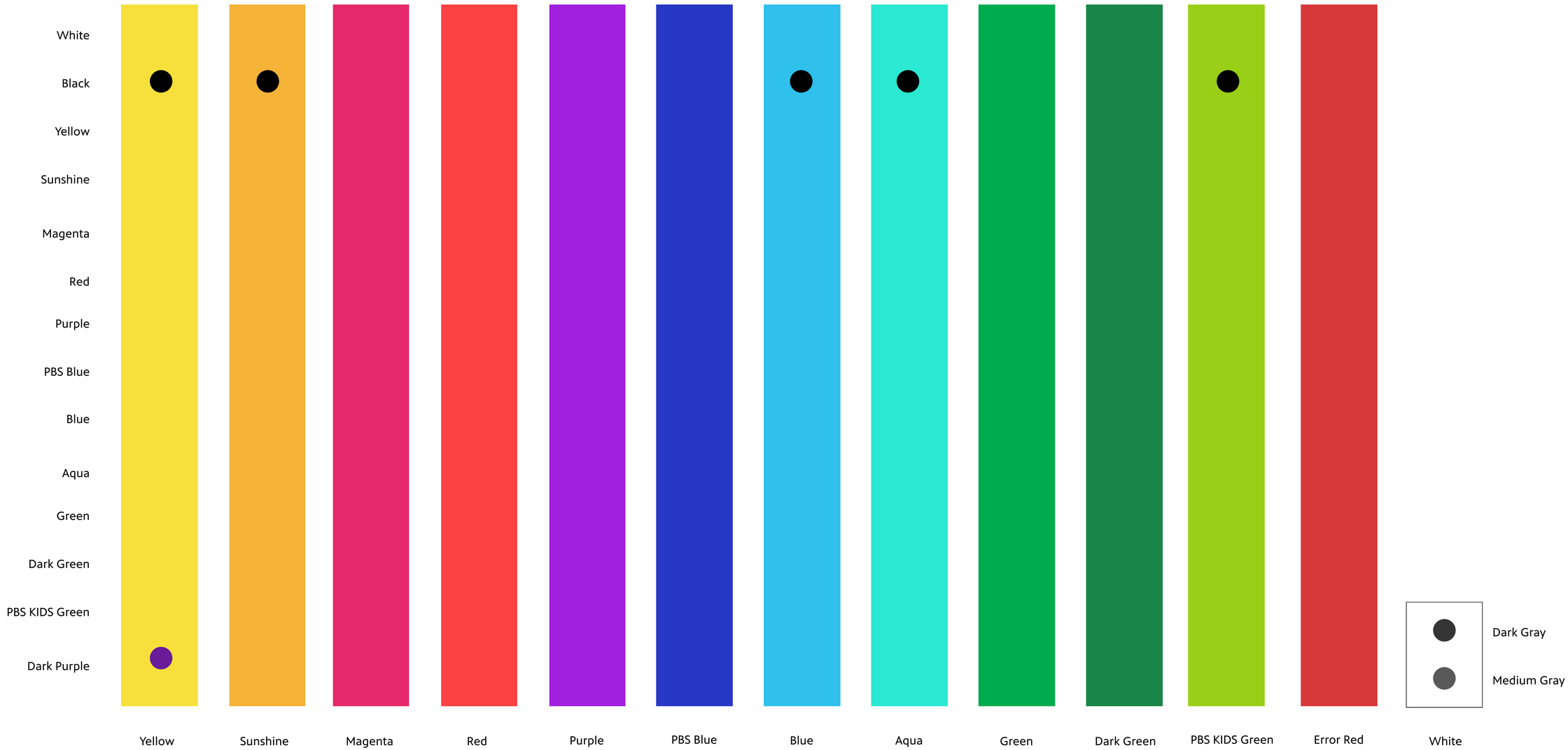


Though not required, a high-contrast option should be made available to meet level AAA requirements when possible.

