

LOGO GUIDELINES

DETROIT  **PBS**

INTRODUCTION

What's covered (external brand guidelines):

- Logo
- Logo lock ups
- Logo with articulation *

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

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Logo

Logo Usage and Application

Logo + Station Initiative Lock

Ups Logo with Articulation

LOGO

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-made for the logo only.

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



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

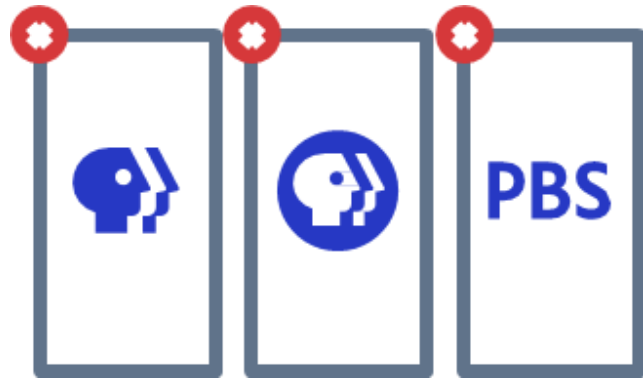
The wordmark was custom-made for the logo only.

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

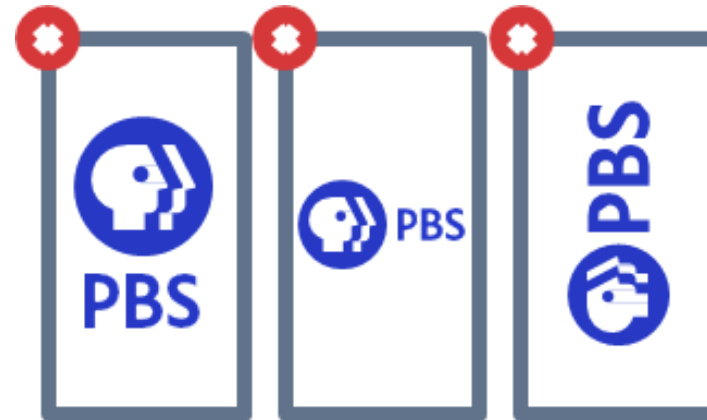


LOGO USAGE AND APPLICATIONS

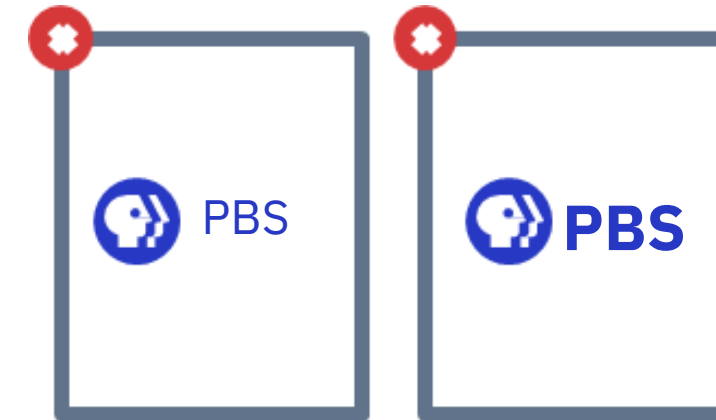
LOGO | IMPROPER USE



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



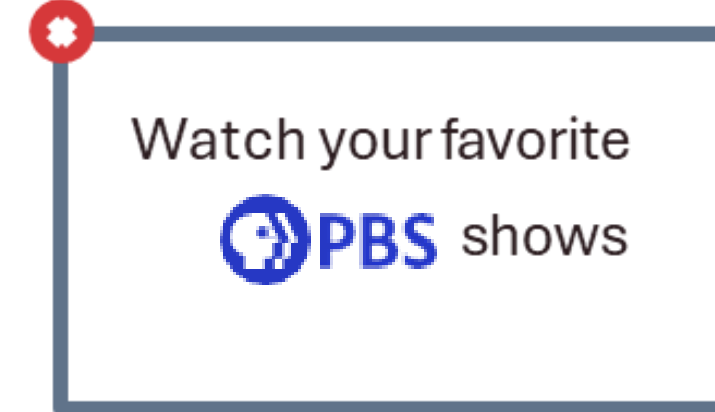
DO NOT:
Do not typeset PBS or recreate the wordmark using the PBS Sans font



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



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 | INITIATIVE 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 | INITIATIVE 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



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 by Detroit 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:

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DO NOT:

Do not make the logo grayscale

Do not use Detroit PBS logo

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



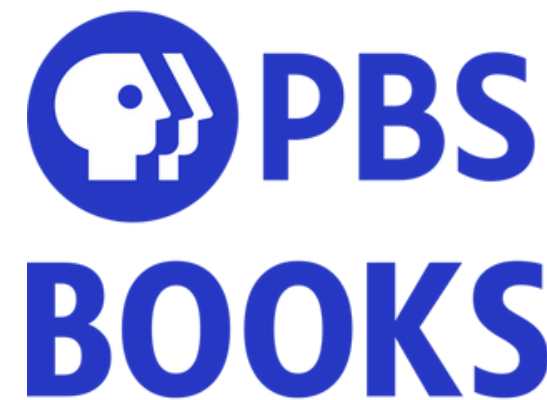
LOGO | OTHER PBS BRANDS

When creating a partnership logo-lock ups with other PBS brand logos, there should be a 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

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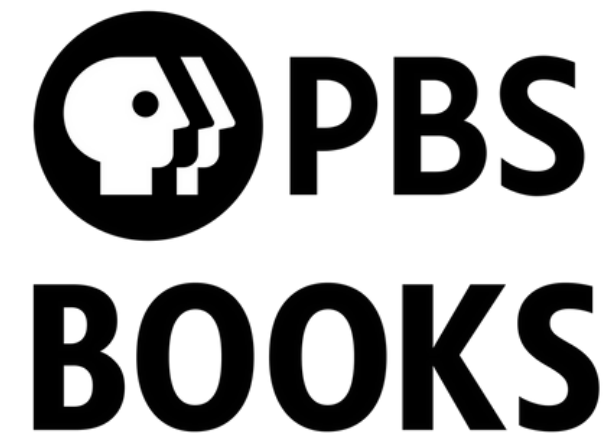
Examples of use cases:

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

DETROIT PBS  **Passport**

DETROIT PBS  **Passport**

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.

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Sans font



Imagine the Possibilities

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>				