BRAND GUIDELINES

DETROIT PBS

INTRODUCTION

What's covered (external brand guidelines):

- Logo
- Logo lock ups
- Logo with articulation *
- Color
- Typography
- Imagery

How will this be distributed:

- External webpage with key pages and option to download full guide
- Link to logo suites (all versions (horizontal/vertical, color and b/w)

What will be covered in wip internal brand guidelines:

- Brand guidelines (repeat)
- Email signature and image
- Business cards
- Broadcast/social video logo placement specs

How will this be distributed:

- Intranet
- Canva/Office - for slides/powerpoint deck development, web and social graphics
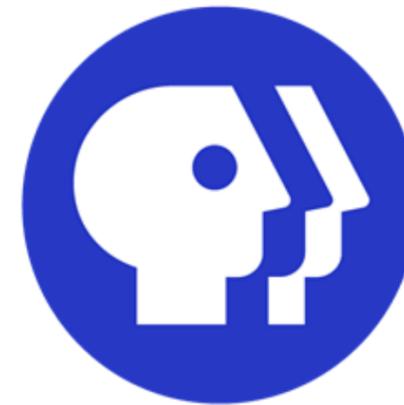
TABLE OF CONTENTS

LOGO

Wordmark   Shield   Wordmark

DETROIT **PBS**®

Registered trademark symbol*
*Only used in print

Profiles

"Wordmark" refers to the stylized text treatments used to create the
note that the PBS and Detroit wordmarks are each unique.
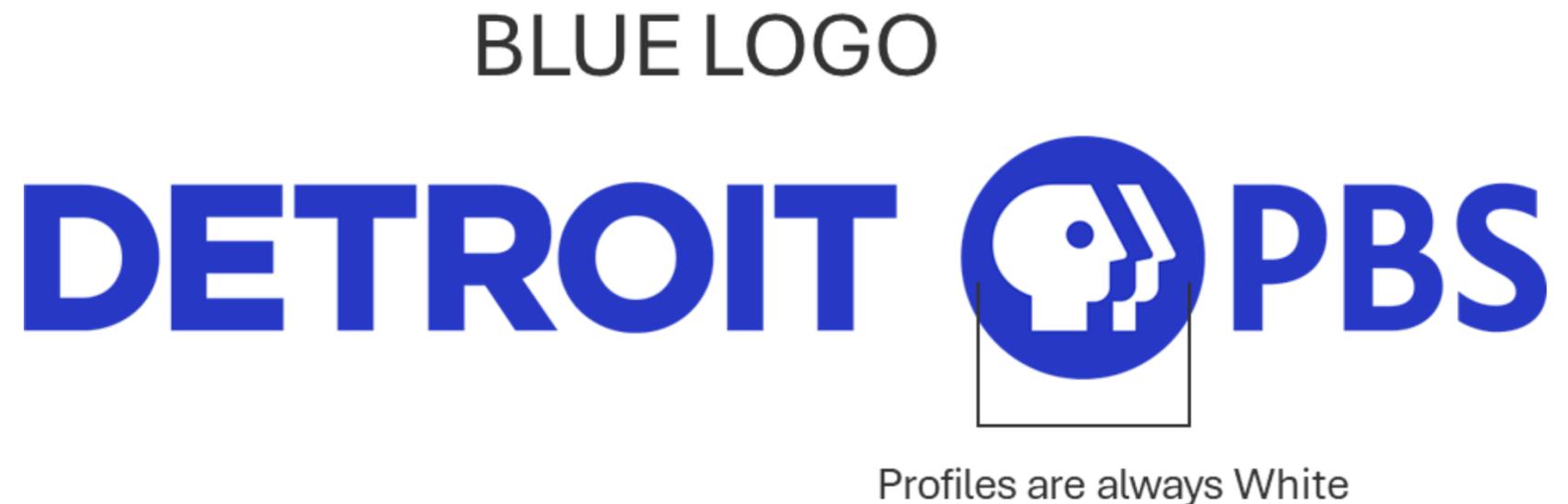
LOGO | HORIZONTAL

There are two versions of our horizontal logo, a white logo and a blue logo

They can be used interchangeably

One logo might be used more than the other, depending on the platform and background color or imagery

The wordmark was custom-madeforthe logo only.

