

# Font Use Guidelines

**August 2025**

Approved users may download the PBS Sans font  
on the Source at [source.pbs.org](https://source.pbs.org).

Light

*Light Italic*

Regular

*Italic*  
Condensed  
*Condensed Italic*

Medium

*Medium Italic*

Bold

***Bold Italic***  
**Condensed Bold**  
***Condensed Bold Italic***

Black

***Black Italic***

# PBS Sans

## DO:

- ✓ Use PBS Sans for all applications whenever possible
- ✓ Use Arial (Regular and Bold, plus Italics) only on platforms where custom fonts are not available

Text color must pass accessibility and be legible on all platforms (see Color Use Guidelines on [pbs.org/brand](https://pbs.org/brand)).

Light

Regular

Medium

Bold

Black

Best when used:

- 1 As font size larger than 14pt

# Type Styles

*Italic is best when used for:*

- 1 Captions
- 2 Quotes
- 3 AP Style Rules

**DO NOT:**

- ✗ Do not use for primary messages  
(ex: headers, body copy, etc.)

Condensed is best when used for:

- 1 Credits
- 2 Fine print

**DO NOT:**

- ✗ Do not use for primary messages  
(ex: headers, body copy, etc.)

*Light Italic*

*Italic*

**Condensed**

*Condensed Italic*

**Medium Italic**

**Bold Italic**

**Condensed Bold**

***Condensed Bold Italic***

***Black Italic***

# TYPOGRAPHY | GUIDANCE

Title Case is preferred for headers, titles, and labels



ALL CAPS is preferred for brief secondary messages (ex: TONIGHT, ALL NEW, TUNE IN)

## The Latest News

Title Case is preferred for headers, titles, and labels

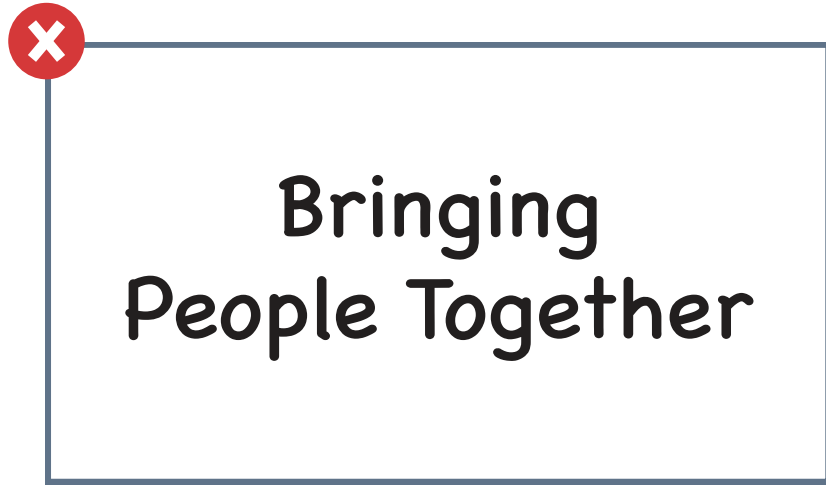
### For these refugees, theater plays a 'vital role' in healing

Sentence case is preferred for subheaders

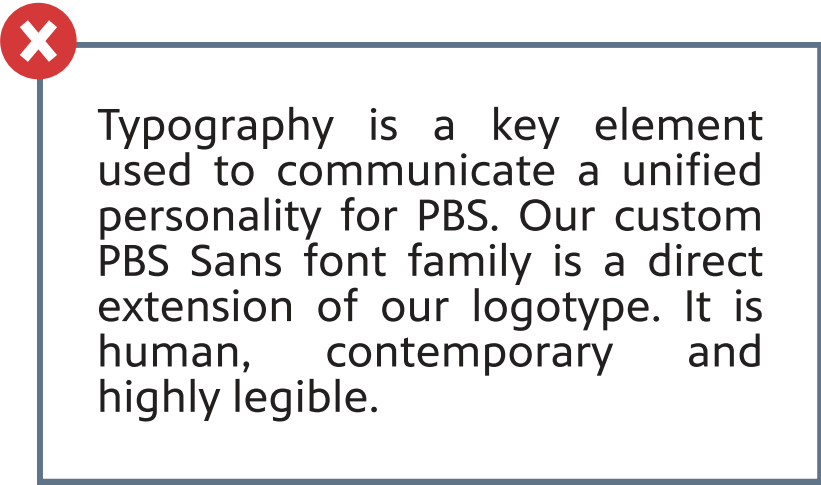
In the aftermath of the Syrian conflict, millions of people fled their country, joining migrants and refugees from across the Middle East and Africa seeking better lives in Europe and the United States. Many gathered at an informal French refugee camp known as "The Jungle." Jeffrey Brown reports on a new play that's putting their stories in the spotlight.

Sentence case and left-aligned text is preferred for all body copy

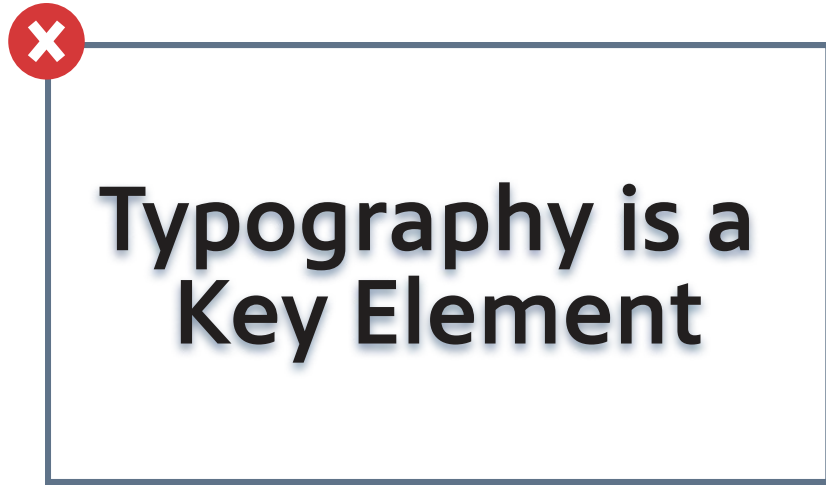
# TYPOGRAPHY | IMPROPER USE



**DO NOT:**  
Do not use  
unapproved fonts



**DO NOT:**  
Do not use justified  
paragraph text



**DO NOT:**  
Do not add effects  
such as gradients,  
emboss, or drop  
shadow