Kansas City PBS

Style Guide

Table of Contents

LOGO

Primary 4

Secondary 5

Limited Use 6

Logo Size Guidelines 7

Accessibility rules 8

Dos and don’ts 9

LOGO LOCKUPS

Primary Lockup 11

Secondary Lockup 12

Stacked Lockup 13

Limited Use Lockup 14

Lockup Size Guidelines .. 14

Large Lockup Size Guidelines 17

Dos and don’ts 18

COLOR

Palette 20

PBS Blue 21

Secondary Blues 22

Primay accents 23

Secondary accents 24

Recommended neutrals .. 25

Accessibility rules 26

TYPOGRAPHY

PBS Sans 31

Type styles 32

Guidance 33

Improper use 34

KANSAS CITY PBS KIDS

Lockup 36

Lockup Size Guidelines .. 37

LOGO

Primary Logo

- A horizontally-oriented logo is preferred to optimize for space and readability. This applies to the vast majority of use cases — for example, across broadcast, print, and digital contexts (e.g., web headers, banners, online video, etc.).
- There are two versions of our logo, a white logo and a blue logo that can be used interchangeably.
- The logotype was custom-made for the PBS logo only. Do not recreate the logotype in the PBS Sans font.

WHITE LOGO

Profiles are always PBS Blue

BLUE LOGO

Profiles are always White

Secondary Logo

- In certain cases where there are horizontal space constraints or size or aspect ratio limitations, a secondary co-branded logo that is vertically stacked may be used. (e.g., social media avatars that are typically in a circular format.)

Limited Use Logo

- Black and white logos can be used for print where color is not available.

- Do not make the logo grayscale.

LOGO | SIZE AND PRINT GUIDELINES

- The horizontal Kansas City PBS logo should never print less than 0.2” tall.
- The horizontal Kansas City PBS logo should be a minimum of 26 pixels tall for digital uses.
- The stacked Kansas City PBS logo should never print less than 0.35” tall.
- The stacked Kansas City PBS logo should be a minimum of 43 pixels tall for digital uses.
- Minimum padding around the Kansas City PBS Logo is equal to 25% of the height of the Kansas City PBS Logo.
- The logo appearing in print must have the circle R symbol (®).

