PBS KIDS

STYLE GUIDE

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The world is full of possibilities, and so are you.

Welcome to the PBS KIDS Style Guide! You play an important role in bringing the PBS KIDS brand to life and giving children across your community a way to explore the world around them. Use this tool for guidance on how to use the building blocks that make up the PBS KIDS brand identity – the logo, colors, typography, design elements, and more.

The PBS KIDS Style Guide will be updated with additional specs and examples over time, and we welcome your feedback. Please contact the PBS KIDS team if you have questions that are not covered in this guide.

Thank you for being a part of the PBS KIDS family.

LOGO

The PBS KIDS logo is fun, welcoming and bright. It is inclusive of all children and brings the optimism of the brand to life through vibrant colors, playful letters and an iconic circular shape.

This primary PBS KIDS logo should be used the majority of the time.

PBS Blue	PBS KIDS Green	White
#2638C4	**#99CF16**	**#FFFFFF**
● **100** ● **65**	● **40** ● **100**	
293C	**376C**	

PRIMARY

⚠ **Logos for digital & screen do NOT include SM symbol**

BLACK   WHITE

Use this logo where color is not available.

REVERSE

Use this logo when appearing over PBS Blue, otherwise the circular shield of the primary logo will appear invisible.

⚠ **Try to avoid placing PBS KIDS logo on PBS Blue so that the primary, full-color version can be used.**

DO'S & DON'TS

Do not place color logo on PBS Blue. Use Reverse version of logo.

Do not separate shield or text.

Do not change colors of shield or text.

Do not rotate the logo.

Do not overlap or place elements in front of logo.

It is OK for the logo to incidentally overlap design elements

Do not add decorative effects such as emboss or drop shadow to the logo.
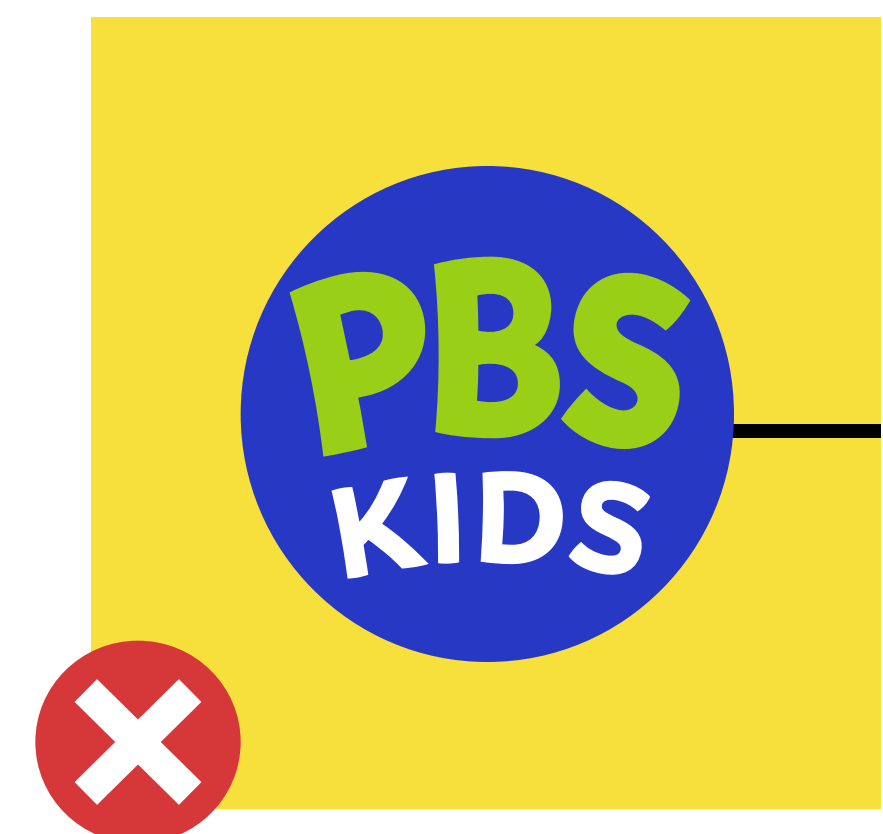
Do not add stroke to shield.

Do not allow the background color to show through the text.

Do not make the logo grayscale. Use "Black" or "White" version.

Do not stretch logo.

Do not attach lines or design elements to the logo

**!** **Most of these rules may be broken in animation as long as logo resolves to unaltered logo.**

Include a minimum padding around the logo that is equivalent to 25% of the logo's diameter.

This padding should be maintained when the logo is displayed alongside other logos, text, titles, the edge of the screen, the edge of the page, and similar elements.

Characters and visual elements associated with the PBS KIDS brand may be presented in closer proximity, subject to approval.

25%
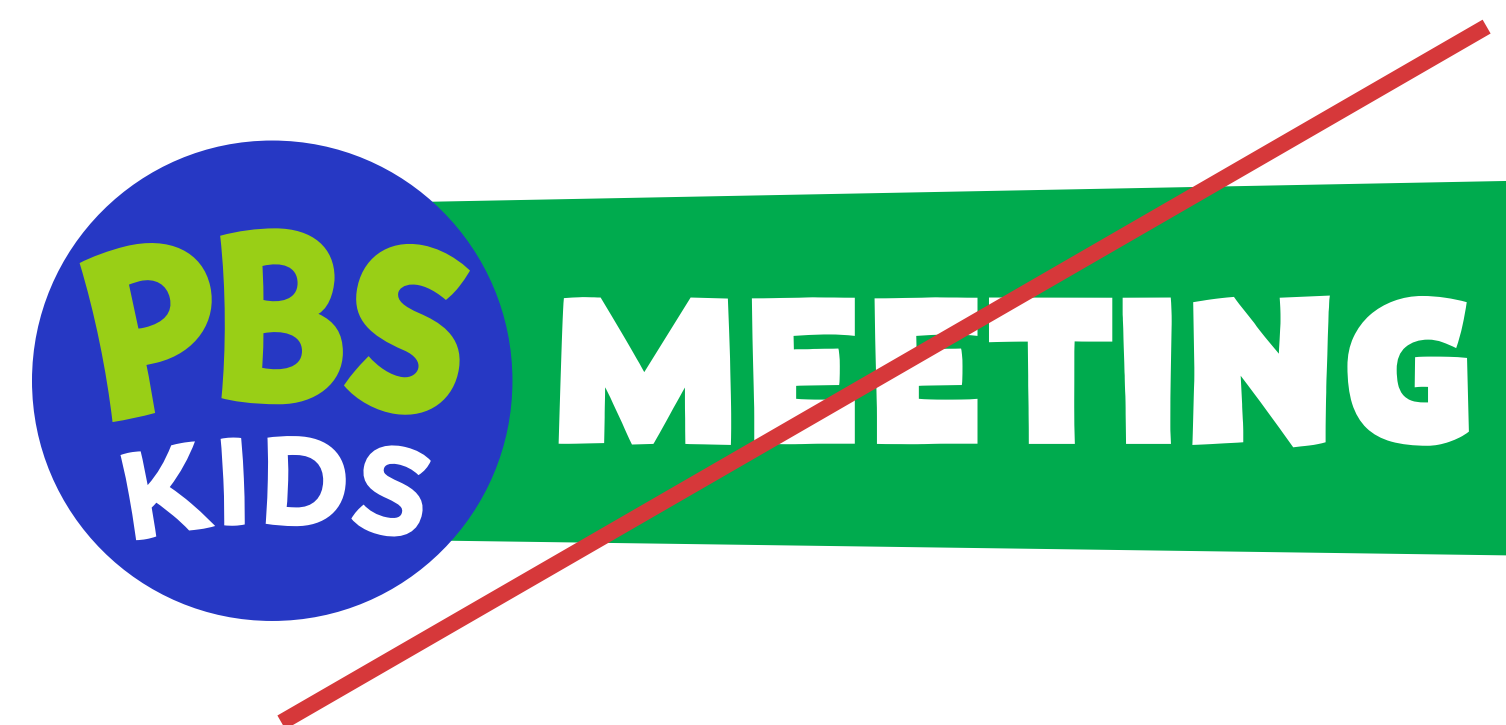
Do not attach design elements or titles to the logo.

PRIMARY

⚠ **Logos for print ALWAYS include SM symbol**

BLACK **WHITE**

Use this logo where color is not available.

REVERSE

Use this logo when appearing over PBS Blue, otherwise the circular shield of the primary logo will appear invisible.

⚠ **Try to avoid placing PBS KIDS logo on PBS Blue so that the primary, full-color version can be used.**

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PBS KIDS® is the #1 educational media brand for children.

PBS KIDS IN TEXT

When written in text, PBS KIDS should always appear in all caps. The first time that PBS KIDS is referenced in print, the registered trademark symbol (®) must be used.

OWNERSHIP ATTRIBUTION

The PBS KIDS ownership attribution line provides notice of ownership and should be used on printed materials (e.g. postcards, flyers, activity books, product packaging, bags, t-shirts) and web pages. It can be placed in small font at the bottom or end of the design/page. The text should read:

"PBS KIDS and the PBS KIDS Logo are trademarks owned by Public Broadcasting Service. Used with permission.”

COLOR

Our color palette is vibrant and full of wonder. Like the PBS KIDS brand overall, it celebrates the joys of childhood, play and learning.

PRIMARY PALETTE

The PBS KIDS primary palette features 10 core colors around which we base 99.9% of our designs.

Yellow
#F7E03B
● 5 ● 5 ● 90
7404C

Sunshine
#F5B338
● 3 ● 32 ● 90
143C

Magenta
#E5296B
● 100 ● 15
213C

Red
#FB4241
● 89 ● 75
Warm Red C

Purple
#A220DF
● 40 ● 80
2582C

PBS Blue
#2638C4
● 100 ● 65
293C

Blue
#2FC0EB
● 65 ● 2 ● 2
298C

Aqua
#2AE8D1
● 54 ● 28
333C

Green
#00AB4E
● 83 ● 98
2423C

Dark Green
#1A8549
● 86 ● 24 ● 93 ● 10
7741C

COLOR CONTRAST

To ensure readability on digital screens, color pairings must pass contrast guidelines.
Dots repesent acceptable usage of white/black on Primary brand colors.

LARGE TEXT/GRAPHICS

	Yellow	Sunshine	Magenta	Red	Purple	PBS Blue	Blue	Aqua	Green	Dark Green
White			●	●	●	●			●	●
Black	●	●	●	●	●		●	●	●	●

NORMAL TEXT

	Yellow	Sunshine	Magenta	Red	Purple	PBS Blue	Blue	Aqua	Green	Dark Green
White					●	●				●
Black	●	●	●	●			●	●	●	
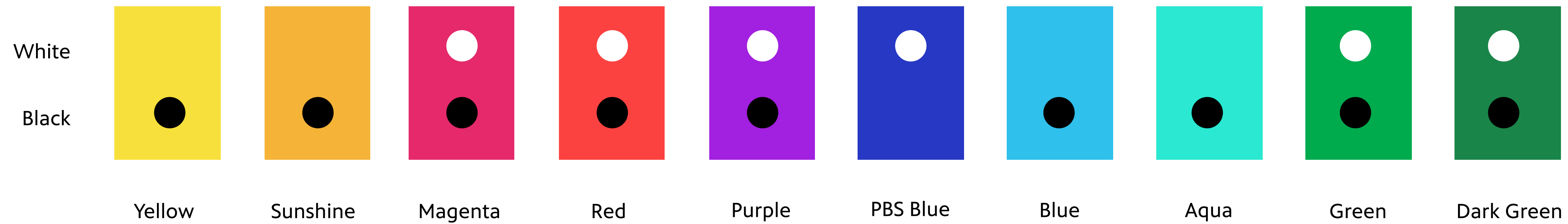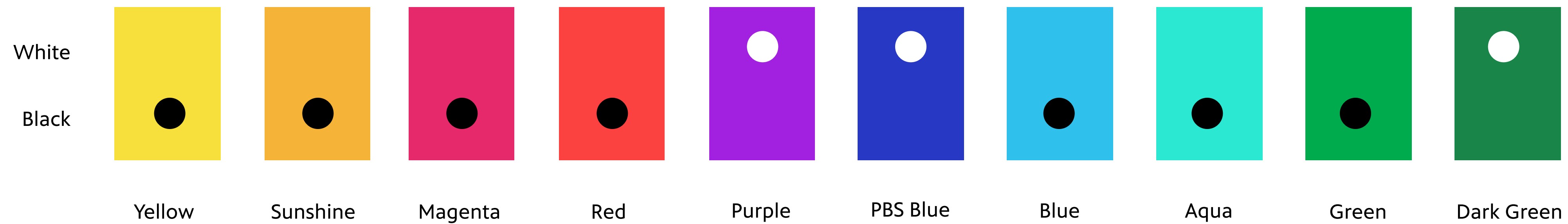
LARGE TEXT

Web Content Accessibility Guidelines (WCAG) define large text as text that is 18pt and larger, or 14pt and larger if it is bold.

