



Prism

Identity guidelines

Version 1.0—4.28.2019

*Identity guidelines are always a
work in progress*

 Smithsonian

Table of contents

05	Color palette
08	Typography
11	Logo system
13	Lockup rules
15	Mockups

Identity guidelines

Prism—one portal, a spectrum of possibilities.

Prism is the Smithsonian's intranet, designed to put the depth and breadth of the Smithsonian's resources and services at your fingertips.

Here you will see the latest Smithsonian news, collaborate with colleagues, track your pay and benefits, find tools to help you be more productive, and learn how to do everything from booking a meeting room for 10 people to planning a multi-year, pan-Institutional initiative for thousands.

These brand guidelines will help you navigate our museums, research centers, educational resources, administrative offices and staff services that together make us One Smithsonian.

Welcome to the Smithsonian community.

Prism.si.edu

Visual style



Color palette

The Prism color palette balances warmth and subtlety. It gives the brand an optimistic and supportive personality—setting a welcoming tone for the portal where users will start their day.

The use of white space symbolizes pure light, but also represents a clean desktop—creating a sense of freedom and potential where new ideas can happen. Experiencing the brand feels clean and informative, without crowding users' visual and mental space. This will help the identity age gracefully with daily use.

Prism uses a primary and a secondary color palette to allow the brand to communicate its own distinct identity, and work cohesively within the Smithsonian brand environment.

Color palette

Primary

The primary colors communicate the theme of refracting light. They are bright but cool—they connote positivity and optimism, but are also balanced to be easy on the eye for long viewing.

The yellow and blue are from the Smithsonian brand's primary and secondary color palettes, respectively. This helps tie Prism's individual identity together with the parent brand.

PANTONE 191 C
RGB 240.60.110
CMYK 0.79.36.0
HEX EF426F



PANTONE 715 XGC
RGB 240.150.50
CMYK 0.29.73.0
HEX F39334



PANTONE 116 C / 109 U
RGB 255.205.0
CMYK 0.14.100.0
HEX FFCD00



PANTONE 7487 U
RGB 140.220.130
CMYK 33.0.49.0
HEX 8BE076



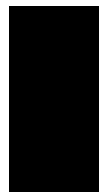
PANTONE 0821 C
RGB 116.209.234
CMYK 47.0.7.0
HEX 74D1EA



PANTONE 2087 CP
RGB 149.130.186
CMYK 45.49.0.0
HEX 9385B6



PANTONE BLACK 6C
RGB 16.24.32
CMYK 100.79.44.93
HEX 101820



Color palette

Secondary

The secondary color palette is available to provide even more cohesion with the parent brand when needed.

It consists of the Smithsonian brand's primary blue, secondary blue, primary yellow, and white.

PANTONE 2925 C / 299 U
RGB 0.156.222
CMYK 85.21.0.0
HEX 009CDE



PANTONE 0821 C
RGB 116.209.234
CMYK 47.0.7.0
HEX 74D1EA



PANTONE 116 C / 109 U
RGB 255.205.0
CMYK 0.14.100.0
HEX FFCD00



PANTONE WHITE
RGB 255.255.255
CMYK 0.0.0.0
HEX FFFFFFFF



Typography

The typeface selected for the Prism brand is Basier Circle, which is also used as the Smithsonian brand's secondary typeface.

Typography

Basier Circle

Basier is a font family created by atipo foundry, located in Gijon, Spain. It is a neo-grotesque sans serif typeface, showing influence from the International style. It is clean and modern, with an emphasis on legibility.

Basier comes in two versions—Circle and Square. Circle, the version chosen for the Prism identity, has rounder letterforms and punctuation, making it feel a bit more humanistic and approachable.

STYLES

Regular

Regular italic

Medium

Medium italic

Semibold

Semibold italic

Bold

Bold italic

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

! ? @ # \$ % ^ & * () < > : ; , .

0 1 2 3 4 5 6 7 8 9

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Typography

Demonstration

**One
portal**



**A spectrum
of possibilities**

Logo system

The Prism symbol can be interpreted in two ways. The triangle made up of six lines—representing light refracting into a rainbow—can be seen as the front or the back face of this triangular prism.

Negative space is used to define the edge of the face opposite the rainbow, but it also doubles as a ray of light traveling through and transforming into the refraction.

The primary and secondary lockups are paired with the Smithsonian logo in vertical and horizontal orientations to provide flexibility.

Logo system

Primary lockup

FULL COLOR



PRIMARY BLUE



BLACK



SECONDARY BLUE



WHITE



YELLOW



Logo system

Rules

SPACING

The Prism symbol thrives in negative space. The eye interprets the illusion of a 3rd dimension through the symbol's contrast with the negative space around it—therefore, that space should not be interrupted by visual interference. The clear space equals the size of the symbol around all edges of the lockup. If there is an instance where this rule has to be broken, please contact a brand supervisor.



MINIMUM SIZE

To maintain the integrity of the primary lockup in print, a minimum width of 0.75 inches has been set against the Smithsonian logo.

Logo system

Extensions

ICON



SECONDARY LOCKUP



TERTIARY LOCKUP



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 Prism brand, please contact the Smithsonian brand team and we will be happy to help.

Branding@si.edu