



Smithsonian Institution Archives

Website Records, 2010

Finding aid prepared by Smithsonian Institution Archives

Smithsonian Institution Archives
Washington, D.C.
Contact us at osiaref@si.edu

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Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Website Records
Identifier:	Accession 10-122
Date:	2010
Extent:	
Creator::	Smithsonian Institution. Office of Public Affairs
Language:	English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 10-122, Smithsonian Institution, Office of Public Affairs, Website Records

Descriptive Entry

This accession consists of two websites maintained by the Office of Public Affairs. The first is its online newsdesk, as it existed on February 19, 2010, consisting of press releases, fact sheets, and other information about the Smithsonian Institution. A redesigned version of this website was unveiled two months later. The second is its Visual Identity Program website, as it existed on April 15, 2010, which provides rules and specifications for the use of logos by Smithsonian Institution offices. Materials are in electronic format.

Names and Subject Terms

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

Subjects:

- Branding (Marketing)
- Museums -- Public relations
- Publicity
- Web sites

Types of Materials:

- Electronic records
- Web sites

Names:

Smithsonian Institution

Smithsonian Institution. Office of Public Affairs. Visual Identity Program

Container Listing

Electronic Records

Electronic Records	Newsdesk Website, crawled February 19, 2010
Electronic Records	Visual Identity Program Website, crawled April 15, 2010