Official Logo

When referencing our larger organization in broadcast, digital and/or print media, use the PBS North Carolina logo with the full state name and “Powered by the UNC System” tagline. There are two versions, a full color logo and a white logo. The full color horizontal version (A) is the preferred logo and should be used whenever possible. The white logo is for use on darker background colors or imagery. The wordmark was custom-made for the logo only. Do not recreate the wordmark in the PBS Sans font.

Full color

A.

profiles are always white

White Logo

B.

profiles are always PBS blue
PBS NC Logo with Tagline

When referencing the main channel (previously UNC-TV), use the PBS NC logo with the abbreviation “NC” and the Powered by the UNC System” tagline. There are two versions, a full color logo and a white logo. Each one has a vertical and horizontal version. The full color horizontal version (A) is the preferred logo and should be used whenever possible. The vertical logo (B) is available for limited, approved use only and is available by request from the creative department. The white logo is for use on darker background colors or imagery. The wordmark was custom-made for the logo only. Do not recreate the wordmark in the PBS Sans font.
Minimum Padding

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

Previous UNC-TV logos should be discarded and replaced going forward on all media and communications.

- Use the full color logo on light images for readability.
- Do not use the white outlined version on light images.
- Use the white outlined version on a dark area of a photo or a solid color.
- Do not use the full color version on dark area of a photo or a dark color.

For translucent applications, use the black and white logo at 25% opacity.
(ex: social watermarks and digital video)
Proper Logo Usage, cont.

- Do not separate the elements of the logo.
- Do not stretch, distort or modify the logo.
- Do not add decorative elements such as emboss or drop shadows to the logo.
- Do not rearrange the elements or rotate the logo.
- Do not use the logo within text.
- Tune in to PBS North Carolina.