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Smithsonian Institution
Office of General Counsel

VIA US MAIL

July 20, 2017

[redacted]

Re: Your Request for Smithsonian Records (request number [redacted]

Dear [redacted]

This responds to your request dated June 28, 2017 and received in this Office on July 10, 2017, for "a digital/electronic copy of the Cooper Hewitt Smithsonian Design Museum System Design Guide." The Smithsonian responds to requests for records in accordance with Smithsonian Directive 807 – Requests for Smithsonian Institution Information (SD 807) and applies a presumption of disclosure when processing such requests. The policy is posted on our website at http://www.si.edu/OGC/Records-Requests.

Enclosed is a CD that contains the document you requested. Please note that it is appropriate for release without redaction and is provided in its entirety.

This concludes the Smithsonian's response to your request.

Sincerely,

Jessica Sanet
Assistant General Counsel

Enclosure

You have the right to appeal a partial or full denial of your request. Your appeal must be in writing, addressed to the Smithsonian Institution Office of General Counsel at the address below, and made within sixty days from the date of this response letter. Your letter must explain your reason(s) for the appeal. The Smithsonian Under Secretary for Finance and Administration will decide your appeal and will respond to you in writing. You also have the right to seek dispute resolution services from the Office of Government Information Services, within the National Archives and Records Administration.

Office of General Counsel
Smithsonian Institution Building Room 302 MRC 012
Mail: P.O. Box 37012 • Washington DC 20013-7012
Street: 1000 Jefferson Drive SW • Washington DC 20560-0012
Telephone: 202.633.5115 • Fax: 202.357.4310

COOPER HEWITT
BRAND IDENTITY GUIDELINES

Smithsonian Design Museum

COOPER HEWITT
BRAND IDENTITY GUIDELINES

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A

SECTION/A VISUAL IDENTITY SYSTEM GUIDELINE

Contents

A1.0
Wordmark

A2.0
Sub-Brand

A3.0
Color

A4.0
Typography

1.0
Wordmark

1.1 Cooper Hewitt Wordmark

Cooper Hewitt Mansion = Form + Vision

The Cooper Hewitt word mark is profoundly bold and unobtrusively custom in it marking. Any connoisseur of typography and type design will notice that there is a intriguing relationship occurring with the fact that normally a form such as this cannot create an iconic rectangular form by being just typed out. What should occur is a staggering “COOPER” being shorter than “HEWITT”. Each character has been tailored to define the overall bold frame. This vivid formation can easily be scaled, positioned, reversed in coloration without losing its strong visual precedent.

COOPER
HEWITT

1.1
Cooper Hewitt Wordmark

COOPER
HEWITT

1.1
Cooper Hewitt Wordmark Reversed

COOPER
HEWITT

1.2 Cooper Hewitt Wordmark with Smithsonian Design Museum Signature

The Capitol Building = Position + Scale

Just as in the US Capitol building, where no building within the vicinity of Washington DC can be taller than the Capitol, no word mark / or logo can be prominent than the Cooper Hewitt wordmark.

Smithsonian Institute = Foundation

Smithsonian Design Museum acts as strong grounding. The Cooper Hewitt is the Smithsonian Design Museum, being one of the 19 prestigious museums that make up the Smithsonian Institute (America's National Museum). Quaintly known as the Nation's Attic it becomes visually fitting, as it acts a strong grounding, the foundation to the Cooper Hewitt wordmark and all's its sub-brands and titles.

COOPER HEWITT

Smithsonian Design Museum

1.2
Cooper Hewitt Wordmark with Smithsonian Design Museum Signature

COOPER HEWITT

Smithsonian Design Museum

1.2
Cooper Hewitt Wordmark with Smithsonian Design Museum Signature Reversed

COOPER HEWITT

Smithsonian Design Museum

1.3
Area of isolation

The ‘T’ from the wordmark should be used to create the unit of measure.

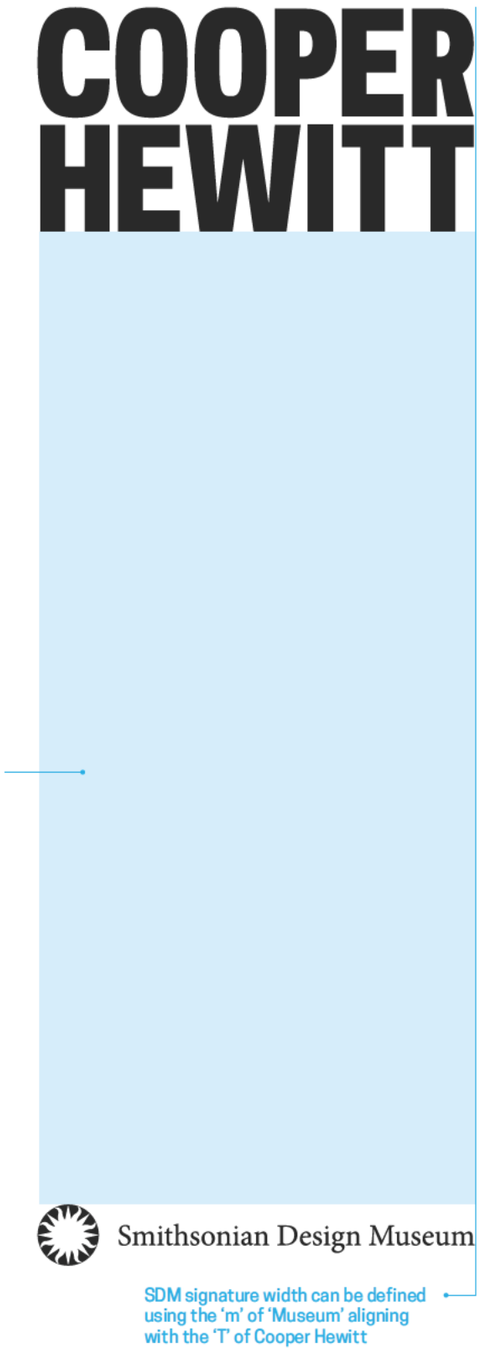
The ‘T’ from the wordmark should be used to create the unit of measure. Minimum distance between CH word-mark and the SDM signature is the width of “T”

1.4 Positioning system

Cooper Hewitt wordmark is always prominently positioned on top left, while Smithsonian Design Museum signature acts as strong grounding for Cooper Hewitt.

