

FRONTLINE BRAND GUIDELINES

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1. LOGO

The FRONTLINE logo is the most important element in the identity system. As such, it benefits from being used consistently, deliberately, and thoughtfully.

The logo’s size, position, spacing, and relationship to surrounding elements have been carefully defined and should not be altered in any way other than as outlined in these guidelines.

- 1.1 PRIMARY LOGO
- 1.2 CLEAR SPACE & MINIMUM SIZING
- 1.3 SECONDARY LOGO USAGE
- 1.4 LOGO MISUSE
- 1.5 PBS CO-BRANDING: CO-EXIST
- 1.6 PBS CO-BRANDING: LOCKUP
- 1.7 LOGO GARDEN & PAIRING

1.1
LOGO

The FRONTLINE logo is bold and iconic. In the wordmark’s simplicity, a trustworthiness and intelligence is conveyed. Two versions of the wordmark exist: the Primary Logo that includes the box and a Secondary Logo that omits the box. The Primary Logo should be used in most cases. For guidance on usage of the secondary logo, please refer to section 1.3.

PRIMARY LOGO



SECONDARY LOGO (SPECIAL-USE)

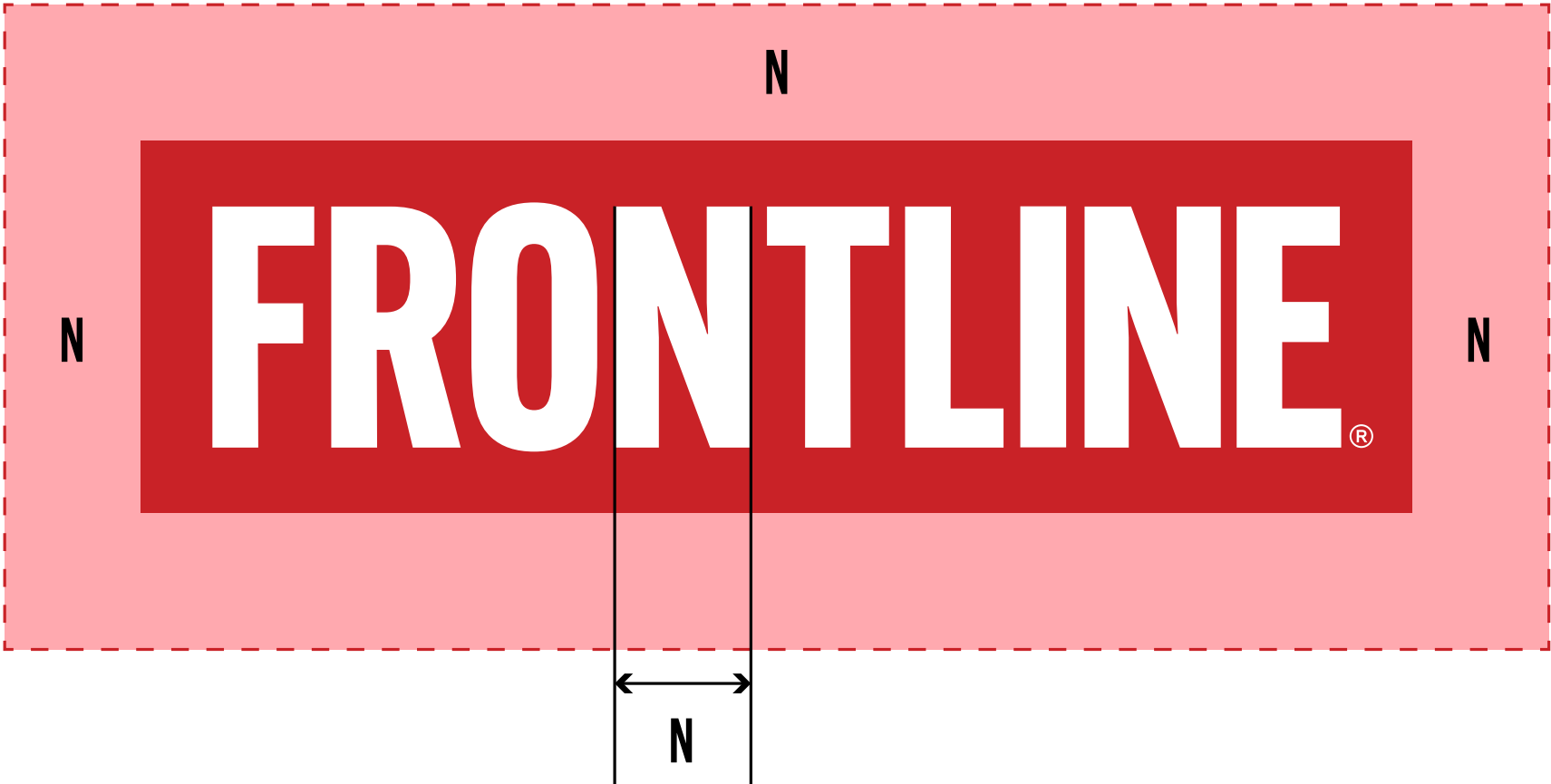


1.2 CLEAR SPACE & MINIMUM SIZING

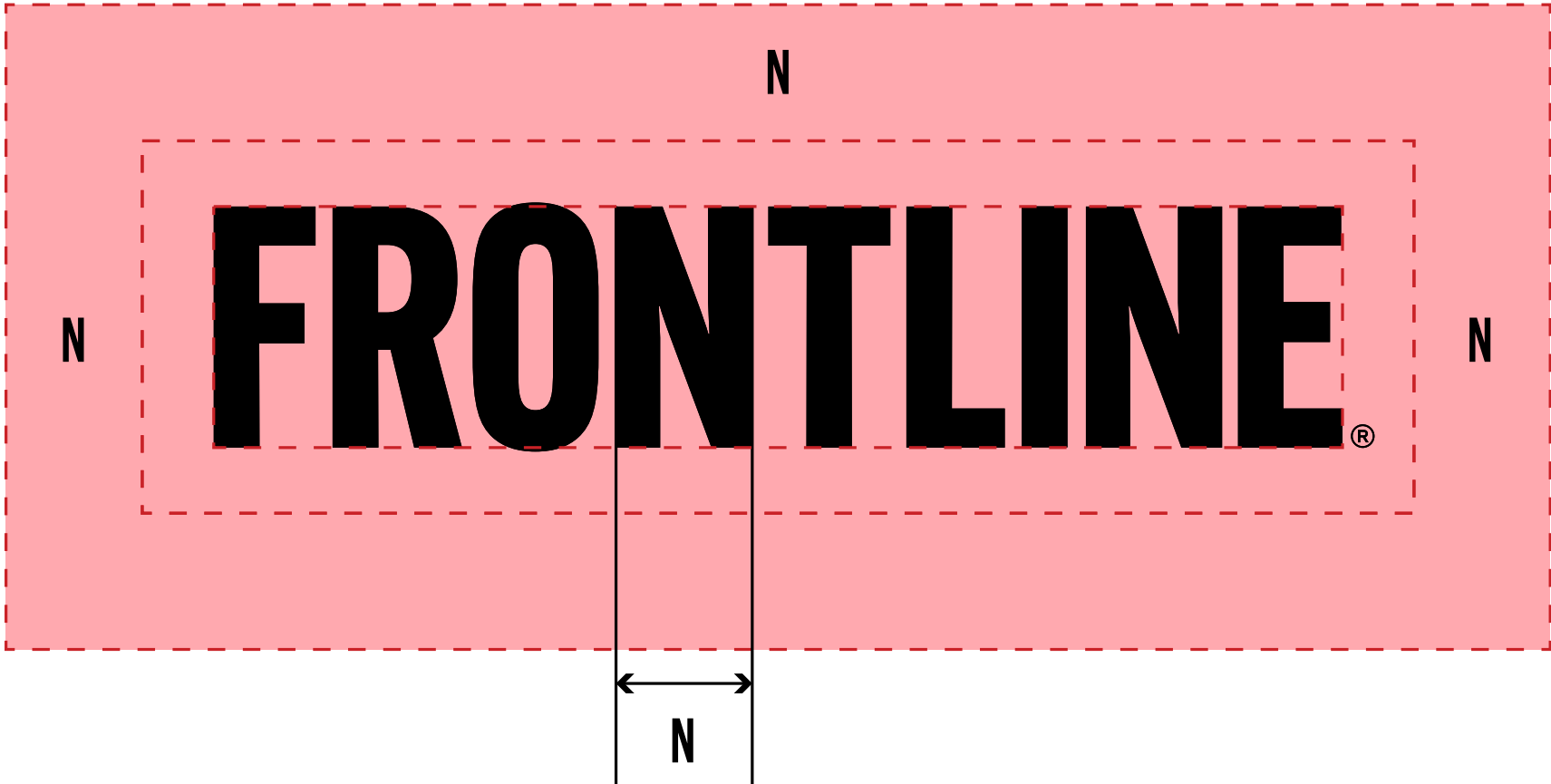
Clear space is the area surrounding the logo that must always be free of text and other graphic elements. Clear space ensures that the FRONTLINE logo appears distinctly in any visual environment. The minimum clear space

