

COLOR USE GUIDELINES

DETROIT  **PBS**

INTRODUCTION

What's covered (external brand guidelines):

- Color

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

COLOR GUIDELINES

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	C10 0 M65 Y0 K0	PMS 293
------------------	-----------------------------	---------

NAVY BLUE #0A145A	C10 0 M95 Y0 K42	PMS 2757
--------------------------	------------------------------	----------

MEDIUM BLUE #0F1E8C	C10 0 M80 Y0 K21	PMS 280
----------------------------	------------------------------	---------

WHITE #FFFFFF	C0 M0 Y0 K0	-----
----------------------	----------------------	-------

TEAL #48D3CD	C49 M0 Y23 K0	PMS 3252
---------------------	------------------------	----------

YELLOW #FFCF00	C0 M9 Y10 K0	PMS 109
-----------------------	-----------------------	---------

CORAL #FE704E	C0 M59 Y50 K0	PMS 2345
----------------------	------------------------	----------

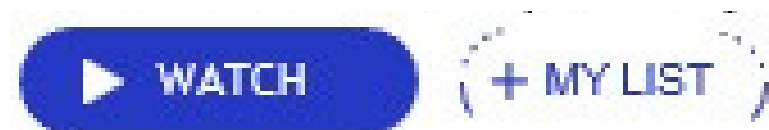
PBS BLUE

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



PBS BLUE

#2638C4

C10

0

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

C10
0

M95
Y0
K42
PMS 2757

MEDIUM BLUE

#0F1E8C

C10
0
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

	PBS Blue	Navy Blue	Medium Blue	White	Teal	Yellow	Coral
Blue logo							
White logo							

COLOR OVERLAYS



DARKER IMAGERY

Overlay color options over darker imagery:



PBS
Blue

Navy
Blue

Medium
Blue



LIGHTER IMAGERY

Overlay color options over lighter imagery:

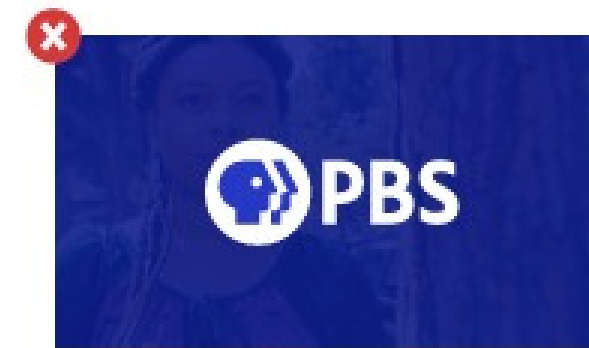


White



DO NOT:

Do not make the overlay too light to create inadequate contrast

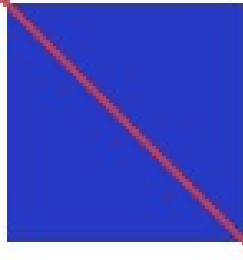

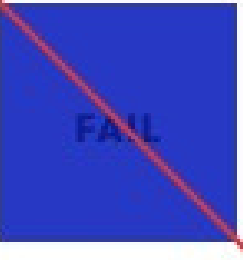





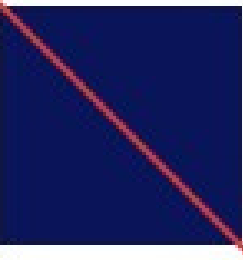
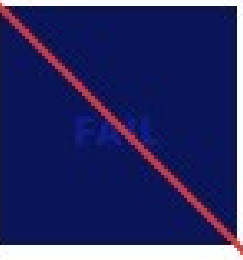



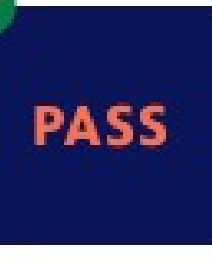

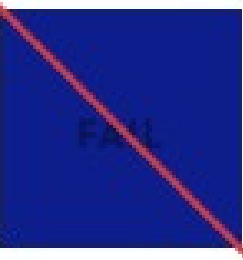
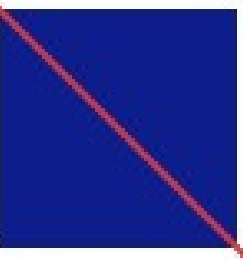

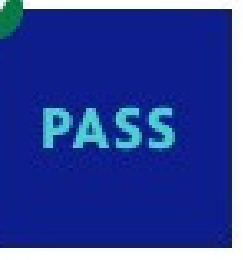

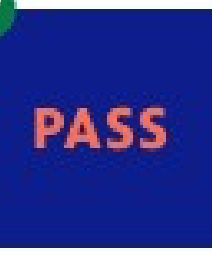



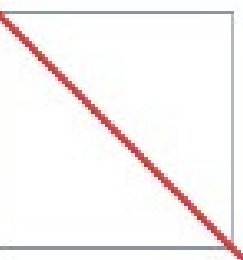
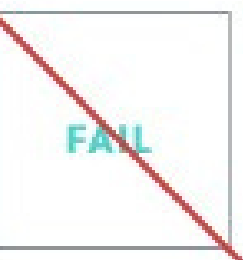




DO NOT:

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

	PBS Blue	Navy Blue	Medium Blue	White	Teal	Yellow	Coral
PBS Blue							
Navy Blue							
Medium Blue							
White							

APPENDIX

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