The distance between the CH wordmark and the SDM signature can be defined by the content and medium.

The variable primary wordmark should always be scaled while maintaining its original proportions.



1.4 Positioning system Examples

The Cooper Hewitt wordmark should always position in the top left.

COOPER HEWITT

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

November 15, 2014

Dear Sir/Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat purus arcu rutrum vitae blandit arcu tristique. In consectetur sapien vel elit malesuada at interdum dolor faucibus. Fusce dictum aliquam arcu mollis egestas. Nullam scelerisque placerat facilisis. Nunc sit amet justo et ante mattis dapibus. Ut leo libero, suscipit eget dapibus vel, dapibus nec leo. Pellen tesque nibh metus, elementum quis sodales vitae, tempor id nibh. Proin non eros vel augue commodo congue cursus id nulla. Cras dictum, dui ut volutpat volutpat, urna mauris pulvinar urna, tempus laoreet est ipsum interdum diam. Mauris consequat posuere accumsan. In massa tellus, feugiat et tincidunt non, ullamcorper nec risus. Vestibulum lacinia hendrerit arcu id eugiat. Duis lobortis, risus ac vulputate elementum, sem libero dictum metus, nec dignissim quam neque ac diam. Fusce vel ac felis vestibulum posuere. Curabitur non dignissim enim.

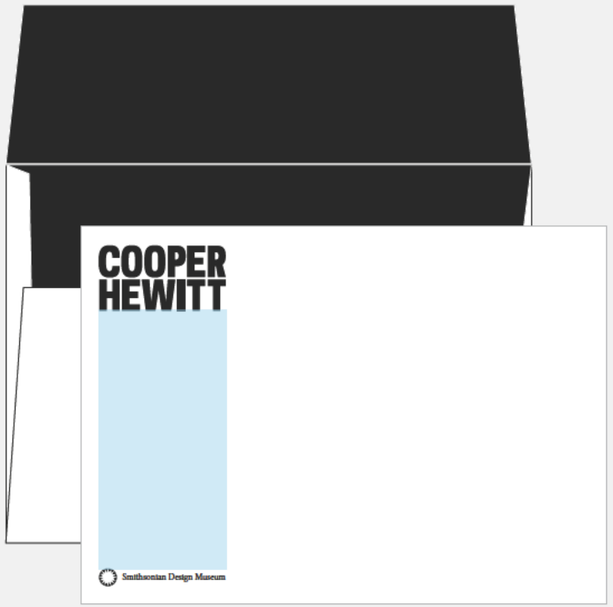
In tempus aliquet ultrices. Ut ultrices elit sed mauris scelerisque pellentesque. Phasellus vestibulum interdum metus, quis viverra lorem porta nec. Sed pretium nulla id sapien sollicitudin vel lacinia augue accumsan. Proin sit amet enim sapien, nec vulputate mauris. Nulla fringilla lorem est. Nulla feugiat tortor eget mi iaculis eget vestibulum dolor convallis. Proin volutpat ultricies tellus, non consequat elementum et. Ut ultrices elit sed mauris scelerisque pellentesque. Phasellus vestibulum metus, quis viverra lorem porta nec.

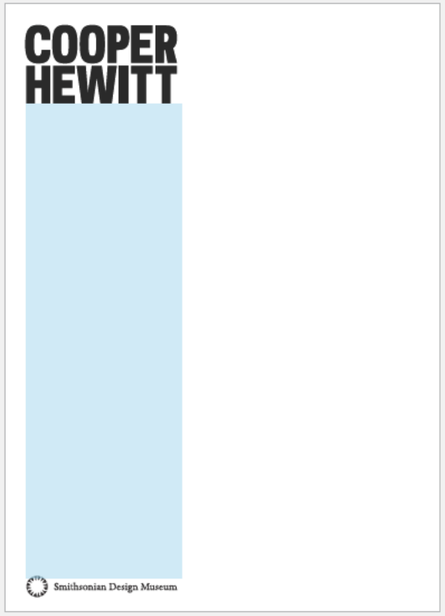
Suspendisse pharetra metus vel leo accumsan nec mollis erat scelerisque. Quisque pellen tesque placerat elit lacus quis lacus. Sed aliquam laoreet elementum. Nulla semper consequat ornare bibendum eleifend. Duis risus massa, tincidunt sit amet rhoncus in, scelerisque pretium ornare bibendum eleifend. Duis risus massa, sit amet rhoncus in, scelerisque vulputate mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat purus arcu rutrum vitae blandit arcu tristique. In consectetur sapien vel elit malesuada at interdum dolor faucibus. Fusce dictum aliquam arcu mollis egestas. Nullam scelerisque placerat facilisis. Nunc sit amet justo et ante mattis dapibus. Ut leo libero, suscipit eget dapibus vel, dapibus nec leo. Pellen tesque nibh metus, elementum quis sodales vitae, tempor id nibh. Proin non eros vel augue commodo congue cursus id nulla. Cras dictum, dui ut volutpat volutpat, urna mauris pulvinar urna, tempus laoreet est ipsum interdum diam. Mauris consequat posuere accumsan. In massa tellus, feugiat et tincidunt non, ullamcorper nec risus. Vestibulum lacinia hendrerit arcu id eugiat. Duis lobortis, risus ac vulputate elementum, sem libero dictum metus, nec dignissim quam neque ac diam. Fusce vel ac felis vestibulum posuere. Curabitur non dignissim enim.

