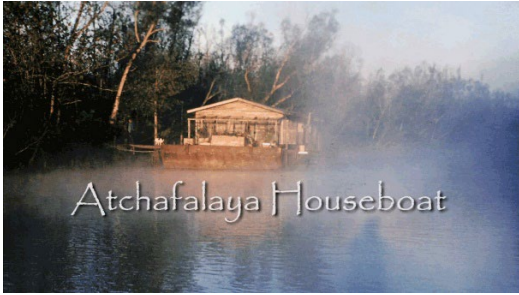

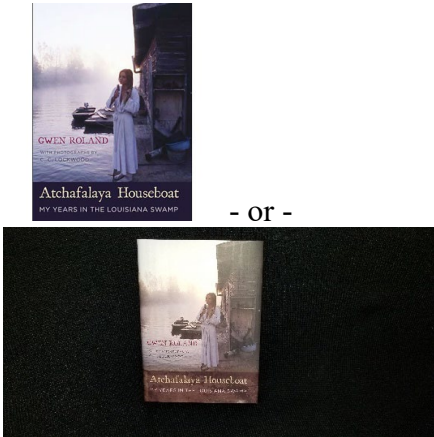




Digital Graphics Policy

In order to insure cohesive operations across all departments as well as the efficient operation and representation of LPB’s assets across all digital and social media, LPB has the following requirements for every program:

LPB Requirements:

Image	Details	Example <i>(click images to expand)</i>
<p>Show Image / Rotator Image 16:9</p>	<p>Dimensions: 1280 x 720 or 1920 x 1080 File type: JPG Aspect ratio: 16:9 Rotator Images - 15% bottom safe zone – for program info on home page Maximum size: 500Kb Average size: 150 - 350Kb</p>	
<p>Supplemental Images (optional):</p>	<p>Max Dimensions: 1280 x 720 File type: JPG Aspect ratio: 16:9 – or provide focal point for cropping (i.e. center of image or description/mark of focus point)</p>	
<p>Shop Image (provide or default to program image)</p>	<p>Image of any/all shop items associated with program. If no image is provided, the program image will be used. Any ancillary shop items should have their own images (i.e. books, t-shirts, etc.) Max Dimensions: 1280 x 720 File type: JPG Aspect ratio: 1) 16:9, or 2) Provide focal point for cropping, or 3) Provide image and indicate white or black matting for 16:9 background.</p>	

App Images

For promotion and marketing on the App.