25% height of logo

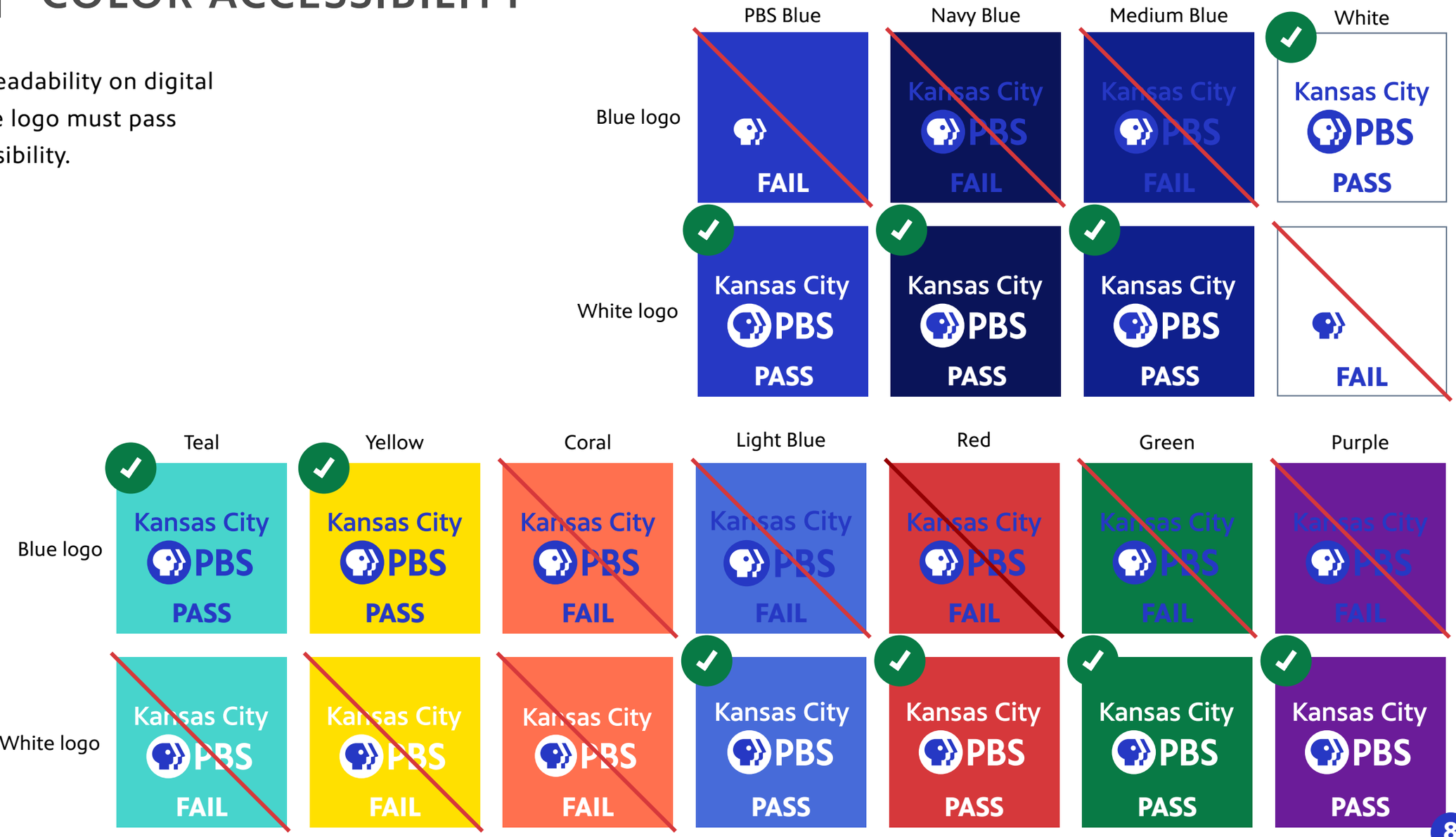
25% height of logo

26 pixels
0.2 inches

43 pixels
0.35 inches

LOGO | COLOR ACCESSIBILITY

- To ensure readability on digital screens, the logo must pass color accessibility.



LOGO | IMPROPER USE

Kansas City

Kansas City

Kansas City PBS

DON'T:
Do not separate profiles, shield, and wordmark

Kansas City PBS

DON'T:
Do not stretch, distort, or otherwise modify the logo

DON'T:
Do not knock out profiles of the logo

Kansas City PBS

Kansas City PBS

DON'T:
Do not rearrange, flip, rotate or change the scale of the elements in the logo

Kansas City PBS

DON'T:
Do not add decorative effects such as emboss or drop shadow to the logo

Kansas City PBS

DON'T:
Do not alter the colors of the logo

Kansas City PBS

Kansas City PBS

DON'T:
Do not typeset or recreate the logo using PBS Sans or any other font

Watch your favorite Kansas City PBS shows on Passport.

DON'T:
Do not use the logo within text

Kansas City PBS

Kansas City PBS

DON'T:
Do not place or embed the logo or shield within a box or carrier shape

LOGO LOCKUPS

Primary Logo Lockup

- When it is necessary to use the Kansas City PBS, 90.9 The Bridge and Flatland logos together, the primary lockup that uses the horizontally-oriented Kansas City PBS logo above the Bridge and Flatland logos is preferred.

- The primary lockup with the adjusted Bridge logo (right) is for use at smaller sizes. The primary lockup with the full Bridge logo is for use at larger sizes.

Secondary Logo Lockup

- In certain cases where there are space constraints or size or aspect ratio limitations, a secondary logo lockup that uses the vertically stacked Kansas City PBS logo between the Bridge 90.9 FM and Flatland logos may be used.

- The secondary lockup with the adjusted Bridge logo (right) is for use at smaller sizes. The secondary lockup with the full Bridge logo is for use at larger sizes.

Stacked Logo Lockup

- In certain cases where there are space constraints or size or aspect ratio limitations, a stacked logo lockup that uses the vertically stacked Kansas City PBS logo above the Bridge 90.9 FM and Flatland logos may be used.

