



Smithsonian Institution Archives

## Smithsonian Logo Design Guidelines, 1998-1999

Finding aid prepared by Smithsonian Institution Archives

Smithsonian Institution Archives  
Washington, D.C.  
Contact us at [osiaref@si.edu](mailto:osiaref@si.edu)

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## Collection Overview

<b>Repository:</b>	Smithsonian Institution Archives, Washington, D.C., <a href="mailto:osiaref@si.edu">osiaref@si.edu</a>
<b>Title:</b>	Smithsonian Logo Design Guidelines
<b>Identifier:</b>	Accession 01-079
<b>Date:</b>	1998-1999
<b>Extent:</b>	1.38 cu. ft. (2 16x20 boxes)
<b>Creator::</b>	Smithsonian Institution. Office of Public Affairs
<b>Language:</b>	English

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## Administrative Information

### Preferred Citation

Smithsonian Institution Archives, Accession 01-079, Smithsonian Institution Office of Public Affairs, Smithsonian Logo Design Guidelines

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## Descriptive Entry

This accession consists Smithsonian Institution logo design guidelines and related materials, proofs and finals, as prepared by the design firm of Chermayeff & Geismar Associates. The Office of Public Affairs used these guidelines in Smithsonian logo letter heading presentations in offices. Materials also include a "Smithsonian Magazine" cover proposed by Chermayeff & Geismar, but not implemented; three formats of the Smithsonian logo, camera-ready art; and early news release designs, not final. Some materials are in electronic format.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

### Subjects:

- Graphic arts
- Logography
- Logotype

### Types of Materials:

- Drawings
- Illustrations
- Manuscripts

Names:

Chermayeff & Geismar Associates

## Container Listing

### Box 1

Box 1 of 2                    2 copies of "Smithsonian Design Guidelines" in original packaging, issued July 1998, along with guidelines registration card and CD-ROM with the contents of the guidelines (includes electronic records)

Box 1 of 2                    2 copies of second, final set of Guidelines pages, issued July 1999, with cover memo and merging instructions

### Box 2

Box 2 of 2                    2 copies of "Smithsonian Institution Design Guidelines, Stationery," dated June 3, 1998, in original packaging, interim photocopy of one portion of the Guidelines, issued to all units prior to printing of Guidelines book

Box 2 of 2                    2 copies of "Smithsonian Design Guidelines," B&W Photocopies of Additional 14 Pages, November 1998, and cover memo, dated November 18, 1998, distributing Attached Photocopies of Additional Pages of "Smithsonian Design Guidelines"

Box 2 of 2                    Vehicle Decals, April 6, 1999, camera-ready art (2 pieces)

Box 2 of 2                    Three Formats of the Smithsonian Logo, April 12, 1999, camera-ready art

Box 2 of 2                    Smithsonian Magazine cover proposed by Chermayeff & Geismar, not implemented

Box 2 of 2                    Early News Release Designs, not final

Box 2 of 2                    Preliminary Designs Not Issued in Final Guidelines

Box 2 of 2                    4.71 Stationery, Press Kit Folders

Box 2 of 2                    6.01 Decals and Patches

Box 2 of 2                    7.01, 7.02, 7.03 Merchandise

Box 2 of 2                    Proofs of Early Guidelines Page Designs, not final (A1 Letterhead and Brochure Covers)

Box 2 of 2                    Early Guidelines Pages on Signage