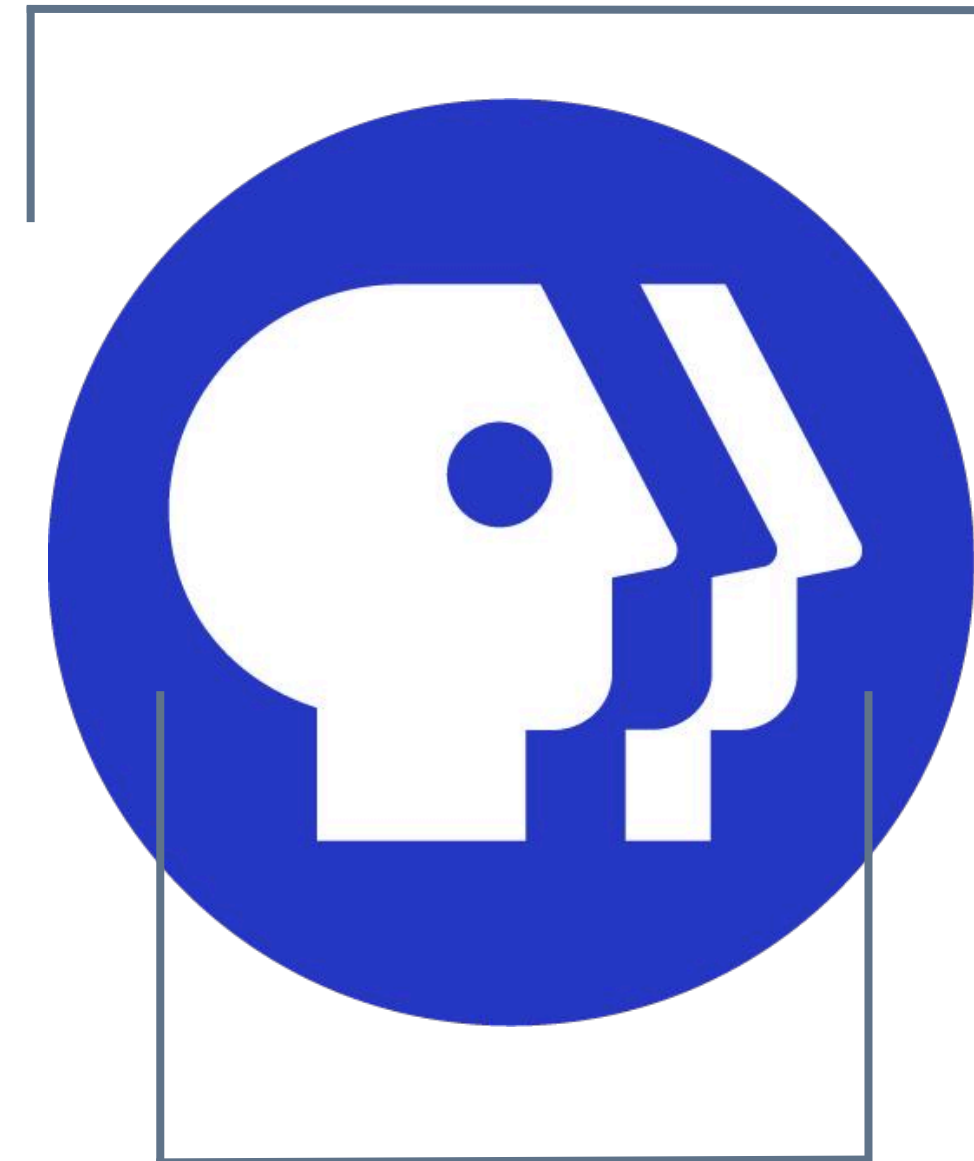


Logo Guidelines

August 2025

Shield



Profiles

Wordmark



Registered trademark symbol*

*Only used in print

Logo Versions

- 1 There are two versions of our logo, a white logo and a blue logo
- 2 They can be used interchangeably
- 3 One logo might be used more than the other, depending on the platform and background color or imagery
- 4 The wordmark was custom-made for the logo only. Do not recreate the wordmark in the PBS Sans font