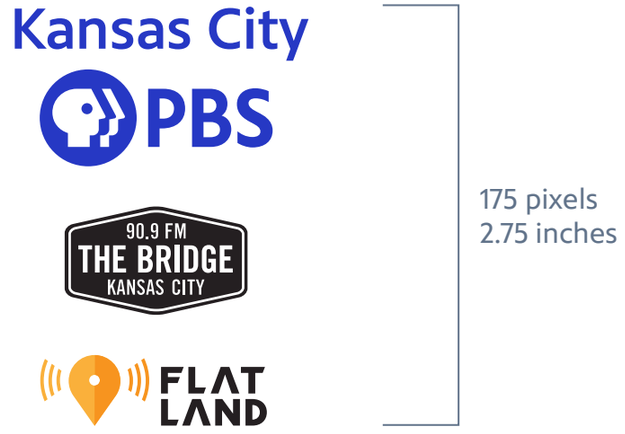
- The stacked lockup with the adjusted Bridge logo (right) is for use at smaller sizes. The stacked lockup with the full Bridge logo is for use at larger sizes.

Limited Use Logo Lockup

- Black and white logo lockups can be used for print where color is not available.
- Do not make the lockups grayscale.

LOGO LOCKUP | SIZE GUIDELINES

- The primary logo lockup should never print less than 0.6405” tall. At 3.5" or taller, the large version of the primary logo lockup should be used.
- The primary logo lockup should be a minimum of 78 pixels tall for digital uses. At 252 pixels or taller, the large version of the primary logo lockup should be used.
- The secondary logo lockup should never print less than 0.6” tall. At 3.5" or taller, the large version of the secondary logo lockup should be used.
- The secondary logo lockup should be a minimum of 75 pixels tall for digital uses. At 247 pixels or taller, the large version of the secondary lockup should be used.
- The stacked logo lockup should never print less than 2.75” tall. At 8.25" or taller, the large version of the stacked logo lockup should be used.
- The stacked logo lockup should be a minimum of 175 pixels tall for digital uses. At 594 pixels or taller, the large version of the stacked lockup should be used.



LOGO LOCKUP | SIZE GUIDELINES

- Minimum padding around the primary logo lockup or the secondary logo lockup is equal to 25% of the height of that lockup.

- Minimum padding around the stacked logo lockup is equal to 25% of the width of that lockup.

- The logo lockup appearing in print must have the circle R symbol (®) attached to the Kansas City PBS logo.

