Graphics Style Guide

On-Air, Print, & Web

PBS KIDS

Station Style Guide

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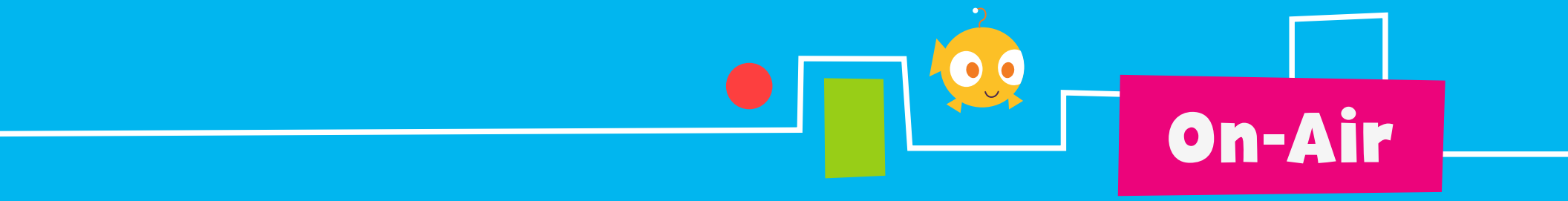

On-Air

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

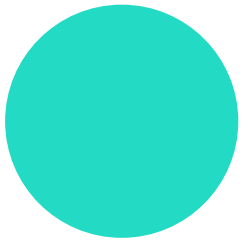
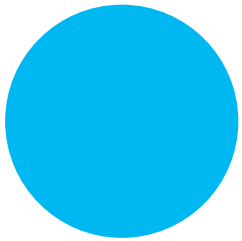
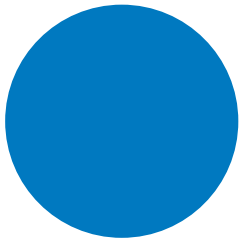
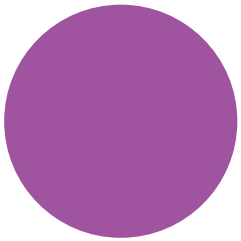
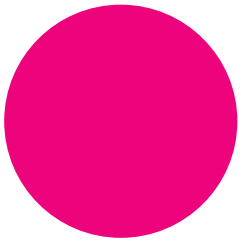
PBS Kids Headline Condensed Bold

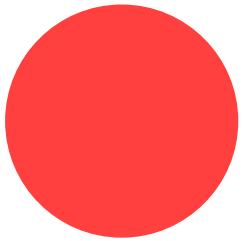
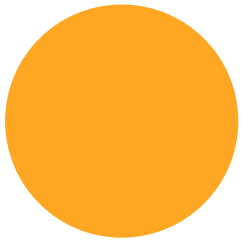
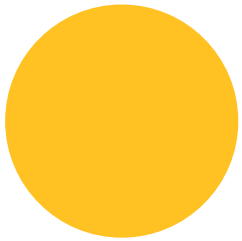
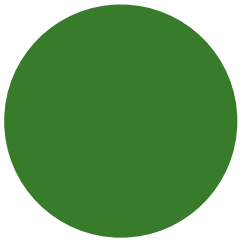
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS KIDS Color Palette RGB

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

Primary Color Palette

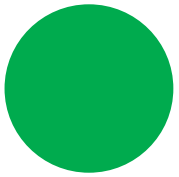
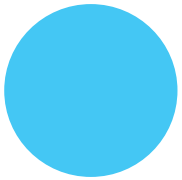
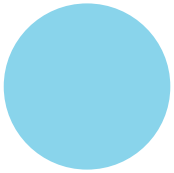
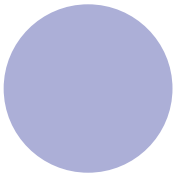
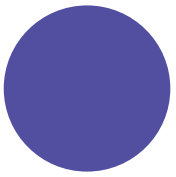
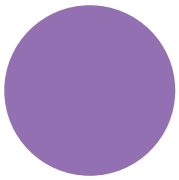
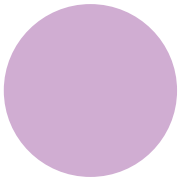
COLOR SWATCH (Do Not Sample)						
RGB (TV, Mobile, Web)	153, 207, 22	35, 219, 197	0, 184, 241	0, 121, 193	161, 84, 160	237, 3, 124

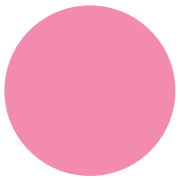
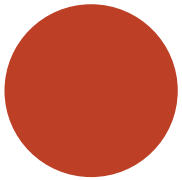
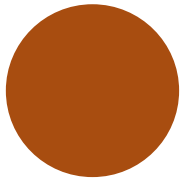
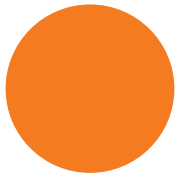
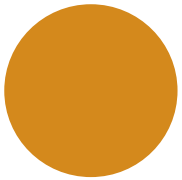
COLOR SWATCH (Do Not Sample)					
RGB (TV, Mobile, Web)	255, 64, 63	255, 166, 34	255, 194, 34	255, 227, 99	56, 124, 43

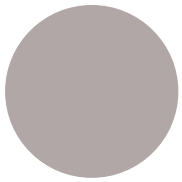
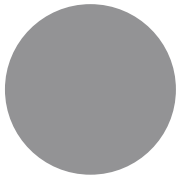
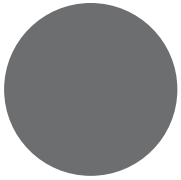
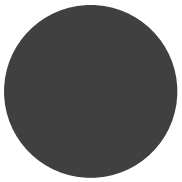
PBS KIDS Color Palette RGB

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

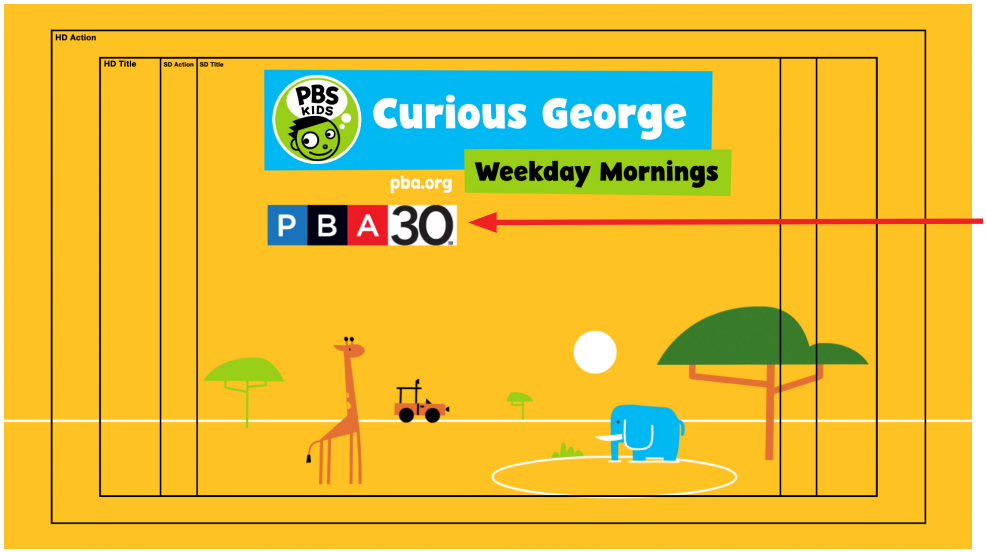
Secondary Color Palette

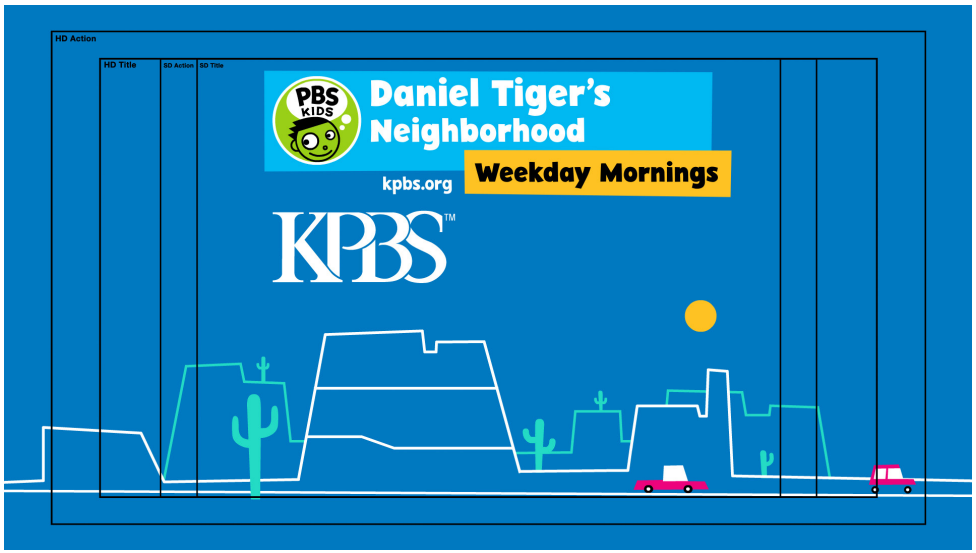
COLOR SWATCH (Do Not Sample)								
RGB (TV, Mobile, Web)	98, 187, 70	0, 171, 78	68, 200, 245	137, 212, 235	173, 176, 217	82, 79, 161	147, 112, 117	208, 173, 210

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
Point Size: 55
Tracking: 0
Justified left

AM/PM
Point Size: 50

TWO DIGIT HOUR

Day/Time
Point Size: 53

AM/PM
Point Size: 50

ONE DIGIT HOUR & MINUTES

Day/Time
Point Size: 48

AM/PM
Point Size: 40

TWO DIGIT HOUR & MINUTES

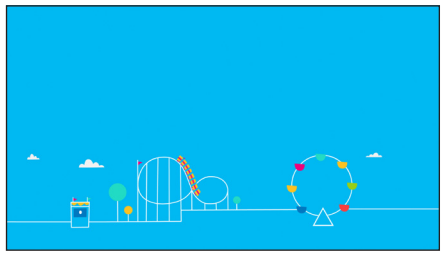
Day/Time
Point Size: 46

AM/PM
Point Size: 40

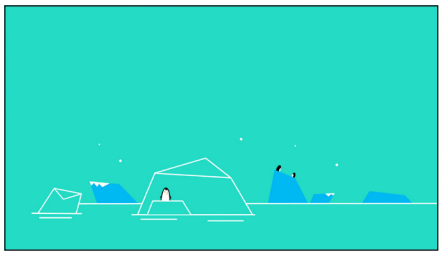
Backgrounds / Co-Branded Endpages

20 Backgrounds :10s

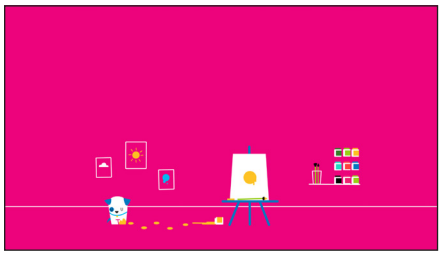
Amusement Park



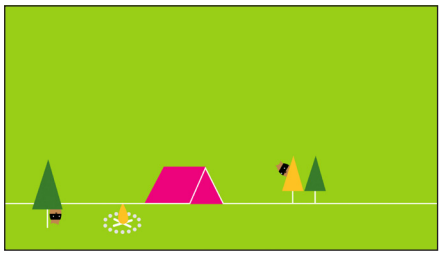
Arctic



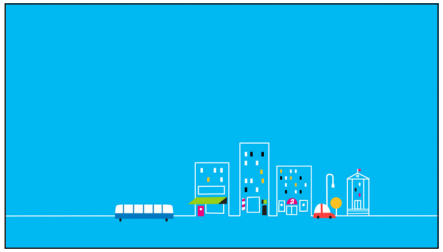
Art Studio



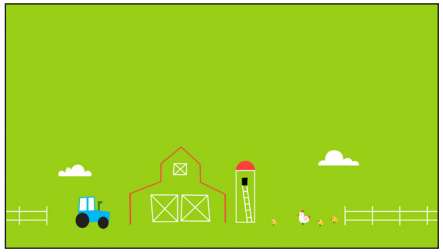
Camping



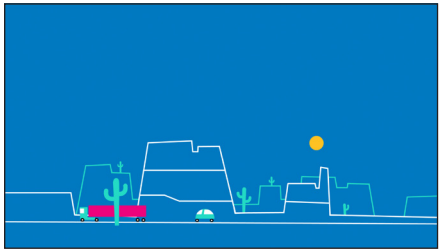
City



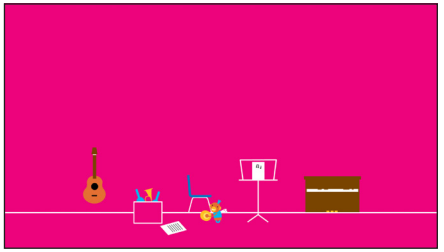
Farm



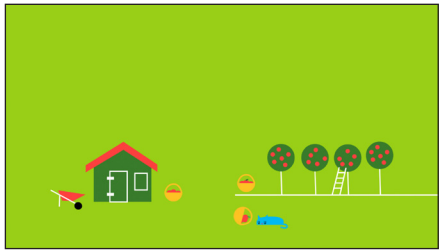
Grand Canyon



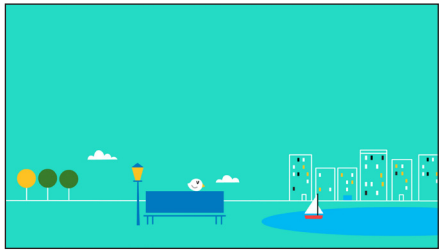
Music



Orchard

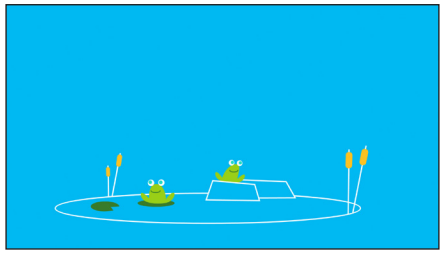


Park



Playground

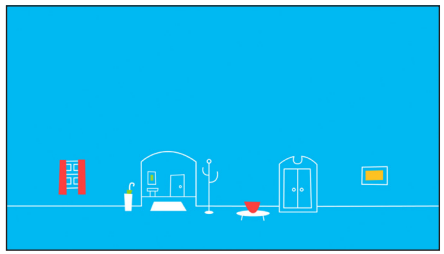
Pond



Backgrounds / Co-Branded Endpages

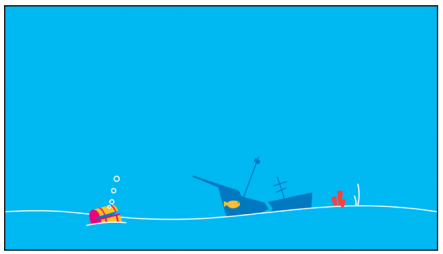
20 Backgrounds :10s

Room

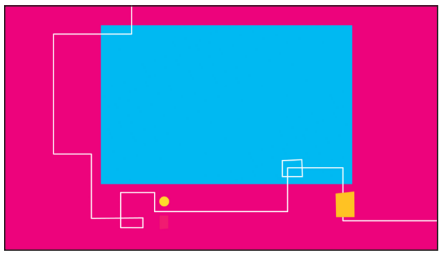


Safari

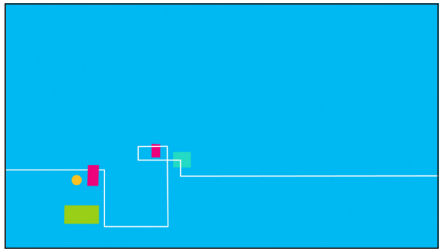
Underwater



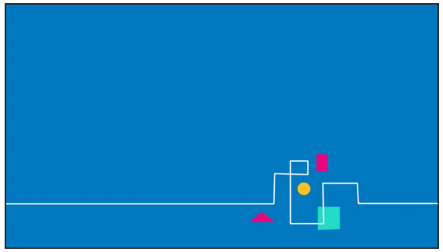
Abstract 01



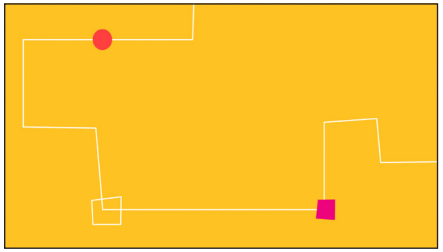
Abstract 02



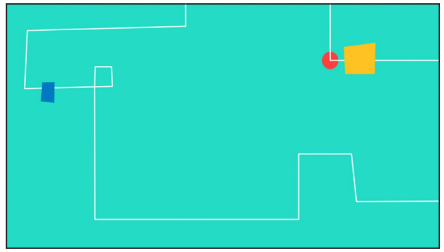
Abstract 03



Abstract 04



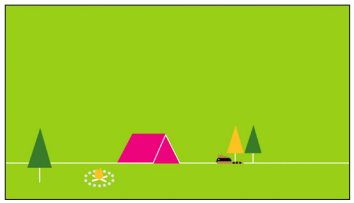
Abstract 05



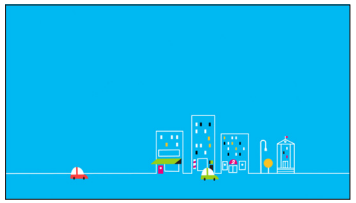
Loopable Background

5 Backgrounds :17s

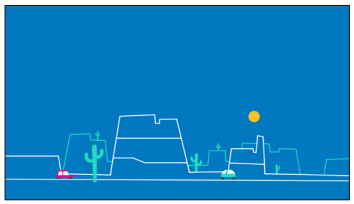
Camping



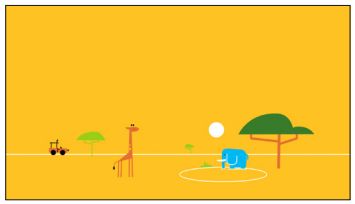
City



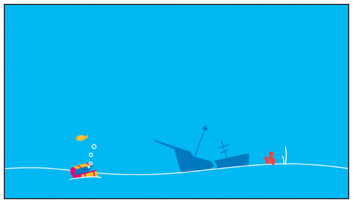
Grand Canyon



Safari



Underwater

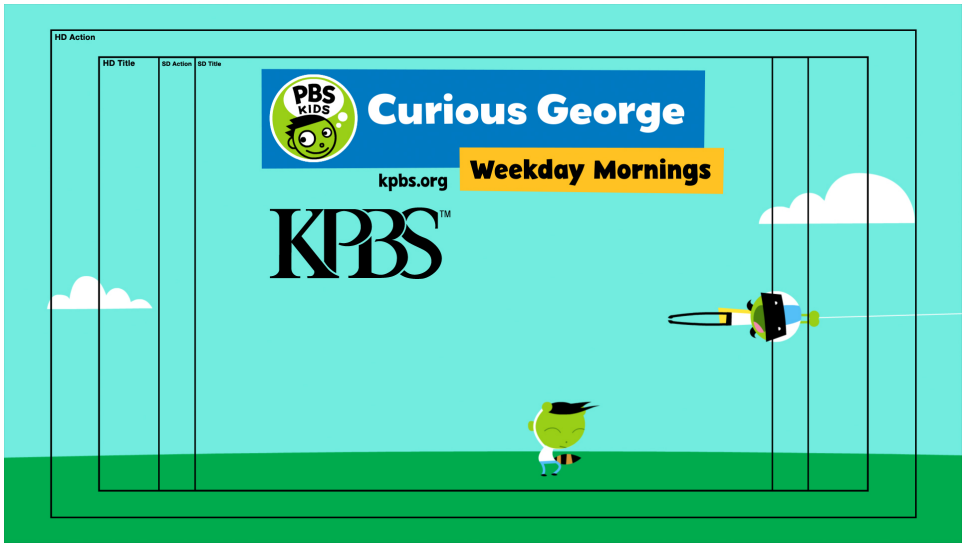


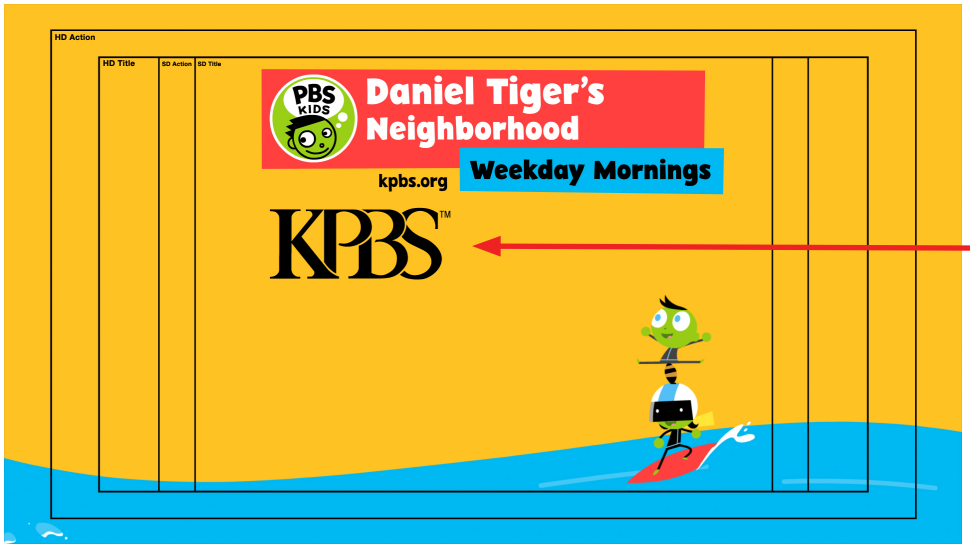
**NOTE: Loopable Background loop begins at frame 61*

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 complimentry 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.

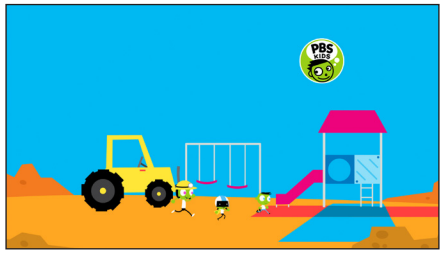
Character Backgrounds

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

5 Character Backgrounds :14

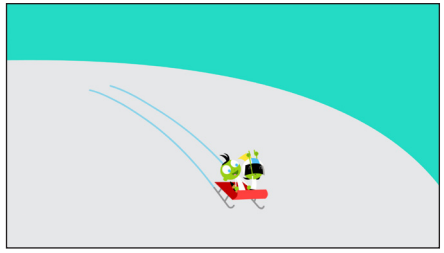
Building Crew

***Open** :02*



***Close** :12, 21 frames*

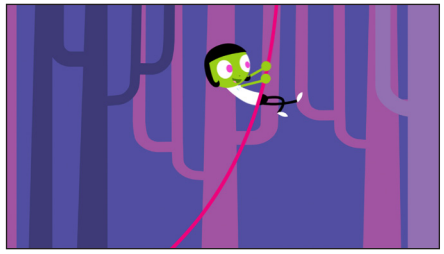
Sledding



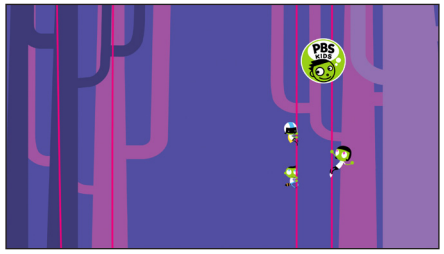
***Open** :02*

***Close** :12, 21 frames*

Vine

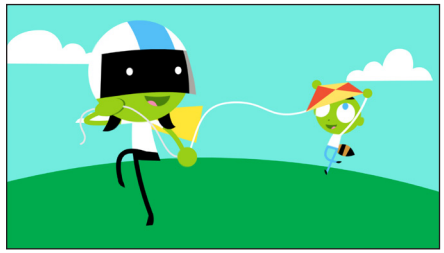


***Open** :01 25 frames*

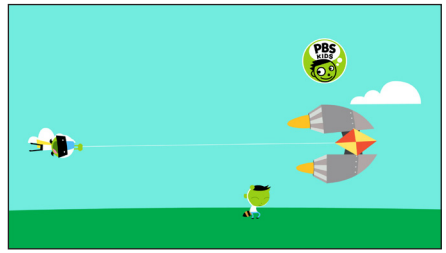


***Close** :12, 26 frames*

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.

