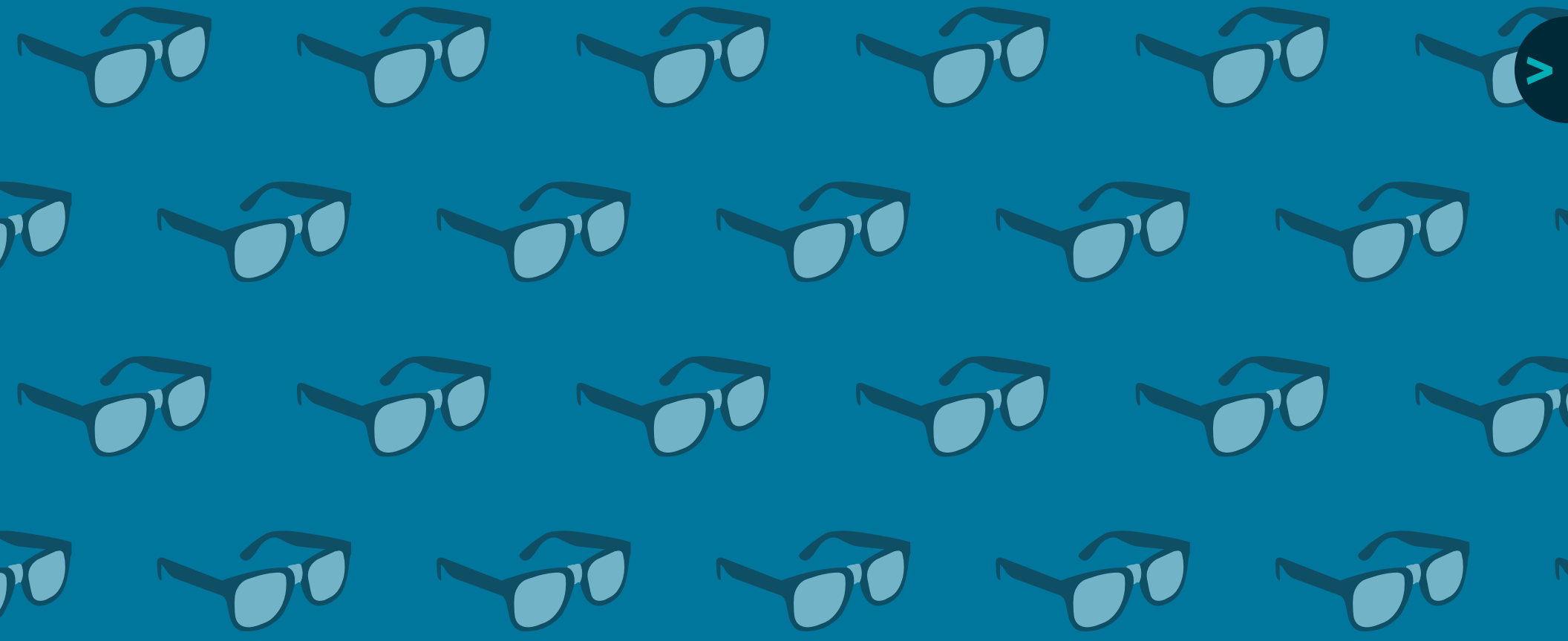




PBS Nerd™

PBS Nerd Brand Guidelines



PBS Nerd™ Brand Essence



Everyone's a nerd for something

PBS Nerds are not afraid to express their unending curiosity and their excitement to go deeper and learn more. The PBS Nerd brand invites all PBS fans to: "Come be nerdy with us. Nerd-out in any way that makes you happy." And the likelihood that you'll find other PBS Nerds that feel the same way is highly likely!

The PBS Nerd movement began with a 2011 Nerd Walk in Arizona and has since gained traction among stations as a successful community engagement strategy. Everyone's a nerd for something, and PBS offers countless opportunities to meet the needs of viewers who nerd-out on niche interests like space, art, drama, nature or history.

The values of PBS Nerd

- **Individuality**
- **Passion**
- **Intellectualism**
- **Collaboration**
- **Participation**
- **Curiosity**
- **Acceptance**

Whether you're a PBS fan, the fan of a show, the fan of a specific topic or just a fan of your community, we value that every individual has a different journey for learning, for sharing and for celebrating their uniqueness. We know you're passionate. So unleash your PBS Nerd and represent.

Visual Identity

Black and White:

The logo is black and white.
Always.

Preferred



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It may be produced as either a white nerd head inside a black shield or a black nerd head inside a white shield. The preferred usage is a white nerd head inside a black shield, so the thick black glasses stand out.



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Logo Elements:



The PBS circle graphic with glasses, the "nerd head"

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The words PBS Nerd, what we call the "wordmark"

A legal trademark symbol TM

Visual Identity

Font:

The wordmark "PBS Nerd" uses the font **Officina Serif Std Bold**.

