



Brand Guide

version 5.10

Welcome

As part of the PBS® family, you benefit from everything our brands offer. You also play an important role in keeping our brands healthy and strong.

And there's a lot to gain.

When we all manage our brands effectively, we:

- demonstrate our enduring value.
- increase our relevance with the public.
- differentiate ourselves from our competitors.
- build stronger relationships with our audiences.
- remind people why we are worthy of financial support.
- strengthen the benefits to our partners and member stations who co-brand.



The PBS family of brands

Our brand is the collective perception our audience holds about us, based on the experience we offer, the images we project and the messages we deliver. It's the reputation we maintain with our viewers, members, online users, funders and everyone we reach.

PBS, PBS KIDS® and PBS KIDS GO!® are the pillars of our family of brands. Each has a unique audience, content offering and brand identity.

Be more



PBS®



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Who We Are



Our purpose

What we do...

We optimize the power of media to help all kids reach their potential.

Why we do it....

So that every child can discover a world of unlimited possibilities.



Our values

We believe...

- in the **promise of all children**, and that who you are and where you come from should never stand in the way of what you want to be.
- **learning happens naturally** as part of a fun and delightful adventure.
- the **real world is full of opportunities** to explore and grow.
- **children need trusted guides** on their journeys of learning and discovery.
- children are **little people with big potential** — not budding consumers — who need safe and age-appropriate places to learn about the world around them.
- media can **inspire and nurture a love of learning** in children — and help bridge the opportunity gulf between children who “have” and those who don’t.



Our target audience

Our preschool audience

The PBS KIDS audience is made up of children and caregivers from all parts of the country, of all races, ethnicities and income levels. Our littlest viewers are preschoolers, aged two to five.*

During this time, children grow physically, emotionally and intellectually. They have a natural curiosity and want to touch, taste, smell, hear and test things for themselves. They learn through play (and respond to PBS KIDS characters as if they were real playmates).

While preschoolers are busy exploring the outside world, they are also figuring out who they are on the inside. They're getting to know themselves — and it's exciting for them to discover their abilities and talents!

Kids this age are open to new people, places and ideas. They are genuine explorers, just starting their unique life's journey.

* Want more on our audience of older kids? Check out the PBS KIDS GO! section of this guide.



Our caregiver audience

When it comes to the PBS KIDS brand, parents and caregivers are just as important as kids. They are the media gatekeepers and make most of the choices about their children's TV and online use. PBS KIDS parents want the best for their kids: for them to be safe, happy and healthy and to achieve all they can in life.

These moms and dads value learning and know that PBS is a safe and educational place for young kids to spend time. They play an active role in their kids' lives and learning experiences, encouraging their children to grow and explore through active play, books, websites, TV and more.



Of course, we have many other vital stakeholders — and it's important that we present a clear, consistent brand to them as well. So, it's good to keep what you learn from this guide in mind when working with funders, policymakers, board members, staff, educators and community partners.

Our Brand

PBS KIDS



Our brand positioning

PBS KIDS is a trusted guide for little explorers, from every walk of life, as they discover themselves and the wonder-filled world around them.

Everything we do must deliver on this promise.

Our brand positioning reflects what matters to our audience and what makes us stand out among our competitors.

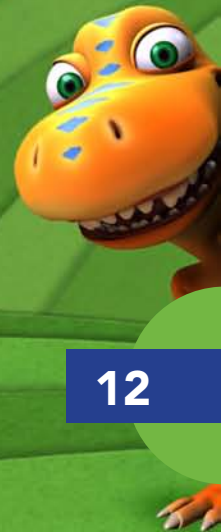


Our brand experience

A unique experience for kids

Across all platforms, the PBS KIDS environment is always kid-friendly (even when we speak to grown-ups). We provide an experience that:

- inspires curiosity, exploration and discovery.
- is playful, smart and fun.
- is immersive and interactive.
- is grounded in the real world.
- is contemporary and age-appropriate.
- transforms characters into favorite friends and trusted guides.





A special experience for grown-ups

There's a lot going on behind the scenes that bolsters the PBS KIDS experience for caregivers and adults.

