

Official Logo

When referencing our larger organization in broadcast, digital and/or print media, use the PBS North Carolina logo with the full state name and “Powered by the UNC System” tagline. There are two versions, a full color logo and a white logo. **The full color horizontal version (A) is the preferred logo and should be used whenever possible.** The white logo is for use on darker background colors or imagery. The wordmark was custom-made for the logo only. Do not recreate the wordmark in the PBS Sans font.

Full color

A.



White Logo

B.



PBS NC Logo with Tagline

When referencing the main channel (previously UNC-TV), use the PBS NC logo with the abbreviation “NC” and the “Powered by the UNC System” tagline. There are two versions, a full color logo and a white logo. Each one has a vertical and horizontal version. **The full color horizontal version (A) is the preferred logo and should be used whenever possible.** The vertical logo (B) is available for limited, approved use only and is available by request from the creative department. The white logo is for use on darker background colors or imagery. The wordmark was custom-made for the logo only. Do not recreate the wordmark in the PBS Sans font.



**Preferred Version*

Minimum Padding

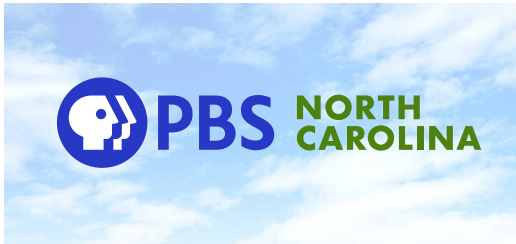
Minimum padding around the logo is equal to 25% of the height of the logo



Proper Logo Usage



Previous UNC-TV logos should be discarded and replaced going forward on all media and communications.



Use the full color logo on light images for readability



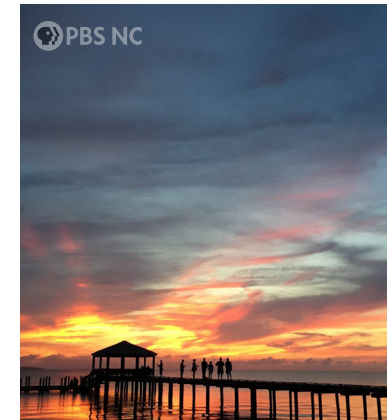
Do not use the white outlined version on light images.



Use the white outlined version on a dark area of a photo or a solid color.



Do not use the full color version on dark area of a photo or a dark color.

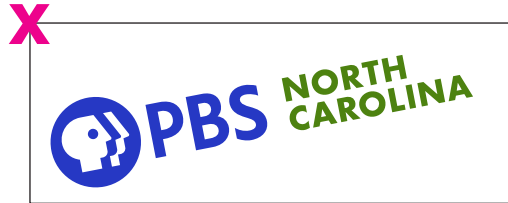


For translucent applications, use the black and white logo at 25% opacity.
(ex: social watermarks and digital video)

Proper Logo Usage, cont.



Do not separate the elements of the logo



Do not rearrange the elements
or rotate the logo



Do not stretch, distort or modify the logo



Do not add decorative elements such as
emboss or drop shadows to the logo.



Do not use the logo within text.