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.

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

Contact:
Jennifer Larese
Outreach Coordinator
WGBH Educational Outreach
One Guest Street
Boston, MA 02135
617-300-4316
jennifer_larese@wgbh.org

Appendix
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

- **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

Referring to the *MAKING STUFF* Web site

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