25% height of logo lockup

25% height of logo lockup

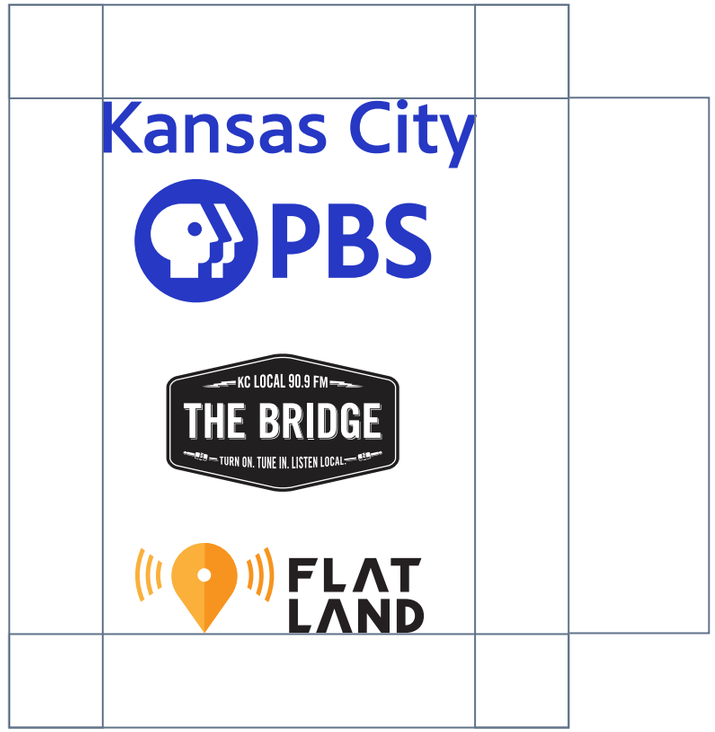
25% width of logo lockup

- Minimum padding around any logo lockup is

LOGO LOCKUP | SIZE GUIDELINES

252 pixels
3.5 inches
Not shown to scale

25% height of logo lockup



594 pixels
8.25 inches
Not shown to scale

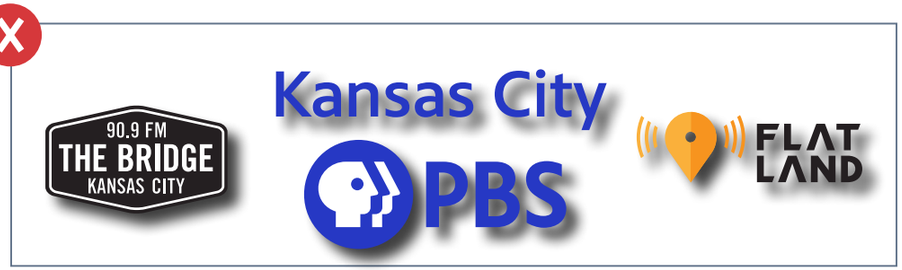
25% width of logo lockup

247 pixels
3.5 inches
Not shown to scale

25% height of logo lockup

LOGO LOCKUP | IMPROPER USE

DON'T:
Do not stretch, distort, or otherwise modify the logo lockup



DON'T:
Do not knock out profiles of the PBS logo or elements of the Bridge logo.

DON'T:
Do not rearrange, remove, flip, rotate, separate or change the scale of the elements in the logos or the lockup

DON'T:
Do not alter the colors of the logo lockup

COLOR

Primary Palette

- PBS Blue is our signature color and should be prominently placed for brand impact
- Primary accents (Teal, Yellow, and Coral) are to be used minimally to emphasize important content
- CMYK colors are recommended for a majority of print jobs; PMS colors should be used for limited color print jobs (ex: spot colors for high profile print jobs and for selecting blue products including fabrics, paint, other custom color materials)

PBS BLUE	#2638C4	C100 M65 Y0 K0	PMS 293
NAVY BLUE	#0A145A	C100 M95 Y0 K42	PMS 2757
MEDIUM BLUE	#0F1E8C	C100 M80 Y0 K21	PMS 280
WHITE	#FFFFFF	C0 M0 Y0 K0	—
TEAL	#48D3CD	C49 M0 Y23 K0	PMS 3252
YELLOW	#FFCF00	C0 M9 Y100 K0	PMS 109
CORAL	#FE704E	C0 M59 Y50 K0	PMS 2345

PBS Blue

- PBS Blue is our signature color and should be prominently placed for brand impact

- For a majority of print materials, CMYK color builds are recommended

Examples of digital use cases:

- Color for primary elements on a screen
- Button color for primary calls-to-action

- Text color for links

PBS BLUE

#2638C4

C100
M65
Y0
K0

PMS 293

Secondary Blues

Examples of digital use cases:

- Alongside PBS Blue for added dimension
- Alongside content with a more serious tone

NAVY BLUE

#0A145A

C100
M95
Y0
K42

PMS 2757

MEDIUM BLUE

#0F1E8C

C100
M80
Y0
K21

PMS 280

Primary Accents

All three primary accents are interchangeable

Best when used:

- Minimally to emphasize important content
- One at a time, in a majority of cases

DO:

- Only include more than one primary accent color if each color has a different and distinct purpose

TEAL

#48D3CD

C49
M0
Y23
K0

PMS 3252

YELLOW

#FFCF00

C0
M9
Y100
K0

PMS 109

CORAL

#FE704E

C0
M59
Y50
K0

PMS 2345

Secondary Accents

Secondary accents expand the color palette for use in illustration and special use cases in digital and print

Best when used:

- In addition to our primary color palette in infographics and social graphics

DON'T:

- Do not use any secondary accents on-air
- Do not use secondary accents in place of
- primary accents

LIGHT BLUE

#486CD8

C70
M50
Y0
K0

PMS 2130

RED

#D6383A

C0
M95
Y100
K0

PMS 485

GREEN

#087B45

C89
M0
Y100
K10

PMS 2426

PURPLE

#6A1B9A

C58
M76
Y0
K0

PMS 2587

Recommended Neutrals

These are the recommended neutrals which can be shifted lighter or darker as needed

The option to shift colors is limited to a cool color palette. When paired with text, check for color accessibility

Best when used:

- As non-primary elements in a design (ex: boxes that hold content, as a key or legend)

DON'T:

- Do not use neutrals as a replacement for our primary or secondary palettes
- Do not create neutrals by modifying primary accents or secondary accents
- Do not use neutrals on-air

Recommended as a lighter background color, alongside or as an alternate to White

#F6F8FA
C3
M1
Y0
K0

#EEF0F5
C5
M3
Y1
K0

Recommended as a text color on White backgrounds or as a background color with White text

#60738A
C65
M48
Y30
K0

Recommended as a darker background color, alongside or as an alternate to PBS Blue or Secondary Blues

#040C41
C90
M80
Y0
K70

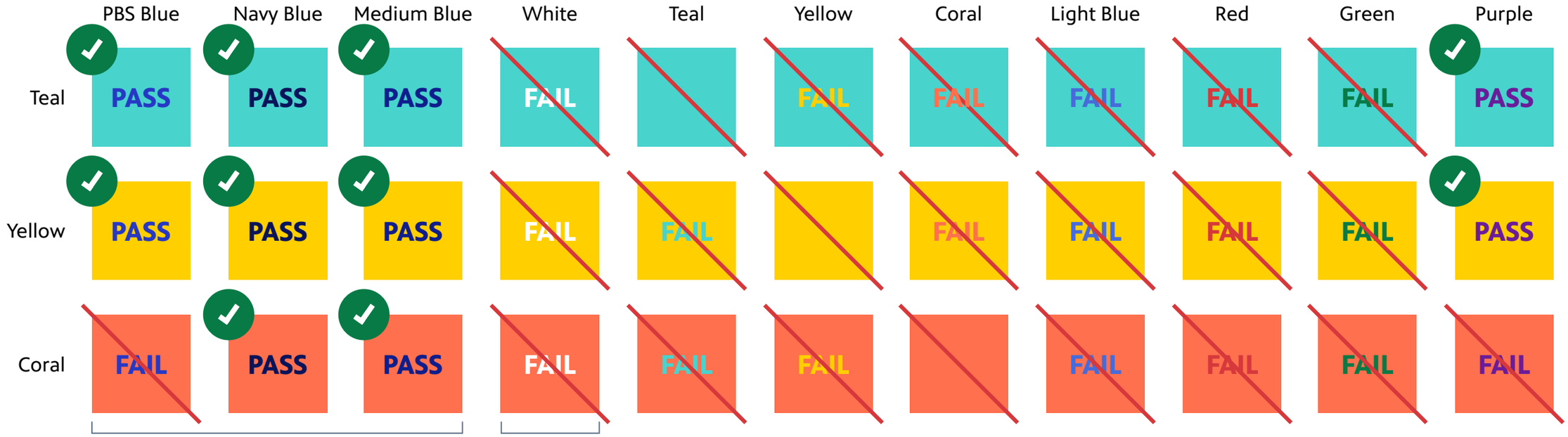
#000525
C50
M30
Y0
K95

COLOR | TEXT ACCESSIBILITY

- To ensure readability on digital screens, color pairings must pass color accessibility.

COLOR | TEXT ACCESSIBILITY | PRIMARY ACCENTS

- To ensure readability on digital screens, color pairings must pass color accessibility.

