# Table of Contents

- Default Lockup ................................................. 2
- Lockup Do's .................................................. 3
- Lockup Don’ts .................................................. 4-5
- Stacked Lockup Do’s and Don’ts ...................... 6
- Lockup Usage ................................................. 7-8
- Standalone Icon Usage ................................. 9
- Font: Open Sans ............................................. 10
- Preferred Backgrounds .............................. 11
Default Lockup

PBS | Passport

Color Swatches
(Do Not Sample)

PBS Blue
#00AAEB
0, 170, 235

White
#FFFFFF
255, 255, 255

Black
#000000
0, 0, 0
Lockup Do’s

KLRU | Passport

- Do use short common name when referring to a specific station’s Passport member benefit. In some cases, a station’s short common name differs from its call letters.

PBS Hawaii | Passport

- Do allow for padding around the logo, the same size as the white Passport icon.

PBS | Passport

- Do use “PBS” in the lockup when you aren’t able to be station-specific. This is acceptable when referring to the overall Passport benefit.

WETA | Passport

- WETA Passport allows you to watch your favorite PBS shows.

- Do omit the dividing line and Passport icon when referring to it in copy.
Lockup Don’ts
Do not edit the lockup in the following ways.

1. Don’t change colors of the lockup.
2. Don’t use Passport by itself.
3. Don’t use the lockup without Passport.
4. Don’t use the lockup without the icon.
5. Don’t nest other logos within the lockup.
Lockup Don’ts
Do not edit the lockup in the following ways.

Don’t change the font weight.

Don’t change the height of the dividing line.

Don’t change the size of the Passport icon.

Don’t change the spacing of the lockup.
Stacked Lockup Do’s and Don’t’s

If necessary, the lockup can be stacked in the following manner.

- **Do** omit the dividing line.
- **Do** left-align station short common name and “Passport”.

Don’t use a horizontal dividing line.

Don’t center-align the Passport icon, station short common name, or “Passport.”

Don’t change the sizing of any of the elements.
Lockup Usage
The Passport lockup can be used on top of imagery as long as the overlay opacity makes the text readable.

Video Upsell

Learn More Page
Lockup Usage
The Passport lockup can be used in the PBS.org Homepage Carousel, using the below criteria.

PBS.org Homepage Carousel

Do's

☑️ Do upload the full-color Passport icon and white text.
☑️ Do use station short common name.
☑️ Do use engaging imagery that fills the entire space.

Don'ts

Don’t upload a white version of the Passport icon.

Don’t nest logos within the lockup.

Don’t use non-preferred background colors (see page 10 of this document).
Standalone Icon Usage
The Passport icon can stand alone in the following ways.

**Video Thumbnail**
The Passport icon is overlayed in the top-left of video thumbnails to indicate Passport content.

**Video Metadata**
The Passport icon is placed inline with video metadata on Video Details pages.

**User Accounts**
The Passport icon is placed inline with user’s first name to indicate they are an active Passport member.
Font: Open Sans
Open Sans is the font used in the Passport lockup and for copy on any digital properties relating to Passport.

This is an example of paragraph text using Open Sans Regular. In this context, omit the dividing line and Passport icon when referring to it in copy, e.g. “WETA Passport allows you to watch your favorite PBS shows.”
Preferred Backgrounds
Only use the logo on high contrast/neutral color backgrounds, whenever possible. The logo must be readable on all platforms. If you aren't sure if a color pairing is accessible, use this color contrast checker: http://leaverou.github.io/contrast-ratio.

- ✔️ #FFFFFF
  255, 255, 255
  - Overlaid on top of image - acceptable when overlay opacity makes text readable. Drop shadow can be added to lockup/text to pass color contrast test.

- ✔️ #000000
  0, 0, 0
  - Overlaid on top of image - acceptable when overlay opacity makes text readable. Drop shadow can be added to lockup/text to pass color contrast test.

- ✔️ #F3F3F3
  243,243,243
  - Do not use blue background colors, it conflicts with blue elements of the icon.

- ❌ Use preferred background colors above.

- ❌ Do not use pairings where you can’t clearly read the logo.