For headlines, sub-heads and general text use **PBS Explorer font**.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

When you can't use PBS Explorer, use your station's font or one that is most appropriate for uniformity.

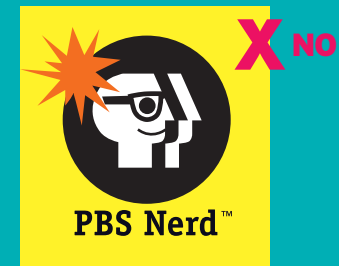
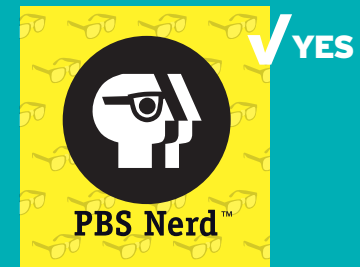
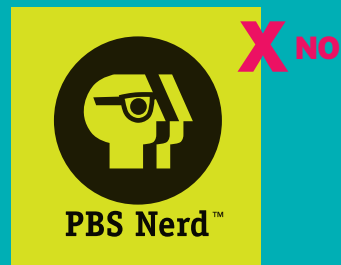
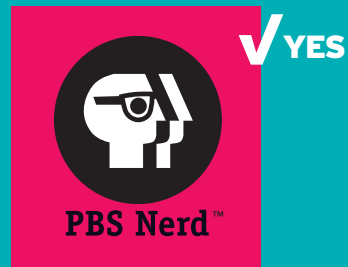
Background

PBS Nerd is all about self-expression. And color does just that; it helps express the brand's energy.

We aren't putting any limits on color, but our advice is to go bold. Use your station's colors or a color that gives personality and calls attention to your event.

Background colors are provided to give the nerd head personality. (But they are never to show through the nerd head.)

It's ok to add basic visual effects (sonics, bursts, atoms, circuits) around the logo but the logo itself or the shield around it is not be altered.



How to use it

The logo comes in vertical and horizontal versions.



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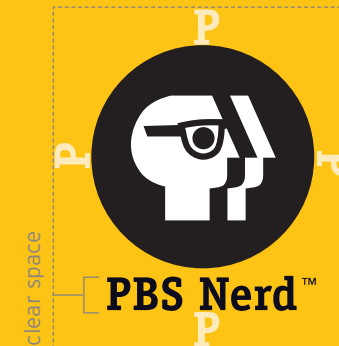
PBS Nerd™



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Don't use the logo smaller than .5" or 30 pixels square.

We're not going to whip out our rulers, but the PBS Nerd logo needs some space between it and other elements.



When talking about PBS Nerd, always capitalize the N in Nerd. When talking generally about nerds or being nerdy, use lowercase n.

Bring your favorite nerd and pick up some awesome PBS Nerd swag at our next event!



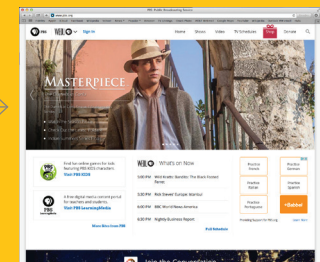
Bring your favorite 'Nerd' and pick up some awesome PBS nerd swag at our next event!



When using the logo online, we suggest linking it to pbs.org



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How to use it

The PBS Nerd logo should only be used for station-community events, not to promote on-air content or general tune-in. Follow these guidelines:

1. The PBS Nerd logo is to be the prominent featured logo or graphic element on your material, whether it's a graphic, a sign, or a t-shirt.



2. The station logo is the secondary featured logo and if used at all, should be 50% of the size of the PBS Nerd logo.



✓ YES



✗ NO

3. Stations are not to cobrand with PBS Nerd, but may place the station logo opposite of the PBS Nerd logo. For example, if the Nerd logo is on the right side, place your station logo on the left side. If the Nerd logo is on the top, place your station logo on the bottom. If you're placing the logo on a t-shirt and the PBS Nerd logo is on the front, place your station logo on the back or the arm.



✓ YES

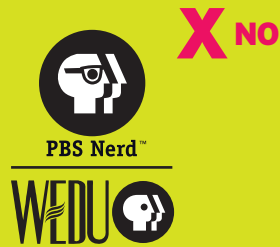


✓ YES



✗ NO

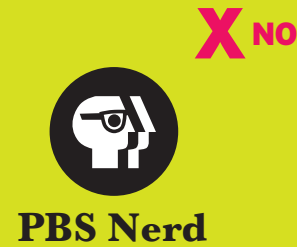
How NOT to use it



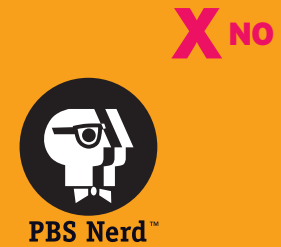
The logo is not to be co-branded by nesting or pairing it with a station logo. Or a corporate partner. Or anything. It must be clearly separated from other elements.



