



Logo Guide

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For applications that require another file type or for questions about the use of the artwork, please contact Sarah Brandt at sbrandt@ninepbs.org.

Logo Versions

The primary (color and reverse color) logos are the preferred options and should be used whenever possible. The secondary logos should only be used when space allocations don't allow for use of the primary logos.

Color

This is the preferred option. It should be used whenever possible.

Reverse Color

Use on dark backgrounds.

Black and White Logos

Should only be used when color is not an option.

- The logo should never appear in grayscale.
- The PBS profiles and Nine are always in black or white.

Primary Logo



Color



Reverse Color

Secondary Logo



Black



White



Incorrect Usages

- Don't change the size relationship of the PBS profile symbol to the Nine logotype.
- Don't add effects like shadows, dimensions, or gradients.
- Don't create logo "lockups" by adding text in close proximity to the logotype.
- Don't compress the logo.

Use Correct File Type



For Print use PDF
PDFs are CMYK vector files.



For Web/Screen use PNG
PNGs are RGB raster files.



Minimum padding around logo is equal to 25% of the height of the logo. **Minimum sizing:** The width of the primary logo should never print less than 1" and the width of the secondary logo should never print less than 0.5."

Colors

Nine PBS Blue

HEX	C 85
#00A2E0	M 15
	Y 0
PMS 299	K 0

PBS Blue

HEX	C 100
#2638C4	M 65
	Y 0
PMS 293	K 0

- Use the **HEX** value for web or screen graphics.
- Use the **CMYK** values for print jobs.
- The **PMS** value is for special or high-profile print jobs.