For them, PBS KIDS:

- is a trusted guide, opening up the real world for preschoolers with care and delight.
- supports children's natural energy and curiosity.
- is a safe place where kids' interests always come first.
- nurtures a love of learning for life-long growth.



Our brand attitude

The PBS KIDS brand is infused with **curiosity**, **discovery** and the **exhilaration** of everyday adventure. We approach the world with **optimism**, and we share young children's **sense of wonder**. We're playful and celebrate the **joy in learning**. We serve as **gentle guides** for young children, **encouraging** them to look further, dig deeper and rise to new challenges.



Building Blocks



Setting ourselves apart

Everything we do for kids is informed by the promise of our PBS KIDS brand. Our work expresses our brand attitude and gives children and adults a rich PBS KIDS experience.

One way to make sure we're delivering a PBS KIDS experience is by using the building blocks of our brand — **our animated hosts, our visual identity, our typeface, our logo.** When thoughtfully designed and consistently used, these are invaluable assets. They can set PBS KIDS apart from other kids media brands and help us reinforce who we are to children, parents and sponsors.



Dot and Dash

Dot and Dash are trademark icons of PBS KIDS and the hosts of PBS KIDS media. They are brother and sister; their interaction with each other should reflect that close sibling bond. They are the typical brother and sister combination; both are energetic, curious, creative, smart and fun.

Dash is the older, wiser brother. He is an experienced explorer and trusted guide who's still inquisitive about the world around him. Dot is a young, active explorer. She is fun, curious and willing to learn from her experiences. She's constantly investigating her surroundings and discovering new ways to view and interact with her environment. Sometimes Dash helps her see how things work, and sometimes Dot shows him a thing or two!



Our look

Our visual identity draws children of all ages into the engaging and immersive world of PBS KIDS online, in person and on TV.

PBS KIDS has its own visual identity package that's filled with elements that bring PBS KIDS to life in print, on-air, online and in your community. The package uses graphic elements, colors, fonts and more to create a cohesive, engaging experience for all PBS KIDS families.

You'll find a complete guide for how to use PBS KIDS graphics here.
<[linktopbskidsgraphics](#)>



Our colors



Yellow

Green



Purple

Blue



Our typeface

The typeface for PBS KIDS is friendly and clean, reflecting the brand itself.

Avenir Black with a soft, feathered drop shadow is the primary font that should be used in the PBS KIDS graphics package. Also, Clarendon can be used for print, as needed. On the web, use the web-safe Arial for blocks of text to ensure correct rendering and readability.



**BROADCAST AND PRINT HEADLINES:
AVENIR BLACK**

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTt
UuVvWwXxYyZz**

**PRINT HEADLINES:
CLARENDON BOLD**

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTt
UuVvWwXxYyZz**

**ONLINE BODY COPY:
ARIAL REGULAR**

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTt
UuVvWwXxYyZz**

Our logo

The PBS KIDS logo is a visual mark that represents our brand and everything it stands for. It is immediately recognizable by kids and adults and speaks volumes in just seconds.

The PBS KIDS logo contains two elements:

1. a circle graphic with Dot or Dash
2. a legal registration symbol (SM)

These two elements combined form the logo and should always appear as one.* The Dot and Dash logos are interchangeable and should be used with equal frequency.

* On air, the PBS KIDS logo may appear without the legal registration symbol.



Circle graphic with
Dot



Circle graphic with
Dash

Legal
registration
symbol

Logo versions

The PBS KIDS logo is available in color and black-and-white. There are different formats of the logo for different media. Their proportions vary to ensure maximum legibility. Use the version and size most appropriate for your project.

Use only logo files you receive directly from PBS.

Design considerations

- Do not alter, modify or obscure the logo, or change the impression it creates, in any way.
- The PBS KIDS logo should never be smaller than .375" in print or less than 60 pixels in height online. If absolutely necessary in environments where the logo must appear smaller (e.g., mobile media), ensure that the logo is still clear and legible.
- The PBS KIDS logo, when used online, must incorporate a direct hyperlink to <http://pbskids.org>.
- Third-party use of the logo requires the line "The PBS KIDS logo is a registered trademark of PBS and is used with permission."
- Preserve the logo's distinct color by using only the RGB, CMYK and PMS colors specified in the PBS KIDS Logo Use Guidelines.

