



Smithsonian Institution Archives

Brand Records, 2010-2012

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Smithsonian Institution Archives
Washington, D.C.
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Table of Contents

Collection Overview	1
Administrative Information	1
Descriptive Entry.....	1
Names and Subjects	2
Container Listing	3

Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Brand Records
Identifier:	Accession 15-125
Date:	2010-2012
Extent:	2.69 cu. ft. (2 record storage boxes) (1 16x20 box)
Creator::	Smithsonian Institution. Office of Public Affairs
Language:	Language of Materials: English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 15-125, Smithsonian Institution. Office of Public Affairs, Brand Records

Use Restriction

Restricted for 15 years, until Jan-01-2028; Transferring office; 01/30/2015 memorandum, Toda to Kolb; Contact reference staff for details.

Descriptive Entry

This accession consists of records that document the Smithsonian's work in revitalizing its brand and image through identifying it as the singular source for the convergence of research and discovery in science, art, history, culture, and education. The firm Wolff Olins was selected to develop a comprehensive institutional brand positioning strategy and to produce an implementation plan for the Smithsonian's launch of its new branding to its internal and external stakeholders and broader constituencies. Wolff Olins created the Smithsonian's first-ever national branding and awareness campaign around the tagline: "Seriously Amazing." The goal was to help people understand that the Smithsonian is a place of scientific discovery, cultural exploration and collaborative learning. "Seriously Amazing" was meant to evoke the Smithsonian's important scholarship and the "wow moments" it delivers every day. These materials were maintained by Pherabe Kolb, Senior Program Officer, Office of the Undersecretary for Finance and Administration, who worked under the auspices of the Office of Public Affairs as Associate Director of Strategic Communications on the Smithsonian's branding campaign. Materials include correspondence, memoranda, requests for proposals, proposals, contracts, surveys, questionnaires, workshop records, and advertising records.

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

Types of Materials:

Manuscripts

Names:

Kolb, Pherabe
Smithsonian Institution
Wolff Olins (Firm)

Container Listing

Box 1

- Box 1 of 3 Wolff Olins contract and feedback, 2010-2012
- Box 1 of 3 Wolff Olins documents, 2010-2011 (4 folders)
- Box 1 of 3 Target Corporation, 2011-2012 (3 folders)
- Box 1 of 3 Brand strategy implementation, 2010-2011 (2 folders)
- Box 1 of 3 Brand strategy workshops, 2010-2011 (2 folders)
- Box 1 of 3 Brand research, 2010-2011 (3 folders)

Box 2

- Box 2 of 3 Brand launch/Earned media plan, 2012
- Box 2 of 3 Brand workshop - Exhibitions, 2012
- Box 2 of 3 Brand workshop - Educators, 2012
- Box 2 of 3 Brand workshop - Volunteers, 2012
- Box 2 of 3 Brand workshop - Web and social media, 2012
- Box 2 of 3 Brand workshop - Office of Protection Services and Office of Facilities Management and Reliability, 2012
- Box 2 of 3 Brand workshop - Office of Human Resources, 2012
- Box 2 of 3 Brand workshop - Affiliations, 2012
- Box 2 of 3 Style guide launch
- Box 2 of 3 Ad signage, 2012
- Box 2 of 3 Advertising plans, 2012
- Box 2 of 3 Microsite, 2012
- Box 2 of 3 Brand information sessions calendar, 2012
- Box 2 of 3 Smithsonian logo, 2012
- Box 2 of 3 Direct mail, 2012
- Box 2 of 3 Internal brand personas/workshops, 2011-2012

- Box 2 of 3 Wieden and Kennedy kickoff - New York City, 2012
- Box 2 of 3 Ad preview materials, 2012
- Box 2 of 3 Brand metrics, 2012
- Box 2 of 3 Wieden and Kennedy contract, 2012
- Box 2 of 3 Brand signage and exhibition, 2012
- Box 2 of 3 Smithsonian brochure, 2012
- Box 2 of 3 Wolff Olins - Additional work, 2012
- Box 2 of 3 Marketing, 2012 (includes electronic records - DVD)
- Box 2 of 3 Brand programming, 2012
- Box 2 of 3 Campaign plan for brand, 2012
- Box 2 of 3 Miscellaneous documents, 2012 (2 folders)

- Box 3

- Box 3 of 3 Wolff Olins - Brand Campaign Concepts, May 28, 2012