Imagery Guidelines

August 2025

IMAGERY | EXAMPLES

IMAGERY | SELECTION

SIMPLE

Keep it simple. Favor clean, uncluttered compositions

IMMERSIVE

Select images that are immersive and invite viewers into being a part of the moment

UNEXPECTED

Deliver a perspective that's unexpected. Explore new angles

Show imagery
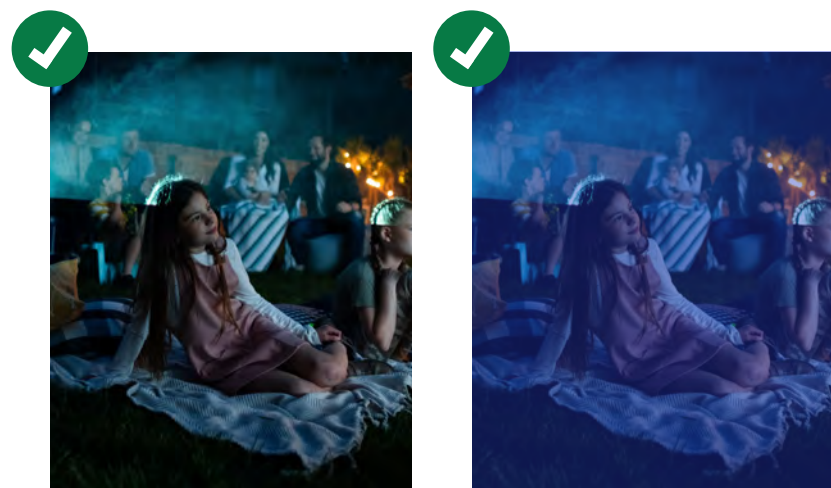

Brand imagery

IMAGERY | BRAND IMAGERY

Our brand imagery focuses on finding new perspectives on the things we love and offers a window into every corner of America.

Recommended:

1 For brand-forward experiences outside of show promotion

Approved users may download brand imagery on the Source at **source.pbs.org**.

PBS

IMAGERY | APPROVED USE AND IMPROPER USE

DO:

Keep all imagery in full color, even if paired with a color overlay

DO:

Aim to keep imagery full frame when possible

DO NOT:

Avoid staged shots that are conventional or appear posed

DO NOT:

Do not rotate or vertically flip imagery

DO NOT:

Do not alter the colors or tones of the imagery

DO NOT:

Do not alter imagery to be black and white

PBS