around the logo is defined by the width of the “N” in the wordmark. The minimum size is the smallest the logo should ever be rendered. When possible, the clear space and sizing should be greater than these minimums.

PRIMARY LOGO Note: Occasionally, the logo can sit flush to the edge of a container, thus breaking clear space rules. See 4.2 for an example.



SPECIAL-USE LOGO Note: When the Special-Use logo is used, the absent box should be honored in the clear space, as if it were still there.



FRONTLINE ⬆⬆ MINIMUM HEIGHT: 5MM / 12PX

FRONTLINE ⬆ MINIMUM HEIGHT: 3MM / 10PX

1.3

SECONDARY LOGO USAGE

The Secondary Logo should be used when the Primary Logo box conflicts within its context. Here are some potential conflicts and resolutions.

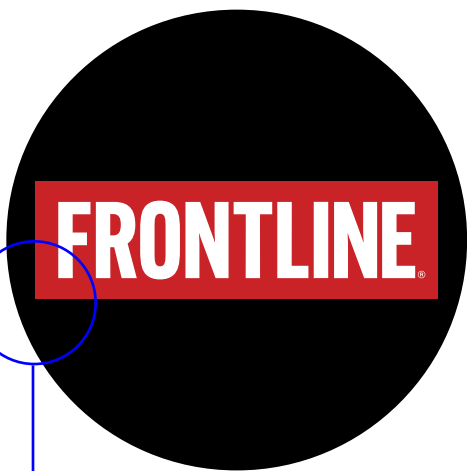
CONFLICT FROM HOLDING SHAPE

If the logo is featured within a holding shape that limits sizing or produces unappealing negative space, the secondary logo should be used.

A prime example of this is social profile images.

Profile: Incorrect ❌

Profile: Correct ✔️



The box set within the circle produces an unpleasant complexity.



CONFLICT FROM BACKGROUND COLOR/IMAGE

If the logo is imposed on a red background, disharmonious color, or an image that disrupts the red of the box the secondary logo should be used.

Over-Image: Incorrect ❌



The red of the box becomes unclear against the background image.