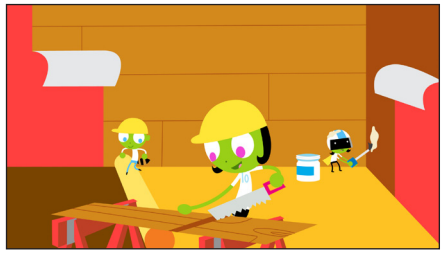
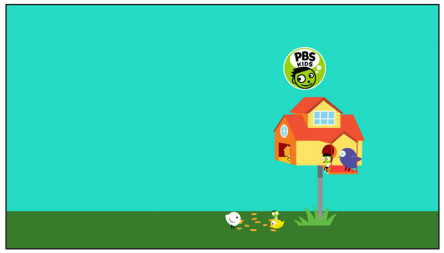
LOWER TEMPLATE

Applies only to Bouncy Ball and Water Balloon IDs

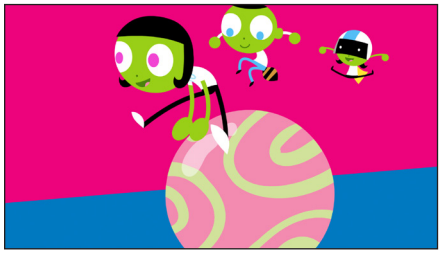
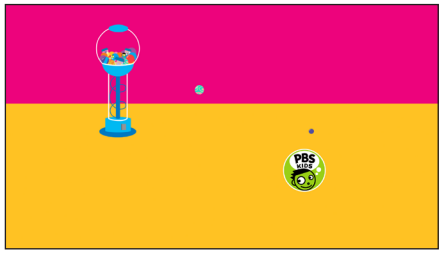
Station IDs

12 Station IDs :14s

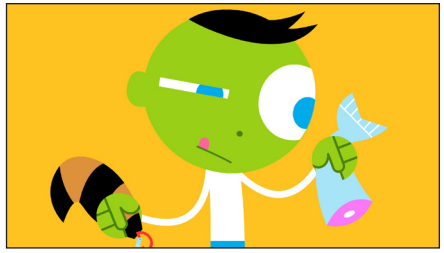
Birdhouse

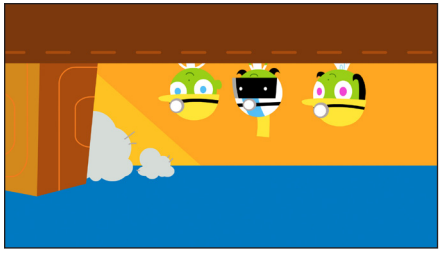
Bouncy Ball

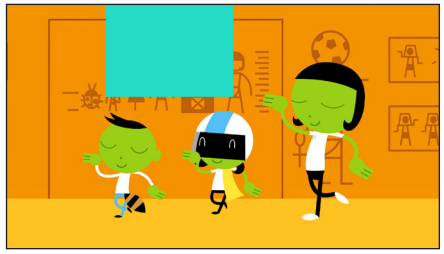
Cereal



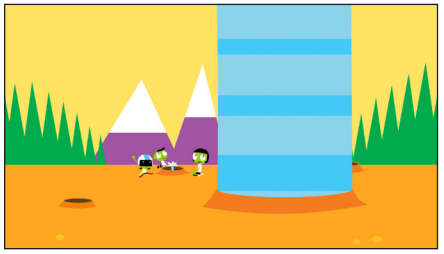
Couch



Egyptian



Geyser



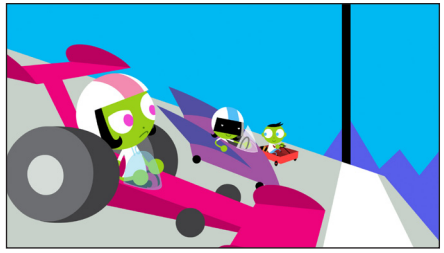
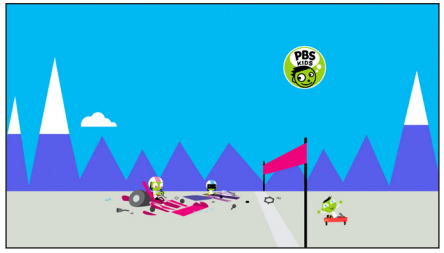
Station IDs

12 Station IDs :14s

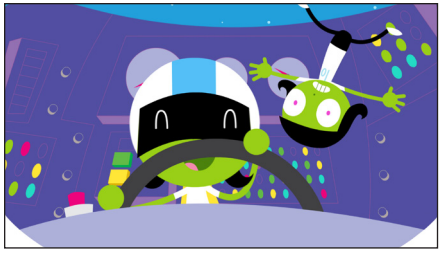
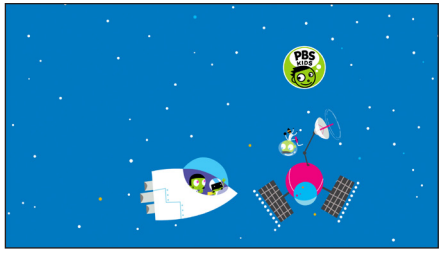
Lava

Pipeline

Soap Box

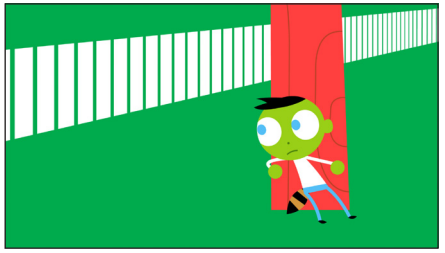



Space

Under Sea

Water Balloon



Animated Logo Elements

10 Animated Logo Elements :03-:04s

Ants

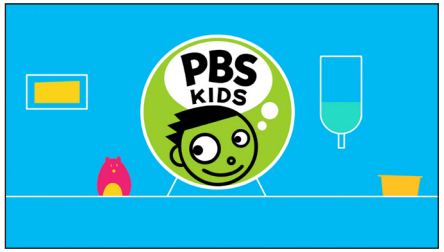
Comet

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

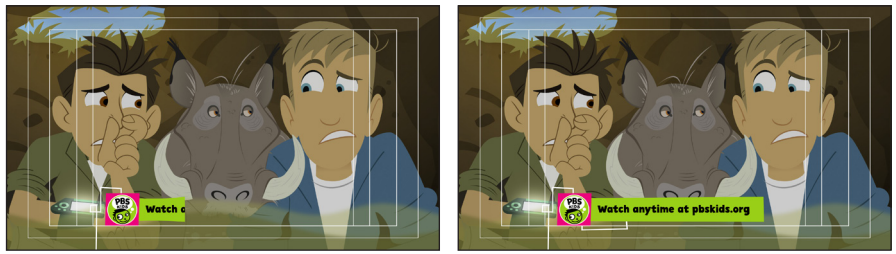
Top Line
Font: **PBS KIDS HEADLINE BOLD**
Point Size: 72
Justified left

Bottom Line
Font: **PBS KIDS HEADLINE REGULAR**
Point Size: 50
Justified left

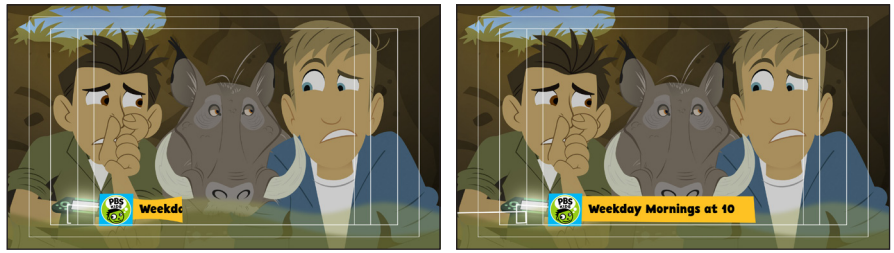
Lower-Thirds

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

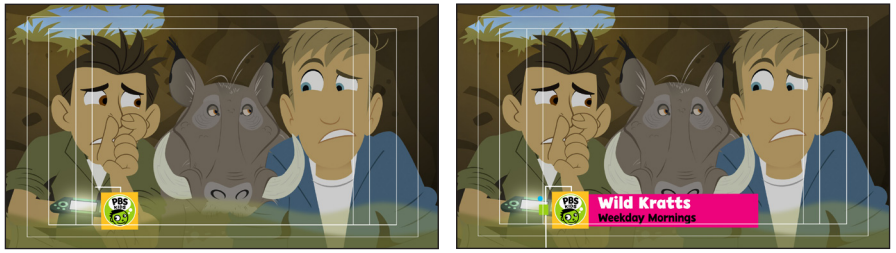
One Line Lower-Third



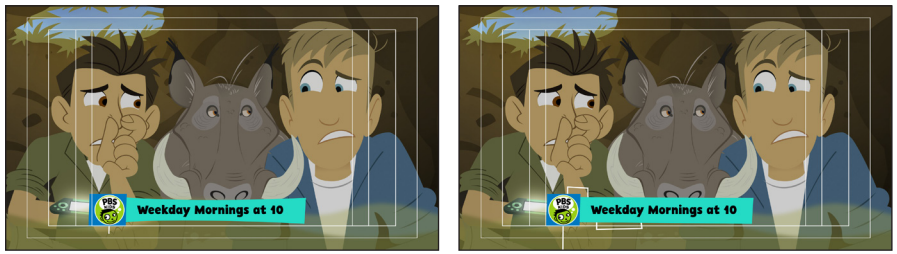
One Line Lower-Third



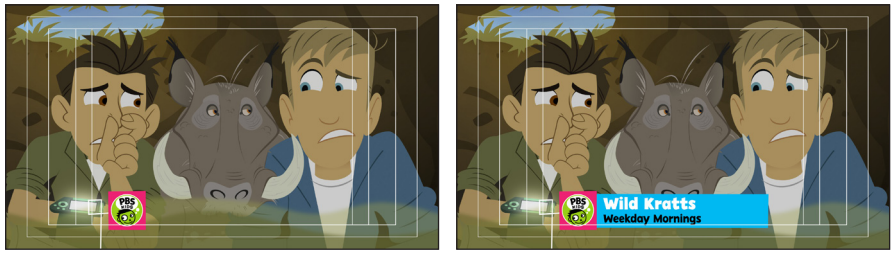
Two Line Lower-Third



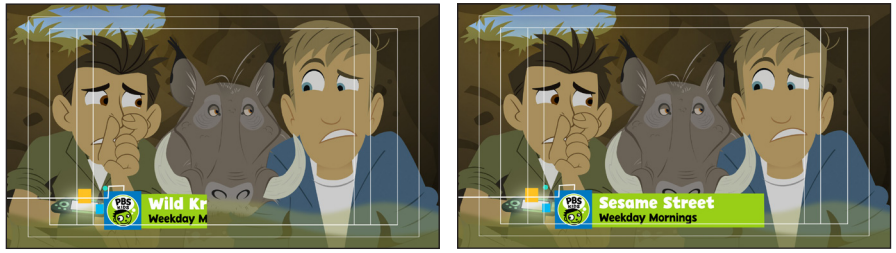
One Line Lower-Third



Two Line Lower-Third



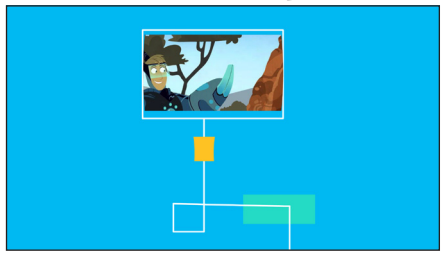
Two Line Lower-Third



Transitions

8 transitions varying lengths

Transition 1 -Center Wipe



Transition 2 -Horizontal Wipe

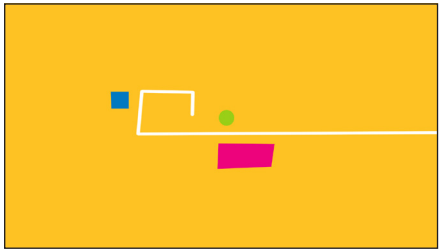
Transition 3 -Horizontal Wipe

Transition 4 -Horizontal Wipe

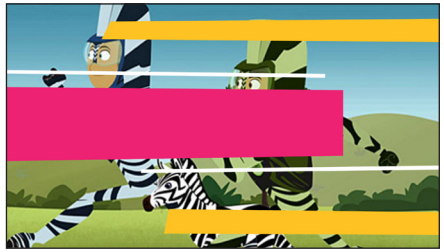
Transition 5 -Horizontal Wipe

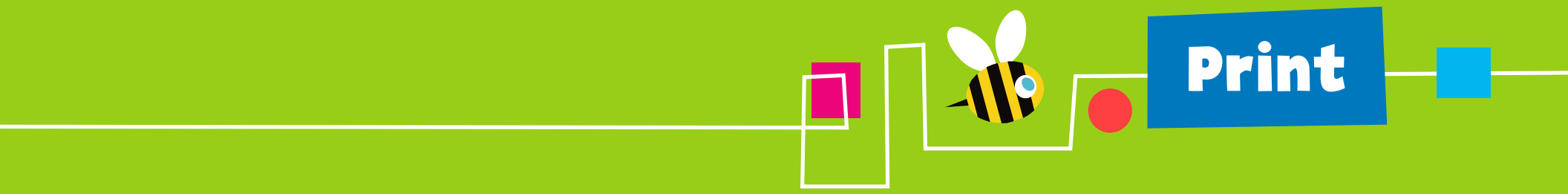
Transition 6 -Vertical Wipe

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.

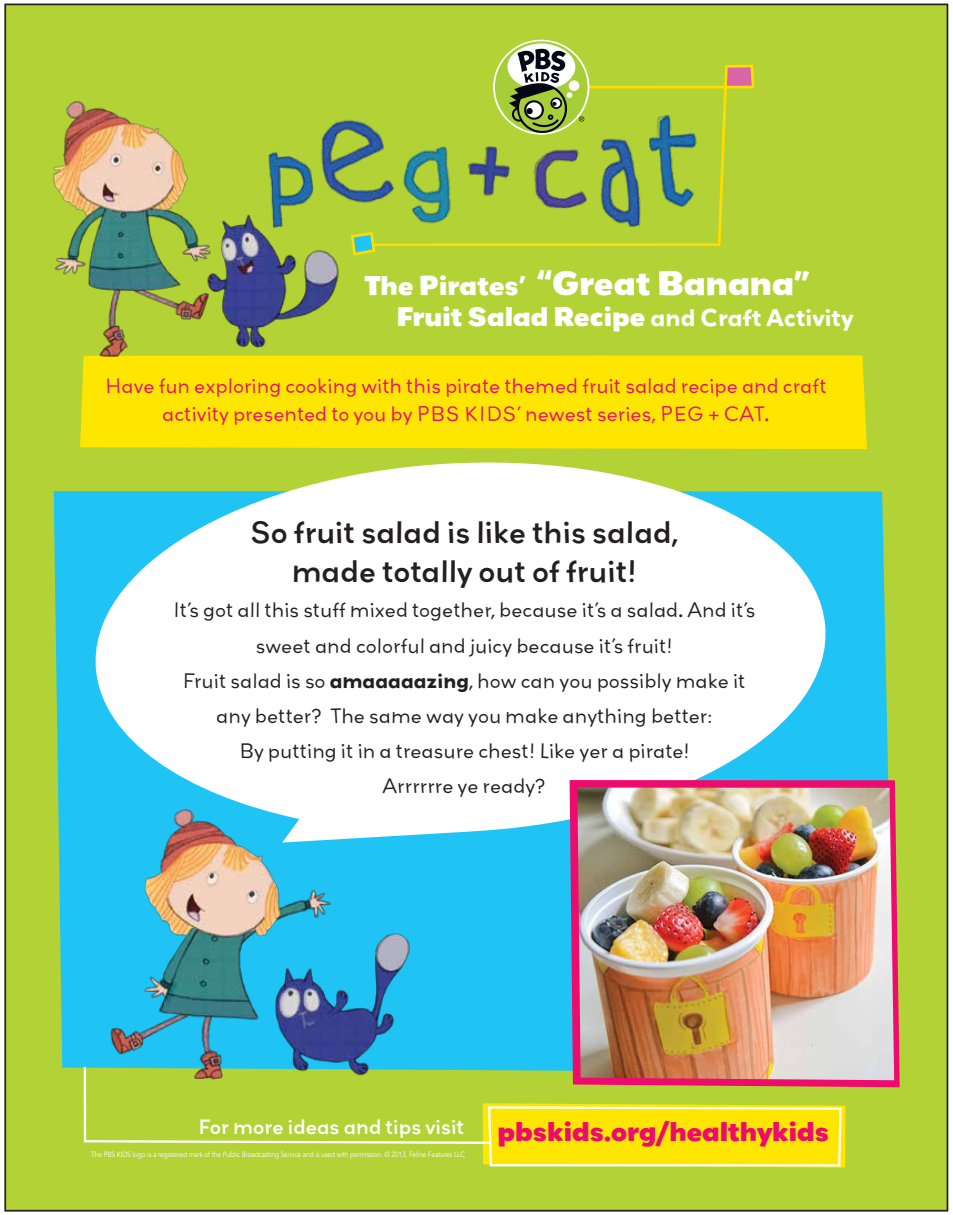
Door Sign

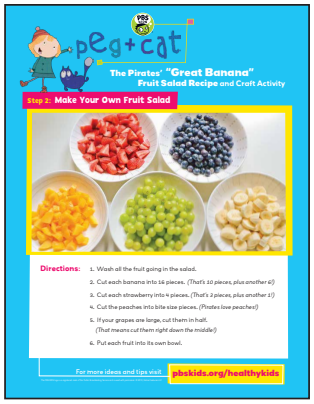
Bookmark

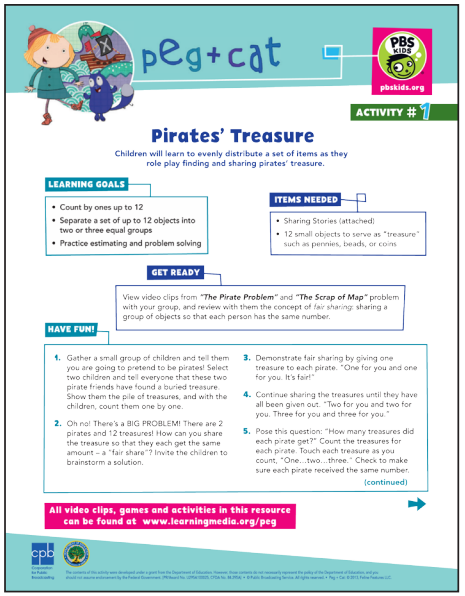
Full Page Ads

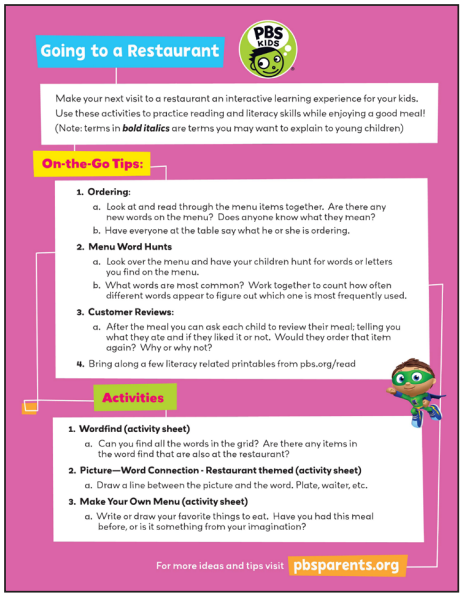
Print Examples

Activity Sheets









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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS Kids Headline Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS Kids Subheadline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

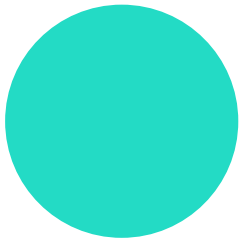
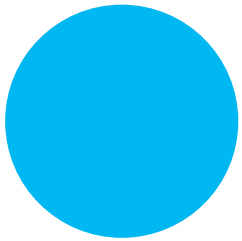
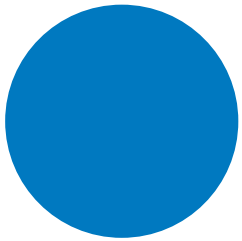
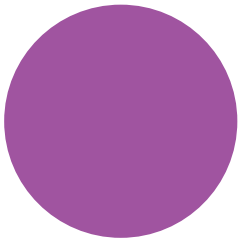
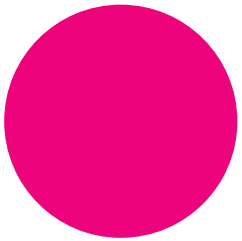
PBS Kids Subheadline Bold

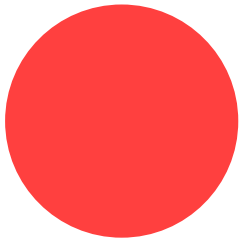
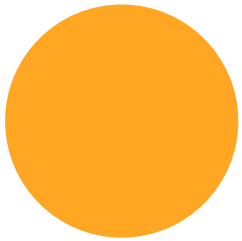
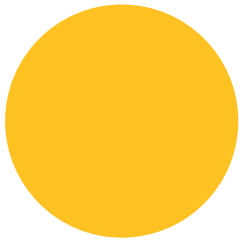
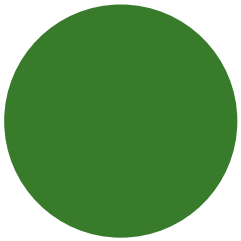
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS KIDS Color Palette CMYK

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

Primary Color Palette

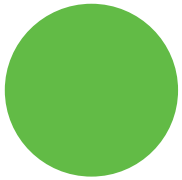
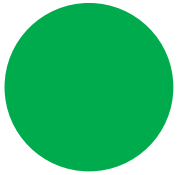
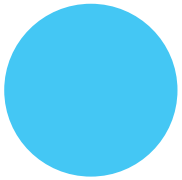
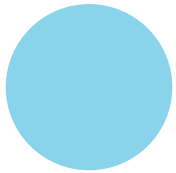
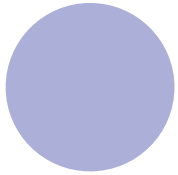
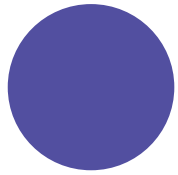
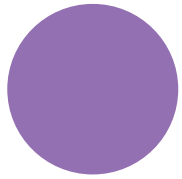
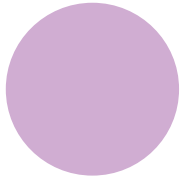
COLOR SWATCH (Do Not Sample)						
CMYK (Print Only)	40C 100Y	62C 34Y	67C 7M	100C 44M	40C 80M	100M 15Y
PMS Color	376C			300C	258C	Rubine RedC

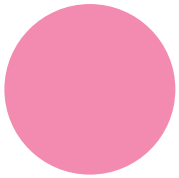
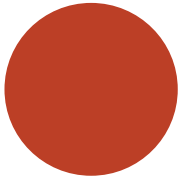
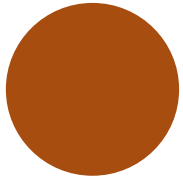
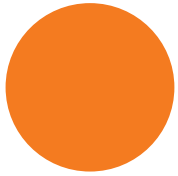
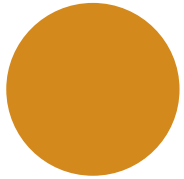
COLOR SWATCH (Do Not Sample)					
CMYK (Print Only)	89M 75Y	40M 90Y	25M 95Y	8M 73Y	65C 100Y 42K
PMS Color		1375C	7408	114C	364C

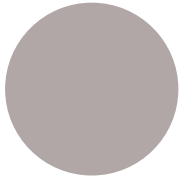
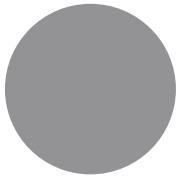
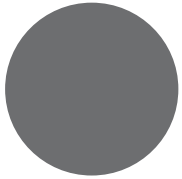
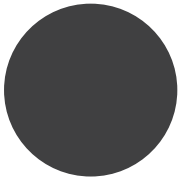
PBS KIDS Color Palette CMYK

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

Secondary Color Palette

COLOR SWATCH (Do Not Sample)								
CMYK (Print Only)	65C 100Y	90C 100Y	60C	42C 5Y	31C 27M	80C 80M	46C 63M	14C 34M
PMS Color	369C	355C	637C	636C	270C	2725C	2583C	257C

COLOR SWATCH (Do Not Sample)								
CMYK (Print Only)	7C 17M	58M 5Y	84M 88Y	84M 88Y 25K	70M 100Y 36K	64M 100Y	43M 97Y 17K	16M 77Y
PMS Color	678C	204C	1788C	1805C	174C	166C	723C	129C

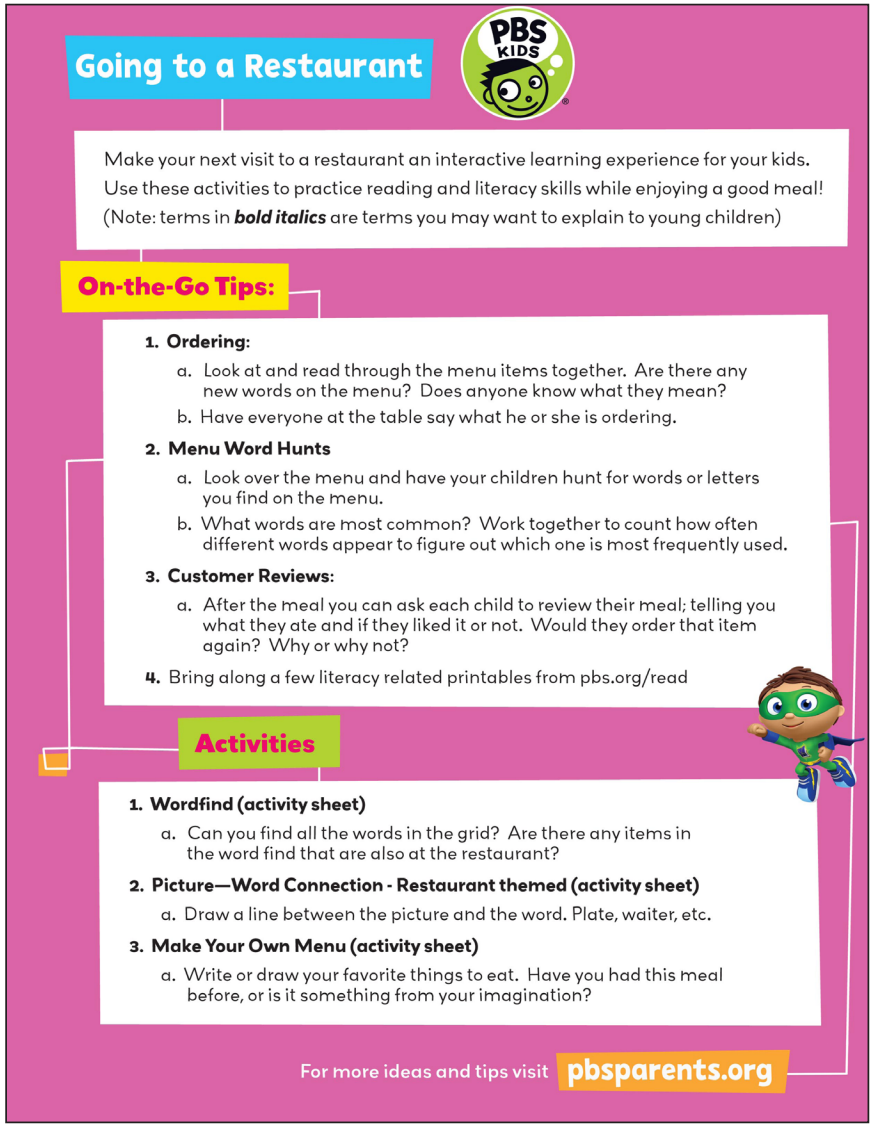
COLOR SWATCH (Do Not Sample)								
CMYK (Print Only)	4M 100Y	5M 50Y	10K	5C 5Y 12K	8M 5Y 35K	5C 5M 45Y 5K	70K	90K
PMS Color	Yellow 012C	1215C	Cool Gray 2C	5527C	408C		431C	433C

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 chioce.)**
- **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.

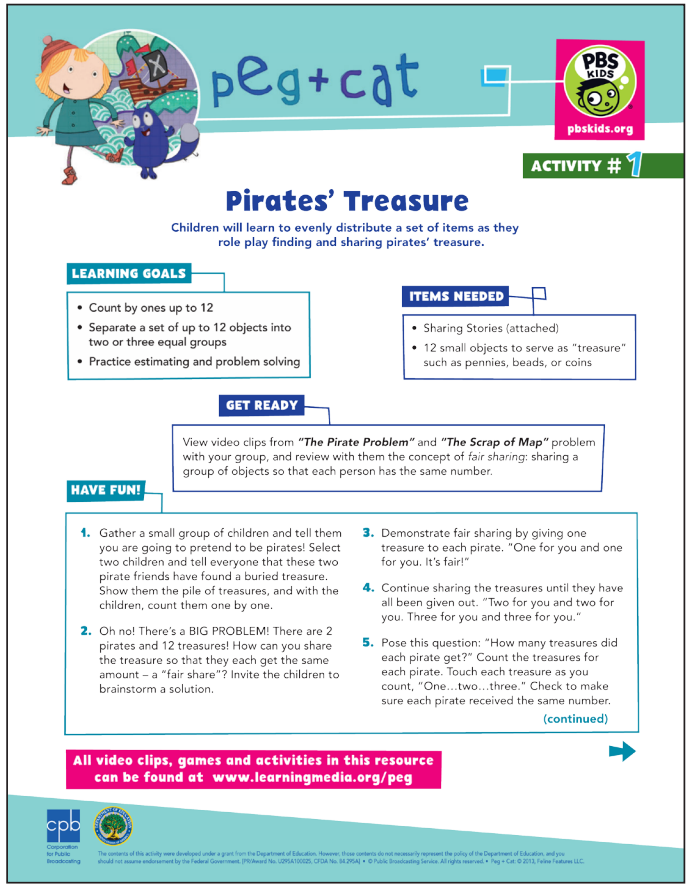


Shape Guidelines

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.

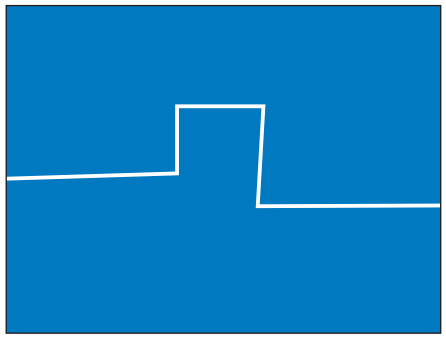
- **On a white background, please use a colored-shape behind the PBS KIDS logo.**
- **Irregular rectangles are a great way to anchor text and graphics on the page.**
- **When the lines and shapes combine, avoid making parallel lines. Slightly skew the shape or the line to show a difference in their angles**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

The examples below show how shapes can be used.

