

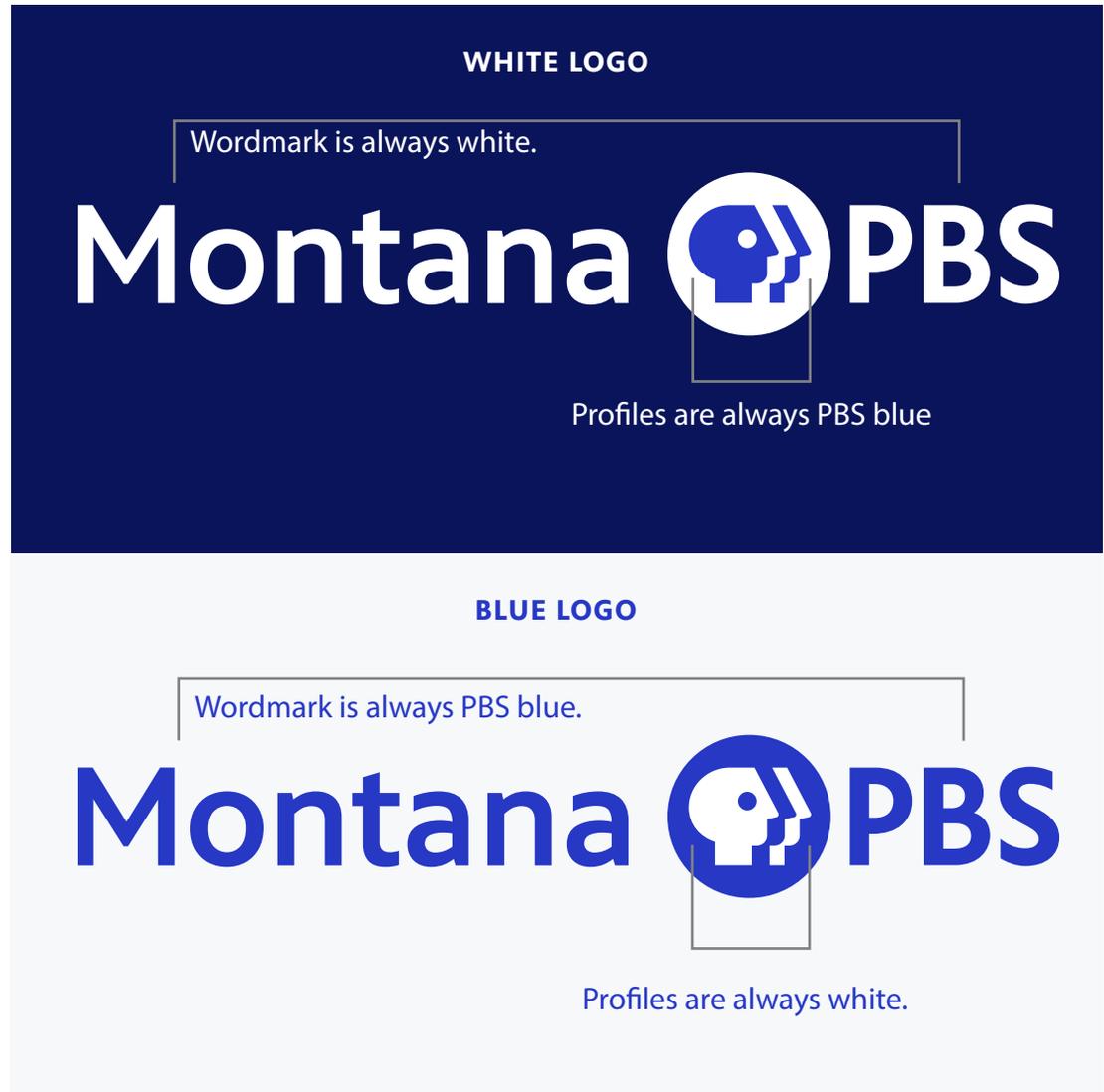
Montana PBS

Logo Use & Style Guide
v1.0

Logo Versions

- 1 There are two versions of our logo, a white logo and a blue logo.
- 2 To ensure readability, logo must contrast the background on which it is placed.
- 3 High quality print, embroiderery or other production techniques must be used to best retain detail, shape, and weight of logo.
- 4 The wordmark was custom-made for the logo only. Do not recreate the wordmark in the PBS Sans font.

Our logo instantly signals who we are - a source of thoughtful and thought-provoking programming for over 35 years. Our iconic shield reflects our diverse community of viewers, gazing slightly upward and engaging with our illuminating content. Our letterforms are modern and highly legible. Their humanist form, scale, and placement take cues from the shield, together forming an inseparable unit and a strong singular brand expression.