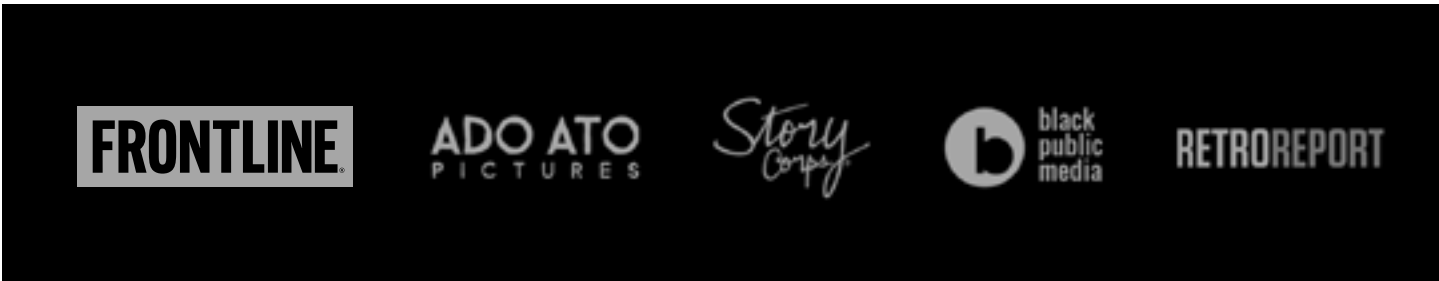
Over-Image: Correct ✔️



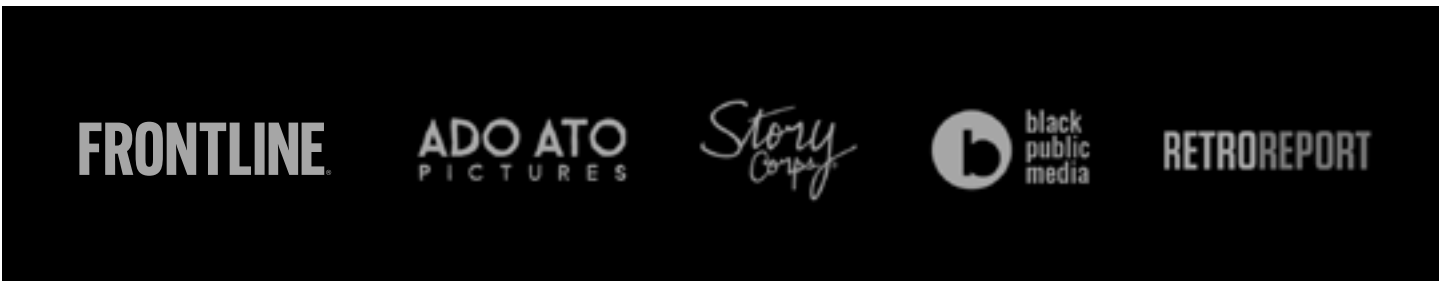
CONFLICT FROM SINGLE COLOR INCONGRUITY

If the logo must appear as a single color and the single color version of the Primary Logo is not preferred the secondary logo should be used.

Logo Garden: Acceptable use



Logo Garden: Alternate Use



1.4
LOGO MISUSE

Treat the FRONTLINE logo with care. Below are alterations to the logo that are prohibited.

These examples are intended to be used as a guide and do not cover all possible cases of misuse. Refer to section 4 for permissible variations of the logo.

Do not rotate the logo.



Do not decrease the padding of the box and wordmark.



Do not change the color of the wordmark.



Do not add a dropshadow to the logo.



Do not squash or stretch the logo.



Do not replace the type of the wordmark with another font.



1.5 PBS CO-BRANDING: CO-EXIST

In these examples, the PBS Logo and FRONTLINE logo are positioned so that they do not appear to be a lockup.


Any use on a PBS platform, including episodes, promos, broadcast elements and breaks, websites and streams warrants a co-existence of the PBS and FRONTLINE logos.

The two logos can be near each other but should be placed far enough apart so as not to appear as a lockup.

Example on email


FRONTLINE


PUTIN’S CRISIS



With Vladimir Putin facing down a mutiny, FRONTLINE examines how the Russian leader reached this moment of crisis. Veteran filmmaker Michael Kirk and his team examine the story of Putin’s rise, his clashes at home and abroad, and how his troubled Ukraine war led to the greatest threat yet to his grip on power.


▶ STREAM ON PBS.ORG








Want more? Explore a trove of in-depth reporting on the region and the Russian leader on our website.


