



SMITHSONIAN NETWORKS is the unofficial name of SNI/SI Networks L.L.C.
Smithsonian Networks is not generally used in the form of a logo.

The channels of distribution are as follows:

Smithsonian Channel
Smithsonian Channel HD
Smithsonian Channel On Demand
Smithsonian Channel On Demand HD
Smithsonianchannel.com

When referring to original programming, the name “SMITHSONIAN CHANNEL” is used.

SMITHSONIAN CHANNEL is generally the name and/or logo used for the consumer face of the brand. It is used in print, promotional, online and on-air tactics. It is also used to identify our SD linear channel.

“Smithsonian Channel HD,” “Smithsonian Channel On Demand,” and “Smithsonian Channel On Demand HD” name and/or logos are used to identify those specific platforms.

For example, an EPG (electronic program guide) would use “Smithsonian Channel” logo to identify our SD linear channel, and use “Smithsonian Channel HD” to identify the HD Linear Channel.

TRADEMARK SYMBOLS

The trademark symbol ™ is required to be used in the positions shown, on all Smithsonian Channel logos as illustrated in this document.

When mentioning Smithsonian Networks™, Smithsonian Channel™, Smithsonian Channel HD™ or other Smithsonian Channel logo in text (as in a press release), the ™ is required for the first prominent usage only.

TRADEMARK LEGAL LINES

When using a logo containing the words “Smithsonian Channel”, the following legal line is required to appear: “[applicable Smithsonian Channel logo] is a trademark of Smithsonian Institution. SNI/SI Networks L.L.C. is an authorized user.”

In cases where there is a very small space, as in a promotional item or small advertisement, the above trademark legal line may be eliminated.

When using Smithsonian Networks, one of the following legal lines is required to appear in proximity: “Smithsonian Networks is a joint venture of Smithsonian Institution and Showtime Networks Inc.” or “Smithsonian Networks is a trademark of Smithsonian Institution. SNI/SI Network L.L.C., a joint venture of Smithsonian Institution and Showtime Networks Inc., is an authorized user.”

logo usage & lockups

Logo versions must be used as they appear in the enclosed files. All .eps and .jpg files of logo versions are available upon request.

1. POSITION OF ELEMENTS:

You may not change the position of any elements: typography or sun icon

2. RATIO OF ELEMENTS:

Although you may size the logo up or down as a complete entity, you must NEVER (ever!) change the ratio of the Sun Icon to the word Smithsonian, nor the ratio of the word Smithsonian to any of the type underneath it (Channel, Networks), or next to it (HD).

3. LOGO FORMATS:

Smithsonian Channel: Horizontal is the preferred version, and the only version to be used on air. The vertical should only be used in very narrow spaces that do not allow for the preferred version.

Smithsonian Channel HD: Horizontal is the preferred version, and the only version to be used on air. The vertical should only be used in very narrow spaces that do not allow for the preferred version.

Smithsonian Channel On Demand: Horizontal is the only version of this logo.

Smithsonian Channel HD On Demand: Horizontal is the only version of this logo.

Logos may be used against a dark background or a light background as long as there is significant contrast between the logo and the background.

4. SUN ICON:

The Sun Icon shape, color, placement, and size ratio are proprietary to the logo. Never move, change the shape, size, or color of the Sun Icon. When using the Sun Icon in a black and white format against a white or light background, the Icon must NEVER appear in black. In this case the Sun Icon is required to be used in white with a black outline. The Sun Icon cannot be used standing alone.

5. TYPOGRAPHY:

The words “SMITHSONIAN” “CHANNEL” “CHANNEL HD” “ON DEMAND” and “3D” must always be used in the custom fonts shown here. Never move, change the shape or size of the lettering, or the words in relationship to each other.

6. COLOR PALETTE:

The logo may only be used in the colors shown. Never substitute any other colors into logos.



Color horizontal format on black background.



Color horizontal format on white background.



Color vertical format on black background.



Color vertical format on white background.

NOTE: Horizontal is the preferred version. The vertical is only used in extremely small spaces, such as electronic program guides. Please do not use the vertical version without approval.