In tempus aliquet ultrices. Ut ultrices elit sed mauris scelerisque pellentesque. Phasellus vestibulum interdum metus, quis viverra lorem porta nec. Sed pretium nulla id sapien sollicitudin vel lacinia augue accumsan. Proin sit amet enim sapien, nec vulputate mauris. Nulla fringilla lorem est. Nulla feugiat tortor eget mi iaculis eget vestibulum dolor convallis. Proin volutpat ultricies tellus, non consequat elementum et. Ut ultrices elit sed mauris scelerisque pellentesque. Phasellus vestibulum metus, quis viverra lorem porta nec.

Smithsonian Design Museum





COOPER HEWITT

2 E 91ST STREET
NEW YORK NY 10128
COOPERHEWITT.ORG

Smithsonian Design Museum

1.4 Positioning system Examples

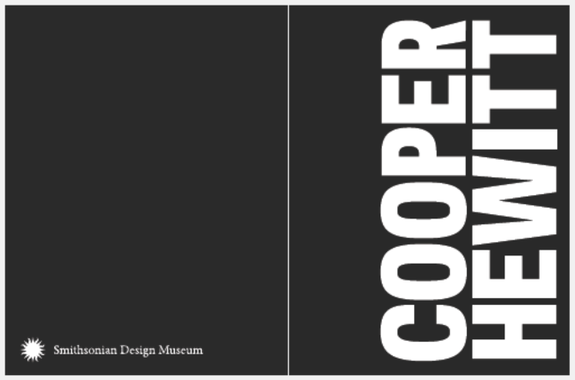
In cases where logo is placed on materials with multiple sides, Smithsonian Design Museum signature can be positioned on a separate side from Cooper Hewitt logo mark.

Business card

Front

Back

Branded Folder (Exterior)



Back Front

Branded Folder (Interior)

