



BRAND AND STYLE GUIDE

2025

vegaspbs.org



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ABOUT THIS GUIDE

This quick reference style guide has been created to ensure all Vegas PBS institutional messages have a consistent look and represent a strong, aligned brand identity.

This guide primarily addresses copy and audio guidelines. For in-depth visual and graphic requirements, refer to the **PBS Brand Style Guide**.

For any items not addressed in this guide, please refer to the latest **AP Stylebook**.

WHY A STYLE GUIDE?

When communicating with our viewers, business partners and other stakeholders, **it's crucial we convey a sense of consistency and quality within our organization**. Thankfully, one of the easiest ways to do that is simply through our writing.

PBS is rated #1 in trust by the American public. Credibility is our most valuable asset, so it's important we all reflect that in the way we correspond and publicize our work.

Any major corporation, government agency or large organization has an internal style guide to establish its own unique brand identity and clarify terms not codified in an industry guide, such as the AP Stylebook.

There may be stylistic choices in this style guide you don't entirely agree with. **Remember, these conventions are not meant to suppress your own personal preferences. They are designed for the traits that our community expects from us: trustworthiness, consistency and professionalism.**

If you have not yet already installed the PBS Sans font on your computer, please reach out to the Communications team for assistance. If there is anything that is unclear or unaddressed, notify the Communications Specialist.

ABBREVIATIONS AND ACRONYMS

DO include periods in the following abbreviations:

- U.S.
- Ph.D.
- Initials for names, such as J.R.R. Tolkien
- After generational titles (i.e. Jr., Sr.)
- After formal or professional titles (e.g. Mr., Ms. or Dr.)

DON'T include periods for TV

Common Acronyms

- American Public Television (**APT**)
- British Broadcasting Corporation (**BBC**)
- American Sign Language (**ASL**)
- Corporation for Public Broadcasting (**CPB**)
- Clark County School District (**CCSD**)
- English Language Learner (**ELL**)
- Educational Media Services (**EMS**)
- Federal Communications Commission (**FCC**)
- National Public Radio (**NPR**)
- Public Broadcasting Service (**PBS**)
- Special Needs Resource Library (**SNRL**)
- Southern Nevada Public Television (**SNPT**)
- Ready To Learn (**RTL**)

BRANDING

Vegas PBS is our global brand. Our language should emphasize that Vegas PBS is the primary agent and not individual programs or departments.

EXAMPLES

DO: Vegas PBS provides a wide variety of educational media content.

DO: Vegas PBS is co-hosting a military job fair on Thursday, September 17.

DON'T: The Vegas PBS educational media services department will be holding a math and literacy skills workshop for children and parents from 10 a.m. to 2 p.m. on November 5.

Use the correct designations for Vegas PBS channels:

- Vegas PBS 10.1
- Vegas PBS Create 10.2
- Vegas PBS KIDS 10.3
- Vegas PBS WORLD 10.4
- Vegas PBS SOURCE Magazine

Vegas PBS is a dues-paying PBS member station, which is different from a commercial network affiliate. Avoid describing Vegas PBS as a “PBS affiliate,” as that term is inaccurate.

CAPITALIZATION

Capitalization of Headlines

Use initial capital letters for all words in headlines and titles except the articles, conjunctions and prepositions of four or fewer letters. An exception is the Ready To Learn program, where the “To” is always capitalized

EXAMPLES

DO: Vegas PBS Presents **The Test**, a Local Production Examining Atomic Testing in Nevada

DON'T: PDQ **And** Vegas PBS Partner **To** Benefit Veterans Services

Capitalization of Names and Titles

Capitalize titles before a name. Use lowercase when following a name.

EXAMPLES

DO: Vegas PBS President Mare Mazur

DON'T: Mare Mazur, Vegas PBS **P**resident

Capitalization of Seasons

Lowercase winter, spring, summer and fall unless the seasons are part of the title.

EXAMPLES

DO: ...the new show is coming out this fall.

DO: Don't miss the new **MASTERPIECE: Indian Summers**.

