



PBS Wisconsin

Style Guide for General Use

OCTOBER 2019

Logo

There are two versions of our 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 PBS Sans font.

PROPER LOGO USAGE

Use the white logo over dark backgrounds and the blue logo over light backgrounds.

Use the transparent PNG logo files when placing over a non-white background

Leave ample space around the logo for maximum legibility.



WHITE LOGO



BLUE LOGO



IMPROPER LOGO USAGE

Do not place the logo over a busy background.

Do not alter the proportions of the logo.

Do not separate or rearrange the logo elements.

Do not alter the color of the logo.

Do not try to recreate or reconfigure the logo.

Do not attach additional words or text to the logo.

Do not place the logo on top of or inside another shape.

Do not add drop shadow or other effects to the logo.

Do not rotate the logo.

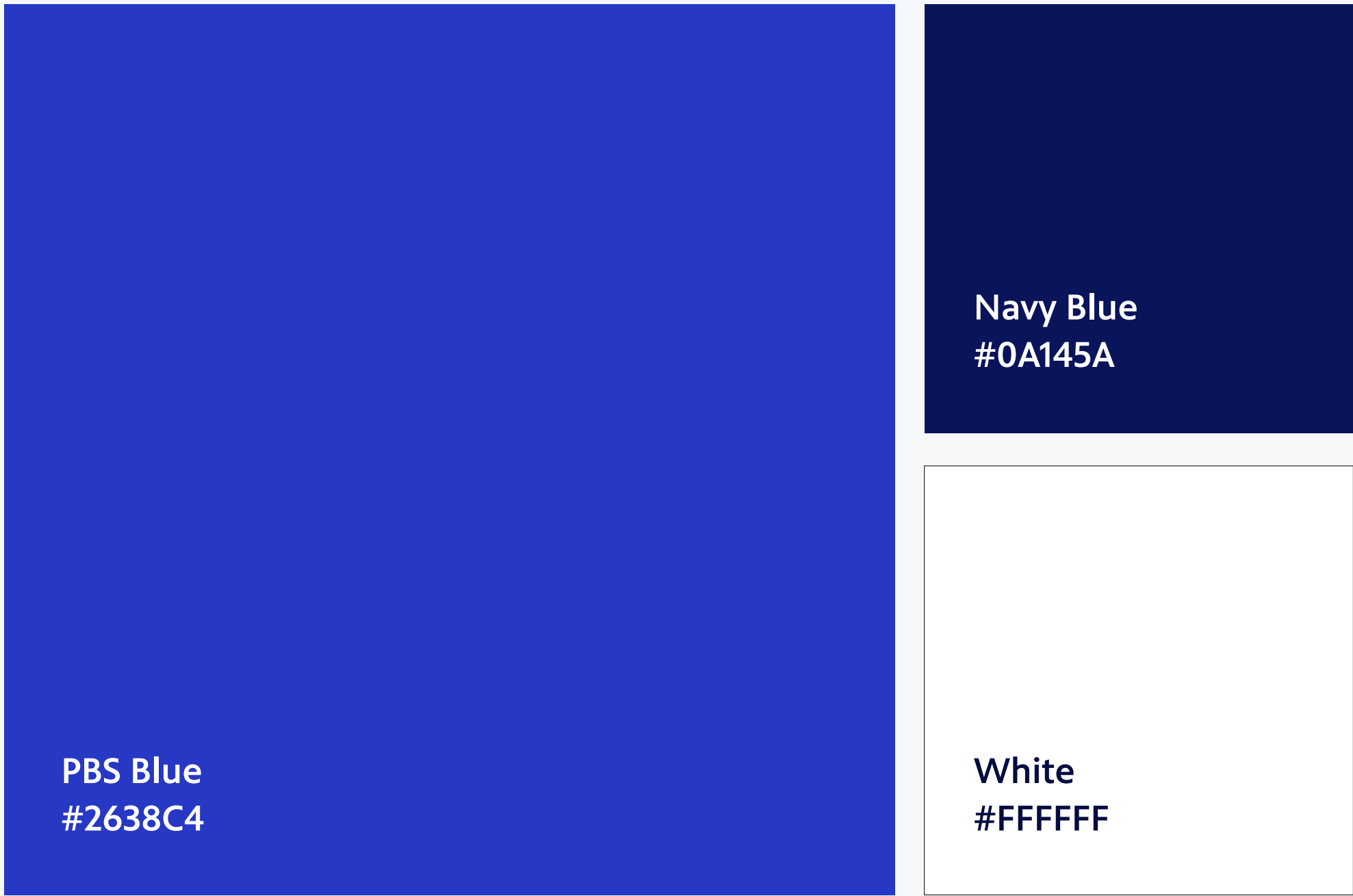
Do not make the logo semi-transparent.