FOLLOW ON













Example on web

 Shows Explore TV Schedules Shop Donate

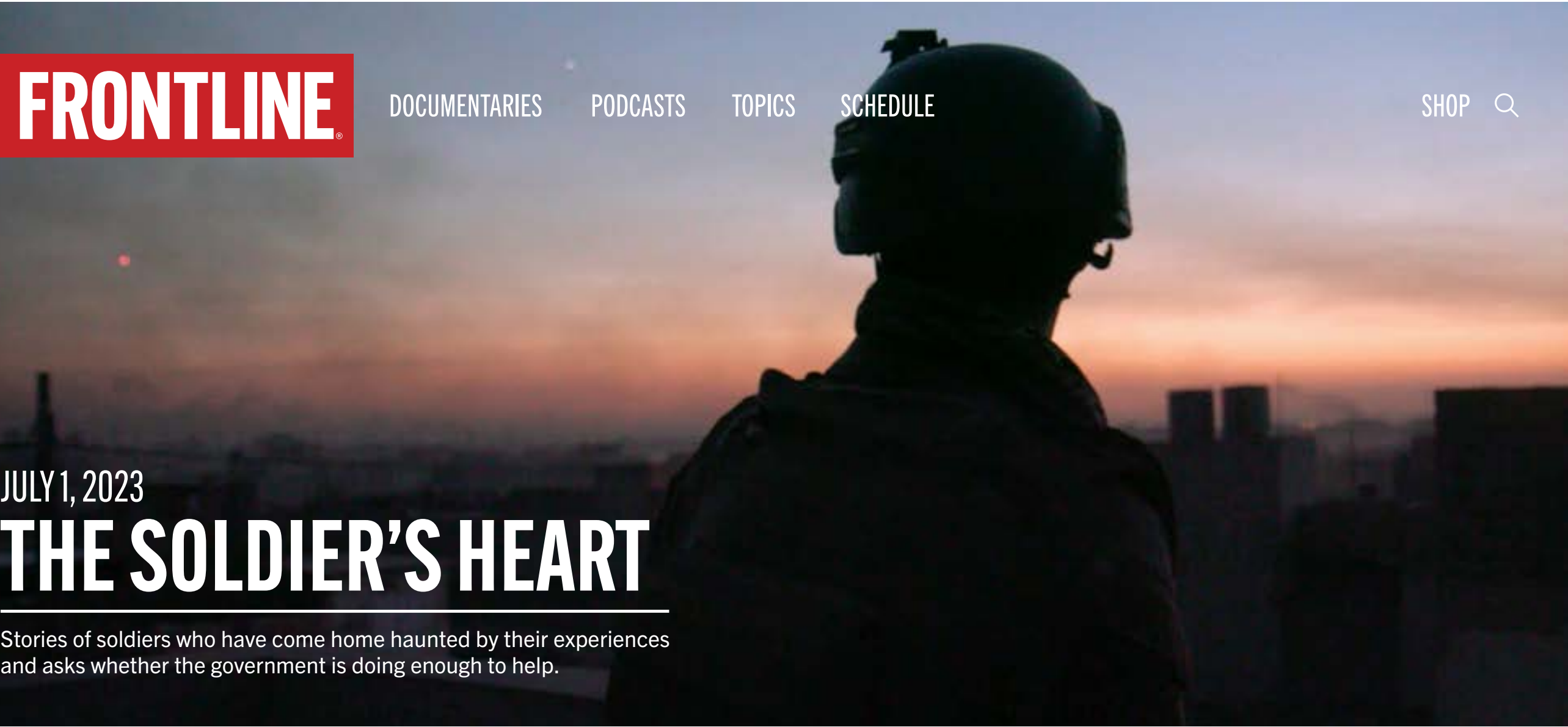
 DOCUMENTARIES PODCASTS TOPICS SCHEDULE


SHOP


JULY 1, 2023

THE SOLDIER’S HEART

Stories of soldiers who have come home haunted by their experiences and asks whether the government is doing enough to help.







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1.6

LOGO GARDENS & PAIRING

Scale and clear space must be carefully considered when the FRONTLINE logo appears with other logos. When adjacent to other logos, the FRONTLINE wordmark should always be optically equal in mass to the other logos.

The space between logos should be double the minimum clearspace defined in section 1.2.

The following applies to both the Primary and Secondary logo.



✓ **Correct:**
Logos are spaced properly and sized optically.



✗ **Incorrect:**
Notice the left (NPR) logo is the same height as the FRONTLINE logo, but optically appears too large.



2. TYPOGRAPHY

When designing with type, the following core principles will help to create smart, relatable communications that consistently deliver a connected story that is central to the brand.

