

Graphics Style Guide

On-Air, Print, & Web



Station Style Guide

ON-AIR

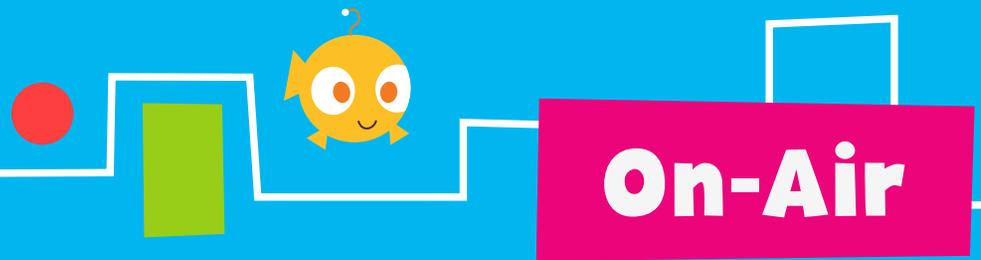
Logos 4
 Approved Font..... 5
 RGB Palette 6
 Co-Branded - examples..... 8
 Backgrounds - thumbnails 9
 Character Background - examples 11
 Character Background Line-Up - examples 12
 Character Background - thumbnails 13
 Station ID - examples 14
 Station IDs - thumbnails 15
 Animated Logo Elements - thumbnails 17
 Lower Third - examples 18
 Lower Thirds - thumbnails 19
 Transitions - thumbnails 20

PRINT

Print Examples 22
 Logos 24
 Approved Font..... 25
 CMYK Palette 26
 Line Guidelines 28
 Shape Guidelines..... 29
 Good & Bad - examples 30
 Print Backgrounds 31
 Character Backgrounds 33
 Character Poses 44
 Print Animals..... 52
 Print Food 57
 Print Nature..... 60
 Print Objects..... 63
 Print Transportation 68

WEB

RGB Palette.....71
 Interactive and Online Examples 73
 Social Skins 74



On-Air

PBS KIDS Logo

The logo always exists with an even white line around the logo.

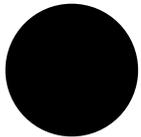
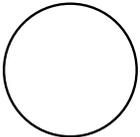


Logo over a colored background.



Logo on a white background.

PBS KIDS Logo Colors

COLOR SWATCH (Do Not Sample)			
RGB (TV, Mobile, Web)	153, 207, 22	0, 0, 0	255, 255, 255
CMYK (Print Only)	40C 100Y	100K	0C 0M 0Y 0K
PMS Color	376C		

PBS KIDS Fonts

PBS Kids Headline Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PBS Kids Headline Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PBS Kids Headline Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PBS Kids Headline Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

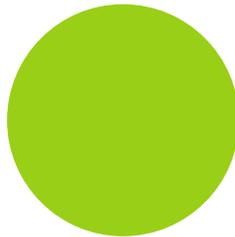
PBS KIDS Color Palette RGB

RGB is for BROADCAST and ONLINE only. Use CMYK or PMS colors for PRINT.

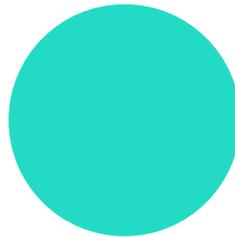
Primary Color Palette

COLOR SWATCH
(Do Not Sample)

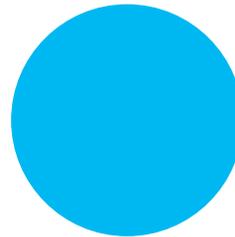
RGB
(TV, Mobile, Web)



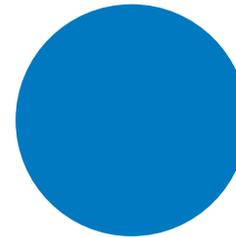
153, 207, 22



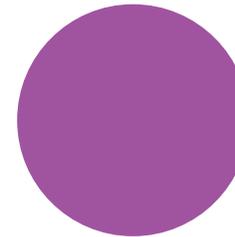
35, 219, 197



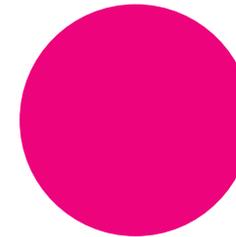
0, 184, 241



0, 121, 193



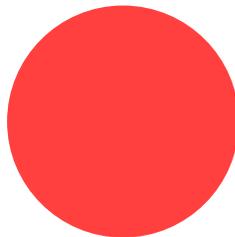
161, 84, 160



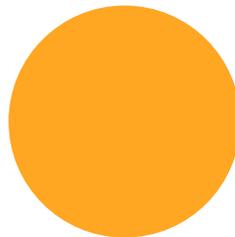
237, 3, 124

COLOR SWATCH
(Do Not Sample)

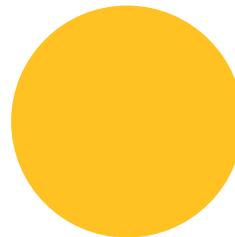
RGB
(TV, Mobile, Web)



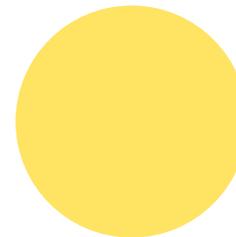
255, 64, 63



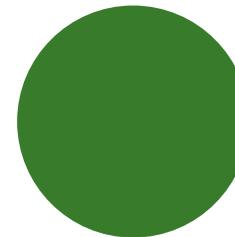
255, 166, 34



255, 194, 34



255, 227, 99



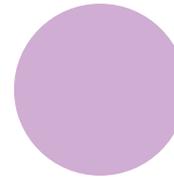
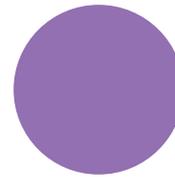
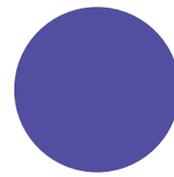
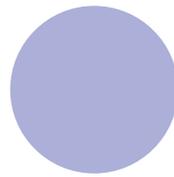
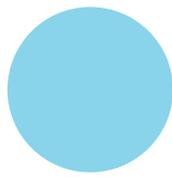
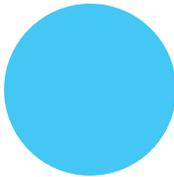
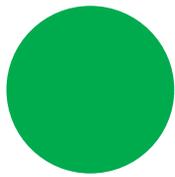
56, 124, 43

PBS KIDS Color Palette RGB

RGB is for BROADCAST and ONLINE only. Use CMYK or PMS colors for PRINT.

Secondary Color Palette

COLOR SWATCH
(Do Not Sample)



RGB
(TV, Mobile, Web)

98, 187, 70

0, 171, 78

68, 200, 245

137, 212, 235

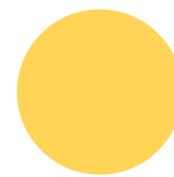
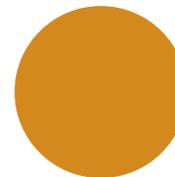
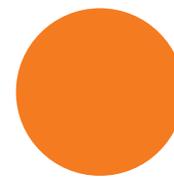
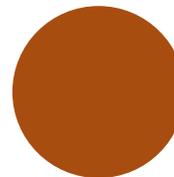
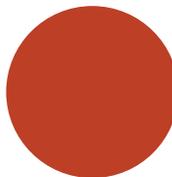
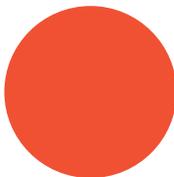
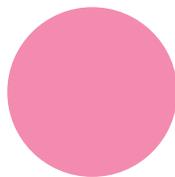
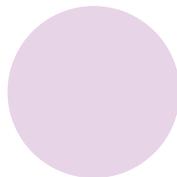
173, 176, 217

82, 79, 161

147, 112, 117

208, 173, 210

COLOR SWATCH
(Do Not Sample)



RGB
(TV, Mobile, Web)

231, 212, 231

243, 138, 176

240, 81, 51

188, 63, 38

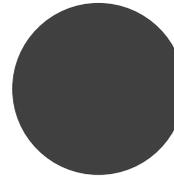
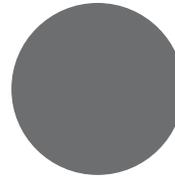
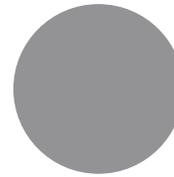
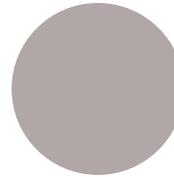
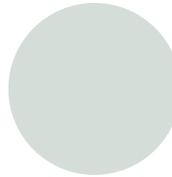
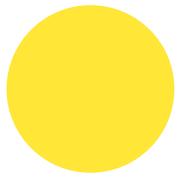
168, 77, 16

244, 123, 32

212, 137, 28

255, 212, 87

COLOR SWATCH
(Do Not Sample)



RGB
(TV, Mobile, Web)

255, 230, 55

255, 235, 149

230, 231, 232

213, 221, 216

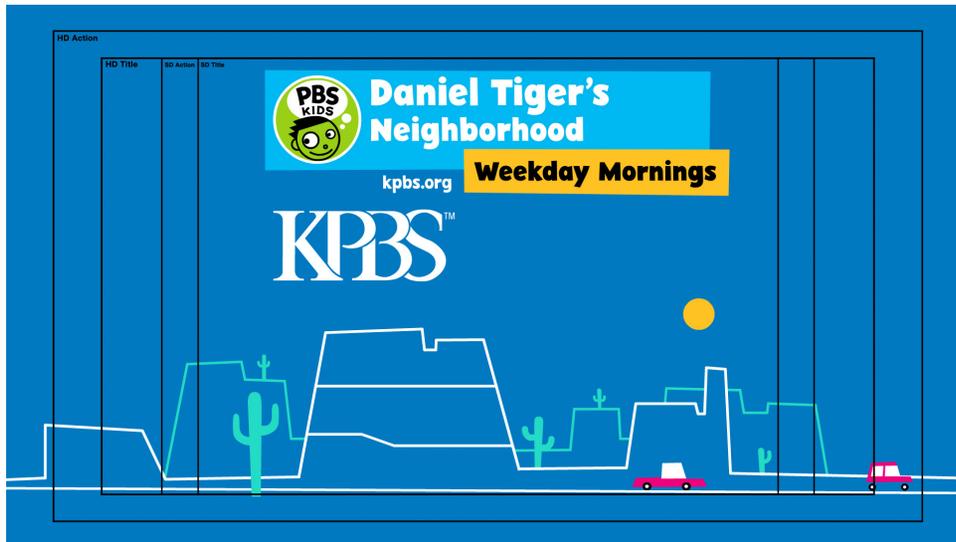
177, 167, 166

148, 148, 149

109, 110, 113

65, 64, 66

Co-Branded Endpage Guidelines



Station ID & URL Placement

Font
PBS KIDS HEADLINE REG

Station Logo

The station logo should be placed on the left.

URL

Point Size: 35
 Justified right

Color

Title is always white.
 URL is always white.
 Tune-in is always black.

Show Title

Font
PBS KIDS HEADLINE BOLD
 Each show title is different. The recommended font size can be adjusted for longer or shorter titles as needed.

One Line Title

Point Size: 85
 Justified left

Two Line Title

Top Line
 Point Size: 73
 Justified left

Bottom Line

Point Size: 63

ONE DIGIT HOUR



Day/Time **AM/PM**
 Point Size: 55 Point Size: 50
 Tracking: 0
 Justified left

TWO DIGIT HOUR



Day/Time **AM/PM**
 Point Size: 53 Point Size: 50

ONE DIGIT HOUR & MINUTES



Day/Time **AM/PM**
 Point Size: 48 Point Size: 40

TWO DIGIT HOUR & MINUTES



Day/Time **AM/PM**
 Point Size: 46 Point Size: 40

Backgrounds / Co-Branded Endpages

20 Backgrounds :10s

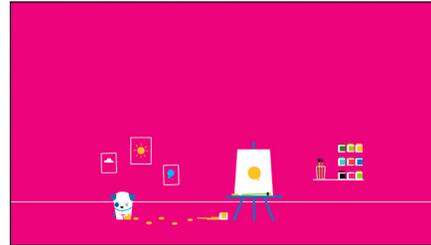
Amusement Park



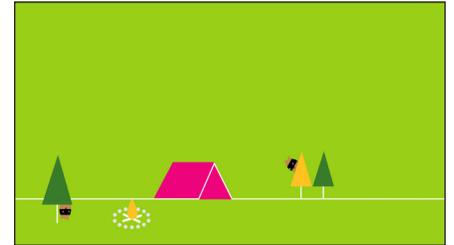
Arctic



Art Studio



Camping



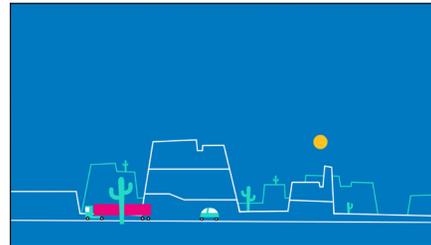
City



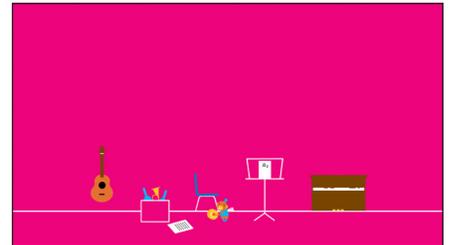
Farm



Grand Canyon



Music



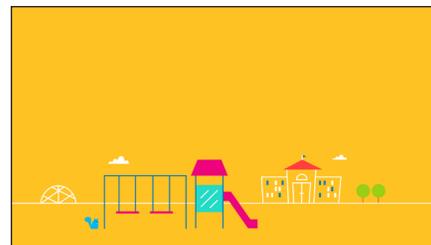
Orchard



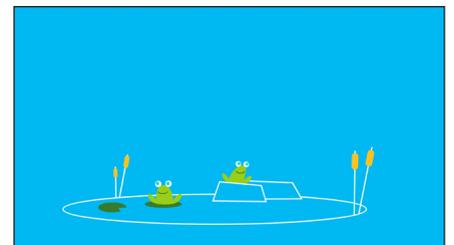
Park



Playground



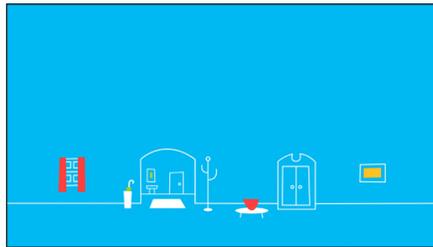
Pond



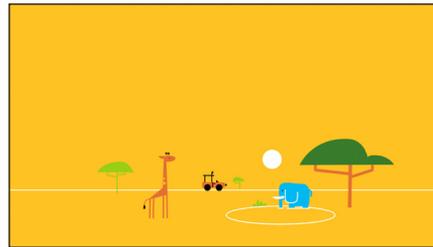
Backgrounds / Co-Branded Endpages

20 Backgrounds :10s

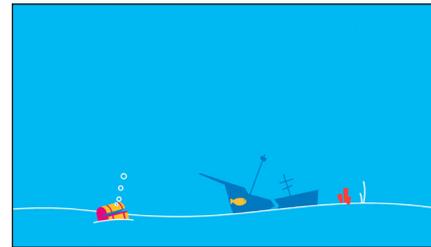
Room



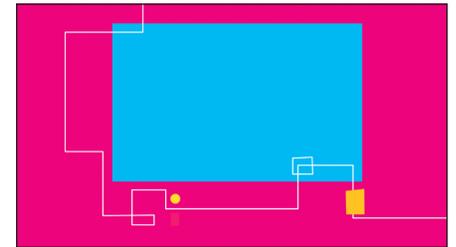
Safari



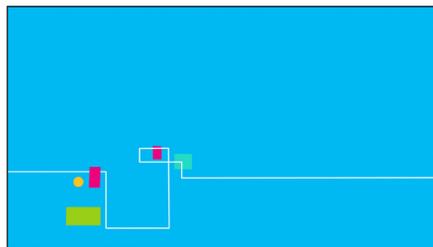
Underwater



Abstract 01



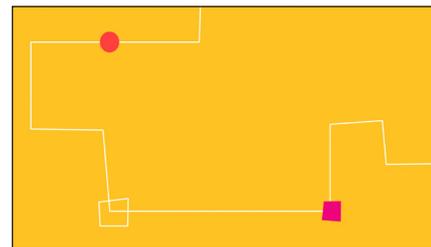
Abstract 02



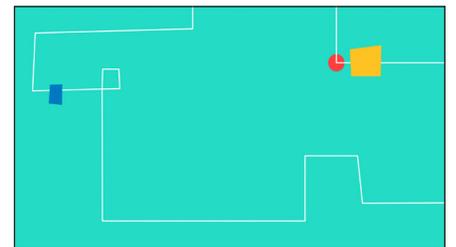
Abstract 03



Abstract 04



Abstract 05



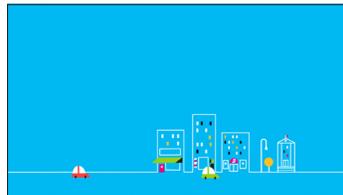
Loopable Background

5 Backgrounds :17s

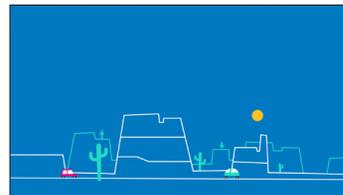
Camping



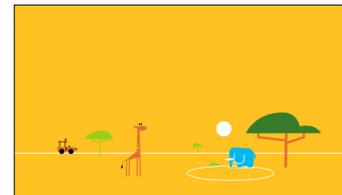
City



Grand Canyon



Safari



Underwater

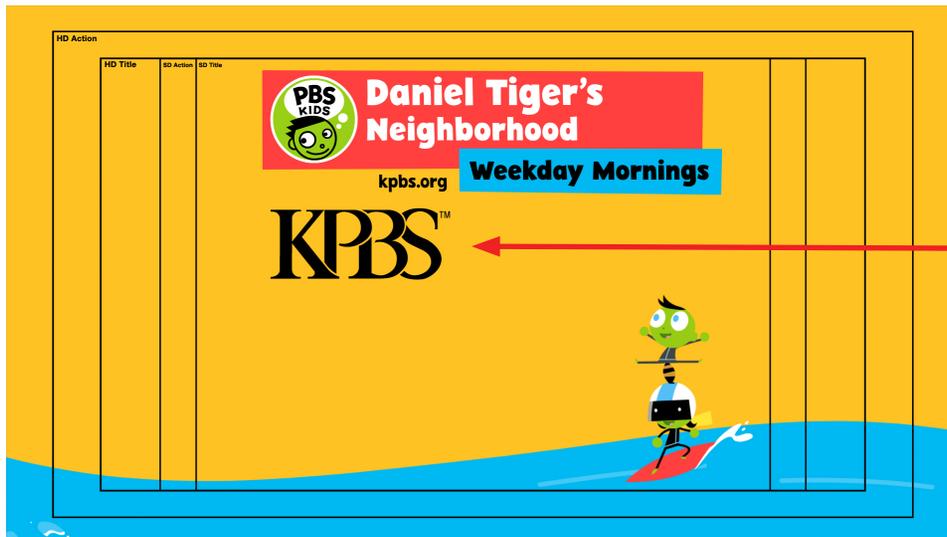
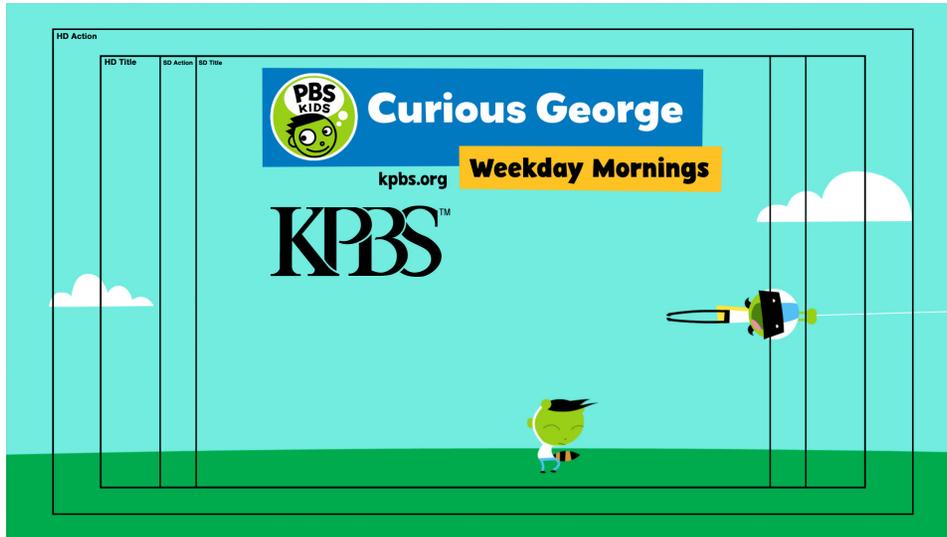


*NOTE: Loopable Background loop begins at frame 61

Character Backgrounds: Promo Donut

These multi-use elements consist of an open, close, and a matte for content in between.