GRAPHICS

Web Content Accessibility Guidelines (WCAG) define graphics as follows...
- User Interface Components: Visual information required to identify user interface components and states, except for inactive components
- Graphical Objects: Parts of graphics required to understand the content

See Appendix B for comprehensive color contrast guide

TYPOGRAPHY

Typography communicates PBS KIDS' unique personality and smart-funny brand attitude. Our custom family of PBS KIDS fonts is chunky and whimsical, yet clear and simple.

WHEN TO USE

Use PBS KIDS Headline for all applications whenever possible such as primary messages, headers, buttons, etc.

Avoid using Condensed for primary messages, headers, buttons, etc.

Use Arial (Regular and Bold) on platforms where custom fonts are not available.

Text color must have enough contrast against background (See Appendix B).

PBS KIDS HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS KIDS HEADLINE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS KIDS HEADLINE CONDENSED
PBS KIDS HEADLINE CONDENSED BOLD

WHEN TO USE

Use PBS Sans for large blocks of copy, fine print, etc.

Avoid using PBS Sans for primary messages, headers, buttons, etc.

Try to limit use to either Regular or Bold weights.

Use Arial (Regular and Bold) on platforms where custom fonts are not available.

Text color must have enough contrast against background (See Appendix B).

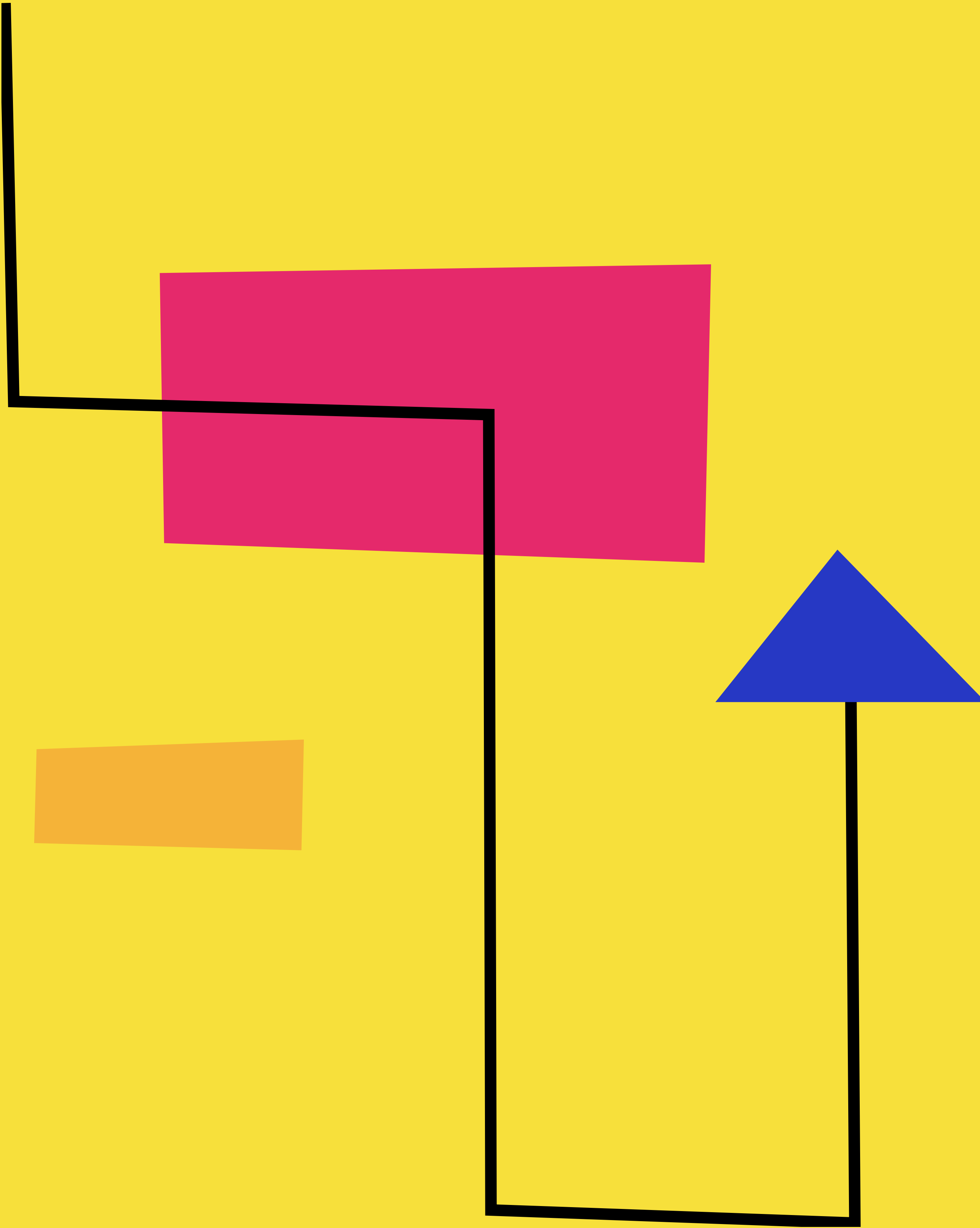See the PBS Style Guide for more information on using PBS Sans.

PBS SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PBS SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
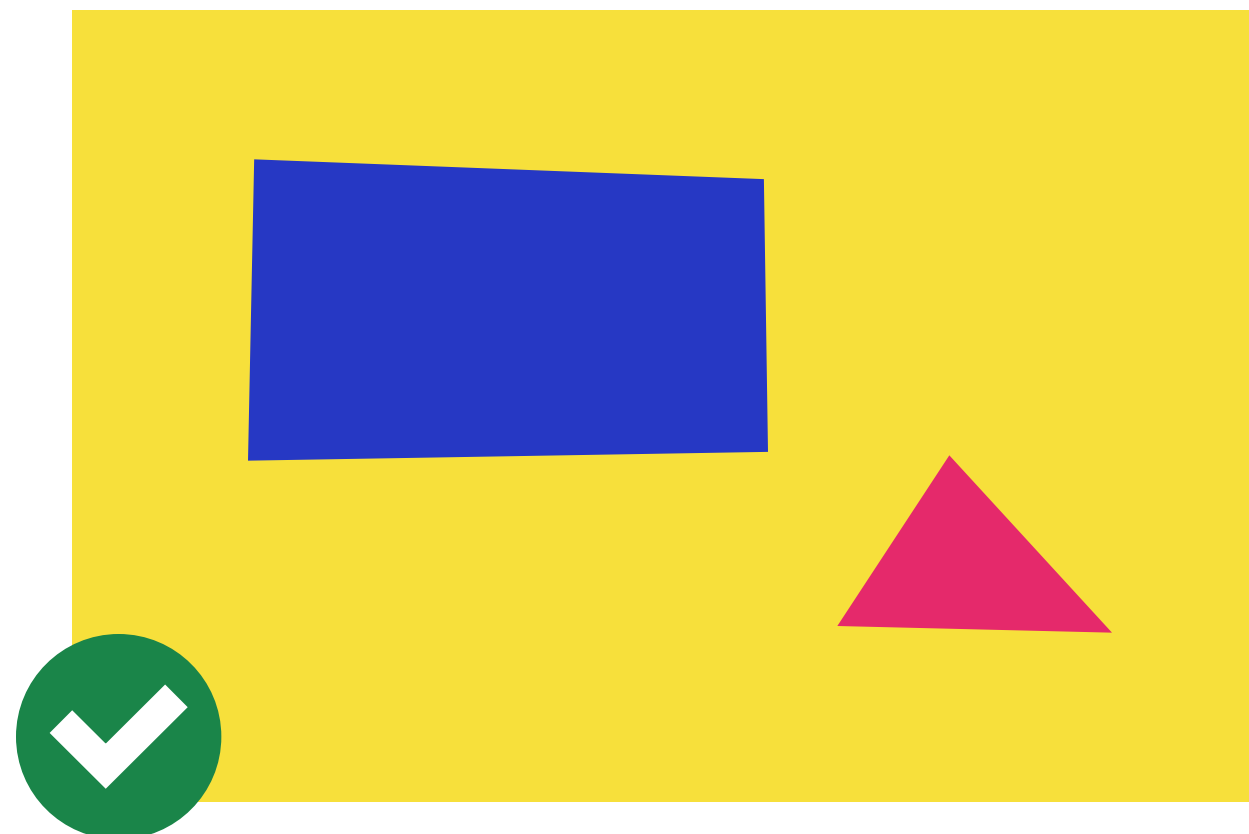0123456789

PBS SANS CONDENSED
PBS SANS CONDENSED BOLD
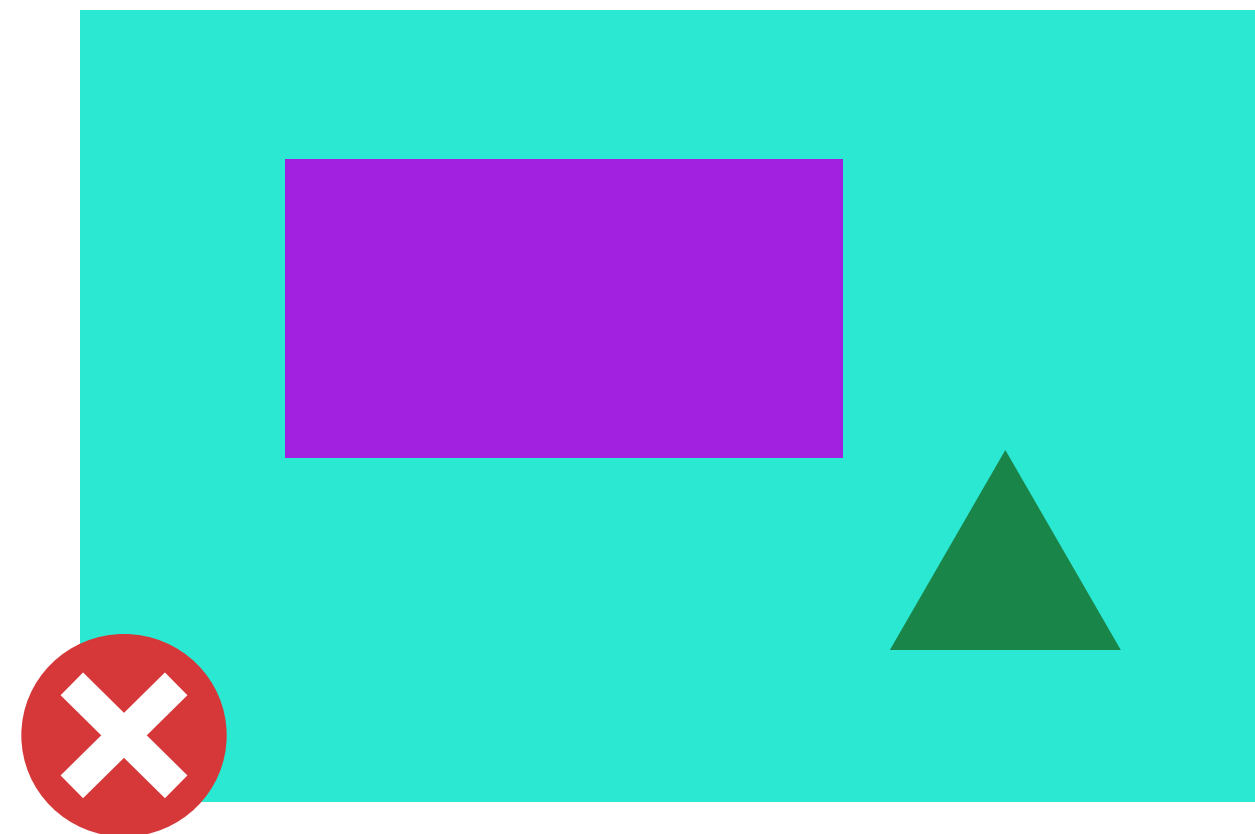
DESIGN ELEMENTS

Dynamic design elements round out the PBS KIDS brand package, with simple lines and shapes that kids recognize from the real world and can draw themselves.

