Brand Guidelines
Mission
Our Mission

Our mission is why we exist as an organization. It is our reason to come to work every day.

PBS12 has been an independent voice in local media for over 40 years.

Our mission is to share the real, personal stories of the Colorado experience that celebrate our lifestyles and tackle the issues that define our state.

Our Identity

At PBS12, we strive to fulfill our mission by cultivating an environment of discovery, collaboration, tolerance, and civic pride.

Rooted in independence, PBS12 is a source of thoughtful and thought-provoking media, committed to meaningful and rigorous storytelling.

Through our visual and verbal brand promotions, it should be clear that we respect our viewers as inquisitive and discerning citizens.

By focusing our brand on diversity, inclusivity, critical thinking, and engagement, our viewers will see PBS12 as a vital resource that is making an impact in our community.
Message
Our Message

We invite viewers to discover the voices, stories and ideas that illuminate our Colorado community and world.

Our Audience

Our engaged contributors want to learn about and contribute to their community. They want to see themselves and their values represented while exploring new perspectives and discovering new interests.
Our Voice

To maintain brand consistency, it is important to have a clear style that reflects PBS12. Our written style is clear, informative, personal, and succinct. On social media, the tone is fun, light-hearted, and engaging.

When creating content, try to incorporate these ideas:

- COMMUNITY
- COOPERATION
- CURiosity
- EMPOWERMENT
- EXCITEMENT
- EXPLORATION
- IMAGINATION
- INCLUSIVITY
- INSPIRATION
- KNOWLEDGE
- OPTIMISM
- PERSONAL CONNECTION
- PERSPECTIVE
- PHILANTHROPY
- TRUST

Avoid the following words and ideas:

- CLOSED-MINDEDNESS
- ELITE
- EXCLUSIVE

And any kind of TRANSACTIONAL language when asking for a donation.

Our Tagline

To strengthen the memory of PBS12, our tagline should be used on marketing materials:

Impact Media for Colorado
Logotype
Logo Design

Redesigned in 2019 in concert with the national PBS rebrand, the PBS12 logo evokes the classic, thought-provoking programming of PBS as well as the flair of our local station.

All elements are inseparable: The PBS shield with its iconic profiles, the PBS name, and our teal station identifier.

The logo is composed of two typefaces: PBS Sans and Bernhardt Bold, whose bold weight and bright color help offset the PBS portion of the logo.

Simple and bold, the logo creates a strong brand on-air, online, and in print.
Logo Versions

There are two versions of our logo, a blue logo and a white (reverse) logo.

The 12’s teal color changes depending on the background. The blue version uses a dark teal color, while the white (reverse) version uses a lighter teal color.

The fonts have been customized. Do not recreate the text in the PBS Sans or Bernhardt Bold fonts.
Logo Clearspace

To retain our logo’s integrity, it is important to give it some space.

Minimum padding around the logo is equal to 20% of the height of the logo.

Utilizing the minimum clearspace increases its impact and gives it ample room to breathe among other elements.
Logo Consistency

Please review these examples to see what to avoid when incorporating the logo.

**DON’T:** Do not separate the logo elements, including the profiles, shield, PBS or 12

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

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

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

**DON’T:** Do not use the logo within text

**DON’T:** Do not knock out profiles of the logo

**DON’T:** Do not alter the colors of the logo

**DON’T:** Do not place or embed the logo or shield within a box or carrier shape
Logo Color Accessibility

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

Only use the CMYK or PMS print versions of the logo for print materials (see pages 19-20 for CMYK and PMS values).

Logo should never print less than 1 inch wide.

The use of black and white logos should only be used for black and white printing where color is not available.

DON’T:

X Do not make the logo grayscale.
Translucent Logos

For translucent applications, use the black and white logo with black profiles at 25% opacity.

Places to use translucent logos:
- Social watermarks
- On digital video

DON’T:
- Do not knock out profiles in the logo.
Typography
Avenir

Primary Font

Comprised of several weights, the Avenir font family expresses professionalism, simplicity, and adaptability.

Secondary Font

Use Arial (Regular and Bold, plus Italics) only on platforms where custom fonts are not available.