Character Promo Donut



These specialized elements can be used as a promo open and close with your chosen content.

URL

Font

PBS KIDS HEADLINE REGULAR

Point Size: 35

Justified right

Station Logo Placement

The station logo should be placed on the left.

Show Title

Font

PBS KIDS HEADLINE BOLD

Each show title is different. The recommended font size can be adjusted for longer or shorter titles as needed.

Color

Title is always white.

URL is always white.

Tune-in is always black.

One Line Title

Point Size: 85

Justified left

Two Line Title

Top Line

Point Size: 73

Justified left

Bottom Line

Point Size: 63

Justified left

Refer to Co-Brand Endpage Tune-In Guidelines on Page 8 since the layout is the same.

Character Backgrounds: Schedule Line-Up

These multi-use elements consist of an open, close, and a matte for content in between.
:10 in length

Schedule Line-Up

The close of the Character Background can be used to create a :10 Schedule Line-Up menu.

Font

PBS KIDS HEADLINE BOLD

Color

Title is always black.
The tune-in color is always a complimentary color to the background.

Tune-In Time

Color: Defined by BKG
Point Size: 55
Justified right

Show Title

Color: Black
Point Size: 50
Justified left

Station URL

Point Size: 35
Position: Next to station logo.

Station Logo

The station logo should be placed on the left.

Line One → 9:00 Daniel Tiger's Neighborhood
Line Two → 9:30 Peg + Cat
Line Three → 10:00 The Cat in The Hat Knows A Lot About That



Character Backgrounds

These multi-use elements consist of an open, close, and a matte for content in between.

5 Character Backgrounds :14

Building Crew

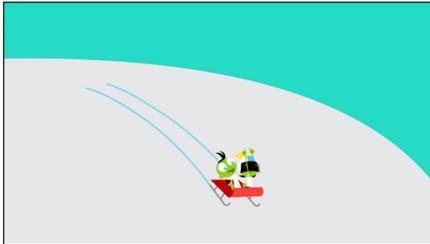


Open :02



Close :12, 21 frames

Sledding



Open :02

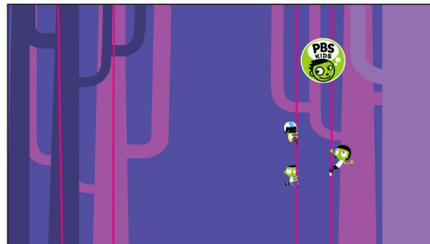


Close :12, 21 frames

Vine



Open :01 25 frames

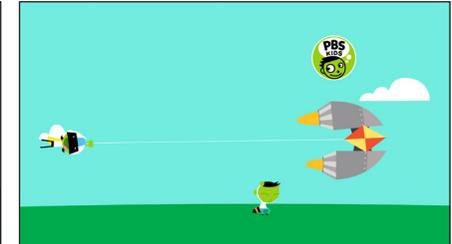


Close :12, 26 frames

Kite



Open :02, 27 frames



Close :10, 22 frames

Surfing



Open :02, 15 frames



Close :11, 4 frames

Station ID Guidelines



Station Logo Placement

The affiliate logo should be placed to the left of the PBS KIDS logo.

Color

URL is always white.

URL

Font

PBS KIDS HEADLINE REGULAR

Point Size: 35

Justified Left

Position: 70-90 pixels below the station logo.



LOWER TEMPLATE

Applies only to Bouncy Ball and Water Balloon IDs

Station IDs

12 Station IDs :14s

Birdhouse



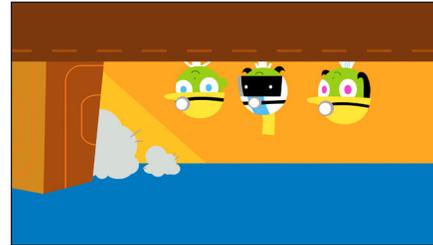
Bouncy Ball



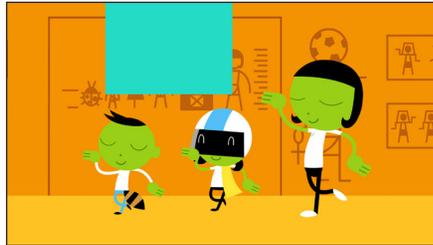
Cereal



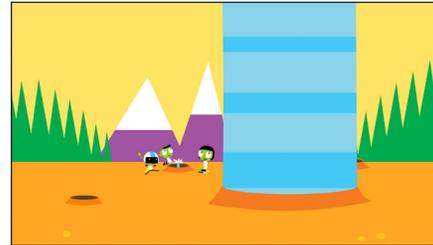
Couch



Egyptian



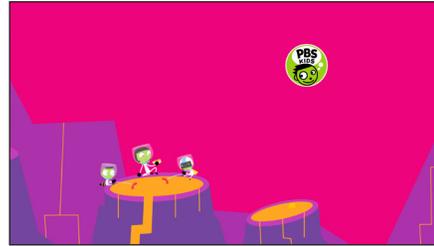
Geyser



Station IDs

12 Station IDs :14s

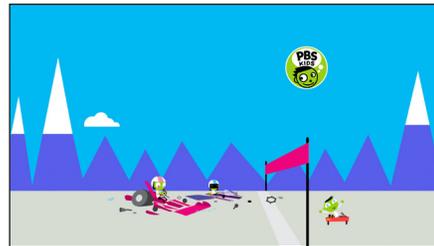
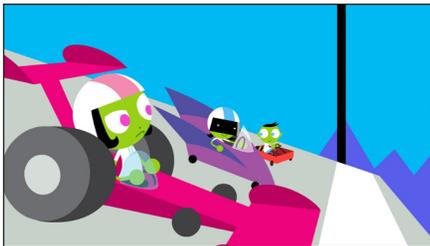
Lava



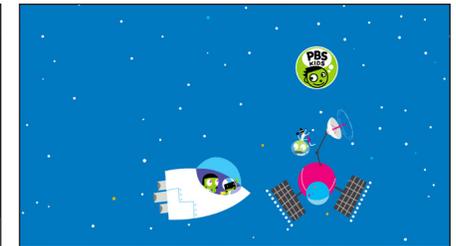
Pipeline



Soap Box



Space



Under Sea



Water Balloon



Animated Logo Elements

10 Animated Logo Elements :03-:04s

Ants



Comet



Farm



Fireworks



Giraffe



Hamster



Iceberg



Plane



Snail



Treasure



Lower-Third Guidelines



Every Lower-Third is different. The recommended font size can be adjusted for longer or shorter text as needed.

Color

Title is always white.
Tune-in is always black.

One Line Lower-Third

This is a recommended font and size for the text shown.

ONE LINE

Font: **PBS KIDS HEADLINE BOLD**

Point Size: 45

Justified center to box.



Two Line Lower-Third

This is a recommended font and size for the text shown.

TWO LINES

Top Line

Font: **PBS KIDS HEADLINE BOLD**

Point Size: 72

Justified left

Bottom Line

Font: **PBS KIDS HEADLINE REGULAR**

Point Size: 50

Justified left

Lower-Thirds

6 Lower-Thirds :10s animate on/off – includes multiple mattes

One Line Lower-Third



One Line Lower-Third



One Line Lower-Third



Two Line Lower-Third



Two Line Lower-Third



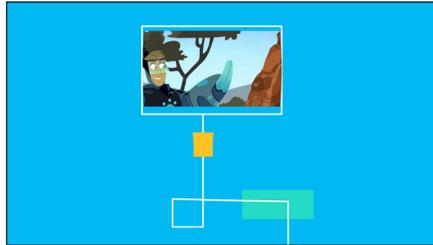
Two Line Lower-Third



Transitions

8 transitions varying lengths

Transition 1 -Center Wipe



Transition 2 -Horizontal Wipe



Transition 3 -Horizontal Wipe



Transition 4 -Horizontal Wipe



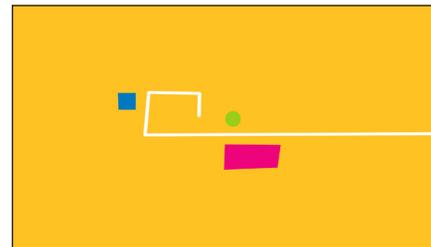
Transition 5 -Horizontal Wipe



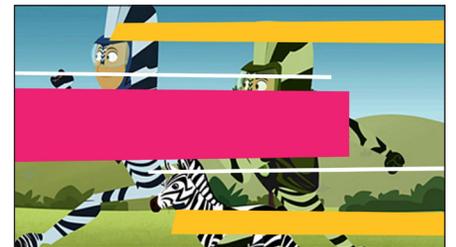
Transition 6 -Vertical Wipe

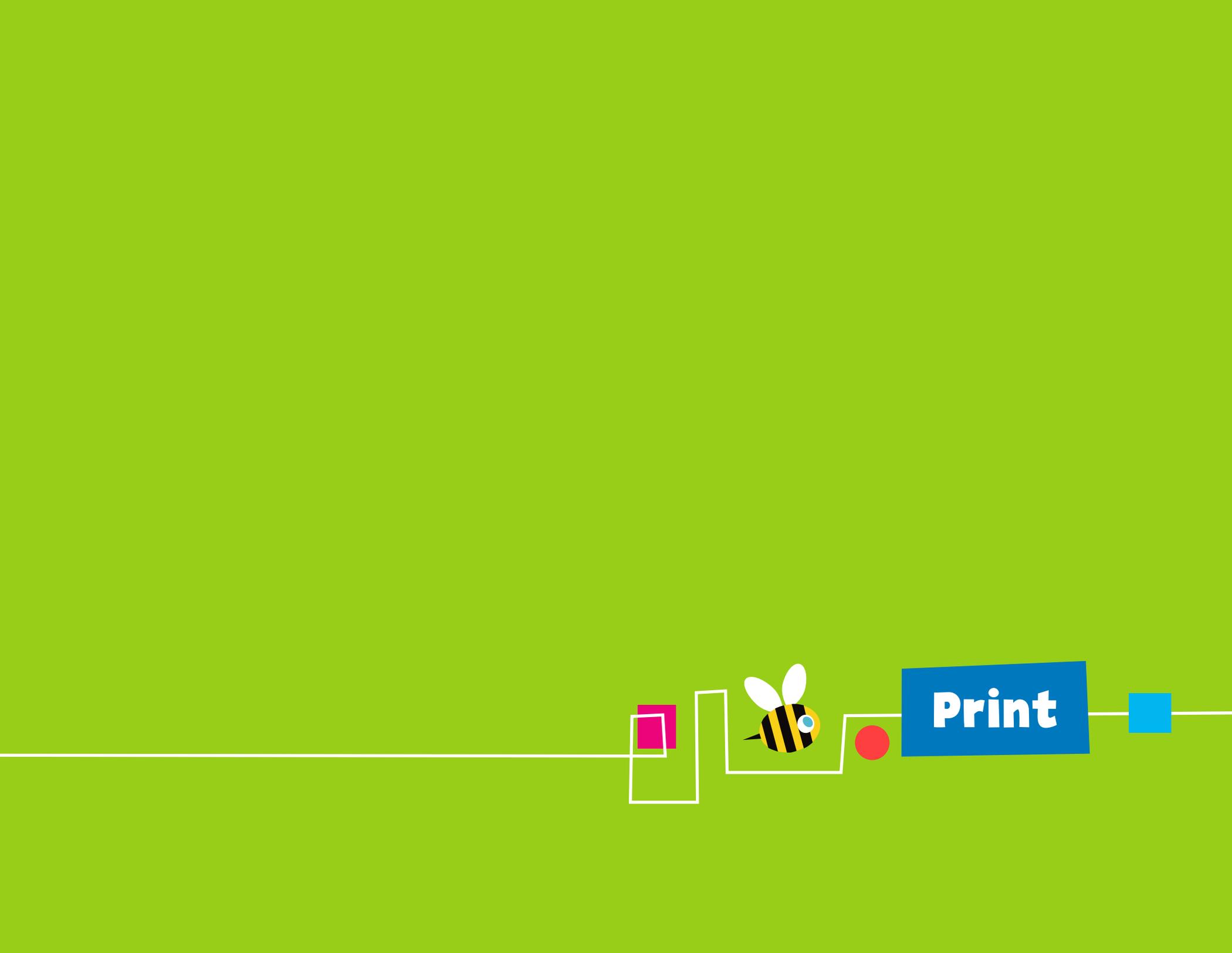


Transition 7 -Hidden Cut



Transition 8 -Hidden Cut





Print



Print Examples

Print design should utilize elements to create a PBS KIDS brand experience to achieve marketing objectives.

Bookmark



Hey Parents!

Help your kids explore reading this summer with resources from PBS KIDS and our partners.

Visit **pbskids.org** for games, activities, and links to ideas and tips for parents including fun stuff from our summer literacy partners like:

- A DIY reading camp at education.com
- The Pottery Barn Kids Summer Reading Challenge
- Resources at Grandparents.com
- Scholastic's Summer Reading Challenge

Happy Reading!

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Full Page Ads

Curious George
**A HALLOWEEN!
BOO FEST!**

**A PBS KIDS
Movie Event!**

Monday October 28th

pbskids.org

Door Sign

Happy Neighbor Day!

DANIEL TIGER'S NEIGHBORHOOD

pbskids.org

Dinosaurs A to Z

**A Special 2 Day
Dinosaur Event!**

Starting **Monday July 8th**

pbskids.org

Print Examples

Activity Sheets

peg+cat

The Pirates' "Great Banana" Fruit Salad Recipe and Craft Activity

Have fun exploring cooking with this pirate themed fruit salad recipe and craft activity presented to you by PBS KIDS' newest series, PEG + CAT.

So fruit salad is like this salad, made totally out of fruit!

It's got all this stuff mixed together, because it's a salad. And it's sweet and colorful and juicy because it's fruit!

Fruit salad is so **amazing**, how can you possibly make it any better? The same way you make anything better:

By putting it in a treasure chest! Like yer a pirate!

Arrrrrrr ye ready?

For more ideas and tips visit pbskids.org/healthykids

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peg+cat

The Pirates' "Great Banana" Fruit Salad Recipe and Craft Activity

Step 1: Make Your Own Treasure Chest

You'll Need:

- Empty yogurt container
- Small plastic container
- White paper
- Scissors
- Markers or crayons
- Tape

Directions:

1. Clean out yogurt cups or small plastic containers.
2. Measure the height of the container on the long edge of the white paper.
3. Cut out the strip and decorate your treasure chest with markers or crayons.
4. Draw the wooden boards that make up the chest, and don't forget a large lock on the front. Do Big Muddy doesn't swipe your pineapple chunk!
5. Once you've colored your chest, wrap the paper strip around the top of your plastic container and tape it in place.

For more ideas and tips visit pbskids.org/healthykids

peg+cat

The Pirates' "Great Banana" Fruit Salad Recipe and Craft Activity

Step 2: Make Your Own Fruit Salad

Directions:

1. Wash all the fruit going in the salad.
2. Cut each banana into 16 pieces. (That's 16 pieces, plus another 16)
3. Cut each strawberry into 4 pieces. (That's 4 pieces, plus another 12)
4. Cut the pineapple into 16 size pieces. (That's 16 pieces)
5. If your grapes are large, cut them in half. (That means cut them right down the middle)
6. Put each fruit into its own bowl.

For more ideas and tips visit pbskids.org/healthykids

peg+cat

The Pirates' "Great Banana" Fruit Salad Recipe and Craft Activity

Step 3: Put it together

Now it's time to fill your treasure chest! Count as you spoon the following into each chest:

- 5 bananas
- 6 strawberries
- 7 grapes
- 8 kiwis
- 9 blueberries

Step 4: Dig in! Once you've filled your chest, it's time to dig yer belly! With juicy help from Muddy!

For more ideas and tips visit pbskids.org/healthykids

peg+cat

Pirates' Treasure

Children will learn to evenly distribute a set of items as they role play finding and sharing pirates' treasure.

LEARNING GOALS

- Count by ones up to 12
- Separate a set of up to 12 objects into two or three equal groups
- Practice estimating and problem solving

ITEMS NEEDED

- Sharing Stories (attached)
- 12 small objects to serve as "treasure" such as pennies, beads, or coins

GET READY

View video clips from "The Pirate Problem" and "The Scap of Map" problem with your group, and review with them the concept of fair sharing: sharing a group of objects so that each person has the same number.

HAVE FUN!

1. Gather a small group of children and tell them you are going to pretend to be pirates! Select two children and tell everyone that these two pirate friends have found a buried treasure. Show them the pile of treasures, and with the children, count them one by one.
2. Oh no! There's a BIG PROBLEM! There are 2 pirates and 12 treasures! How can you share the treasure so that they each get the same amount - a "fair share"? Invite the children to brainstorm a solution.
3. Demonstrate fair sharing by giving one treasure to each pirate. "One for you and one for you. It's fair!"
4. Continue sharing the treasures until they have all been given out. "Two for you and two for you. Three for you and three for you."
5. Pose this question: "How many treasures did each pirate get?" Count the treasures for each pirate. Touch each treasure as you count, "One...two...three." Check to make sure each pirate received the same number.

(continued)

All video clips, games and activities in this resource can be found at www.learningmedia.org/peg

Going to a Restaurant

Make your next visit to a restaurant an interactive learning experience for your kids. Use these activities to practice reading and literacy skills while enjoying a good meal! (Note: terms in **bold italics** are terms you may want to explain to young children)

On-the-Go Tips:

1. **Ordering:**
 - a. Look at and read through the menu items together. Are there any new words on the menu? Does anyone know what they mean?
 - b. Have everyone at the table say what he or she is ordering.
2. **Menu Word Hunts**
 - a. Look over the menu and have your children hunt for words or letters you find on the menu.
 - b. What words are most common? Work together to count how often different words appear to figure out which one is most frequently used.
3. **Customer Reviews:**
 - a. After the meal you can ask each child to review their meal; telling you what they ate and if they liked it or not. Would they order that item again? Why or why not?
4. Bring along a few literacy related printables from pbs.org/read

Activities

1. **Wordfind (activity sheet)**
 - a. Can you find all the words in the grid? Are there any items in the word find that are also at the restaurant?
2. **Picture-Word Connection - Restaurant themed (activity sheet)**
 - a. Draw a line between the picture and the word. Plate, waiter, etc.
3. **Make Your Own Menu (activity sheet)**
 - a. Write or draw your favorite things to eat. Have you had this meal before, or is it something from your imagination?

