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 competition.
- 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 experiences 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.
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Step into the world of the PBS brand.
Who We Are
Our purpose

What we do...
We harness the extraordinary power of media to help everyone, from every walk of life, broaden their horizons.

Why we do it...
To enlarge people's sense of individual and collective possibility.
We...

- Are open to **new experiences**
- Celebrate the **joy of discovery**
- Are **authentic**
- Are fiercely **independent** in mind and spirit
- Embrace a **range of individual positions and experiences**
- Follow **our own path**
- Are **innovative & pioneering**, highly **experimental** and willing to take **risks**
- Are honest and grounded in **integrity**
The PBS target audience is made up of people from all parts of the country, of all races, education levels and professions. What unites them is how they relate to the world. They share an adventurous spirit and believe life is an exciting journey with never-ending opportunities to learn and grow.

The PBS they know and love is all about discovering new things – about the world, about themselves, about their community. And they especially appreciate that we bring unexpected ideas, independent perspectives and enriching experiences, not to just a privileged few, but to everyone throughout the country.

Our goal is to attract new people to PBS, especially adults between 40–64 years old who fit the profile above. These men and woman are in a stage of life where they are experiencing new-found freedom and feeling a powerful urge to explore new territory. They offer the most potential for increased viewership, and financial and emotional support.

Of course, we have other vital stakeholders. It’s important to present a clear, consistent brand to them as well. So, keep what you learn from this guide in mind when working with funders, policy makers, board members, staff, educators and community partners.
Our Brand
Our brand positioning

PBS invites everyone, from every walk of life, to explore new worlds, discover new ideas and broaden personal horizons – to Be more – especially in ways that might not otherwise be possible.

Everything we do must deliver on this promise.
Our brand is filled with a sense of **optimism** and **exploration**. We are **curious** about all kinds of subjects, and we **open** up the world so people can reach their best potential. We **take chances** and never compromise on **quality** and **independence**.
Our brand experience

- Rich and multi-faceted
- Immersive and interactive
- Surprising, new or unexpected
- Contemporary and forward-thinking
- Smart without being pretentious
- Grounded in truth and integrity
- Invitational and engaging
- Spirited and energetic
Setting us apart

Everything we do is informed by the promise of our brand. Our work expresses our brand attitude and gives people a rich PBS experience.

One way to make sure we're delivering a PBS experience is by using the building blocks of our brand – our tagline, our visual identity, our logo. When thoughtfully designed and consistently used, these are invaluable assets. They can set PBS apart from other brands and help us reinforce who we are to our audiences.
Be more says it all.

Be more is the perfect expression of our brand. It is our invitation to people to turn over stones, question convention, open their minds and explore new paths. It reminds people that PBS stations take them to unknown places, introduce them to intriguing people and invite them to experience new things every time they engage with our content.

When asked what Be more means to them, viewers said it was about “achieving growth,” “broadening their horizons” and “opening yourself up.” And Be more is differentiating – viewers also told us no other media company could claim this benefit.

Let’s put Be more to work!
Be more can be used in tune-in, outreach, development — any kind of communication. It works as a tagline, as part of a logo or even in copy.

How to Be more

On its own, as a tagline — Be more®

With a station brand — Be more. KVIE®

With a place name — Be more. Wisconsin

With the PBS logo — Be more. PBS

Be more words

Be more works best as a tagline when used without an adjective. But if an adjective is crucial to further illustrate your message, select from the words below. They evoke important consumer benefits that best define and differentiate our brand.

- adventurous
- aware
- amazed
- curious
- empowered
- independent
- informed
- innovative
- inspired
- inventive
- open-minded
- surprising
Be more anywhere
Include the ® legal symbol in any creative execution, and in the first appearance of the line in copy.

Be more as a headline or tagline
Always use a capital “B” and a lowercase “m.”

Be more in copy
Follow traditional rules of capitalization and always use the present tense.

