



Corporation  
for Public  
Broadcasting

## CPB Brand Guidelines



Corporation  
for Public  
Broadcasting

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### About CPB

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of nearly 1,500 locally owned and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology, and program development for public radio, television, and related online services. For more information, visit [www.cpb.org](http://www.cpb.org).

# CPB Logo

The logo consists of the full name, Corporation for Public Broadcasting, and the CPB symbol. These elements are combined in a specific configuration to form the complete logo. Neither element may be used separately (variations specified [page 3](#)). This is the preferred logo, which should be used whenever possible.



Typesetting the logo using similar typefaces is not permitted. The size and space relationships between the letters, words, and shapes must be maintained at all times. Any rearrangement, alteration, or deletion of letter forms or shapes is prohibited.

# Logo Variation Exceptions



The horizontal variation is used only when the space available is so small that reducing the CPB logo to fit the space would make the logo illegible.

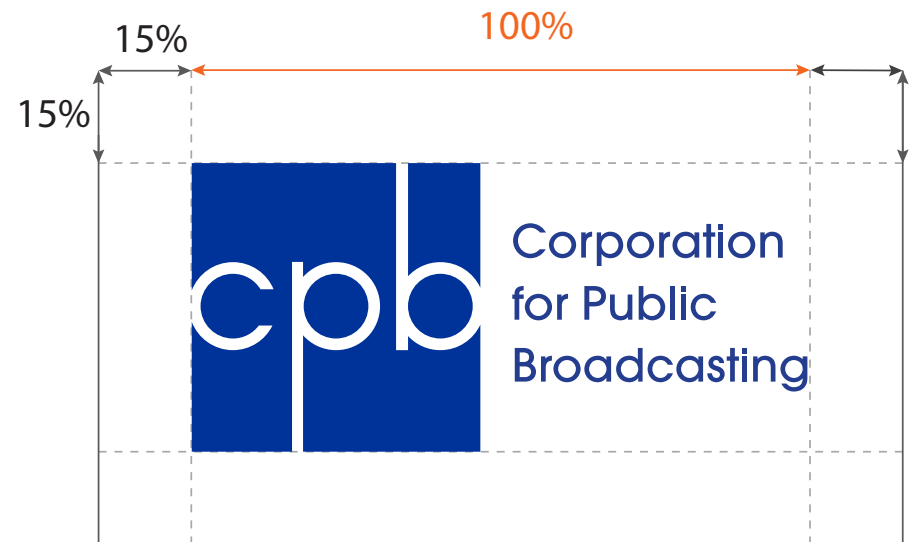
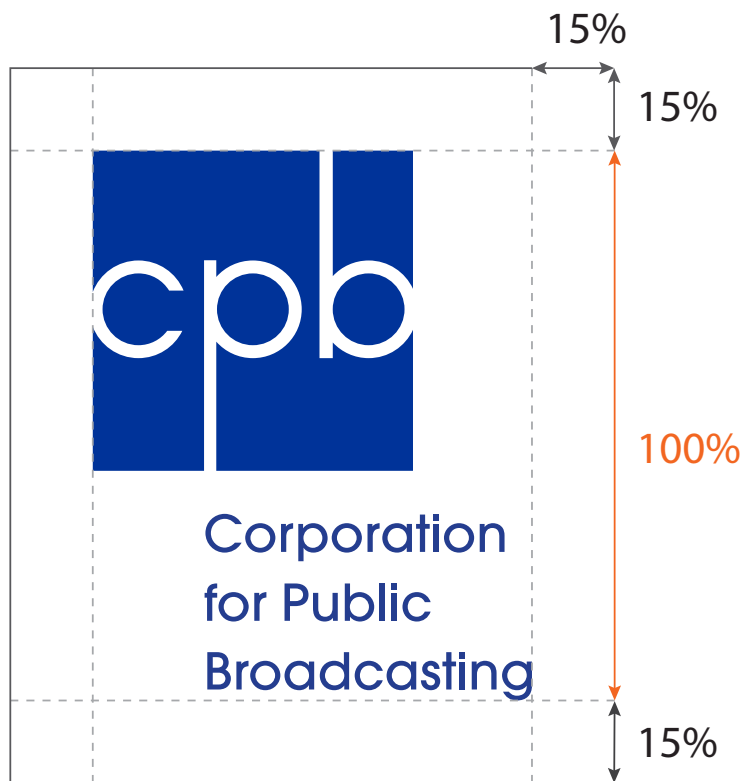


Where space does not allow for the CPB logo or horizontal variation, the “bug” may be used. Acceptable uses include social media and applications.

All logos are available in the [press room](#) section of the website.

# Exclusion Zone

When the CPB logo is accompanied by additional text or other graphic elements, an image-free zone must be maintained around the logo to guard against visual clutter from other elements on the page. This white space, or “exclusion zone,” ensures all elements of the CPB logo are visible and legible.



# Colors

The CPB logo and the logotype consists completely of the blue color specified below. If this blue cannot be used, there are several alternative options, including white, reversed, and black versions.