For more ideas and tips visit pbsparents.org

PBS KIDS Logo

The logo always exists with an even white line around the logo.



When printing in black and white use this logo.

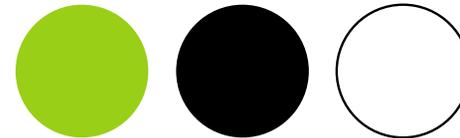
PBS KIDS Bug

Use at 100% (3/8 inch). Do not enlarge or reduce.



PBS KIDS Logo Colors

COLOR SWATCH
(Do Not Sample)



CMYK
(Print Only)

40C 100Y

100K

0C 0M 0Y 0K

PMS Color

376C

PBS KIDS Fonts

PBS Kids Headline Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PBS Kids Headline Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PBS Kids Headline Condensed

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PBS KIDS Color Palette CMYK

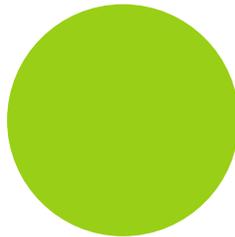
CMYK or PMS colors are for PRINT only. Use RGB for BROADCAST and ONLINE.

Primary Color Palette

COLOR SWATCH
(Do Not Sample)

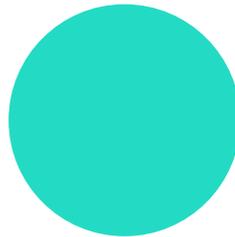
CMYK
(Print Only)

PMS Color

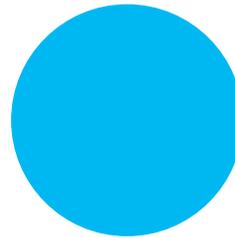


40C 100Y

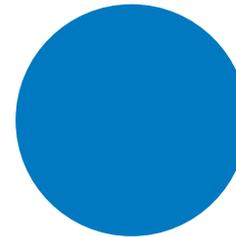
376C



62C 34Y

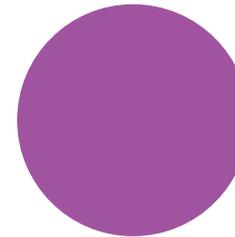


67C 7M



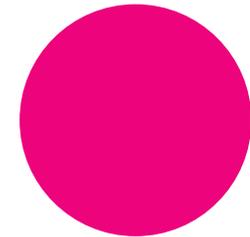
100C 44M

300C



40C 80M

258C



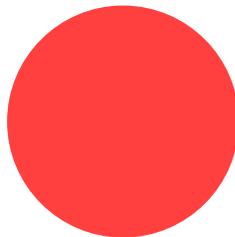
100M 15Y

Rubine RedC

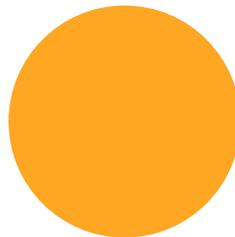
COLOR SWATCH
(Do Not Sample)

CMYK
(Print Only)

PMS Color

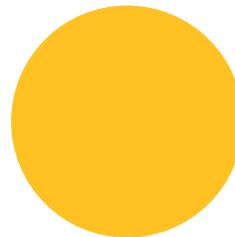


89M 75Y



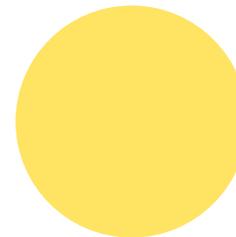
40M 90Y

1375C



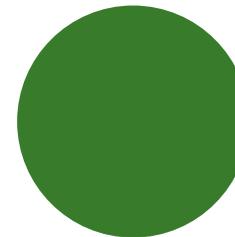
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7408



8M 73Y

114C



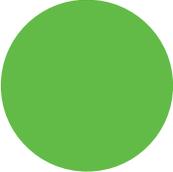
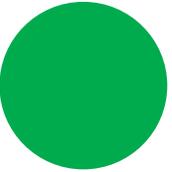
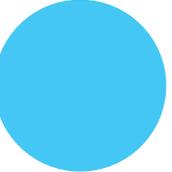
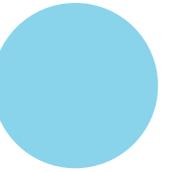
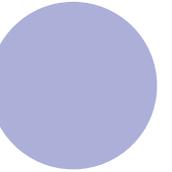
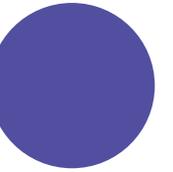
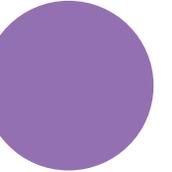
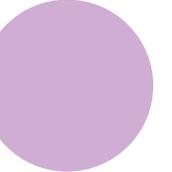
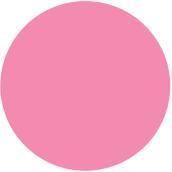
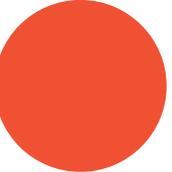
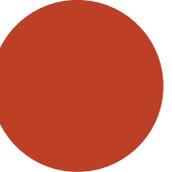
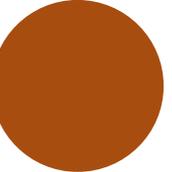
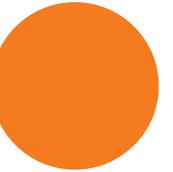
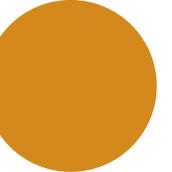
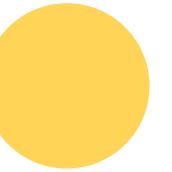
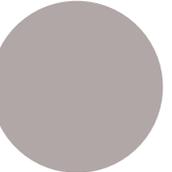
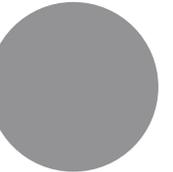
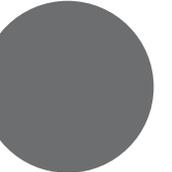
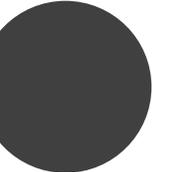
65C 100Y 42K

364C

PBS KIDS Color Palette CMYK

CMYK or PMS colors are for PRINT only. Use RGB for BROADCAST and ONLINE.

Secondary Color Palette

COLOR SWATCH (Do Not Sample)								
	65C 100Y	90C 100Y	60C	42C 5Y	31C 27M	80C 80M	46C 63M	14C 34M
	369C	355C	637C	636C	270C	2725C	2583C	257C
COLOR SWATCH (Do Not Sample)								
	7C 17M	58M 5Y	84M 88Y	84M 88Y 25K	70M 100Y 36K	64M 100Y	43M 97Y 17K	16M 77Y
	678C	204C	1788C	1805C	174C	166C	723C	129C
COLOR SWATCH (Do Not Sample)								
	4M 100Y	5M 50Y	10K	5C 5Y 12K	8M 5Y 35K	5C 5M 45Y 5K	70K	90K
	Yellow 012C	1215C	Cool Gray 2C	5527C	408C		431C	433C

Line Guidelines

The PBS KIDS line is an IMPORTANT design device. Its purpose is to creatively lead the eye from one thing to another. It also frames and divides important information.

The PBS KIDS line is not just any other line. It has rules.

- **Avoid using the line as just a design element. Put it to Work!**

- **The line should lead you to important information.**

- **The line weight/thickness is the same as the white line around the PBS KIDS logo.**

- **The line is mostly made of right angles but it also has slightly skewed angles. This is a fun way to give the line character, but don't go overboard.**

- **The line should be white unless it's on a white background, then it can be a color that compliments the other elements (PBS KIDS Green is a good choice.)**

- **The line isn't made on an Etch-A-Sketch. It doesn't have to enter and leave the frame. There can be more than one line in the frame.**

The example below show how the line can be used.

Going to a Restaurant



Make your next visit to a restaurant an interactive learning experience for your kids. Use these activities to practice reading and literacy skills while enjoying a good meal! (Note: terms in ***bold italics*** are terms you may want to explain to young children)

On-the-Go Tips:

- 1. Ordering:**
 - a. Look at and read through the menu items together. Are there any new words on the menu? Does anyone know what they mean?
 - b. Have everyone at the table say what he or she is ordering.
- 2. Menu Word Hunts**
 - a. Look over the menu and have your children hunt for words or letters you find on the menu.
 - b. What words are most common? Work together to count how often different words appear to figure out which one is most frequently used.
- 3. Customer Reviews:**
 - a. After the meal you can ask each child to review their meal; telling you what they ate and if they liked it or not. Would they order that item again? Why or why not?
- 4. Bring along a few literacy related printables from pbs.org/read**

Activities

- 1. Wordfind (activity sheet)**
 - a. Can you find all the words in the grid? Are there any items in the word find that are also at the restaurant?
- 2. Picture—Word Connection - Restaurant themed (activity sheet)**
 - a. Draw a line between the picture and the word. Plate, waiter, etc.
- 3. Make Your Own Menu (activity sheet)**
 - a. Write or draw your favorite things to eat. Have you had this meal before, or is it something from your imagination?



For more ideas and tips visit pbsparents.org

Shape Guidelines

Like the line, simple geometric shapes are an IMPORTANT design device. Shapes can be used to contain information or as subject headers. They can also be used to accent or spruce up a design.

- On a white background, please use a colored-shape behind the PBS KIDS logo.
- Irregular rectangles are a great way to anchor text and graphics on the page.
- When the lines and shapes combine, avoid making parallel lines. Slightly skew the shape or the line to show a difference in their angles.
- Shapes are created with slightly skewed angles.

The examples below show how shapes can be used.

peg+cat 

ACTIVITY # 1

Pirates' Treasure

Children will learn to evenly distribute a set of items as they role play finding and sharing pirates' treasure.

LEARNING GOALS

- Count by ones up to 12
- Separate a set of up to 12 objects into two or three equal groups
- Practice estimating and problem solving

ITEMS NEEDED

- Sharing Stories (attached)
- 12 small objects to serve as "treasure" such as pennies, beads, or coins

GET READY

View video clips from *"The Pirate Problem"* and *"The Scrap of Map"* problem with your group, and review with them the concept of *fair sharing*: sharing a group of objects so that each person has the same number.

HAVE FUN!

1. Gather a small group of children and tell them you are going to pretend to be pirates! Select two children and tell everyone that these two pirate friends have found a buried treasure. Show them the pile of treasures, and with the children, count them one by one.
2. Oh no! There's a BIG PROBLEM! There are 2 pirates and 12 treasures! How can you share the treasure so that they each get the same amount – a "fair share"? Invite the children to brainstorm a solution.
3. Demonstrate fair sharing by giving one treasure to each pirate. "One for you and one for you. It's fair!"
4. Continue sharing the treasures until they have all been given out. "Two for you and two for you. Three for you and three for you."
5. Pose this question: "How many treasures did each pirate get?" Count the treasures for each pirate. Touch each treasure as you count, "One...two...three." Check to make sure each pirate received the same number.

(continued)

All video clips, games and activities in this resource can be found at www.learningmedia.org/peg

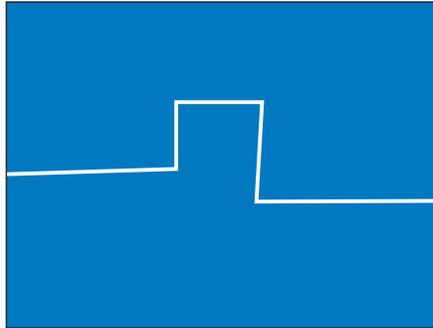
 

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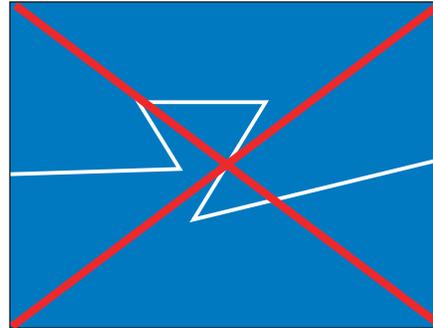


Good and Bad Examples

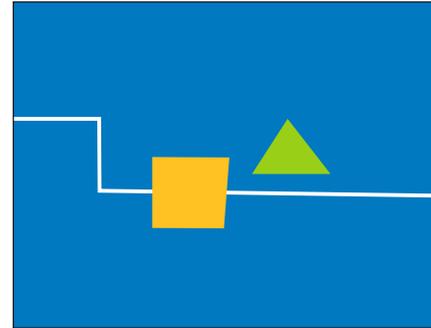
These are examples of good and bad uses of the line and shapes.



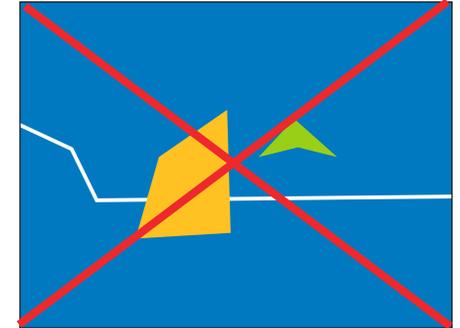
The line is mainly made up of straight lines and right angles.



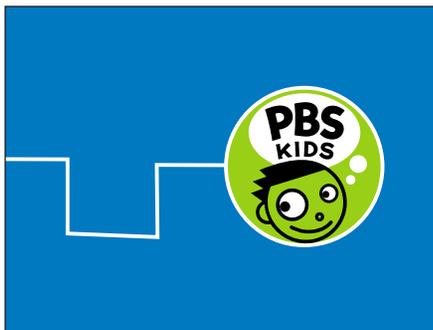
Don't go crazy with the line.



Shapes should be simple and just slightly skewed.



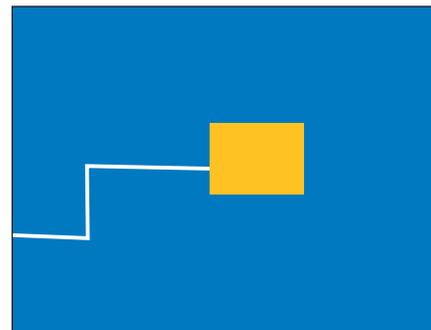
Don't go crazy with shapes. Keep circles to a minimum.



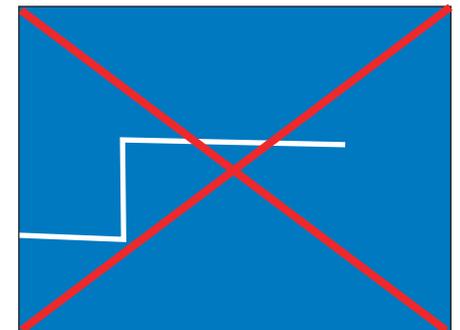
The line thickness should be consistent.



The line is the same size as the line around the logo. Only use this one line weight.



The line should end in a shape or at text.



Don't leave the line hanging.