DON'T: The schedule is updated every Spring and Fall.

*If uncertain as to whether a word should be capitalized, check the dictionary and the AP Stylebook.

DATES, TIMES AND DECADES

Dates

Write out the day, month and year in full. Include a comma between the date and year. Include a comma after the year except at the end of a sentence. A comma is not needed when a month/year or season/year format is used.

EXAMPLES

DO: The popular PBS series **ANTIQUES ROADSHOW** was launched on January 9, 1997.

DON'T: The popular PBS series **ANTIQUES ROADSHOW** was launched on January **9th**, 1997.

DO: January 1997

DON'T: January, 1997; Winter, 1997

Time

Use numerals except for noon and midnight. Use periods for a.m. and p.m. Use a colon separating hours from minutes.

EXAMPLES

DO: Vegas PBS is holding a free seminar on Wednesday, September 23, 2024 from noon to 1:30 p.m. Doors open at 11 a.m.

DON'T: Hispanic Heritage shows are scheduled from **6 AM to 12:00 p.m.**

Decades

Place apostrophes correctly when denoting decades.

EXAMPLES

DO: **Starlight Ballroom** takes you back to the 1940s when Glenn Miller was king.

DO: **Starlight Ballroom** takes you back to the '40s when Glenn Miller was king.

DON'T: **Starlight Ballroom** takes you back to the **40's** when Glenn Miller was king.

NUMBERS

Write out numbers below 10.

EXAMPLES

DO: His number picks were one, three, five and seven.

DON'T: There were **3 ducks, 5 geese and 2 swans** at the park.

Use numerals for 10 and higher, except when it starts a sentence.

EXAMPLES

DO: There were 25 to 30 people in the room.

DO: Forty dogs and cats stormed into the lobby.

DON'T: The classroom held thirty five students.

Always use numerals for ages.

EXAMPLES

DO: The students ranged in age from 26 to 57.

DON'T: The two-year-old boy ran from the dog.

PROGRAMS AND PRODUCTIONS

Program and Production Titles

Verify the proper title in ProTrack, PBS PressRoom, PBS Source, MyPBS, BBC Programs, APT Online and/or the producer's website as appropriate.

Reference the complete program title. Generally speaking, program titles are in a boldface in on-air promotions and Vegas PBS SOURCE magazine.

EXAMPLES

DO: **Big Blue Live** will be broadcast on August 31 through September 2 on Vegas PBS.

DON'T: *Big Blue* will be broadcast on August 31 through September 2 on Vegas PBS.

Listings of other programs that Vegas PBS is not broadcasting should be set in quotation marks.

EXAMPLES

DO: Maya Hawke ("Stranger Things") stars as Jo March in **Little Women**.

Ensure that size and look of font for program titles and other section headers are consistent and otherwise in order.

Use all caps for **ANTIQUES ROADSHOW**, **FRONTLINE**, **NOVA**, **NATURE** and **MASTERPIECE**.

EXAMPLES

FRONTLINE: Escaping Isis

Miss Scarlet and the Duke on MASTERPIECE

NOVA: Dawn of Humanity

Use title case for most other programs.

EXAMPLES

Independent Lens: We Want the Funk

For **American Masters** and **American Experience**, place the episode title and subtitle after the program.

EXAMPLES

DO: **American Masters: Buffy Sainte-Marie: Carry It On**

DON'T: **Roberta Flack: American Masters**

Program Listing Featuring Air Dates and Times

Format: Day, Month, Date at Time (a.m. or p.m.)

EXAMPLES

DO: Monday, August 10 at 7:30 p.m.

DON'T: at 7:30 p.m., Monday, August 10

For programs that air throughout the week, use the following format:

EXAMPLES

DO: Weekdays at 5:30 p.m.

DON'T: Monday through Friday at 6 p.m.

For programs that air two times in the same day, use the following format:

EXAMPLES

DO: **Big Blue Live** will be broadcast Monday through Wednesday, August 31 – September 2, at 5 p.m. and 8 p.m.

