

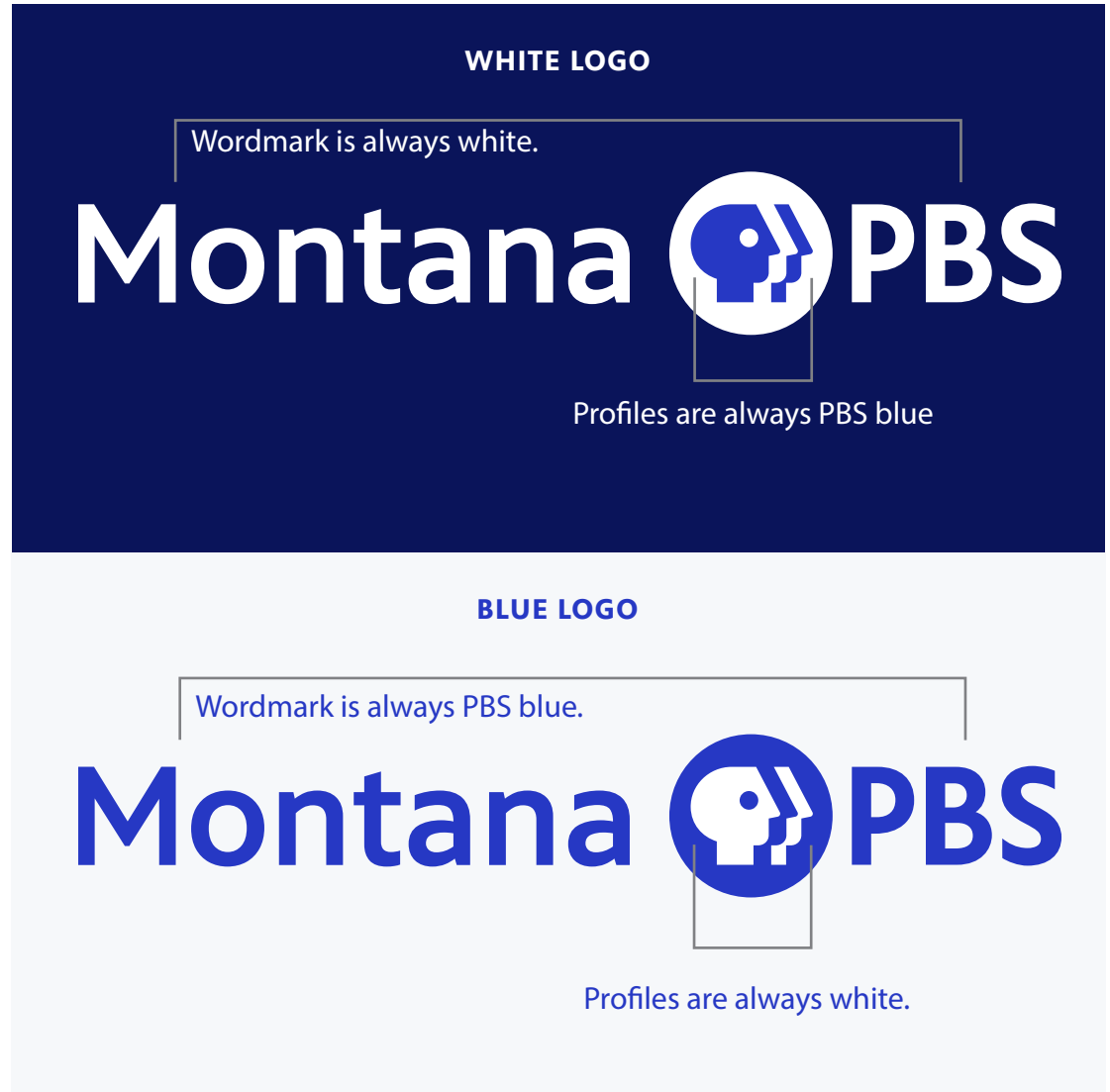
# Montana PBS

**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, embroiderey 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.

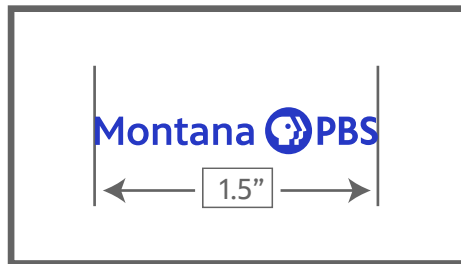


## LOGO | PRINT GUIDELINES



### 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.



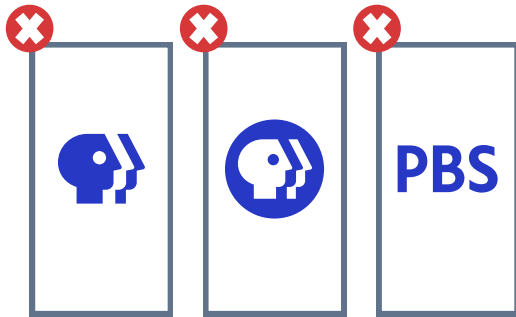
### BLACK & WHITE LOGOS

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

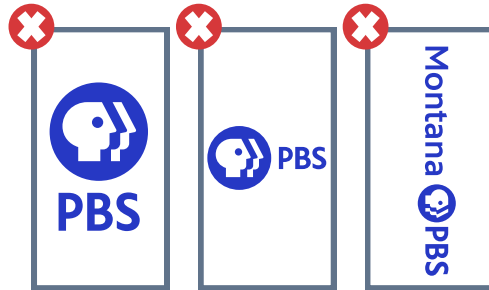
### DON'T

 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



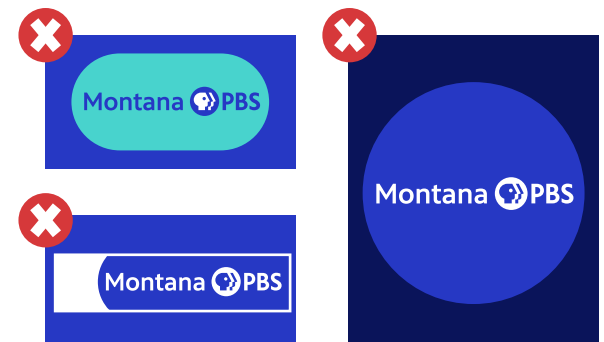
**DON'T:**  
Do not use the logo within text.



**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.)