Print Backgrounds

20 Print Backgrounds Adobe Illustrator Format

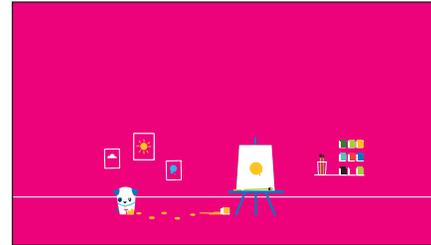
Amusement Park



Arctic



Art Studio



Camping



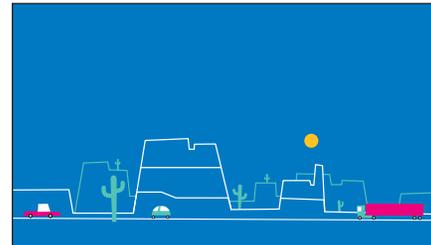
City



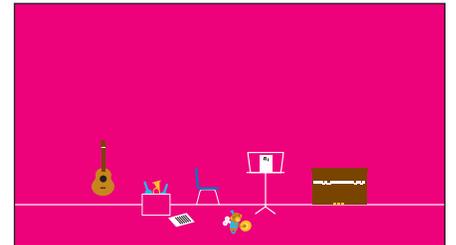
Farm



Grand Canyon



Music



Orchard



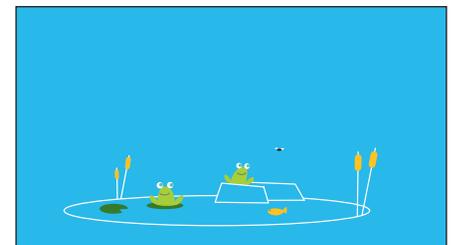
Park



Playground

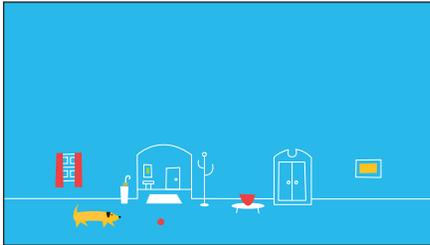


Pond

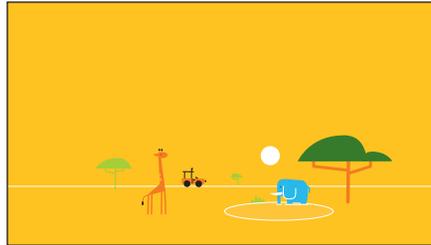


Print Backgrounds

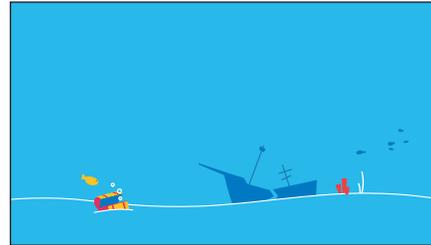
Room



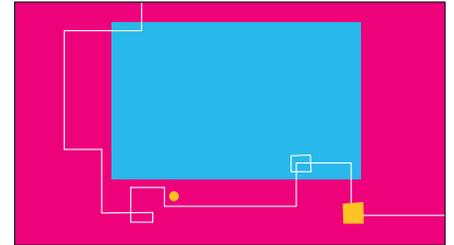
Safari



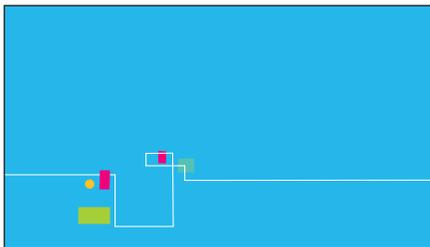
Underwater



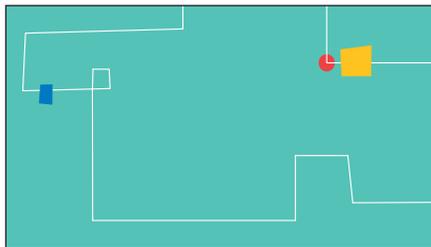
Abstract 01



Abstract 02



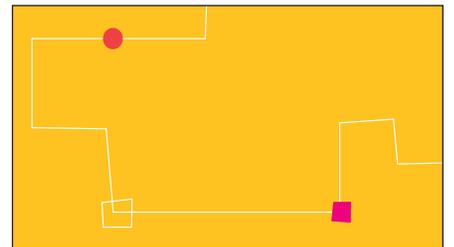
Abstract 03



Abstract 04



Abstract 05



Character Backgrounds

11 Print Character Backgrounds Adobe Illustrator Format
Only use with Dot, Del and Dee

Backyard



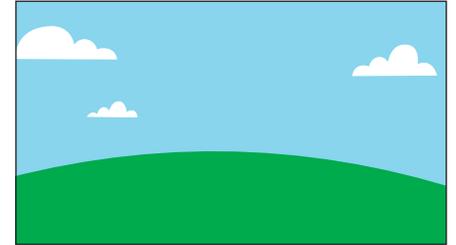
Forest



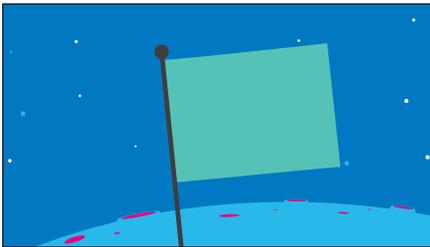
Grocery Store



Hill



Moon



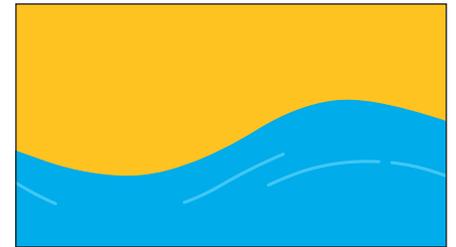
Neighborhood



Night Sky



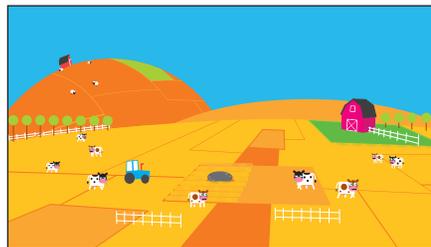
Ocean



Orchard



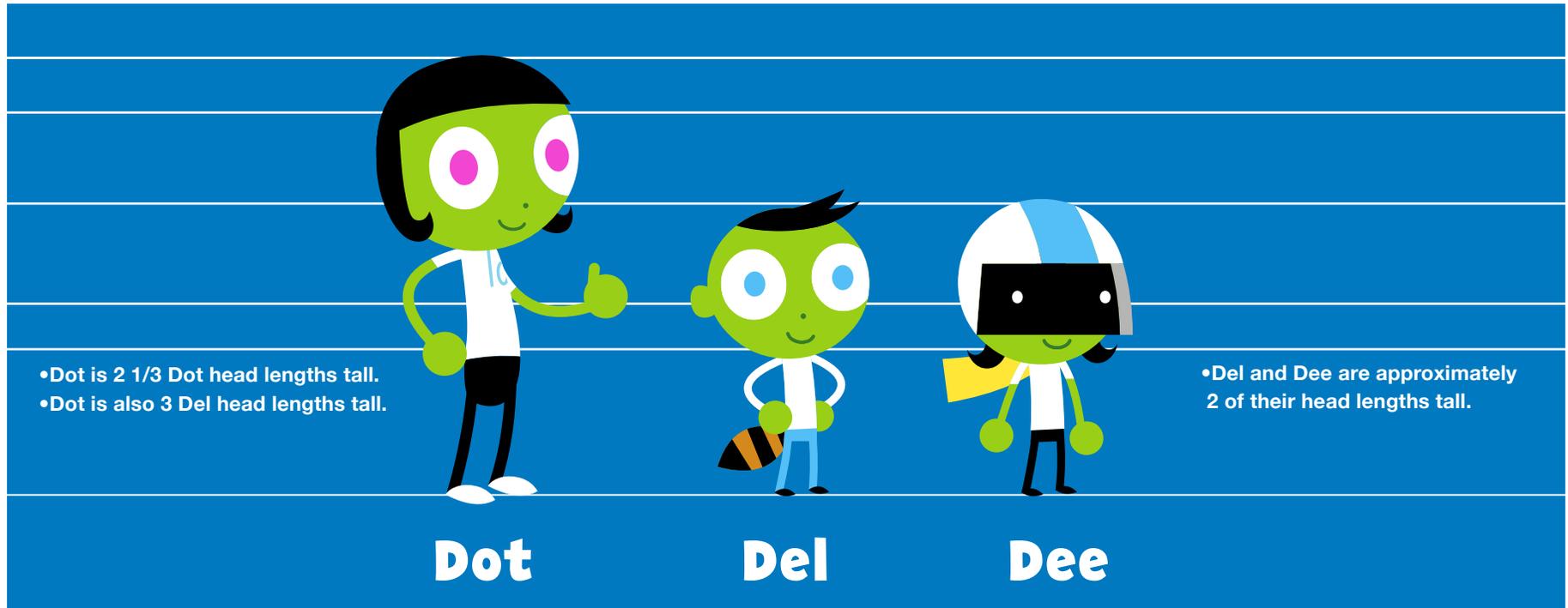
Pasture



Space



Dot, Del and Dee



Personality



Dot is the older sister of the group. She is an encouraging leader with a competitive spirit.



Del is the multi-talented, practical, thinker and twin brother of Dee.

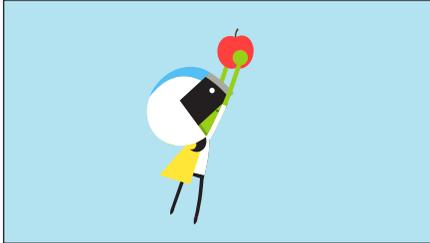


Dee is the adventurous and impetuous twin sister to Del.

