Color Use Guidelines

August 2025

Primary Palette

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

2. Primary accents (Teal, Yellow, and Coral) are to be used minimally to emphasize important content

3. 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); RBG and hex values are for digital use cases only

PBS BLUE   #2638C4   C100 M65 Y0 K0   PMS 293

PBS

		CMYK	PMS
NAVY BLUE	#0A145A	C100 M80 Y0 K50	PMS 2757
MEDIUM BLUE	#0F1E8C	C100 M80 Y0 K21	PMS 280
LIGHT BLUE	#486CD8	C75 M35 Y0 K0	PMS 2130
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

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

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

PBS BLUE

#2638C4

C100 ⬤
M65 ⬤
Y0
K0

PMS 293

Examples of digital use cases:

1 Color for primary elements on a screen

2 Button color for primary calls-to-action

▶ Start Watching   + My List

3 Text color for links

PBS

Secondary Blues

Best when used:

1. Alongside PBS Blue for added dimension
2. Alongside content with a more serious tone
3. As text over white or light backgrounds that pass color accessibility (see pages 7-8)

NAVY BLUE

#0A145A

C100
M80
Y0
K50

PMS 2757

MEDIUM BLUE

#0F1E8C

C100
M80
Y0
K21

PMS 280

LIGHT BLUE

#486CD8

C75
M35
Y0
K0

PMS 2130

Primary Accents

All three primary accents are interchangeable

Best when used:

1 Minimally to emphasize important content
2 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
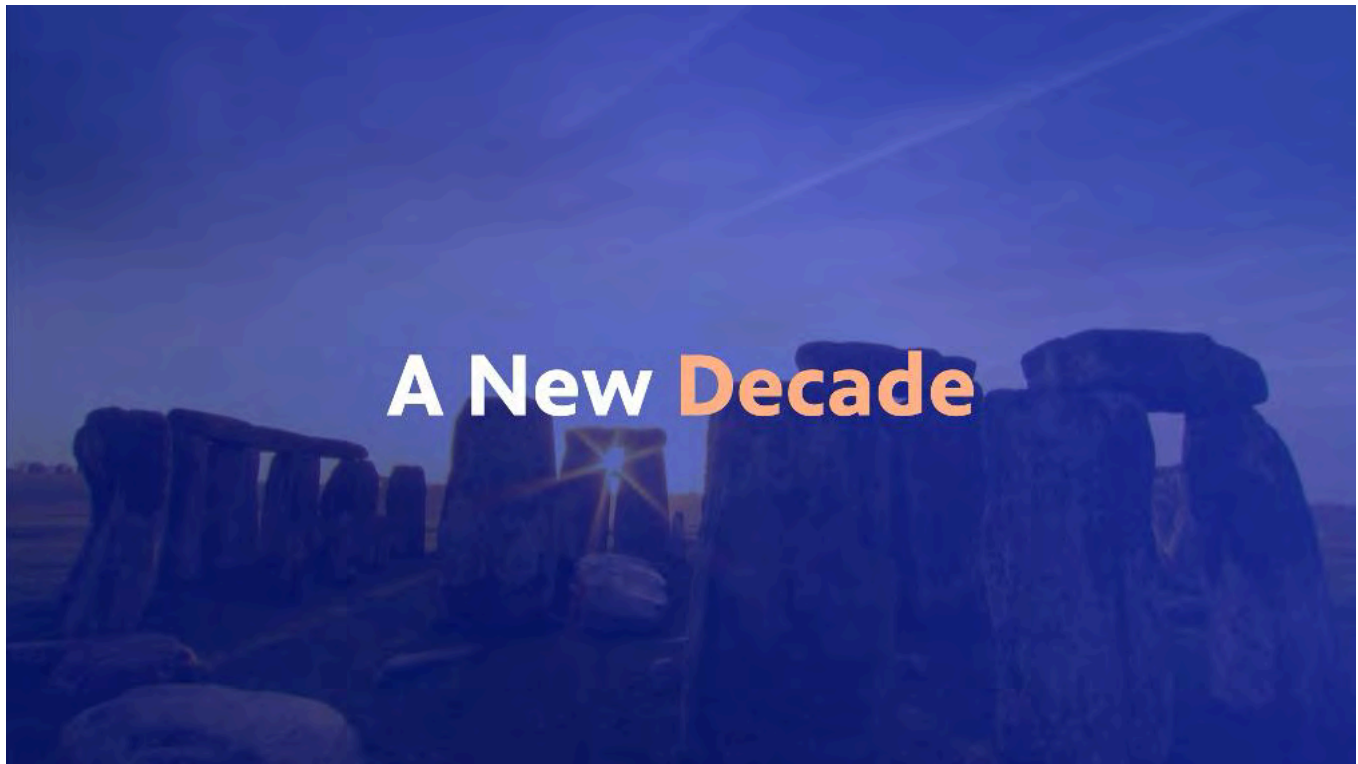M9 ●
Y100 ●
K0

PMS 109

CORAL

#FE704E

C0
M59 ●
Y50 ●
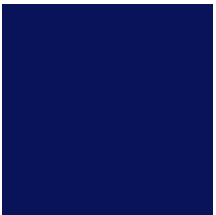K0

PMS 2345

PBS

COLOR | OVERLAYS

DARKER IMAGERY

Solid color fill and the Primary Gradient are used for darker imagery. If using a Primary Gradient fill, set the overlay to 80% opacity.

Overlay color options over darker imagery:
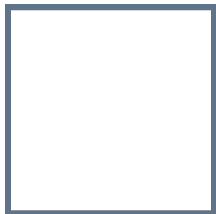
PBS Blue

Navy Blue

Medium Blue

LIGHTER IMAGERY

Overlay color options over lighter imagery:

White

DO NOT:

Do not make the overlay too light to create inadequate contrast

DO NOT:

Do not make the overlay too dark to obscure the imagery or footage

COLOR | TEXT ACCESSIBILITY | PRIMARY BLUE BACKGROUNDS

To ensure readability on digital screens, color pairings must pass color accessibility. Each color marked with a check shows passed WCAG AA ratio for Normal Text.

	PBS Blue	Navy Blue	Medium Blue	Light Blue	White	Teal	Yellow	Coral
PBS Blue	FAIL	FAIL	FAIL	FAIL	✓ PASS	✓ PASS	✓ PASS	FAIL
Navy Blue	FAIL	FAIL	FAIL	FAIL	✓ PASS	✓ PASS	✓ PASS	✓ PASS
Medium Blue	FAIL	FAIL	FAIL	FAIL	✓ PASS	✓ PASS	✓ PASS	✓ PASS
Light Blue	FAIL	FAIL	FAIL	FAIL	✓ PASS	FAIL	FAIL	FAIL
White	✓ PASS	✓ PASS	✓ PASS	✓ PASS		FAIL	FAIL	FAIL

PBS

COLOR | TEXT ACCESSIBILITY | PRIMARY ACCENT BACKGROUNDS

To ensure readability on digital screens, color pairings must pass color accessibility. Each color marked with a check shows passed WCAG AA ratio for Normal Text.

	PBS Blue	Navy Blue	Medium Blue	Light Blue	White
Teal	✓ PASS	✓ PASS	✓ PASS	FAIL	FAIL
Yellow	✓ PASS	✓ PASS	✓ PASS	FAIL	FAIL
Coral	FAIL	✓ PASS	✓ PASS	FAIL	FAIL

1 Only Teal and Yellow pass when paired with PBS Blue

2 All primary accents pass when paired with Navy Blue and Medium Blue

3 No primary accents pass when paired with White