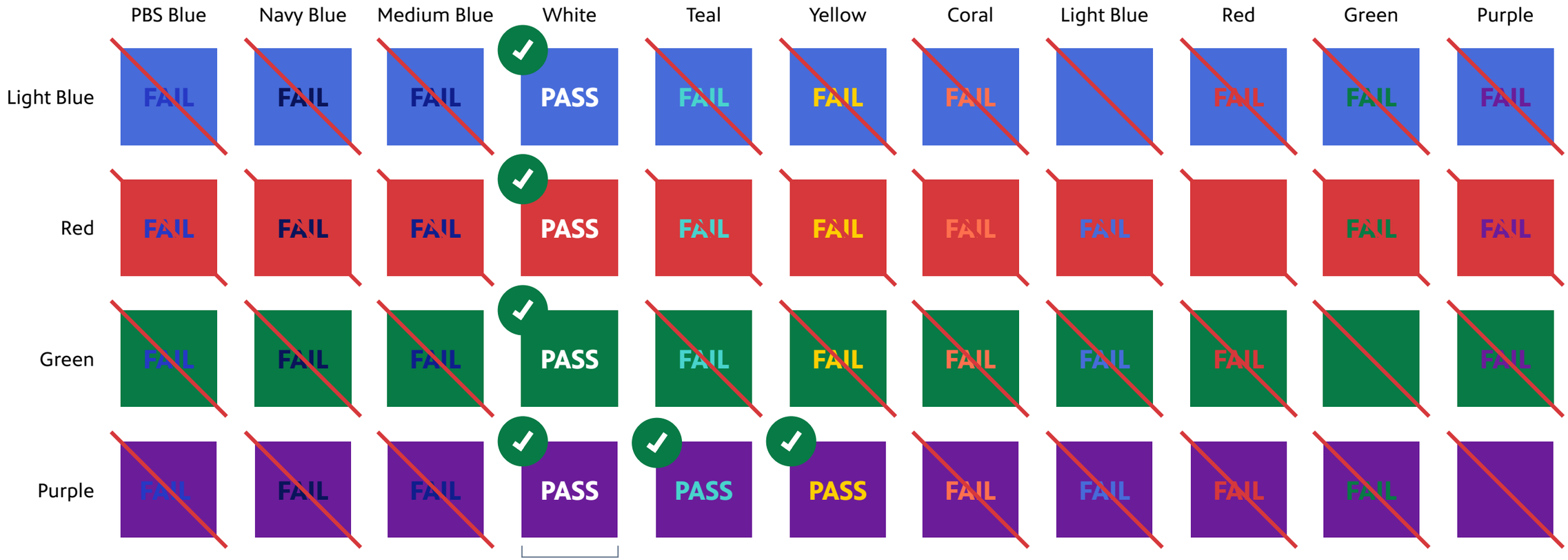


- All primary accents pass when paired with Navy Blue and Medium Blue
- Only Teal and Yellow pass when paired with PBS Blue

- No primary accents pass when paired with White

COLOR | TEXT ACCESSIBILITY | SECONDARY ACCENTS

- To ensure readability on digital screens, color pairings must pass color accessibility.



- All secondary accents pass when paired with White

TYPOGRAPHY

Typography

- Typography is a key element used to communicate a unified personality for PBS. Our custom PBS Sans font family is inspired by our logotype. It is human, contemporary, and highly legible.

Light

Light Italic

Regular

Italic

Condensed

Condensed Italic

Medium

Medium Italic

Bold

Bold Italic

Condensed Bold

Condensed Bold Italic

Black

Black Italic

PBS Sans

DO:

- Use PBS Sans for all applications whenever possible
- Use Arial (Regular and Bold, plus Italics) only on platforms where custom fonts are not available

Text color must pass accessibility and be legible on all platforms (see pages)

Light

Regular

Medium

Bold

Black

- Best when used as font size larger than 14pt

Type Styles

Italic is best when used for:

- Captions
- Quotes
- AP Style Rules

DON'T:

- Do not use for primary messages (ex: headers, body copy, etc.)

Condensed is best when used for:

- Credits
- Fine print

DON'T:

- Do not use for primary messages (ex: headers, body copy, etc.)

