



## **GLOBAL CREATIVE & METADATA SPECIFICATIONS**

**November 2024**

### **KEY ART**

- Best practices for key art -- <https://pbsdistribution.org/producer-guidelines/>
- Key art that represents the series or program, delivered as layered PSD files at the specs below.
  - Digital Vertical: 2000 x 3000 px at 300 dpi
  - Digital Horizontal: 3840 x 2160 px at 300 dpi
  - Print Vertical: 13.5 x 20 inches at 300 dpi, if available
- Do not submit flattened files.
- All creative elements should be embedded (not linked) smart objects to help ensure resolution when resizing.

### **TITLE TREATMENT/LOGO**

- Logo and opening title graphic.
  - Delivered as a layered PSD file **and** as a vector-based EPS or AI file.
  - Do not submit flattened files.
  - All enhancements, drop shadows, stroke, etc., should be editable if included in the title treatment.
  - Include all fonts and graphics/artwork used to create title treatment.
    - If font cannot be included, then convert live type to outline so the font can be used as vector art. Do not rasterize or flatten the font. Also identify the font name.
  - If title is animated, provide elements separately and transitional graphics.

### **STYLE GUIDE**

- Please submit a style guide for the program/series, outlining preferred fonts, color palettes, logos, and other information, if available.
- Provide PBS Distribution with access to the program/series library of creative assets (additional images, animation, illustrations, logos, backgrounds, etc.).

## PHOTOGRAPHY

- PBS Distribution requires a wide variety of unique images that cover key plotlines, characters, environments, and any other unique aspects of the program; photographs must be distinctly different from one another.
- Photographs must be high resolution and at least **300 dpi**, professionally photographed and processed, with original color. **Screen grabs are NOT acceptable.**
- Please include some square (1080 x 1080 px) versions of some photos to be used as part of social media efforts.
- Stills are due on a rolling basis throughout production, with first stills to be delivered no later than two months prior to delivery of the first program master. All photographs must be accompanied by a photo credit and caption, in a Word or Excel document.
- **All promotional rights must be cleared as set forth in the executed agreement.**
- For Dramas:
  - Provide all production stills – including those captured on-set and in any additional photoshoots.
  - For behind-the-scenes, include images of talent relaxing and socializing, in hair and make-up, especially for anything particularly ambitious, e.g. prosthetics.
- For Factual:
  - Generic gallery or special shots of all major contributors/presenters; stills should include main contributors and presenters, individually and collectively, within settings that are relevant to the show/series and are intriguing, informative, and engaging.
- For Kids – Live Action and/or Puppetry:
  - PBS Distribution requires a variety of unique character poses and title specific background illustrations updated quarterly per each season, on a rolling delivery as new artwork is produced.

### **Gallery Photography (for Dramas)**

Assets	Specs	File Format	Requirements
Gallery/Character Photography	Largest Derivative 5000 (h) x 5000 RGB (8-bits/channel)	Original RAW files & corresponding high-resolution JPGs or TIFF (300dpi)	<p>Photographer’s credit, color transparencies, color negatives and contact sheets are to be included with delivery.</p> <p>All images <b>MUST</b> be full body with subject completely in frame</p>

			including single character and cast groupings pertaining to story arc. Include a variety of poses, with varied body language, facial expressions character interactions, wardrobe and props.
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### Clean Backgrounds/Plates (for Dramas)

Assets	Specs	File Format	Requirements
Backgrounds/Plates	Largest Derivative 5000 (h) x 5000 RGB (8-bits/channel)	Layered PSD or High-Resolution JPG (300dpi)	Plates or background images shall be devoid of any characters. No title treatment, text, logos, or copyright lines.

### Production Stills and Behind-the-Scenes Images (for Dramas and Factual Content)

Assets	Specs	File Format	Requirements
Production Stills and Behind-the-Scenes Stills	Largest Derivative 1920 x 1080 px and 2650 x 1920 px RGB (8-bits/channel)	High-Resolution JPG (300dpi)	Photographer's credit, caption and copyright for every image to be delivered in a Word or Excel document.  Productions still shall be devoid of any title treatments, text, logos, or copyright lines.

### Backgrounds and Production Stills (for Kids)

Assets	Specs	File Format	Requirements
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Backgrounds/Plates	Largest Derivative 5000 (h) x 5000 RGB (8-bits/channel)	Layered PSD	Plates or background images shall be devoid of any characters. No title treatment, text, logos, or copyright lines.  New backgrounds to be provided regularly.
Character Poses	Largest Derivative RGB (8-bits/channel)	Provided as transparent background layered files (PSD/ PNG)	New poses to be provided quarterly.
Production Stills	Largest Derivative 1920 x1080 px and 2650 x 1920 px RGB (8-bits/channel)	High-Resolution JPG (300 dpi)	To represent the series and each episode; if there are multiple stories per episode, provide productions stills for each story.  A selection of key moments/action points, characters, and key relationships. These should capture key characters in moments that are ideally intriguing, informative, and engaging.

## **METADATA**

- Descriptions for the Program/Series, season and episodes must be provided in the following versions. All character counts include spaces and punctuation. PBSd reserves the right to edit submitted descriptions to meet character count restrictions.
  - 500 words – upon request only
  - 250 words – for DVD releases only
  - 400 characters.
  - 240 characters.
  - 150 characters
  - 90 characters.
- Full production credits must be submitted in Word format.

- If a series, submit production credits at the episode level if they differ between programs.
- If a children's series where each episode consists of multiple stories, submit production credits at the story level.
- Select program credits for digital partners must be submitted in the spreadsheet provided by PBSd.

## **SOCIAL MEDIA**

- Can be duplicate images, key art and video lifts as requested in previous sections; however, a portion of these photo and video assets should include applicable links and copy.
- Photographs to be sized at 1080 x1080 px, whenever possible.
- Video content should be provided in MP4 format and include applicable watermarks and :03 max end cards with URL and hashtag.