Interior

Front

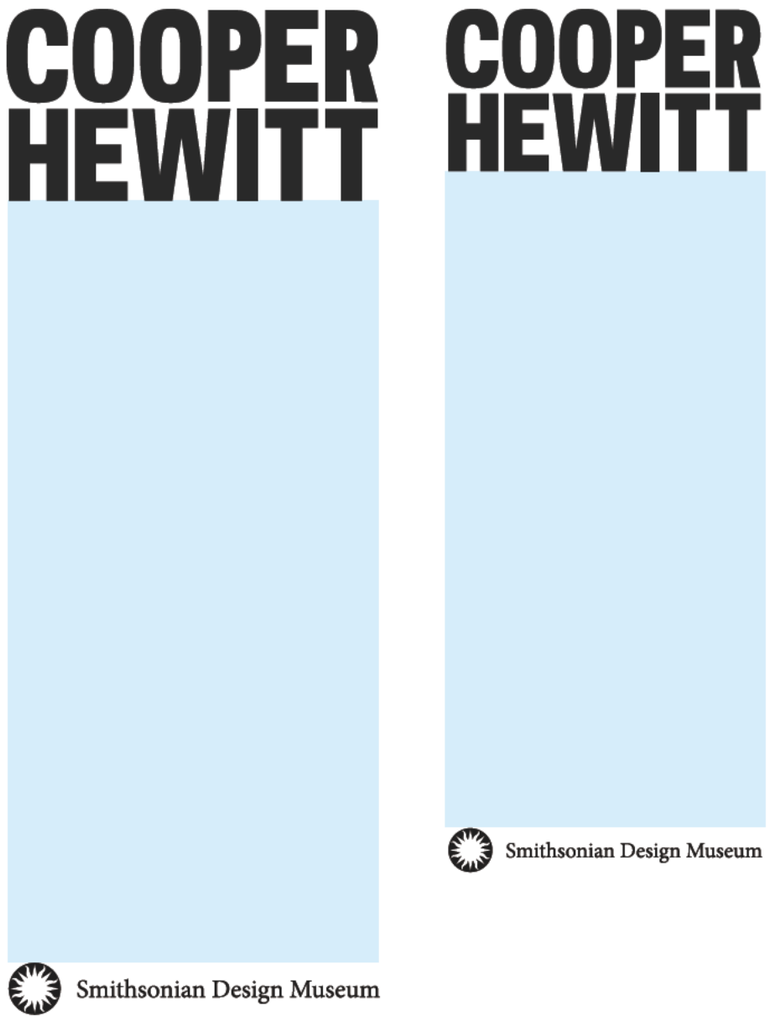
Back

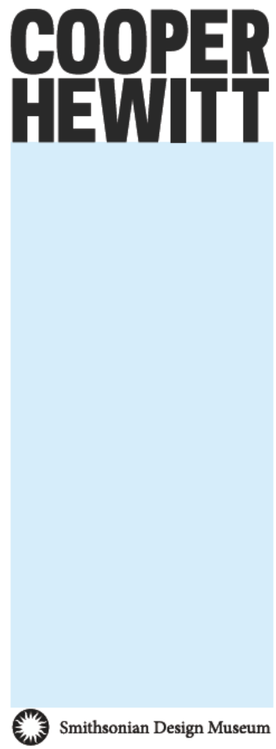
Front

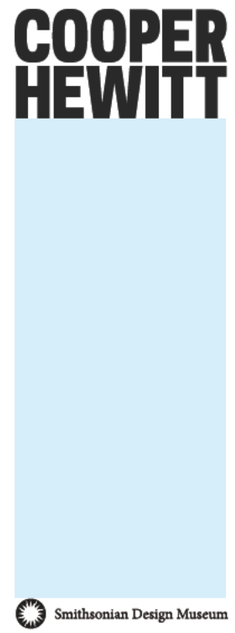
Side

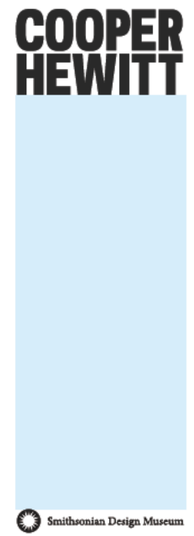
1.5 Scaling system

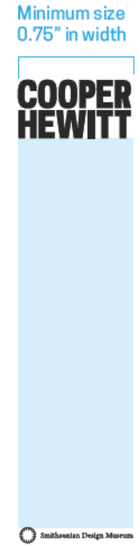
Please be advised that for printing that wordmark should not be scaled below 0.75” (when used directly above the SDM lock-up) measured horizontally, as demonstrated below.





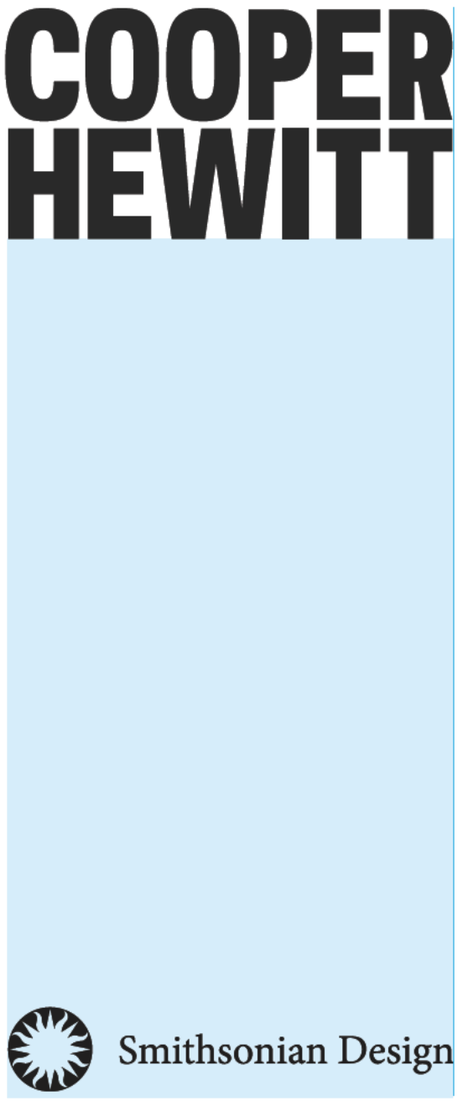


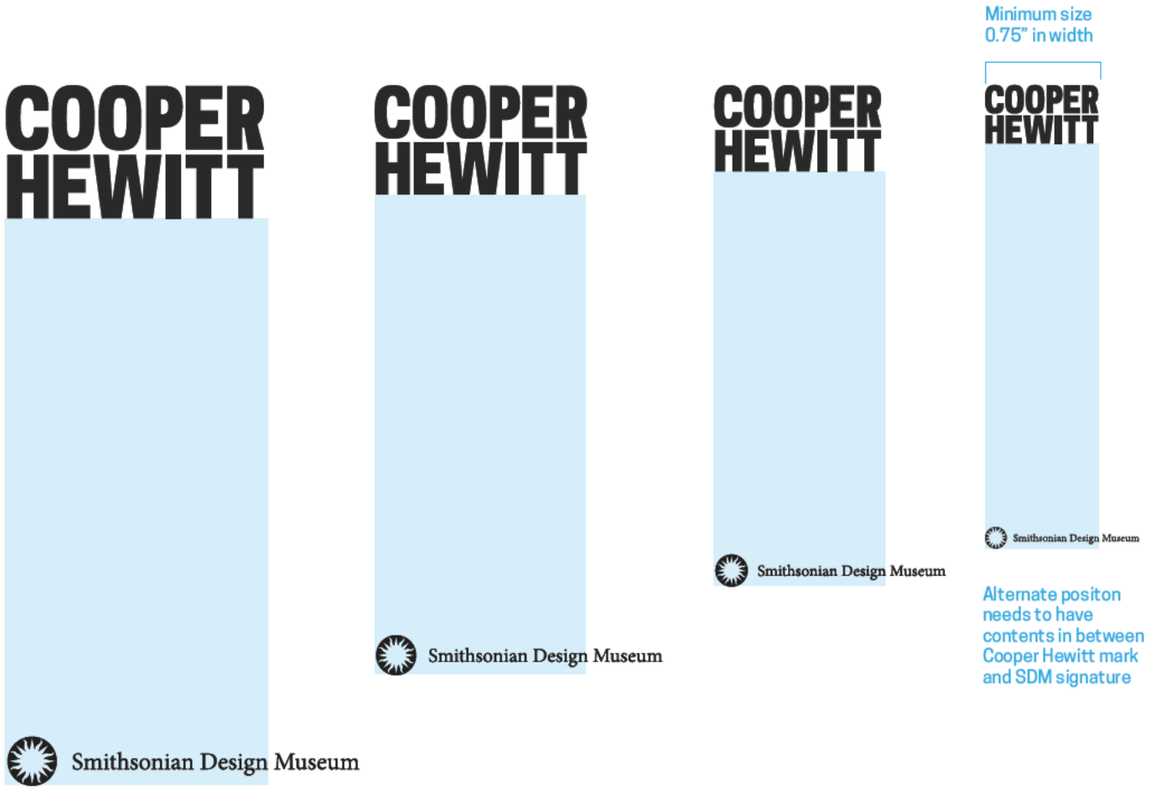




1.6 Alternate Positioning and Scaling system

For the cases where legibility of SDM signiture is concerned, alternate positioning system can be used. when there is content in between Cooper Hewitt wordmark and SDM signature.