Font Color

Text color must pass accessibility and be legible on all platforms (see page 13).

<table>
<thead>
<tr>
<th>Font</th>
<th>Avenir Light</th>
<th>Avenir Book</th>
<th>Avenir Medium</th>
<th>Avenir Heavy</th>
<th>Avenir Roman</th>
<th>Avenir Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>123456789?!.,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>123456789?!.,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>123456789?!.,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heavy</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>123456789?!.,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>123456789?!.,</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Color & Imagery
Primary Color Palette

Our primary color palette is made up of the PBS Blue color in our logo, as well as the teal colors used for our station identifier.

The logo uses 2 different teal colors, depending on the background.

PBS TEAL
To be used with dark backgrounds

digital (HEX)
#48d3cd

print (process)
C 64
M 0
Y 22
K 0

print (spot)
PMS 3252

DARK TEAL
To be used with light backgrounds

digital (HEX)
#07aeb4

print (process)
C 76
M 10
Y 28
K 0

print (spot)
PMS 7467

PBS BLUE
Logo color

digital (HEX)
#2638c4

print (process)
C 100
M 65
Y 0
K 0

print (spot)
PMS 293
**Secondary Color Palette**

These colors are drawn from the national PBS palette. They complement the PBS Blue color used in the logo, and the brighter colors can be used to great advantage with a lot of white space around them.

**NOTE:** These colors should be minimized when trying to set PBS12 apart from other PBS stations, as they will be using this color scheme.

<table>
<thead>
<tr>
<th>Color</th>
<th>Digital (HEX)</th>
<th>Print (process)</th>
<th>Print (spot)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS MEDIUM BLUE</td>
<td>#0f1e8c</td>
<td>C 100 M 80 Y 0 K 21</td>
<td>PMS 280</td>
</tr>
<tr>
<td>PBS NAVY BLUE</td>
<td>#0a145a</td>
<td>C 100 M 95 Y 0 K 42</td>
<td>PMS 2757</td>
</tr>
<tr>
<td>PBS YELLOW</td>
<td>#ffcf00</td>
<td>C 0 M 9 Y 100 K 0</td>
<td>PMS 109</td>
</tr>
<tr>
<td>PBS CORAL</td>
<td>#fe704e</td>
<td>C 0 M 59 Y 50 K 0</td>
<td>PMS 2345</td>
</tr>
<tr>
<td>PBS LIGHT GRAY</td>
<td>#f6f8fa</td>
<td>C 3 M 1 Y 0 K 0</td>
<td></td>
</tr>
</tbody>
</table>
Website Color Palette

These colors are primarily used on the website, or in other digital applications. While they complement our logo, they are used to differentiate us from other PBS stations.

Some of the stronger colors (such as Raspberry and Gold) are usually only used for text, not background colors.

<table>
<thead>
<tr>
<th>Color</th>
<th>Digital (HEX)</th>
<th>Color</th>
<th>Digital (HEX)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DARK PINK</td>
<td>#d85976</td>
<td>RASPBERRY</td>
<td>#c3244e</td>
</tr>
<tr>
<td>LIGHT GRAY</td>
<td>#f2f2f2</td>
<td>CREAM</td>
<td>#f8f5ec</td>
</tr>
<tr>
<td>LIGHT BUTTER</td>
<td>#f9eece</td>
<td>BUTTER</td>
<td>#f5df98</td>
</tr>
<tr>
<td>OCHRE</td>
<td>#d9c586</td>
<td>GOLD</td>
<td>#c19f3a</td>
</tr>
<tr>
<td>KHAKI</td>
<td>#4c6464</td>
<td>DARK KHAKI</td>
<td>#324647</td>
</tr>
</tbody>
</table>
Imagery

Imagery is key to everything we create. Our images aim to highlight and elevate our content – introducing our audience to the voices, stories, and ideas that PBS12 is illuminating.

Stories

Images that capture interesting stories of our community and world. They are interesting moments in time.

Ideas

Images that capture larger ideas that we are communicating through our programming and editorial perspective.

Voices

Images that capture the unique voices that we are showcasing in our schedule.

DON’T:

- Do not use staged shots that are conventional or appear posed.