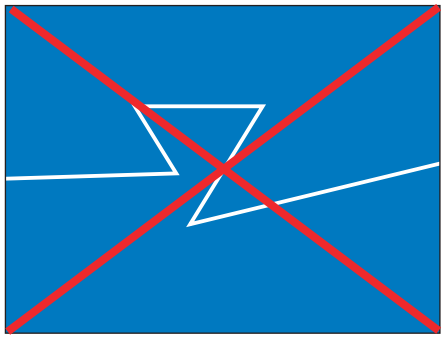


Good and Bad Examples

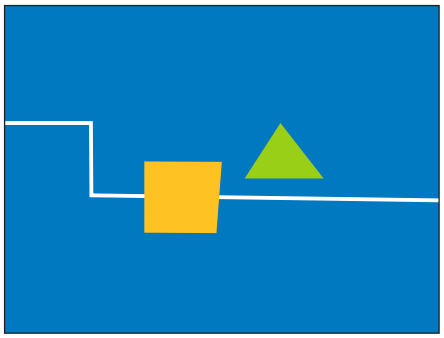
These are examples of good and bad uses of the line and shapes.



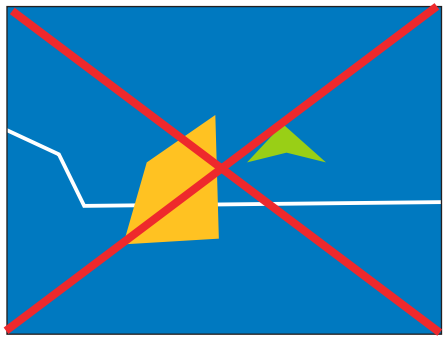
The line is mainly made up of straight lines and right angles.



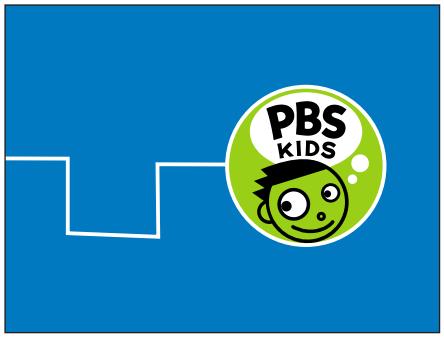
Don't go crazy with the line.



Shapes should be simple and just slightly skewed.

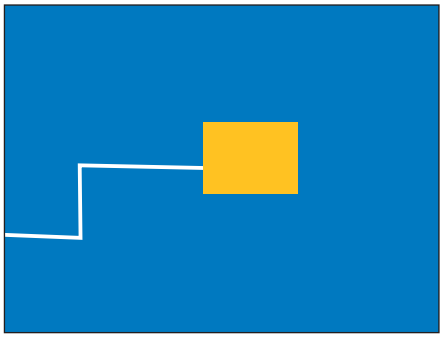


Don't go crazy with shapes. Keep circles to a minimum.

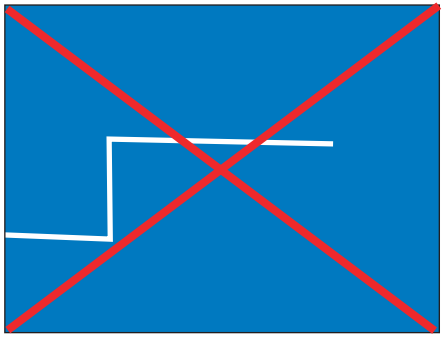


The line thickness should be consistent.

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.

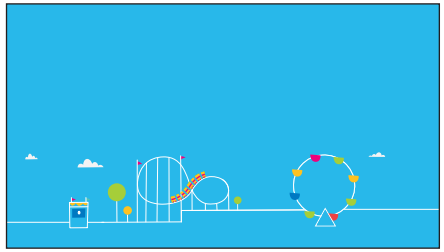


Don't leave the line hanging.

Print Backgrounds

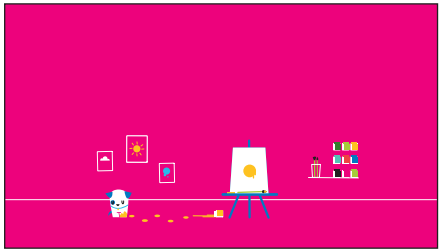
20 Print Backgrounds Adobe Illustrator Format

Amusement Park

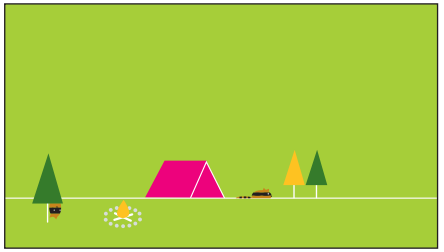


Arctic

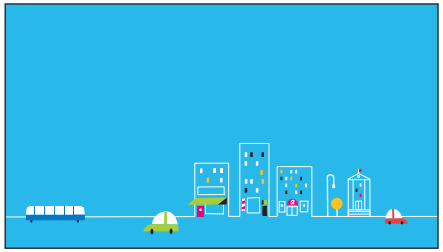
Art Studio



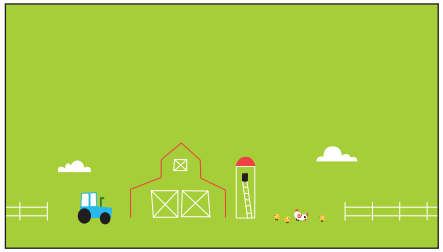
Camping



City

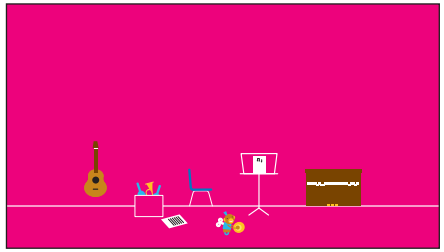


Farm

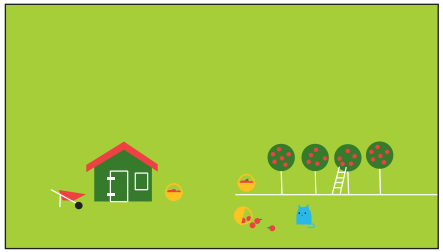


Grand Canyon

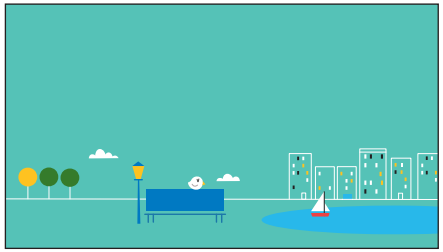
Music



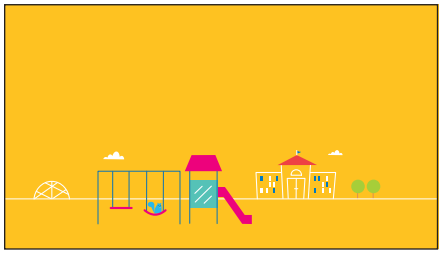
Orchard



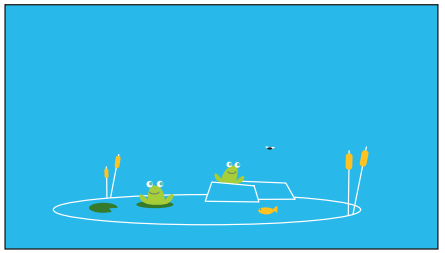
Park



Playground

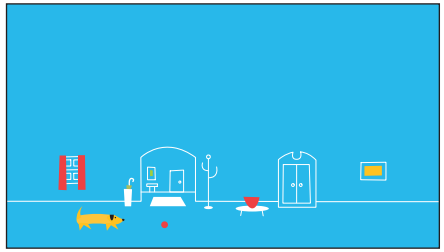


Pond

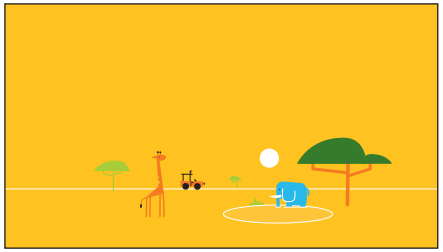


Print Backgrounds

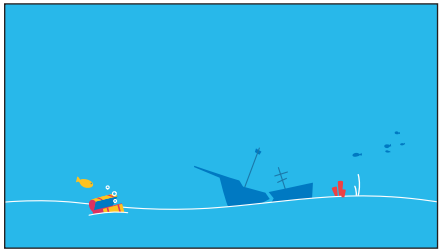
Room



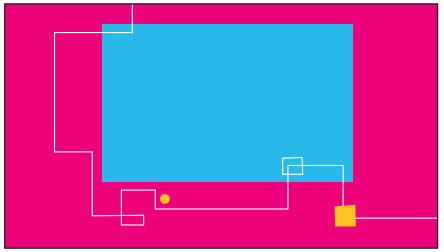
Safari



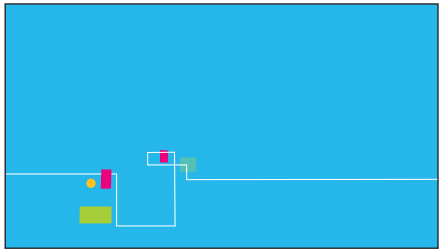
Underwater



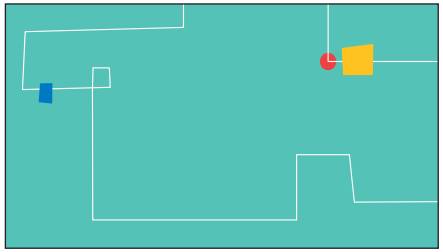
Abstract 01



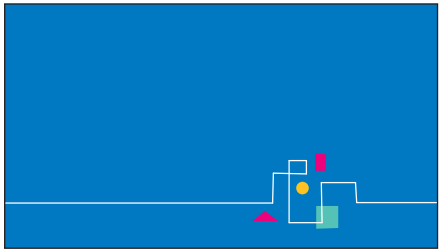
Abstract 02



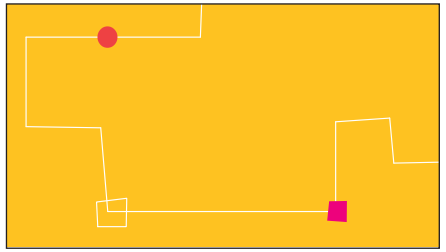
Abstract 03



Abstract 04



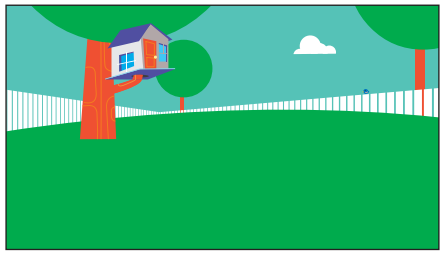
Abstract 05



Character Backgrounds

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

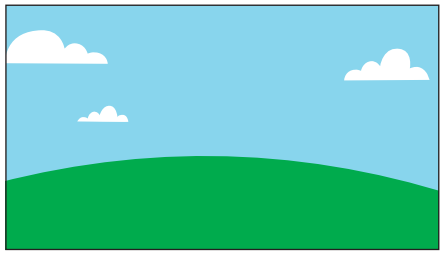
Backyard



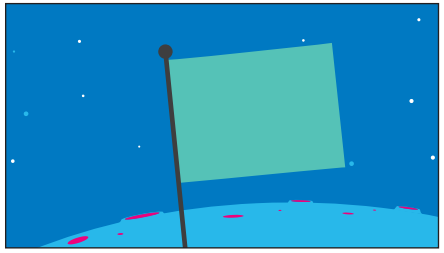
Forest

Grocery Store

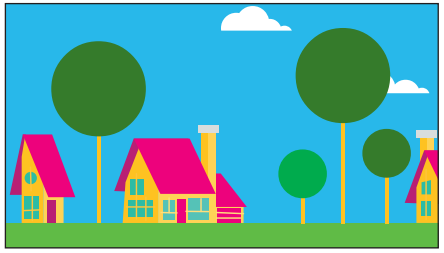
Hill



Moon



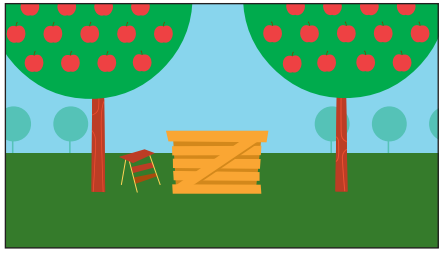
Neighborhood



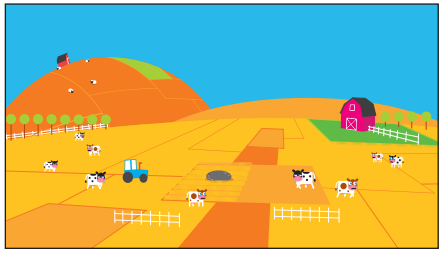
Night Sky

Ocean

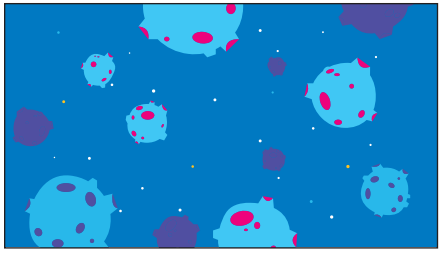
Orchard



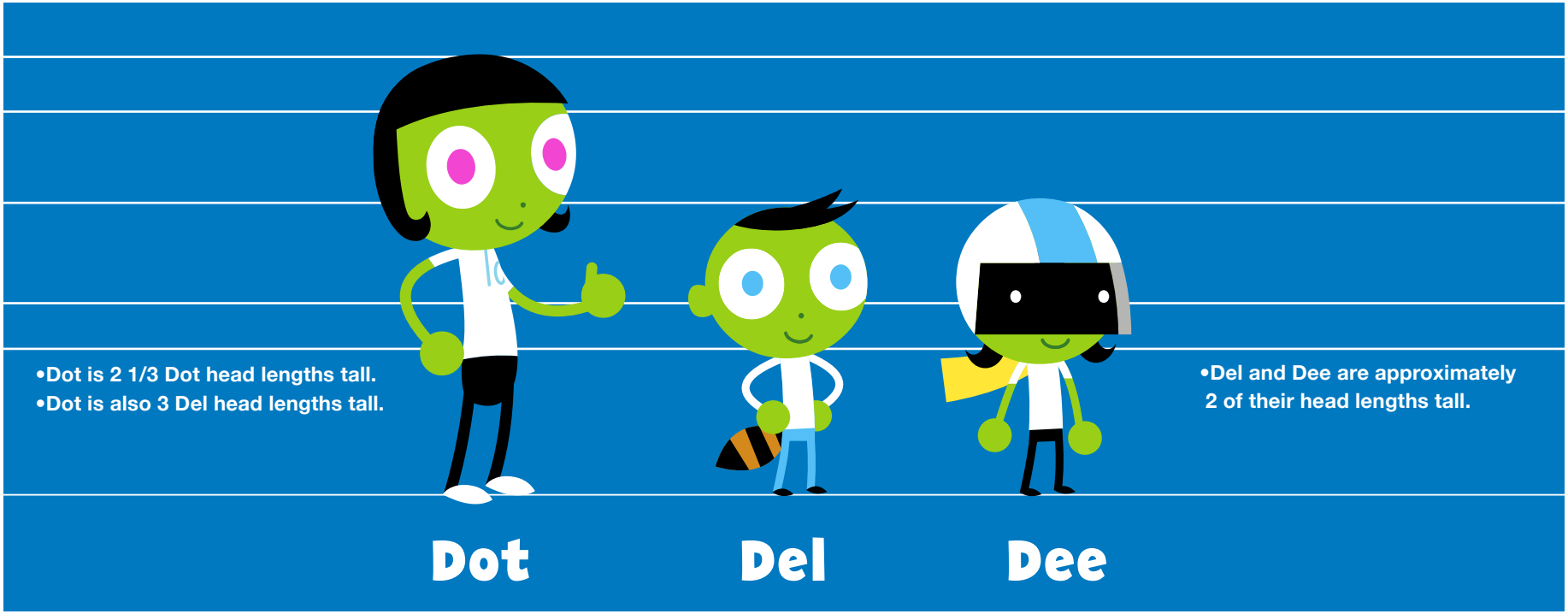
Pasture



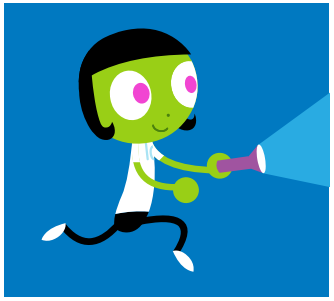
Space



Dot, Del and Dee

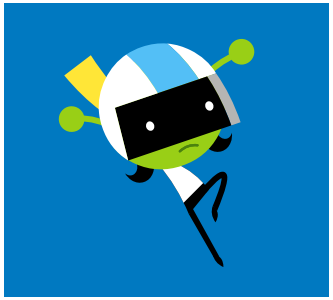


Personality



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

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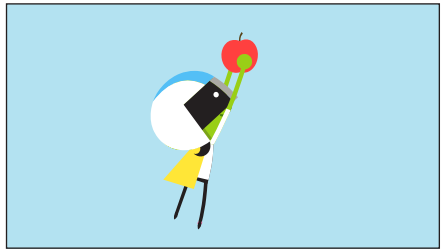
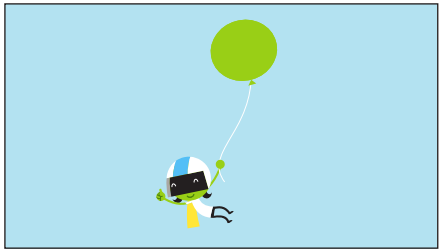
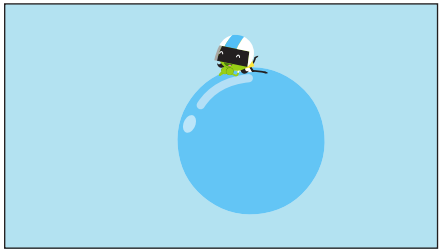
Dee Apple Picking



