

Vegas PBS Style Guide Cheat Sheet

Logo

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. Do not recreate the PBS logo in the PBS Sans font. The logo with the registration symbol “®” should only be used for print materials. When using the logo for digital platforms, the registration symbol is not needed. 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.



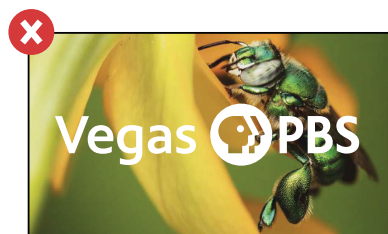
Improper Use



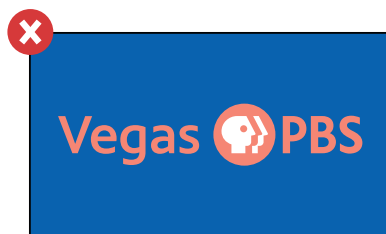
Do not rearrange, change the scale, flip or rotate the elements in the logo. Do not stretch, distort or otherwise modify the logo.



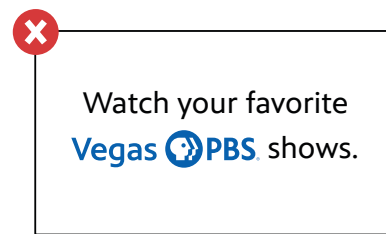
Do not add decorative effects such as emboss or drop shadow to the logo.



Do not knock out profiles of the logo.



Do not alter the colors of the logo.



Do not use the logo within text.

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

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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. Italic is best when used for captions, quotes, AP Style Rules. Do not use for primary messages (ex: headers, body copy, etc.) Condensed is best when used for credits and fine print. Do not use for primary messages (ex: headers, body copy, etc.)

PBS Sans Light
PBS Sans Light Italic

PBS Sans Medium
PBS Sans Medium Italic

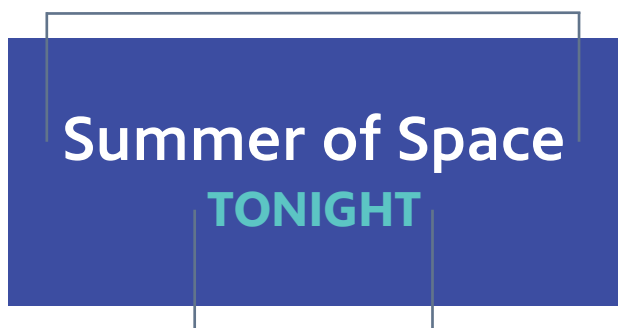
PBS Sans Black
PBS Sans Black Italic

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

PBS Sans Regular
PBS Sans Regular Italic

PBS Sans Bold
PBS Sans Bold Italic

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

Improper Use



Bringing
People
Together

Do not use unapproved fonts.



Bringing
People
Together

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



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 use justified paragraph text.

Vegas PBS Text Standards

- Phone numbers – always use periods: (702.799.1010)
- Phont extension format – x0000 (702.799.1010 x5449)
- Email, URLs, social media handles – all lowercase: (@vegaspbs; taxtell@vegaspbs.org; vegaspbs.org/shows)
- Times – Use periods in a.m. and p.m., :00 not needed for hourly times: (9 p.m. – 10:30 p.m.)
- Air date format – Day, Month, Date at Time: (Saturday, November 29 at 9 p.m.)
- Address format – 3050 E Flamingo Road, Las Vegas, NV 89121