Do not recreate the wordmark inthe Gotham or PBS Sans font

WHITE LOGO

DETROIT **PBS**

Profiles are always PBS Blue

BLUE LOGO

DETROIT **PBS**

Profiles are always White

LOGO | VERTICAL

There are two versions of our vertical logo, a white logo and a blue logo

They can be used interchangeably

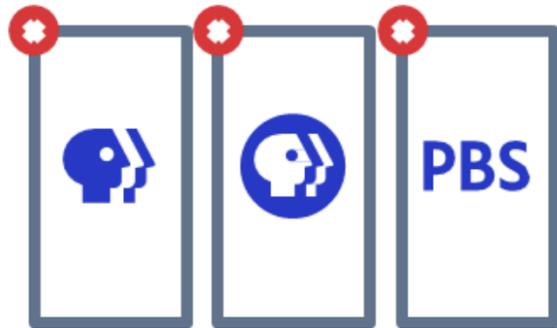One logo might be used more than the other, depending on the platform and background color or imagery

The wordmark was custom-made for the logo only.

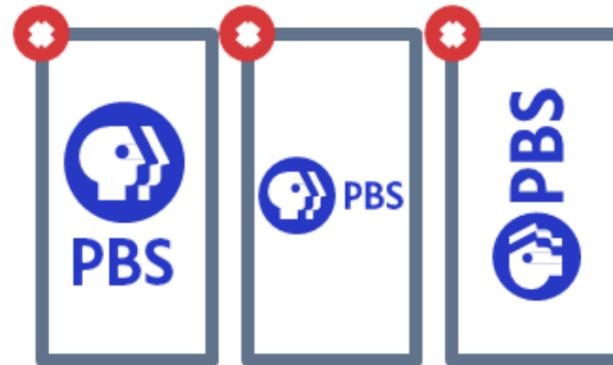**Do not** recreate the wordmark in the Gotham or PBS Sans font

LOGO USAGE AND APPLICATIONS

LOGO | IMPROPER USE

DO NOT:
Do not separate profiles, shield, and wordmark

DO NOT:
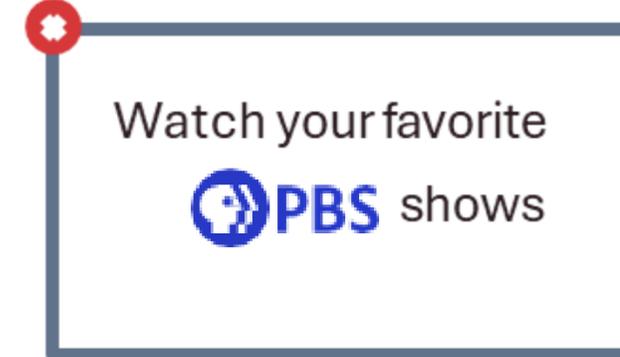Do not rearrange the elements, change the scale of elements, or flip or rotate the elements in the logo

DO NOT:
Do not typeset PBS or recreate the wordmark using the PBS Sans font

DO NOT:
Do not stretch, distort, or otherwise modify the logo

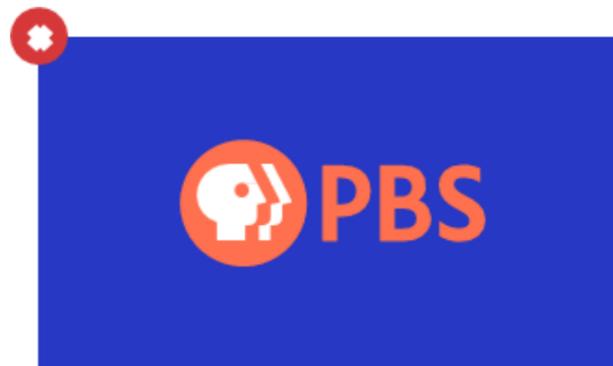**DO NOT:**
Do not add decorative effects such as emboss or drop shadow to the logo