1.7 Incorrect usage of the wordmark

Do not use alternate lock-up without contents in between CH and SDM mark

Do not increase the width of SDM signature unproportionally

Do not position SDM signature above the CH wordmark

Do not outline the mark

Do not use the mark inside a frame

Do not flip

Do not use the mark in angle

Do not skew the mark

Do not overlay the Mark with colors, patterns or images

Do not stagger the lock-up

Do not overlap

Do not equate the size of the marks

Do not place the SDM signature to the right of the CH wordmark

Do not place the SDM signature to the left of the CH wordmark

2.0 Sub-Brands Lock-up

COOPER HEWITT

Primary Sub-Brands	Secondary Sub-brands
-	-
National Design Awards	Typographic Cascading System
National Design Week	
People's Design Award	
SHOP Cooper Hewitt	
Cafe Cooper Hewitt	

2.1
Primary Sub-Brands Lock-ups

COOPER HEWITT NATIONAL DESIGN AWARDS

COOPER HEWITT NATIONAL DESIGN WEEK

COOPER HEWITT PEOPLE'S DESIGN AWARD

2.1
Primary Sub-Brands Lock-ups Reversed

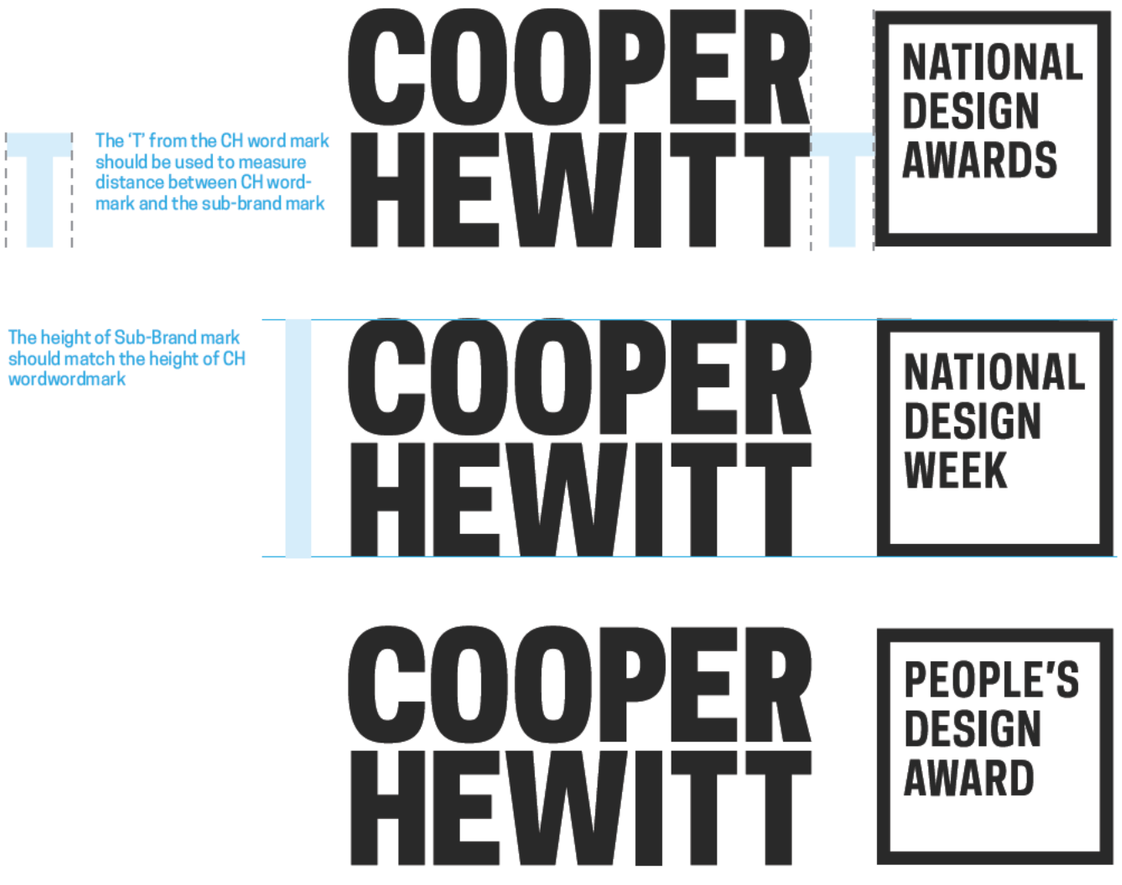
COOPER HEWITT NATIONAL DESIGN AWARDS

COOPER HEWITT NATIONAL DESIGN WEEK

COOPER HEWITT PEOPLE'S DESIGN AWARD

2.2 Primary Sub-Brands Lock-up System

These brands utilize a unique treatment that is not to be reproduced for any other visual identity associated with the Cooper Hewitt system.