LINE & SHAPE

Basic lines & shapes – circle, oval, square, rectangle, triangle – are used for backgrounds, banners and design accents.

To give the PBS KIDS identity a kid-friendly, whimsical feel, we restrict our use of parallel lines and skew the angles of basic shapes.
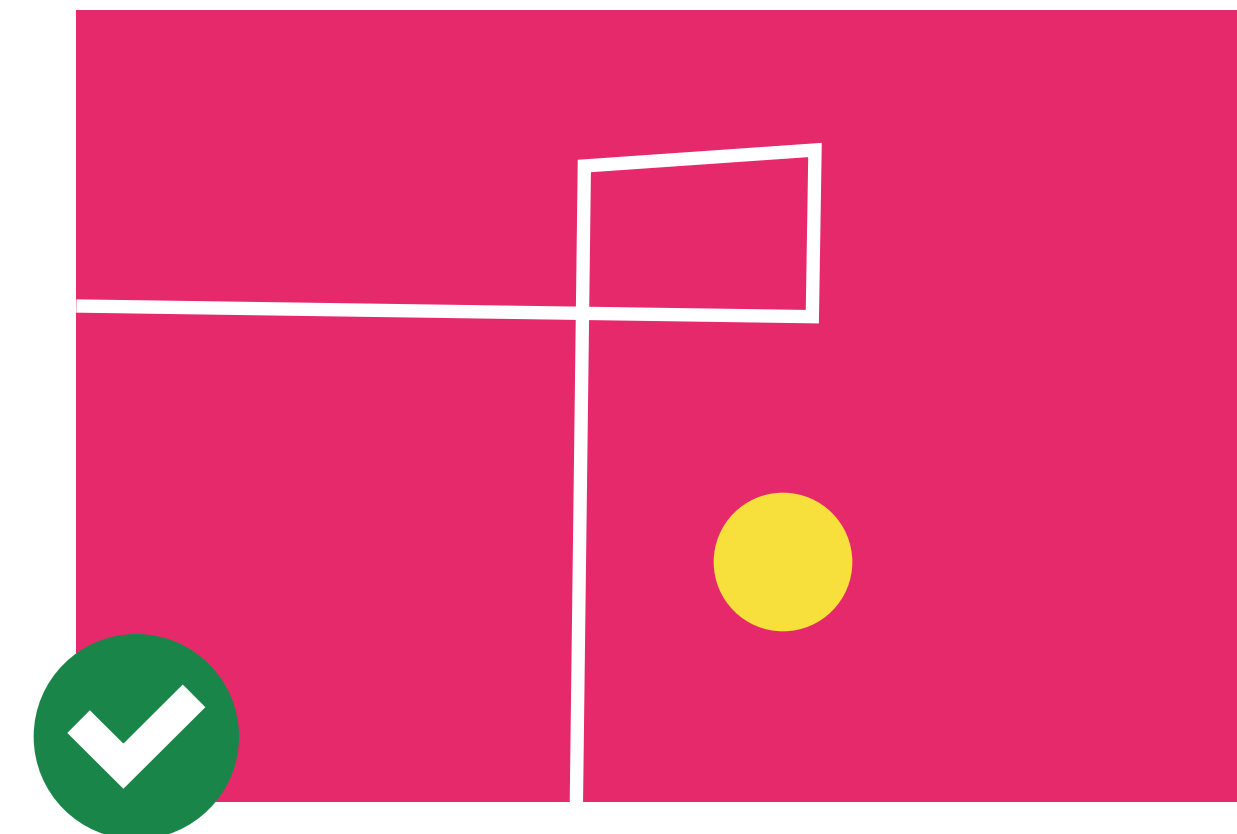
LINE & SHAPE USAGE
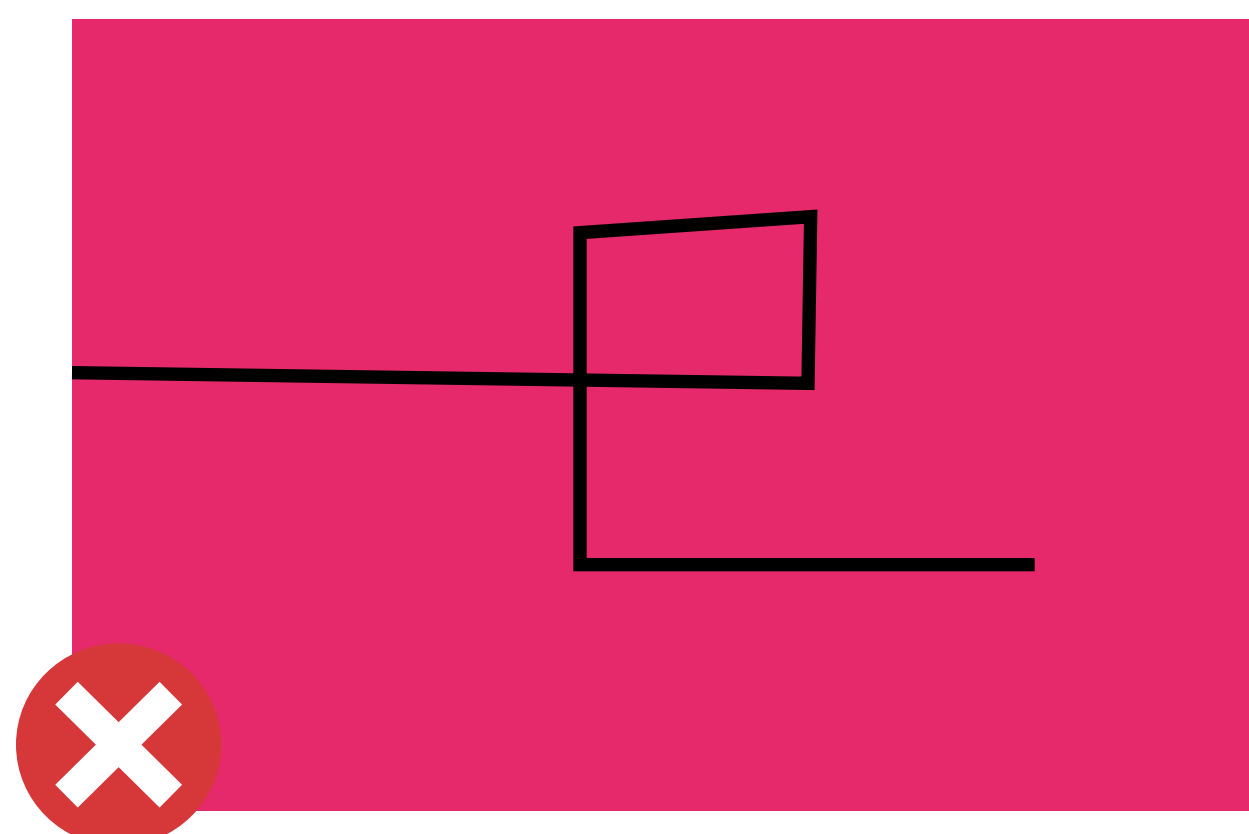
Do make shapes slightly irregular.

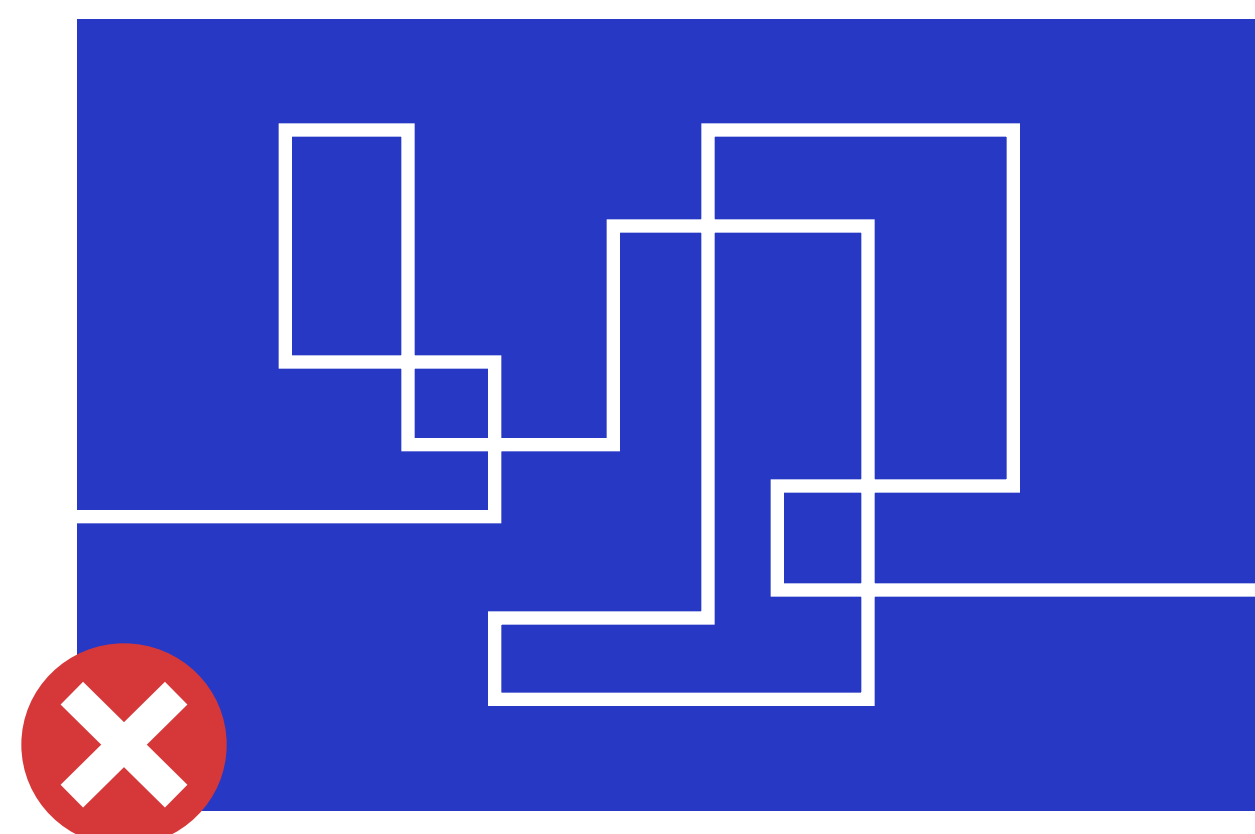Do not use parallel lines and perfect angles.