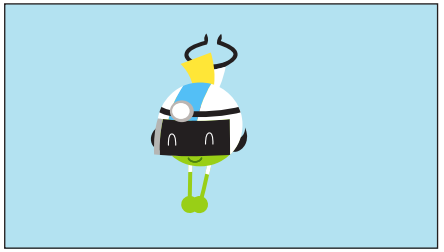
Dee Balloon Floating



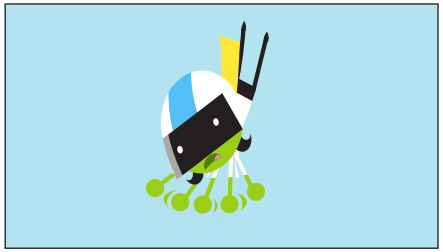
Dee Bubble Riding



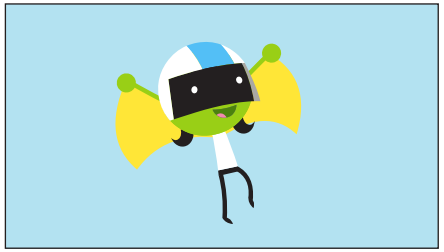
Dee Dive



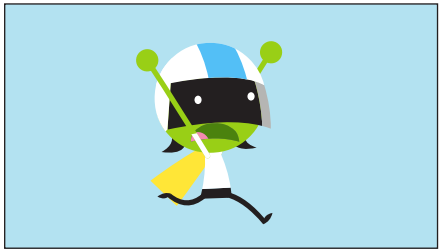
Dee Falling



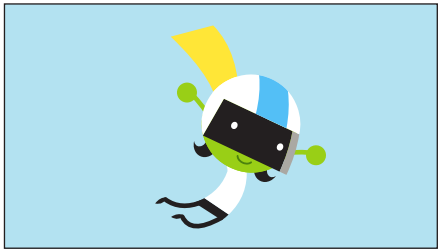
Dee Flapping



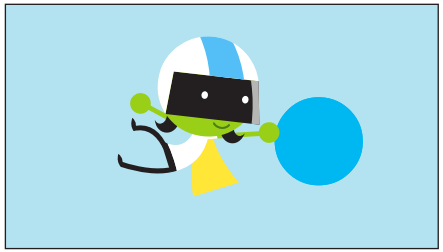
Dee Fleeing



Dee Free Falling

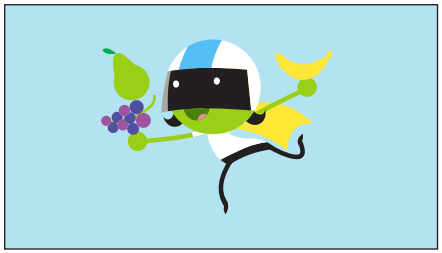


Dee Frisbee Climb

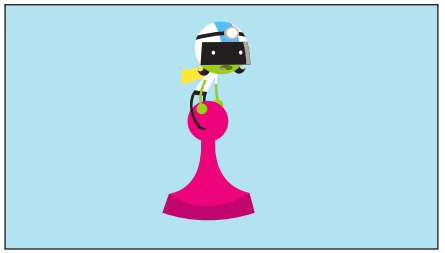


Dee Fruit Balance

Dee Fruit Catch

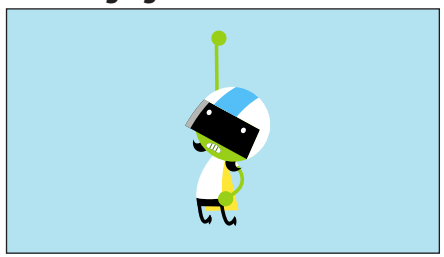


Dee Game Piece

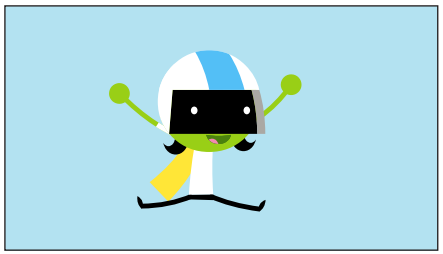


Character Art

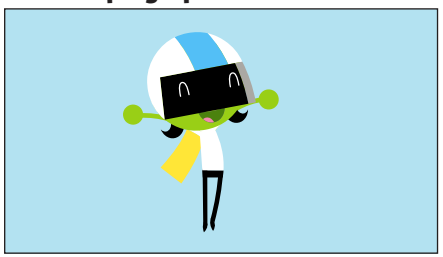
Dee Hanging



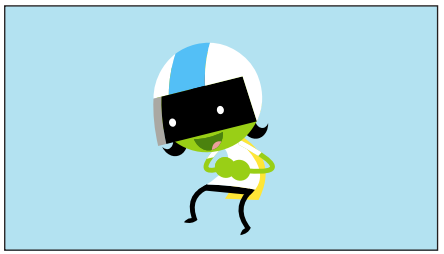
Dee Jumping Out



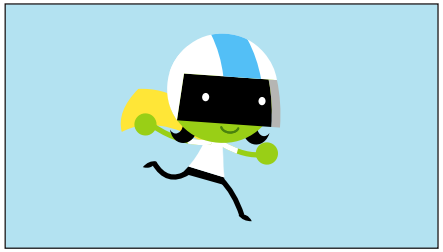
Dee Jumping Up



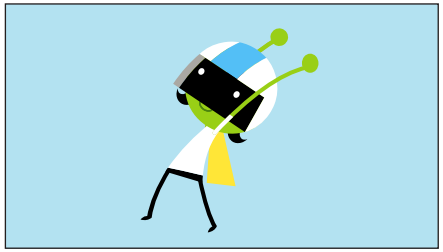
Dee Laughing



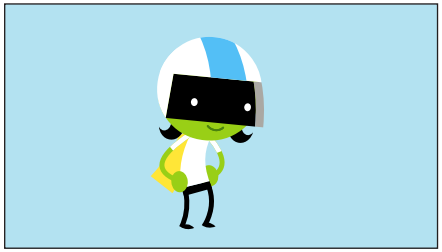
Dee Leaping



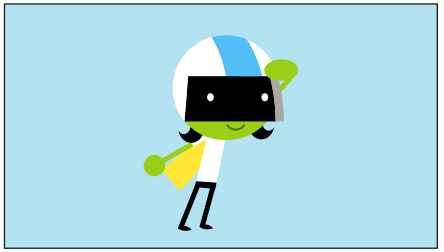
Dee Lifting



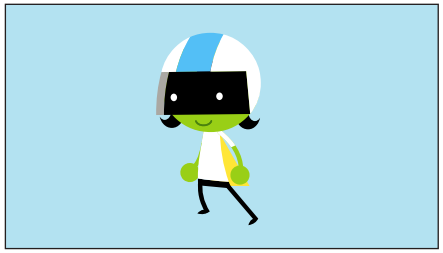
Dee Looking Down



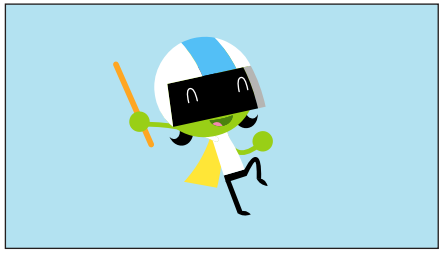
Dee Looking Out



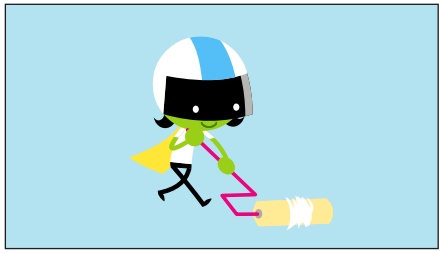
Dee Looking Over



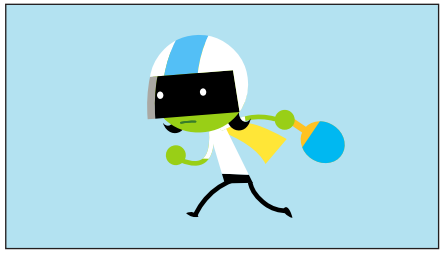
Dee Marching



Dee Painting

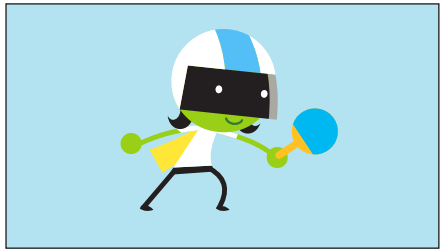


Dee Ping-Pong Run

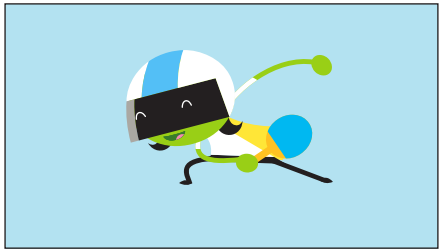


Character Art

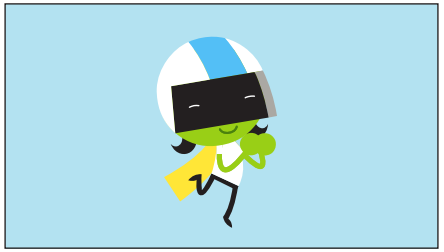
Dee Ping-Pong Stance



Ping-Pong Swing



Dee Pleased

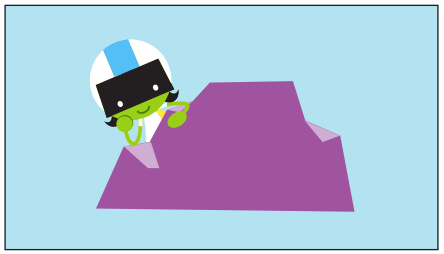


Dee Pointing with Visor

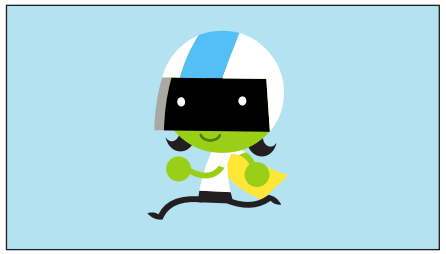
Dee Pointing with No Visor

Dee Presenting

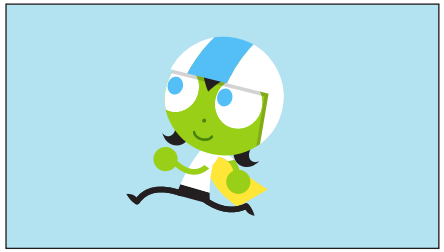
Dee Rock Lean



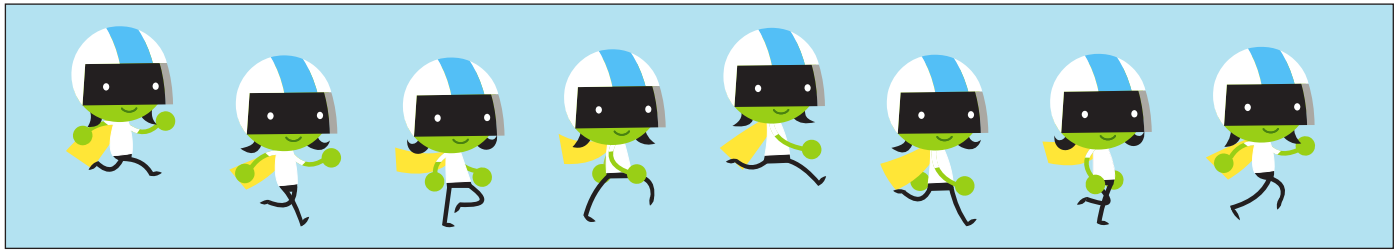
Dee Run with Visor



Dee Run with No Visor

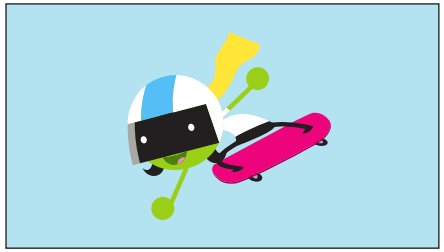


Dee Run Cycle

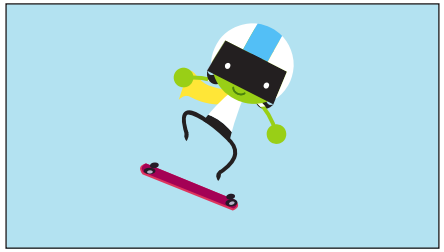


Character Art

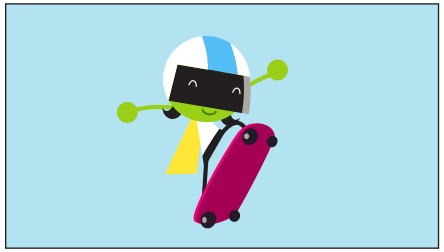
Dee Skateboarding Carve



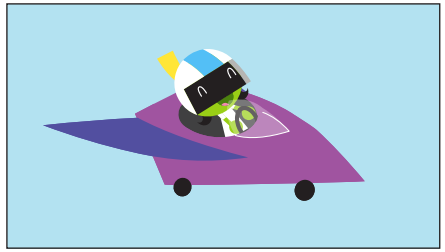
Dee Skateboarding Carve



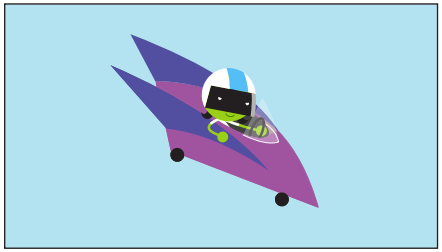
Dee Skateboarding Ollie



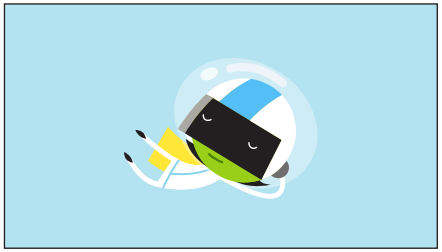
Dee Soapbox Racing



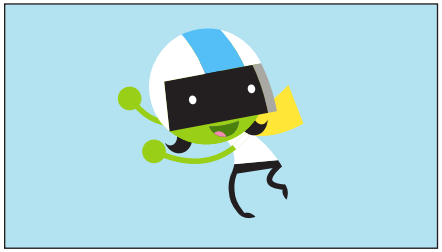
Dee Soapbox Start



Dee Space Drifting

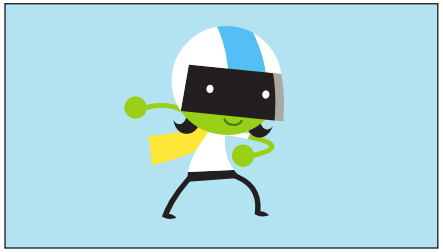


Dee Standing Ready



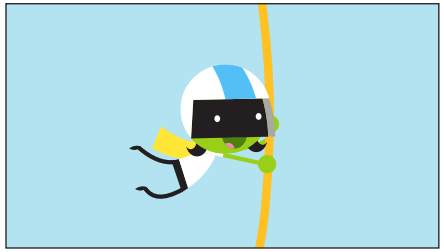
Dee Standing

Dee Stomp

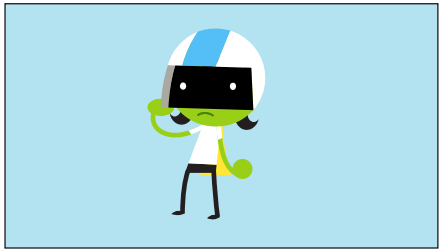


Dee Surfing

Dee Vine Swinging

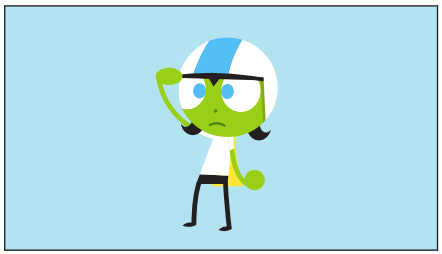


Dee Visor Down

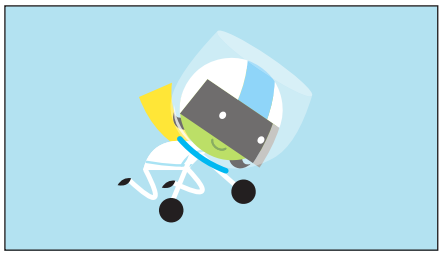


Character Art

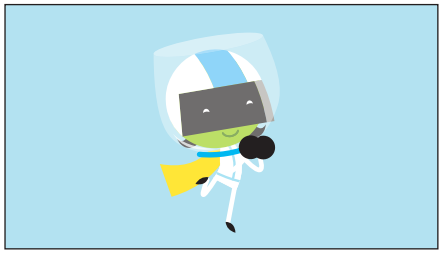
Dee Visor Up



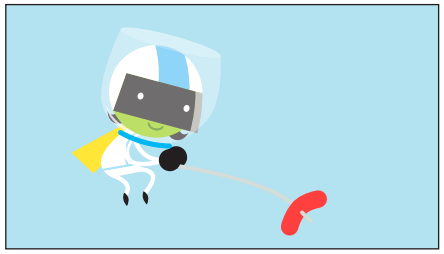
Dee Volcano Crouching



Dee Volcano Excited

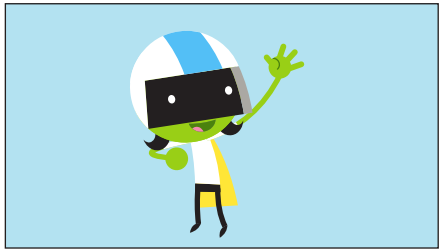


Dee Volcano Hotdog



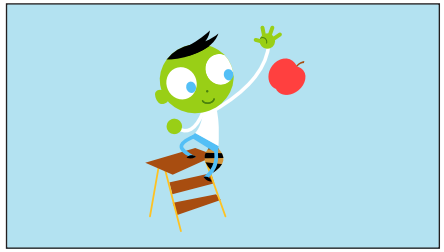
Dee Volcano Leaping

Dee Waving



Character Art

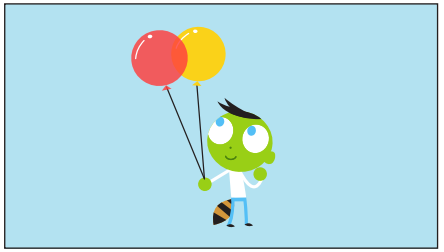
Del Apple Dropping



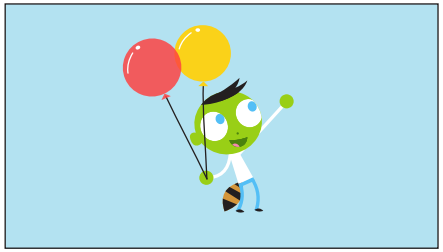
Del Apple Holding

Del Apple Picking

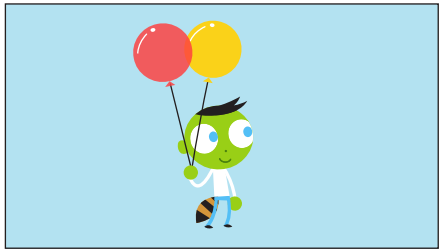
Del Balloons Looking



Del Balloons Pointing



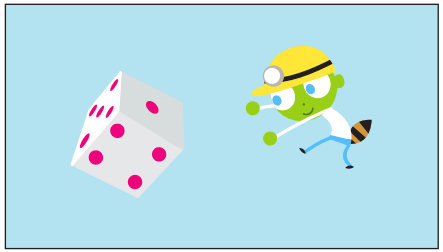
Del Balloons Standing



Del Biking

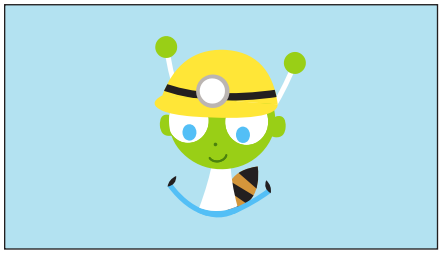
Del Clapping

Del Dice Throw

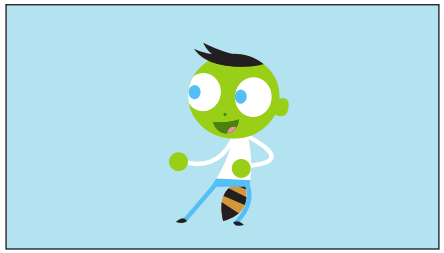


Del Dropping 1

Del Dropping 2

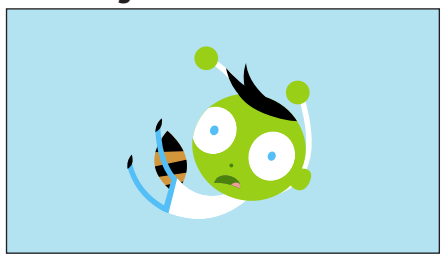


Del Excited



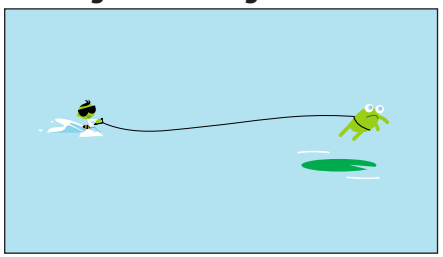
Character Art

Del Falling



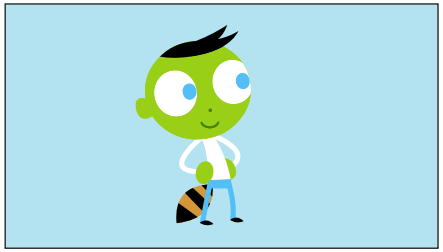
Del Frisbee Windup

Del Frog Waterskiing



Del Grocery Bag

Del Hands on Hips



Del Happy

Del Jump Out

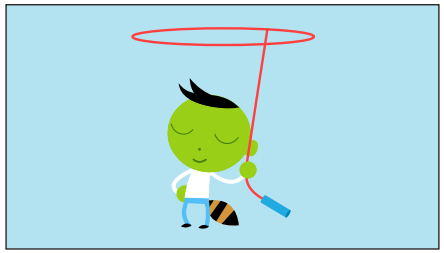
Del Jump Pointing

Del Jump Up

Del Ladder Laughing

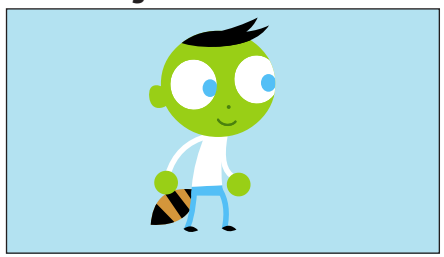
Del Ladder Sitting

Del Lasso

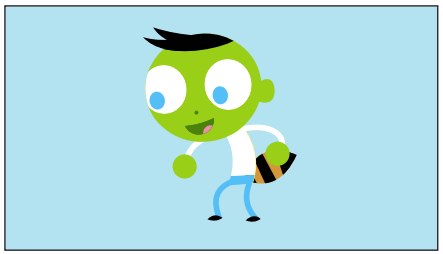


Character Art

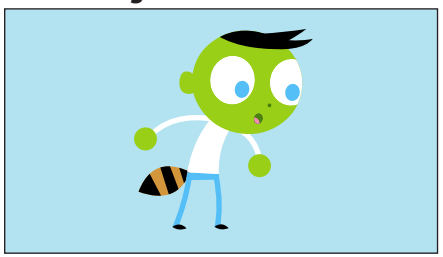
Del Looking



Del Looking Down

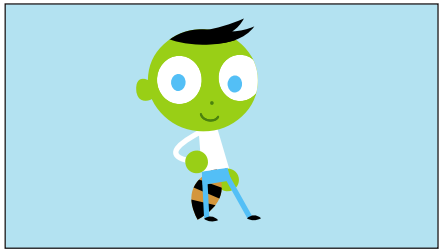


Del Looking Over

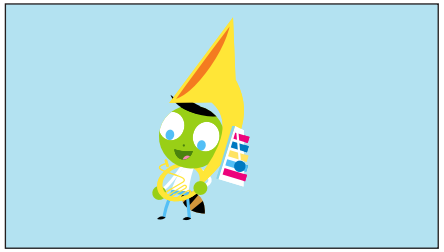


Del Looking Up

Del Looking to Camera

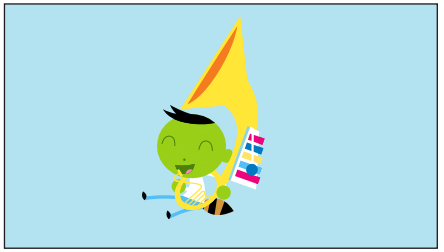


Del Marching Tuba

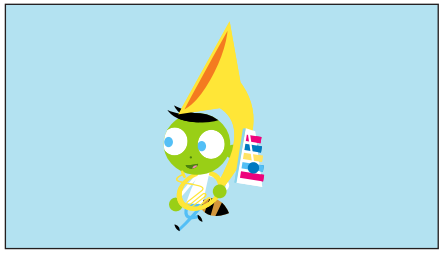


Del Marching Tuba Blow

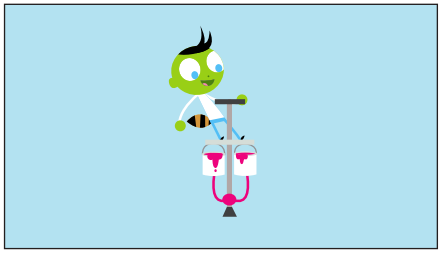
Del Marching Tuba Laugh



Del Marching Tuba Walk

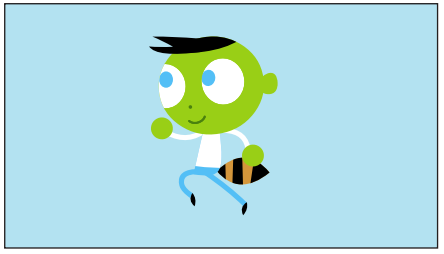


Del Pogo



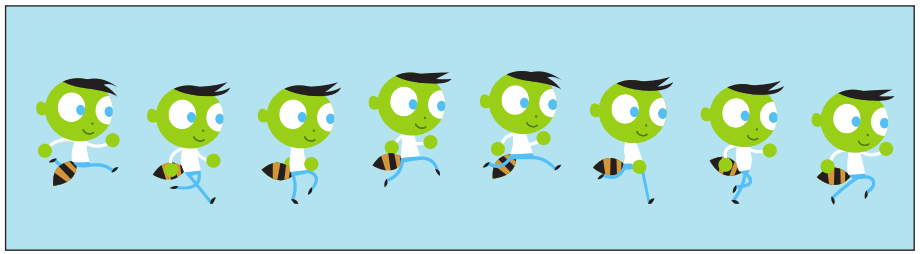
Del Pointing

Del Run



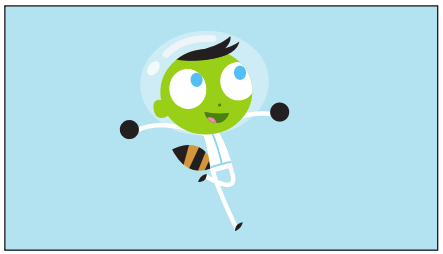
Character Art

Del Run Cycle



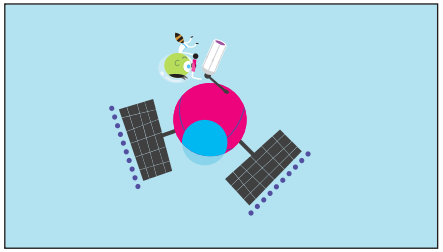
Del Soapbox Finish

Del Space Leap



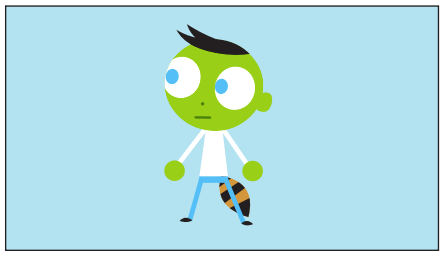
Del Space Run

Del Space Satellite



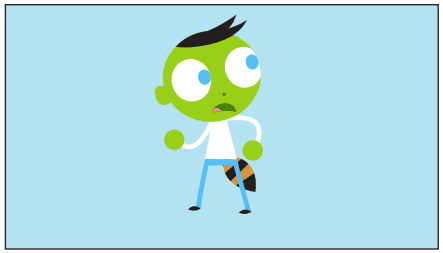
Del Space Stand

Del Standing

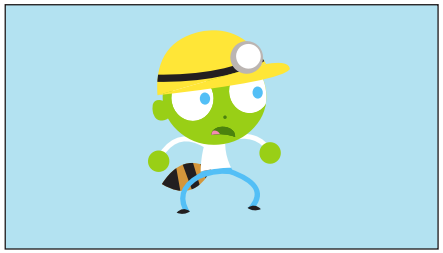


Del Surfing

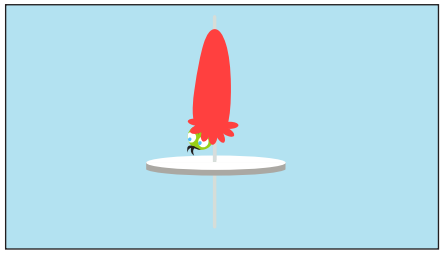
Del Surprised 1



Del Surprised 2



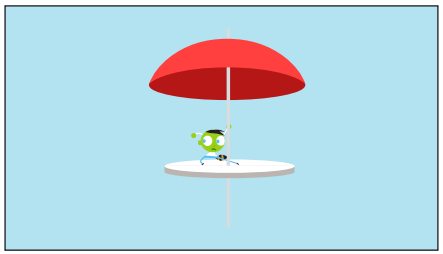
Del Table Hideout



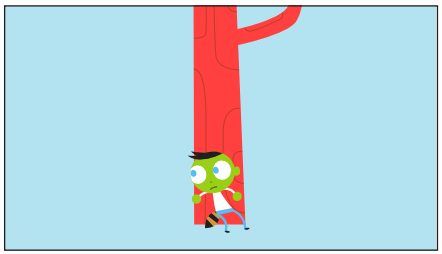
Character Art

Del Table Jump

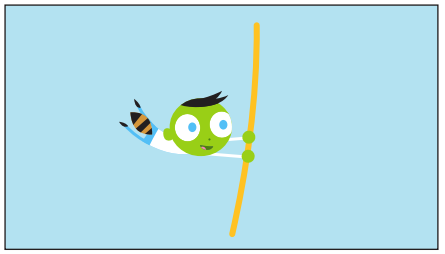
Del Table Stand



Del Tree Hiding

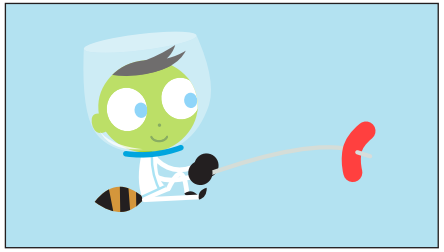


Del Vine Swinging



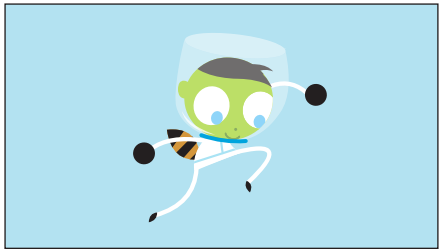