Be more with a proper noun
Proper nouns following Be more should begin with an uppercase letter.
Our visual identity draws you into the PBS experience, using color, images, typography, logos and graphics to set us apart and reinforce who we are.

**PBS Multiplatform Brand Package**

PBS has created a new visual identity package based on extensive consumer research that shows why people value and support their PBS stations. This package includes more than 630 turn-key on-air, online and print elements for you to use to bring the brand the life.

You’ll find a complete guide on how to use the Brand Package on PBS Connect.
Our colors

- Blue
- Magenta
- Green
- Orange
Our typeface

The new typeface for PBS is infused with the spirit of the explorer. And, like PBS itself, it’s familiar and welcoming.

The PBS Explorer typeface is based on an enduring font called “Interstate,” which was inspired by the alphabet used by the United States Federal Highway Administration across all highway signage. This font seemed like a natural starting place for an explorer — someone who likes to search, who savors adventure and who often finds the journey as its own reward.
The PBS logo is our calling card - a visual mark that represents our brand and everything it stands for. It is immediately recognizable by all types of audiences and delivers incredible brand equity in just seconds.

The PBS logo must always stand on its own, apart from any other logos in an execution, and may not be incorporated into or connected to any other graphic.

The PBS logo contains three elements:
- A circle with three profiles inside (the “circle graphic”)
- The letters PBS (the “wordmark”)
- A legal registration symbol (®)

These three elements combined make the logo and should always appear as one.*

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

The logo comes in vertical, horizontal and Be more versions, each available in the classic flat style or a new 3D look. We encourage you to use the Be more PBS logo which reinforces our brand promise everywhere it appears.

There are different formats of the logos 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.

Color

The PBS logo is black and white. There is a black-and-white version and a white-and-black version. Their proportions differ to ensure maximum legibility, so use the original version best suited for your project.

Background colors should never show through the profiles in the circle graphic.

For online use, export the logo in GIF format with a minimum of 24 colors, including black and white, to preserve clarity. Use absolute RGB values of R:255 G:255 B:255 and R:0 G:0 B:0.

Size

The circle graphic should never be smaller than .5” in diameter in print and 30 pixels square online.
Design Considerations

Do not alter, modify or obscure the logo, or change the impression it creates, in any way.

In program promotion, the PBS logo should be at least 1/3 the size of the program or episode title treatment and be the logo closest to the program title or tune-in information.

When used online, incorporate a hyperlink in the PBS logo to the PBS home page: www.pbs.org.

If you use the circle graphic in a background or as a graphic element, the entire PBS logo must appear elsewhere in the piece.

Third party use of the logo requires the line “The PBS logo is a registered mark of PBS and is used with permission.”

PBS Logo Use Guidelines, as well as rules and guidelines for co-branding with the PBS logo are available in the Brand Resources section of this guide.
Consumer Approach
It’s important to reinforce our brand every time we talk to consumers in print advertising, promos, emails, tweets, direct mail, events, etc. We do this by delivering an experience as rich and unique as our content itself.

**Communications Approach**

Our audience is unique, so our communications must be, too. PBS audiences are curious, passionate, intelligent and looking for ways to grow and discover the world. Give them what they want by showing them how PBS can open their eyes and broaden their horizons. They know the usual story, the average pitch, the common plotline – intrigue them with a new perspective, a surprising detail or a fresh approach.

**Tone**

Our communications are part of an ongoing conversation with Americans from all walks of life. The tone of our communications should be vibrant, contemporary and inviting. Ours is the voice of a trusted friend and companion, a fellow explorer. We are approachable, straightforward and authentic.
How we look helps convey who we are in a big way. Here are five ways to express the spirit of our brand through design.

1. **Take them places**  
   Transport the audience with design

2. **Consider strength in letters**  
   Choose typography with care

3. **Show our true colors**  
   Work with the palette

4. **Worth a thousand words**  
   Let imagery speak for the brand

5. **Give them room to breathe**  
   Keep it simple
1. **Take them places**  
Transport the audience with design

Evoke the spirit of the PBS brand with creative that invites our audience to step into an experience. Take them so close that they feel like they are part of the moment or bring them a perspective that’s unexpected and new.