* ALL REQUIRED min @ 72 dpi*

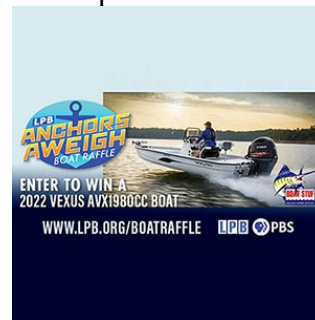
Tile Square – 300 x 300

Tile 4:3 – 400 x 300

Tile 16:9 – 533 x 300

Tile Rectangle – 600 x 300

Tile Square –



Tile 4:3 –



Tile 16:9 -



Tile Rectangle -



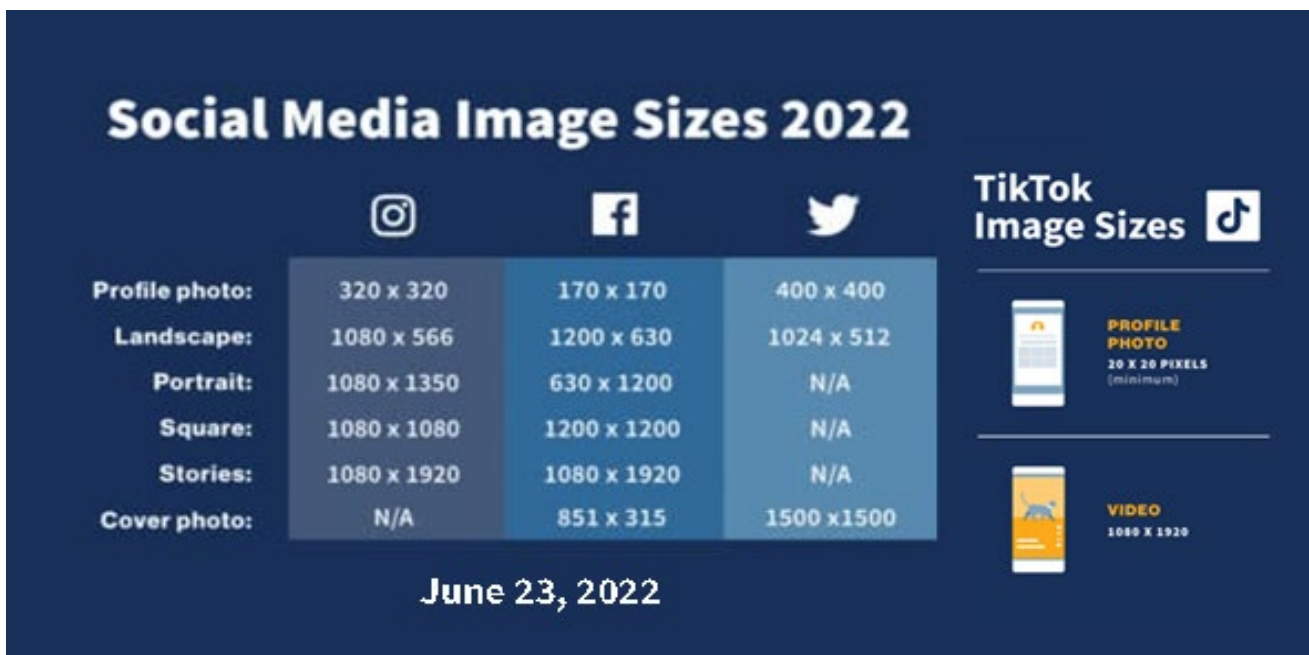
Social Media Images



At minimum, at least one image for each social media channel (i.e., Facebook, Twitter, Instagram, TikTok.) We generally will use the show image for YouTube; however, if you feel another image is appropriate, please provide it following the show image standards listed above.

Guidelines for social media images are changing, please reference <https://sproutsocial.com/insights/social-media-image-sizes-guide/> for more information, sizes, and requirements. Another good reference is here: https://blog.hootsuite.com/social-media-image-sizes-guide/#Quick_social_media_image_sizes.

Here are quick charts for reference:






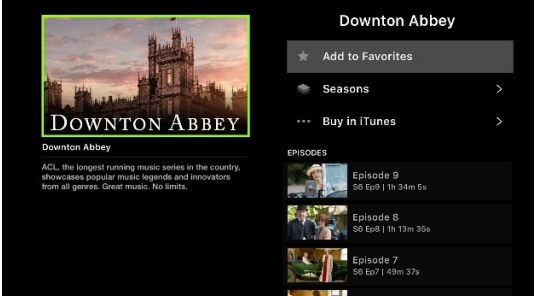
PBS Requirements:

Overview

The following images and logos are used to represent shows across PBS web, mobile and OTT platforms.



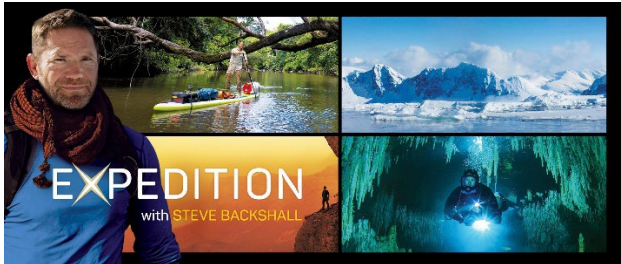

Please follow the guidelines to ensure that your images display correctly. See

<https://docs.pbs.org/display/CDA/Image+and+Text+Specs>

Image	Details	Example (click images to expand)
<p>Show Logo 4:1 (2 versions)</p>	<p>Dimensions: 680 x 170 File type: PNG Aspect ratio: 4:1 Alignment: Left-aligned horizontally, center-aligned vertically Upload white (White Logo 4:1) and color (Color Logo 4:1) logos</p> <p>Click here to download the 4:1 PSD Template with guidelines and examples</p>	
<p>Show - Poster 2:3 (1 version)</p>	<p>Dimensions: 2000 x 3000 File type: JPG Aspect ratio: 2:3 File size max: 2.5MB</p>	
<p>Show Detail Background</p>	<p>Dimensions: 1920 x 1080 (the image must be at least 720 pixels wide and can't be more than 2160 pixels wide) File type: PNG, JPG Aspect ratio: 16:9 File size max: 2.5MB</p> <p>This image is used as the social share image when shows are shared on social media.</p> <p>Click here to download the Show Background Template</p>	
<p>Mezzanine 16:9 (1 version)</p>	<p>Dimensions: 1920 x 1080 File type: JPG Aspect ratio: 16:9 File size max: 2.5MB</p>	

PBS National Content

The following are additional images that may be required along with the images noted above.

<p>VOD Artwork 4:3</p>	<p>Dimensions: 1440 x 1080px Aspect ratio: 4:3 JPG file preferred</p> <p>Notes:</p> <p>VOD artwork is only required for PBS National Primetime FVOD shows.</p>	 
<p>YouTube TV Artwork - Web</p>	<p>Dimensions: 2520 x 1080px 15% bottom safe zone JPG file preferred</p> <p>Notes:</p> <p>This image will be provided to the PBS Video team for consideration on the PBS brand page within YouTube TV.</p>	 

**YouTube TV
- Mobile**

Dimensions: 2560 x 1440px
15% bottom safe zone
JPG file preferred

Notes:

This image will be provided to the PBS Video team for consideration on the PBS brand page within YouTube TV.
[View in mobile device](#)