2.3 Primary Sub-Brands Lock-up with SDM signature

2.4
Primary Sub-Brands / Digital & Physical Space Sub-Brands

SHOP COOPER HEWITT

CAFE COOPER HEWITT

COOPER HEWITT.ORG

2.4
Primary Sub-Brands / Digital & Physical Space Sub-Brands Reversed

SHOP COOPER HEWITT

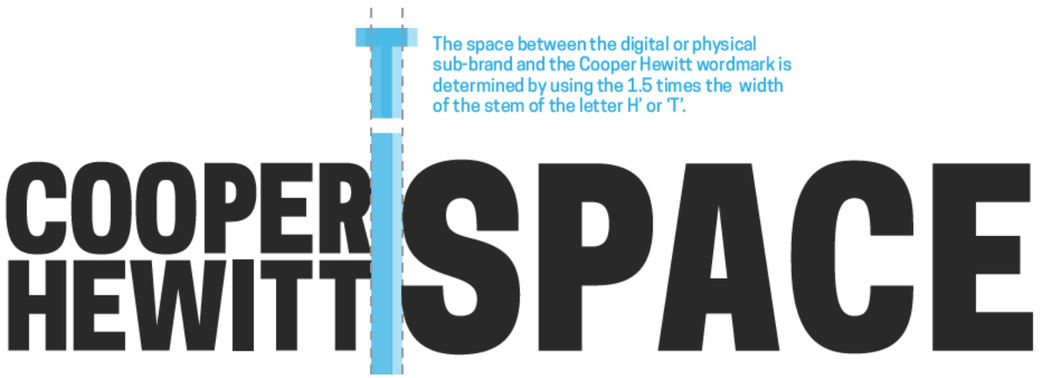
CAFE COOPER HEWITT

COOPER HEWITT.ORG

2.4 Primary Sub-Brands / Digital & Physical Space Sub-Brands System

The title system of a physical space or a digital sub-brand uses the sub-brand name on one line and it is set to match the height of the Cooper Hewitt wordmark.

The space between the digital or physical sub-brand and the Cooper Hewitt wordmark is determined by using the 1.5 times the width of the stem of the letter H' or 'T'.



2.4 Primary Sub-Brands / Digital & Physical Space Sub-Brands System

2.6 Secondary Sub-brands Lock-up System

COOPER HEWITT
SUB-BRAND LOCKUP SYSTEM

2.6 Secondary Sub-brands Lock-up System

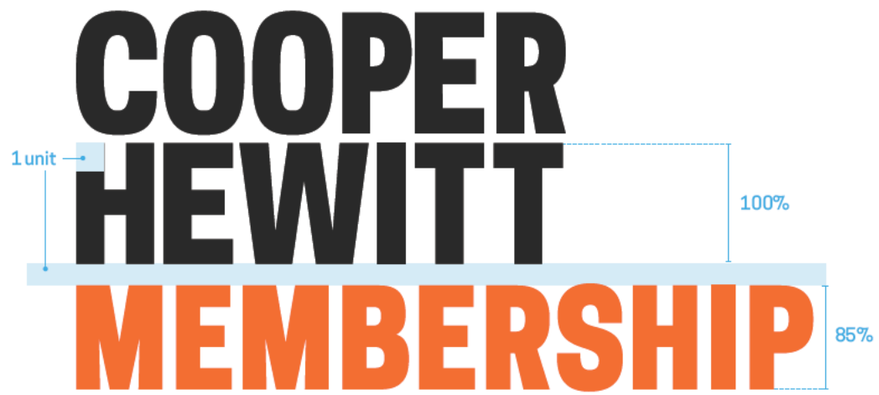
One unit can be equated to the squared width of the stem of the letter ‘H’ or ‘T’. Sub-brand name size is 85% of Cooper Hewitt word mark.