DO NOT:
Do not use the logo within text

Watch your favorite PBS shows

DO NOT:
Do not knock out profiles of the logo

DO NOT:
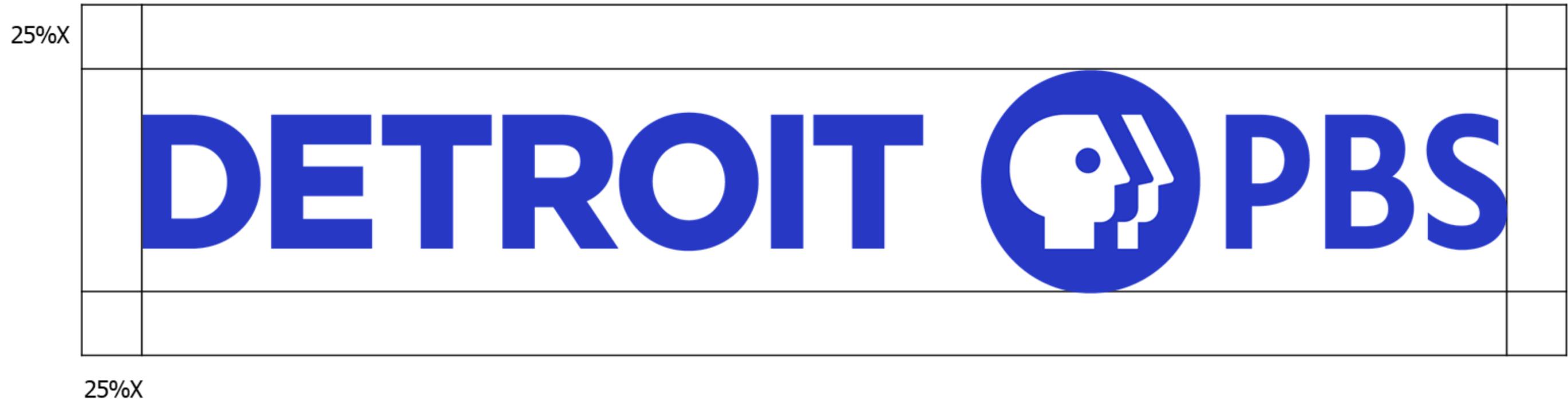Do not alter the colors of the logo

DO NOT:
Do not place or embed the logo or shield within a box or carrier shape

HORIZONTAL LOGO | MINIMUM PADDING

Do not alter the logo in any way. Minimum padding around the logo is equal to 25% of the height of the logo.

VERTICAL LOGO | MINIMUM PADDING

Do not alter the logo in any way. Minimum padding around the logo is equal to 25% of the height of the logo.

LOGO | PRINT GUIDELINES

Color:
Only use the CMYK or PMS print versions of the logo with registration symbol for print materials (see page 28 for CMYK and PMS values)

Size:
Logo should never print less than 0.5"

Black and White:
Use is limited only to black and white printing where color is not available

Use is limited to one-color printing where PBS Blue is not available, or in material treatments (e.g., stamping, frosting, debossing, embossing)

For guidance on when to use a translucent application of our logo, see the following page

DO NOT:
Do not make the logo grayscale

LOGO | TRANSLUCENT APPLICATION

For translucent applications, use the black and white logo with black profiles at 25% opacity

For use on broadcast, refer to Internal Guidelines for additional detail on placement

DO NOT:
Do not knock out profiles in the logo

Examples of use cases:
- Social watermarks
- On digital video

LOGO + STATION INITIATIVES

LOGO | INTIATIVE LOCKUPS

When creating station initiative logo lockups, Detroit PBS should be written in Gotham Bold font, in black, and should be secondary in visual hierarchy

