



## Our Brand Voice

A well-defined brand voice can do a lot. It helps present ourselves in a consistent way, ensuring that no matter who we're talking to or what topics we're conveying, we're recognizable. It also helps us develop deeper relationships, inspire actions and behaviors, and drives how we connect to the world around us. When we know who we are, it's easier to tell the world.

## Our Brand Platform

**Purpose:** The Beacon of thoughtful and thought-provoking media

A beacon is bright, welcoming, and has the energy to move people. We highlight and celebrate the diversity of what it means to be American. That's why people come to us. To foster understanding, engagement and exposure to new worlds. Our voice powers connections, inspires experiences, and drives how we communicate.

While our brand platform guides us, it should not be used as external-facing copy. Our purpose statement is not a tagline! It is an internal articulation that informs what we do and what we say: messaging and brand voice.

Design Principles: Moving, Welcoming, Bright

## We're Moving

- Spark curiosity – igniting the imagination by asking open-ended questions.
  - Example: *Have humans broken the climate clock?*
- Make it personal – adding humanity to every story.
  - Example: *PBS LearningMedia helps teachers like Mrs. Matthews make lessons bi-lingual, so her students—and their parents—can thrive.*
- Great perspective – our long legacy can help us create a better understanding of today.
  - Example: *We'll explore how modern politics echoes both the 1970s and the Gilded Age.*

## We're Welcoming

- Why you'll love it – we're proud of our shows and feel confident making recommendations.
  - Example: *Did you enjoy She Loves me? You'll love Holiday Inn.*
- Common ground – using universal truths to unite viewers from all walks of life.
  - Example: *There's an adventurer in all of us.*
- Viewers like you – giving viewers a voice by using quotes and first person stories to show we're listening.
  - Example: *"I give because of shows like Super Why. It helped me teach my kids a love of reading that will last forever." –Carmen R., Seattle*

## We're Bright

- Find the light – we're positive, uplifting, and action-oriented.
  - Example: *Your vote makes a difference. See how good turnout in the primaries can impact your community.*
- Measure the impact – there's power in numbers; we use impactful measures that amplify our insights.
  - Example: *\$1.35 a year. PBS is the world's largest classroom. And it costs members of the American public less than a bottle of water.*
- Fresh framing – we look at our programs and initiatives from a different angle, offering new perspectives.
  - Example: *Go behind the scenes of your favorite museums with Civilizations*



## Here's what we should always keep in mind

- ✓ We talk like real people – using first and second person (we, you) and contractions to sounds more conversational.
- ✓ We keep copy short, simple and to the point.
- ✓ When space is limited, use action-oriented fragments that draw people in.
- ✓ We break down options, actions or details into clear bulleted lists so viewers can scan and absorb.
- ✓ We energize copy by using active voice.
- ✓ We connect using inspirational and benefit-oriented headlines, and save more functional or descriptive content for subheads.
- ✓ We're more than TV, so we reference all the digital places and platforms where you can find your favorite content.
- ✓ We always use PBS, not "public television" or "PTV"
- ✓ **The possessive of Vegas PBS is Vegas PBS's i.e. Vegas PBS's resources and services.**
- ✓ **Vegas PBS always appears in uppercase letters, except in our url and email addresses: [vegaspbs.org](https://vegaspbs.org); [@vegaspbs.org](mailto:@vegaspbs.org)**
- ✓ **The first time that PBS is referenced in copy, the ® (registered trademark) must be used.**

## Sample Language

Here are some sample headlines, verbs and phrases that channel the moving, welcoming and bright spirit of the brand. These are not the only words you can use, but they'll get you going in the right direction.

### Headlines

This is exciting	Curiosity welcomed	Untold stories	Stories start here
Nurture your inner genius	Power in people	Learn on	More aha moments
Seek out	Bring the world home	Spread wonder	Lighting the path forward
Find your passion	The world is waiting	Stories that illuminate	More possibilities
See yourself there	Bringing people together	A place for every American	Bring light
Ready to meet the world?	Ask questions	Fresh perspective	A force for curiosity
A world of good	New angles in	People behind stories	

### Verbs

Guide	Experience	Become	See	Listen	Seek	Build	Create
Lead	Discuss	Visit	Look	Strive	Spread	Shine	Find
Share	Know	Explore	Investigate	Empower	Investigate	Immerse	Expand
Learn	Examine	Love	Believe	Travel	Enjoy	Hear	Nurture
Meet	Watch	Engage	Educate	Bring			

### Phrases

Immersive experience	We'll talk with	Shine a light	Introduce your kids
We'll share with you	Exciting adventures	Breakthrough idea	Learn how
Won't you join us?	Blaze a trail	Come with us	Get an inside look

## Things to Avoid:

- Referring to ourselves in the third person - *Vegas PBS would like to congratulate all of the Emmy-winners.*
- Mimicking or mirroring any specific group of people - *We're gearing up to go south. Yee-haw!*
- Sounding elevated or superior - *We are the only American institution that has earned trust for over 50 years. Trust us.*



- Pointing the finger at any specific group - *Who's to blame for the recent spike in interest rates?*
- Spelling out PBS — only if it's legally required - *Americans love the Public Broadcasting Service.*