

MUSEUM on Main Street

Water/Ways 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 are not limited to) invitations, banners, signage, posters, public program brochures, postcards, and printed, video, internet and audio announcements.

Water/Ways has been made possible in **[name of your town, state, or institution]** by the **[name of your state humanities council]**.

Water/Ways is part of Museum on Main Street, a collaboration between the Smithsonian Institution and State Humanities Councils nationwide. Support for Museum on Main Street has been provided by the United States Congress.

Water/Ways was adapted from an exhibition organized by the American Museum of Natural History, New York (www.amnh.org), and the Science Museum of Minnesota, St. Paul (www.smm.org), in collaboration with Great Lakes Science Center, Cleveland; The Field Museum, Chicago; Instituto Sangari, Sao Paulo, Brazil; National Museum of Australia, Canberra; Royal Ontario Museum, Toronto, Canada; San Diego Natural History Museum; and Science Centre Singapore with PUB Singapore

[Smithsonian logo]

[State Humanities Council 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:

Water/Ways is part of Museum on Main Street, a collaboration between the Smithsonian Institution and the **[name of your state humanities council]**, and was adapted from an exhibition organized by the American Museum of Natural History, New York.

[Smithsonian logo]

[State Humanities Council logo]

[local sponsor logos]

Guidelines for Logo Use

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

Smithsonian Logo Guidelines

The Smithsonian Institution logo is available on the Press Materials disc. 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 a dark background and used without 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 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 logo.
- They should be larger and appear either above or to the left of your local sponsor’s logos.
- Logos of local sponsors must never appear without the Smithsonian and your state humanities council logos.