

# Smithsonian Affiliate Logo Lowdown

*We're excited to begin using the sunburst logo!...but is this correct?* It's a question we often get at Smithsonian Affiliations, and one we are always eager to chat about. With a 95% recognition rate, the Smithsonian sunburst is one of the most widely recognized brands in the U.S. And Affiliates are the only organizations authorized to use these Smithsonian branding materials!

An exclusive benefit of being a Smithsonian Affiliate, your organization may use these logos and special taglines for marketing materials, brochures, and signs. So as a refresher or a quick intro for our new Affiliates, here's an overview of the logos you are approved to use, how to use them correctly, and a few other tips.

## What logos are approved to use?

**Smithsonian Affiliate logo:** All Affiliates are strongly encouraged to use this logo. This logo may be used on all marketing materials, websites, newsletters, brochures, and more. *\*\*Please contact us directly if your promotional material coincides with any fundraising, donation, or giving event as different rules apply.*

**Smithsonian Affiliate Membership Program logo:** Only those Affiliates participating in the Smithsonian Affiliate Membership Program may use this logo. If you are not including a Smithsonian membership in your own membership program offerings, visit our [membership pages](#) to learn more about this benefit.

## What logos are not approved for use?

We have phased out the use of **Smithsonian Institution Affiliations Program** logo. If you are still using this, please [contact us](#) for updated materials. In addition, Affiliates should no longer use the Smithsonian Affiliations logo in favor of the Smithsonian Affiliate logo. Our office will continue to use the Smithsonian Affiliations logo, but to provide you with a clearer representation of your organization in our national network of Affiliate partners, we ask you only use Smithsonian Affiliate in the future.

## Where do I find the logos?

You can find the Smithsonian Affiliate logo in a variety of formats for digital and print use in our [Affiliations Dropbox Folder](#).

## What is the tagline?

Smithsonian Affiliates are encouraged to use the taglines *In Association with the Smithsonian Institution* or *A Smithsonian Affiliate* on building signage, websites, press materials and more. In addition, we encourage adding "a Smithsonian Affiliate" to your press boilerplate to easily distinguish your organization as part of this unique network.

## May I use the logo and tagline together?

No. The logo and tagline are two separate marketing items for Affiliate use. They cannot be used together. However, you may use the tagline under your logo and Smithsonian Affiliate logo at the bottom of your marketing material. The logo and tagline may not be used in the same sentence.

### **Are there any specific tips for Affiliates?**

Yes! Our [Logos & Taglines page](#) provides guidelines, tips, and other ways to communicate your Affiliation.

### **What else should I know?**

- Anytime you are considering using the tagline or logo, please forward a draft to Elizabeth Bugbee, [BugbeeE@si.edu](mailto:BugbeeE@si.edu), or your National Outreach Manager. You can find your National Outreach Manager on our [Meet Our Team web page](#). All mentions of the Smithsonian must be approved before being used.
- **The Smithsonian is always Institution, never Institute.**
- The sunburst must never be black.
- The logo may not be used as part of a sentence.

As brand ambassadors to the Smithsonian, you are the connection to the national brand in your own community. Aligning yourself with this trusted and widely recognized brand can easily increase your recognition and raise awareness of your organization in our national network of Smithsonian partners.