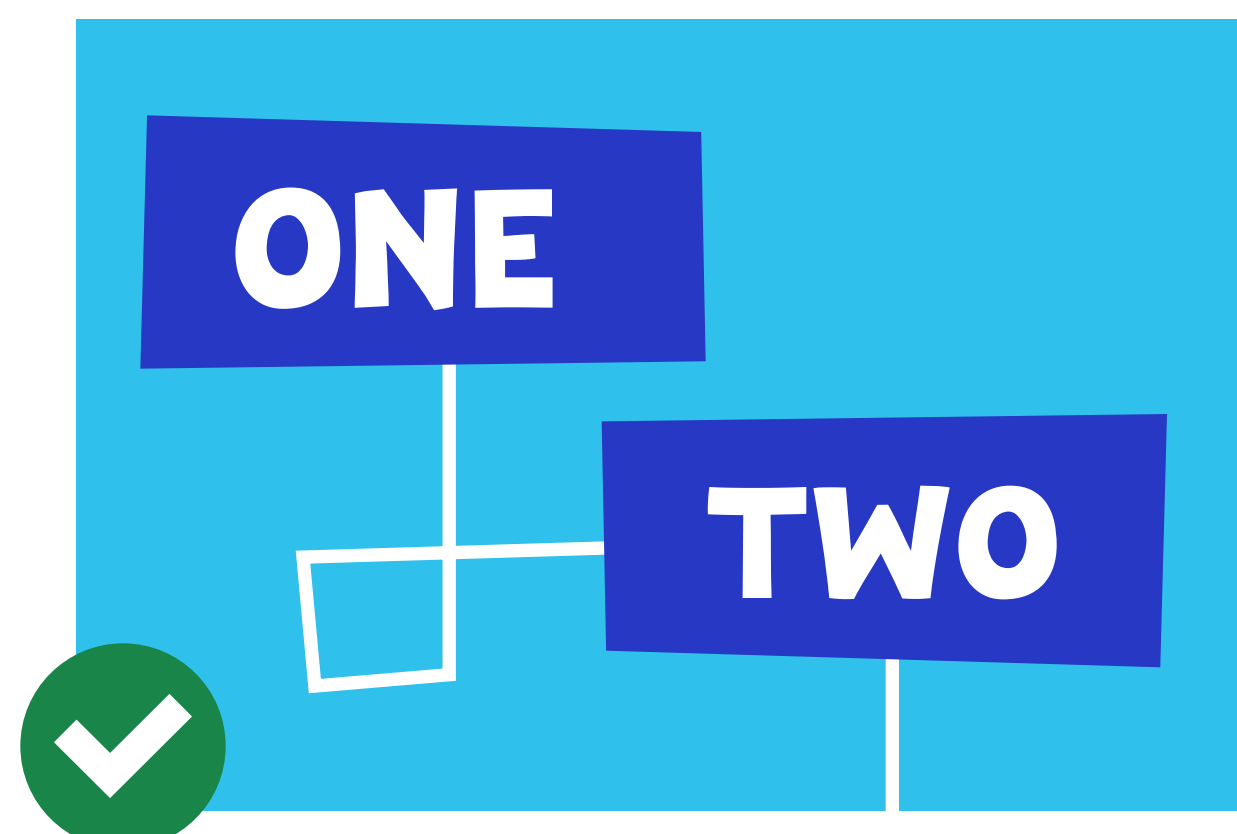Do use circles sparingly. Rectangles > Triangles > Circles.
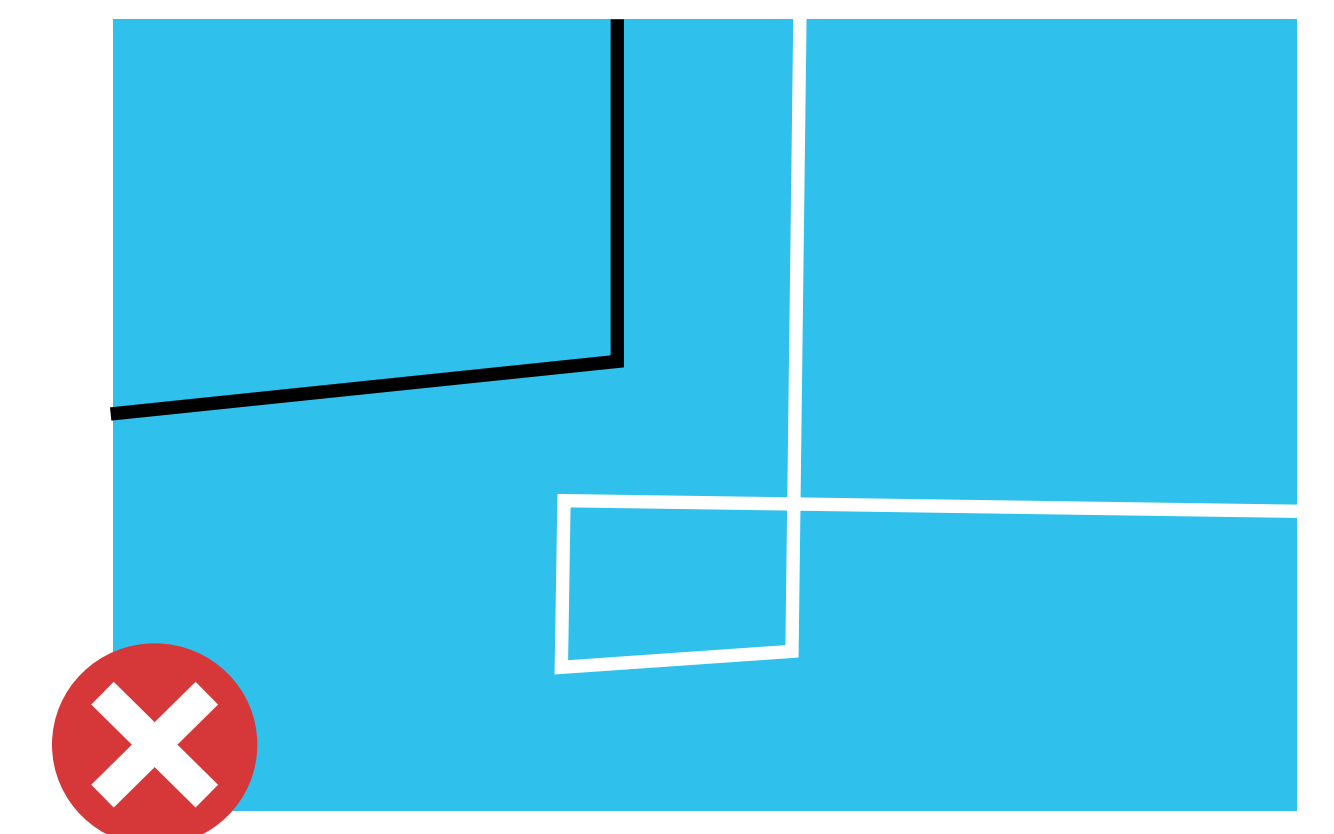
Do not create extreme angles or curves

Do not leave the line hanging.

Do not create overly complex line structures. Limit line to a few turns between shapes.

ONE

TWO

Do use the line to connect information/text.

Do not use white and black lines together. Select one or the other.

! **Before getting too far along in the design and production process, consider talking directly to a professional and/or experienced printer. Every professional printer has it's own specs (print profile) and requirements.**

What's the difference between RGB and CMYK?

RGB = Red, Green and Blue. RGB colors are created from red, green and blue light, which can vary depending on the intensity of each color. These colors are most often used for the internet, computers, tv/monitors, smartphones, etc. RGB values/numbers have corresponding HEX# color codes too. (see Page 9)

CMYK = Cyan, Magenta, Yellow and Black. CMYK colors are the four ink colors used primarily for 4-color printing - such as flyers, brochures, posters, etc. Different colors, hues and values can vary depending on the density of each ink-color being printed.

What is Spot Color? (PMS)

Spot color is pretty much what it sounds like. It's a single, solid, printed color that rarely has shading. It's another printing process that's often used on surfaces other than paper, such as T-shirts, fabric, hats, pens, etc. For example, to print the PBS KIDS logo would entail two spot colors, PBS Blue and PBS KIDS Green. However, when spot-printing on a colored surface, a white spot-color will need to be printed in order to make the colors appear vibrant and correct or "legal." Spot colors are often associated with Pantone Matching System colors (PMS).

Additional Brand Resources

PBS KIDS Brand Guide
Available on the Source

PBS KIDS Voice & Tone Guide
Available on the Source

PBS KIDS Station Architecture
Available on the Source

PBS Style Guide
Available on the Source

Contact Information

We're here to help! Contact us with questions.

Brand
pbskidsandeducation@pbs.org

PR
pbskidspr@pbs.org

PBS Station Services
stations@pbs.org

Feel free to contact PBS Station Services with questions about sub-licensing the PBS KIDS logo to partners or when integrating PBS KIDS series characters into your design.
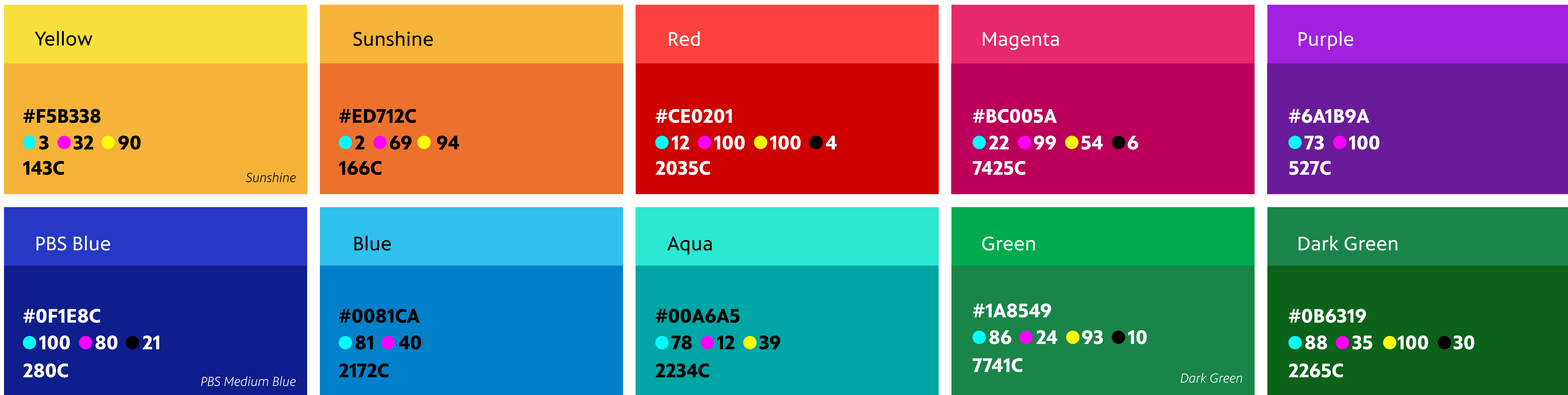
APPENDIX A

