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, embroidery 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.
**DON’T:** Do not separate profiles, shield, and wordmarks.

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

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

**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 add decorative effects such as emboss or drop shadow to the logo.

**DON’T:** Do not alter the colors of the logo.

**DON’T:** Do not typeset or recreate the wordmarks.

**DON’T:** Do not use the logo within text.

**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

- Hex Code: #2638C4
- PMS: 293
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.

Italic

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

Condensed is best when used for:

1. Credits
2. Fine print

DON’T:

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