



Smithsonian Institution Archives

Visual Identity Program Records, 1998-2009

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Table of Contents

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

Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Visual Identity Program Records
Identifier:	Accession 17-116
Date:	1998-2009
Extent:	1 cu. ft. (1 record storage box)
Creator::	Smithsonian Institution. Office of Public Affairs
Language:	Language of Materials: English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 17-116, Smithsonian Institution. Office of Public Affairs, Visual Identity Program Records

Use Restriction

Restricted for 15 years, until Jan-01-2025; Transferring office; 05/15/2007 memorandum, Toda to Jonas; Contact reference staff for details.

Descriptive Entry

This accession consists of materials created and maintained by Kathryn B. Lindeman, Director of Publications, who along with Director of Communications, David J. Umansky, were responsible for the implementation and coordination of the Smithsonian Institution's visual identity program and its systems of logos. Materials include correspondence, memoranda, reports, drawings, guidelines, pins, and clippings.

Names and Subject Terms

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

Subjects:

Corporate image
Logography
Logos (Symbols)
Museums -- Public relations
Trademarks

Types of Materials:

Artifacts
Clippings
Manuscripts

Names:

Lindeman, Kathryn B.
Umansky, David J.

Container Listing

Box 1

- Box 1 of 1 1997 Contributing Membership Program Survey
- Box 1 of 1 Freer/Sackler logo problems, 2004-2005
- Box 1 of 1 Friends of the National Zoo (FONZ)/Zoo logo problems, 2002
- Box 1 of 1 Logo tips in Blue Bulletin and The Torch, 1998-2004
- Box 1 of 1 Formats approved for Mall, near-Mall and Smithsonian Tropical Research Institute (STRI) signs, 2002
- Box 1 of 1 Program sign specs and contacts, 2004-2006
- Box 1 of 1 Registered SI logos, 2007
- Box 1 of 1 Service and other pins, 2005
- Box 1 of 1 Visual identity program briefing notes, 2002
- Box 1 of 1 Smithsonian seal, 2007
- Box 1 of 1 Visitor Information and Associates' Reception Center (VIARC) and Office of Public Affairs (OPA) end-panel review group - Guidelines and contacts, 2006
- Box 1 of 1 Cooper-Hewitt branding meeting, 2006
- Box 1 of 1 National Museum of the American Indian (NMAI) name block vs. official SI logo, 2004
- Box 1 of 1 Charles Flaum and SI's sunburst, 2004-2007
- Box 1 of 1 Smithsonian flags, 2005-2006
- Box 1 of 1 Logo implementation - Policy questions, 1998
- Box 1 of 1 Logo implementation - Minion typeface license, 1998
- Box 1 of 1 Logo implementation - Logo on press materials, 2004
- Box 1 of 1 Logo implementation - Progress report to Secretary Heyman, 1998
- Box 1 of 1 Logo implementation - Memos to staff, 1998-1999
- Box 1 of 1 OPA masthead redesigns, 1998
- Box 1 of 1 SI logo website redesign, 2005-2007 (2 folders)

Box 1 of 1	Inside Smithsonian Research website, 2004-2007
Box 1 of 1	Logo use examples, 2007
Box 1 of 1	Formulation of unit and staff listing at the end of the annual report, 2005
Box 1 of 1	Logo assistance, 2005-2007
Box 1 of 1	McDonald's and SI Logo, 2002-2005
Box 1 of 1	Guidelines and specifications for the Smithsonian Wayfinding Information Signs' "End Panels", 2003, 2009