



Logos & Taglines Guidelines

This guide will help you learn how to leverage the Smithsonian brand by using the **Smithsonian Affiliate** and **Smithsonian Affiliate Membership Program** logos and approved taglines. In addition to using the Smithsonian Affiliate logos and taglines, a variety of resources are available to help strengthen your relationship and guide you in showing your connection with the Smithsonian. Please note, all guidelines apply to Affiliate and Affiliate Membership logos, in all instances.

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Smithsonian Affiliations Policy

Please be familiar with the full [Smithsonian Affiliations policy](#) before embarking on including co-branding in your organization’s communications material. Bullets #10 and #11 address logo use.

The Affiliate may use a special logo and the tagline “in association with the Smithsonian Institution” or “A Smithsonian Affiliate” to describe its participation in the Smithsonian Affiliations program. 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 without written approved from the Smithsonian.

The Smithsonian name and/or logo may not be used by an Affiliate for fundraising purposes or in any manner that would tarnish or diminish the Smithsonian reputation, as determined by the Smithsonian in its sole discretion.

What is co-branding?

Co-branding is the strategic relationship of at least two organizations on a single project. A valuable tool when used correctly, co-branding creates the opportunity for your brand to reap the benefits of another organization's brand such as the Smithsonian's.

We strive for consistency in messaging your Affiliation across the Affiliate network, throughout the Smithsonian, and to your members of Congress. As collaborators on many of the Smithsonian's strategic initiatives, co-branding your affiliation unifies, strengthens, and establishes your identity as a member of this unique network.

Before co-branding, please read the details in this guidebook and contact the Smithsonian Affiliations office to determine how co-branding may work for your organization.

Why is co-branding with the Smithsonian important?

The Smithsonian logo is steeped in history and tradition. Our relationship with our Smithsonian Affiliates helps to increase the brand's impact in communities outside of Washington, D.C. and helps to keep the brand fresh. For our collective branding to be strong, we need to make sure that it reflects what is special about the Smithsonian and what is special about our Affiliate organizations.

Smithsonian Affiliates are the only organizations outside of the Smithsonian with permission to use special, co-branded logos. Throughout this guidebook you will find ways to take advantage of the approved Smithsonian Affiliate logos and two taglines—"In Association with the Smithsonian Institution" and "A Smithsonian Affiliate."

Reap the benefits

By following these guidelines, you reap the benefits of sharing the Smithsonian identity and contributing to the brand's strength in your communities.

Be consistent

This guide will help you use these branding tools efficiently, effortlessly, and most importantly, consistently.

Use the logos & taglines

Whether you are new to an Affiliate organization, or an established staff member, this guide will help answer many questions about how to incorporate the Smithsonian Affiliate brand in your materials.

Where to use the logos

Your organization has the unique opportunity to leverage your relationship with the Smithsonian to increase awareness of your status as an Affiliate of the Smithsonian.

You may use the logos on:

- Building signage
- Transportation wraps
- Websites
- Flags
- Brochures
- Rack cards
- Newsletters
- Business cards
- Exhibitions that include Smithsonian components
- And more (we are open to new ideas!)

Where you CANNOT use the logos

There are a few exceptions...Affiliates may not use the logos on:

- Social media thumbnails. For example, using your co-branded logo as your profile image. Because of the small scale, please do not reduce or alter the Smithsonian Affiliate logos to fit in a social media thumbnail. NOTE- using the logo in social media graphics to promote a program is allowed, but of course, must be pre-approved.
- Fundraising activities (*Exceptions may apply. Please contact the Smithsonian Affiliations office to discuss individual cases further*)
- Political events/activities
- Religious events/activities
- Commercial products (books, catalogues, non-Smithsonian merchandise)
- Non-Smithsonian exhibitions, or exhibitions that do not include a Smithsonian component

Approval process

All Affiliate uses of the Smithsonian name, logos, taglines, and the names of individual Smithsonian museums are subject to Smithsonian approval; Affiliates must submit requests in writing, with appropriate designs and examples, and may not proceed to use in any manner without written approval from the Smithsonian Affiliations office.

The Smithsonian Affiliations team will review all requests as quickly as possible. Most approvals are handled within 48 hours. While we do our best to review quickly, please allow enough lead-time for us to research if necessary.

Mockups and drafts should be sent to the Affiliations Communications Manager or your National Outreach Manager (contact details below).

The official logos

Smithsonian Affiliates are the only organizations approved to use two special logos. Logos are provided in horizontal or vertical orientations, for print and digital media. They are available as a TIF file, EPS file, and JPEG image.



Smithsonian
Affiliate



Smithsonian
Affiliate Membership Program

Which logo should you use? Remember, your organization is a Smithsonian Affiliate. The primary logo you'll use and the logo you will use in most situations is the Affiliate logo. Only those Affiliates participating in the Smithsonian Affiliate Membership Program may use the membership logo, and only on membership materials.

Where do you find the logo files? View all in dropbox folders here:

[Smithsonian Affiliate](#)

[Smithsonian Affiliate Membership Program](#)

General Smithsonian Affiliate logo dos and don'ts

Take a moment to think about how you want to leverage Smithsonian Affiliate logos with your own brand. These guidelines are not meant to create brand confusion, rather we hope to clarify to you and your audience how unique you are as a Smithsonian Affiliate.