Use the logo files as provided. That way you can't mistakenly alter the proportion of the nerd head and the wordmark.



We love playing with fonts, too, but not in the logo. Don't recreate the wordmark using other fonts.



The glasses represent nerdiness. Do not add other decorative elements to make it more nerdy.



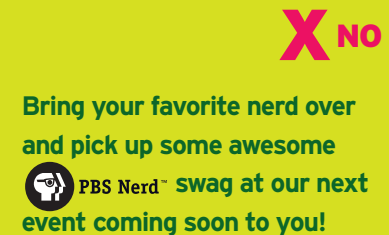
Do not stretch the logo. (The nerd head works hard to maintain its figure). Use the SHIFT button when dragging the corner of the logo image to make it smaller or larger.



Do not add words, phrases, names or taglines to the logo.



We're ok with most basic visual effects, but don't place a shadow on the logo.



Do not use logo for the word "PBS Nerd" in text.

Putting the “swag” back in “swagger”



All product incorporating the PBS Nerd trademark is to be manufactured by a third party authorized by PBS. See our FAQ for more details.

We don't have to tell you that being a nerd is cool. You already know that. So, the swag we use to promote our brand should reflect that.



Take it and use it on social media

PBS Nerd was created by PBS fans for PBS fans. Because it's grassroots, PBS Nerd is made for helping to create real connections on social networks. Keep in mind these basics:

Tone of voice

- The brand's voice in all communications, and especially social media, should be conversational, quirky and witty. PBS Nerd doesn't have to worry about having the right "corporate" answer - the tone should always be relatable and positive.

- For example: Instead of saying "click here" say "read and learn" or "dive in". Instead of saying "contact us" say "get in touch". Talk like you would talk to real people.

What to share

- Before you post or share #PBSNerd content (and don't forget to proof it) ask yourself:

- Is this something that PBS Nerds can relate to?
- Will it help someone learn something new?

- Is it something that is PBS-specific?

- If not, does it relate to the mission of "educating, inspiring, entertaining and expressing diverse perspectives?" without being controversial?

Hashtags

- Let your nerd pride show by using #PBSNerd. You may use the hashtag in place of the wordmark when you're promoting social media conversations, but make sure you move the TM to the lower right-hand corner of the nerd head.

- A hashtag groups messages about a specific topic and consistently tagging can help both author and user pull together content from multiple social channels. This can help all nerds to discover new conversations and make connections. The best way to continue the conversation about PBS is to always use the hashtag #PBSNerd at the end of all of your posts.

Sizing of design elements

- Social posts with images get more clicks than ones without photos. So, make sure to always format your images to the correct dimensions for each media. Sizes are always changing, so make sure to search for a "social media sizes cheatsheet" for the latest information.



✓ YES



✗ NO

FAQs

What is the difference between the PBS logo and the PBS Nerd logo?

The PBS logo is our master brand - it is a visual mark that represents our brand and is immediately recognizable by all types of audiences. The PBS Nerd logo joins PBS KIDS as another pillar in our family of brands.

When can we use the PBS Nerd logo?

The PBS Nerd logo is limited to use by PBS member stations for PBS station events, products, premiums, program collateral and other similar promotional goods/services as offered by licensed vendors.

How can I be sure I'm in compliance with the brand standards?

Please follow these guidelines. And if you're ever in doubt reach out to brand@pbs.org - we'll be happy to give it a look or provide advice.

Do I need approval before using the logo?

You do not need approval before using the logo when you are ordering through a nationally licensed vendor to purchase promotional products. See next question.

What type of promotional products can I use the PBS Nerd logo on?

Stations are to utilize nationally licensed vendors. These outlets are authorized to produce branded products featuring PBS trademark brands and can work with stations directly.

Can I use my own vendor?

Unfortunately, no. Use of outside vendors other than those licensed by PBS is prohibited.

Please contact these vendors below:

- **Forest Incentives:**
forestincentives.com

Rachel Bernstein
Account Director
267-500-1935 (o)
rbernstein@forestincentives.com

- **WaxWorks VideoWorks:**
www.waxworksonline.com

Clayton Nichols
VP, Sales
270-926-0008
claytonn@www.com

- **Sonic Promos**
www.sonicpromos.com

Marsha K. Glazer
Account Manager
301-869-7800 ext.103
marsha@sonicpromos.com

Do I have to get approval every time I create something new?

Our vendors have an array of existing fun and creative PBS Nerd product. They are also able to work with stations to come up with other innovative ideas. We will continue to work with the vendors on expanding new product ideas to add to their catalogs.