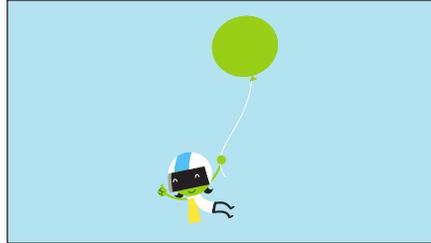
Character Art

182 Character Art Elements Adobe Illustrator Format

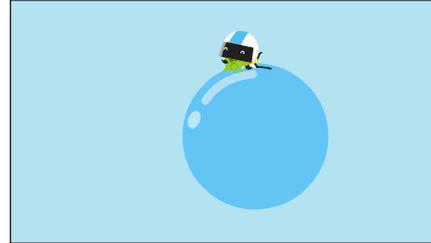
Dee Apple Picking



Dee Balloon Floating



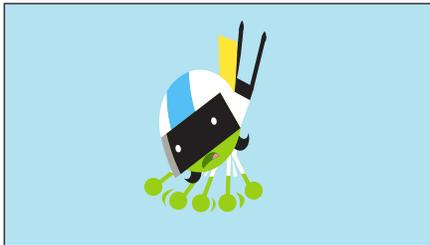
Dee Bubble Riding



Dee Dive



Dee Falling



Dee Flapping



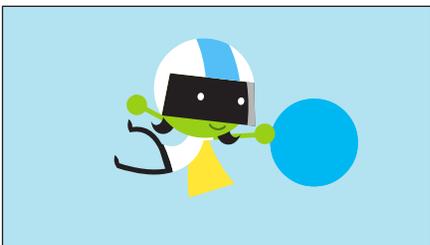
Dee Fleeing



Dee Free Falling



Dee Frisbee Climb



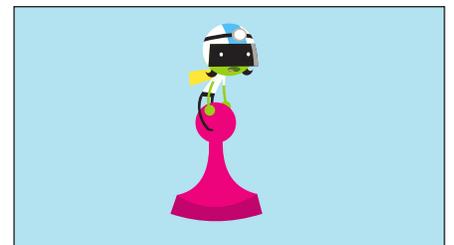
Dee Fruit Balance



Dee Fruit Catch

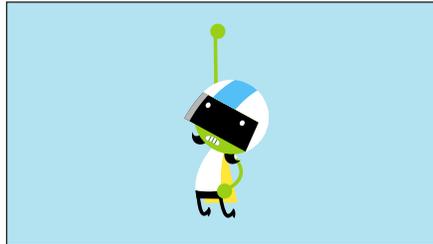


Dee Game Piece

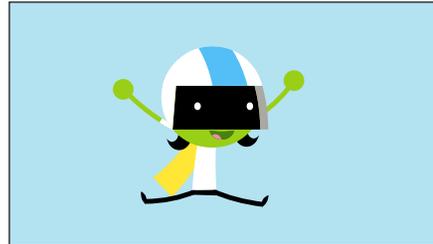


Character Art

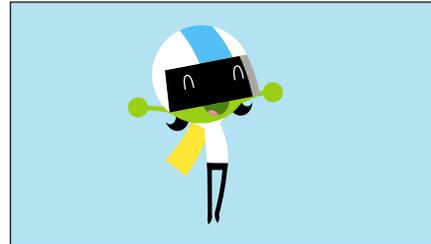
Dee Hanging



Dee Jumping Out



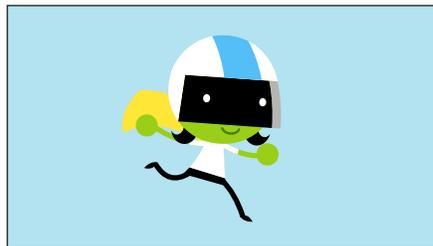
Dee Jumping Up



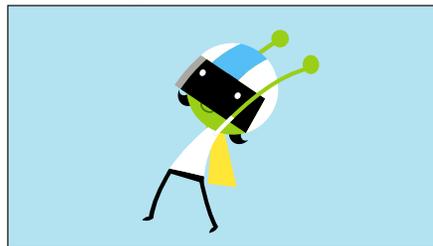
Dee Laughing



Dee Leaping



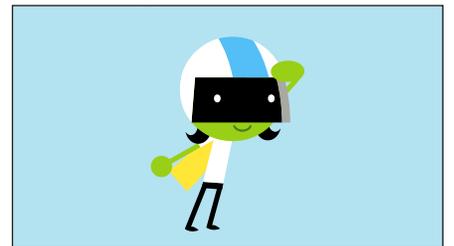
Dee Lifting



Dee Looking Down



Dee Looking Out



Dee Looking Over



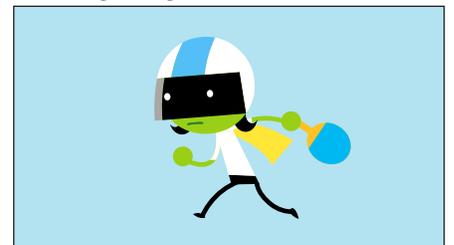
Dee Marching



Dee Painting

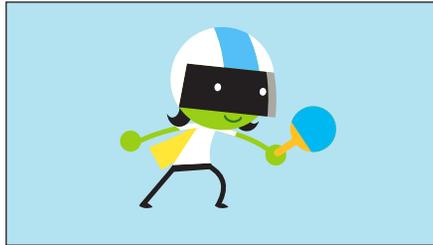


Dee Ping-Pong Run

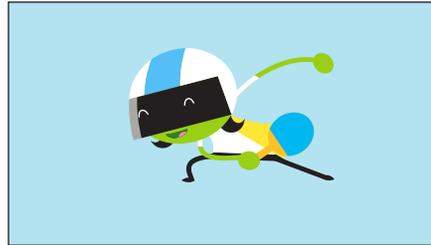


Character Art

Dee Ping-Pong Stance



Ping-Pong Swing



Dee Pleased



Dee Pointing with Visor



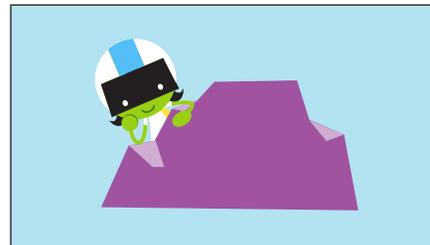
Dee Pointing with No Visor



Dee Presenting



Dee Rock Lean



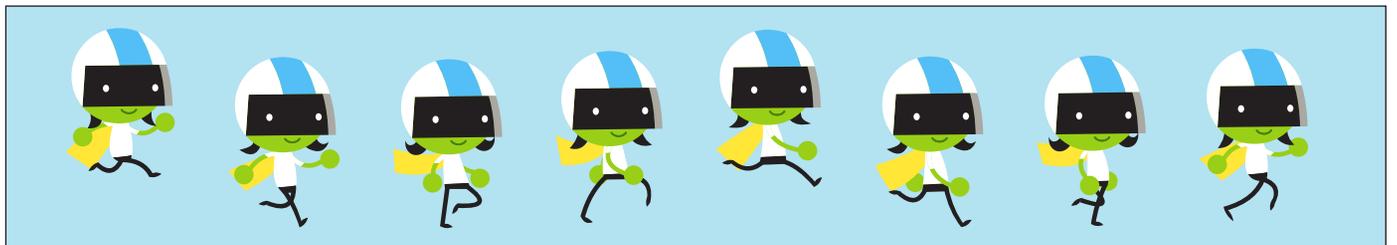
Dee Run with Visor



Dee Run with No Visor

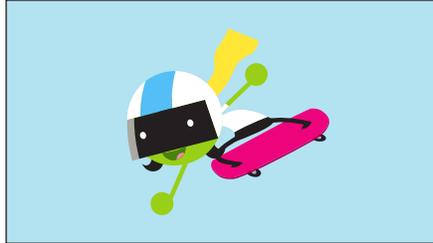


Dee Run Cycle



Character Art

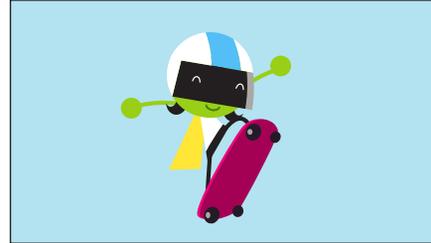
Dee Skateboarding Carve



Dee Skateboarding Carve



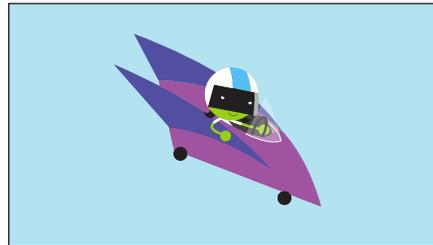
Dee Skateboarding Ollie



Dee Soapbox Racing



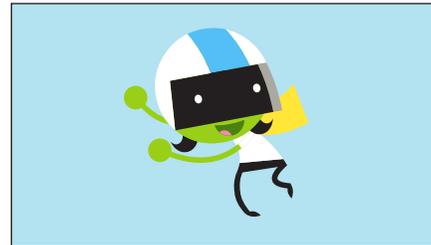
Dee Soapbox Start



Dee Space Drifting



Dee Standing Ready



Dee Standing



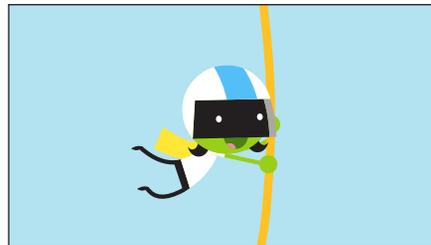
Dee Stomp



Dee Surfing



Dee Vine Swinging



Dee Visor Down



Character Art

Dee Visor Up



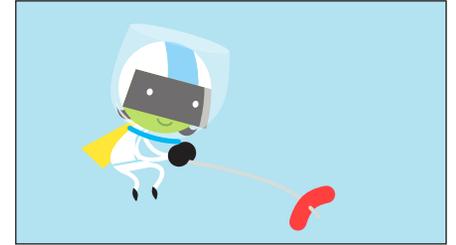
Dee Volcano Crouching



Dee Volcano Excited



Dee Volcano Hotdog



Dee Volcano Leaping



Dee Waving



Character Art

Del Apple Dropping



Del Apple Holding



Del Apple Picking



Del Balloons Looking



Del Balloons Pointing



Del Balloons Standing



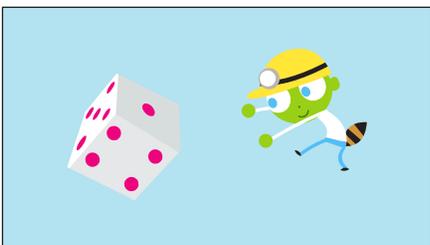
Del Biking



Del Clapping



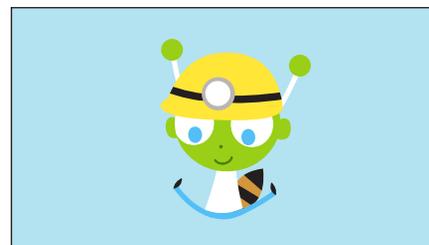
Del Dice Throw



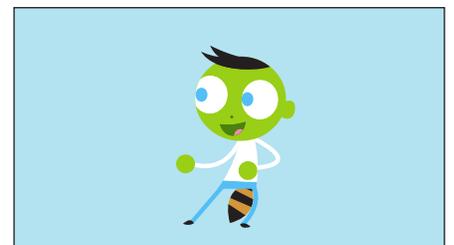
Del Dropping 1



Del Dropping 2



Del Excited



Character Art

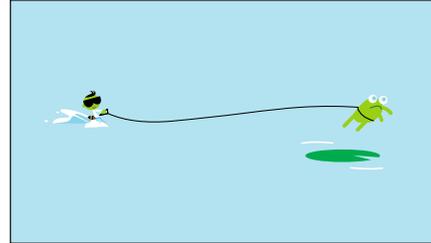
Del Falling



Del Frisbee Windup



Del Frog Waterskiing



Del Grocery Bag



Del Hands on Hips



Del Happy



Del Jump Out



Del Jump Pointing



Del Jump Up



Del Ladder Laughing



Del Ladder Sitting



Del Lasso



Character Art

Del Looking



Del Looking Down



Del Looking Over



Del Looking Up



Del Looking to Camera



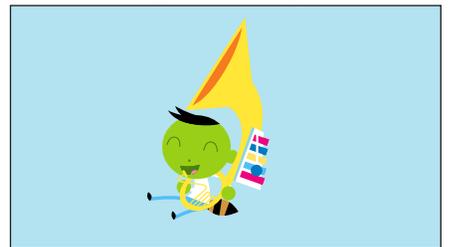
Del Marching Tuba



Del Marching Tuba Blow



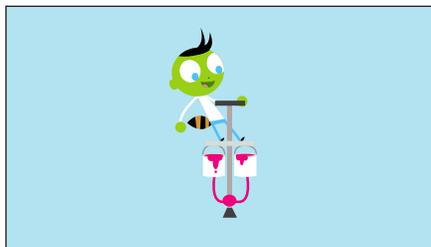
Del Marching Tuba Laugh



Del Marching Tuba Walk



Del Pogo



Del Pointing

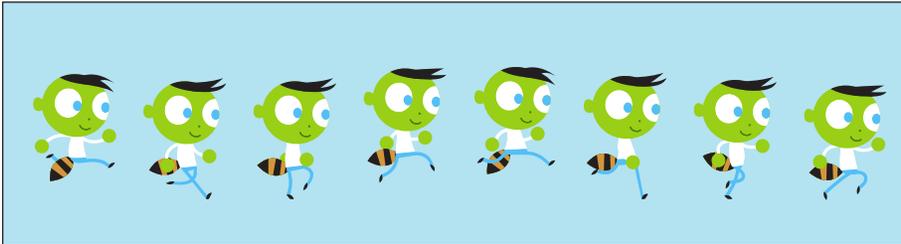


Del Run



Character Art

Del Run Cycle



Del Soapbox Finish



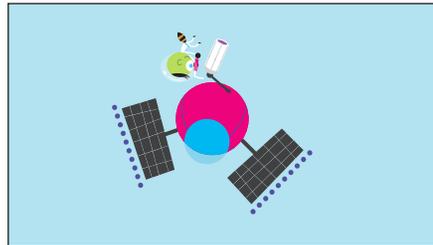
Del Space Leap



Del Space Run



Del Space Satellite



Del Space Stand



Del Standing



Del Surfing



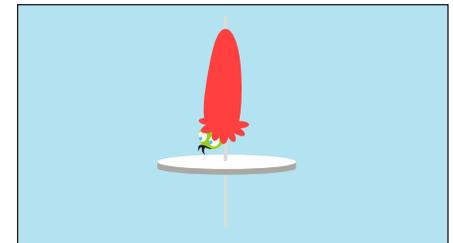
Del Surprised 1



Del Surprised 2



Del Table Hideout



Character Art

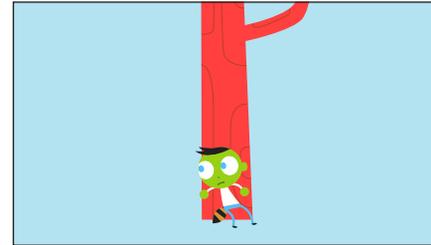
Del Table Jump



Del Table Stand



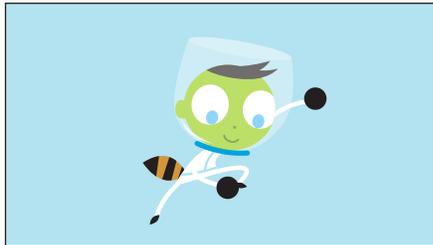
Del Tree Hiding



Del Vine Swinging



Del Volcano Climb



Del Volcano Hotdog



Del Volcano Jump



Del Volcano Leap



Del Volcano Ready



Del Volcano Stand



Del Volcano Swing



Del Walkie Talkie



Character Art

Del Watering



Del Waving



Del Worried



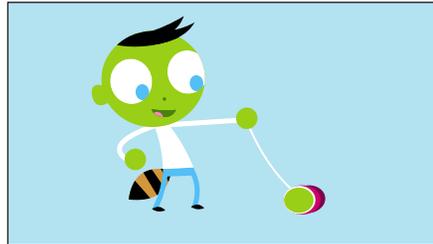
Del Wrench



Del Wrench Magnet



Del Yo-Yo



Del Zipline



Character Art

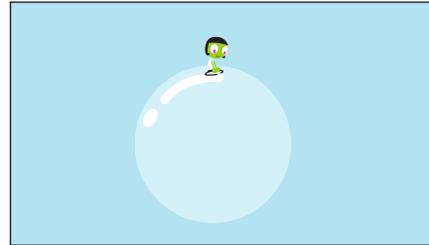
Dot Admiring



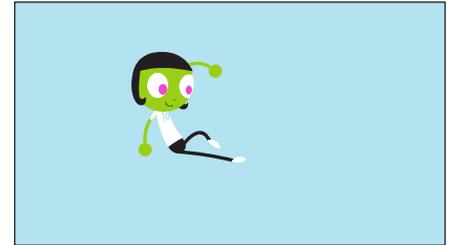
Dot Biking



Dot Bubble Float



Dot Climb



Dot Climbing



Dot Excited



Dot Falling



Dot Flashlight Looking Up



Dot Flashlight Run



Dot Leap Frog



Dot Happy



Dot Honey Hang



Character Art

Dot Honey Swing



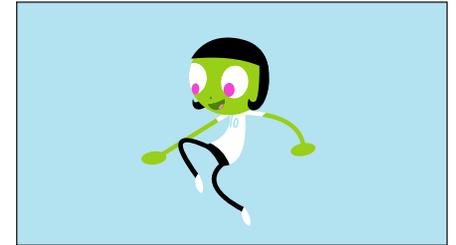
Dot Jazz Hands



Dot Jump Down



Dot Jump



Dot Laughing



Dot Leaping



Dot Looking Behind



Dot Looking Down



Dot Looking Up



Dot Looking



Dot Marching

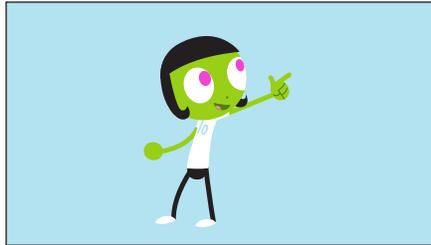


Dot Meditating