DO NOT:
Do not use Detroit PBS logo
Do not use PBS Sans font
Do not use PBS Blue or color palette

LIMITED USE LOGO | INTIATIVE LOCKUPS

Black and white logos can be used for print where color is not available

When creating station initiative logo lockups, Detroit PBS should be written in Gotham Bold font, in black, and should be secondary in visual hierarchy

DO NOT:
Do not make the logo grayscale
Do not use Detroit PBS logo
Do not use PBS Sans font
Do not use PBS Blue or color palette

DETROIT PBS
American Black Journal
with Stephen Henderson

DETROIT
6Performs
:LIVE FROM
MARYGROVE
DETROIT PBS

ONE
DETROIT
DETROIT PBS

LOGO | POWERED BY

The "Powered by Detroit PBS" citation should be used on regional and national initiatives created by Detroit PBS ONLY when the audience is Southeast Michigan

When creating partnership logo-lock ups, "Powered by Detroit PBS" should be written in Gotham Bold font, in black, and should be secondary in visual hierarchy

DO:

Use the "Powered by Detroit PBS" lock up for in-market applications

DO NOT:

Do not use Detroit PBS logo
Do not use PBS Blue
Do not use PBS font
Do not use the "Powered byDetroit PBS" lockup for out-of-market applications

LIMITED USE LOGO | POWERED BY

Black and white logos can be used for print where color is not available

The "Powered by Detroit PBS" citation should be used on regional and national initiatives created by Detroit PBS ONLY when the audience is Southeast Michigan

When creating partnership logo-lock ups, "Powered by Detroit PBS" should be written in Gotham Bold font, in black, and should be secondary in visual hierarchy

DO:
Use the "Powered by Detroit PBS" lock up for in-market applications

DO NOT:
Do not make the logo grayscale
Do not use Detroit PBSlogo
Do not use PBS Blue
Do not use PBS font
Do not use the "Powered by Detroit PBS" lockup for out-of-market applications

LOGO | 90.9 WRCJ

The relationship between 90.9 WRCJ and Detroit PBS is represented by the dividing line

DO NOT:
Put Detroit PBS in text underneath the logo
Put Powered by Detroit PBS in text underneath the log

LIMITED USE LOGO | 90.9 WRCJ

Black and white logos can be used for print
where color is not available

The relationship between 90.9 WRCJ and Detroit
PBS is represented by the dividing line

DO NOT:
Put Detroit PBS in text underneath the logo
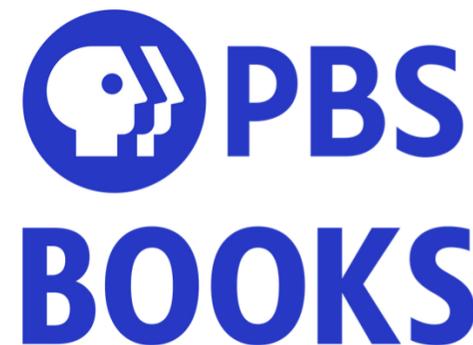Put Powered by Detroit PBS in text underneath
the log

LOGO | OTHER PBS BRANDS

When creating partnership logo-lock ups with other PBS brand logos, there should be clear division between the two logos

For usage guidelines, please refer to that particular PBS brand book OR simply add a thin, divider line between the two logos if a brand book does not exist

Examples of use cases:
- PBS Kids
- PBS Books

LIMITED USE LOGO | OTHER PBS BRANDS

Black and white logos can be used for print where color is not available

When creating partnership logo-lock ups with other PBS brand logos, there should be clear division between the two logos.