Del Volcano Climb

Del Volcano Hotdog



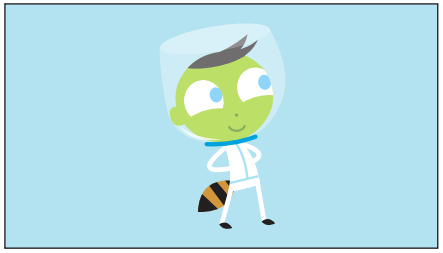
Del Volcano Jump

Del Volcano Leap

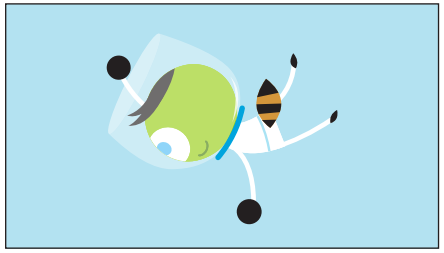


Del Volcano Ready

Del Volcano Stand



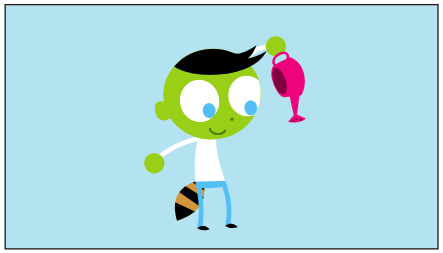
Del Volcano Swing



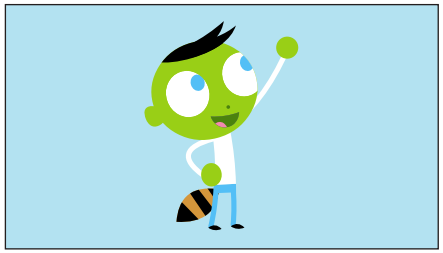
Del Walkie Talkie

Character Art

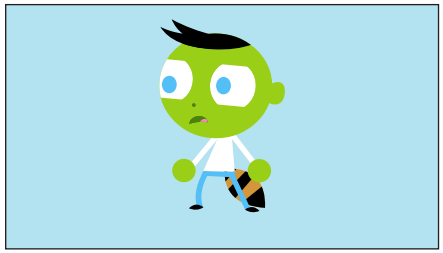
Del Watering



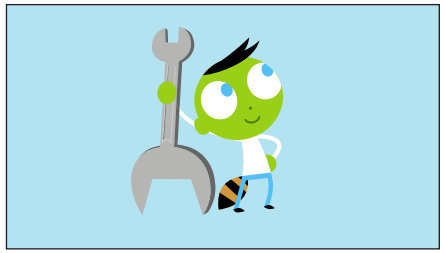
Del Waving



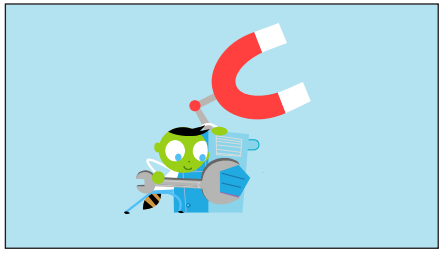
Del Worried



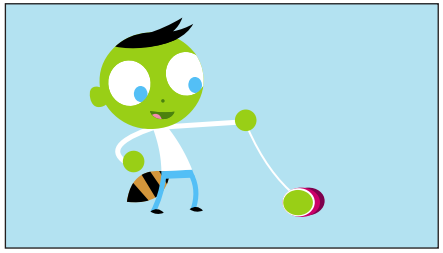
Del Wrench



Del Wrench Magnet



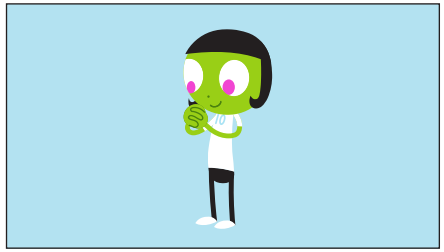
Del Yo-Yo



Del Zipline

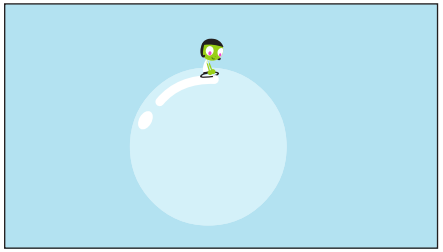
Character Art

Dot Admiring

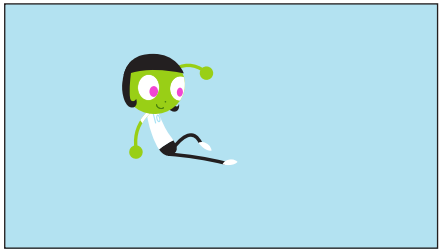


Dot Biking

Dot Bubble Float

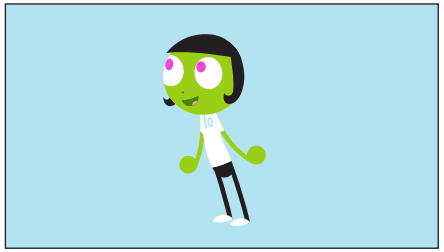


Dot Climb

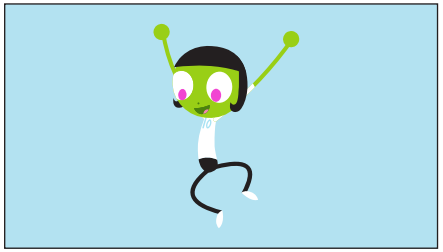


Dot Climbing

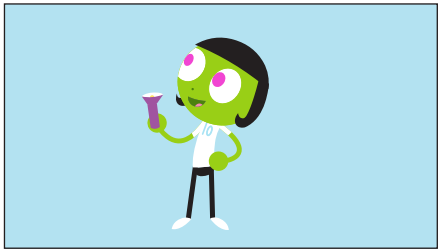
Dot Excited



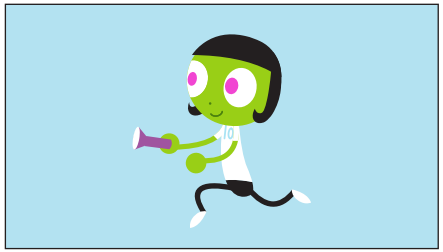
Dot Falling



Dot Flashlight Looking Up

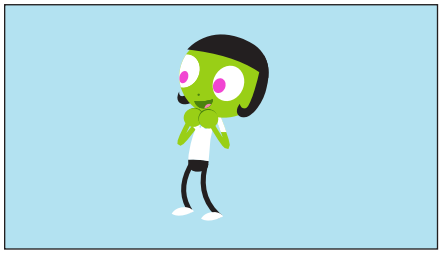


Dot Flashlight Run

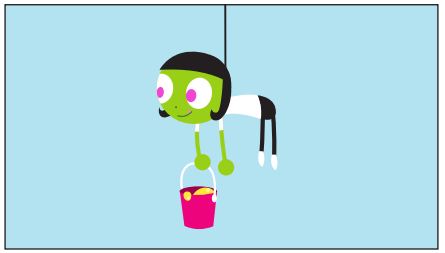


Dot Leap Frog

Dot Happy

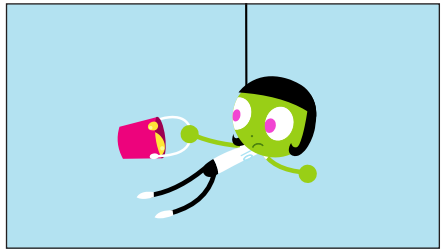


Dot Honey Hang

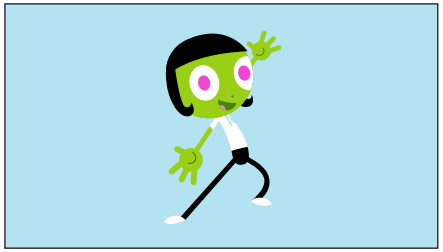


Character Art

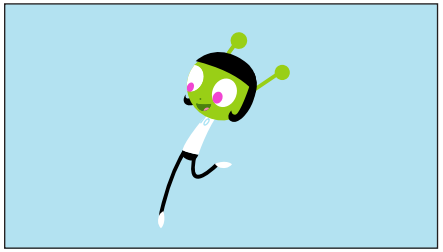
Dot Honey Swing



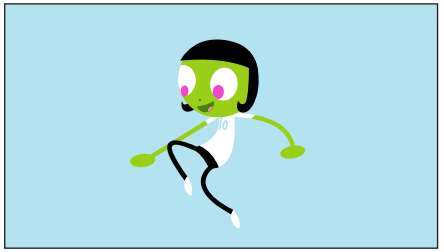
Dot Jazz Hands



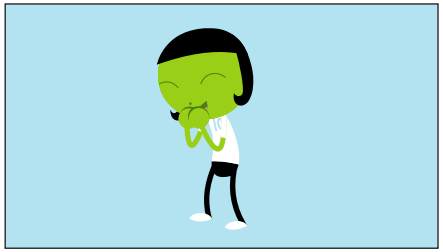
Dot Jump Down



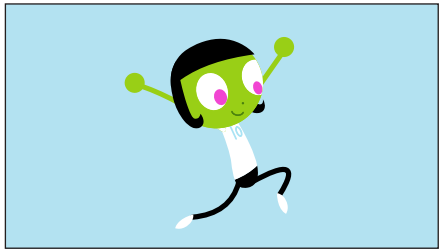
Dot Jump



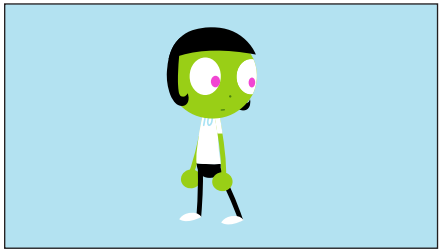
Dot Laughing



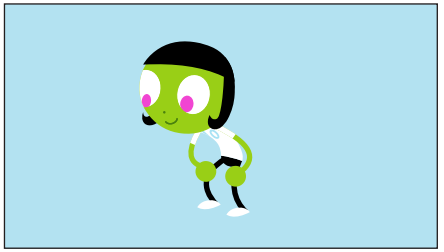
Dot Leaping



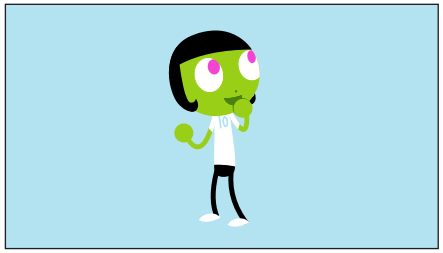
Dot Looking Behind



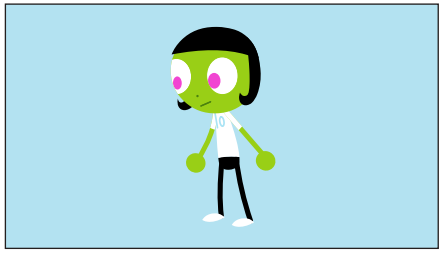
Dot Looking Down



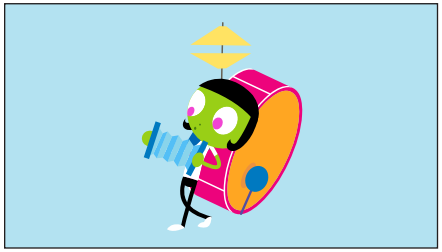
Dot Looking Up



Dot Looking



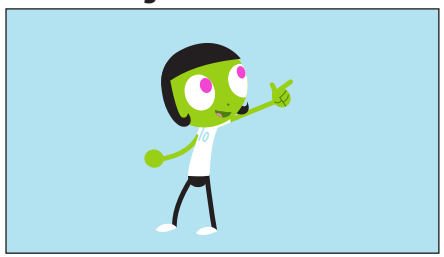
Dot Marching



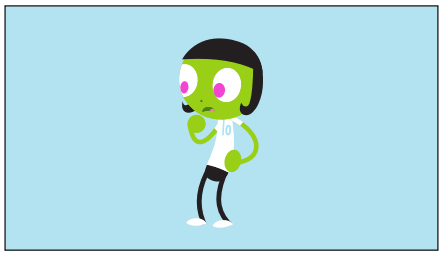
Dot Meditating

Character Art

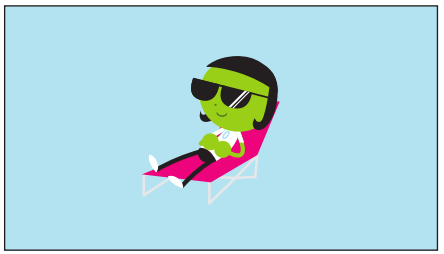
Dot Pointing



Dot Puzzled

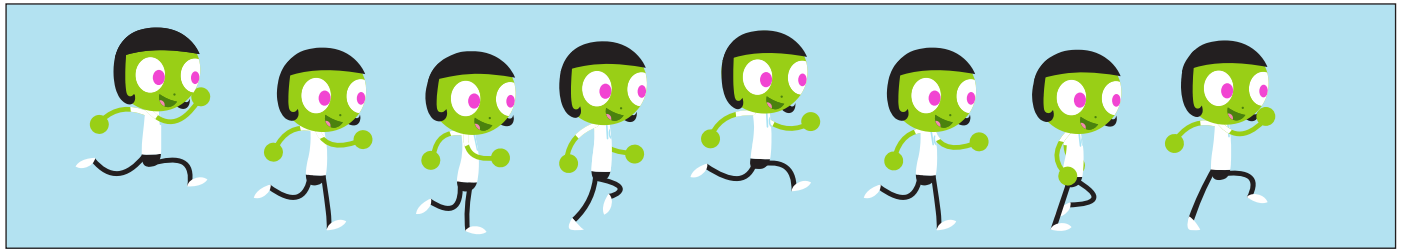


Dot Relaxing



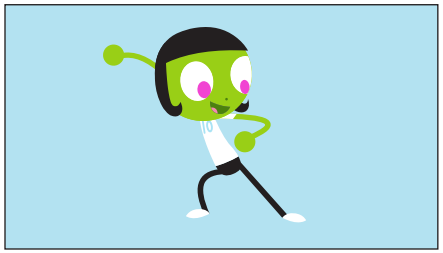
Dot Run

Dot Run Cycle

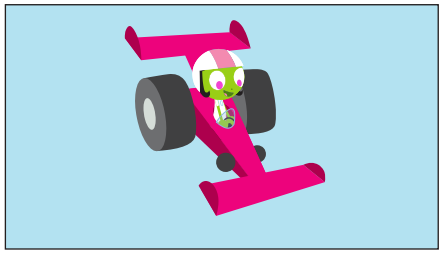


Dot Sleeping

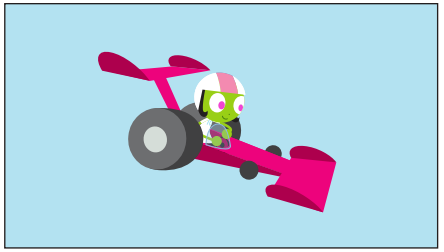
Dot Slide



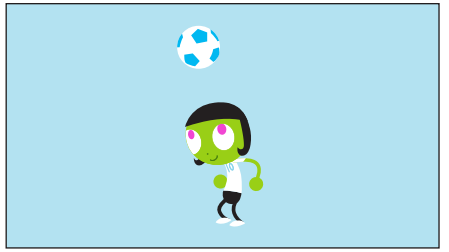
Dot Soapbox Race



Dot Soapbox Start

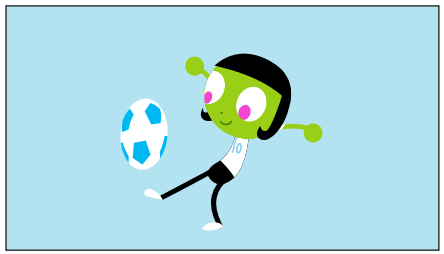


Dot Soccer BNall Bounce

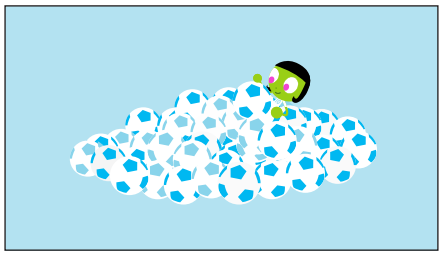


Character Art

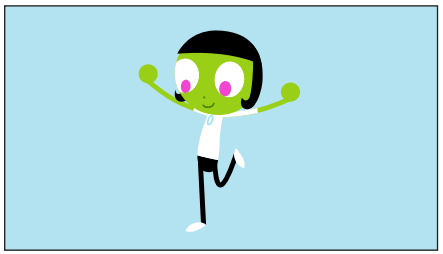
Dot Soccer Ball Kick



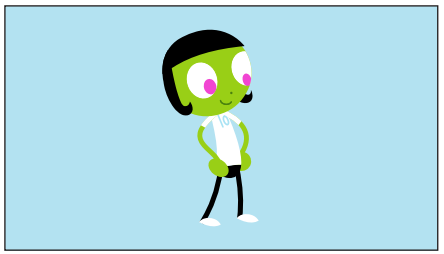
Dot Soccer Pile



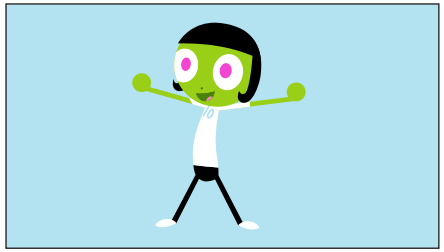
Dot Standing One Leg



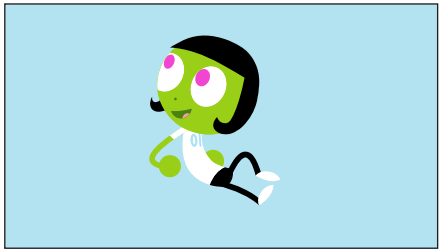
Dot Standing



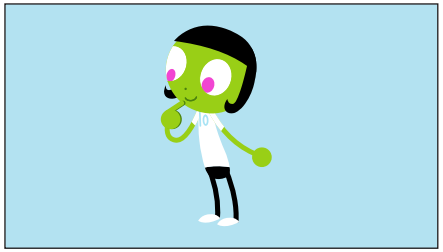
Dot Stretch



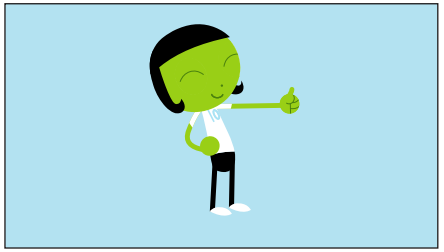
Dot Surprised



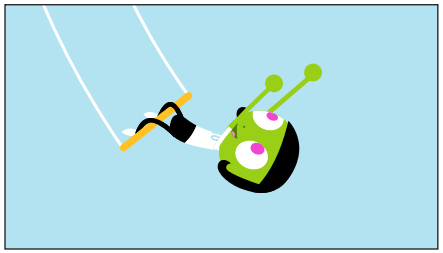
Dot Thinking



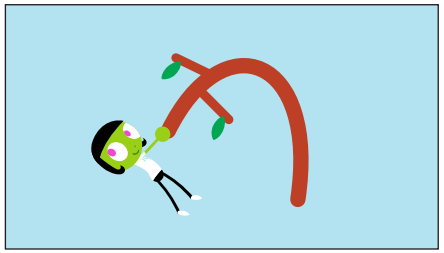
Dot Thumbs Up



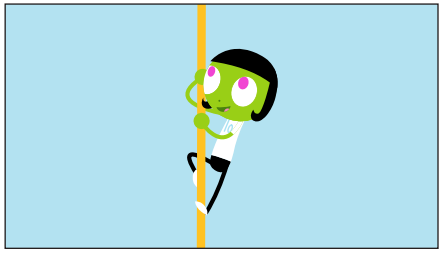
Dot Trapeze



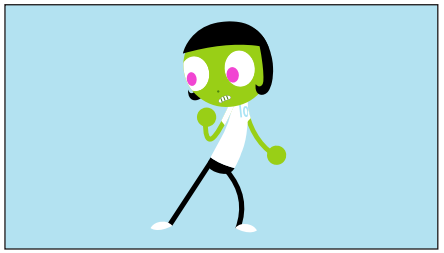
Dot Tree Pull



Dot Vine Hang

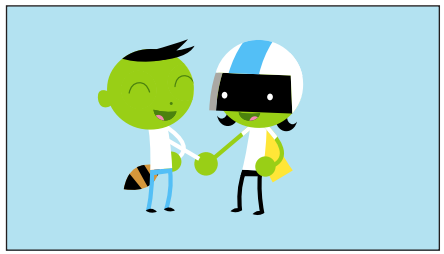


Dot Worried

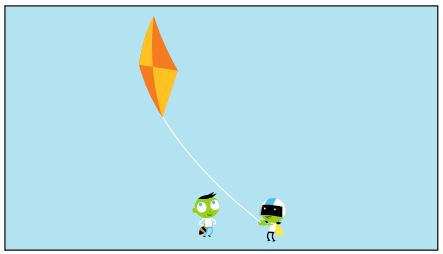


Character Art

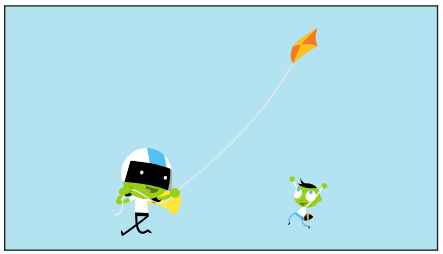
Dee & Del Hand Shake



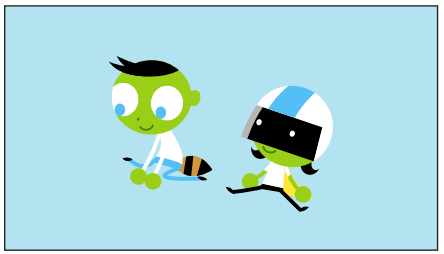
Dee & Del Kite



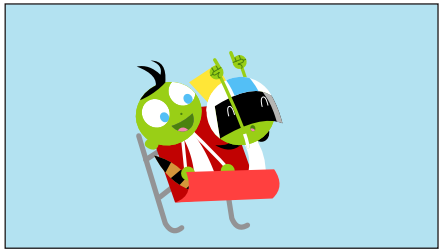
Dee & Del Kite Take-Off



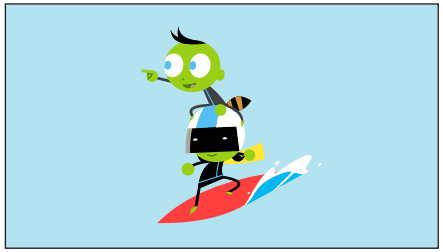
Dee & Del Sitting



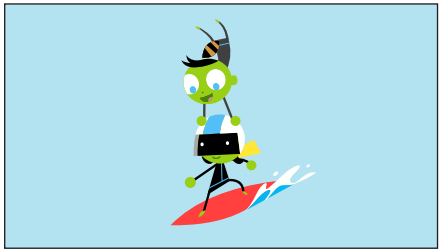
Dee & Del Sledding



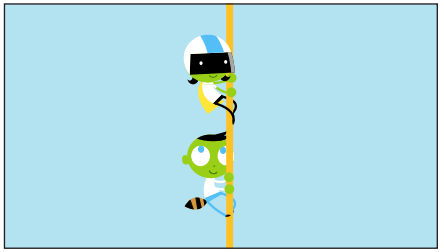
Dee & Del Surfing Point



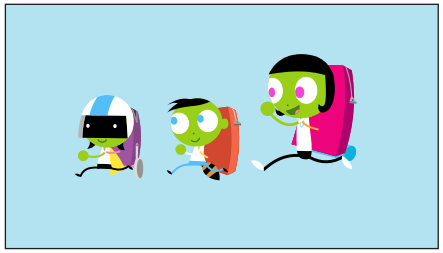
Dee & Del Surfing Stack



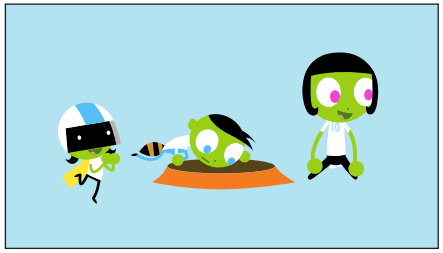
Dee & Del Surprised



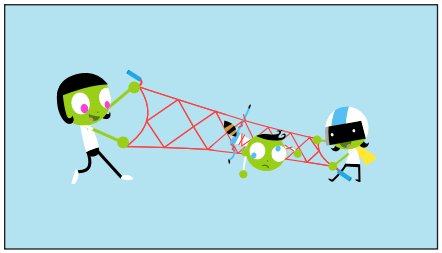
Dot Dee & Del Running Backpack



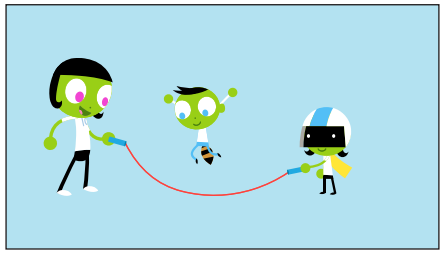
Dot Dee & Del Geyser Sitting



Dot Dee & Del Jump Rope Tangled

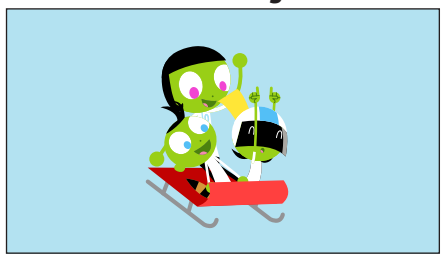


Dot Dee & Del Jump Rope

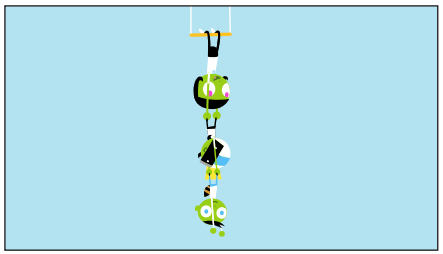


Character Art

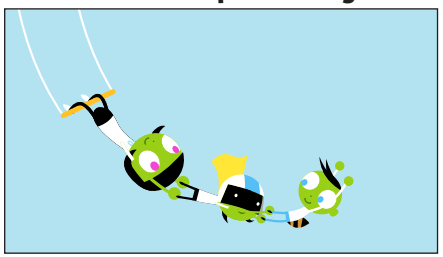
Dot Dee & Del Sledding



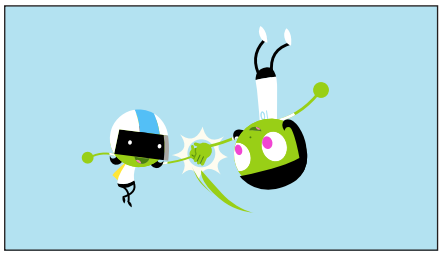
Dot Dee & Del Trapeze Hang



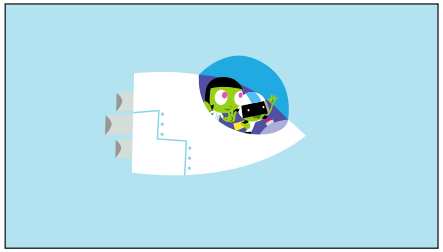
Dot Dee & Del Trapeze Swing



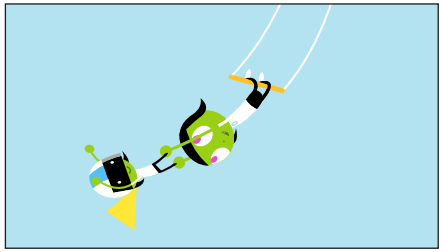
Dot & Dee High Five Bounce



Dot & Dee Spaceship



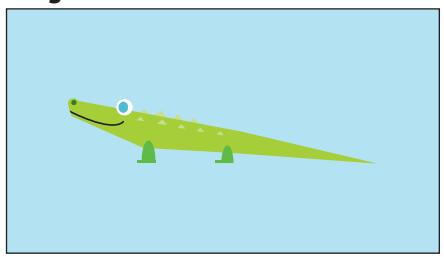
Dot & Dee Trapeze



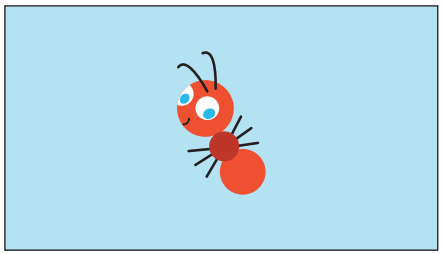
Print Animals

58 Animal Elements Adobe Illustrator Format

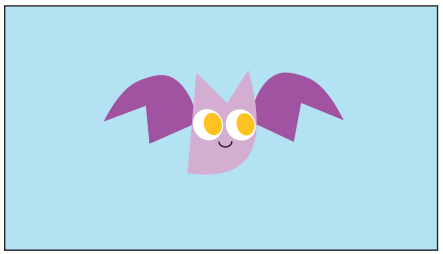
Alligator



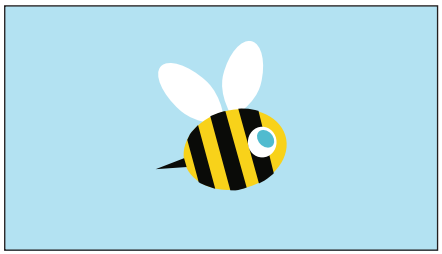
Ant



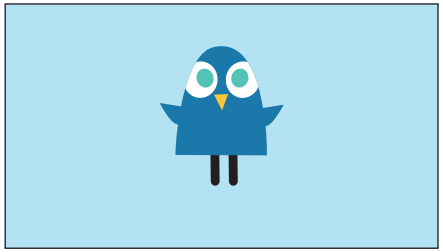
Bat



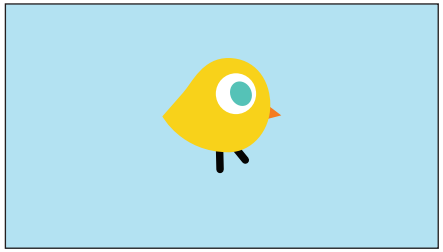
Bee



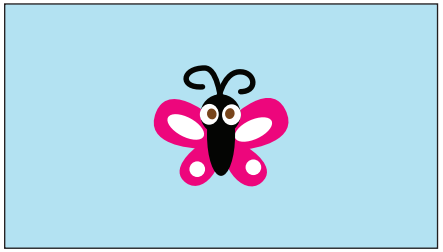
Bird Blue



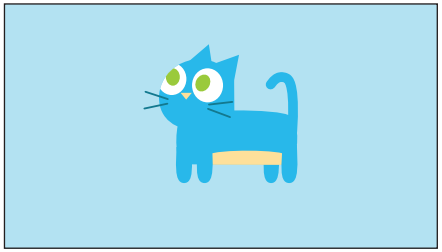
Bird Yellow



Butterfly



Cat 1



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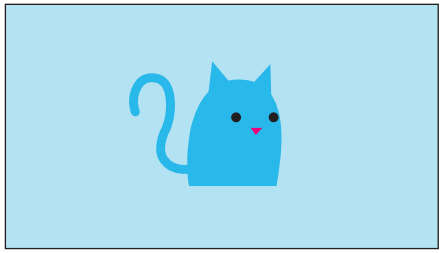

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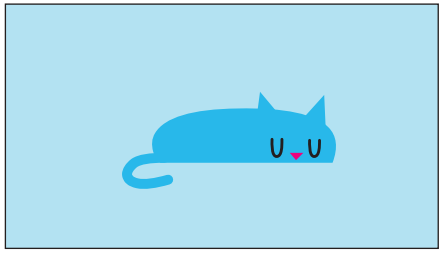
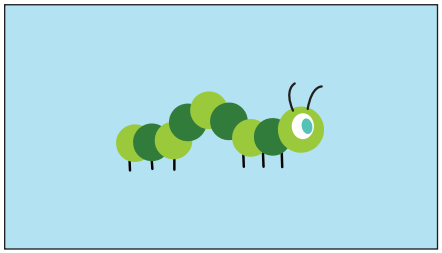
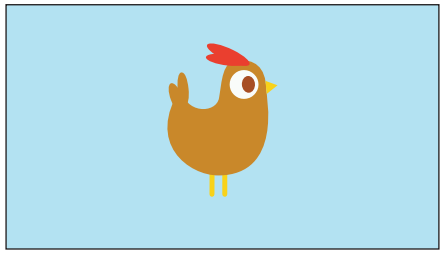


