

Guidelines for Using the MAKING STUFF Logo and Related Language

All event, promotional, advertising, and printed materials related to *Making Stuff* must carry credit information. If the option below is too long or seems inappropriate for the piece you are producing, contact Jennifer Larese to discuss other options.

Contact:
 Jennifer Larese
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Crediting MAKING STUFF funders and producers

The following block of text and logos, which can be found at pbs.org/nova/education/makingstuff, must be placed on all materials that will be displayed or distributed in 2010.



The following block of text and logos, which can be found at pbs.org/nova/education/makingstuff, must be placed on all materials that will be displayed or distributed in 2011.



Use this logo, available in color and black and white, on your *Making Stuff* materials



Referring to *MAKING STUFF with David Pogue* in print

- The full show title is:
MAKING STUFF with David Pogue
(*MAKING STUFF* should appear in caps and the full title in italics)
- The abbreviated show title is:
MAKING STUFF
- The show episodes are (use this order when referring to the episodes):
Stronger, Smaller, Cleaner, Smarter
- The show and episodes together are:
MAKING STUFF: Stronger, Smaller, Cleaner, Smarter

Referring to the *MAKING STUFF* host (David Pogue)


- The host credit should be: Hosted by David Pogue.
- Only preapproved biographical information about David Pogue may be used. **Note:** Check NOVA's press site for approved biographical information at pressroom.pbs.org.

Adding a tune-in message

If adding a message about when *MAKING STUFF* airs, use the following text, always with the PBS logo:

- **General tune-in**

Watch *MAKING STUFF with David Pogue* on PBS (check local listings)
A four-part series exploring the materials that will shape the future
Premiering January 19, 2011

Visit pbs.org/nova/makingstuff  PBS.

- **Tune-in for a specific public television station**

Watch *Making Stuff with David Pogue* on [insert your local PBS station name here]
A four-part series exploring the materials that will shape the future
Premiering January 19, 2011 at [insert air time here]

Visit pbs.org/nova/makingstuff  PBS.

Referring to the *MAKING STUFF* Web site

- When possible, include the URL for the *MAKING STUFF* Web site:
pbs.org/nova/makingstuff