Light Italic

Italic
Condensed
Condensed Italic

Medium Italic

Bold Italic
Condensed Bold
Condensed Bold Italic

Black Italic

TYPOGRAPHY | GUIDANCE

Title Case is preferred for headers, titles, and labels

Summer of Space

TONIGHT

ALL CAPS is preferred for brief secondary messages (ex: TONIGHT, ALL NEW, TUNE IN)

The Latest News

Title Case is preferred for headers, titles, and labels

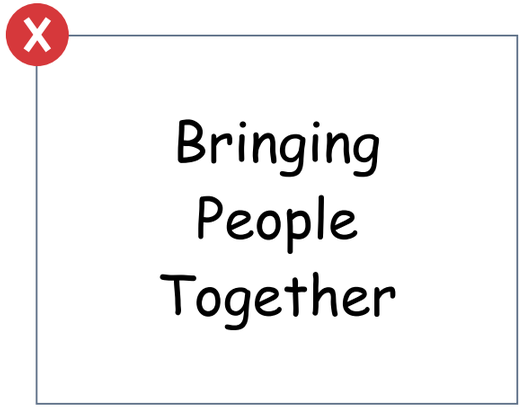
For These Refugees, Theater Plays a ‘Vital Role’ in Healing

Title case is preferred for subheaders

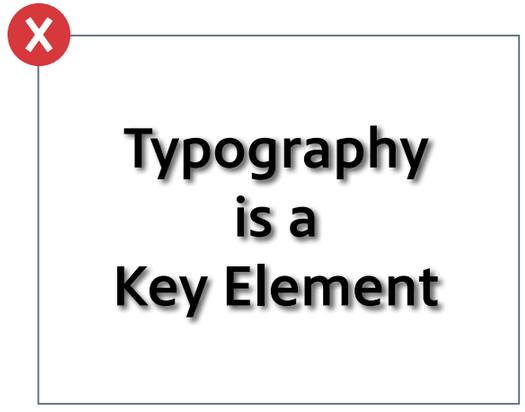
In the aftermath of the Syrian conflict, millions of people fled their country, joining migrants and refugees from across the Middle East and Africa seeking better lives in Europe and the United States. Many gathered at an informal French refugee camp known as “The Jungle.” Jeffrey Brown reports on a new play that’s putting their stories in the spotlight.

Sentence case and left-aligned text is preferred for all body copy

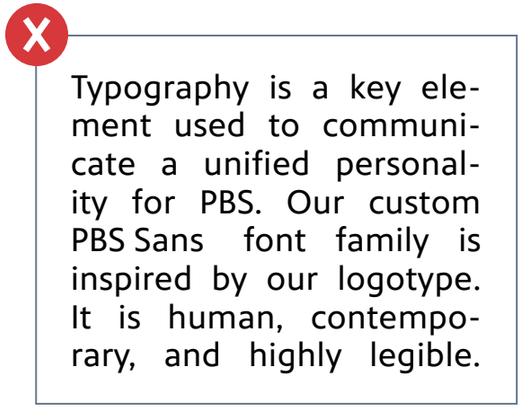
TYPOGRAPHY | IMPROPER USE



DON'T:
Do not use unapproved fonts



DON'T:
Do not add effects such as gradients, emboss or drop shadow



DON'T:
Do not use justified paragraph text

KANSAS CITY PBS KIDS

Kansas City PBS Kids

- When it is necessary to use the Kansas City PBS and PBS KIDS logos together, they should have ample separation between or a lockup with the secondary Kansas City PBS logo, piping and the PBS KIDS logo should be used.

- The white outline of the PBS Kids logo should always be visible.

SEPARATION

Kansas City PBS

LOCKUPS

Kansas City PBS

Kansas City PBS

KIDS LOGO LOCKUP | SIZE GUIDELINES

- The Kids logo lockup should never print less than 0.35” tall.
- When the Kids logo in print is .35"-.8" tall, the small version of art should be used. The sizes of the border and the circle R symbol (®) of the PBS Kids logo have been adjusted for legibility at a smaller size.
- The Kids logo lockup should be a minimum of 60 pixels tall for digital uses.
- Minimum padding around the Kids logo lockup is equal to 25% of the height of that lockup.

60 pixels
0.8 inches

25% height of logo lockup

.35"-.8"
adjusted art

25% height of logo lockup