Caterpillar

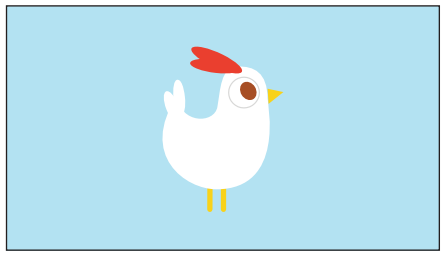


Chicken Brown

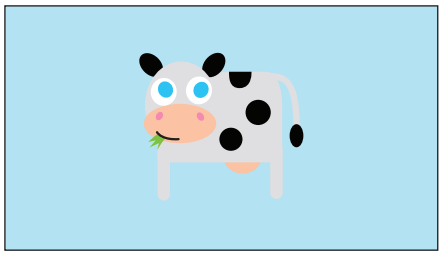


Print Animals

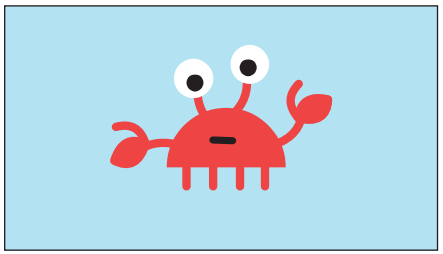
Chicken White



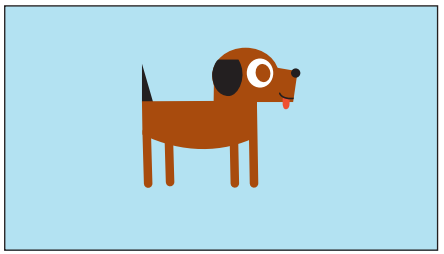
Cow



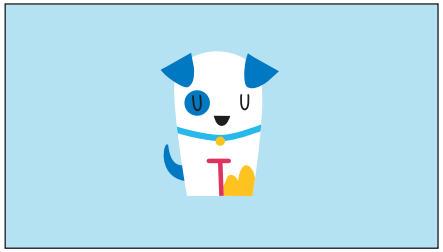
Crab



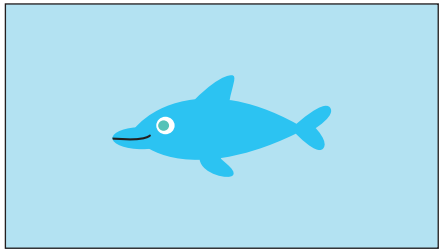
Dog 1



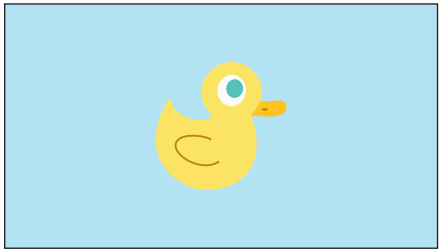
Dog 2



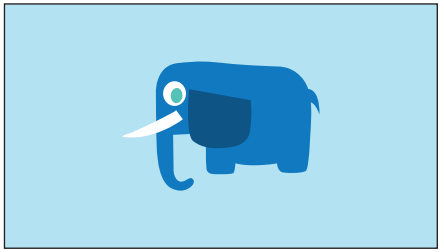
Dolphin



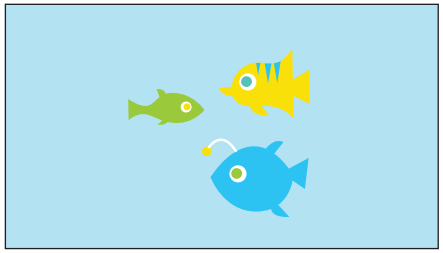
Duck



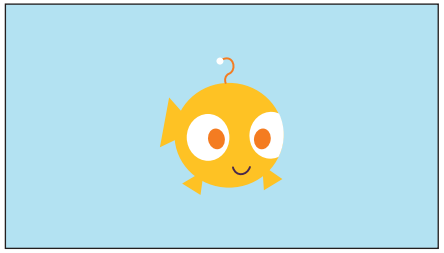
Elephant



Fish Group



Fish 1



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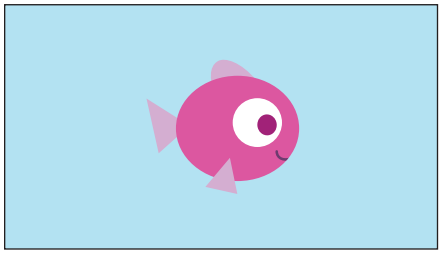
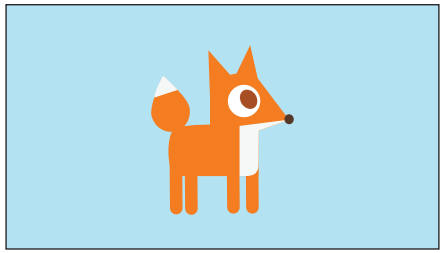
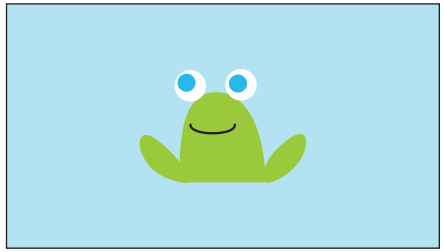