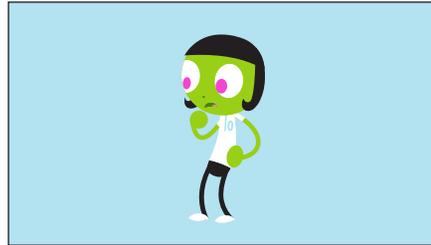


Character Art

Dot Pointing



Dot Puzzled



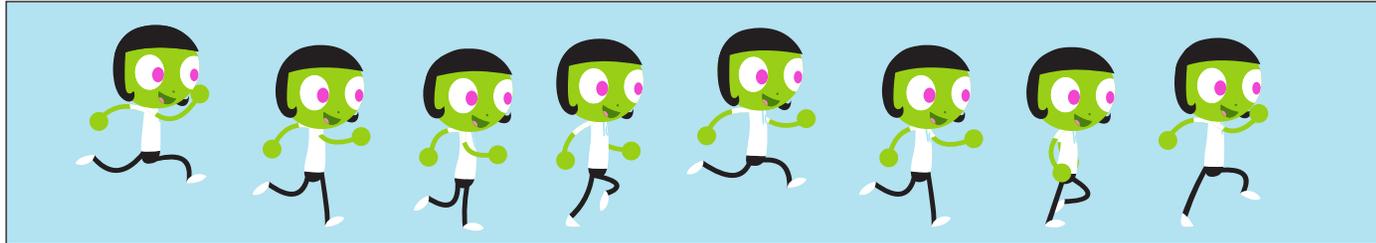
Dot Relaxing



Dot Run



Dot Run Cycle



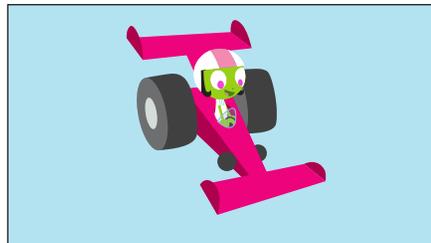
Dot Sleeping



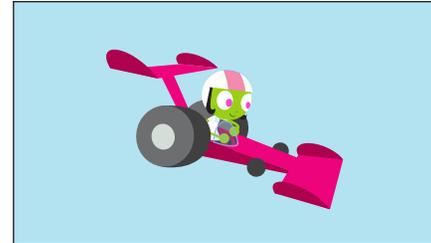
Dot Slide



Dot Soapbox Race



Dot Soapbox Start



Dot Soccer B Nall Bounce

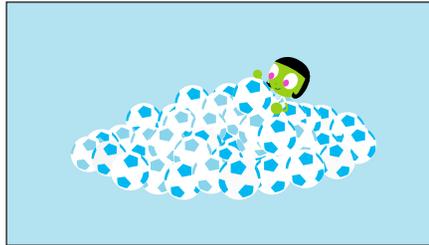


Character Art

Dot Soccer Ball Kick



Dot Soccer Pile



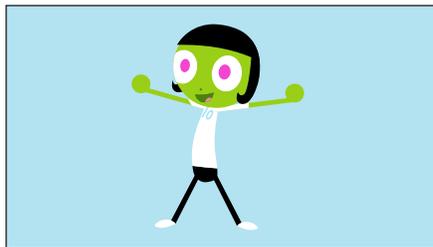
Dot Standing One Leg



Dot Standing



Dot Stretch



Dot Surprised



Dot Thinking



Dot Thumbs Up



Dot Trapeze



Dot Tree Pull



Dot Vine Hang



Dot Worried

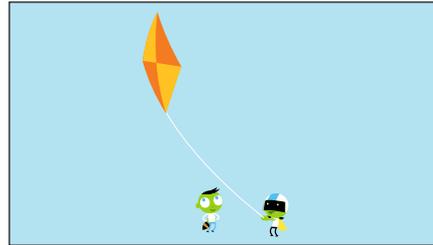


Character Art

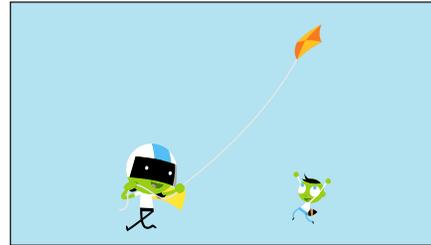
Dee & Del Hand Shake



Dee & Del Kite



Dee & Del Kite Take-Off



Dee & Del Sitting



Dee & Del Sledding



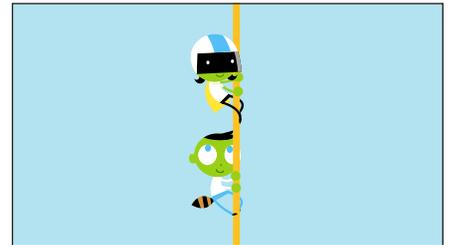
Dee & Del Surfing Point



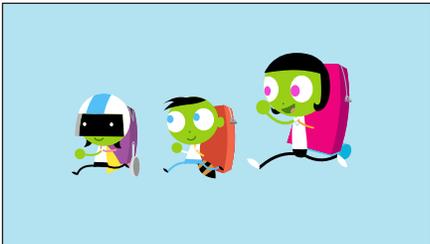
Dee & Del Surfing Stack



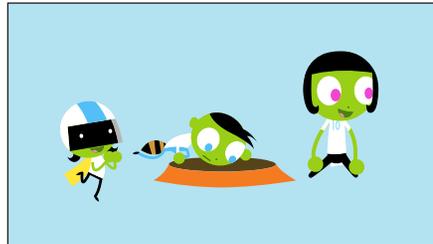
Dee & Del Surprised



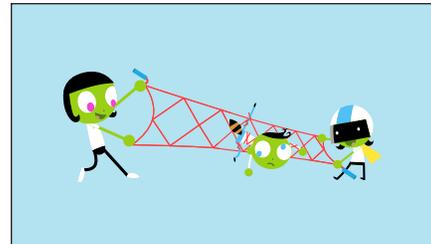
Dot Dee & Del Running Backpack



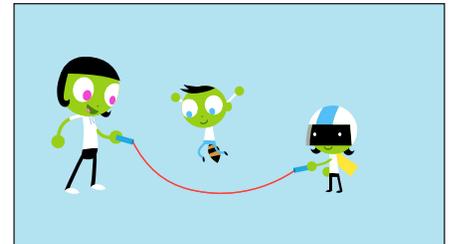
Dot Dee & Del Geyser Sitting



Dot Dee & Del Jump Rope Tangled



Dot Dee & Del Jump Rope

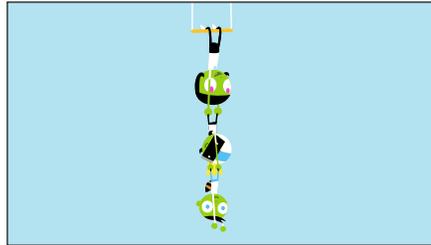


Character Art

Dot Dee & Del Sledding



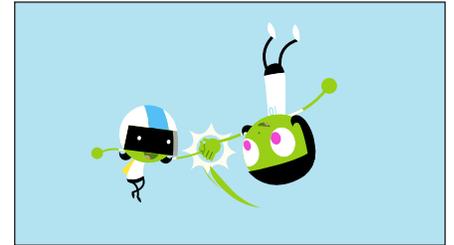
Dot Dee & Del Trapeze Hang



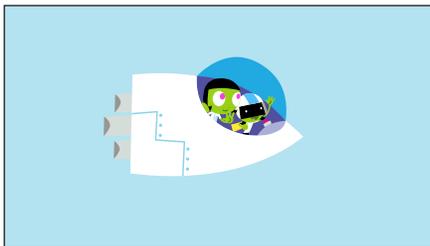
Dot Dee & Del Trapeze Swing



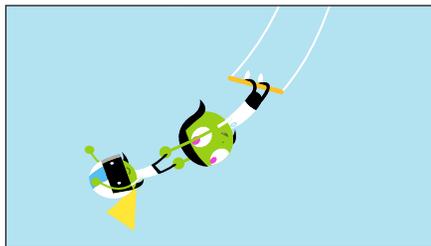
Dot & Dee High Five Bounce



Dot & Dee Spaceship



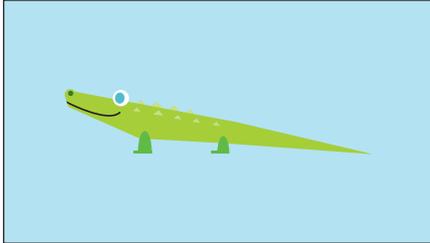
Dot & Dee Trapeze



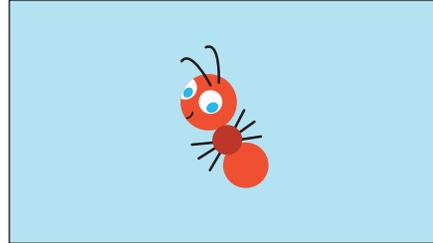
Print Animals

58 Animal Elements Adobe Illustrator Format

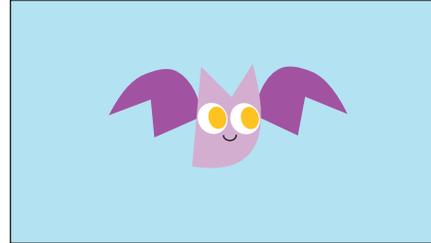
Alligator



Ant



Bat



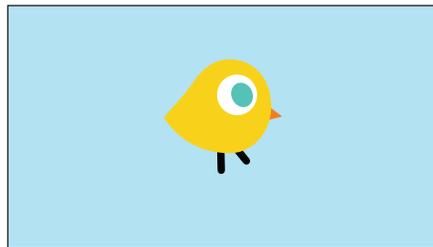
Bee



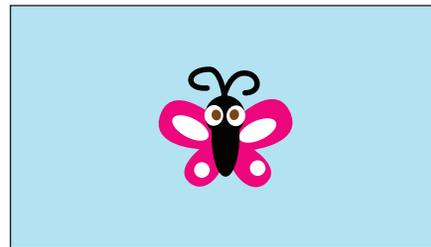
Bird Blue



Bird Yellow



Butterfly



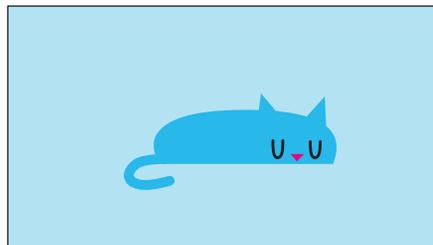
Cat 1



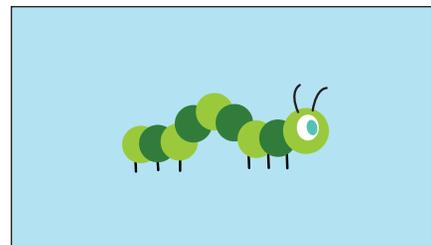
Cat 2



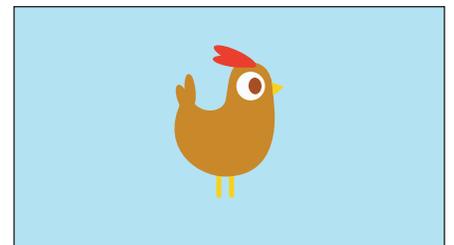
Cat 3



Caterpillar

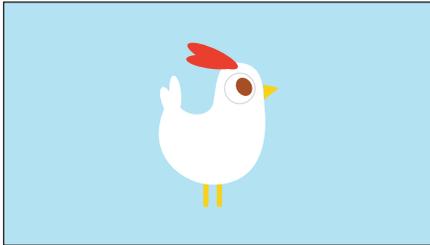


Chicken Brown

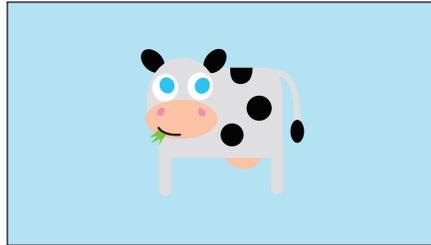


Print Animals

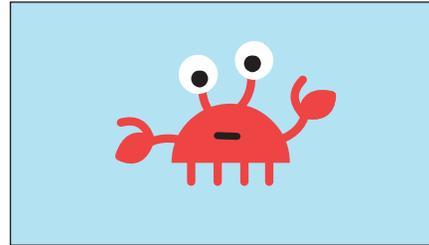
Chicken White



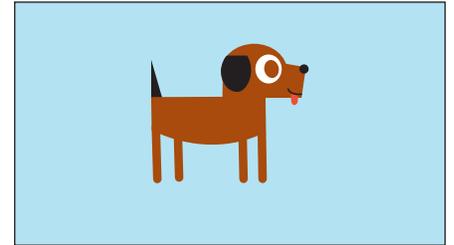
Cow



Crab



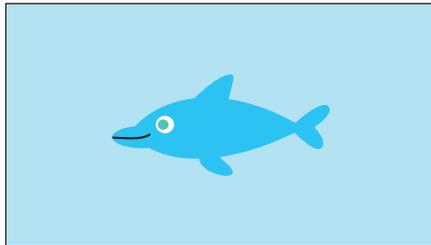
Dog 1



Dog 2



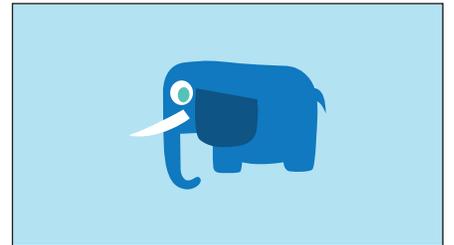
Dolphin



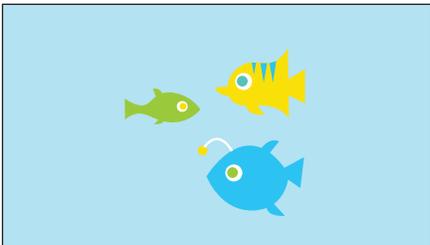
Duck



Elephant



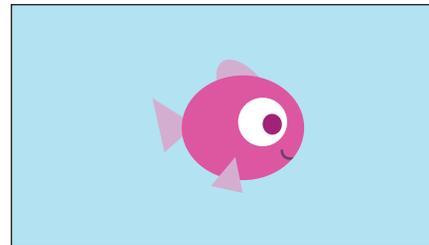
Fish Group



Fish 1



Fish 2



Fox

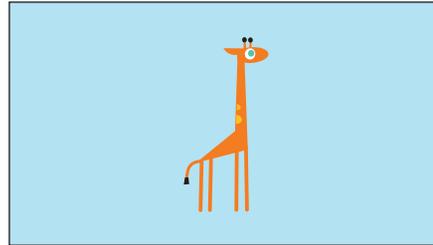


Print Animals

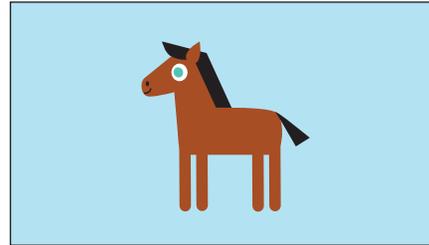
Frog



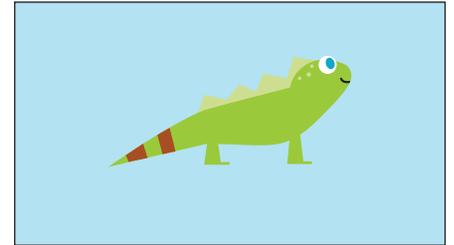
Giraffe



Horse



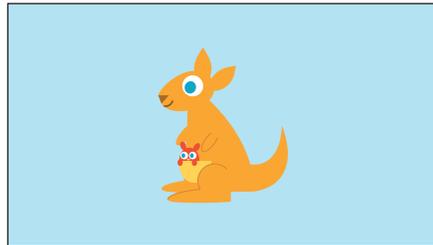
Iguana



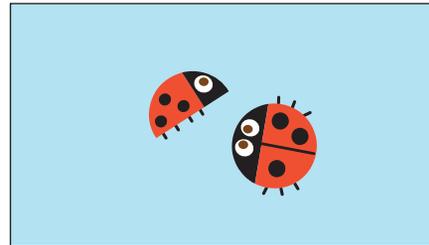
Jaguar



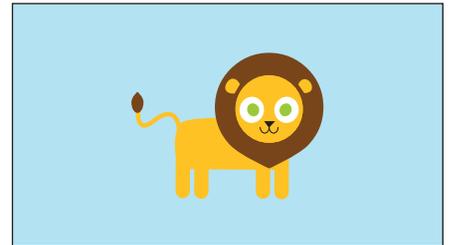
Kangaroo



Ladybug



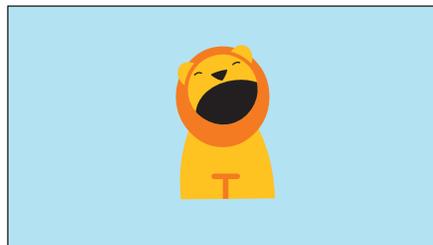
Lion 1



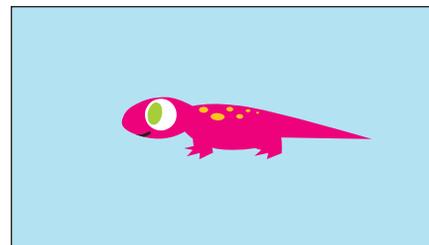
Lion 2



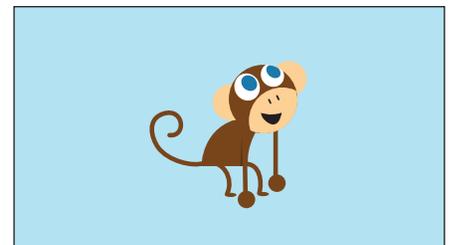
Lion 3



Lizard



Monkey

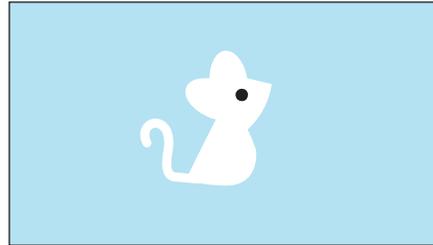


Print Animals

Mouse 1



Mouse 2



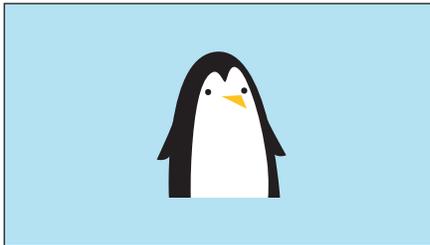
Owl



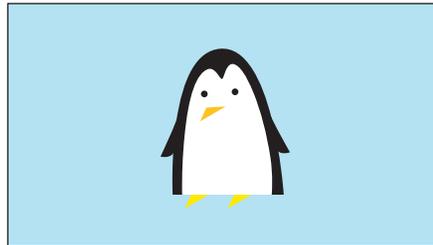
Panda



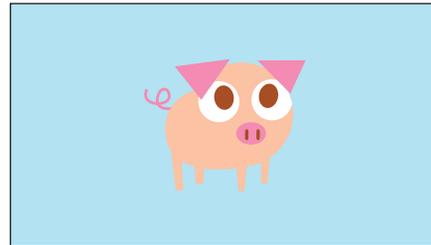
Penguin 1



Penguin 2



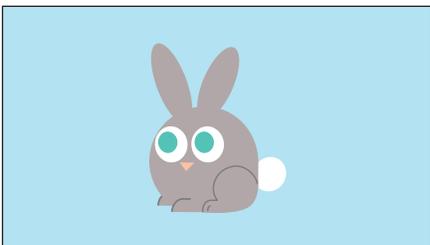
Pig



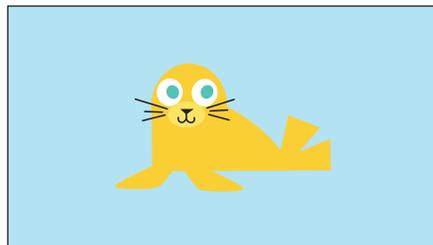
Quail



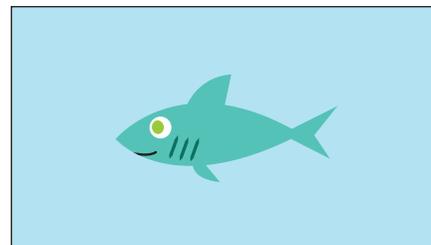
Rabbit



Seal



Shark

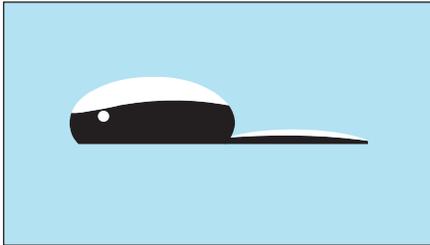


Sheep

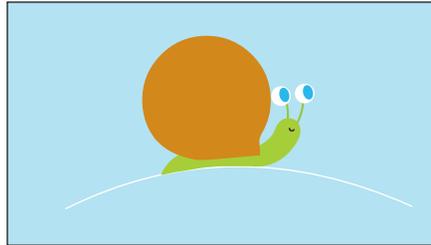


Print Animals

Skunk



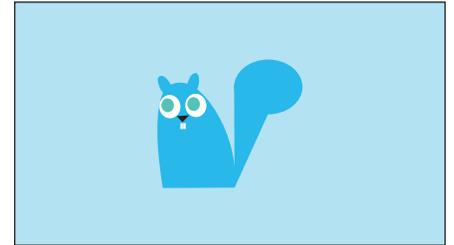
Snail



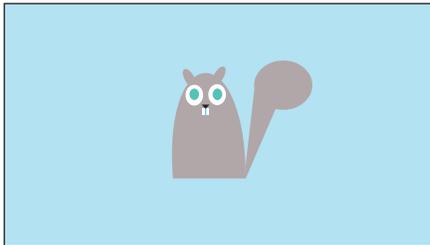
Spider



Squirrel 1



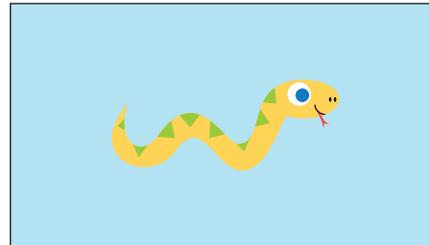
Squirrel 2



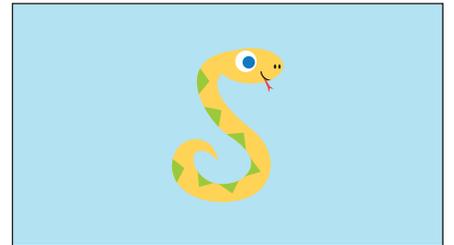
Turtle



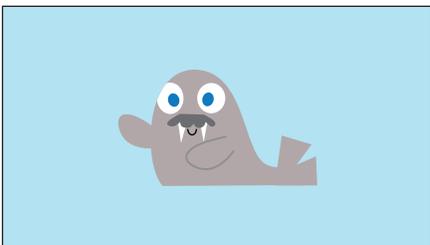
Viper 1



Viper 2



Walrus



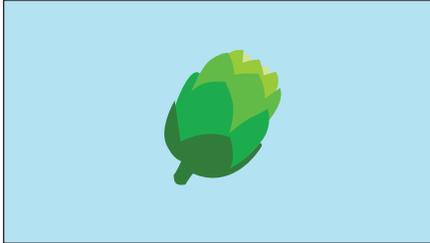
Zebra



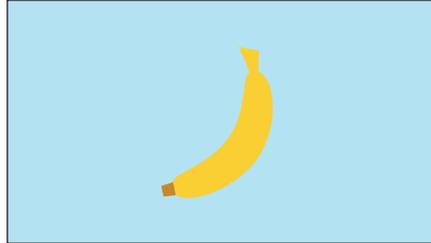
Print Food

34 Food Elements Adobe Illustrator Format

Artichoke



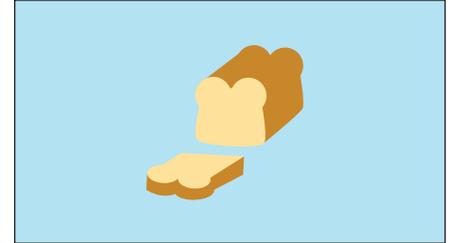
Banana



Birthday Cake



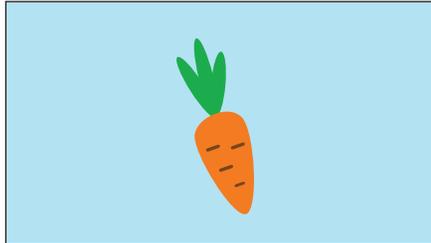
Bread



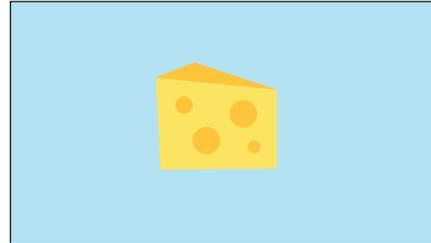
Cake



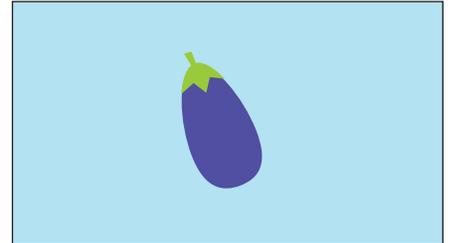
Carrot



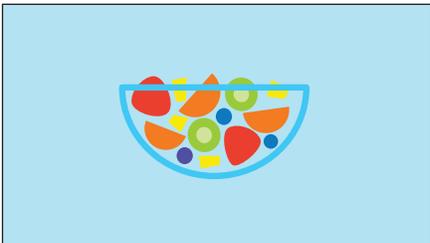
Cheese



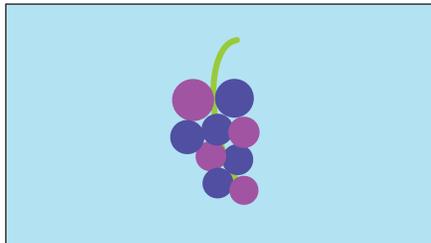
Eggplant



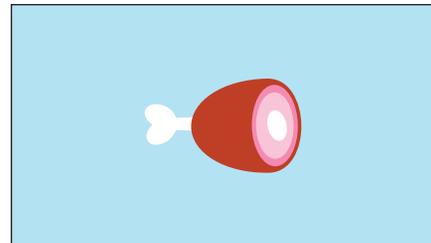
Fruit Salad



Grapes



Ham



Ice Cream



