

TYPOGRAPHY GUIDELINES

DETROIT  PBS

INTRODUCTION

What's covered (external brand guidelines):

- Typography

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

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

Light Italic

Regular

Italic
Condensed
Condensed Italic

Medium

Medium Italic

Bold

Bold Italic
Condensed Bold
Condensed Bold Italic

Black

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



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

x

Bringing
People Together

DO NOT:

Do not use
unapproved
fonts

x

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

x

Typography is a
Key Element

DO NOT:

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

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>				