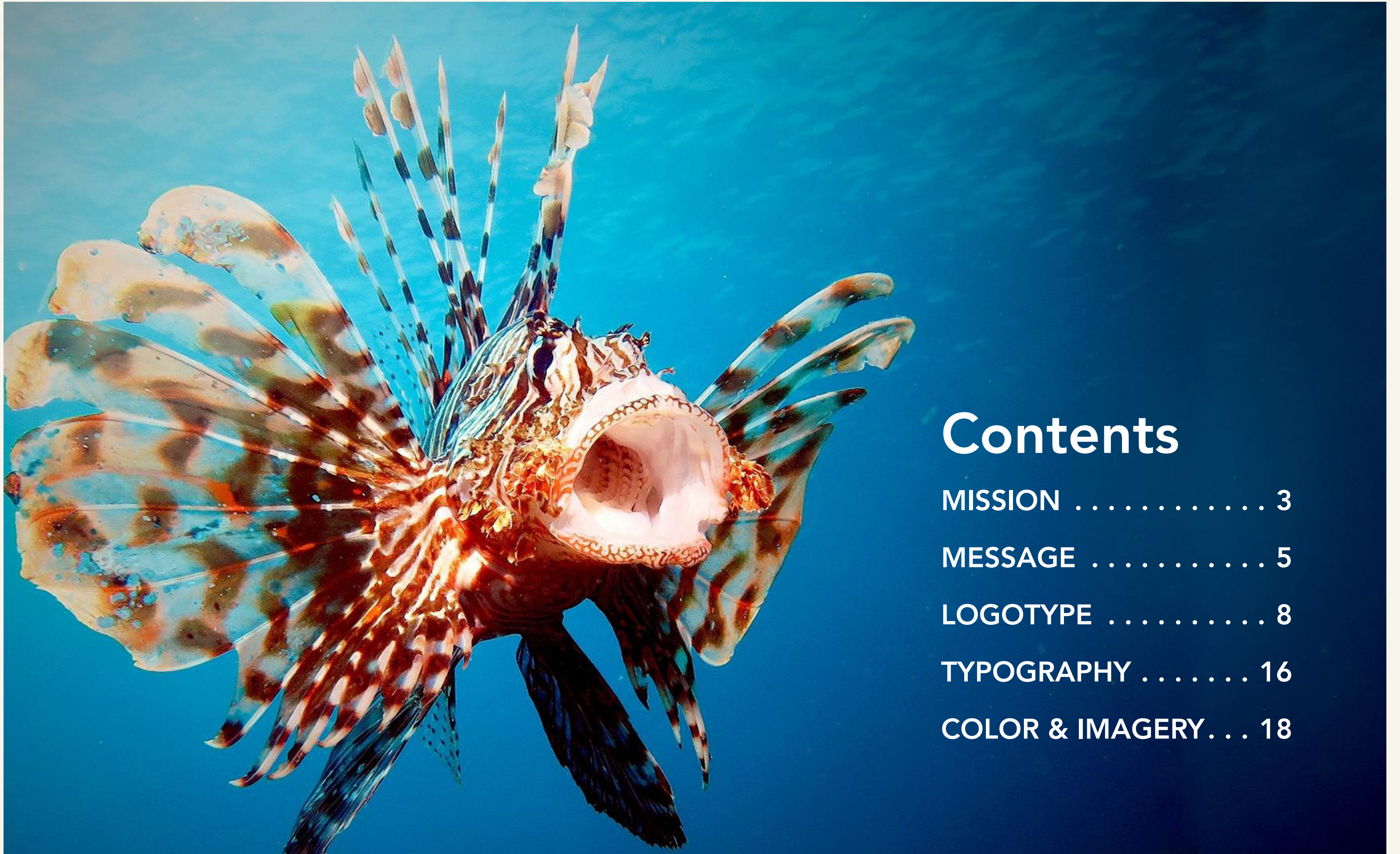


Brand Guidelines





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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.



