



Smithsonian Affiliations

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Additional Resources for Co-Branding with the Smithsonian

As a Smithsonian Affiliate, your organization has the unique opportunity to leverage your partnership with the Smithsonian brand to increase awareness and assure your programs, events, and exhibitions obtain the greatest reach. In addition to using the Smithsonian Affiliate logo and taglines in your promotional materials, a variety of resources are available to Affiliates to help strengthen what you do and help guide you in showing the two-way relationship among Smithsonian Affiliates and the Smithsonian.

Smithsonian Affiliate logo

Smithsonian Affiliates are the only organizations outside the Smithsonian with unique co-branding opportunities. Use the logo on building signage, website, marketing material, and any other way that draws attention to your Affiliate status. ***Please note- all Affiliate uses of the Smithsonian name, logo, tagline and the names of individual Smithsonian museums are subject to Smithsonian approval; Affiliates shall submit requests in writing, with appropriate designs and examples, and may not proceed to use in any manner without written approval from the Smithsonian.***

The Smithsonian name and logo may not be used by an Affiliate for fundraising purposes except for specific, mutually agreed collaboration activities, between the Affiliate and the Smithsonian, and only with the prior written approval from the appropriate Smithsonian office(s).

Please contact the External Affairs office (202.633.5304) or your National Outreach Manager to obtain the logos.

Smithsonian Affiliate tagline

Smithsonian Affiliates are the only organizations approved to use two unique taglines—“In association with the Smithsonian Institution” or “A Smithsonian Affiliate” on collateral material. Affiliates may use it in the same manner as the Smithsonian Affiliate logo. ***Please note- Only one tagline may be used at a time on materials and the taglines and logo may not be used together; they must remain separate branding items.***

Smithsonian Affiliations website

The Smithsonian Affiliations website includes all the information related to being a Smithsonian Affiliate, including links and resources to make the most of your Affiliation. The **Affiliate Directory** page (<https://affiliations.si.edu/about-us/affiliate-directory/>) highlights an Affiliate in a dedicated Affiliate Spotlight section. In addition, each Affiliate has a unique directory page that introduces visitors to the Affiliate and its collaborations with the Smithsonian. To update your directory page, or submit your organization for consideration for a Spotlight, contact Elizabeth Bugbee.

the Affiliate Blog

Created to showcase collaboration among Smithsonian Affiliates and the Smithsonian, the Affiliate Blog is an informal place to share photos, discuss new projects, and share your story. While we cannot post all Affiliate activity, we encourage you to find connections between your organization and the Smithsonian—artifact loans, exhibitions, educational programs, as well as national and online events such as Women’s History Month, or special anniversaries like the 50th anniversary of the Apollo program. We are always looking for guest bloggers, so please contact Elizabeth Bugbee or your National Outreach Manager with ideas <https://affiliations.si.edu/blog/>

Affiliations Social media

Stay connected with Smithsonian Affiliations by interacting with current Affiliates and the Smithsonian through various social media platforms. Our social media platforms offer more flexibility in what can be posted. Our goal on these is to help share the programs, exhibitions, research and collaborations that are happening in your neighborhood and raise awareness of the reach of our Smithsonian Affiliate network. In addition, whenever there is an event such as #NationalSelfieDay, #WomensEqualityDay, or similar events happening on social platforms, let us know and we may be able to help share your posts or link you to a similar Smithsonian online event. And make sure your Communications and Social Media staff are in our contact list so we can reach out when the Smithsonian is planning a social media event.

Follow us:

- Facebook- Smithsonian Affiliations, [facebook.com/SmithsonianAffiliations](https://www.facebook.com/SmithsonianAffiliations)
- Twitter- @SIAffiliates, twitter.com/siaffiliates
- Instagram- @SmithsonianAffiliates, [instagram.com/smithsonianaffiliates](https://www.instagram.com/smithsonianaffiliates)
- YouTube- www.youtube.com/user/SmithsonianNeighbor
 - We are happy to share your Smithsonian-collaboration videos. Please contact Elizabeth Bugbee for more information.
- Read our publications on ISSUU- Smithsonian_Affiliations, issuu.com/smithsonian_affiliations

- Flickr- Smithsonian Affiliates, [flickr.com/people/smithsonian_affiliations](https://www.flickr.com/people/smithsonian_affiliations)

The Affiliate Newsletter

Printed twice per year, *The Affiliate* highlights the extraordinary work in Affiliate communities. It's where we highlight the impact the Smithsonian has in your communities and how your organization shares resources with the Smithsonian. *The Affiliate* is distributed throughout the Affiliate network, across the Smithsonian Institution, and to members of Congress. Contact Elizabeth Bugbee with story ideas. Please note, there must be a Smithsonian connection for featured articles and there must be high resolution images available for publication.

Smithsonian curator or expert interview

Further enhance your exhibition, event, or educational program with an interview or quote from a Smithsonian expert or curator to bring added “oomph” to your promotional activities. Your National Outreach Manager can assist in connecting you with the appropriate Smithsonian staff member for your needs.

Smithsonian Channel Programming

Feature a Smithsonian Channel program at your organization. Browse available programming and fill out a simple form to request specific DVDs. Browse programs here- <https://www.smithsonianchannel.com/shows> and contact Elizabeth Bugbee for the request form.

Smithsonian teacher resources

The Smithsonian serves as a laboratory to create models and methods of innovative informal education and link them to the formal education system. Find resources to complement your organization's programs on various Smithsonian's educational channels- <https://www.si.edu/educators>