SUPPORTING COLORS

PRIMARY SHADES

Yellow	Sunshine	Red	Magenta	Purple

Yellow

#F5B338
● 3 ● 32 ● 90
143C
Sunshine

Sunshine

#ED712C
● 2 ● 69 ● 94
166C

Red

#CE0201
● 12 ● 100 ● 100 ● 4
2035C

Magenta

#BC005A
● 22 ● 99 ● 54 ● 6
7425C

Purple

#6A1B9A
● 73 ● 100
527C

PBS Blue

#0F1E8C
● 100 ● 80 ● 21
280C
PBS Medium Blue

Blue

#0081CA
● 81 ● 40
2172C

Aqua

#00A6A5
● 78 ● 12 ● 39
2234C

Green

#1A8549
● 86 ● 24 ● 93 ● 10
7741C
Dark Green

Dark Green

#0B6319
● 88 ● 35 ● 100 ● 30
2265C

Shades to be paired with primary palette colors for dimensional, utilitarian and navigational needs. Creates subtle layering of design elements without creating too much contrast.
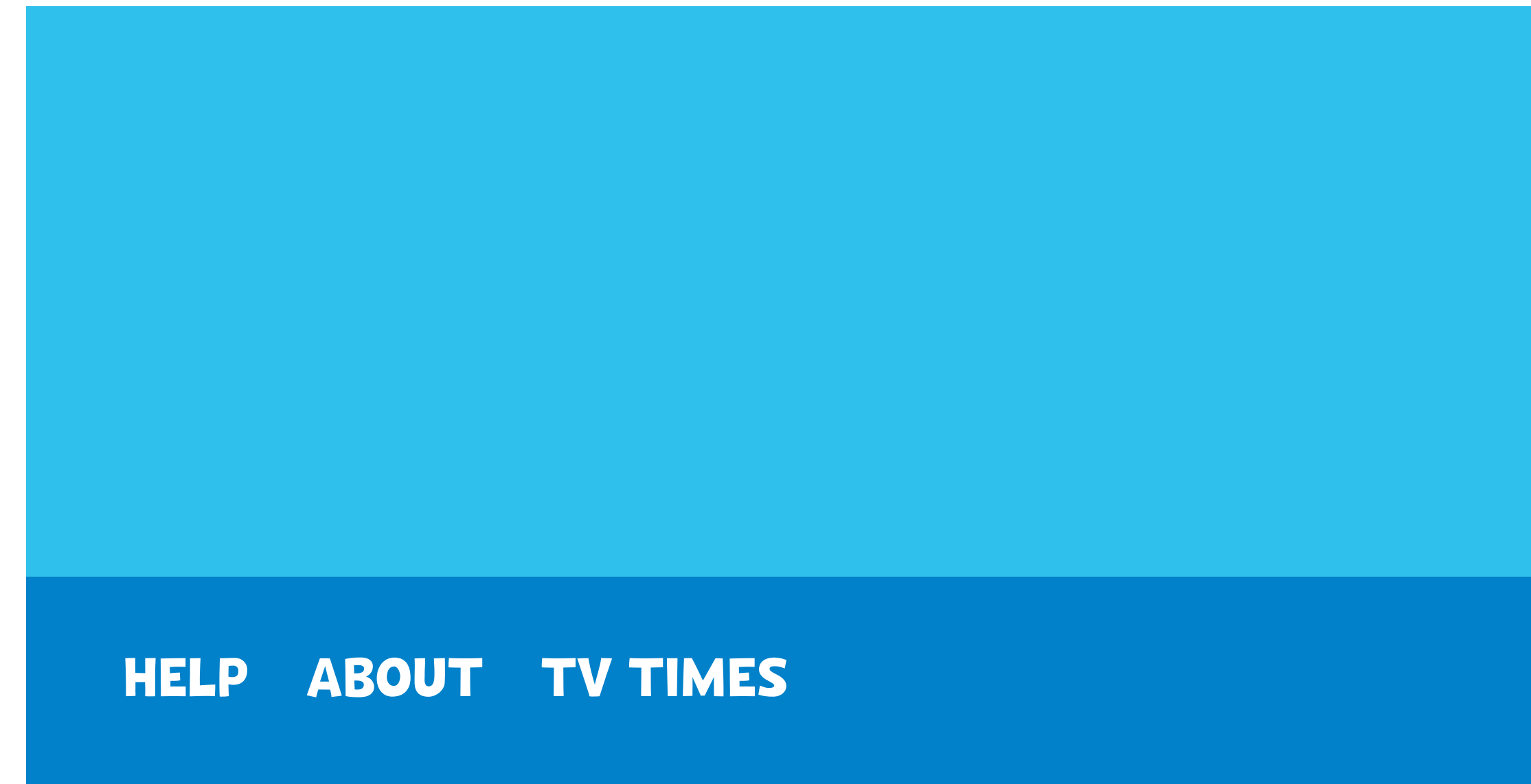
PRIMARY SHADES USAGE

SECONDARY BUTTONS
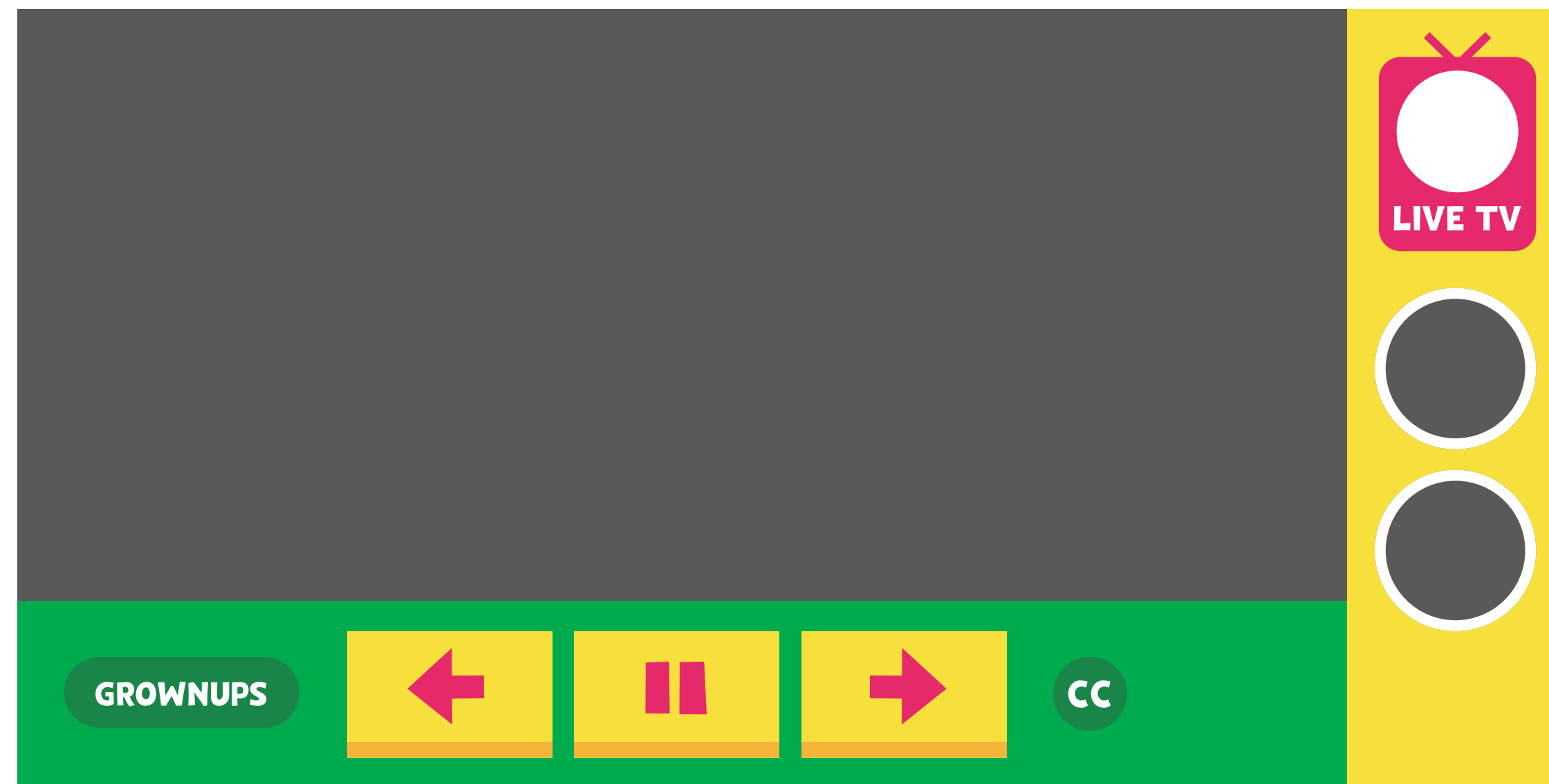
GROWNUPS ← ⏸ → **CC**

🟢 Primary shade allows GROWNUPS and CC to look less prominent than PREV, PAUSE, PLAY.

CONNECTING ADJACENT AREAS
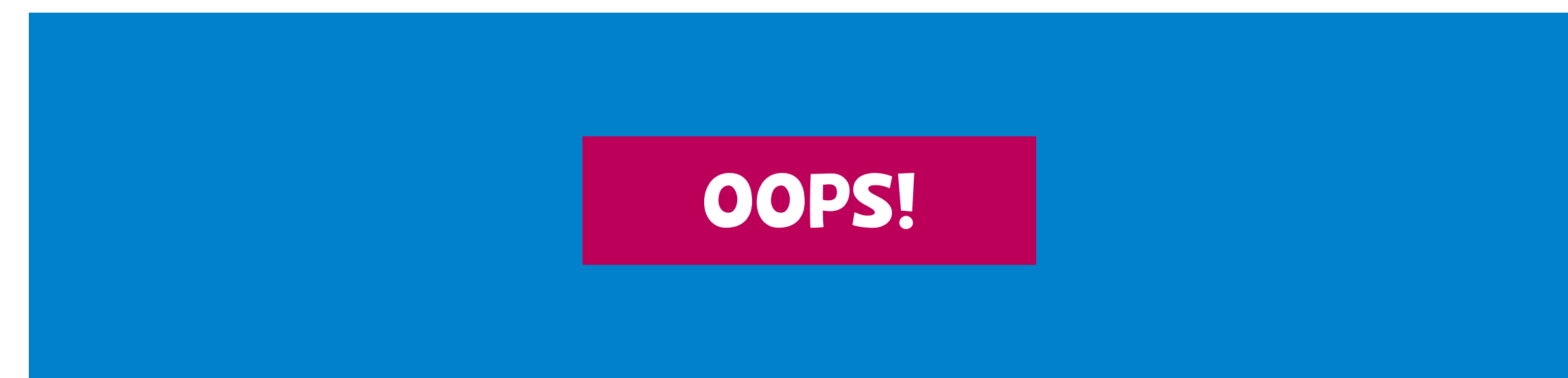

HELP   ABOUT   TV TIMES

🔵 Primary shade bottom background visually connects it to primary Blue space.

INTERACTIVE ELEMENT DEPTH

HELLO

🔴 Primary shade used to give button depth

DO NOT USE IN PLACE OF PRIMARY COLOR

OOPS!

❌ Primary shades should not be used in large areas, as basis of design or as key visual elements