AAA COLOR CONTRAST GUIDE

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

NORMAL TEXT (7:1 RATIO WCAG 2 AAA)

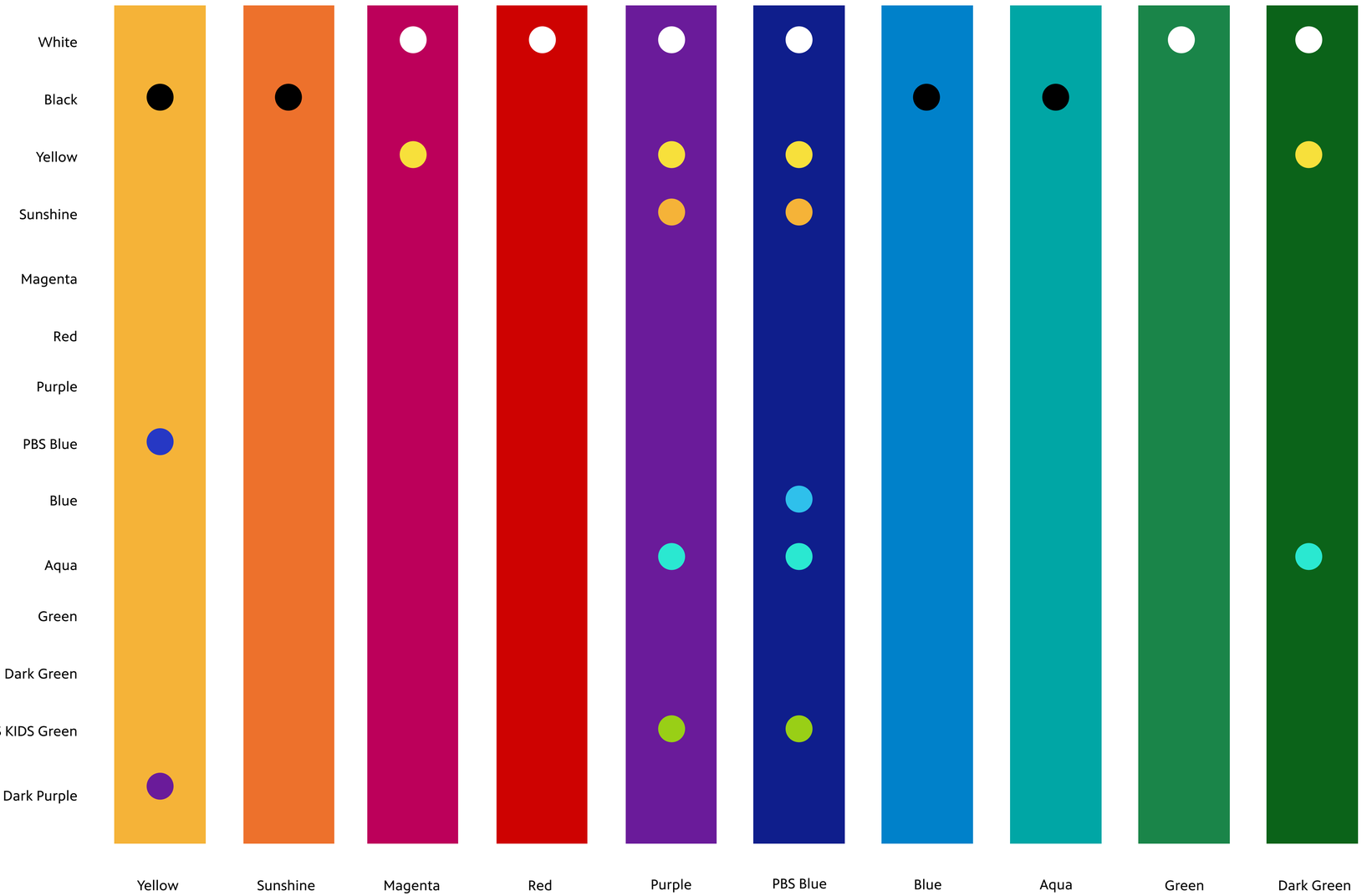


Though not required, a high-contrast option should be made available to meet level AAA requirements when possible.

