

**MISSISSIPPI**  
**PUBLIC BROADCASTING**

**BRAND GUIDELINES**

# Brand Guidelines

This brand identity toolkit outlines the framework and proper usage of the new MPB logo. Consistent use of the logo will strengthen new recognition of the MPB brand. When used correctly and appropriately, the elements of the brand will convey a sense of the organization's quality and increase public awareness of our mission.



# Primary Logo Versions

1. There are two versions of our logo, a blue logo and a white logo.
2. They can be used interchangeably.
3. One logo might be used more than the other, depending on the platform and background color or imagery.



## Secondary Logo Versions

1. There are two versions of our secondary logo, a blue logo and a white logo.
2. The horizontal logos are to be used when the space needs a horizontal application rather than the primary.
3. They may be used interchangeably.
4. One logo might be used more than the other, depending on the platform and background color or imagery.



## Tertiary Logo Versions (Icon/Wordmark)

1. There are two versions of our tertiary icon, a blue logo and a white logo. There are also 4 versions of our wordmark, both blue and white.
2. These versions are only to be used where space is not allowed for the primary or secondary logos.
3. The one-line wordmark is to be used as a limited use option. Please consult the Communications department before applying this version to your layouts or designs.
4. One logo might be used more than the other, depending on the platform and background color or imagery.



Tertiary Icon Blue



Tertiary Icon White

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Tertiary Wordmark Blue

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Tertiary Wordmark White

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Limited Use Tertiary Wordmark Blue

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Limited Use Tertiary Wordmark White

# Improper Usage

**DO NOT:**  
Do not stretch, distort, or otherwise modify the logo.



**DO NOT:**  
Do not rearrange the elements, change the scale of elements, or flip or rotate the elements in the logo.



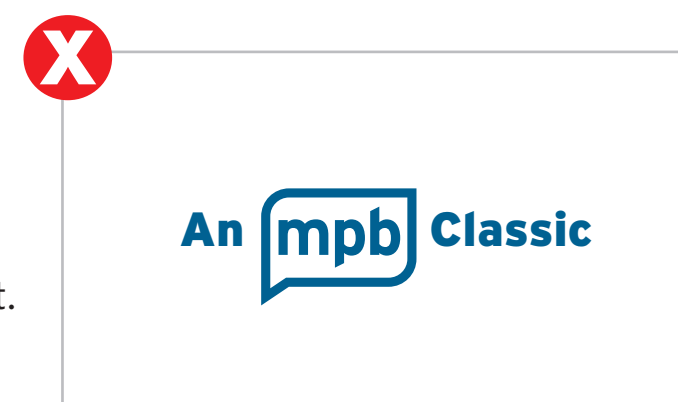
**DO NOT:**  
Do not recolor the logo.



**DO NOT:**  
Do not rotate the logo.



**DO NOT:**  
Do not use the logo within text.



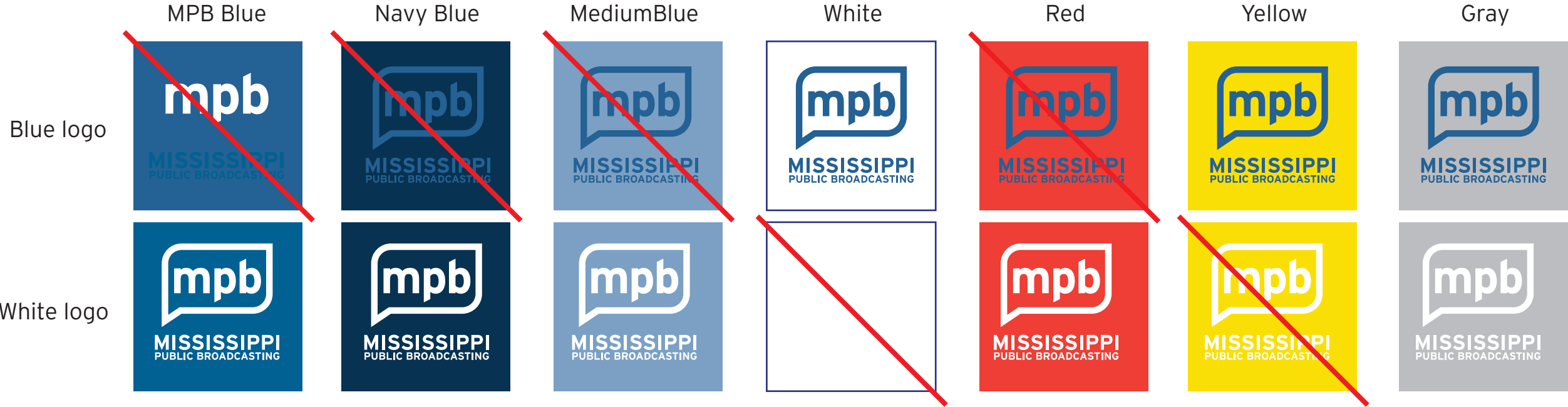
# Size Usage

Please do not decrease the size of the logo down to any size less than the sizes shown because of legibility problems. In these circumstances, where a limited space is available, only use the icon (conversation bubble) or the wordmark.



# Logo | Color Accessibility

To ensure readability, the logo must pass color accessibility.





## Other Limited Use Versions

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

Use is limited to one-color printing when MPB Blue is not available, or in material treatments (e.g., stamping, frosting, debossing, embossing).

### **DO NOT:**

Make the logo grayscale.



# Logo | Translucent Applications

For translucent applications, use the black and white logo with black profiles at 45% opacity.

Examples of use cases:

- Social watermarks
- On digital video



# Primary Color

- MPB Blue is our signature color and should be prominently placed for brand impact.
- For a majority of print materials, CMYK color builds are recommended.

**MPB BLUE**

**PMS 647**

**C91**

**M63**

**Y20**

**K4**

**R35**

**G96**

**B146**

**#236092**

# Secondary Blues

- Alongside MPB Blue for added dimension
- Alongside content with a more serious tone

## MPB SECONDARY NAVY

PMS534  
C9835  
M84.6  
Y36.22  
K27.05

R28  
G53  
B94

#1C355E

## MPB SECONDARY FADED BLUE

PMS645  
C76  
M48  
Y21  
K2

R83  
G119  
B155

#7BA0C4

## MPB SECONDARY PALE BLUE

PMS643  
C21.34  
M10.08  
Y4.84  
K0

R197  
G212  
B226

#C5D4E2

# Primary Accents

All three primary accents are interchangeable.

Best when used:

- Minimally to emphasize important content
- One at a time, in a majority of cases



Example of using an accent color

## MPB RED

C0  
M90  
Y85  
K0

R239  
G65  
B54

#231F20

## MPB YELLOW

C0  
M9  
Y100  
K0

R248  
G208  
B72

#F8D048

## MPB GRAY

C0  
M0  
Y0  
K20

R09  
G21  
B212

#D1D3D4

# Font Use Guidelines

MPB's Primary Font is PBS Explorer. It can be downloaded at the Source at [source.pbs.org](http://source.pbs.org).

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

**Bold:**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234567890**

**Black:**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234567890**

# Usage questions

If you have any questions about usage, please don't hesitate to reach out the communications department for clarification.