ADDITIONAL UI PALETTE

Error Red
#D6383A

A deeper red reserved for error, close, cancel messages and buttons

Dark Purple
#6A1B9A

A versatile, high-contrast color for text and icons

Dark Gray
#353535

Medium Gray
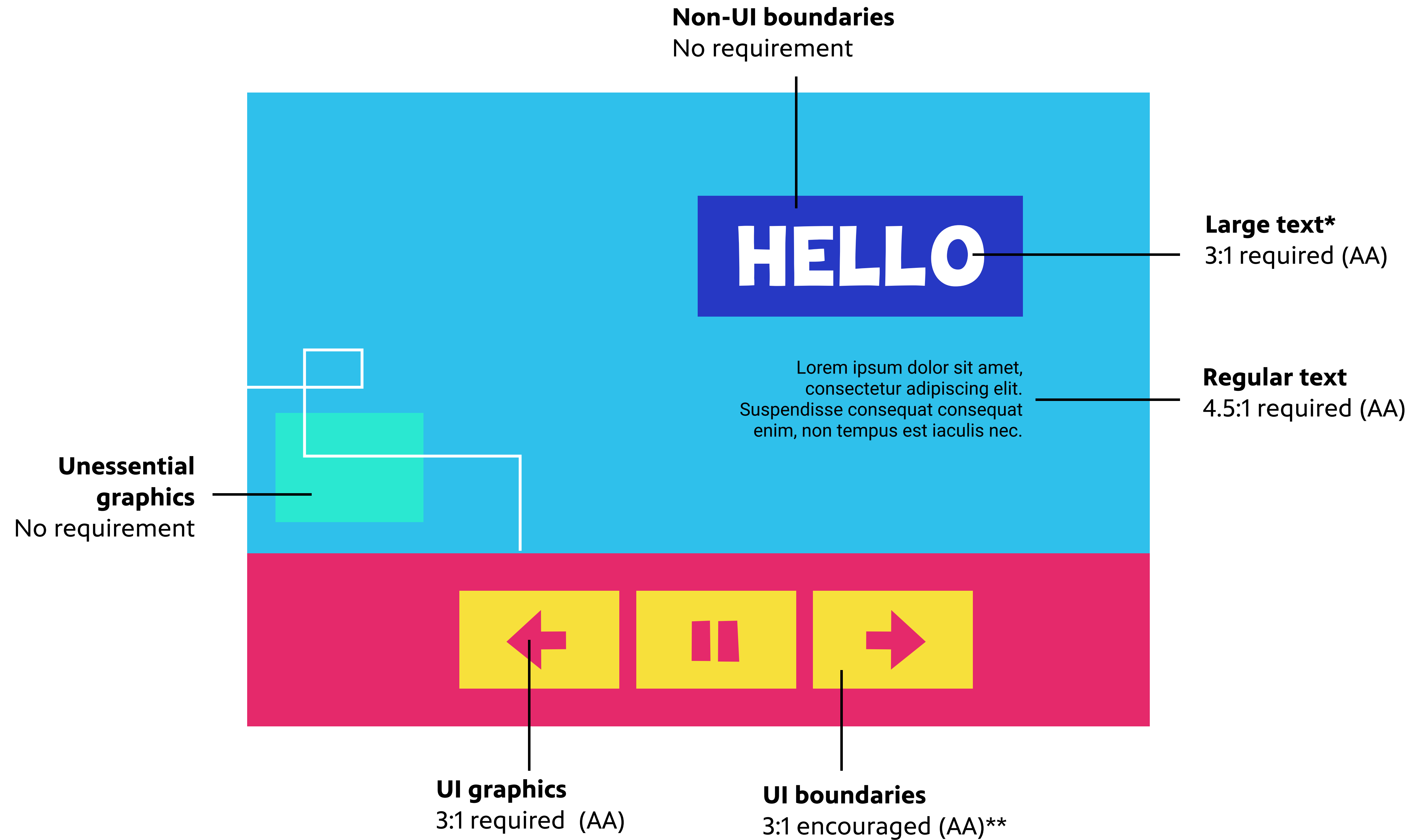**#595959**

Softer alternatives to black for normal text on white

CONTRAST GUIDE FOR SCREENS

CONTRAST & ACCESSIBILITY

PBS KIDS believes every child is deserving of learning opportunities. That's why we are committed to making media accessible to all kids. Across our platforms, we ensure all important information and elements are visible to as many users as possible, and pass WCAG AA guidelines.
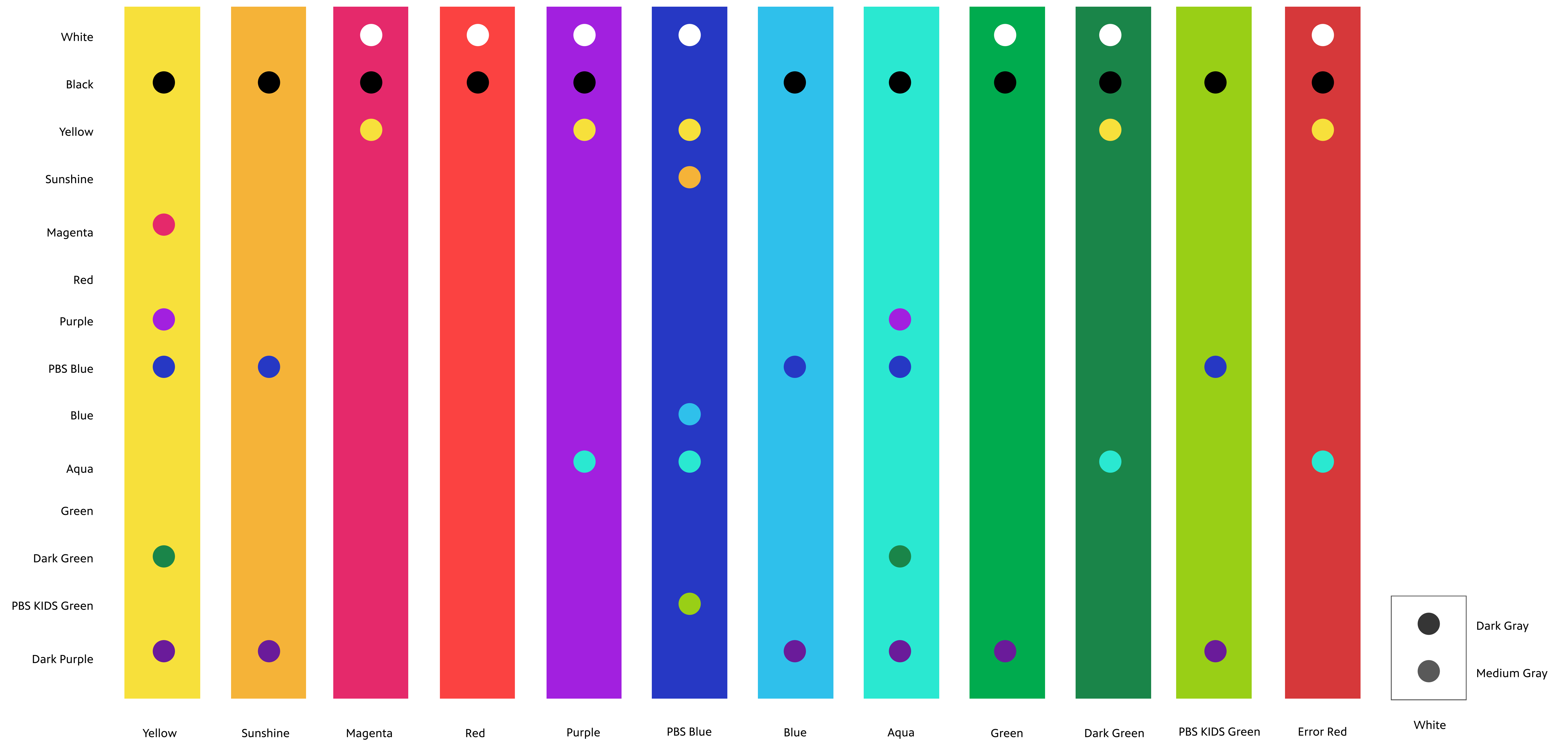
COLOR CONTRAST USAGE

Non-UI boundaries
No requirement

HELLO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse consequat consequat enim, non tempus est iaculis nec.

Large text*
3:1 required (AA)

Regular text
4.5:1 required (AA)

Unessential graphics
No requirement

UI graphics
3:1 required (AA)

UI boundaries
3:1 encouraged (AA)**

* Large text is defined as 14pt (approximately 18.5px) bold or 18pt (approximately 24px) and larger.

** For people with cognitive disabilities it is **recommended** to delineate the boundary of controls to aid in the recognition of controls

AA COLOR CONTRAST GUIDE

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

LARGE TEXT/GRAPHICS (3:1 RATIO WCAG 2 AA)