For usage guidelines, please refer to that particular PBSbrand book OR simply add a thin, divider line between the two logos if a brand book does not exist
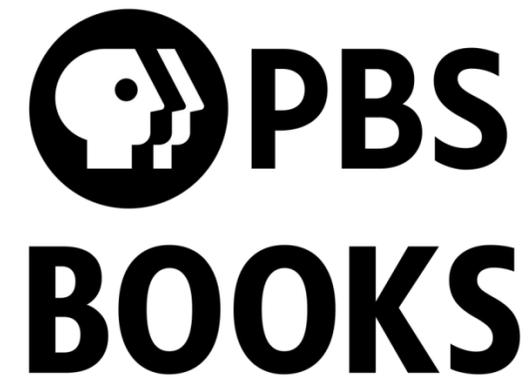
Examples of use cases:
PBS Kids
PBS Books

DO NOT:

Do not make the logo grayscale.

LOGO | PASSPORT

When locked up with Passport, use the wordmarks only and not the shield. Detroit PBS is navy blue.

DETROIT PBS ✦ Passport

LIMITED USE LOGO | PASSPORT

Black and white logos can be used for print where color is not available

When locked up with Passport, use the wordmarks only and not the shield. Detroit PBS is black

LOGO WITH ARTICULATION

ARTICULATION

Imagine the Possibilities is both a promise and a rallying cry, powered by our station's deep impact on the Detroit region and the lasting influence of PBS and public media programming

As our promise, it defines who we are and what we already stand for through our programming, partnerships, and outreach activities

And our rallying cry because we want to be the trusted source for our audience when they want to satisfy their curiosity, find new inspiration and better understand the changing world around them

Imagine the Possibilities

LOGO | HORIZONTAL WITH ARTICULATION

The logo with articulation is used for impact.
Use cases include:
- Bottom of a letter
- As a standalone graphic (e.g. social post, billboard ad)
- As a stinger for on-air

There are two versions of our horizontal logo with the articulation, a white logo and a blue logo. They can be used interchangeably

The wordmark was custom-made for the logo only.

Logo size should be no less than 1.75 x .5

Do not recreate the wordmark in the Gotham or PBS Sans font

LIMITED USE LOGO | HORIZONTAL WITH ARTICULATION

The logo with articulation is used for impact.
Use cases include:
- Bottom of a letter
- As a standalone graphic (e.g. social post, billboard ad)
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The wordmark was custom-made for the logo only.

Logo size should be no less than 1.75 x .5

Do not recreate the wordmark in the Gotham or PBS Sans font

COLOR GUIDELINES

PRIMARY PALETTE

PBS Blue is our signature color and should be prominently placed for brand impact

Primary accents (Teal, Yellow, and Coral) are to be used minimally to emphasize important content

CMYK colors are recommended for a majority of print jobs; PMS colors should be used for limited color print jobs(ex: spot colors for high profile print jobs and for selecting blue products including fabrics, paint, other custom color materials)

PBS Blue   #2638C4   C100 M65 Y0 K0   PMS 293

NAVY BLUE	#0A145A	C100 M95 Y0 K42	PMS 2757
MEDIUM BLUE	#0F1E8C	C100 M80 Y0 K21	PMS 280
WHITE	#FFFFFF	C0 M0 Y0 K0	───
TEAL	#48D3CD	C49 M0 Y23 K0	PMS 3252
YELLOW	#FFCF00	C0 M9 Y100 K0	PMS 109
CORAL	#FE704E	C0 M59 Y50 K0	PMS 2345

PBS BLUE

PBS Blue is our signature color and should be prominently placed for brand impact

For a majority of print materials, CMYK color builds are recommended

Examples of digital use cases:
- Color for primary elements on a screen
- Button color for primary calls-to-action
- Text color for links

▶ WATCH   (+ MY LIST)

PBS BLUE

#2638C4

C100
M65
Y0
K0

PMS 293

SECONDARY BLUE

Best used when:

- Alongside PBS Blue for added dimension
- Alongside content with a more serious tone
- As text over white or light backgrounds that pass color accessibility

NAVY BLUE

#0A145A

C100
M95
Y0
K42

PMS 2757

MEDIUM BLUE

#0F1E8C

C100
M80
Y0
K21

PMS 280

PRIMARY ACCENTS

All three primary accents are interchangeable

Best when used:
- Minimally to emphasize important content
- One at a time, in a majority of cases