- 2.1 PRIMARY TYPEFACE
- 2.2 SECONDARY TYPEFACES
- 2.3 TRACKING & LEADING
- 2.4 HIERARCHY DEMONSTRATION

2.1

TRADE GOTHIC NEXT LT PRO COMPRESSED

The primary typeface across platforms is Trade Gothic Next LT Pro Compressed, henceforth referred to as TG Next Compressed.

TG NEXT BOLD COMPRESSED

Headlines
Subtitles
Large typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&?~

TG NEXT REGULAR COMPRESSED

Subheads
Notation

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&?~

2.2 TG NEXT STANDARD & MILLER TEXT

Two secondary fonts support TG Next Compressed, TG Next Standard and Miller Text. TG Next Standard is a more extended version of the primary font family and should be used exclusively for body copy or segments of long text that need to be read easily. Miller Text is a serif font, providing contrast for visual interest.

TG NEXT STANDARD
Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&?~

MILLER TEXT
Body Copy
Special Subheads & Notation

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&?~

2.3 TRACKING & LEADING

When using these typefaces, adhere to several guidelines to maintain the distinctive and contemporary aesthetic of the identity system.

The amount of space between letters (tracking) and space between lines (leading) are important to make sure the typography is as legible as possible.

TG NEXT COMPRESSED (BOLD & REGULAR):

TRACKING: 10
LEADING (ALL UPPERCASE): TYPE PT x 0.9
LEADING (MIXED CASE): TYPE PT x 1.1

TRACKING IS THE SPACE BETWEEN LETTERS.
THE TRACKING SHOULD BE SET AT 10.
LEADING FOR ALL UPPERCASE IS .9x PT SIZE

Leading for mixed-case lines should be equal to the point size x 1.1 to allow more space for the ascenders and descenders.

TG NEXT STANDARD (BOLD & REGULAR) & MILLER TEXT:

TRACKING: 0
LEADING: TYPE PT x 1.1

Tracking for body copy set in TG Next Standard should be set to the default, 0. The leading should sit comfortably at the type point size x 1.1 to allow for plenty of breathing room. This applies to the **bold weight** and *italics*.

Tracking for body copy set in Miller Text should be set to the default, 0. The leading should sit comfortably at the type point size x 1.1 to allow for plenty of breathing room. This applies to the **bold weight** and *italics*.

2.4 HIERACHY

Below is an example of a proper hierachical structure of typography constrained by the previous rules. Notice the clear differentiation between weights and point sizes.

HEADLINE
TG NEXT BOLD COMPRESSED
120PT | LEADING: 108PT | TRACKING: 10

LOREM IPSUM DOLOR SIT
AMET CONSECTETUR

SUBTITLE/DEK
TG NEXT REGULAR COMPRESSED
50PT | LEADING: 55PT | TRACKING: 10

Fusce commodo viverra condimentum tortor.
Proin faucibus gravida convallis. Curabitur aliquam tortor.

SUBHEAD/BYLINE
TG NEXT BOLD COMPRESSED
24PT | LEADING: 22PT | TRACKING: 10

VESTIBULUM PORTA NULLA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tincidunt dapibus nibh eu blandit. Ut sem justo, imperdiet et tortor vitae, fermentum congue orci. Pellentesque ut diam ac quam finibus mollis. Maecenas pellentesque, nisi sed porttitor rhoncus, arcu diam tempus

metus, vitae pretium nunc ex ac elit. Maecenas nec tempus felis, eget faucibus justo. Fusce scelerisque lorem nec mauris mattis auctor. Vivamus sem velit, imperdiet gravida elementum id, posuere nec libero. Donec ac lorem consequat, rutrum ex eu, sollicitudin lacus.

BODY COPY
TG NEXT STANDARD
20PT | LEADING: 22PT | TRACKING: 0

QUOTE
MILLER TEXT ROMAN
30PT | LEADING: 33PT | TRACKING: 0

“Fusce commodo viverra nisl, sed condimentum tortor commodo”

3. COLOR

This section outlines the colors available within the brand and their proper application across logos, typography, and other design elements.

- 3.1 COLOR PALETTE
- 3.2 LOGO COLOR VARIATIONS

3.1 COLOR PALETTE

The FRONTLINE color palette consists of simple, clear colors that feel modern and sophisticated and should be used for all communications and experiences.

