

CYBERCHASE  
Character Artwork & Usage Guidelines

The following CYBERCHASE guidelines apply to all mediums.

Any and all CYBERCHASE images and their uses must be approved by Thirteen/WNET Educational Broadcasting Corporation. This approval includes but is not limited to character selection, pose/action, scaling, cropping, color reproduction, silhouetting, character size proportions relative to one another, etc. Character likenesses and names must be accompanied by all necessary copyright information.

The PBS KIDS GO! logo must always appear to the top left of the CYBERCHASE logo or the CYBERCHASE: The Chase is On! logo. These logos can be found in the "Logos" folder of the Mini Style Guide.

**Do** use the CYBERCHASE The Chase is On! logo on any promotional or educational materials created for the exhibit. This logo can be found in the Mini Style Guide in the "Logos" folder.

**Do** make sure that the TM mark always appears with the CYBERCHASE logo and **do** make sure that the SM mark always appears with the PBS KIDS GO! logo.

**Do** keep Good Guys and Bad Guys separate, or you can show them together in confrontational poses. For a list of Good Guys and Bad Guys, see folders named accordingly in the Character Art Folder.

**Do** keep animated characters in proportion to one another by using the Size Reference Chart in the Character Art Folder

**Do not** alter the size proportions of the CYBERCHASE For Real characters Harry and Bianca to make one of them appear larger than the other.

**Do not** crop character art or photographs of the live action characters or use cropped character art or photographs in a way that makes them appear to be "cut in half" or floating in space. Solutions could include placing the character in a shape, having character appear as if he or she is popping up from behind something, etc.

**Do not** show two out of three of our main characters: Jackie, Matt and Inez. It is okay to picture only one character in a design but please do not show two, leaving one of the characters out.

**Do not** create artwork for any purpose that shows For Real characters Harry and Bianca without the animated main characters.

**Do not** represent the characters as endorsing or pitching any product, or promoting other programming in any way.

**Do not** show characters holding or gesturing toward any product or logo other than the CYBERCHASE logo or the CYBERCHASE: The Chase is On! logo.

**Do not** position CYBERCHASE characters with non-CYBERCHASE characters except when approved for specific circumstances, such as catalogs, cross-promotions, etc. If approved, our characters must clearly be separate from other characters.

**Do not** alter art and photography of the characters unless otherwise directed or approved.

**Do not** crop any of the "scenes" or "signage" files. These files must be used in their entirety.

**Do** use the jpg file titled "Generic Series Background" for any background imagery needed. This file can be found in the "Signage" folder of the Mini Style Guide.