Fox

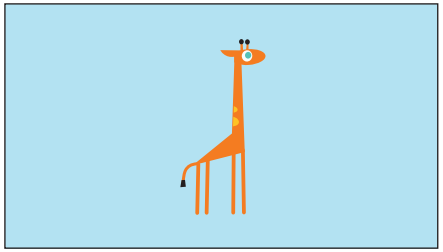


Print Animals

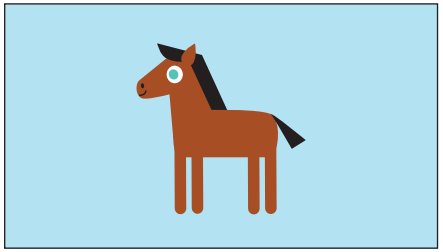
Frog



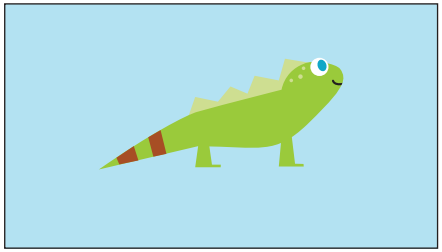
Giraffe



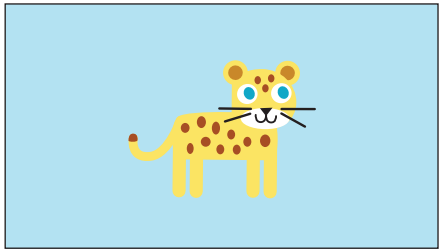
Horse



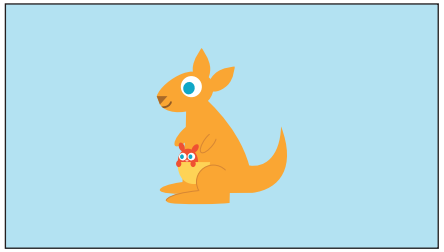
Iguana



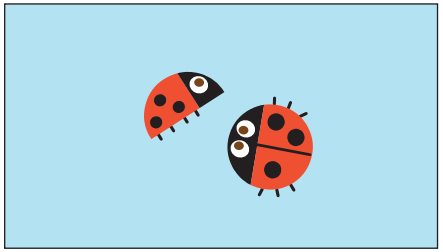
Jaguar



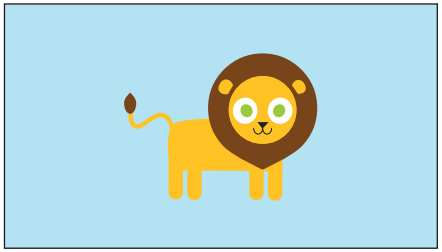
Kangaroo



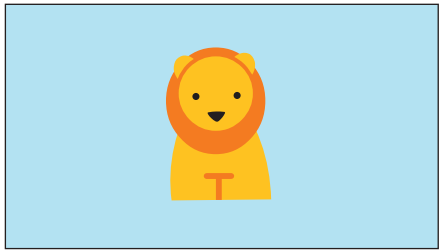
Ladybug



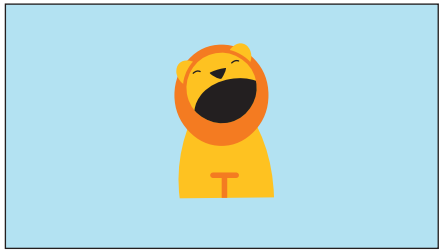
Lion 1



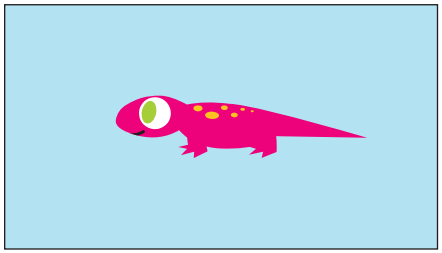
Lion 2



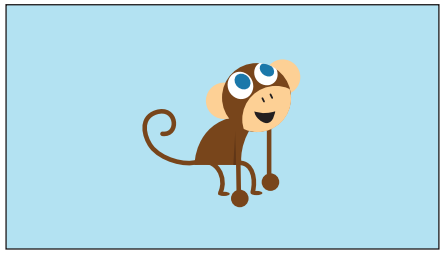
Lion 3



Lizard

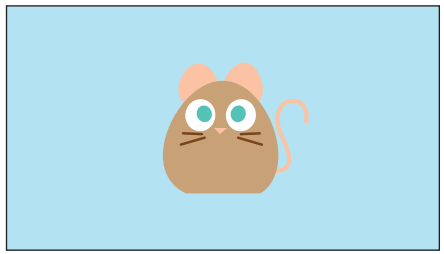


Monkey

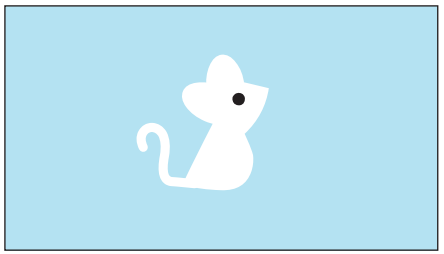


Print Animals

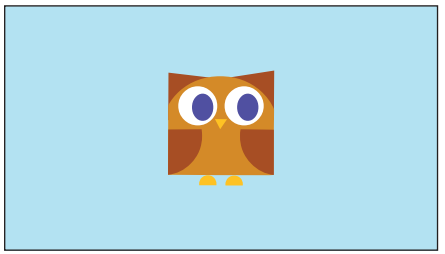
Mouse 1



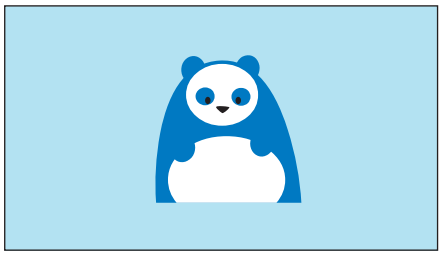
Mouse 2



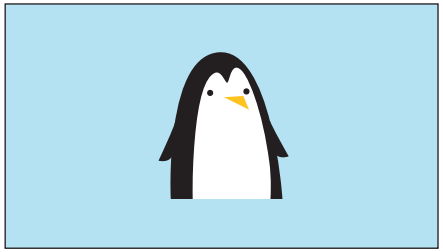
Owl



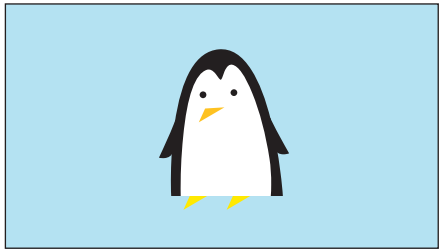
Panda



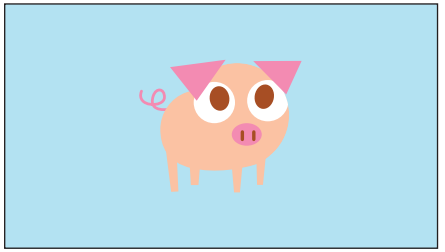
Penguin 1



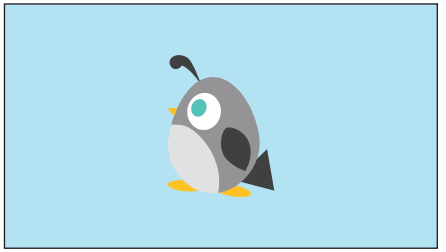
Penguin 2



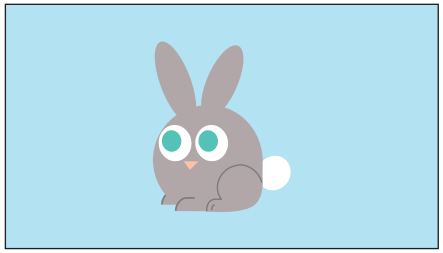
Pig



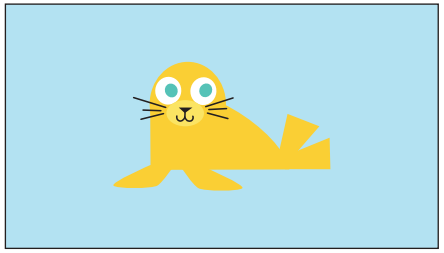
Quail



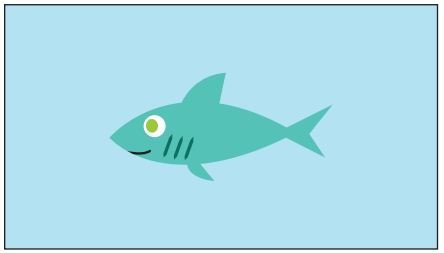
Rabbit



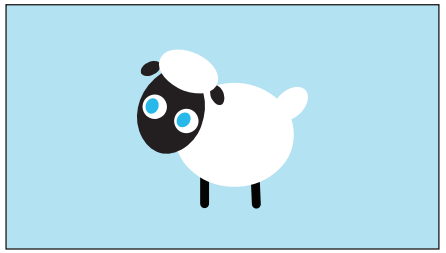
Seal



Shark

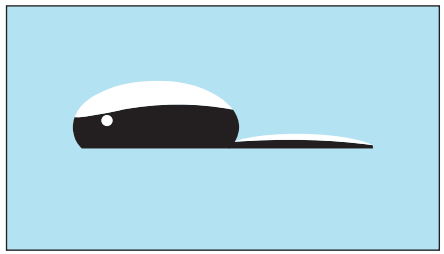


Sheep

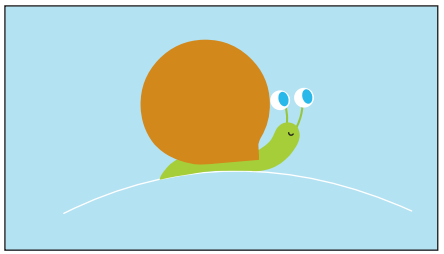


Print Animals

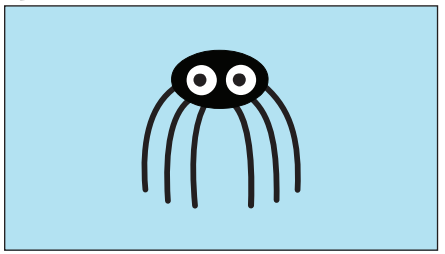
Skunk



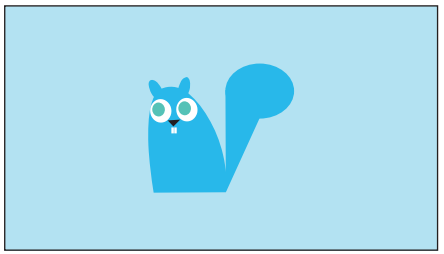
Snail



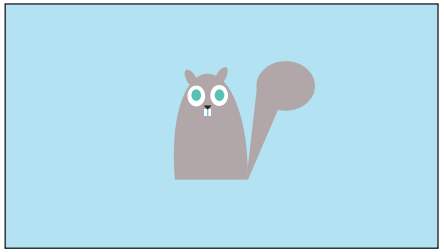
Spider



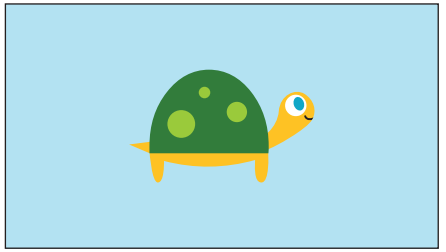
Squirrel 1



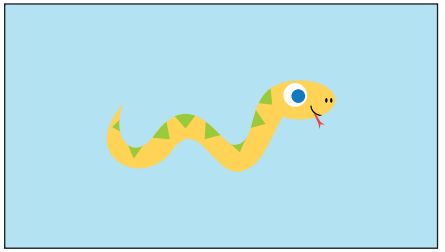
Squirrel 2



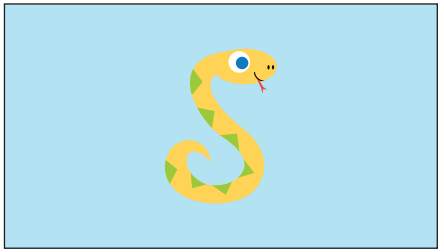
Turtle



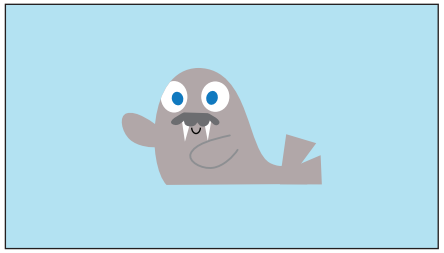
Viper 1



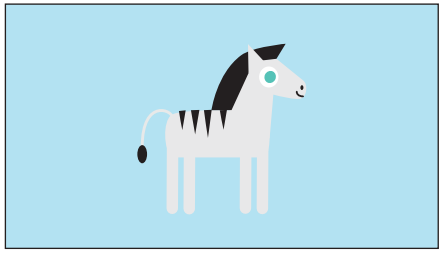
Viper 2



Walrus



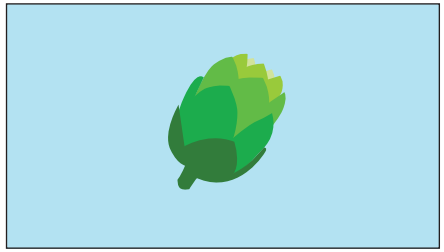
Zebra



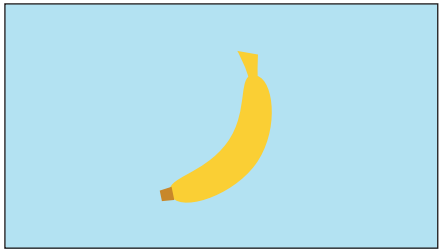
Print Food

34 Food Elements Adobe Illustrator Format

Artichoke

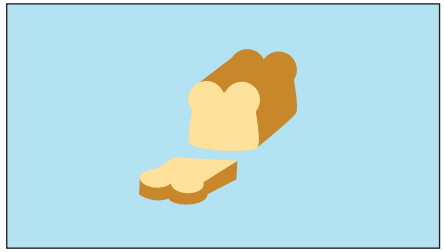


Banana



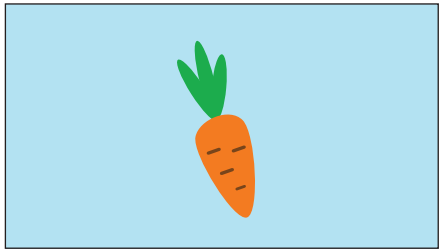
Birthday Cake

Bread

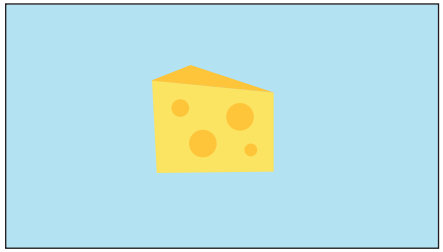


Cake

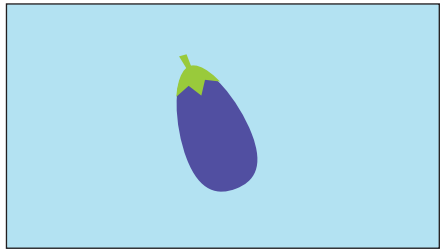
Carrot



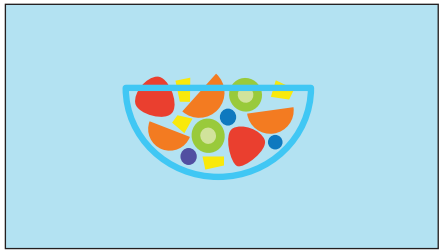
Cheese



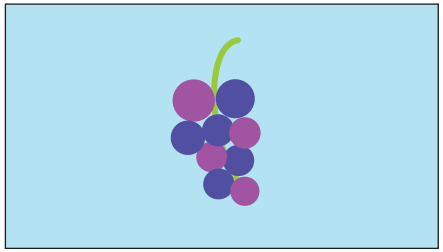
Eggplant



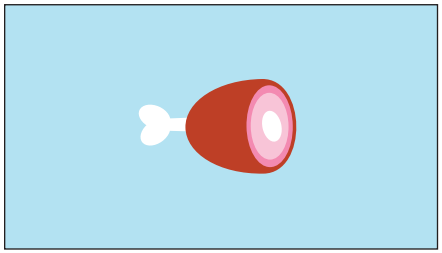
Fruit Salad



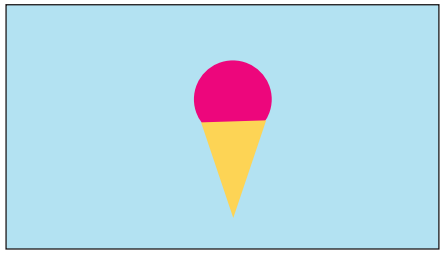
Grapes



Ham

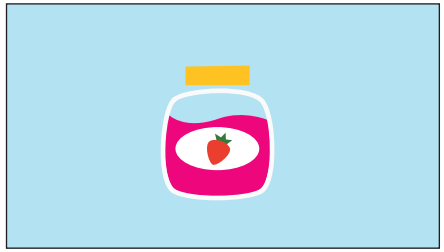


Ice Cream

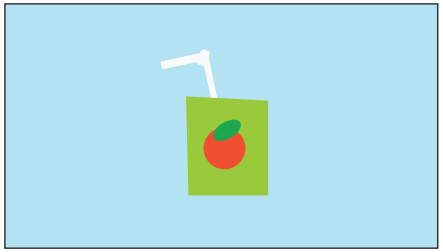


Print Food

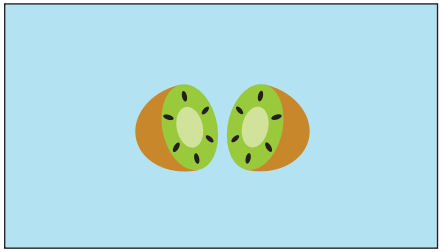
Jam



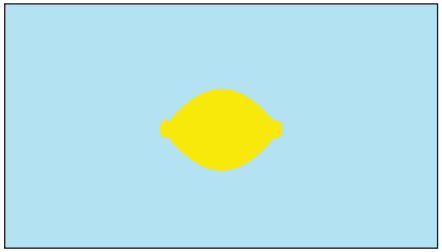
Juice Box



Kiwi

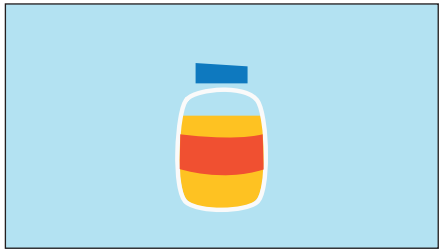


Lemon

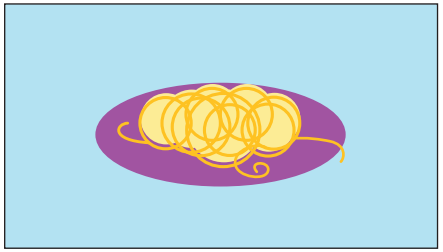


Milk

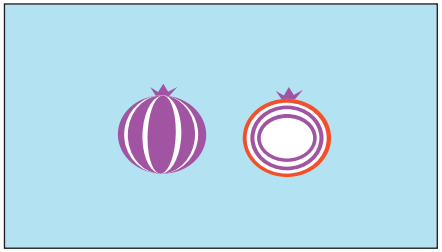
Mustard



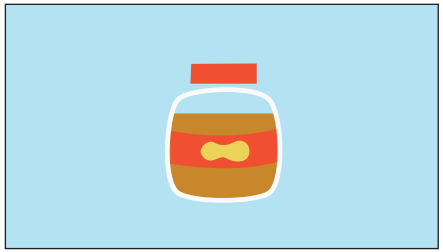
Noodles



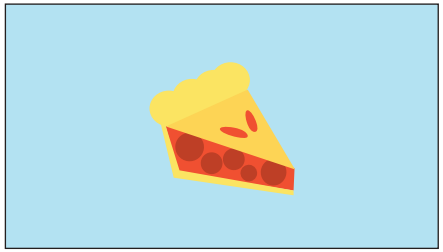
Onion



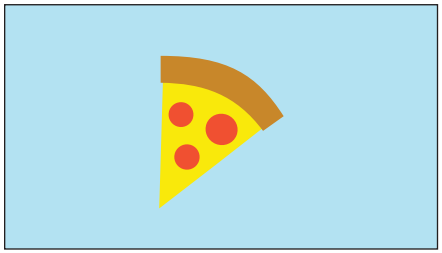
Peanut Butter



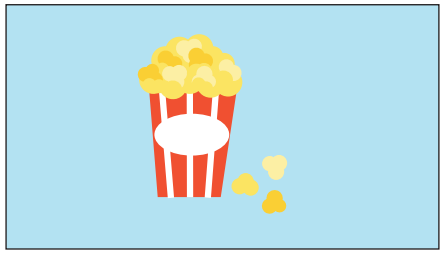
Pie



Pizza

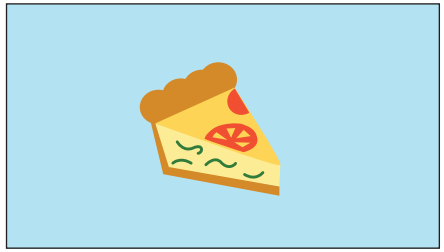


Popcorn

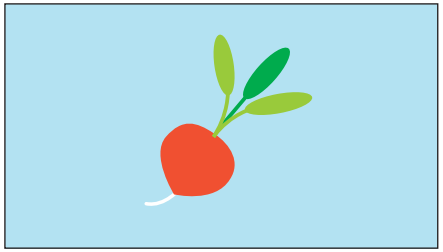


Print Food

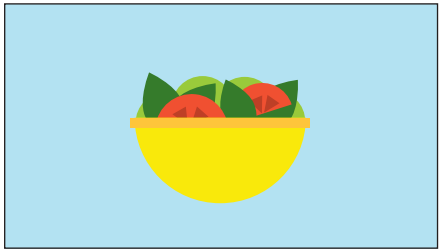
Quiche



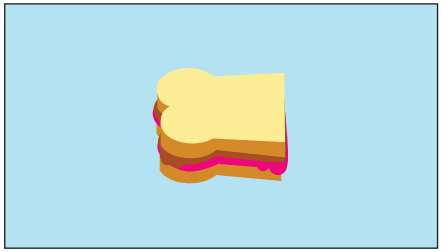
Radish



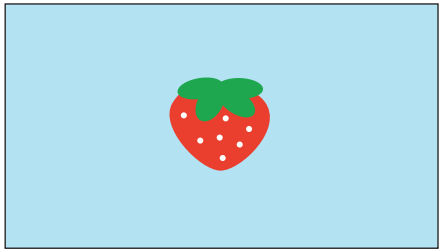
Salad



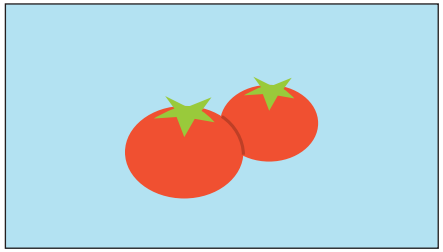
Sandwich



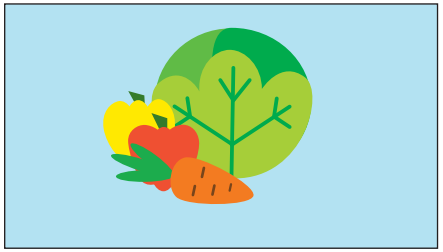
Strawberry



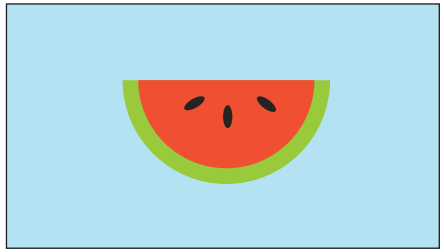
Tomato



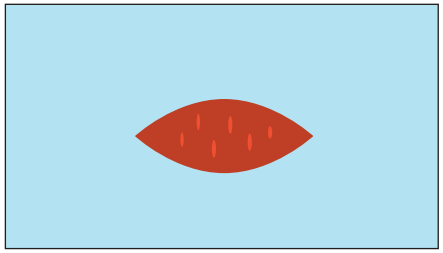
Vegetables



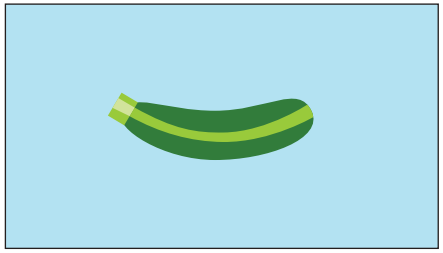
Watermelon



Yam



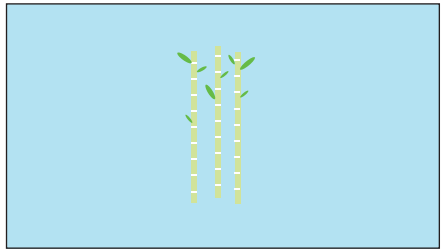
Zucchini



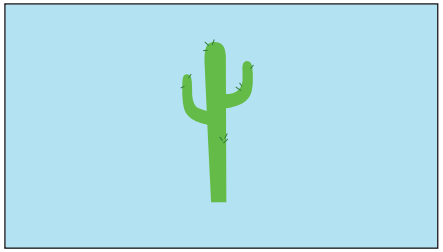
Print Nature

31 Nature Elements Adobe Illustrator Format

Bamboo

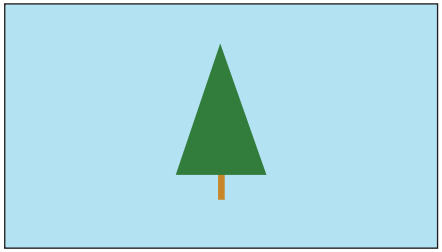


Cactus

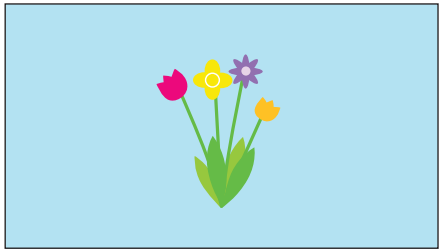


Earth

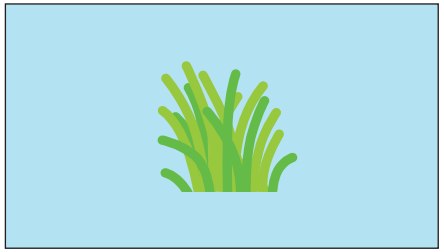
Evergreen



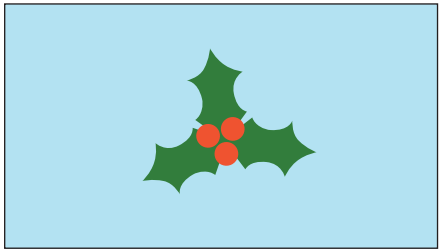
Flowers



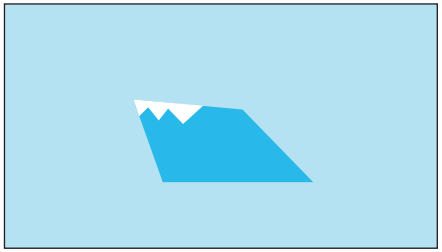
Grass



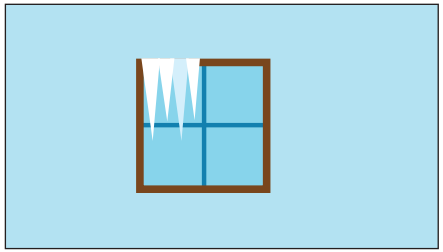
Holly



Iceberg

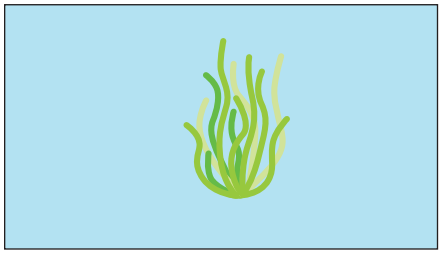


Icicle

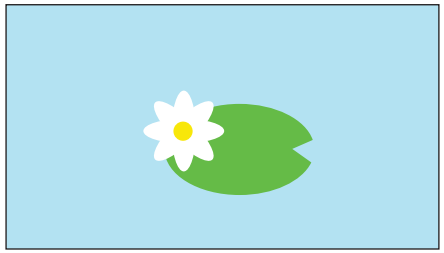


Jungle

Kelp

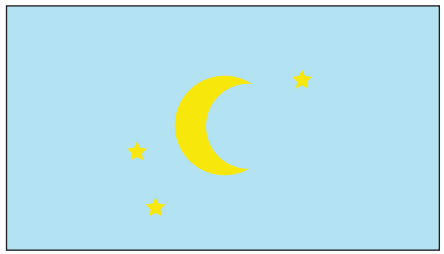


Lily Pad

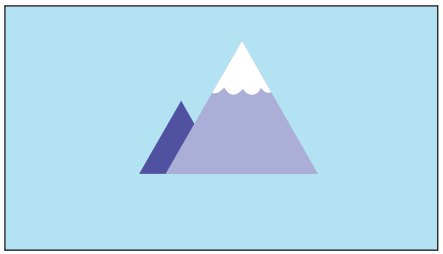


Print Nature

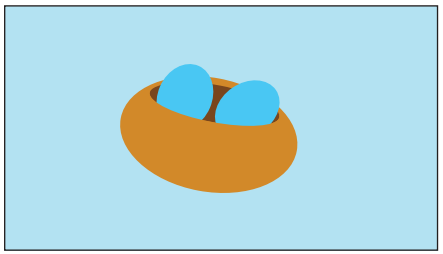
Moon & Stars



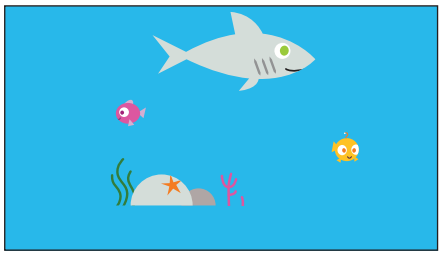
Mountain



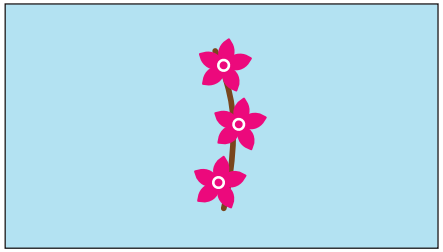
Nest



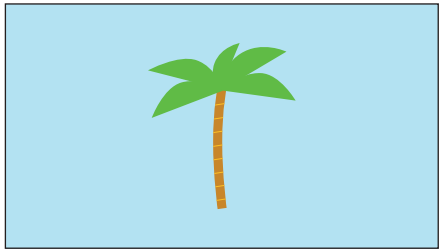
Ocean



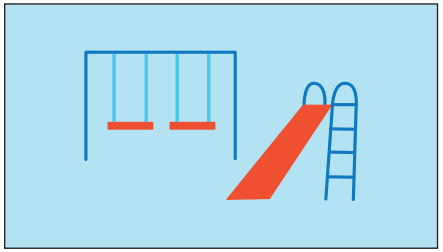
Orchid



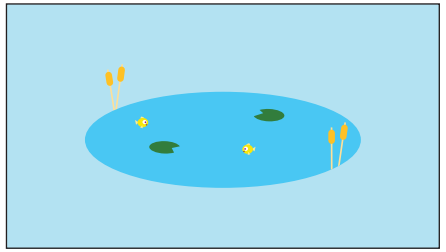
Palm



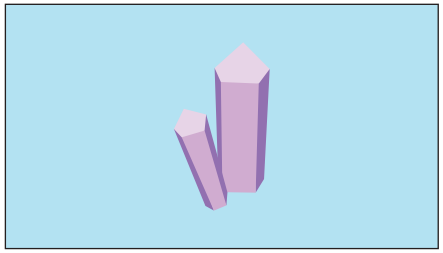
Park



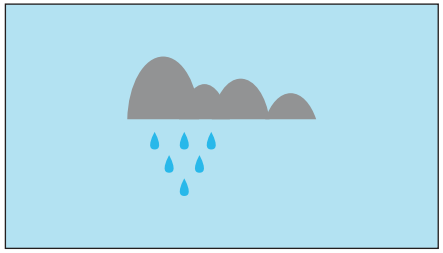
Pond



Quartz

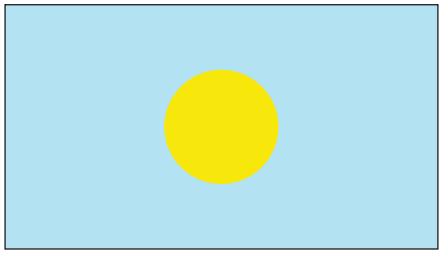


Rain Cloud



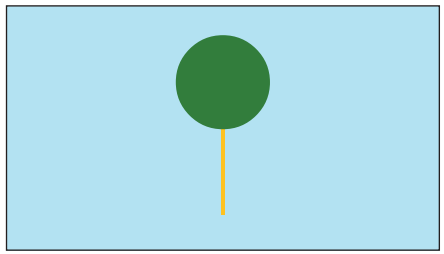
Rainbow

Sun

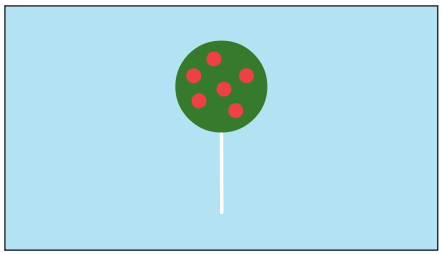


Print Nature

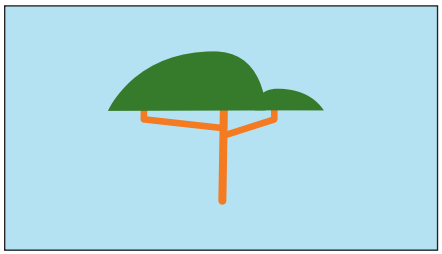
Tree 1



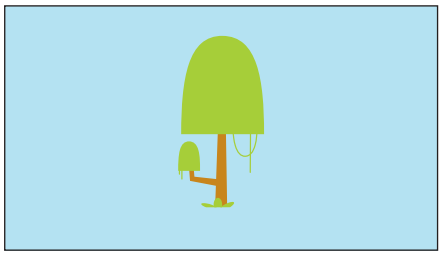
Tree 2



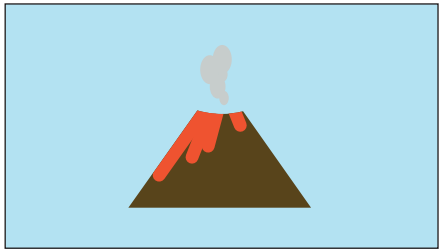
Tree 3



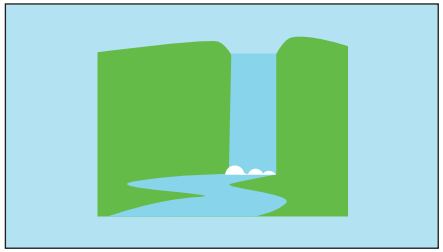
Tree 4



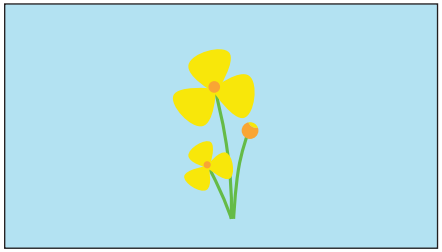
Volcano



Waterfall



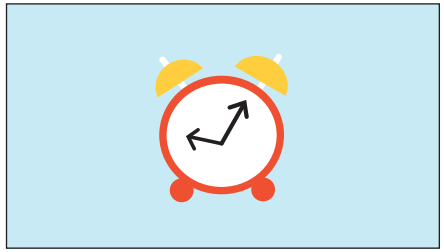
Xyris



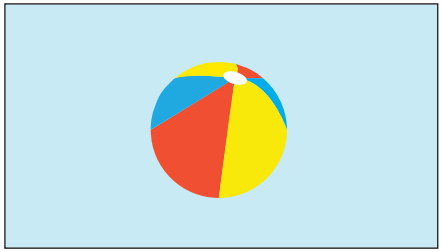
Print Objects

52 Object Elements Adobe Illustrator Format

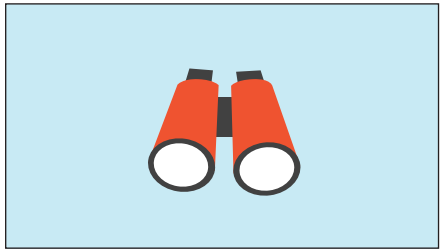
Alarm Clock



Beach Ball

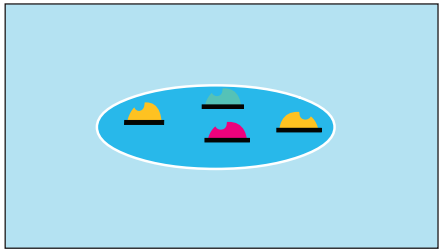


Binoculars

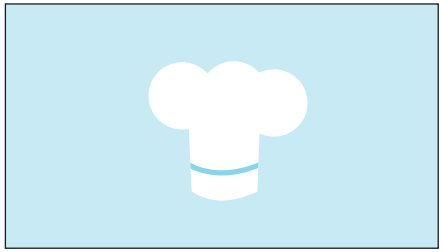


Bucket

Bumper Cars

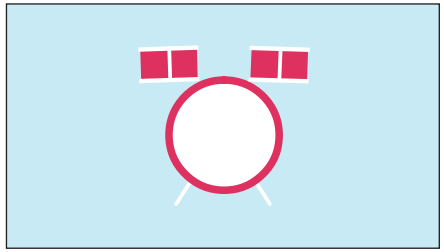


Chef Hat



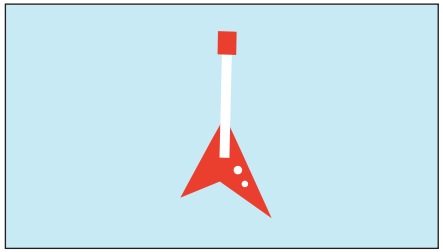
Drums

Drum Set

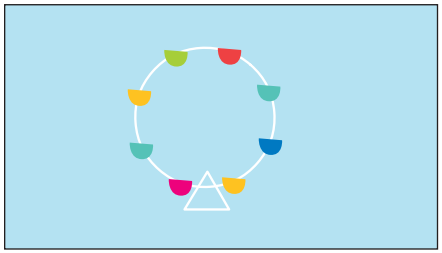


