



Smithsonian Affiliations

Guidelines: Logos & Taglines 2021

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 partnership and guide you in showing the two-way relationship with the Smithsonian. *Please note, all guidelines apply to Affiliate and Affiliate Membership logos in all instances.*

Visit the **Logos & Taglines** section of our website for more tips and resources at <https://affiliations.si.edu/affiliate-benefits/logos-taglines/>.

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What is co-branding?

Co-branding is the strategic partnership 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 ambassadors to the Smithsonian in local communities, 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. *See page 10 for contact information.*

Why is co-branding with the Smithsonian important?

The Smithsonian logo is steeped in history and tradition. As Smithsonian Affiliates, we are looking for ways to increase the brand's impact in Affiliate communities 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 partners.

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 Smithsonian Affiliate logos and 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 local communities.

Be consistent

There have to be a lot of rules, right? That is why we have created this guide—to allow you to 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 Smithsonian Affiliate logos

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.

You may use the logos on:

- Building signage
- Transportation wraps

- Websites
- Flags
- Brochures
- Rack cards
- Newsletters
- Business cards
- Exhibitions that include Smithsonian loans
- Any other way that draws attention to your Affiliate status

But 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 (See Smithsonian Affiliations policy. 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 BugbeeE@si.edu or your National Outreach Manager.

The official logos

Smithsonian Affiliates are the only organizations approved to use two special logos:

- Smithsonian Affiliate
- Smithsonian Affiliate Membership Program

Logos are provided in horizontal or vertical orientations. They are available as a TIF file, EPS file, and JPEG image. View all here:

[Smithsonian Affiliate](#)

[Smithsonian Affiliate Membership Program](#)

But wait. **Smithsonian Affiliate** AND **Smithsonian Affiliate Membership Program** logos? Which to use? Remember, YOUR ORGANIZATION is a Smithsonian Affiliate, the benefit you can provide your members is the Membership Program. You may use the Smithsonian Affiliate logo when referencing any aspect of your Affiliation; however, you may only use the Affiliate Membership Program logo when referring to your visitor's membership benefits.

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 importance as brand ambassadors for the Smithsonian.

Dos and Don'ts when using the COLOR 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 I use the Smithsonian Institution logo?

As a Smithsonian Affiliate your first instinct should be to always use the Smithsonian Affiliate logo. However, there are often instances where it is more appropriate to use the Smithsonian Institution logo.

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

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.

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.

Often, the tagline is used as part of the Affiliate's own branding or in the Affiliate's boilerplate on press items. See the example below:

The N.C. Museum of History, a Smithsonian Affiliate, is located at 5 E. Edenton Street in downtown Raleigh. Hours are Monday through Saturday, 9 a.m. to 5 p.m., and Sunday, noon to 5 p.m. The museum collects and preserves artifacts of North Carolina history and educates the public on the history of the state and the nation through exhibits and educational programs.

When possible, please do not use the Smithsonian Affiliate logo and taglines together. Please use one or the other on your materials. Exceptions apply. Please contact your National Outreach Manager with questions.

Where is logo use mentioned in Smithsonian Affiliations Policy?

Bullets 10 and 11 of the Smithsonian Affiliations Policy address logo use:

10. 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 approval from the Smithsonian.

11. 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.

Who do I contact with questions?

For any questions related to using the Smithsonian Affiliate or Smithsonian Affiliate Membership Program logo:

Elizabeth Bugbee, 202.633.5304; BugbeeE@si.edu

For questions related to offering the Smithsonian Affiliate Membership Program at your organization:

Natalie Wimberly, 202.633.3021; WimberlyN@si.edu

For questions related to Smithsonian collaboration, contact your National Outreach Manager:

Jennifer Brundage: 202.633.5306; BrundageJ@si.edu

Nicole Bryner: 202.633.5303; BrynerN@si.edu

Alma Douglas: 202.633.5305; DouglasAR@si.edu

Aaron Glavas: 202.633.5309; GlavasC@si.edu

Laura Hansen: 202.633.5307; HansenL@si.edu

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

Logo Examples

Below are examples from Affiliate organizations.



THE USS HORNET SEA, AIR & SPACE MUSEUM
Honoring the Legacy of USS *Hornet*,
A National Historic Landmark!

(510) 521-8448 www.uss-hornet.org 707 W Hornet Ave., Alameda, CA 94501





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Art Deco New York: The Architects Speak
September 13, 2018
7:00 pm

A Talk by Anthony W. Robins
Co-sponsored by the Art Deco Society of New York and the Center for Jewish History

Exhibitions

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October 7, 1944

On view: October 7, 2014 to April 12, 2015

In Cooperation with Yeshiva University Museum. This exhibition is the American attempt to respond to four women, and the revolt in Auschwitz that they helped make possible.
[Learn More](#)

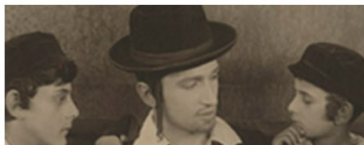
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