Print Food

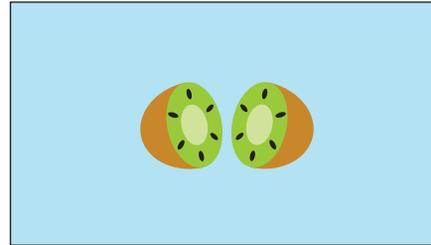
Jam



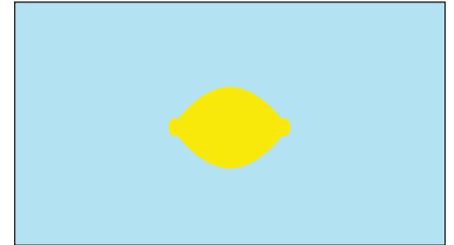
Juice Box



Kiwi



Lemon



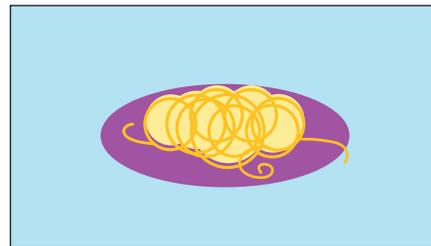
Milk



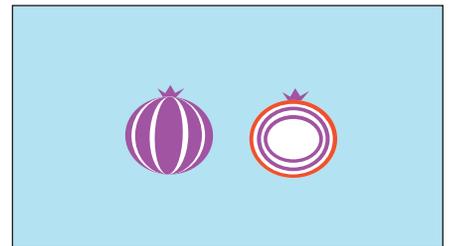
Mustard



Noodles



Onion



Peanut Butter



Pie



Pizza



Popcorn

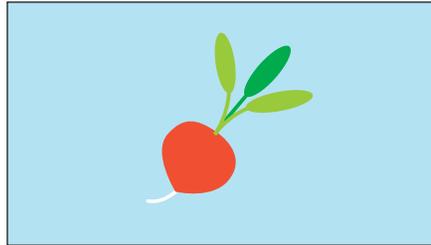


Print Food

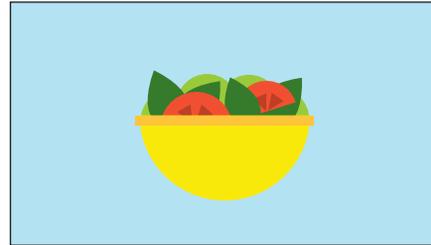
Quiche



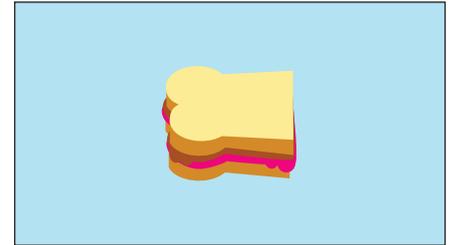
Radish



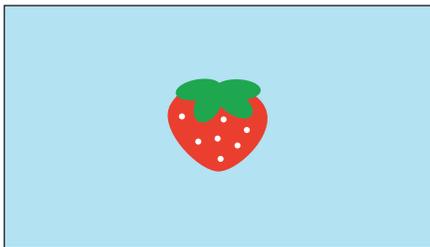
Salad



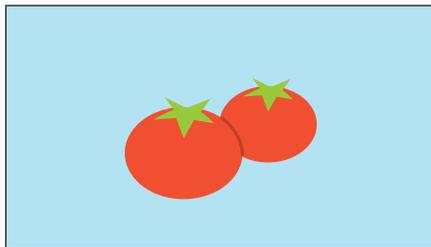
Sandwich



Strawberry



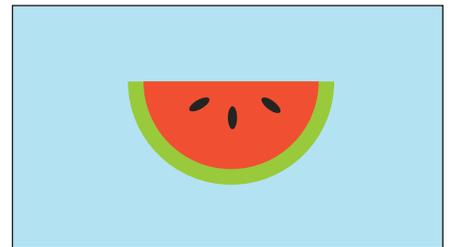
Tomato



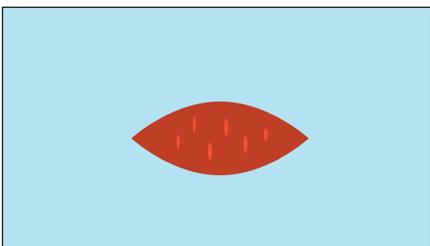
Vegetables



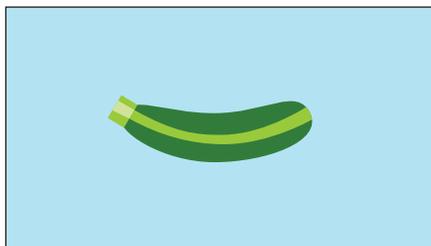
Watermelon



Yam



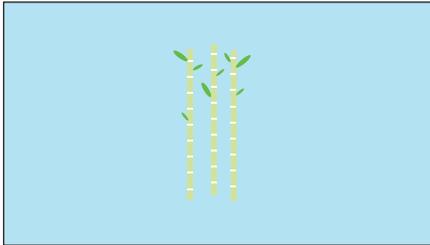
Zucchini



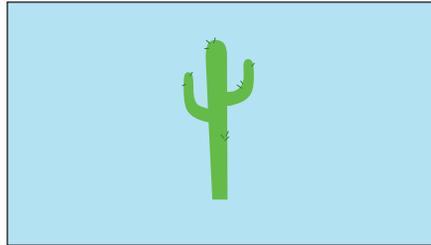
Print Nature

31 Nature Elements Adobe Illustrator Format

Bamboo



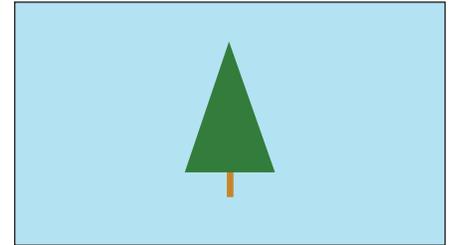
Cactus



Earth



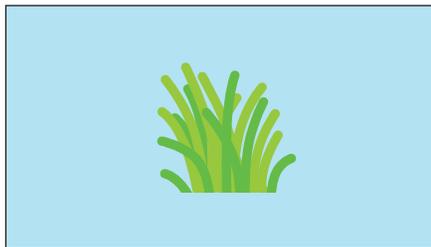
Evergreen



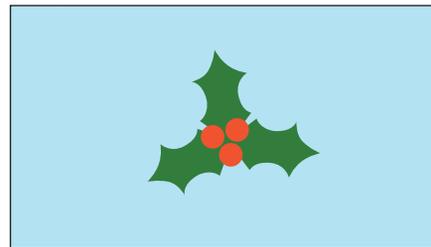
Flowers



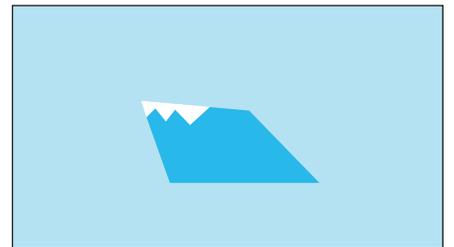
Grass



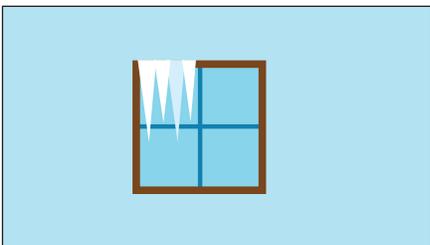
Holly



Iceberg



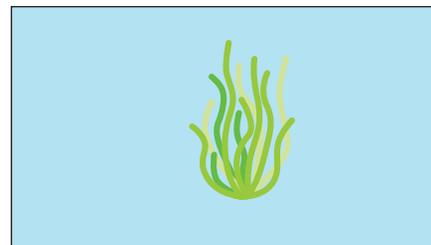
Icicle



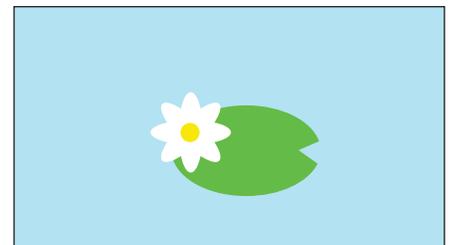
Jungle



Kelp



Lily Pad

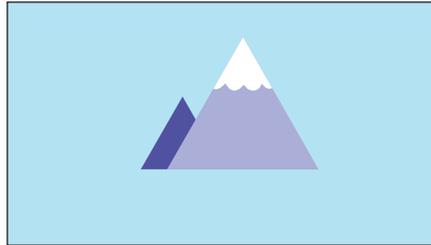


Print Nature

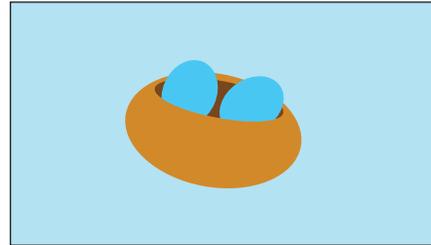
Moon & Stars



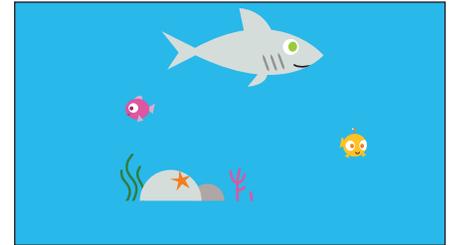
Mountain



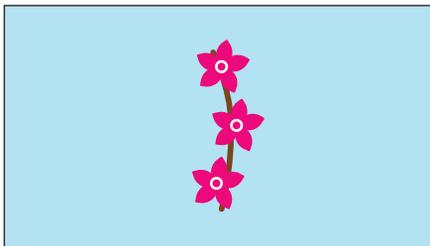
Nest



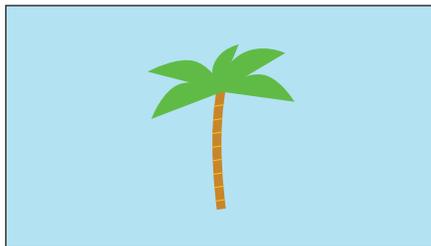
Ocean



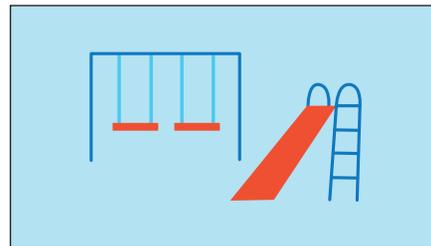
Orchid



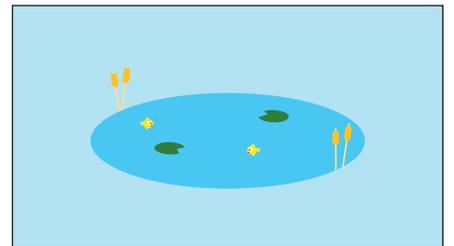
Palm



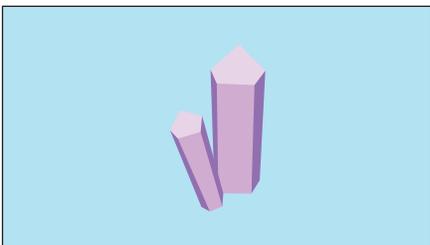
Park



Pond



Quartz



Rain Cloud



Rainbow

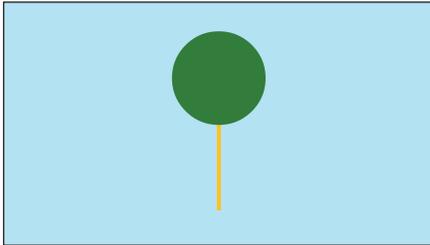


Sun

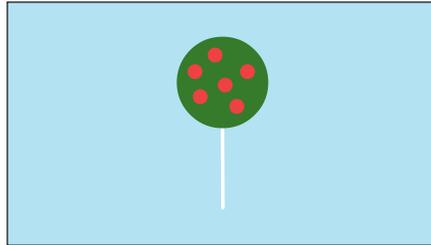


Print Nature

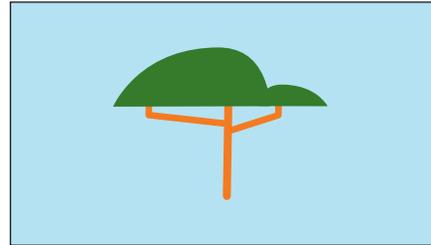
Tree 1



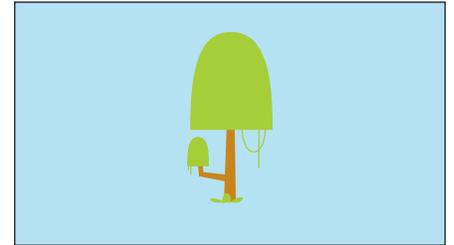
Tree 2



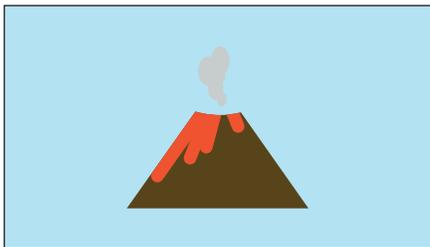
Tree 3



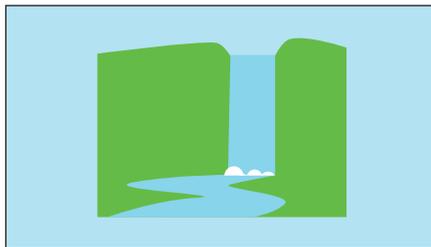
Tree 4



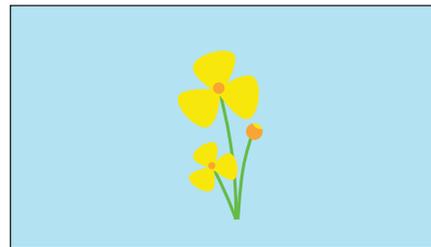
Volcano



Waterfall



Xyris



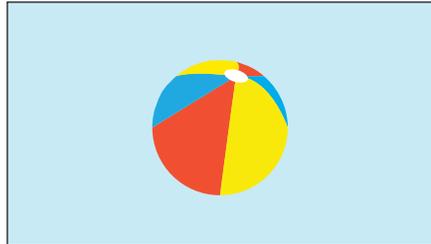
Print Objects

52 Object Elements Adobe Illustrator Format

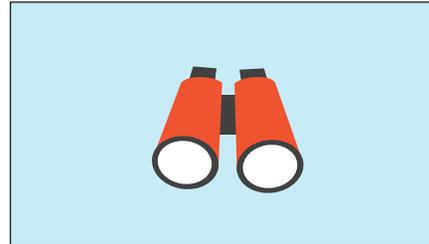
Alarm Clock



Beach Ball



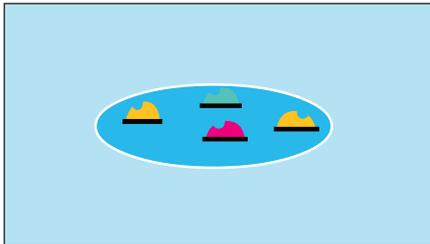
Binoculars



Bucket



Bumper Cars



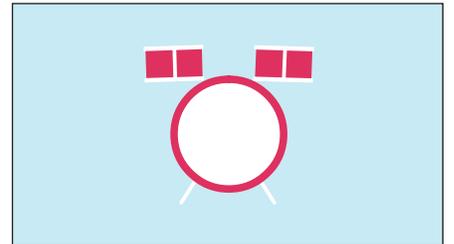
Chef Hat



Drums



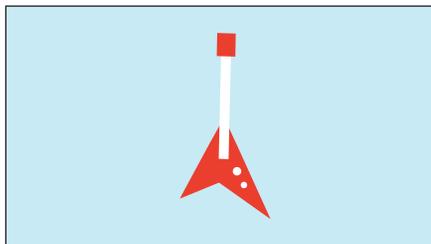
Drum Set



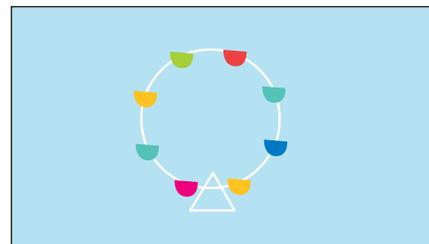
Easel



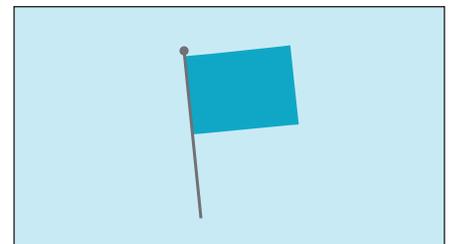
Electric Guitar



Ferris Wheel

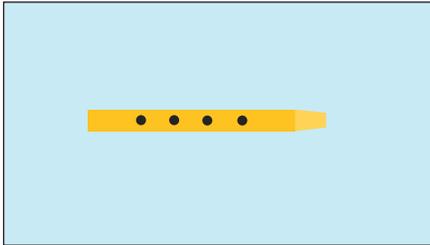


Flag

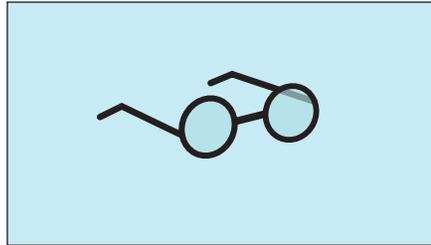


Print Objects

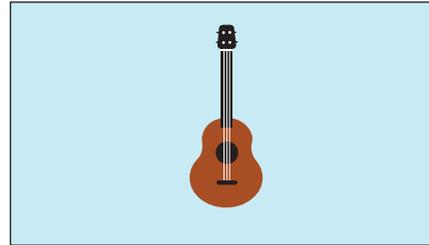
Flute



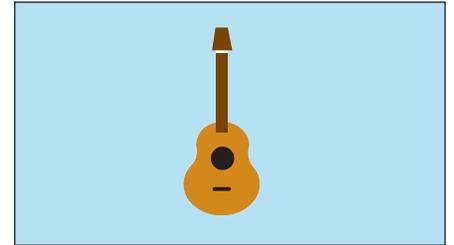
Glasses



Guitar 1



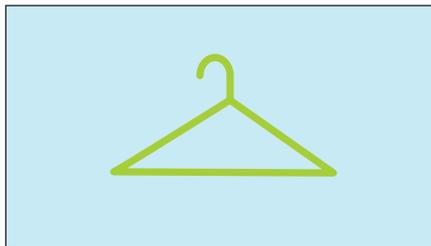
Guitar 2



Hammer



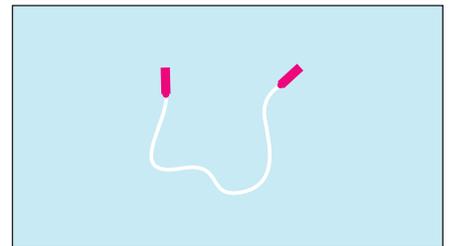
Hanger



House



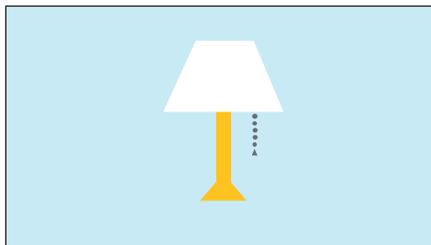
Jump Rope



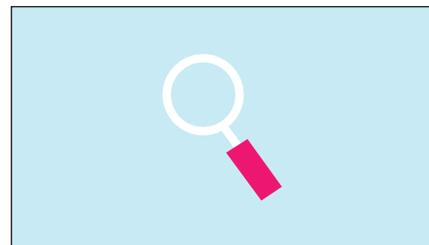
Kite



Lamp



Magnifying Glass

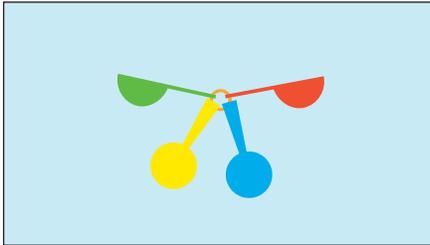


Measuring Cup

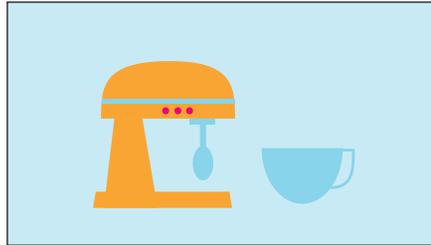


Print Objects

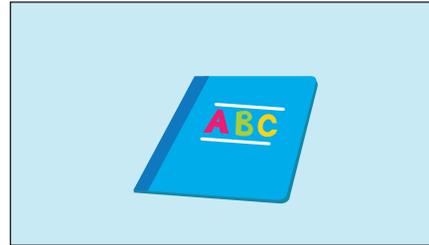
Measuring Spoons



Mixer



Notebook



Oven



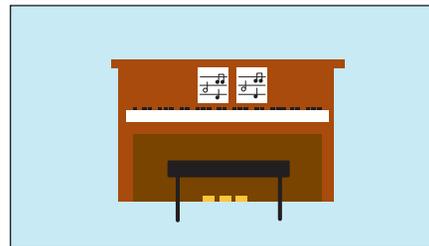
Paint Palette



Party Hats



Piano



Picnic Basket



Piggy Bank



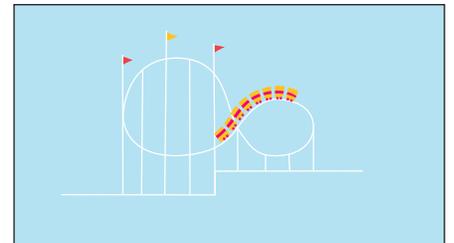
Present



Recipe Book

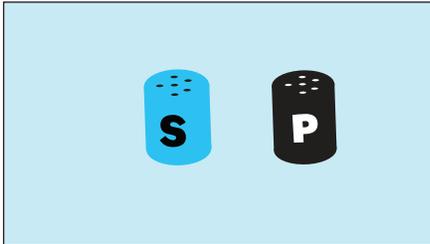


Roller Coaster

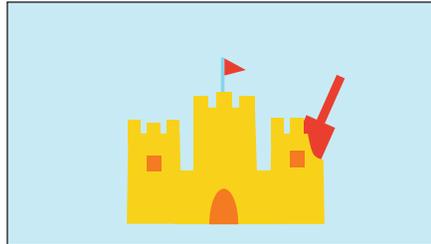


Print Objects

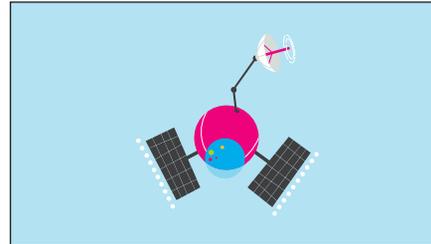
Salt & Pepper



Sand castle



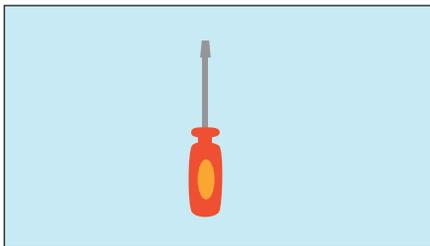
Satellite



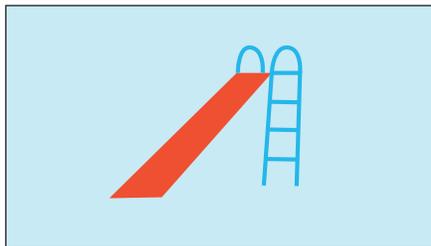
Saxophone



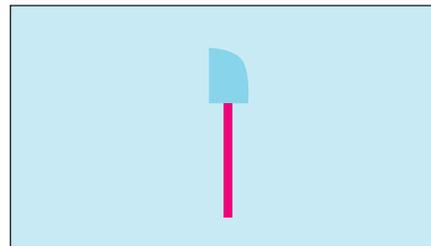
Screwdriver



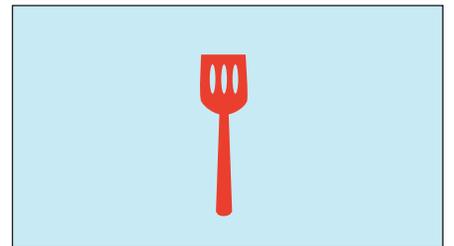
Slide



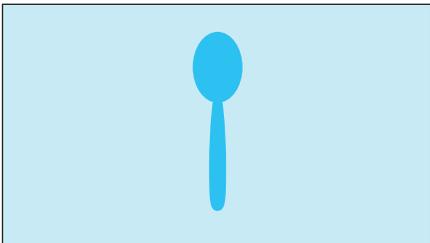
Spatula 1



Spatula 2



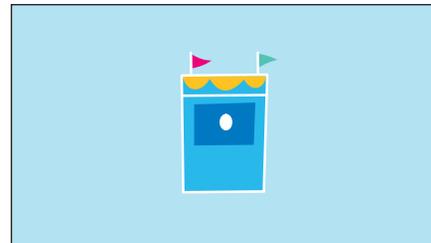
Spoon



Telescope



Ticket Booth



Treasure Chest

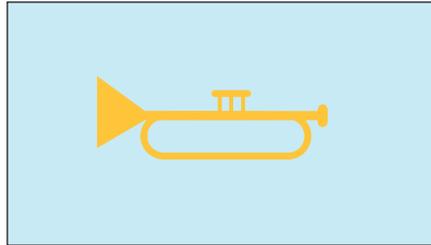


Print Objects

Treehouse



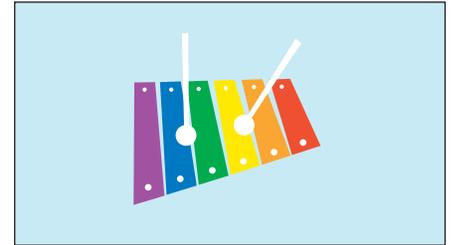
Trumpet



Umbrella



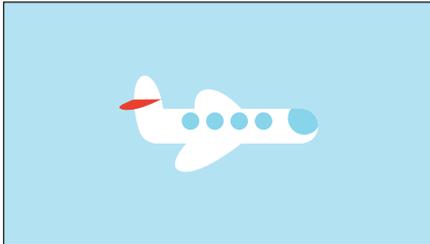
Xylophone



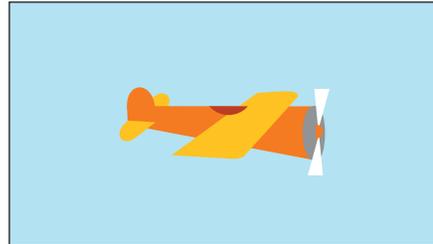
Print Transportation

18 Transportation Elements Adobe Illustrator Format

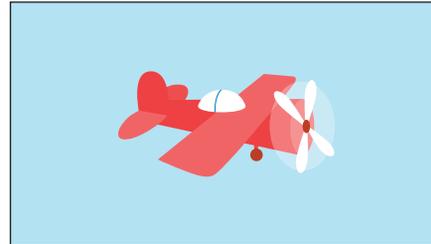
Airplane 1



Airplane 2



Airplane 3



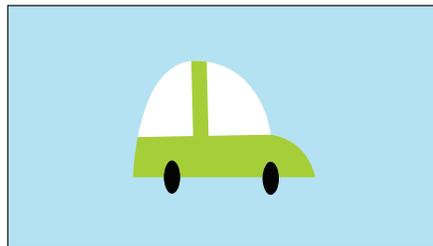
Ambulance