For printed materials, PMS will produce the most accurate colors; otherwise CMYK values should be used. For web and digital use, refer to RGB and HEX values.

| | | | |
|---|---|--|--|
| <div><div>FRONTLINE RED</div><div>HEX: #C92227</div><div>RGB: 201, 34, 39</div><div>CMYK: 0, 90, 80, 10</div><div>PMS 1797 C</div><div>PMS 1797 U</div></div> | <div><div>BLACK</div><div>HEX: #000000</div><div>RGB: 0, 0, 0</div><div>CMYK: 60, 40, 40, 100</div><div>PMS Black C</div><div>PMS Black U</div></div> | <div><div>WHITE</div><div>HEX: #FFFFFF</div><div>RGB: 255, 255, 255</div><div>CMYK: 0, 0, 0, 0</div></div> | <div><div>GREY</div><div>HEX: #E6E6E6</div><div>RGB: 230, 230, 230</div><div>CMYK: 0, 0, 0, 10</div><div>PMS Cool Gray 1 C</div><div>PMS Cool Gray 1 U</div></div> |
|---|---|--|--|

Note: The colors on this page are RGB values only and as displayed are not accurate for printed color matching.

3.2 LOGO COLOR VARIATIONS

Aside from the Primary White and Red logo, four additional colorways can be used on occasion. Great discretion should be excercised when determining how to implement these variations. The wordmark should never be represented in red, for both the Primary and Secondary logo.

PRIMARY WHITE ON RED
This colorway should be used whenever possible.
Good for dark and light solid and photographic backgrounds.



WHITE ON BLACK
This colorway should be used when color cannot be properly shown



RED ON BLACK
This colorway should never be used. The wordmark should never be red, including in the boxless Secondary Logo.



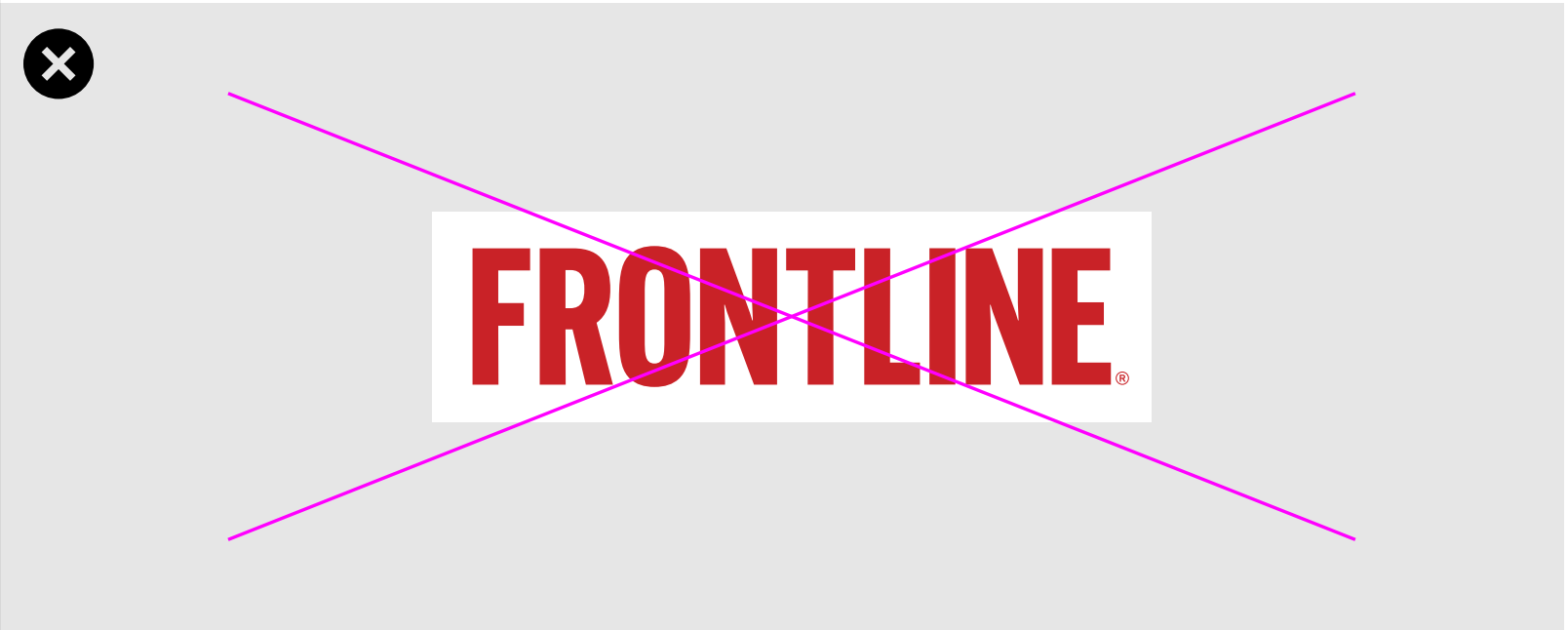
WHITE CUT OUT
This colorway should be used extremely sparingly
over simple photography and never on a solid color.