Color horizontal format on black background.



Color horizontal format on white background.



Color vertical format on white background.

NOTE: Horizontal is the preferred version. The vertical is only used in extremely small spaces, such as electronic program guides. Please do not use the vertical version without approval.



Open



Close





Bump to Web



On Demand



3D



WHITE HORIZONTAL FORMAT ON BLACK BACKGROUND



WHITE VERTICAL FORMAT ON BLACK BACKGROUND



BLACK HORIZONTAL FORMAT ON WHITE BACKGROUND



BLACK VERTICAL FORMAT ON WHITE BACKGROUND

NOTE: These are not preferred, but they are available when necessary for black & white tactics.

fonts & colors

The logo may only be used in the colors shown in this document.
Never substitute any other colors into the Smithsonian Networks, Smithsonian Channel, Smithsonian Channel On Demand, or Smithsonian Channel HD Logos.

PMS COLORS are used for print collateral and promotional materials only.

RGB COLORS are used for all on-air, web site, on screen only.

CMYK COLORS are used for print collateral, advertising and promotional materials only.

NOTE: When silk screening, embroidering or otherwise printing a promotional item where it is not possible to replicate the orange gradation in the Sun Icon, it is possible to use PMS 7409 yellow by itself without the gradation of orange.



PMS COLORS








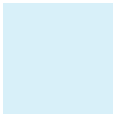

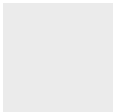
BLACK 100%	PMS 158	PMS 7409
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RGB COLORS

R 0 G 0 B 0	R 245 G 128 B 37	R 253 G 185 B 36
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CMYK COLORS

C 0 M 0 Y 0 K 100	C 0 M 61 Y 97 K 0	C 0 M 30 Y 95 K 0
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	R - 245 G - 128 B - 37		R - 43 G - 73 B - 100
	R - 229 G - 230 B - 72		R - 53 G - 88 B - 137
	R - 0 G - 0 B - 0		R - 156 G - 183 B - 192
	R - 46 G - 46 B - 46		R - 209 G - 237 B - 248
	R - 68 G - 68 B - 68		R - 230 G - 230 B - 230

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

,/’?”!@#\$\$%^&*

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

,/’?”!@#\$\$%^&*

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

,/’?”!@#\$\$%^&*

bug



The Smithsonian Channel Bug must be added throughout the spot in the lower right-hand corner except where it interferes with graphics.



Type Specifications

TITLE

Font: ITC Franklin Gothic Medium
Tracking: 0
Leading: 34
Size: 35 pts
Color: R: 230 G: 230 B: 230
Case: Upper

TUNE-IN

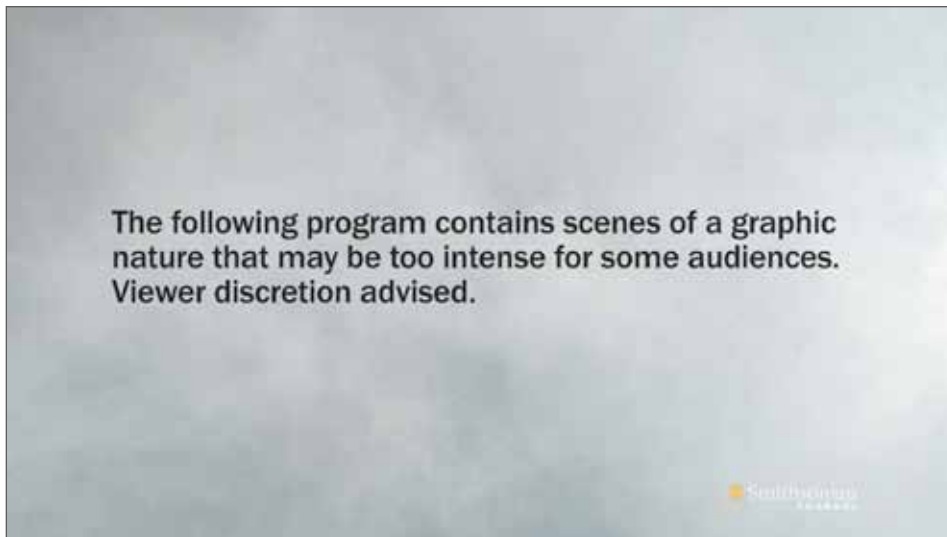
Font: ITC Franklin Gothic Book
Tracking: 0
Size: 35 pts
Color: R: 230 G: 230 B: 230
Case: Lower