DO:
- Only include more than one primary accent color if each color has a different and distinct purpose

TEAL

#48D3CD

C49
M0
Y23
K0

PMS 3252

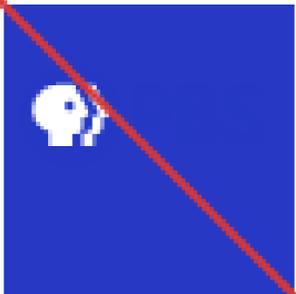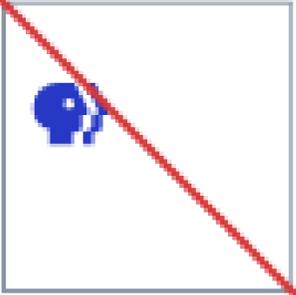**YELLOW**

#FFCF00

C0
M9
Y100
K0

PMS 109

CORAL

#FE704E

C0
M59
Y50
K0

PMS 2345

LOGO | COLOR ACCESSIBILITY

To ensure readability on digital screens, the logo must pass color accessibility

COLOR OVERLAYS

DARKER IMAGERY

Overlay color options over darker imagery:

PBS Blue | Navy Blue | Medium Blue

LIGHTER IMAGERY

Overlay color options over lighter imagery:

White

DO NOT:
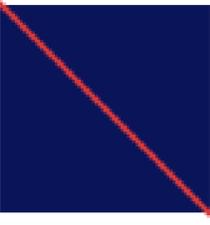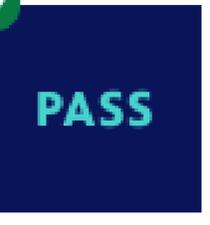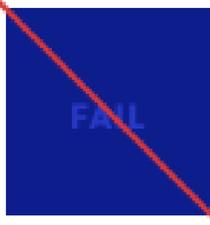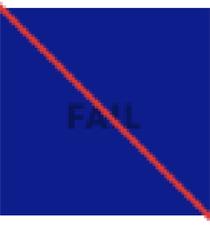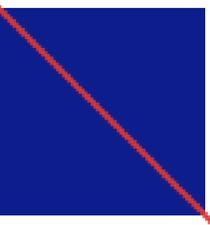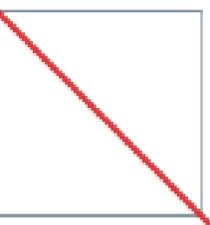Do not make the overlay too light to create inadequate contrast

DO NOT:
Do not make the overlay too dark to obscure the imagery or footage

COLOR | TEXT ACCESSIBILITY

To ensure readability on digital screens, color pairings must pass color accessibility
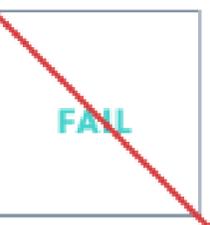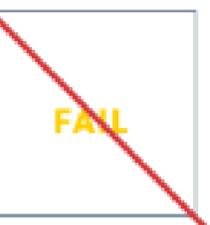
TYPOGRAPHY GUIDELINES

TYPOGRAPHY

Typography is a key element used to communicate a unified personality for PBS. Our custom PBS Sans font family is inspired by our logotype. It is human, contemporary, and highly legible

Approved users may download the PBS Sans font on the Source at source.pbs.org.

Light

Regular

Medium

Bold

Black

Light Italic

Italic
Condensed
Condensed Italic

Medium Italic

Bold Italic
Condensed Bold
Condensed Bold Italic

Black Italic

FONTS | PBS SANS

Use PBS Sans for all applications whenever possible

Use Arial, Calibri or Apotos (Regular and Bold, plus Italics) only on platforms where custom fonts are not available

Text color must pass accessibility and be legible on all platforms (see Color Use Guidelines on pbs.org/brand)

Light

Regular

Medium

Bold

Black

Best when used as a font size larger than 14 pt

FONTS | TYPE STYLES

Italic is best when used for:
•Captions
•Quotes
•AP Style Rules

DON'T:
•Do not use for primary messages (ex: headers, body copy, etc.)