2.6
Secondary Sub-brands
Lock-up System Examples

COOPER
HEWITT
MEMBERSHIP

COOPER
HEWITT
DESIGN
K-12

2.6
Secondary Sub-brands
Lock-up System Examples



2.6
Secondary Sub-brands Lock-up System Examples

COOPER HEWITT TEEN DESIGN FAIR

COOPER HEWITT DESIGN TALKS

COOPER HEWITT DESIGN CENTER

COOPER HEWITT LABS

2.6
Secondary Sub-brands Lock-up System Examples

COOPER HEWITT TEEN DESIGN FAIR

COOPER HEWITT DESIGN TALKS

COOPER HEWITT DESIGN CENTER

COOPER HEWITT LABS

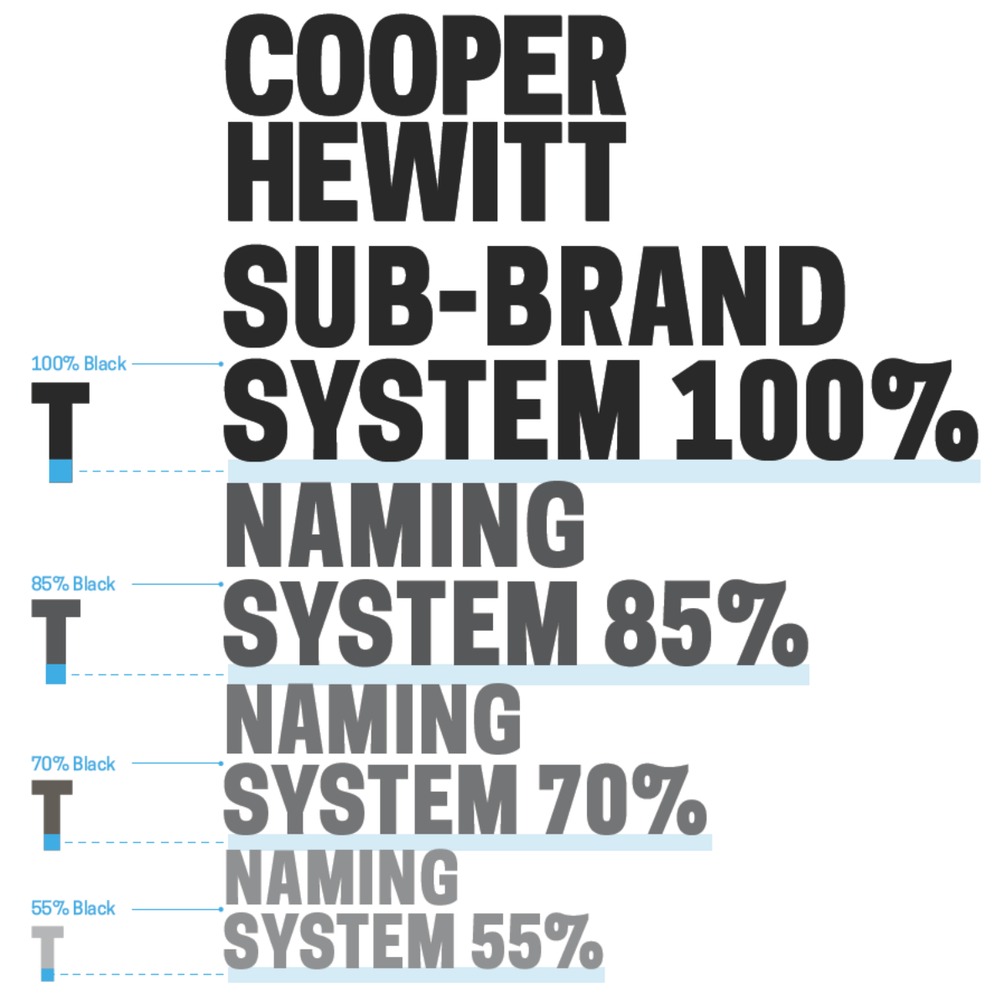
2.7 Cooper Hewitt lock-up typographic system

The sub-brand system and typographic hierarchy both use the Cooper Hewitt wordmark to determine their sizing. The naming system for headers and titles cascade below the CH and sub-brand level.

COOPER HEWITT SUB-BRAND SYSTEM 100%
NAMING SYSTEM 85%
NAMING SYSTEM 70%
NAMING SYSTEM 55%

2.7 Cooper Hewitt lock-up typographic system

The sub-brand and naming system text blocks can be spaced using a squared unit of the letter ‘H’ or ‘T’ stem. For reference, the sub-brand system at 100% uses the letter ‘T’ stem. Similarly to the cascading percentage naming system the spacing unit and color also cascades proportional at an increment of 15%.



2.7 Cooper Hewitt lock-up typographic system Example

Content can now cascade below the CH wordmark before the Smithsonian Design Museum lock-up.

COOPER HEWITT
TOOLS
DESIGN AT WORK
OCT 15 2014—
JAN 09 2015

Smithsonian Design Museum

2.7 Cooper Hewitt lock-up typographic system Example

Cooper Hewitt wordmark at 100%

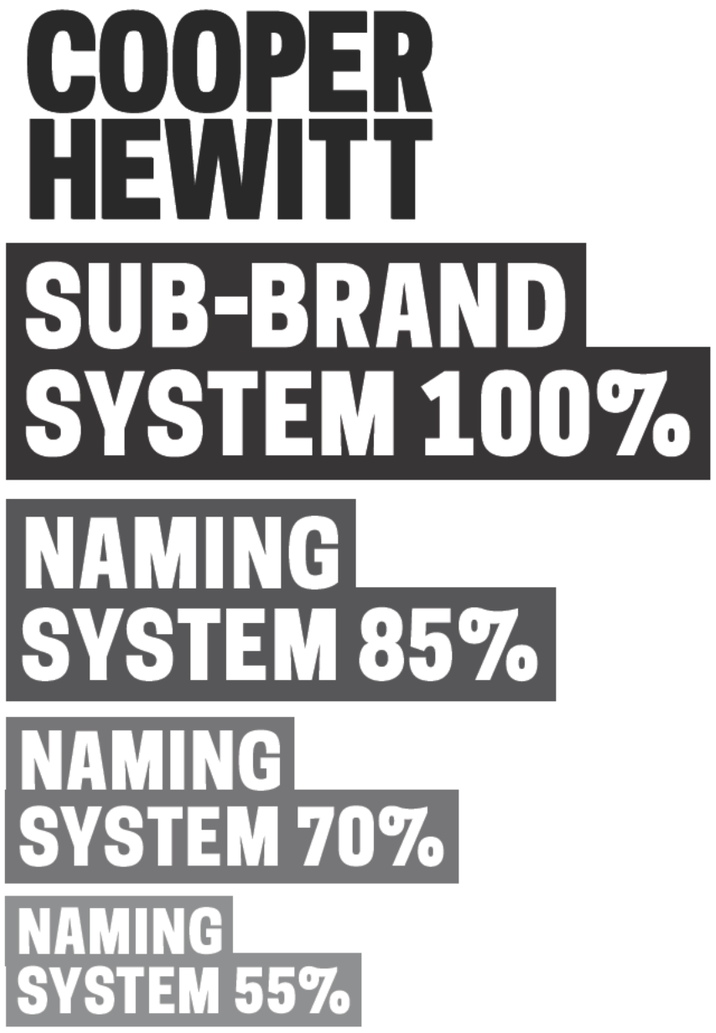
Example of the naming system at 85% of the wordmark, for an exhibition title