Less can be more

Make sure the Smithsonian Affiliate logos are clear, not overwhelmed with design elements around them, and without any shadow or additional dimensions added to them.

The sunburst never stands alone

The sunburst has universal significance that unites the many organizations within, and associated with, the Smithsonian. The sunburst may never be altered or removed from the "Smithsonian" text.

It's all about clarity

The Smithsonian Affiliate logos should be readable, legible, and a good size. They should enhance your own branding, not replace it. They should help your audience understand your association with the Smithsonian.

General Dos and Don'ts when using the logos

Please DO:

- **Leave space around the logo.** Always leave the logo some space to breathe. The Smithsonian Affiliate logo and any other logos should not overlap or appear as one.
- **Embrace black and white.** Just make sure the sunburst is white and the sky black, or the sunburst may be white alone. When using the white sunburst, the text should also be white. **THE SUNBURST SHOULD NEVER BE DARK or a non-Smithsonian color.**
- If using logos on the same horizontal space, make sure the logos are the same size. **Placement should not imply that one brand is more important than the other.**
- **The italicized text should be readable.** If using on a business card or other smaller material, the italicized word "Affiliate" must be legible.

Please DO NOT:

- Use the color sunburst on a color that is brighter than, or conflicts with, the blue and yellow.
- Use the color sunburst on a color that is too close in tone or color to the blue.
- Alter the logo color to match your colors or distort the Smithsonian Affiliate logo in any way.
- Combine logos.

Dos and Don'ts when using the white and black-and-white logos

- Do always keep the sunburst white and the text white when placing the logo on a dark background.
- When using the black-and-white logos, the text should never be white.
- Never use a white sunburst and black text.
- **Remember, THE SUNBURST IS NEVER DARK**

Using the Smithsonian Affiliate logos on a photograph

You may use the logo superimposed on an image, however, make sure it is the yellow reversed logo and the image is not too loud or busy. If it is a busy photo, consider placing a gradient between the logo and the image.

Are there rules to designing an Affiliate flag?

The same rules for general logo use apply to designing and printing your own flag. Flags are a wonderful way to show your Affiliation on many different surfaces.

When can an Affiliate use the Smithsonian Institution logo?

There are often instances where it is more appropriate to use the Smithsonian Institution logo. ***Use of the Smithsonian logo is approved on a case-by-case basis and at the discretion of Smithsonian Affiliations. Please contact the Smithsonian Affiliations office directly to discuss its use.***

- The Smithsonian Institution logo may be used on exhibitions that involve two or more Smithsonian museums, units, or offices.
- The Smithsonian Institution logo may be used on programs that are in collaboration with more than the Smithsonian Affiliations office.

Smithsonian Affiliate taglines

Two taglines are available for Smithsonian Affiliates. "**In Association with the Smithsonian Institution**" and "**A Smithsonian Affiliate**" may be used when it is not appropriate to use the Smithsonian Affiliate logos.

Please **do not use the Smithsonian Affiliate logo and taglines together**. Please use one or the other on your materials. Exceptions apply.

How to use the taglines

Adding one of the approved taglines to your media material ensures your association with the Smithsonian is clear when promoting any of your organization's events. See examples below.

- Including "a Smithsonian Affiliate" after the first mention of your organization's name in the body of your press release, story, or other communication: *The exhibition will open at the Museum of History, a Smithsonian Affiliate in Omaha, Nebraska, on June 1.*
- Include a sentence in your organization's boilerplate:
 - Example 1: ***In association with the Smithsonian** since 2012, the Museum of History is part of a network of organizations that collaborate to enrich communities with Smithsonian resources.*
 - Example 2: *The North Carolina Museum of History, **a Smithsonian Affiliate**, fosters a passion for North Carolina history. This museum collects and preserves artifacts of state history and educates the public on the history of the state and the nation through exhibits and educational programs...*
- When it is not appropriate to use the Smithsonian Affiliate logo but you still would like to mention your connection with the Smithsonian, you may use one of the taglines.
- Taglines can be incorporated into your own logo to show your affiliation.

Final reminders

The Smithsonian is never Smithsonian Institute. Please make certain your materials reference the Smithsonian Institution or Smithsonian.

Please **do not use 'Nation's Attic' in any materials**. While an endearing term to some, we prefer not to use this language when referencing the our collections.

Who do I contact with questions?

- **For any logo, communication, marketing, and/or branding questions**, contact Elizabeth Fingar, 202.633.5304; FingarE@si.edu
- **For questions about offering the Smithsonian Affiliate Membership Program at your organization**, contact Natalie Wimberly, 202.633.3021; WimberlyN@si.edu

- **For questions related to collaborating with the Smithsonian,** contact Affiliates@si.edu and we will connect you with your National Outreach Manager

Smithsonian Affiliations is a national outreach program that develops long-term, collaborative partnerships with museums and educational and cultural organizations to enrich communities with Smithsonian resources. Smithsonian Affiliations facilitates two-way relationships among Affiliate organizations and the Smithsonian to increase discovery and inspire lifelong learning in communities across America. More information about the Smithsonian Affiliations program and Affiliate activity is available at www.affiliations.si.edu