BLACK ON WHITE
This colorway should be used sparingly over complex
photography and never on a solid color.



RED ON WHITE
This colorway should never be used. The wordmark should never be red, including in the boxless Secondary Logo.



4. APPLICATION

Proper curation of identity elements is key to establishing familiarity and consistency across brand application. This section addresses how to use the brand in situ and expand upon pre-established elements.

- 4.1 LOGO TYPE EXTENSION: INTRODUCTION
- 4.2 LOGO TYPE EXTENSION: OUT-OF-BOX
- 4.3 LOGO TYPE EXTENSION: IN-BOX
- 4.4 THUMBNAIL DESIGN

4.1 LOGO TYPE EXTENSIONS

To expand upon the architecture of the FRONTLINE brand, two methods of sub-branding are permitted.

OUT-OF-BOX



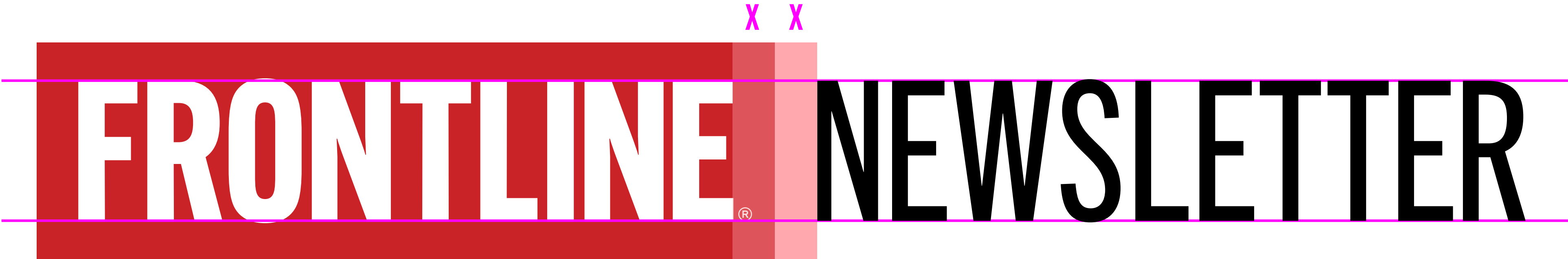
IN-BOX



4.2
LOGO TYPE EXTENSIONS:
OUT-OF-BOX

In the Out-of-Box extension, the additional type is in TG Next Regular Compressed at the same cap-height as “FRONTLINE” and equidistant from the box edge.

This lockup is suitable for most needs. A live template is accessible in the logo files.



4.2
LOGO TYPE EXTENSIONS:
IN-BOX

In the In-Box extension, the additional type is set in TG Next Regular Compressed at the same width as “FRONTLINE”. The added type is spaced 1/2 the vertical height of the box

padding beneath the wordmark (y). This lockup should be reserved for very special sub-brand moments that justify disrupting the box form.



Note: Some letters, such as the J here, will need to optically align; overshoot beyond the F to appear in alignment.

Note: This extension should only be used when the added type is shorter in length than the word “FRONTLINE”, so as not to become overpowering as shown below:



Note: Additionally, this extension should not be used in such a way as to create negative space gaps on either side of the secondary type line as shown below:



FRONTLINE®