DON'T: **Big Blue Live** will be broadcast Monday, Tuesday and Wednesday, August 31, September 1 and September 2, at 5 p.m. & 8 p.m.

For programs that air on the same day for two weeks, use the following format:

EXAMPLES

DO: Wednesdays, September 23 and 30 at 8 p.m.

DON'T: Thursday, September **3-10** at 4 p.m.

For programs that will air over the course of multiple weeks, use the following format:

EXAMPLES

DO: Sundays beginning October 18 at 9 p.m.

DO: Wednesdays, June 10-24 at 8 p.m.

DON'T: Saturdays at 1 p.m. beginning September 19

For programs with a repeat broadcast, list the repeat information in bold, italics and smaller font than main title, use the following format: **Repeats on Saturday, June 6 at 10 p.m.**

OTHER TITLES

Band Names

Names of music groups should be capitalized like any proper noun (e.g. Pink Floyd, Red Hot Chili Peppers). Give deference to stylistic choices made by the artist (e.g. BTS, k.d. lang, will.i.am). They should not be set in italics, quotation marks or bold.

Doctors

Only use for individuals with a medical degree. Those with a Doctorate of Philosophy should have the tile of Ph.D placed after their name.

Venues

When an event is located at a venue inside a larger facility, use the format below. Subsequent mentions of the venue may omit the property name.

EXAMPLES

DO: Reynolds Hall at the Smith Center

DON'T: The Smith Center-Reynolds Hall

DON'T: The Smith Center: Reynolds Hall

PUNCTUATION AND SYMBOLS

Accent Marks

Use accent marks when necessary.

EXAMPLES

DO: Renée Fleming, Jacques Pépin: Heart and Soul

Ampersand

Unless an ampersand is part of a title, write out the word “and.”

EXAMPLES

DO: Did you see **MASTERPIECE’s** new episode of **Arthur & George** last night?

DON’T: Vegas PBS provides a variety of **educational & career** opportunities.

Apostrophe

For plural nouns, singular common nouns, and single proper names ending in “s,” add only an apostrophe, not an “s.” An exception is the possessive of Vegas PBS, which is Vegas PBS’s. This is in alignment with the national rebrand in 2019.

EXAMPLES

DO: girls’ toys, PBS’ programs, Ken Burns’ documentaries, Kansas’ hospitals

DON’T: The James’s family tree

No apostrophe is needed for non-possessive plurals except when essential for clarity.

EXAMPLES

DO: As and Bs, The Smiths

DON’T: The **elephants’** grieved over the death of a herd member.

Colon

Place a colon only after a complete sentence when introducing a list. DON'T place a colon directly after a verb.

EXAMPLES

DO: Vegas PBS has developed numerous local productions: **Ali: Las Vegas Legacy, The Great Vegas Recipe, Nevada Week, Outdoor Nevada, The Showgirl, Student Spotlight** and **Vegas PBS STEAM Camp**.

DON'T: At the meeting, we discussed:

- Database management systems
- Software updates
- Performance measures

Comma

When writing lists, do NOT place a serial (or Oxford) comma after the penultimate item in a list.

EXAMPLES

DO: Vegas PBS is home to programs like **Finding Your Roots, NOVA** and **MASTERPIECE**.

DON'T: Ken Burns, Judy Woodruff, and Yamiche Alcindor are trusted voices on PBS.

Place a comma before suffixes such as Jr. or Sr.

EXAMPLES

DO: Dr. Henry Louis Gates, Jr. hosts **Finding Your Roots**.

DON'T: Martin Luther King Jr. is a pivotal figure in civil rights history.

Em Dash

Use em dashes to create a strong sense of separation or emphasis — particularly where commas or parentheses aren't enough in a sentence. Put a space around both sides of the dash. To create an em dash, hold the Alt key and type 0151.

EXAMPLES

DO: Ready To Learn Workshops are an excellent way to prepare children for school — and for life.

DON'T: A sudden change in a sentence--or a phrase--can be a useful technique.