WHITE LOGO



Profiles are always PBS Blue

BLUE LOGO



Profiles are always White

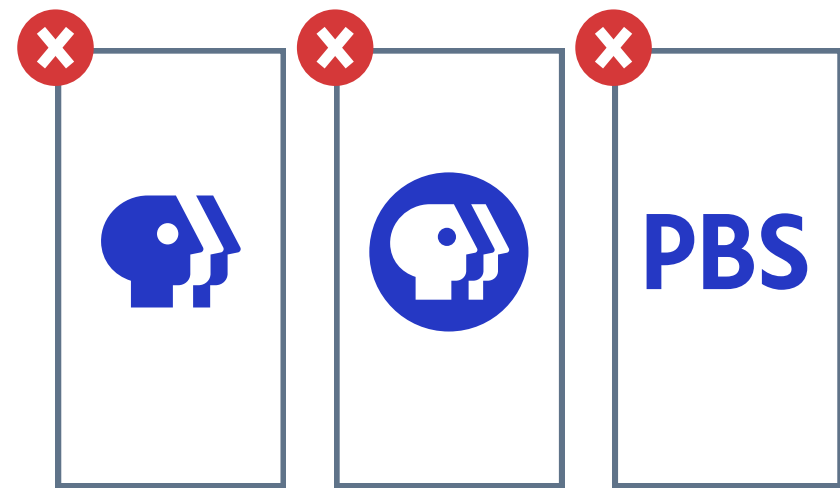
LOGO | MINIMUM PADDING



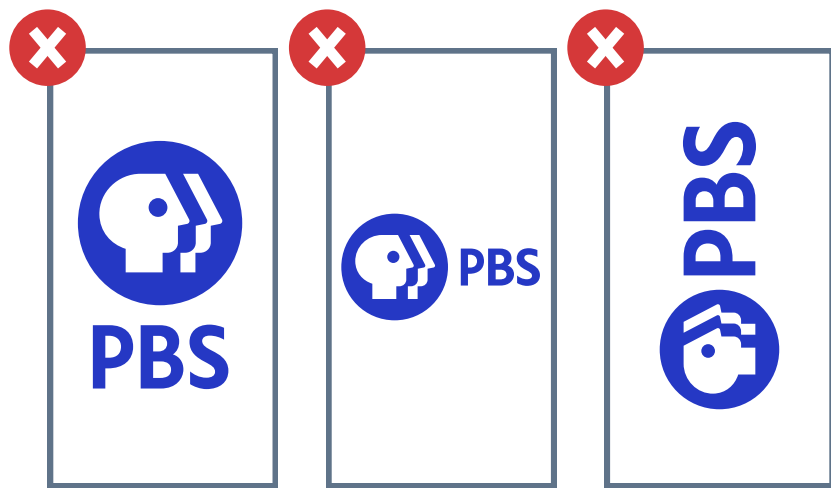
MINIMUM PADDING

Minimum padding around the logo is equal to 25% of the height of the logo

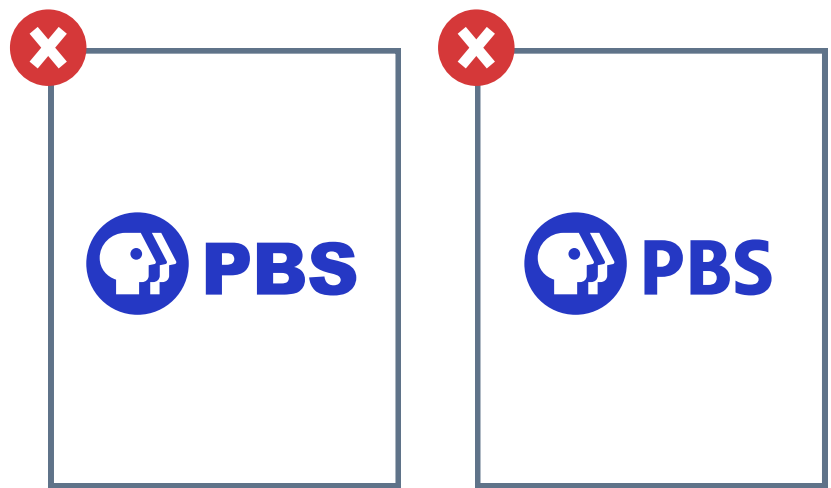
LOGO | IMPROPER USE



DO NOT:
Do not separate
profiles, shield,
and logotype



DO NOT:
Do not rearrange the
elements, change the
scale of elements, or
flip or rotate the
elements in the logo



DO NOT:
Do not typeset
or recreate the
logotype using
the PBS Sans font



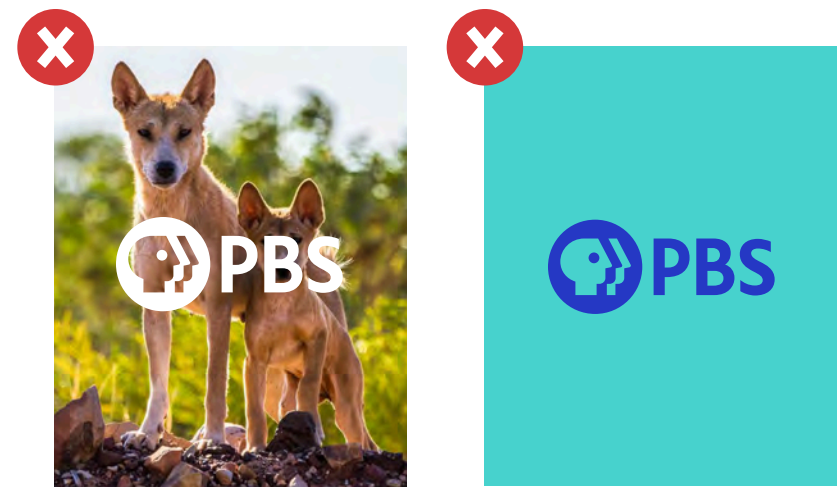
DO NOT:
Do not stretch,
distort, or
otherwise
modify the logo



