Detroit Public TV

Logo Guidelines

The following guidelines have been developed to help maintain a consistent application of the Detroit Public Television signature (logo). Do not alter the supplied logos in any way. At no time should the symbol (sunburst icon) or logotype appear separately. Icon colors should never be reversed. If another layout or format is needed please contact Design Services at kfrank@dptv.org

USE:

Detroit Public TV logo can be used for stationery, print materials, and websites.

TYPEFACES:

The typeface used is “AT ROTIS SEMISANS 75.”

COLORS:

PMS colors:

Typeface: PMS 289 (blue gray)          Sunburst: PMS 128 (yellow)

CMYK equivalents:

C100 M60 Y0 K56 (blue)          C0 M6 Y56 K0 (yellow)

Signature Arrangements

Color

Black & White