LOGO | MINIMUM PADDING

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

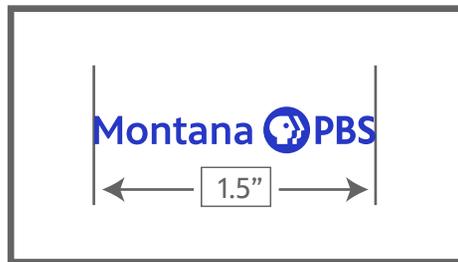


LOGO | PRINT GUIDELINES



PRINT VERSIONS

Only use the CMYK or PMS print versions of the logo for print materials (see page 5 for CMYK and PMS values)



MINIMUM SIZING

The logo should never print less than 1.5" in width.



BLACK & WHITE LOGOS

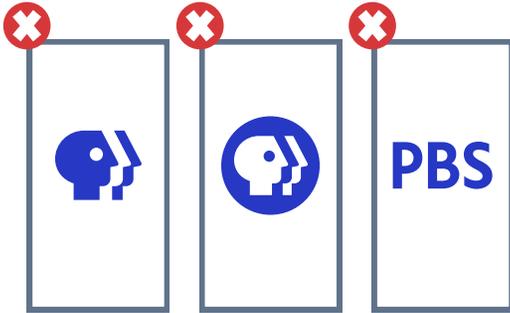
Use is limited only to black and white printing where color is not available.

DON'T

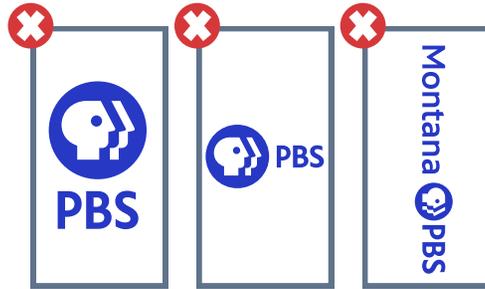
 Do not make the logo grayscale.



LOGO | IMPROPER USE



DON'T:
Do not separate profiles, shield, and wordmarks.



DON'T:
Do not rearrange the elements, change the scale of elements, or flip or rotate the elements in the logo.



DON'T:
Do not typeset or recreate the wordmarks.



DON'T:
Do not stretch, distort, or otherwise modify the logo.



DON'T:
Do not add decorative effects such as emboss or drop shadow to the logo



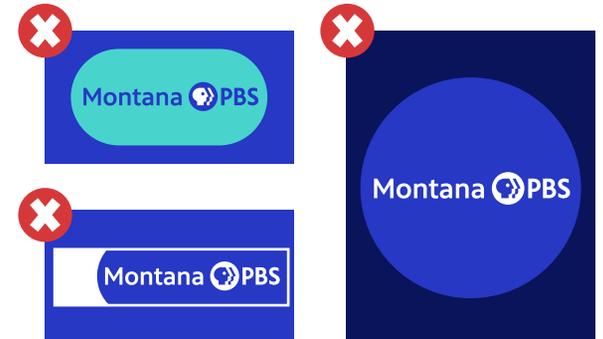
DON'T:
Do not use the logo within text.



DON'T:
Do not knock out profiles of the logo.



DON'T:
Do not alter the colors of the logo.



DON'T:
Do not place or embed the logo or shield within a box or carrier shape.

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).

PBS BLUE #2638C4 C100 M65 Y0 K0 PMS 293

NAVY BLUE #0A145A C100 M95 Y0 K42 PMS 2757

MEDIUM BLUE #0F1E8C C100 M80 Y0 K21 PMS 280

WHITE #FFFFFF

TEAL #48D3CD C49 M0 Y23 K0 PMS 3252

YELLOW #FFCF00 C0 M9 Y100 K0 PMS 109

CORAL #FE704E C0 M59 Y50 K0 PMS 2345

COLOR PALETTE | NEUTRALS

#F6F8FA

C3
M1
Y0
K0

Recommended as a lighter background color, alongside or as an alternate to white.

#EEF0F5

C5
M3
Y1
K0

#60738A

C65
M48
Y30
K0

Recommended as a text color on white backgrounds or as a background color with white text.

#040C41

C90
M80
Y0
K70

Recommended as a darker background color, alongside or as an alternate to PBS Blue or Secondary Blues

#000525

C50
M30
Y0
K95

COLOR PALETTE | GARMENTS & PRODUCTS

All garments and products that are intended for use with the MontanaPBS logo must be a close match to the following colors.

Navy

Montana  PBS

White

Montana  PBS

Slate Grey

Montana  PBS

Grey

Montana  PBS

Black

Montana  PBS

PBS Sans

- 1 Use PBS Sans for all applications whenever possible
- 2 Use Arial (Regular and Bold, plus Italics) only on platforms where custom fonts are not available.
- 3 Text color must be legible on all platforms.

Light

Regular

Medium

Bold

Black

Italic Condensed

Italic is best when used for:

- 1 Captions
- 2 Quotes
- 3 AP Style Rules

DON'T:

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

Condensed is best when used for:

- 1 Credits
- 2 Fine print

DON'T:

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