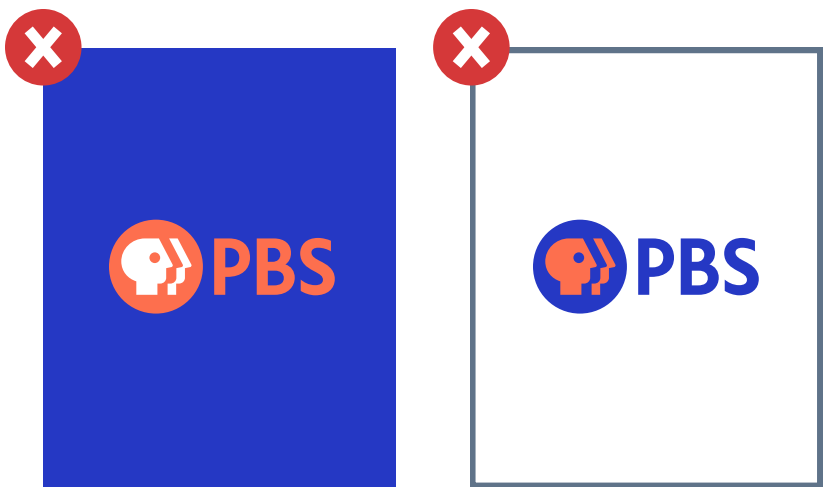
DO NOT:
Do not add
decorative effects
such as emboss or
drop shadow to
the logo



DO NOT:
Do not use
the logo
within text



DO NOT:
Do not knock out
profiles of the logo



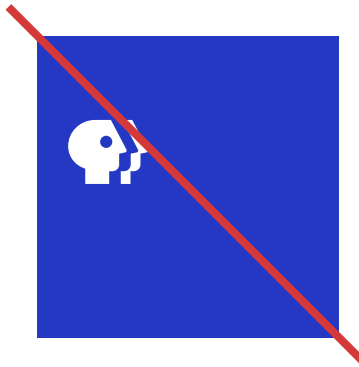




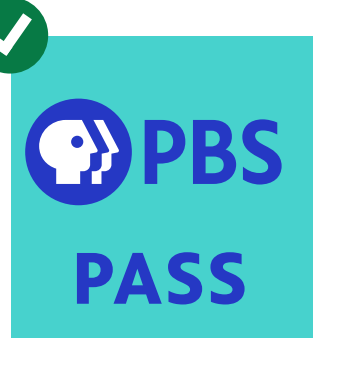






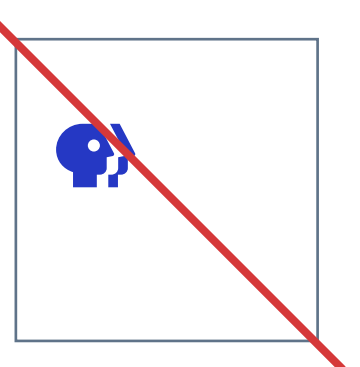
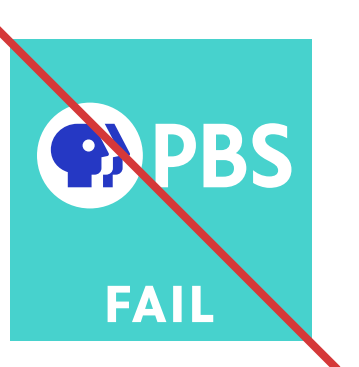
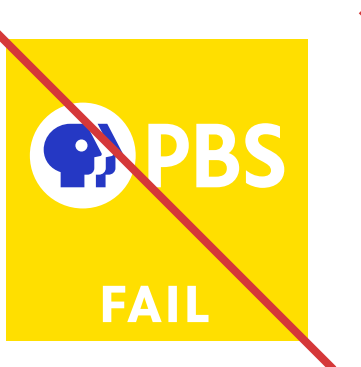

DO NOT:
Do not alter
the colors of
the logo



DO NOT:
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.

	PBS Blue	Navy Blue	Medium Blue	Light Blue	White	Teal	Yellow	Coral
Blue logo								
White logo								

LOGO | PRINT GUIDELINES



PRINT VERSIONS

Only use the CMYK or PMS print versions of the logo with registration symbol for print materials (see page 9 for CMYK and PMS values)



MINIMUM SIZING IN PRINT

Logo should never print less than 0.5"



BLACK AND WHITE LOGOS FOR PRINT

Use is limited only to black and white printing where color is not available

Use is limited to one-color printing where PBS Blue is not available, or in material treatments (e.g., stamping, frosting, debossing, embossing)

For guidance on when to use a translucent application of our logo, see Page 7

DO NOT:

❌ Do not make the logo grayscale



LOGO | TRANSLUCENT APPLICATIONS

For translucent applications, use the black and white logo with black profiles at 25% opacity.

DO NOT:

❌ Do not knock out profiles in the logo

Examples of use cases:

- 1 Social watermarks
- 2 On digital video