En Dash

Use an en dash to represent a range of dates or time. No spaces are used for en dashes. To create an en dash, hold the Alt key and type 0150.

EXAMPLES

DO: Vegas PBS members will take a trip to Tuacahn June 11–15.

DON'T: Enjoy a Rick Steves marathon from 10 am – 1pm.

Hyphens

Use hyphens sparingly for compound words. Do not use the hyphen for dual heritage terms, like African American or Asian American. No spaces are used for hyphens.

EXAMPLES

DO: Small-business owners make great use of Nevada Jobtimize.

DON'T: A new documentary about the history of African-Americans in Las Vegas premieres this month.

Money

Always use the dollar sign.

EXAMPLES

DO: The tickets range from \$25 to \$75.

DON'T: The fundraiser collected 10,000 **dollars**.

Symbols

Generally speaking, spell out words instead of using symbols.

EXAMPLES

DO: More than 75 percent of the registered guests attended the event.

DON'T: The temperature was 88° this morning.

STATES, REGIONS, STREETS AND DIRECTIONS

Exclude 'Nevada' after mentioning Nevada cities.

EXAMPLES

DO: A screening of **Poldark on MASTERPIECE** will be held on Sunday, June 21 in Taos, New Mexico.

DON'T: Vegas PBS plans a preview screening of **The Brain with David Eagleman** on **Thurs., Oct. 8** from 6 to 7:30 p.m. at Optum, 123 Main St., in **Reno, Nevada**.

Avoid using pejorative names like "Sin City" when referring to Las Vegas. "Vegas" is acceptable, but the full name is preferred. Southern Nevada is always capitalized.

Streets

Use the abbreviations for compass directions with numbered addresses.

EXAMPLES

DO: 3050 E. Flamingo Road

DO: East Flamingo Road

DON'T: 3050 East Flamingo Road

Use the abbreviations for the designations "Avenue," "Boulevard" and "Street" with numbered addresses.

EXAMPLES

DO: 9999 W. Tropicana Ave.

DON'T: 9999 West Tropicana Avenue

Street Numbers

Always use numerals for numbered street names.

EXAMPLES

DO: 1234 1st Street

DON'T: 1234 First St.

DO: 1234 52nd St.

DON'T: 1234 Fifty-Second St.

URLS AND TELEPHONE NUMBERS

Keep links as simple and short as possible. DO NOT include “http://www.”

EXAMPLES

DO: vegaspbs.org
DON'T: www.VegasPBS.org
DO: bankofamerica.com
DON'T: https://www.bankofamerica.com

The Vegas PBS website is written in all lowercase: **vegaspbs.org**

Common Vegas PBS URLs

- vegapbs.org
- vegaspbs.org/donate
- vegaspbs.org/volunteer
- vegaspbs.org/education
- vegaspbs.org/schedules
- vegaspbs.org/workforce
- vegaspbs.org/contact
- video.vegaspbs.org

Telephone Numbers

Use dots, not parentheses and dashes.

EXAMPLES

DO: 702.799.1010
DON'T: (702) 799-1010

Use the following Vegas PBS format to denote an extension.

EXAMPLES

DO: 702.799.1010 x5450
DON'T: 702.799.1010 **ext.** 5452
DON'T: 702.799.1010 **extension** 5352

VOICE TALENT

- Say **“zero” instead of “0”** when referring to numbers.
- Consequently, say **“seven” “zero” “two” for 702.**
- Say **“Ten Ten” instead of “One Zero One Zero”** when providing a Vegas PBS telephone number.
- Say **“Slash” instead of “Forward/Backward Slash”** when talking about websites.
- Say **“Dot Org,” “Dot Com” instead of “Dot O-R-G,” “Dot C-O-M,”** etc. for websites.

COMMONLY MISUSED TERMS

Correct format listed.