Color

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

Navy Blue and White are available as secondary colors.



PBS Blue
#2638C4

Navy Blue
#0A145A

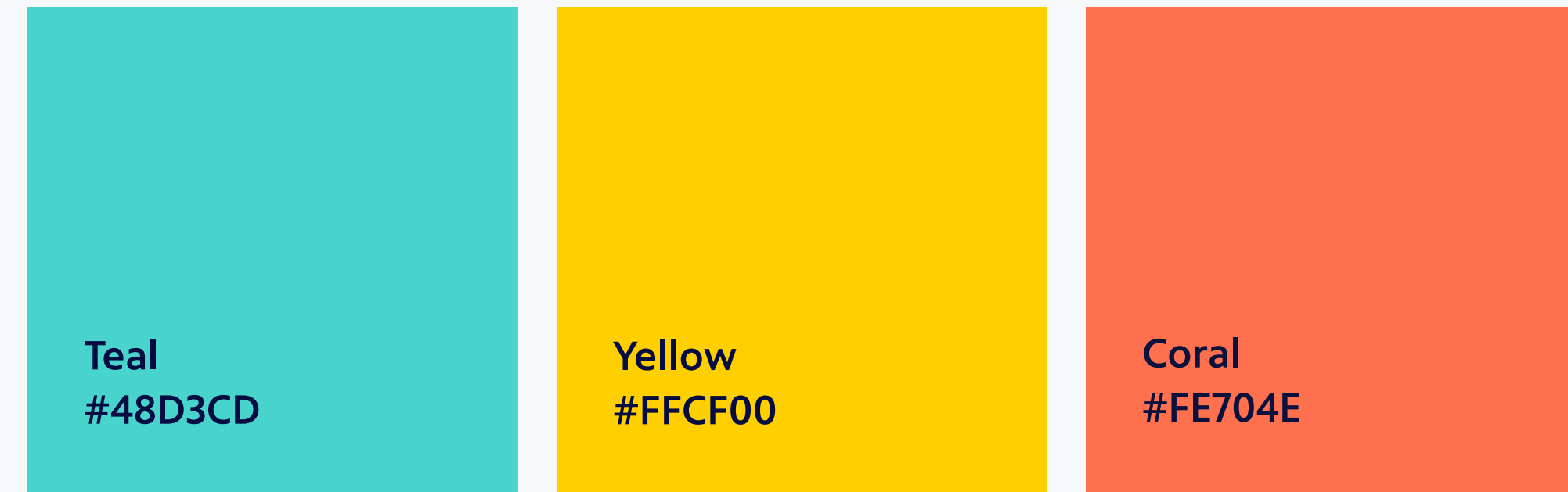
White
#FFFFFF

Accent Colors

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

All three primary accents are interchangeable.

Accent colors are best when used one at a time, in a majority of cases.



Typography - PBS Sans

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

Use PBS Sans for all applications whenever possible.

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

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

Best when used at font size larger than 14 pt

Typography - Crimson Text

PBS Wisconsin offers Crimson Text (available from Google Fonts) as an additional option for body text in print only. Crimson Text is intended for use in large blocks of body text where legibility can be improved by use of a serif typeface (letters on stationary, long documents). Do not use Crimson Text for headers or prominent typographic elements.

Do not use Crimson Text for video or web applications.

SAMPLE TYPE HIERARCHY - PRINT ONLY

Headline: PBS Sans

The spectacle before
us was indeed sublime.

Body copy: Crimson Text

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Subhead: PBS Sans

THE SPECTACLE BEFORE US WAS INDEED SUBLIME.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.