HEX: #003399  
RGB: 0, 51, 153  
CMYK: 100, 91, 6, 1  
Pantone: 293C



HEX: #ffffff  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

## Allowed color variants



Reversed Logo

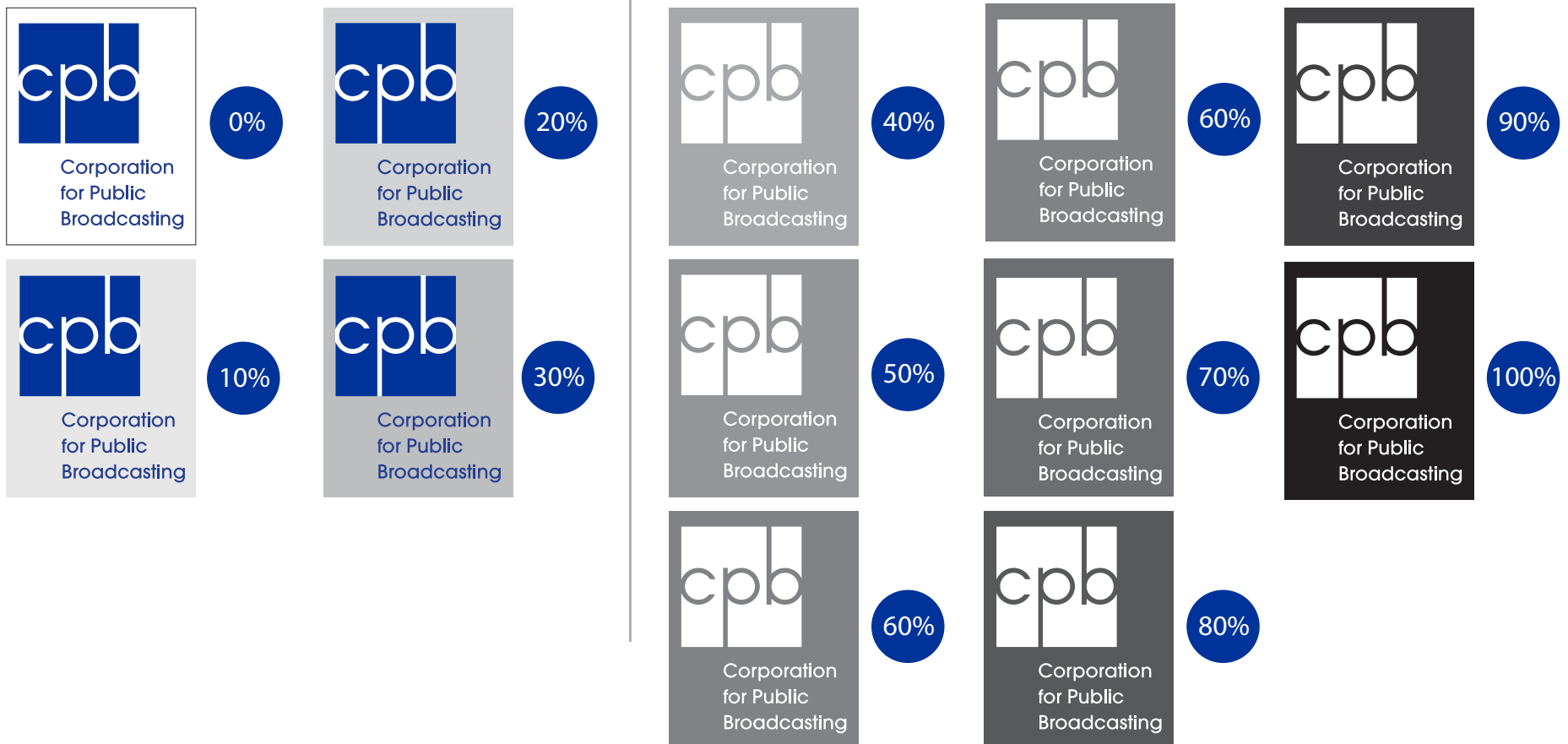


Black and White Logo

# Background Usage

As a general rule, the CPB logo should be presented against a background that will provide sufficient contrast and readability. Whenever possible, the logo should be presented on a white background.

If not possible, follow these guidelines for use. The logo may not be placed directly against a heavily patterned or textured background. Only approved patterns can be used. On a light-colored background, the logo should be shown as blue. On a dark-colored background, the reversed logo should be used.



# Typography

## TeX Gyre Adventor family

TeX Gyre Adventor is the CPB logo type. It is also appropriate for highlighting text, headline or subhead use or emphasizing copy points. It maintains its readability as well as its reproduction quality at small type sizes.

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

### Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

### Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

## Gandhi Sans family

Gandhi Sans is appropriate for web content, ads, online newsletters and overall to any small to medium amounts of text

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

### Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

### Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

## Gandhi Serif family

Gandhi Serif is highly readable and is an excellent choice for large amounts of text such as copy in a brochure or letter on the corporate stationary.

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

### Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()

### Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789!@()



# On-Air and Online Credit

Requirements for acknowledging CPB support of TV/radio/online media projects are described in the [CPB Standard Terms and Conditions](#) for grant agreements. For any distribution of a project in a video format, the CPB credit must include the CPB animated logo provided below. CPB may elect to waive this requirement.

For any distribution of a project in a radio format, including online, include the CPB credit at the beginning and end of each program, and also at breaks during the program, or as determined appropriate by the CPB project officer.

The script for these programs, or video projects containing a voiceover credit, follows: "This program is made possible (in part) by the Corporation for Public Broadcasting, a private corporation funded by the American people."

Stations may credit CPB's support in accordance with their CSG requirements as follows: "(STATION NAME) is supported by the Corporation for Public Broadcasting, a private corporation funded by the American people." or "Support for (STATION NAME) comes from the Corporation for Public Broadcasting, a private corporation funded by the American people."

Web landing pages for projects with CPB funding should include the CPB logo in the footer per the specifications outlined in this document.

Please refer to your project's grant agreement and CPB project officer for clarification or additional guidance.

## In Video Specifications

Format: MP4/QuickTime  
Resolution: 1920x1080  
Framerate: 29 fps  
Audio: No audio

## Download links

[Blue Logo Video](#)  
[Black and White Logo Video](#)  
[Transparent Background Logo](#)

Please contact [press@cpb.org](mailto:press@cpb.org) with questions.