Legend:
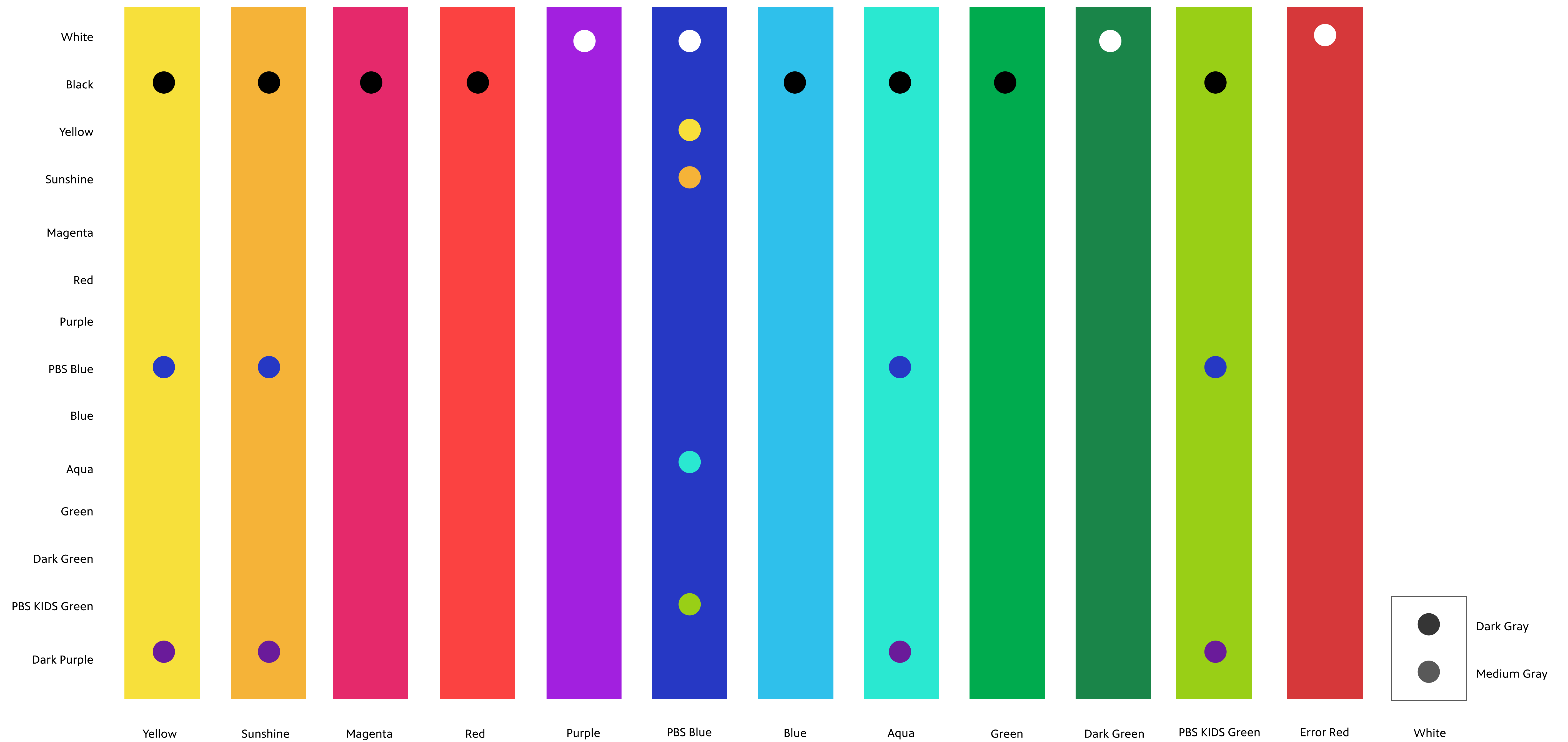- Dark Gray
- Medium Gray

PBS KIDS digital color usage must meet WCAG 2 level AA

AA COLOR CONTRAST GUIDE

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.
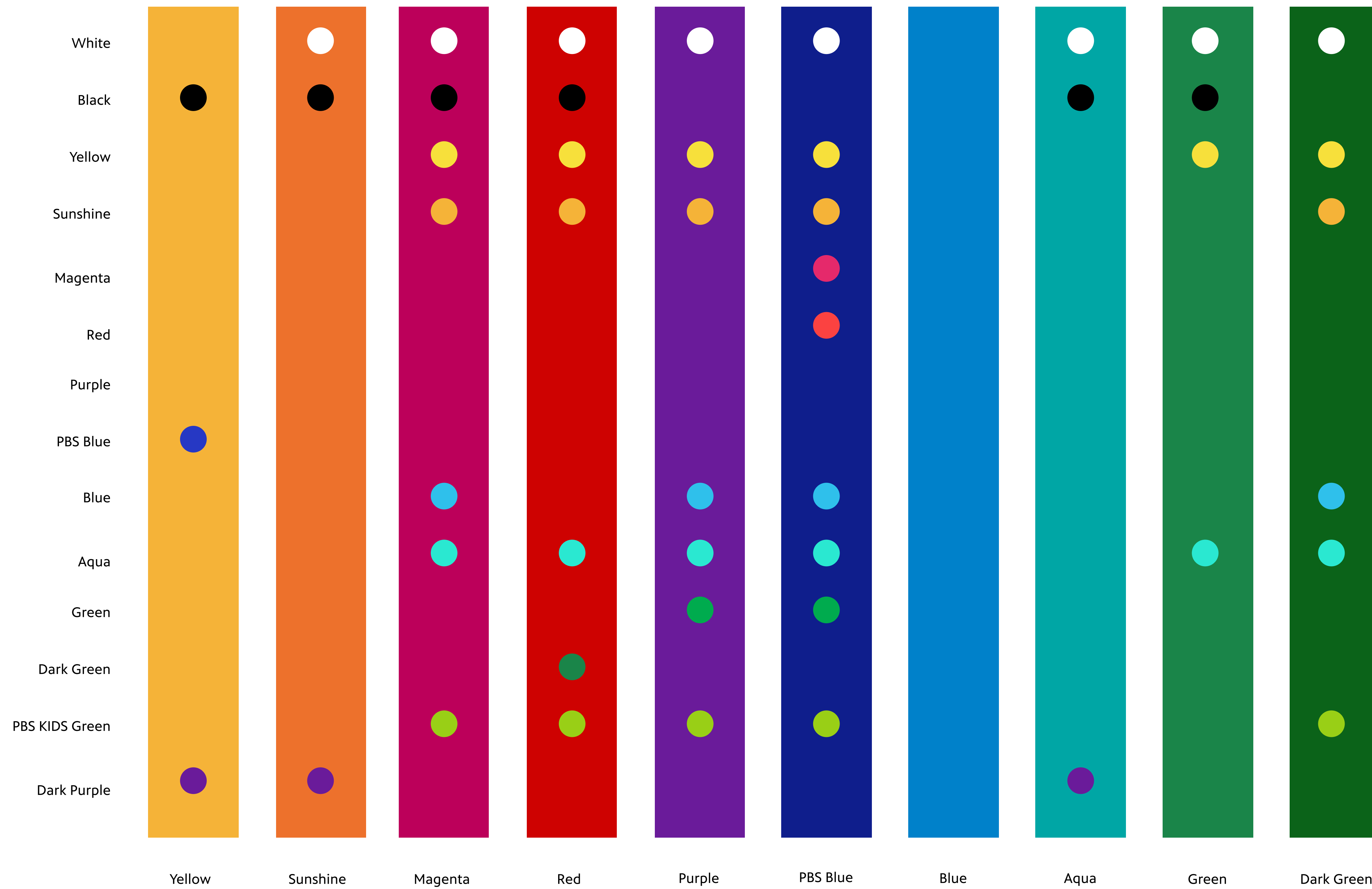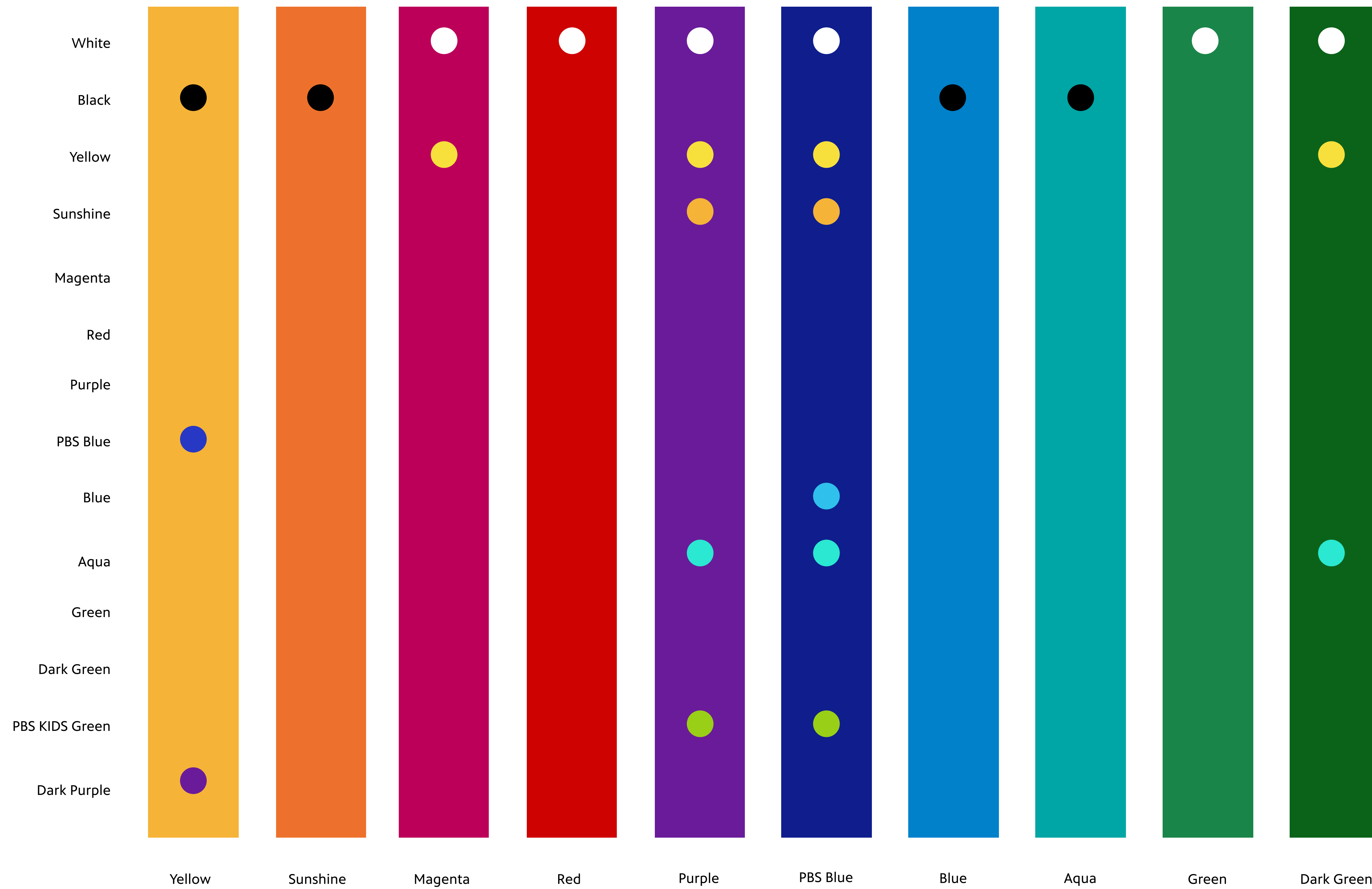
NORMAL TEXT (4.5:1 RATIO WCAG 2 AA)

PBS KIDS digital color usage must meet WCAG 2 level AA

AA COLOR CONTRAST GUIDE FOR PRIMARY SHADES

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

LARGE TEXT/GRAPHICS (3:1 RATIO WCAG 2 AA)

PBS KIDS digital color usage must meet WCAG 2 level AA

AA COLOR CONTRAST GUIDE FOR PRIMARY SHADES

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

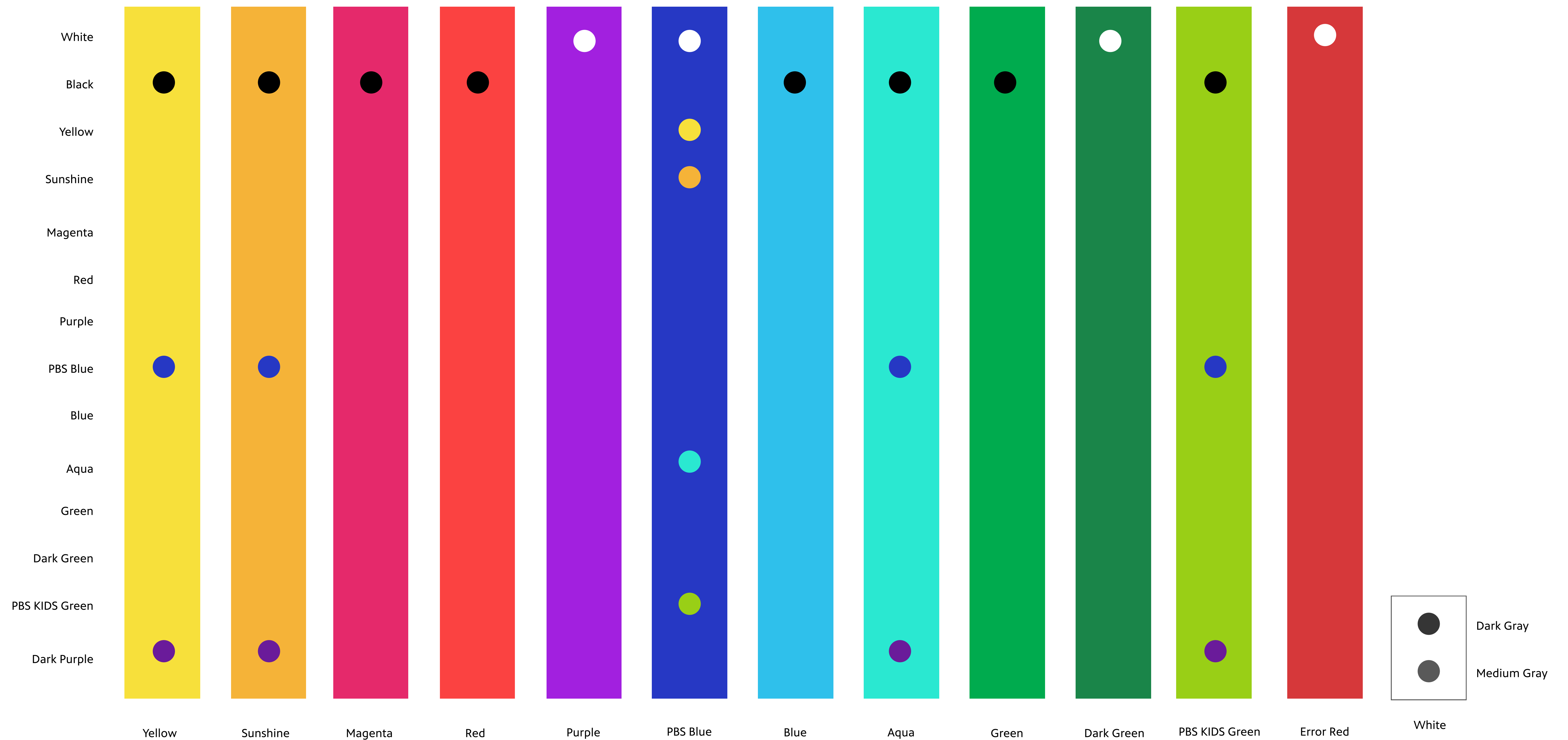## NORMAL TEXT (4.5:1 RATIO WCAG 2 AA)