AAA COLOR CONTRAST GUIDE FOR PRIMARY SHADES

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

LARGE TEXT (4.5:1 RATIO WCAG 2 AAA)

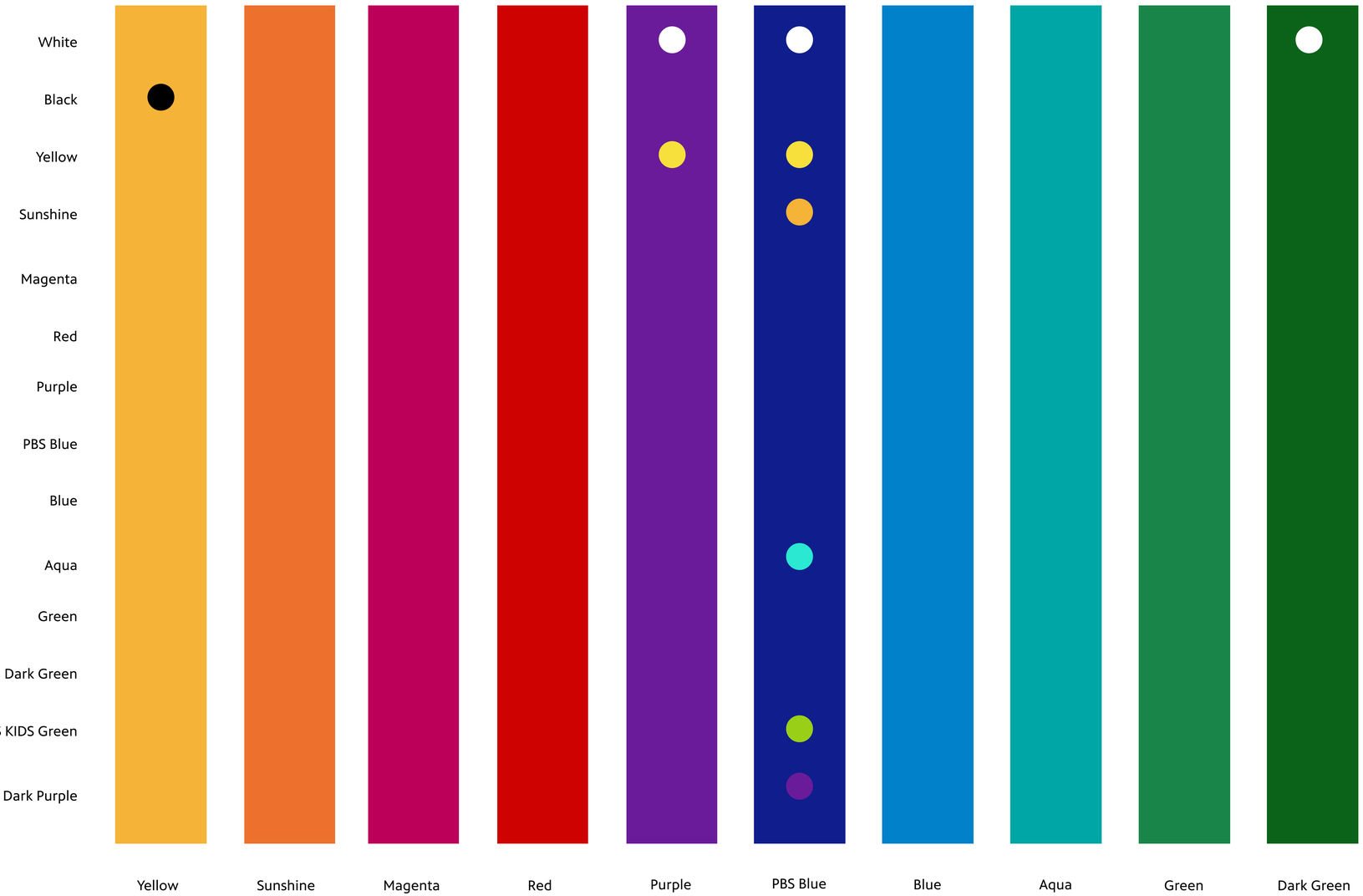


Though not required, a high-contrast option should be made available to meet level AAA requirements when possible.

AAA COLOR CONTRAST GUIDE FOR PRIMARY SHADES

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

NORMAL TEXT (7:1 RATIO WCAG 2 AAA)



Though not required, a high-contrast option should be made available to meet level AAA requirements when possible.

APPENDIX C

CHANGELOG

CHANGELOG

Version 1.3.1
Fixed typo.

Version 1.3
Added more details to logo minimum padding specs on page 5.
Clarified usage of reverse logo on pages 3 & 6.