Condensed is best when used for:
  • Credits
  • Fine print

DO NOT:
Do not use for primary messages (ex: headers, body copy, etc.)

Light Italic

Italic
Condensed
Condensed Italic

Medium Italic

Bold Italic
Condensed Bold
Condensed Bold Italic

Black Italic

TYPOGRAPHY | GUIDANCE

Title Case is preferred for headers, titles, and labels

Summer of Space
TONIGHT

ALL CAPS is preferred for brief secondary messages (ex: TONIGHT, ALL NEW, TUNE IN)

The Latest News

Title Case is preferred for headers, titles, and labels

For these refugees, theater plays a 'vital role' in healing

Sentence case is preferred for subheaders

In the aftermath of the Syrian conflict, millions of people fled their country, joining migrants and refugees from across the Middle East and Africa seeking better lives in Europe and the United States. Many gathered at an informal French refugee camp known as "The Jungle." Jeffrey Brown reports on a new play that's putting their stories in the spotlight.

Sentence case and left-aligned text is preferred for all body copy

TYPOGRAPHY | IMPROPER USE

Bringing
People Together

DO NOT:

Do not use
unapproved
fonts

Typography is a key element
used to communicate a unified
personality for PBS. Our custom
PBS Sans font family is a direct
extension of our logotype. It is
human, contemporary and
highly legible.

DO NOT:

Do not use justified
paragraph text

Typography is a
Key Element

DO NOT:

Do not add effects
such as gradients,
emboss, or drop
shadow

IMAGERY GUIDELINES

IMAGERY | SELECTION

SIMPLE

Keep it simple. Favor clean, uncluttered compositions

IMMERSIVE

Select images that are immersive and invite viewers into being a part of the moment

UNEXPECTED

Deliver a perspective that's unexpected. Explore new angles

Show imagery

Brand imagery

IMAGERY | SE MICHIGAN SELECTION

TIMELY
Things change fast. Ensure streetscapes, drone shots and the like are as up-to-date as possible.

DIVERSE
Images should reflect a diversity of people, types of places (iconic to 3rd places), geography (urban to rural)

AUTHENTIC
Seek to capture a unique element or moment or frame the shot to provide greater context and interest.

IMAGERY | BEST USE AND IMPROPER USE

DO:
Keep all imagery in full color, even if paired with a color overlay

DO:
Aim to keep imagery full frame when possible

DO NOT:
Avoid staged shots that are conventional or appear posed

DO NOT:
Do not rotate or vertically flip imagery

DO NOT:
Do not alter the colors or tones of the imagery

DO NOT:
Do not alter imagery to be black and white

IMAGERY | TEXT AND COLOR EXAMPLES

APPENDIX

What we tell people	Imagine the Possibilities				
What we promise to our communities	We connect our Detroit communities through thoughtful and thought-provoking content.				
Our Pillars	Kids & Education | Arts & Culture | Energy & Environment | Journalism | Health & Wellness				
Our Character: We consistently are...	Rooted in our communities	A unique voice for our region	Creating connections through brave engagement	Always informed and informative	Enriching and entertaining
	We are or become part of the communities who stories we tell together.	No one else tells our diverse communities' stories with the empathy, authenticity and care that we do.	We never shy away from content that matters or what's or unfamiliar because empathy and connection increase our regional unity.	We always go in-depth to be complete and truthful which garners the trust of our communities.	We deliver high quality national, regional and local content that delight's while enriching our viewers through learning and human perspective.
Our Values	Diversity | Engagement | Trust | Innovation | Excellence | Financial Stability				
Our Vision	Media anchor of a diverse and connected commmunity.				
Our Mission	Educate, engage, entertain and inspire through the power of public media.				