- | | |
|-----------------------------------|-------------------------------|
| • afterschool | • lineup |
| • airings (not showings) | • login |
| • child care | • meet and greet (no hyphens) |
| • email | • miniseries |
| • e-newsletter | • online |
| • face-to-face | • PBS app |
| • For over 55 years... | • PBS LearningMedia |
| • fundraiser | • public broadcasting |
| • flyer | • Public Broadcasting Service |
| • health care | • Southern Nevada |
| • homepage | • webpage |
| • in person | • website |
| • internet | • Ready To Learn (RTL) |
| • Las Vegas Strip (or, the Strip) | |

LOGO GUIDANCE

There are two versions of our logo, a blue logo and a white 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 PBS wordmark was custom-made for the logo only. Do not recreate the PBS wordmark in the PBS Sans font. Only use the CMYK print versions of the logo with registration symbol for print materials. The stacked logo is only approved for social media use. The black or white logos are only to be used for the on-air bug, or in print applications where color printing is not available. Do not make the logo grayscale.



Minimum Padding

Minimum padding around the logo is equal to 25% of the height of the logo.

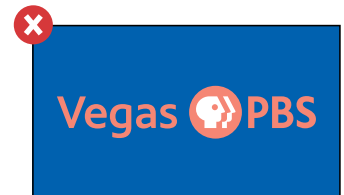
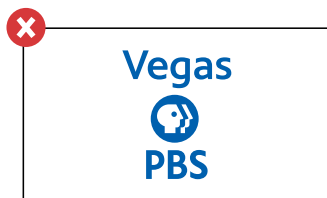


Minimum Sizing

Logo should never print less than 1" wide.

Improper Use

Do not rearrange, change the scale, flip or rotate the elements in the logo. Do not stretch, distort or otherwise modify the logo. Do not knock out profiles of the logo, or alter the color of the logo in any way.



Typography

Use PBS Sans for all applications whenever possible. Use Arial (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. Do not use Italic for primary messages (ex: headers, body copy, etc.) Condensed is best when used for credits and fine print.

PBS Sans Light
PBS Sans Light Italic

PBS Sans Regular
PBS Sans Regular Italic

PBS Sans Medium
PBS Sans Medium Italic

PBS Sans Bold
PBS Sans Bold Italic

PBS Sans Black
PBS Sans Black Italic

PBS Sans Condensed
PBS Sans Condensed Bold
PBS Sans Condensed Italic
PBS Sans Condensed Bold Italic

Primary Color Palette

PBS Blue is our signature color and should be prominently placed for brand impact. Medium/ Navy blue are best when used alongside PBS blue for added dimension and alongside content with a more serious tone. Primary accents (Teal, Yellow, and Coral) are to be used minimally to emphasize important content.



PBS Blue (PMS 293)
CMYK: C100 M65 Y0 K0
Web/RGB: #2638C4
R38 G56 B196



Medium Blue (PMS 280)
CMYK: C100 M80 Y0 K21
Web/RGB: #0F1E8C
R15 G30 B140



Navy Blue (PMS 2757)
CMYK: C100 M95 Y0 K42
Web/RGB: #0A145A
R10 G20 B90



Teal (PMS 3252)
CMYK: C49 M0 Y23 K0
Web/RGB: #48D3CD
R72 G211 B205



Yellow (PMS 109)
CMYK: C0 M9 Y100 K0
Web/RGB: #FFCF00
R255 G207 B0



Coral (PMS 2345)
CMYK: C0 M59 Y50 K0
Web/RGB: #FE704E
R254 G112 B78

On-air Bug

Generally, avoid graphic elements that can obscure the logo bug when they appear on air. Refer to these national guidelines for how to cobrand our logo bug.



- Blue highlight space is where the cobranded logo bug should be placed - size within spec.
- Red highlight “No Fly Zone” indicates section that is designated for Station/Programming lower thirds - needs to remain clear (bug cannot be within this area).
- Yellow highlight space needs to remain clear (bug cannot be within this area).
- Green highlight space needs to remain clear (bug cannot be within this area).
- Always use the black/white version of the PBS cobranded logo lockup.
- Cobranded logo bug opacity can be between 25% - 50%.
- Recommended cobranded logo bug opacity is 30%.



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