2. **Consider strength in letters**
3. **Show our true colors**
4. **Worth a thousand words**
5. **Give them room to breathe**
1. Take them places

2. Consider strength in letters
Choose typography with care

Whenever possible, use the PBS Explorer font from the multiplatform brand package. When that’s not possible, always use typography that works with it. Choose fonts that are well designed with a contemporary and approachable look and feel; fonts that work well in broadcast, print and web. Avoid anything trendy, fancy, old-fashioned, mechanical or hard to read.

3. Show our true colors

4. Worth a thousand words

5. Give them room to breathe
1. Take them places
2. Consider strength in letters

3. **Show our true colors**
   **Work with the palette**

   You’ll need a full spectrum of color to best support and reflect the diversity of our content. When it comes to colors, always start with the custom PBS brand package palette. If additional choices are called for, focus on colors that reflect or complement the palette: strong, contemporary, bright and vibrant — not somber, muted, unnatural or overly saturated.

4. Worth a thousand words
5. Give them room to breathe
Take them places
Consider strength in letters
Show our true colors

Worth a thousand words
Let imagery speak for the brand

Choose video clips and still photographs that are inviting and immersive. Avoid staged shots that seem inauthentic or expected in favor of images that capture a real moment and put our audience in with the action.

Give them room to breathe
1. Take them places
2. Consider strength in letters
3. Show our true colors
4. Worth a thousand words

5. **Give them room to breathe**
   **Keep it simple**

Simple graphics and layouts enhance our audience’s experience. Avoid overloading them with tons of copy, photos and other elements. Instead favor clean, uncluttered design.
How we sound is another way to deliver a PBS experience. Here are six ways to speak in the PBS voice.

1. **Dive right in**
   Invite the audience into the experience

2. **Awaken the audience**
   Use evocative language to get them involved

3. **Share the experience**
   Write from your audience’s perspective

4. **A journey of the heart and mind**
   Tap into all sides of exploration

5. **Shake off the past**
   Leave the ivory tower behind

6. **Leverage your experience**
   Remember some tried and true copywriting tips
1. **Dive right in**
   Invite the audience right into the experience

Immerse people in the PBS experience with your writing. Rather than traditional descriptions, favor a “you are there” approach. Our viewers want to go beyond “watching TV,” so deliver written communications that reflect a deeper level of engagement.

2. **Awaken the audience**
3. **Share the experience**
4. **A journey of the heart and mind**
5. **Shake off the past**
6. **Leverage your experience**

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**PBS Fall Season Highlights**

In *The Story of India*, a six-part series, British historian Michael Wood presents the world’s oldest civilization and largest democracy.

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**Discover The Story of India** like never before as you embark on a journey of sights and sounds with historian Michael Wood. This landmark series surrounds you with India’s wonders and incredible richness.

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Original
(traditional)
1. **Dive right in**

2. **Awaken the audience**
   Use evocative language to involve them

   Draw your audience in and get them thinking for themselves with evocative, engaging language. PBS opens people up to new possibilities; we don’t tell people how to think. So, invite your readers or listeners to get involved with questions, open-ended concepts and stimulating ideas.

3. **Share the experience**

4. **A journey of the heart and mind**

5. **Shake off the past**

6. **Leverage your experience**

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### GARDEN STORY

The roles that gardens play in mankind’s life range from teacher, muse, and healer to public park, community catalyst, and protector of the planet, inspiring this innovative series to explore gardens around the globe. Garden Story devotes episodes to fascinating examples.

**How can gardens transform our lives and strengthen our communities?** This innovative series takes you into inspirational gardens across the country and introduces you to the gardeners, advocates and everyday citizens who protect and celebrate them each day. You’ll never look at gardens the same way again.
PBS is a media enterprise that serves 356 public noncommercial television stations and reaches nearly 73 million people each week through on-air and online content.