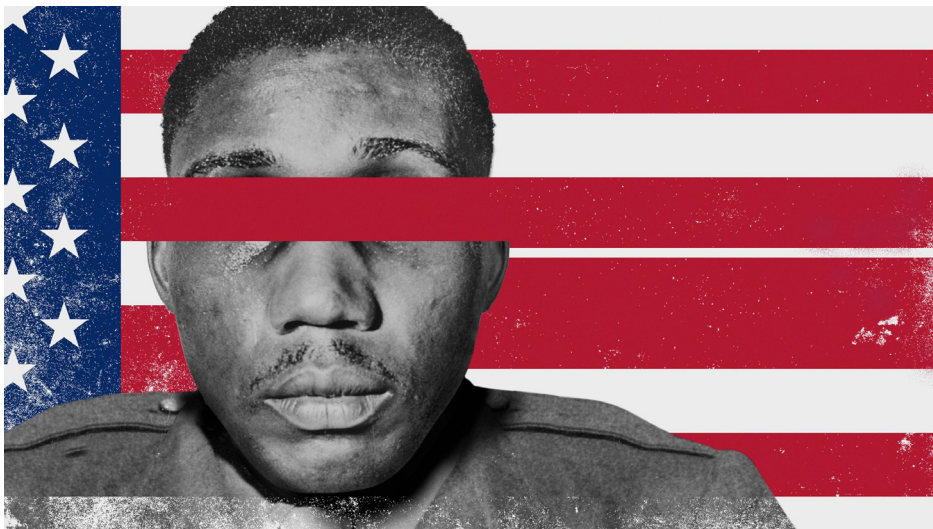
Message

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 | • EXPLORATION | • OPTIMISM |
| • COOPERATION | • IMAGINATION | • PERSONAL CONNECTION |
| • CURIOSITY | • INCLUSIVITY | • PERSPECTIVE |
| • EMPOWERMENT | • INSPIRATION | • PHILANTHROPY |
| • EXCITEMENT | • KNOWLEDGE | • 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

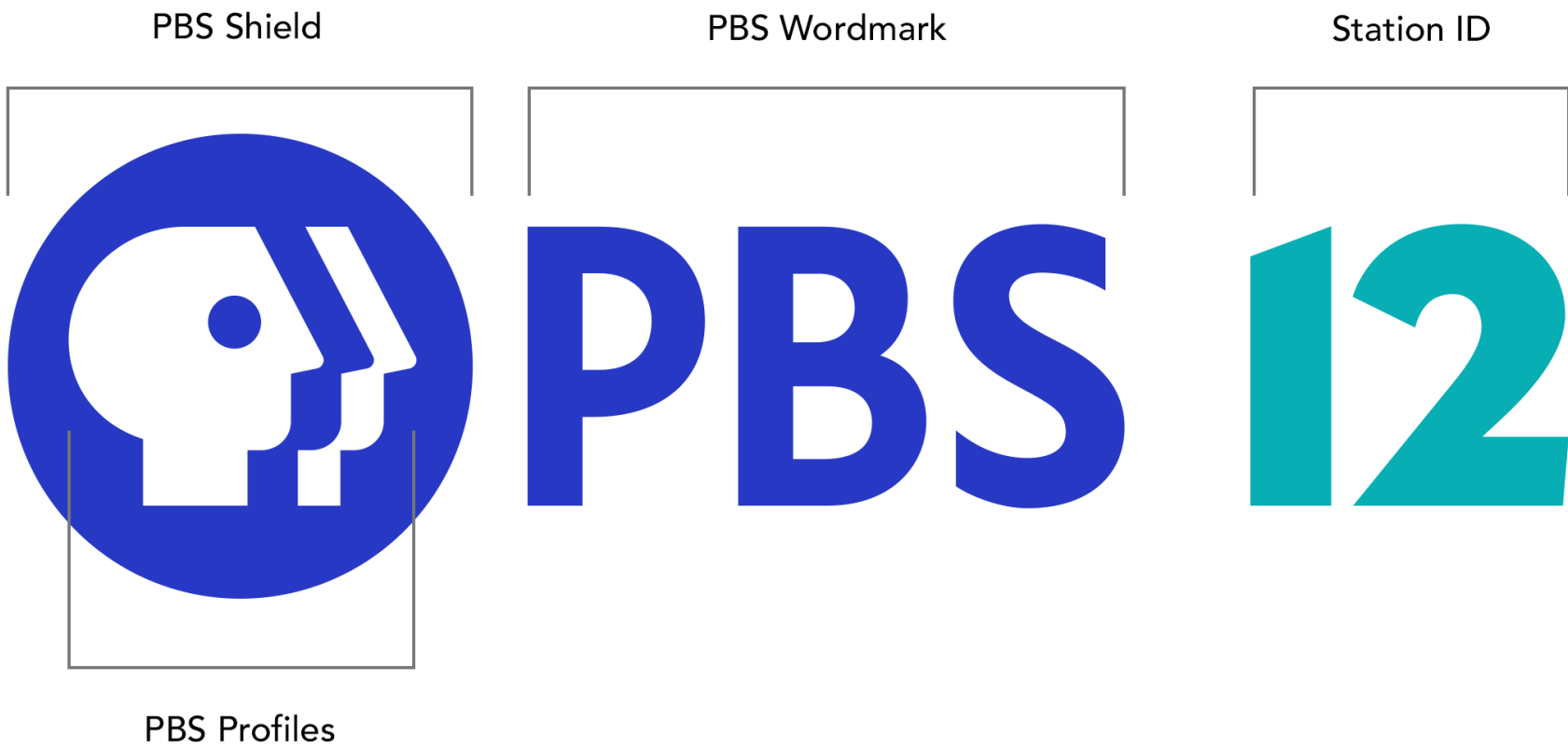
Logo Design

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 is 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.

