

# MUSEUM on Main Street

## Voices and Votes Credit Line

The exhibition credit line, Smithsonian Institution logo and the logo of your state humanities council, must appear on all exhibition-related promotional materials. Examples of such materials include, but not limited to, invitations, banners, signage, posters, postcards, public program brochures, and printed, video, and internet announcements.

*Voices and Votes* has been made possible in **[name of your town, state, or institution]** by the **[name of your state humanities council or state sponsor]**.

*Voices and Votes: Democracy in America* is part of Museum on Main Street, a collaboration between the Smithsonian Institution and State Humanities Councils nationwide. It is based on an exhibition by the National Museum of American History. Support for Museum on Main Street has been provided by the United States Congress.

[Smithsonian logo]

[State Humanities Council/State Sponsor logo]

[local sponsor logos]

We understand that in exhibition advertisements or on banners promoting the exhibition, it is impossible to include a credit line of this length. While we prefer that you include the credit line in its entirety, you may use the following abbreviated credit line in advertisements or on banners only:

*Voices and Votes* is part of Museum on Main Street, a collaboration between the Smithsonian Institution and the **[name of your state humanities council/state sponsor]**

[Smithsonian logo]

[State Humanities Council/State Sponsor logo]

[local sponsor logos]

### Guidelines for Logo Use

Please only use the Smithsonian and your state humanities council/state sponsor logos. Local sponsor logos should be smaller and separated from these two primary logos. Specific guidelines follow.

#### Smithsonian Logo Guidelines

The Smithsonian Institution logo is available on the exhibition resource flash drive. The Smithsonian Logo Guidelines in this section provide more information.



- The Sunburst is made up of the sun and the circular sky background; do not use the Sunburst without the logotype accompanying it.
- The Sunburst itself **should never be black**. The circular sky background may be printed in black.
- When reversed out of dark background and used with the “sky,” the sun will be white. If a light-colored stock or background is used, the black-and-white version must be used. If the background is dark, the white sun alone must be used.
- When printing the black-and-white version of the logo on colored paper, the sun will be the color of the paper on which it is printed.

### **General Logo Guidelines**

- The Smithsonian and state humanities council/ state sponsor logos must be at least the same size as that of your institution. The Smithsonian logo should appear to the left of the state humanities council or state sponsor logo.
- They should be larger and appear either above or to the left of your local sponsors’ logos.
- Logos of local sponsor must never appear without the Smithsonian and state humanities council/ state sponsor logos.