PBS, with its 356 member stations, offers all Americans — from every walk of life — the opportunity to explore new ideas and new worlds on TV and online.

**3. Share the experience**

**Write from your audience’s perspective**

Whenever possible, focus on how your audience benefits from PBS. Our instinct might be to describe ourselves and our stand-out features. Turning the focus to the emotional connections people have to their PBS experiences can yield more powerful results. Our positioning is as much about our audience as it is about us — leverage that to interest and inspire your audience.

4. **A journey of the heart and mind**

5. **Shake off the past**

6. **Leverage your experience**
PBS offers everyone a rich and multi-layered experience. Let your writing reflect that. Far beyond a literal exploration of the physical world, we give people a chance to discover arts and culture, investigate current affairs, re-live history and, ultimately, grow and learn about themselves. Don’t sell this complex value short by limiting your writing to clichéd metaphors about travel and exploration.

4. **A journey of the heart and mind**  
   Tap into all sides of the brand

PBS offers everyone a rich and multi-layered experience. Let your writing reflect that. Far beyond a literal exploration of the physical world, we give people a chance to discover arts and culture, investigate current affairs, re-live history and, ultimately, grow and learn about themselves. Don’t sell this complex value short by limiting your writing to clichéd metaphors about travel and exploration.

5. **Shake off the past**  
6. **Leverage your experience**

There are no tolls on the road called PBS — we’re available free of charge to 99 percent of America’s television households. And when you call now, you’ll be on an express route to top-quality programming.

When you call now, you help ensure that everyone throughout our community has the chance to discover new viewpoints and delve into new experiences with the take-you-there programming that only WXYZ can offer.
NATURE: American Eagle
Soar through the sky with the bald eagle. Once an endangered species, it’s now North America’s most well-known predatory bird. NATURE: American Eagle takes you into the wild with an intimate portrait of these majestic raptors’ lives.

Fight the negative stereotype that PBS is a stuffy, pretentious, old-fashioned know-it-all. Conversational language best embodies who we really are: vibrant, contemporary explorers — just like our audience. So, favor simple, short, clear words (instead of “nonfictional account” say “true story”; instead of “utilize station community resources” say “use our local tools”). And, avoid weighing down your writing by including too much information. Boil it down to the essentials to keep things moving.

5. Shake off the past
Leave the ivory tower behind

6. Leverage your experience
As you write, apply these rules:

• When referring to PBS, its programs, services, products or stations, use the brand name: PBS. 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 is PBS’. 

• PBS always appears in uppercase letters, except when listing the URL: pbs.org.

• The first time that PBS is referenced in copy, the ® must be used; subsequent references to PBS within the same copy do not require the use of this symbol.
Looking for a quick way to make sure your communications capture the spirit of the brand? When developing or reviewing your work, ask yourself:

- Does it spark my curiosity, make me itch for more?
- Does it draw me in and make me a part of the experience?
- Does it have spirit, passion, excitement?
- Does it speak to me, open me up to something new?
- Does it feel real, not trumped up for added drama?
- Does it feel unique, possible only on PBS?
- Would it inspire me to act (tune-in, support, etc.)?
Brand Resources
Dig deeper

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

A Guide to PBS and Member Station Co-Branding
Click here or visit the Communicate/Promote section of PBS Connect.

Multiplatform Brand Package
Click here or visit the Communicate/Promote section of PBS Connect.
PBS contacts

PBS, PBS KIDS or PBS KIDS GO! logos, logo use guidelines and logo use approvals:
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PBS KIDS and PBS KIDS GO! brand strategy, program promotion or image advertising:
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PBS program advertising and promotions:
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Online clip branding for PBS programs:
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Logo use in conjunction with products:
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PBS primetime publicity and other news media-related inquiries:
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PBS KIDS and PBS KIDS GO! publicity:
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