BLUE LOGO



Profiles are always white

Darker teal color

WHITE (REVERSE) LOGO



Profiles are always PBS Blue

Lighter teal color

Logo Clearspace

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

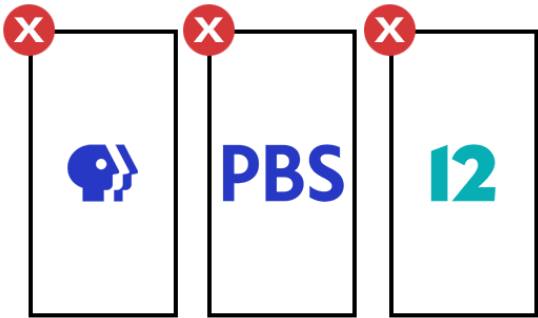
Minimum padding around the logo is equal to 20% of the height of the logo.

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

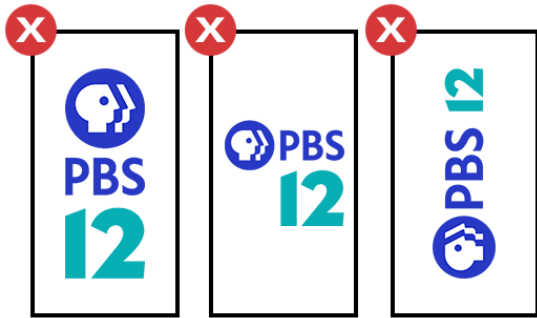


Logo Consistency

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.

BLUE LOGO



WHITE (REVERSE) LOGO



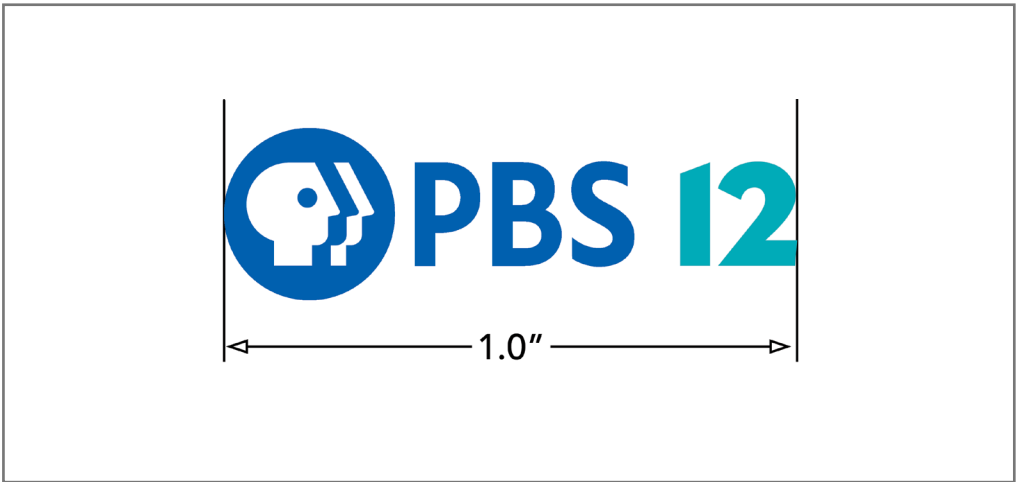
Print Guidelines

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.



CMYK / PMS PRINT LOGOS



MINIMUM PRINT SIZE

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

DON'T:
⊗ Do not make the logo grayscale.



BLACK & WHITE LOGOS



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).

AVENIR LIGHT

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!. ,

AVENIR BOOK

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!. ,

AVENIR ROMAN

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!. ,

AVENIR MEDIUM

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!. ,

AVENIR HEAVY

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!. ,

AVENIR BLACK

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!. ,



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 BLUE + PBS TEAL			
 PBS BLUE + DARK TEAL			
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.

PBS MEDIUM BLUE	digital (HEX) #0f1e8c	print (process) C 100 M 80 Y 0 K 21	print (spot) PMS 280
PBS NAVY BLUE	digital (HEX) #0a145a	print (process) C 100 M 95 Y 0 K 42	print (spot) PMS 2757
PBS YELLOW	digital (HEX) #ffcf00	print (process) C 0 M 9 Y 100 K 0	print (spot) PMS 109
PBS CORAL	digital (HEX) #fe704e	print (process) C 0 M 59 Y 50 K 0	print (spot) PMS 2345
PBS LIGHT GRAY	digital (HEX) # f6f8fa	print (process) C 3 M 1 Y 0 K 0	

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.

DARK PINK	digital (HEX) #d85976	RASPBERRY (usually text only)	digital (HEX) #c3244e
LIGHT GRAY	digital (HEX) #f2f2f2	CREAM	digital (HEX) #f8f5ec
LIGHT BUTTER	digital (HEX) #f9eeca	BUTTER	digital (HEX) #f5df98
OCHRE	digital (HEX) #d9c586	GOLD (usually text only)	digital (HEX) #c19f3a
KHAKI	digital (HEX) #4c6464	DARK KHAKI	digital (HEX) #324647

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.