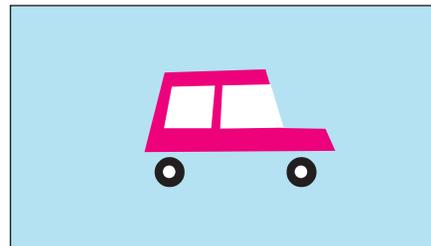
Bike



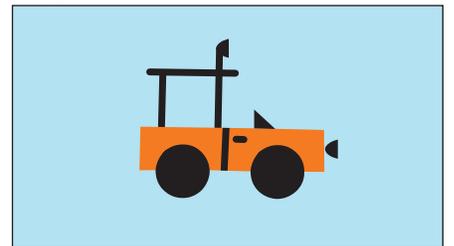
Car 1



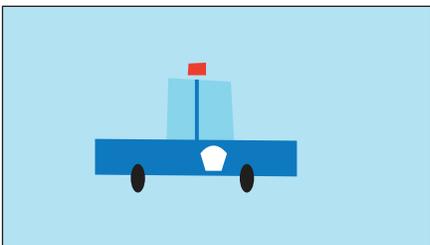
Car 2



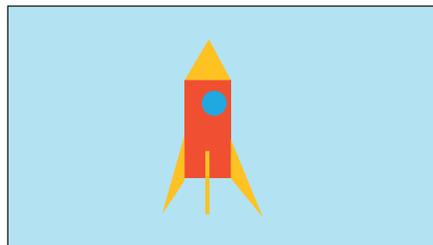
Jeep



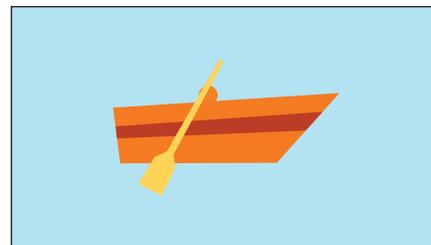
Police Car



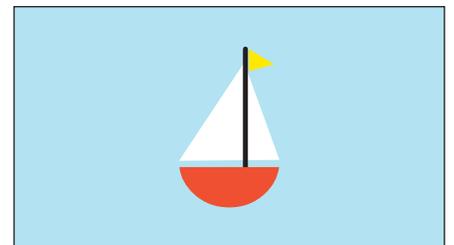
Rocket



Rowboat

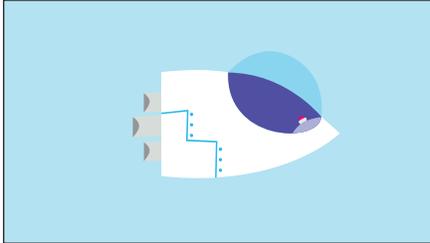


Sailboat

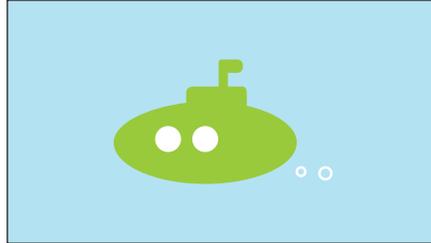


Print Transportation

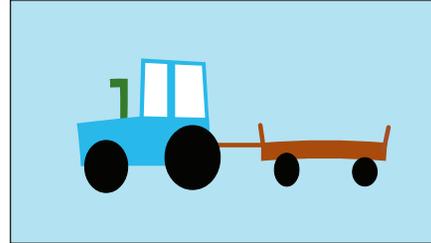
Spaceship



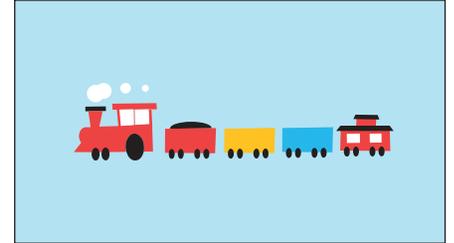
Submarine



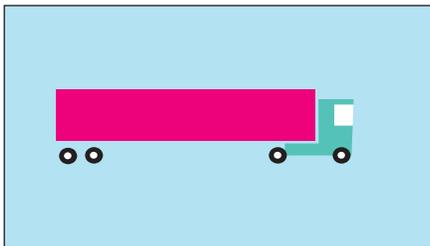
Tractor



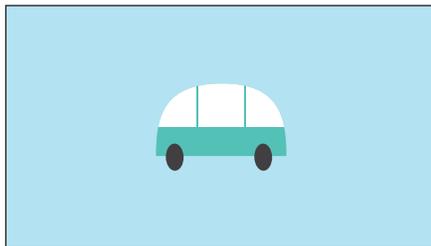
Train

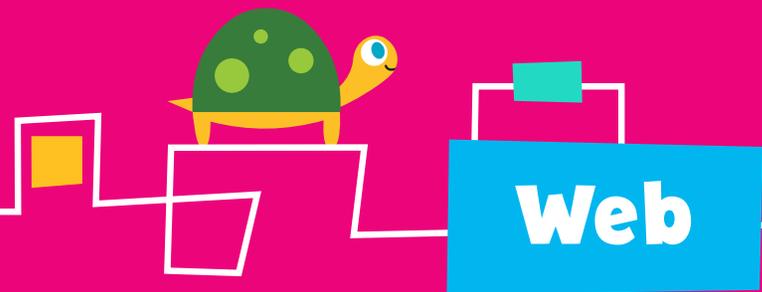


Truck



Van





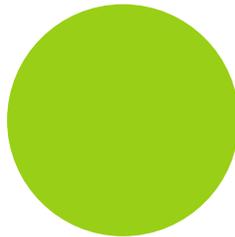
PBS KIDS Color Palette RGB

RGB is for BROADCAST and ONLINE only. Use CMYK or PMS colors for PRINT.

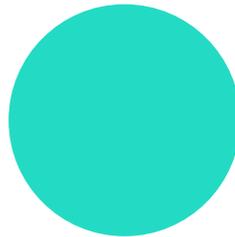
Primary Color Palette

COLOR SWATCH
(Do Not Sample)

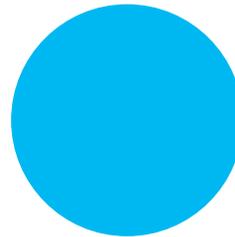
RGB
(TV, Mobile, Web)



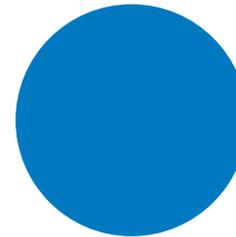
153, 207, 22



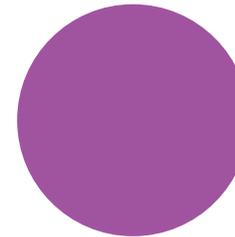
35, 219, 197



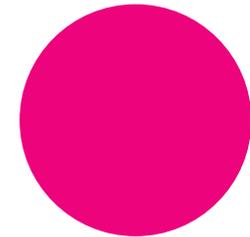
0, 184, 241



0, 121, 193



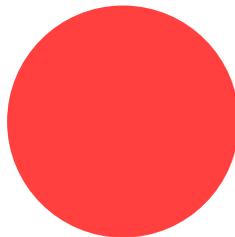
161, 84, 160



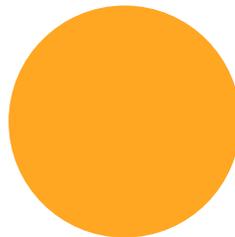
237, 3, 124

COLOR SWATCH
(Do Not Sample)

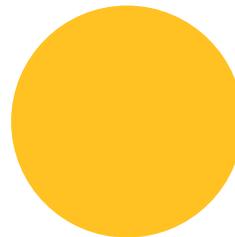
RGB
(TV, Mobile, Web)



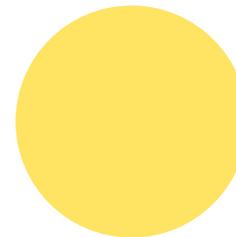
255, 64, 63



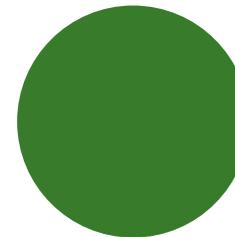
255, 166, 34



255, 194, 34



255, 227, 99



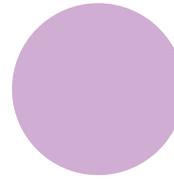
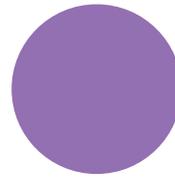
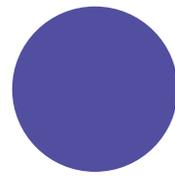
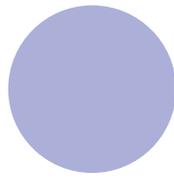
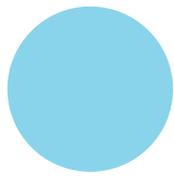
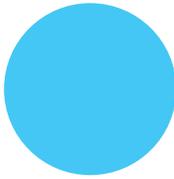
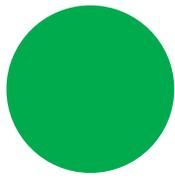
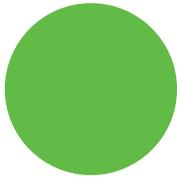
56, 124, 43

PBS KIDS Color Palette RGB

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Secondary Color Palette

COLOR SWATCH
(Do Not Sample)



RGB
(TV, Mobile, Web)

98, 187, 70

0, 171, 78

68, 200, 245

137, 212, 235

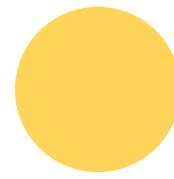
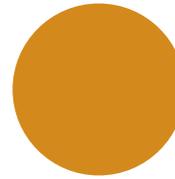
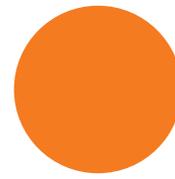
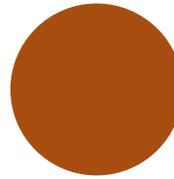
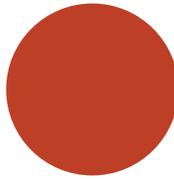
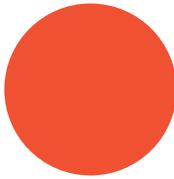
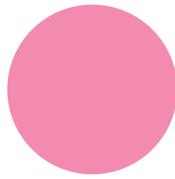
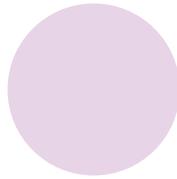
173, 176, 217

82, 79, 161

147, 112, 117

208, 173, 210

COLOR SWATCH
(Do Not Sample)



RGB
(TV, Mobile, Web)

231, 212, 231

243, 138, 176

240, 81, 51

188, 63, 38

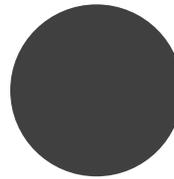
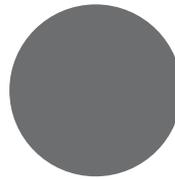
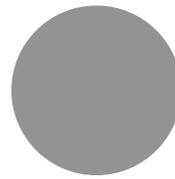
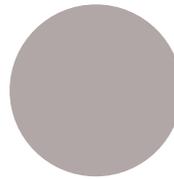
168, 77, 16

244, 123, 32

212, 137, 28

255, 212, 87

COLOR SWATCH
(Do Not Sample)



RGB
(TV, Mobile, Web)

255, 230, 55

255, 235, 149

230, 231, 232

213, 221, 216

177, 167, 166

148, 148, 149

109, 110, 113

65, 64, 66

Interactive/Online Examples

As with print design, online units should utilize elements to create a PBS KIDS brand experience to achieve marketing objectives.

Promotional Twitter Skin



PBS Online Square Banner: 300X250



PBS Online Vertical: 160X600

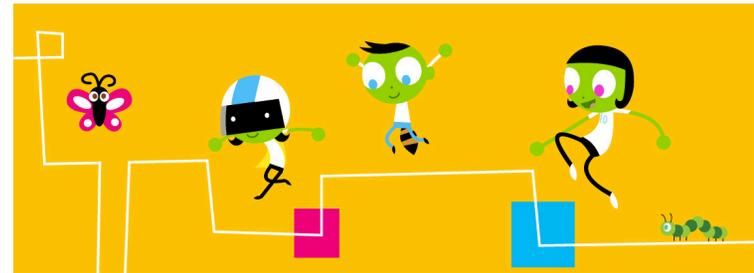


PBS Online Horizontal Banner 728X90



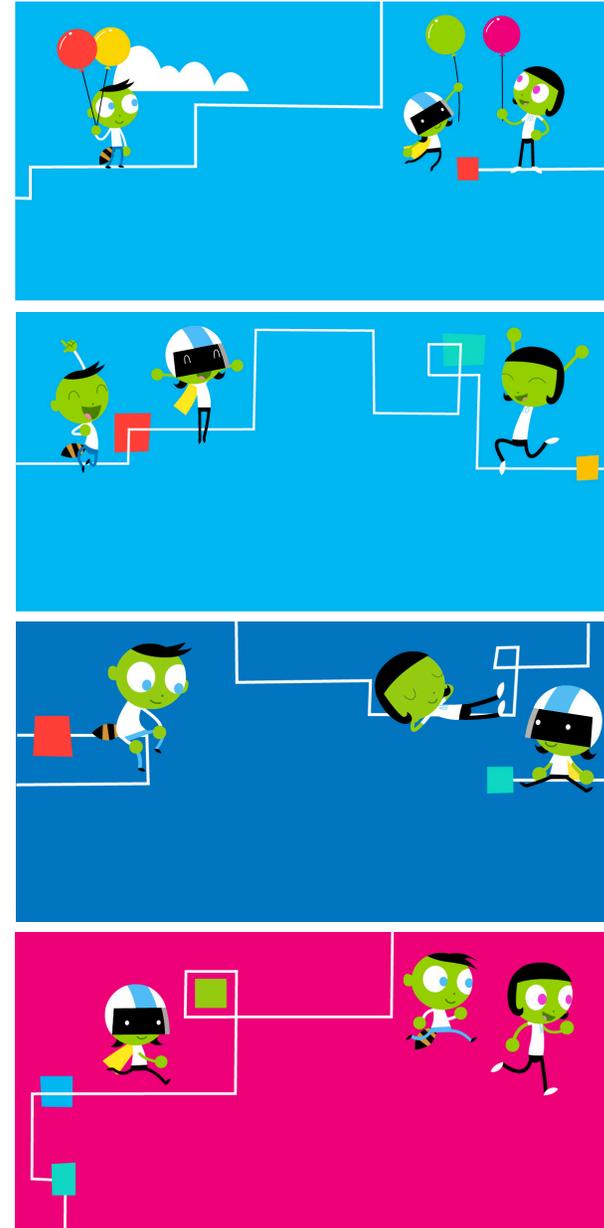
Social Skins: Facebook

5 Generic Character Skins Jpeg and Adobe Illustrator Format



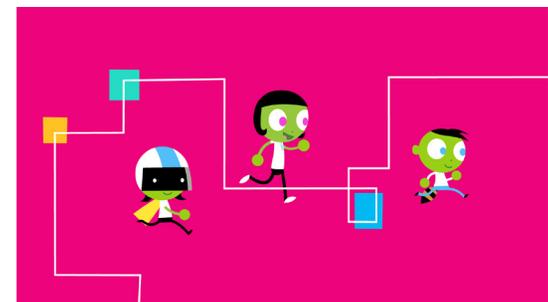
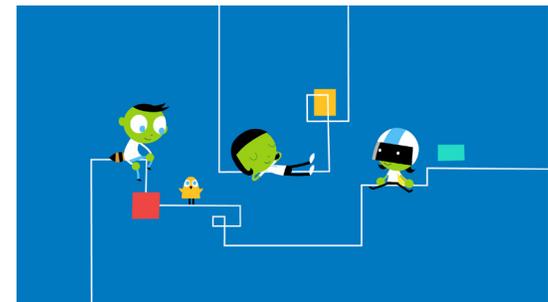
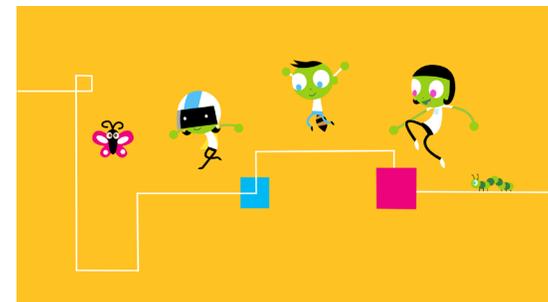
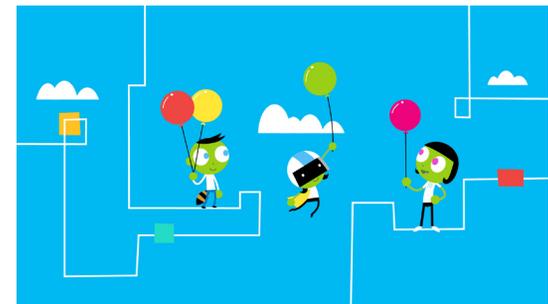
Social Skins: Twitter

5 Generic Character Skins Jpeg and Adobe Illustrator Format



Social Skins: Google+

5 Generic Character Skins Jpeg and Adobe Illustrator Format



PBS KIDS Shared publicly - Yesterday 1:06 PM #BackToSchool

We have teamed up with **+Whole Foods Market** to provide kid-friendly recipes, games, crafts and more to families! Check out our **#BackToSchool #Pinterest** board for inspiration: <http://ow.ly/oaBzj>

Back to School!
ow.ly

+6

Karin De Benedetti
Yesterday 11:28 PM
Love the idea...Was in Whole Foods with my son and he was able to choose his healthy food...Love that. Don't worry they only have healthy choices!

Add a comment...

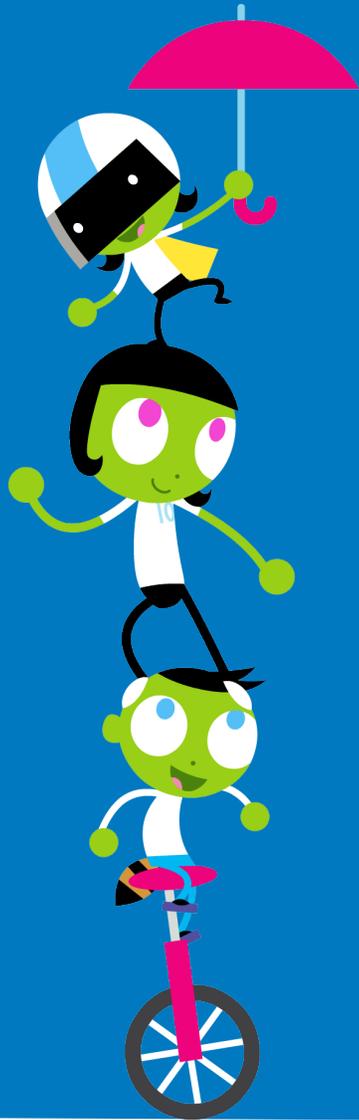
In their circles 52 people

- Liz Gumbinner Add
- New Mexico PBS Add
- PBS Parents Add

Have them in circles 7,254 people

Build your following on Google+

Create new page



The End