Download your copy of the PBS KIDS Logo Use Guidelines here [<pbskidslogouseguidelineslink>](#)



Consumer Approach



Talking to consumers

It's important to reinforce our brand every time we talk to kids and parents — in print advertising, promos, emails, tweets, direct mail, events, etc. To make the most of these communications, streamline messages and always remember your audience.

Communications approach

Have fun and communicate in a way that amuses and delights our preschool audience, but still resonates with moms. Consider what parents and caregivers value. They want their kids to:

1. learn, build self esteem and have fun;
2. feel nurtured, included and love; and
3. experience the most enriching media possible.

Let your communications reflect their perspective.



Tone

The tone and personality of PBS KIDS communications should reflect the spirit of the brand. Whether you are talking to a child or an adult, think "inquisitive, energetic, nurturing, fun and playful." We value kids' thoughts and feelings and we never talk down to them. We take a friendly, fun and conversational tone of voice.

When working on content-specific communications, you can further focus by also reflecting the tone of that program, character or subject matter.



How we sound

How we sound is another way to deliver a PBS KIDS experience. Here are some quick copy rules to help you capture the PBS KIDS voice:

- Use complete words. Avoid using abbreviations (such as "li'l" instead of little, or "'n" instead of "and") and slang contractions (such as "'em" instead of "them" and "dancin'" instead of "dancing").
- Use the alphabet accurately. Avoid backward letters in type and using "Z" in place of "S" ("kidz," "girlz," "boyz").
- Skip trendy language. Avoid words like "cool," "hip," "wacky" and "hot."
- When referring to PBS KIDS, its programs, services, products or stations, use "PBS KIDS." Do not use "public television" or "PTV."





- Do not spell out "Public Broadcasting Service," unless required to do so for a legal document.
- The possessive of PBS KIDS is PBS KIDS'.
- PBS KIDS always appears in uppercase letters, except when listing the URL: pbskids.org. URLs are ideally set at 18 pt. type.
- The first time that PBS KIDS is referenced in copy, the ® must be used; subsequent references to PBS KIDS within the same copy do not require the use of this symbol.
- Proofread, and use perfect grammar.

Preschool destination



The PBS KIDS preschool destination is a special way to engage and interact with little explorers and invite them into the PBS KIDS brand. The destination uses age-appropriate interstitial content that keeps preschoolers engaged between PBS KIDS shows.

The PBS KIDS Preschool Destination Handbook explains everything you need to know about interstitial material and how it works for broadcast, online and for promotion.

Explore the preschool destination here.

preschooldestinationurl



Creative checklist



For a quick way to make sure your communications are well-branded, ask yourself:

- ✓ Does it spark kids' curiosity?
- ✓ Does it draw them in and make them a part of the experience?
- ✓ Does it have fun, humor, excitement?
- ✓ Does it open kids up to something new?
- ✓ Does it feel real, not based on magic or fantasy?
- ✓ Does it feel unique, possible only on PBS KIDS?
- ✓ Would it inspire kids and moms to act (e.g., tune in or log on)?

Brand Resources



**Dig
deeper**

PBS KIDS Logo Guidelines

Click here or visit the Communicate/Promote section of PBS Connect.

PBS KIDS Graphics Style Guide

Click here or visit the Communicate/Promote section of PBS Connect.

PBS KIDS Preschool Destination Handbook

Click here or visit the Communicate/Promote section of PBS Connect.

PBS KIDS Promotion Spot Guide

Click here or visit the Communicate/Promote section of PBS Connect.

PBS KIDS Consumer Products Style Guide

Click here or visit the Communicate/Promote section of PBS Connect.

PBS KIDS Web Production Manual

Click here (<http://soup.pbskids.org/webmanual/>).



PBS contacts



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