



Smithsonian Year of Music

Identity Guidelines

Version 1.0 - 12.18.2018

Identity guidelines are always a work in progress.



SMITHSONIAN
YEAR OF MUSIC

 Smithsonian

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Smithsonian Year of Music

Did you know the Smithsonian is the world's largest music museum complex?

We offer music and perspectives on music you can't find anywhere else. The world's rich and diverse heritage of sounds is an integral part of the Smithsonian's connective tissue.

Throughout 2019, the Smithsonian Year of Music will highlight our unequalled musical holdings that span our resources in history, art, culture, science, and education.

The Smithsonian Year of Music will be filled with 365 days of music and sound-related content to highlight the cultural significance of music. Expect pop-up performances, daily digital treasures from the collection, and the Smithsonian Folklife Festival dedicated to the "Social Power of Music."

Join us in celebrating and sharing Smithsonian Music!

#SmithsonianMusic

[Music.si.edu](https://music.si.edu)

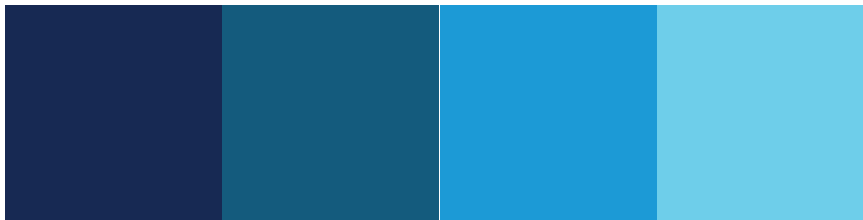
— Visual Style

Color

To be close to its parent-brand guidelines, the color palette of the Smithsonian Year of Music's logomark is directly derived from the Smithsonian's approved brand colors.

Color Palette

Primary The primary colors are the blue tones of the Smithsonian's color palette.



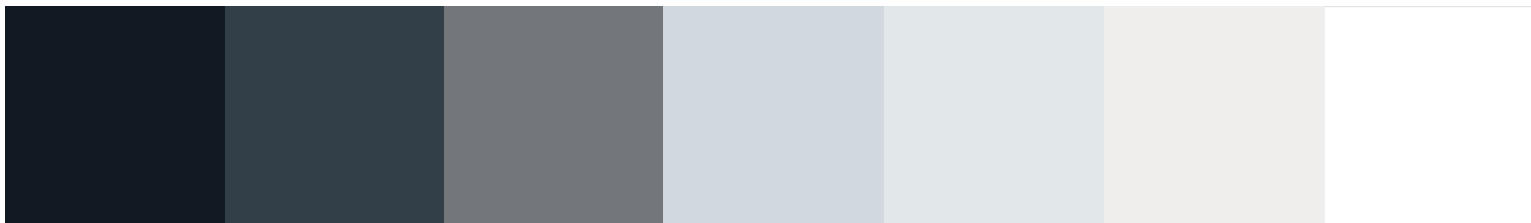
PMS: 655 C	PMS: 7700 C	PMS: 2925 C / 299 U	PMS: 0821 C
HEX: #002554	HEX: #165C7D	HEX: #009CDE	HEX: #74D1EA
RGB: 0 37 84	RGB: 22 92 125	RGB: 0 156 222	RGB: 116 209 234
CMYK: 100 79 12 59	CMYK: 84 17 0 57	CMYK: 85 21 0 0	CMYK: 47 0 7 0

Secondary The secondary colors are the red/yellow tones of the Smithsonian's color palette.



PMS: 7409 C	PMS: 158 C	HEX: #F0515A
HEX: #F0B323	HEX: #E87722	RGB: 240 81 90
RGB: 240 179 35	RGB: 232 119 34	CMYK: 0 84 59 0v
CMYK: 0 31 100 0	CMYK: 0 62 95 0	

Tertiary The tertiary colors are the grayscale tones of the Smithsonian's color palette.



PMS: BLACK 6C	HEX: #333F48	HEX: #75787B	HEX: #D0D7DE	HEX: #E2E8EC	HEX: #EFEFEF	WHITE
HEX: #101820	RGB: 51 63 72	RGB: 117 120 123	RGB: 208 215 222	RGB: 226 232 236	RGB: 239 239 239	HEX: #ffffff
RGB: 16 24 32	CMYK: 65 43 26 78	CMYK: 30 22 17 57	CMYK: 17 10 8 0	CMYK: 10 5 4 0	CMYK: 5 3 3 0	RGB: 255 255 255
CMYK: 100 79 44 93						CMYK: 0 0 0 0

Typography

“Gotham is that rarest of designs, the new typeface that feels somehow familiar. From the lettering that inspired it, Gotham inherited an honest tone that’s assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients without historical precedent — a lowercase, italics, a comprehensive range of weights and widths, and a character set that transcends the Latin alphabet — enhances these forms’ plainspokenness with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family.”