PBS KIDS digital color usage must meet WCAG 2 level AA

AAA COLOR CONTRAST GUIDE

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.
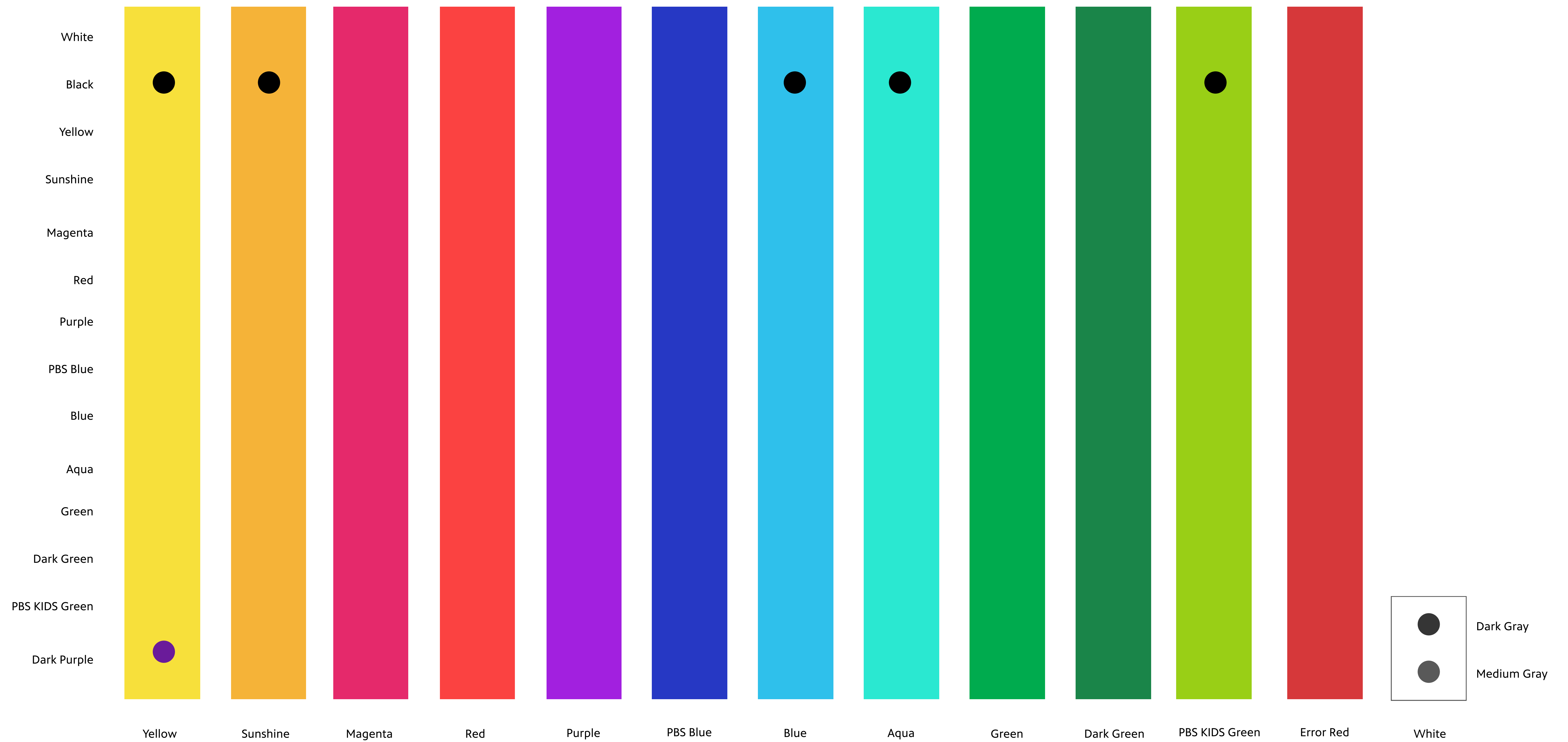
LARGE TEXT (4.5:1 RATIO WCAG 2 AAA)

Though not required, a high-contrast option should be made available to meet level AAA requirements when possible.

AAA COLOR CONTRAST GUIDE

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.
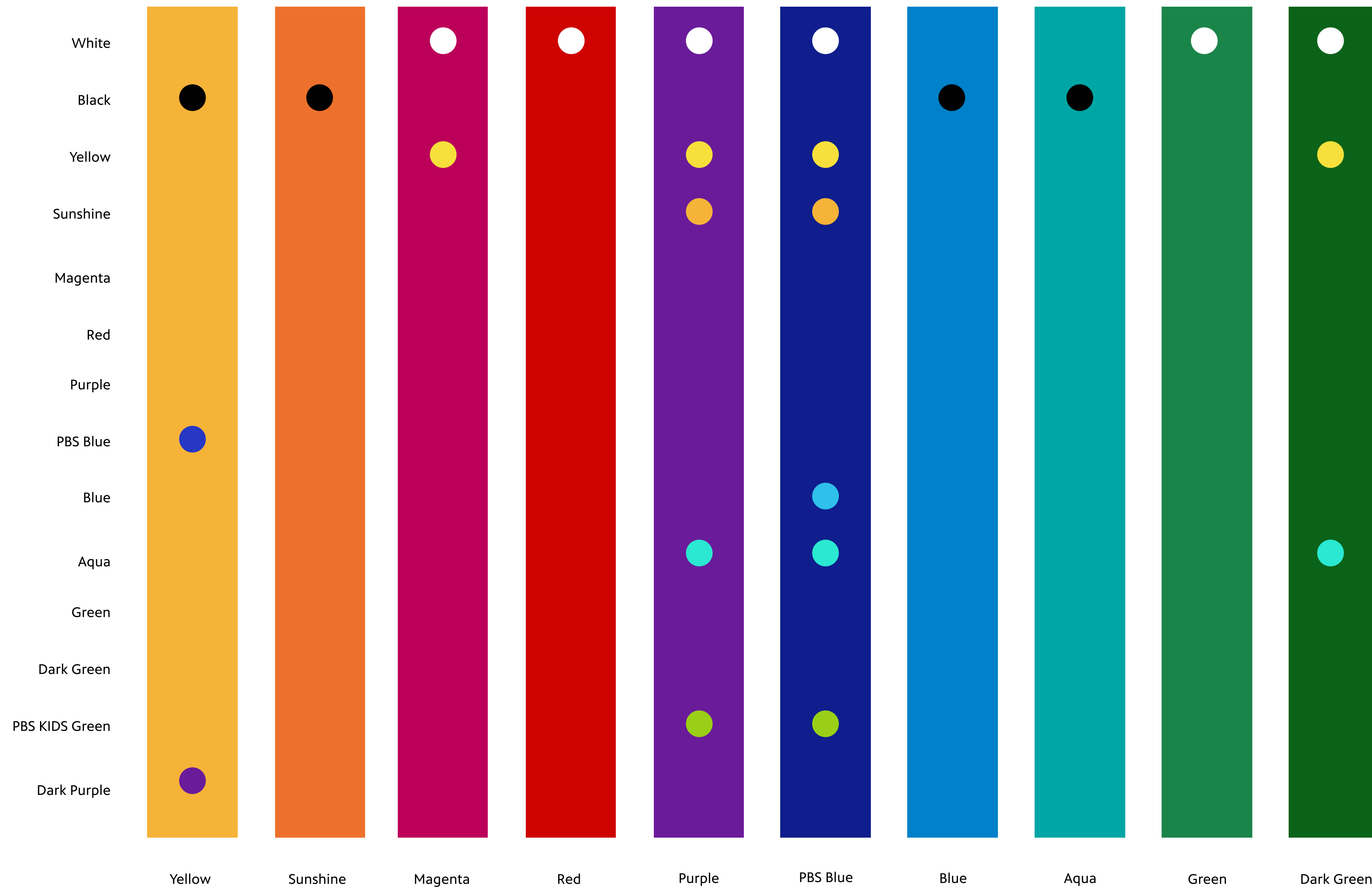
NORMAL TEXT (7:1 RATIO WCAG 2 AAA)

Though not required, a high-contrast option should be made available to meet level AAA requirements when possible.

AAA COLOR CONTRAST GUIDE FOR PRIMARY SHADES

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.
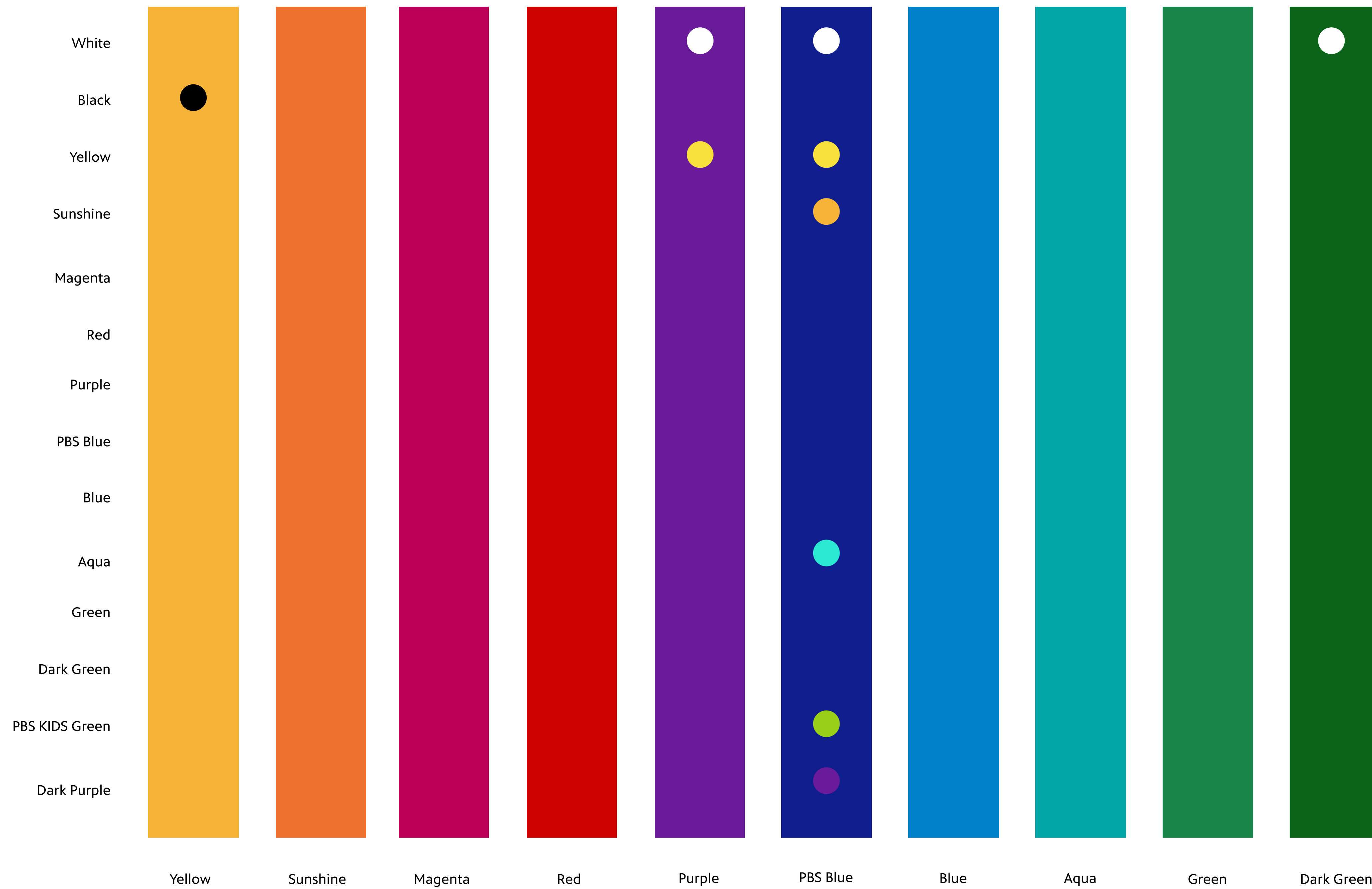
LARGE TEXT (4.5:1 RATIO WCAG 2 AAA)

Though not required, a high-contrast option should be made available to meet level AAA requirements when possible.

AAA COLOR CONTRAST GUIDE FOR PRIMARY SHADES

To ensure readability on digital screens, color pairings must pass color contrast guidelines. Dots below repesent color acceptable combinations.

NORMAL TEXT (7:1 RATIO WCAG 2 AAA)

White
Black
Yellow
Sunshine
Magenta
Red
Purple
PBS Blue
Blue
Aqua
Green
Dark Green
PBS KIDS Green
Dark Purple

Yellow   Sunshine   Magenta   Red   Purple   PBS Blue   Blue   Aqua   Green   Dark Green

Though not required, a high-contrast option should be made available to meet level AAA requirements when possible.

CHANGELOG

CHANGELOG

Version 1.3.1
Fixed typo.

Version 1.3
Added more details to logo minimum padding specs on page 5.
Clarified usage of reverse logo on pages 3 & 6.