For only premiere versions of promos (not generic versions), the tune-in information must appear in the lower left-hand corner of the spot. The Tune-In, which will appear underneath the show title, should include day, date & time (eg. premieres saturday may 5 at 8/7c).

advisory



Over generic background



Over show footage/graphics

Type Specifications (for both examples)

TITLE

Font: ITC Franklin Gothic Medium

Tracking: -10

Leading: 51

Size: 50 pts

Color: R: 230 G: 230 B: 230/ R: 0 G: 0 B: 0

Case: Upper and lower

next on



1: Template available with Gray Background



2: Template available with Blue Background



Type Specifications

TITLE: SUB-TITLE

Font: Franklin Gothic Book

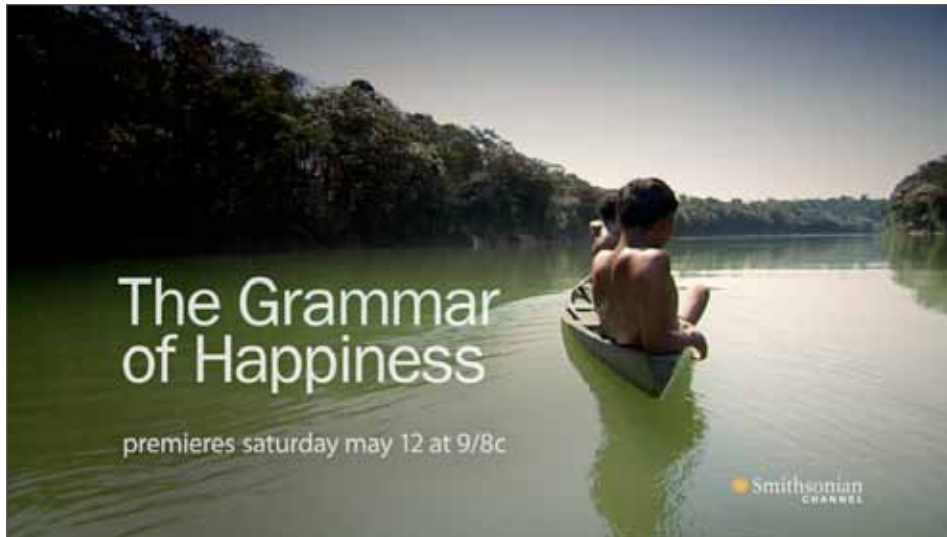
Tracking: -10

Size: 70 pts

Color: R: 230 G: 230 B: 230

Case: Initial Caps

end pages



example 1



example 2



example 3

Type Specifications

TITLE

Font: Franklin Gothic Book
 Tracking: -40
 Leading: 70
 Size: 140 pts
 Color: R: 230 G: 230 B: 230
 Case: Initial Caps

TUNE-IN

Font: Franklin Gothic Book
 Tracking: -10
 Size: 55 pts
 Color: R: 230 G: 230 B: 230
 Case: Lowercase

SUB-TITLE

Font: Franklin Gothic Book
 Tracking: -10
 Size: 70 pts
 Color: R: 230 G: 230 B: 230
 Case: Lowercase

generic episodic



Type Specifications (open and end pages)

TITLE

Font: Franklin Gothic Book
Tracking: 0
Leading: 70
Size: 140 pts
Color: R: 230 G: 230 B: 230
Case: All Caps

SUB-TITLE

Font: Franklin Gothic Book
Tracking: -10
Size: 70 pts
Color: R: 230 G: 230 B: 230
Case: Lowercase