Easel

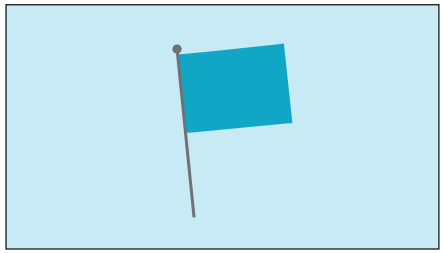
Electric Guitar



Ferris Wheel

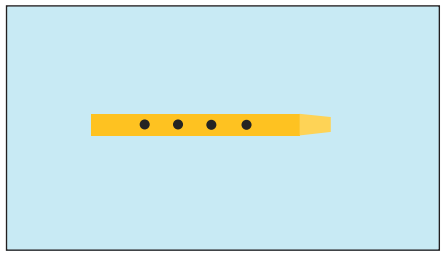


Flag

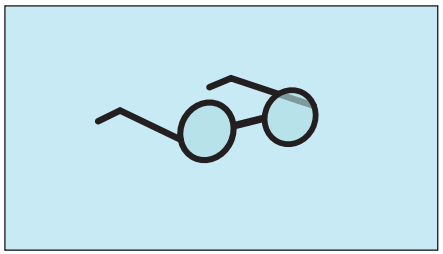


Print Objects

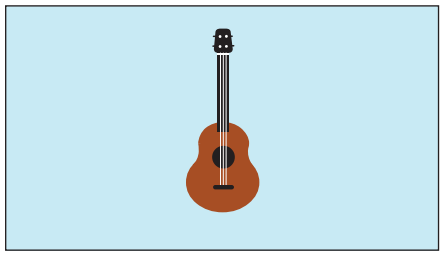
Flute



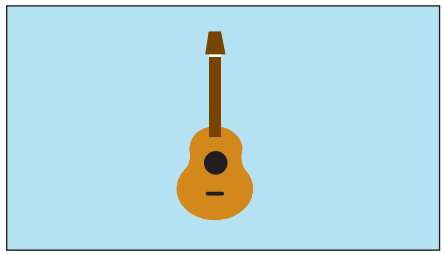
Glasses



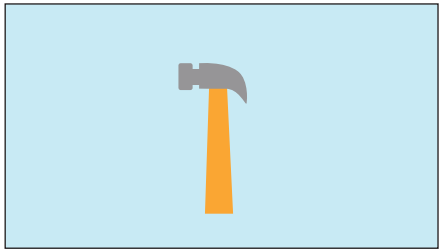
Guitar 1



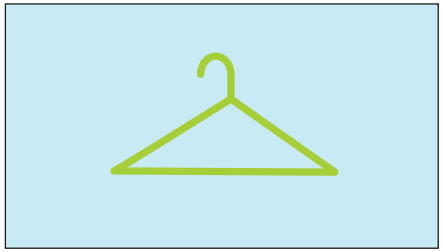
Guitar 2



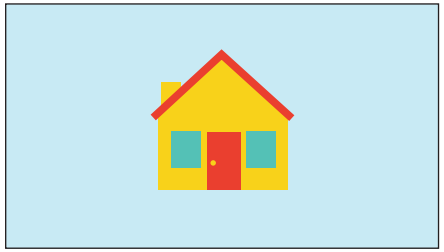
Hammer



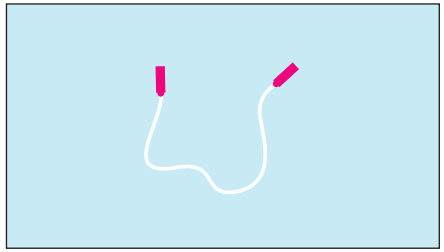
Hanger



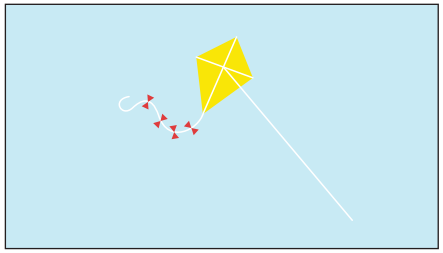
House



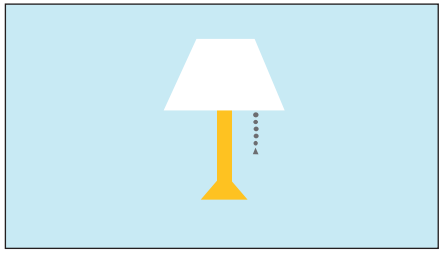
Jump Rope



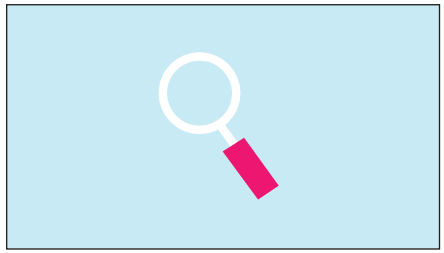
Kite



Lamp



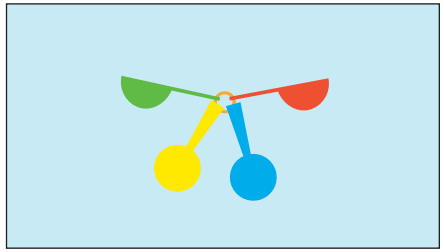
Magnifying Glass



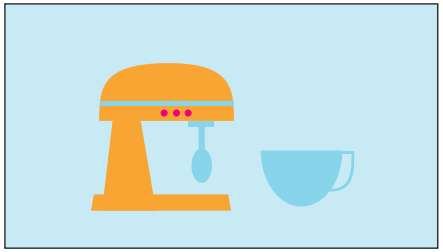
Measuring Cup

Print Objects

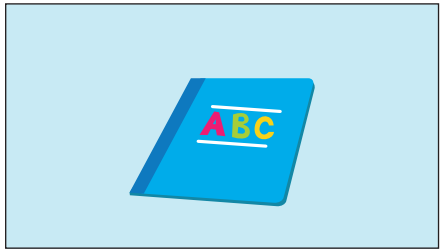
Measuring Spoons



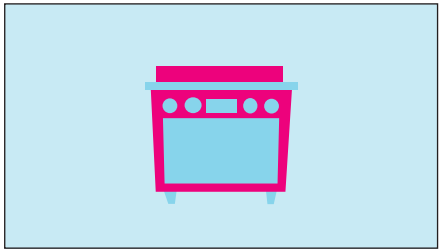
Mixer



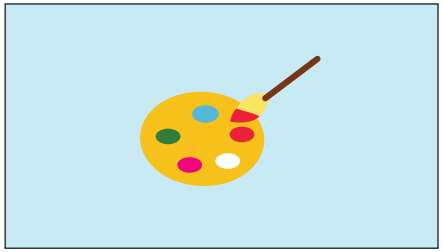
Notebook



Oven

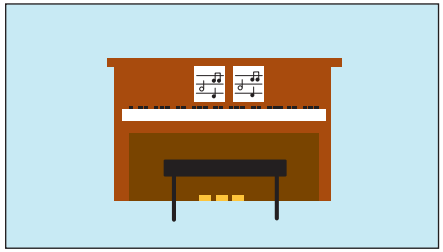


Paint Palette

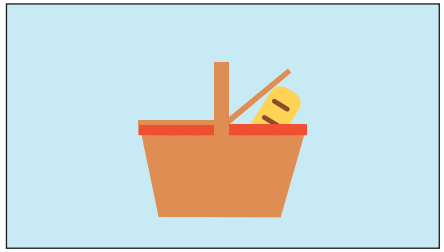


Party Hats

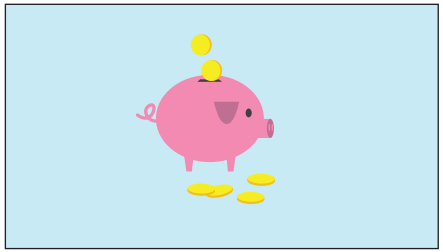
Piano



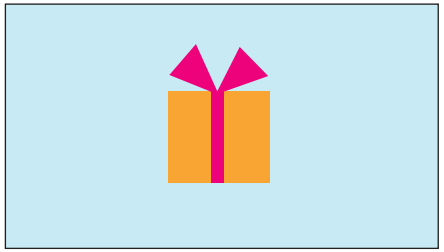
Picnic Basket



Piggy Bank

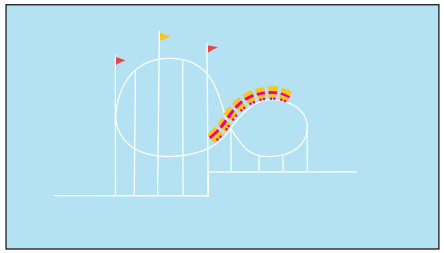


Present



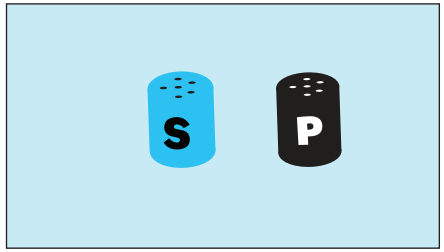
Recipe Book

Roller Coaster

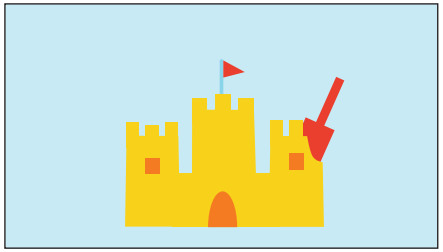


Print Objects

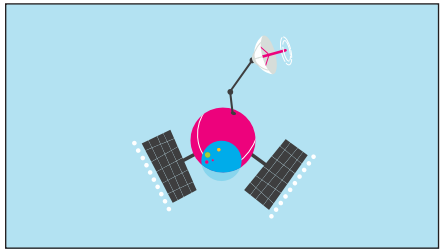
Salt & Pepper



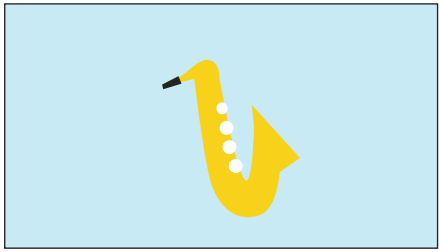
Sand castle



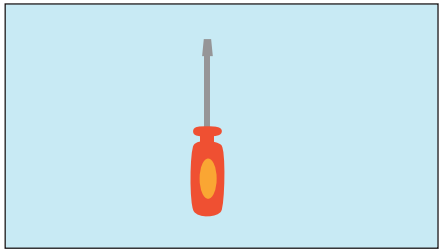
Satellite



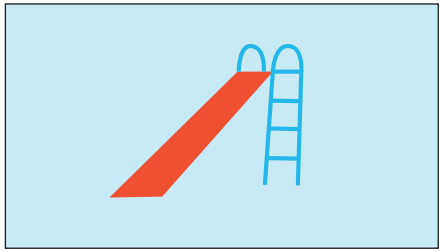
Saxophone



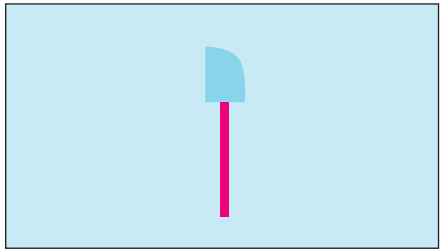
Screwdriver



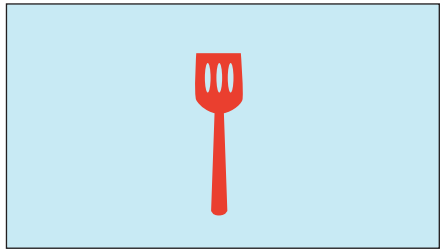
Slide



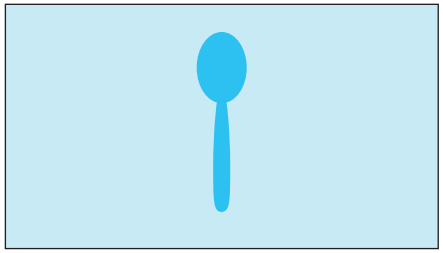
Spatula 1



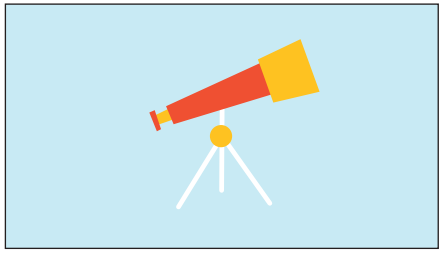
Spatula 2



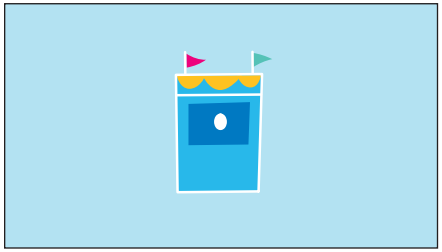
Spoon



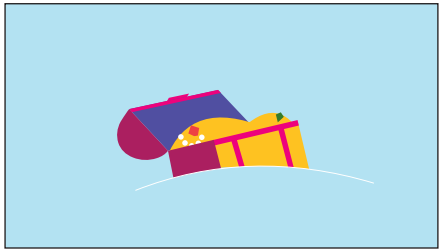
Telescope



Ticket Booth

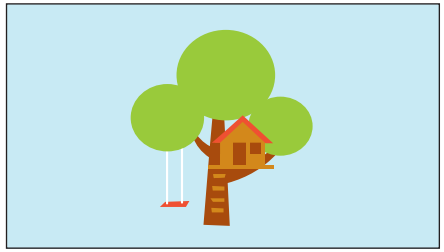


Treasure Chest

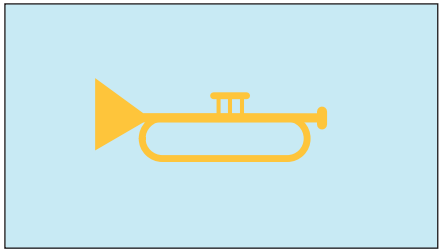


Print Objects

Treehouse

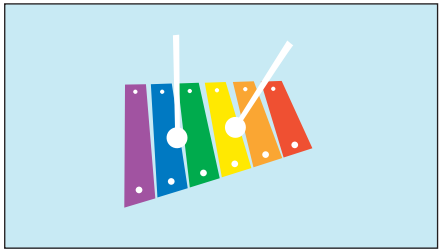


Trumpet



Umbrella

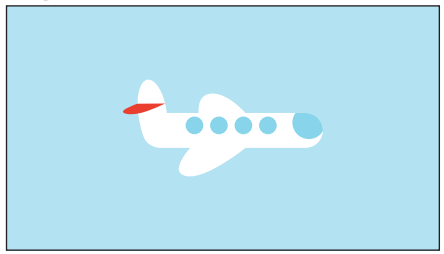
Xylophone



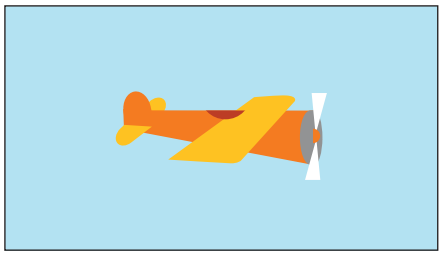
Print Transportation

18 Transportation Elements Adobe Illustrator Format

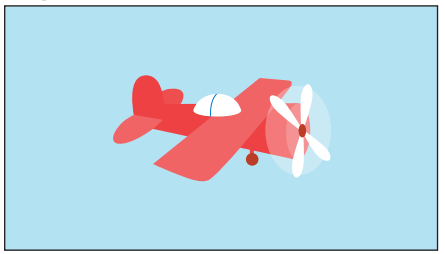
Airplane 1



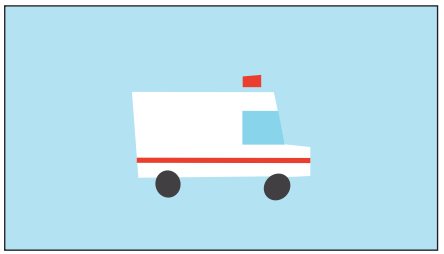
Airplane 2



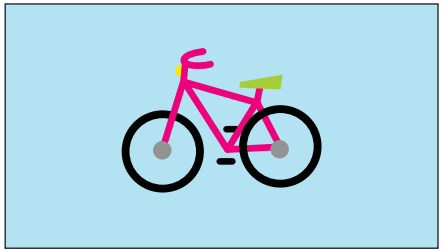
Airplane 3



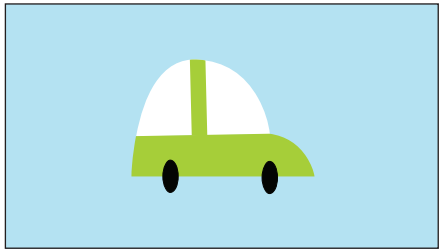
Ambulance



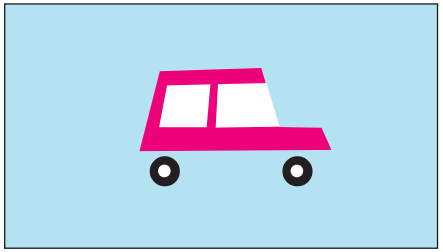
Bike



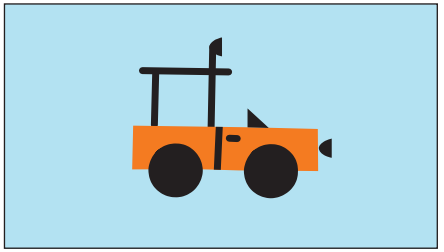
Car 1



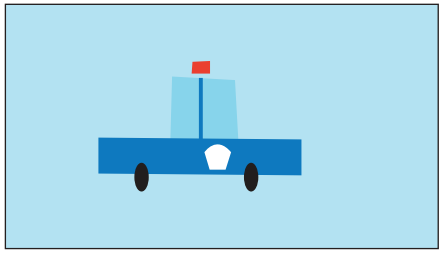
Car 2



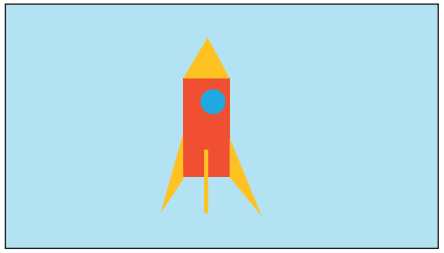
Jeep



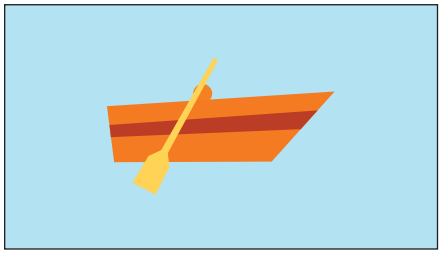
Police Car



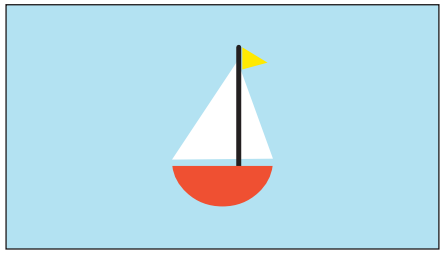
Rocket



Rowboat

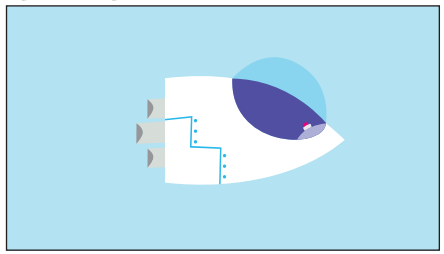


Sailboat

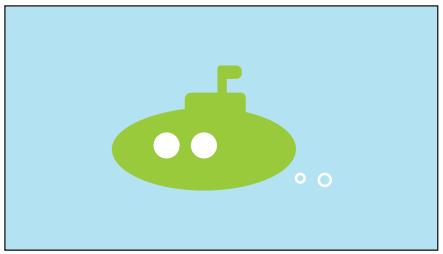


Print Transportation

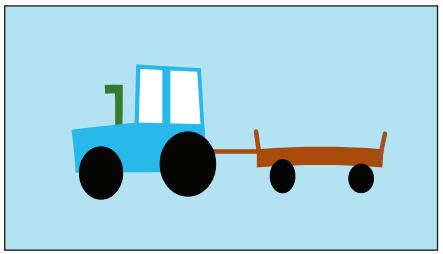
Spaceship



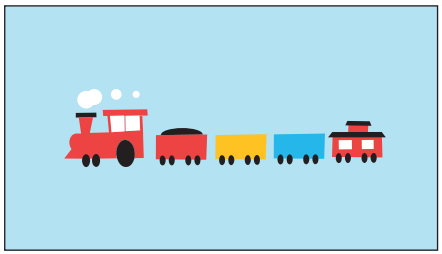
Submarine



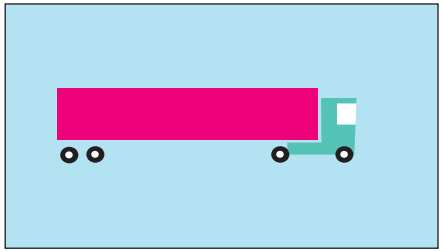
Tractor



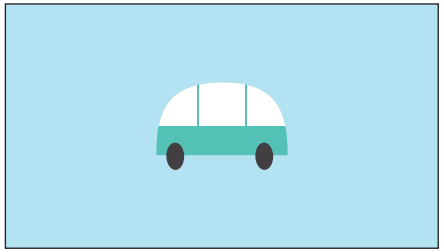
Train

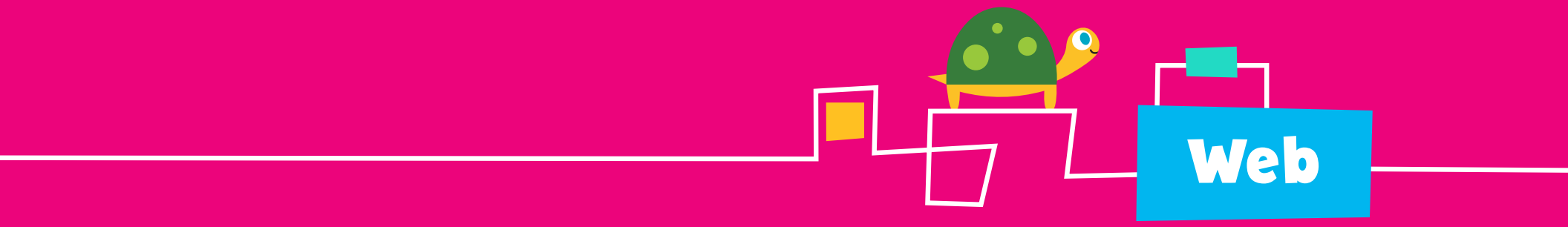


Truck



Van

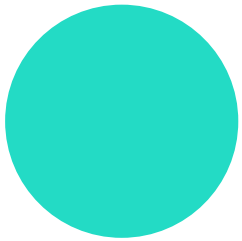
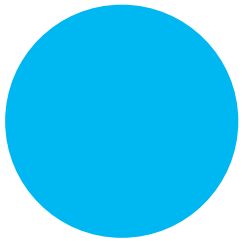
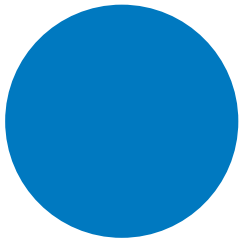
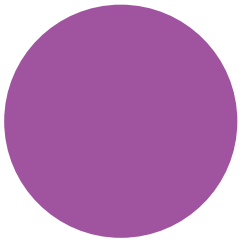
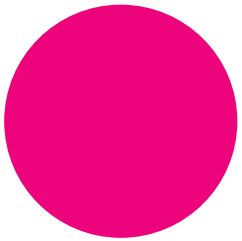


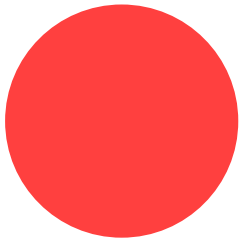
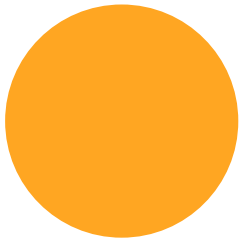
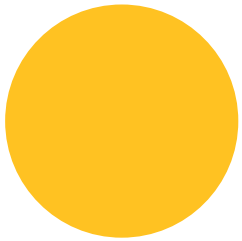
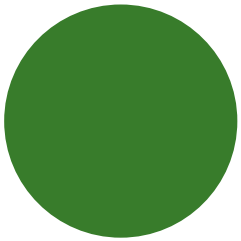

Web

PBS KIDS Color Palette RGB

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

Primary Color Palette

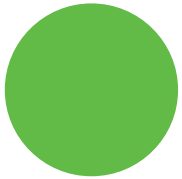
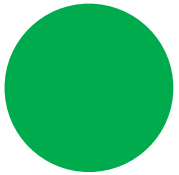
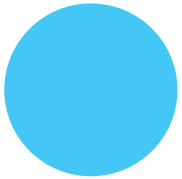
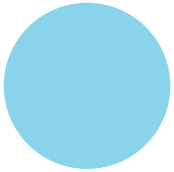
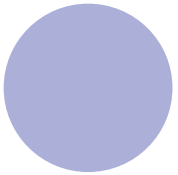
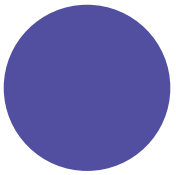
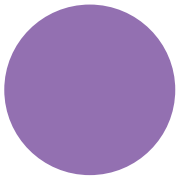
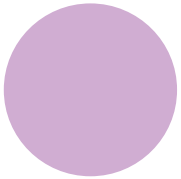
COLOR SWATCH (Do Not Sample)						
RGB (TV, Mobile, Web)	153, 207, 22	35, 219, 197	0, 184, 241	0, 121, 193	161, 84, 160	237, 3, 124

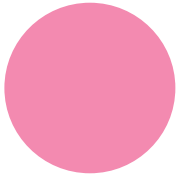
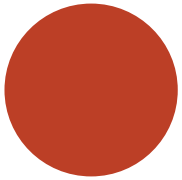
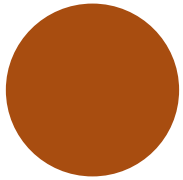
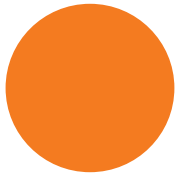
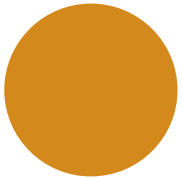
COLOR SWATCH (Do Not Sample)					
RGB (TV, Mobile, Web)	255, 64, 63	255, 166, 34	255, 194, 34	255, 227, 99	56, 124, 43

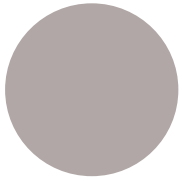
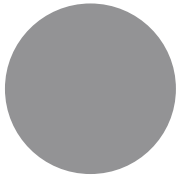
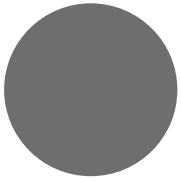
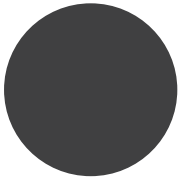
PBS KIDS Color Palette RGB

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

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

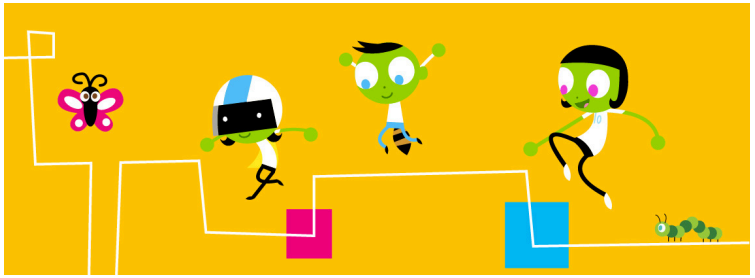
PBS Online Square Banner: 300X250

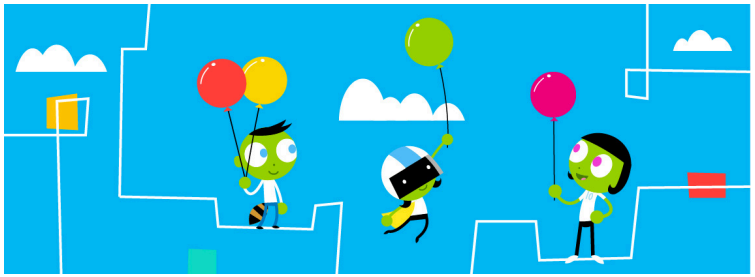
PBS Online Horizontal Banner 728X90

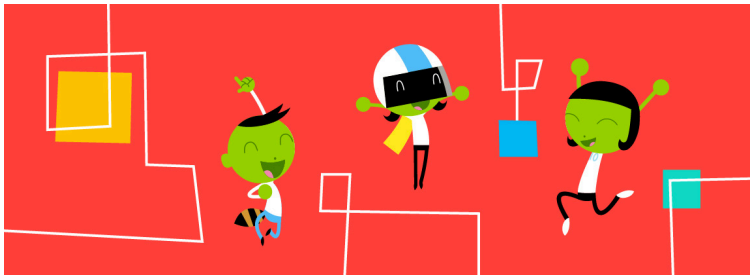
PBS Online Vertical: 160X600

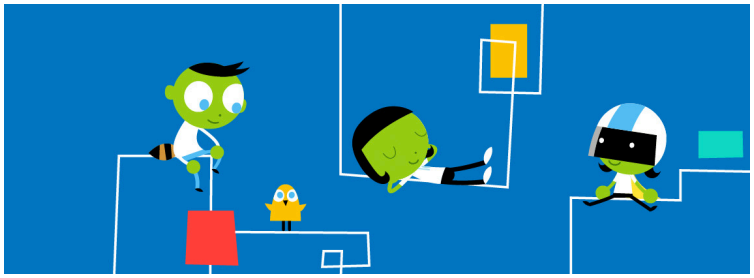
Social Skins: Facebook

5 Generic Character Skins Jpeg and Adobe Illustrator Format



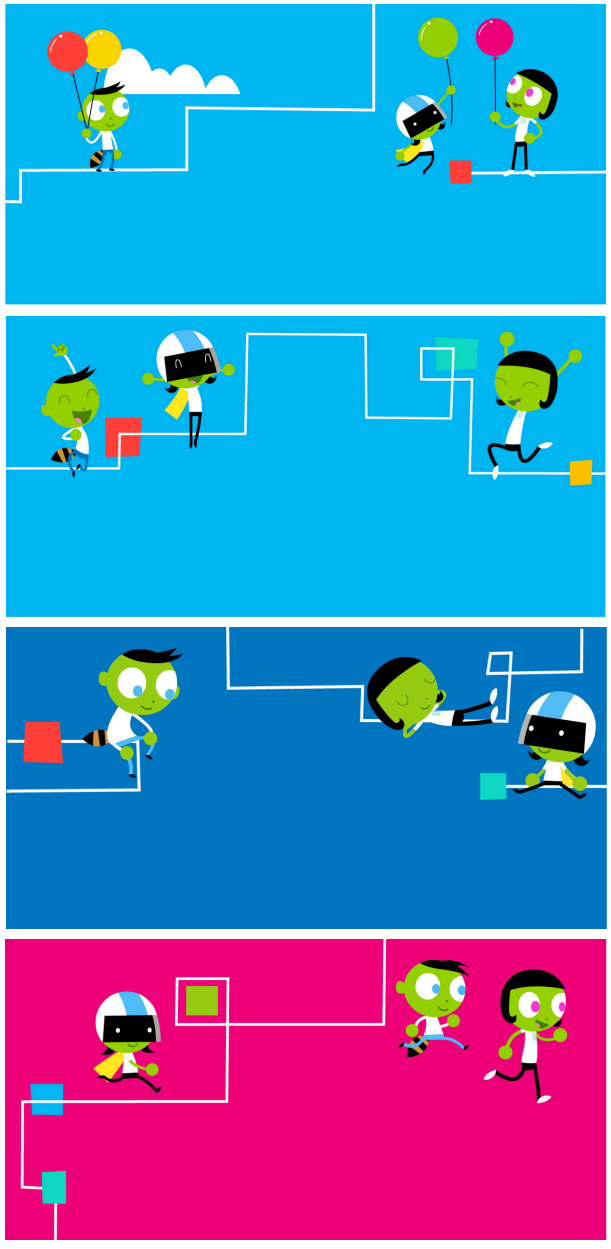






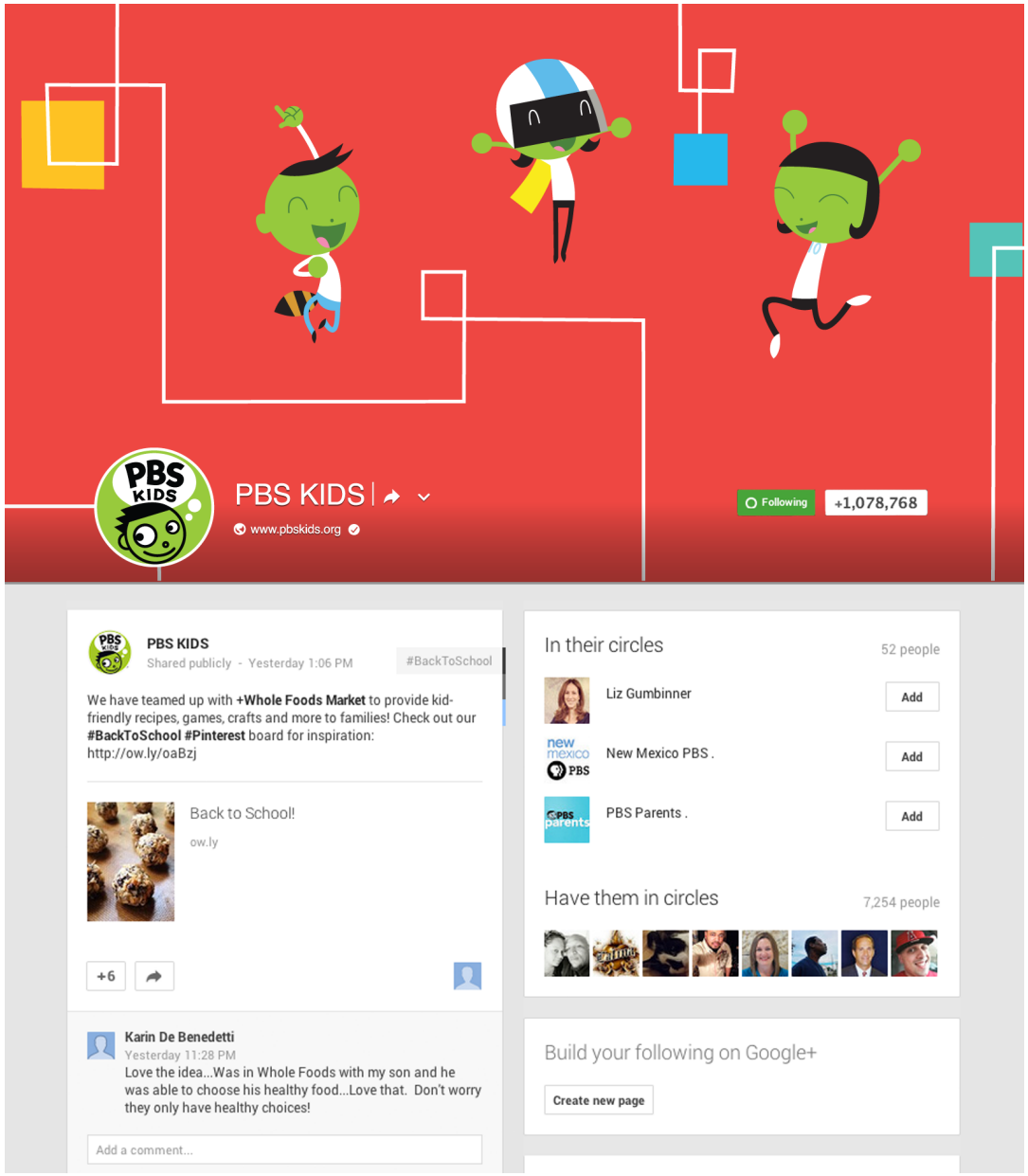
Social Skins: Twitter

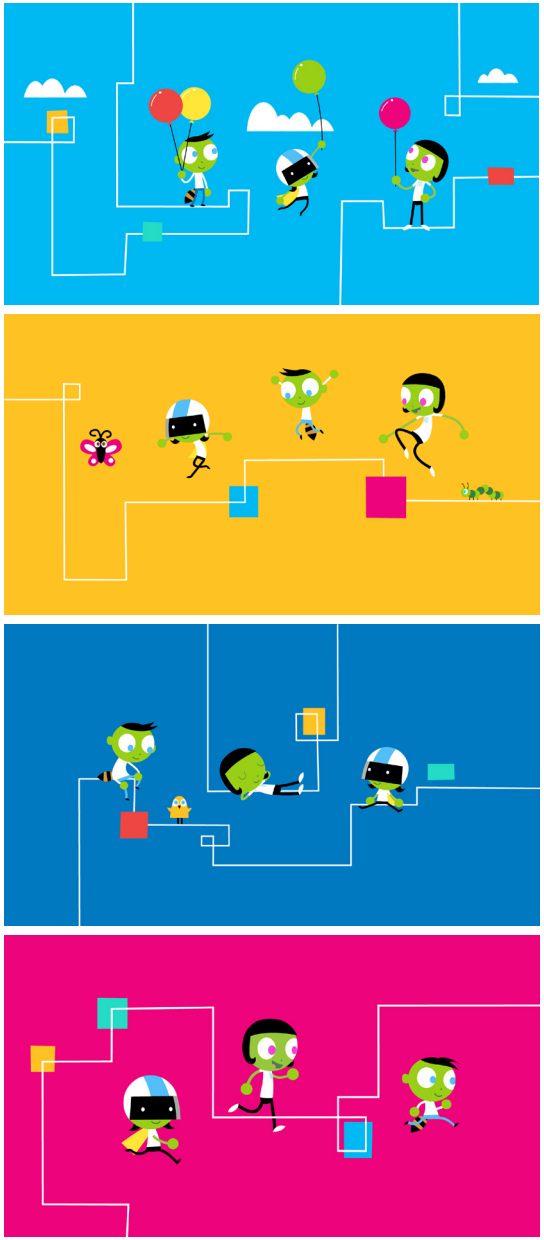
5 Generic Character Skins Jpeg and Adobe Illustrator Format

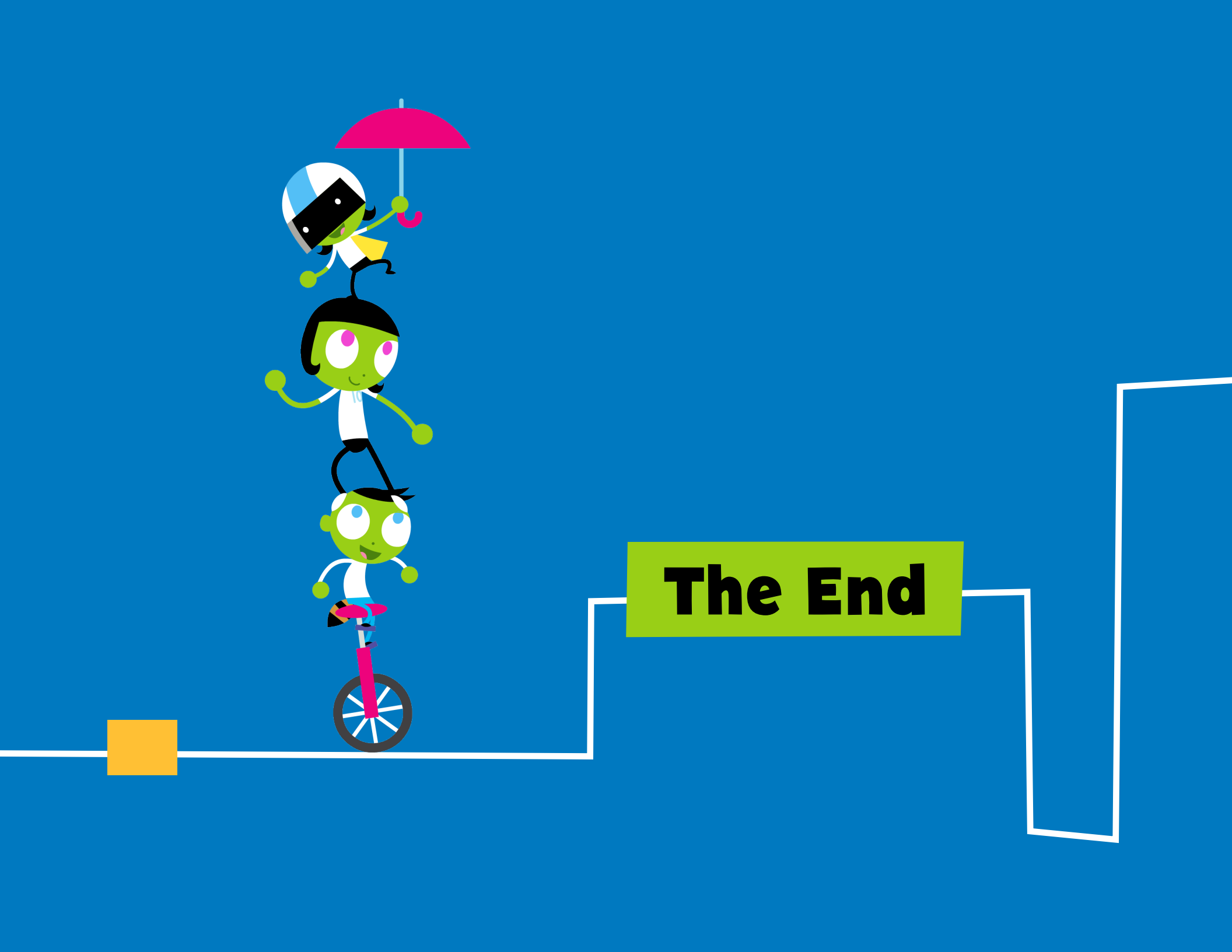


Social Skins: Google+

5 Generic Character Skins Jpeg and Adobe Illustrator Format






The End