- Hoefler&Co.

typography.com

Typography

Gotham Fonts are accessible for web and print use on typography.com or by contacting branding@si.edu.

GOTHAM THIN

Smithsonian Year of Music

GOTHAM LIGHT

Smithsonian Year of Music

GOTHAM X LIGHT

Smithsonian Year of Music

GOTHAM BOOK

Smithsonian Year of Music

GOTHAM MEDIUM

Smithsonian Year of Music

GOTHAM BOLD

Smithsonian Year of Music

GOTHAM BLACK

Smithsonian Year of Music

GOTHAM ULTRA

Smithsonian Year of Music



Logo

Primary Logomarks

Full Color



Full-color Reversed



White



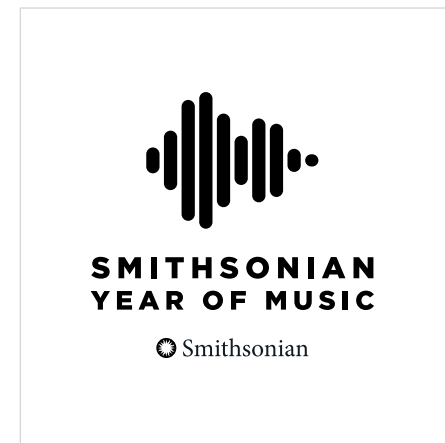
Single Color



Single-color Reversed



Black



Logomark Extensions

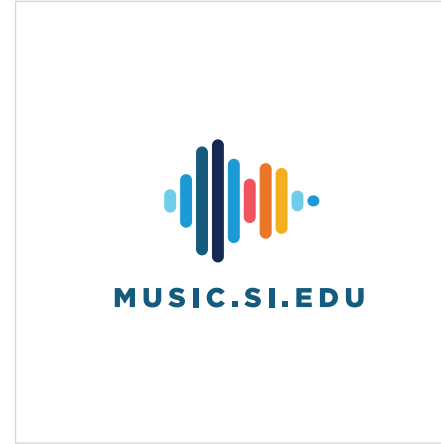
Primary Logo



Secondary Logo Lockup



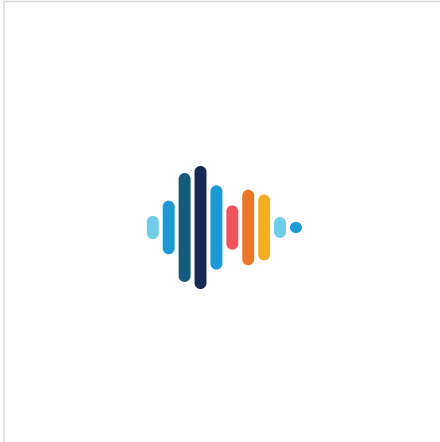
URL



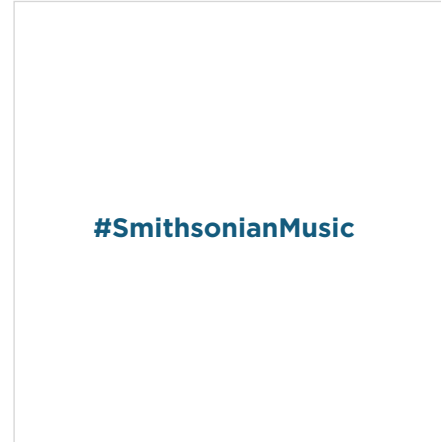
Logo Badge



Icon



Hashtag



Primary Logomark Rules



Clear Space

The Smithsonian Year of Music logo must have space to breathe, with rules concerning spacing and margins. It should not be cramped or overshadowed by other visual distractions. The logo clear space equals the ascent or ascender height of the letter Sx2 around all edges of the logo, which should be free from other graphics and interference. If there is an instance where this rule has to be broken, please contact a brand supervisor.



Size Parameters

The logo may be resized as necessary. However, it should follow these minimum size requirements to ensure that it is still readable, even when scaled to smaller dimensions.

Minimum Print Size

To maintain the integrity of the primary lockup in print, a minimum width of .75 inches has been set against the Smithsonian logo.

Logo Mockups



If you are having trouble with anything in this guide, are missing brand elements from our website, or are unsure if your communication best represents the Smithsonian Year of Music brand, please contact the Smithsonian brand team and we will be happy to help:

branding@si.edu