Example of the naming system at 70% of the wordmark, for exhibition date

SMD logo aligns at the bottom of the medium

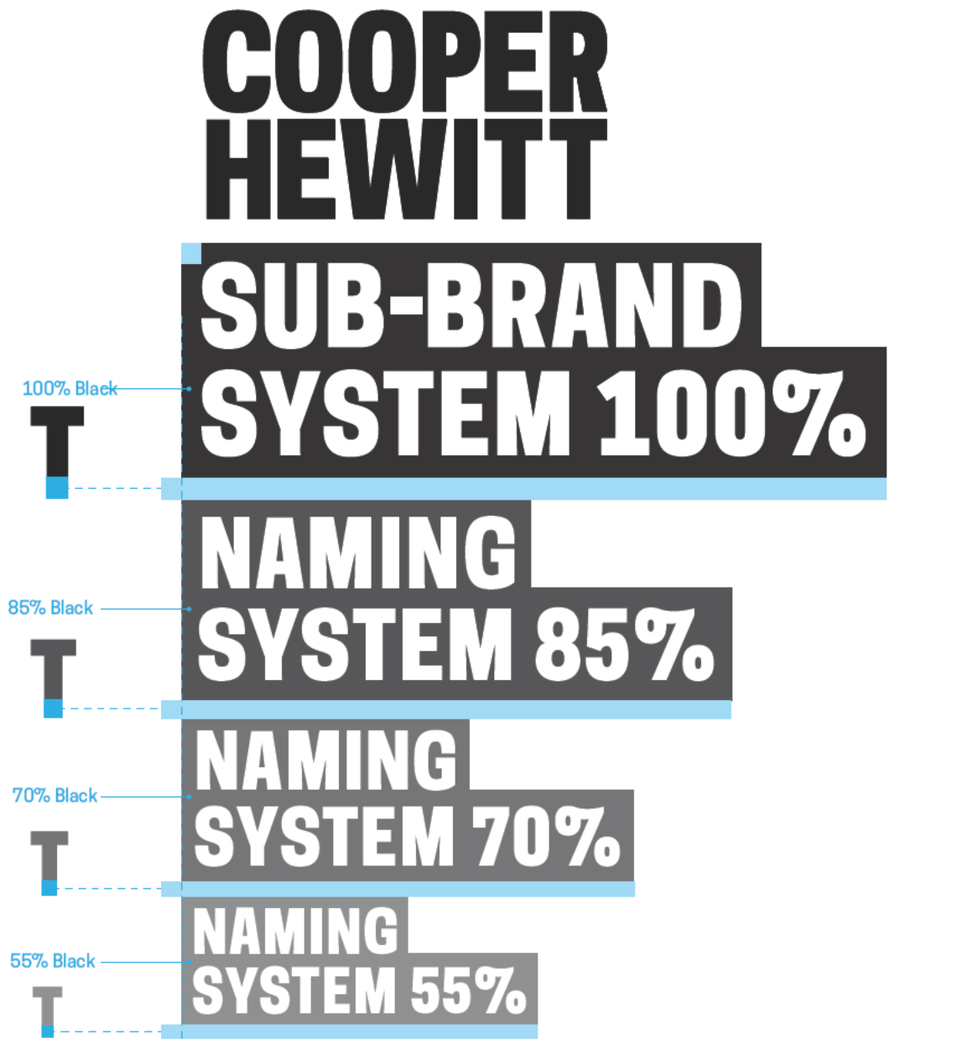
2.8 Cooper Hewitt lock-up typographic highlighting system

The typographic hierarchy can utilize type reversed out of a color block. See types of color see section 3.0 Color.



2.8 Cooper Hewitt lock-up typographic highlighting system

The typographic hierarchy can utilize type reversed out of a color block. The typography aligns to the left edge of the subbrand allowing the highlight box to site further to the left.



3.0 Color

The following pages demonstrate the primary and seconday color palette and their pantone values. In addition to black and white—the primary palette—there are 10 colors designated for the secondary palette.

3.1 Primary Color

C 0	**R** 0	Pantone	**C** 0	**R** 255	
M 0	**G** 0	Black U	**M** 0	**G** 255	
Y 0	**B** 0		**Y** 0	**B** 255	
K 100	#000		**K** 0	#FFF	

3.2 Secondary Palette Overview

3.2
Secondary Palette

C 0
M 70
Y 85
K 0

R 255
G 90
B 0
FF5700

Pantone
Orange
21 U

3.2
Secondary Palette

C 90
M 55
Y 0
K 0

R 0
G 110
B 180
3BD23D

Pantone
300 U

3.2
Secondary Palette

C 70
M 0
Y 100
K 0

R 20
G 230
B 80
#14E650

Pantone
802 U

3.2
Secondary Palette

C 0
M 85
Y 0
K 0

R 255
G 70
B 175
#FF46AF

Pantone
806 U

3.2
Secondary Palette

C 0
M 85
Y 60
K 0

R 230
G 70
B 80
E64650

Pantone
Red 032 U

3.2
Secondary Palette

C 60
M 70
Y 0
K 0

R 130
G 105
B 175
8269AF

Pantone
814 U

3.2
Secondary Palette

C 0
M 0
Y 90
K 0

R 255
G 220
B 50
FFDC32

Pantone
108 U

3.2
Secondary Palette

C 58
M 51
Y 52
K 20

R 105
G 103
B 101
#696765

Pantone
8402 C
(Metalic)

3.2
Secondary Palette

C 30
M 24
Y 24
K 0

R 180
G 180
B 180
B4B4B4

Pantone
877 U

3.2
Secondary Palette

C 22
M 33
Y 28
K 60

R 135
G 130
B 125
87827D

Pantone
410 U

4.0 Typography

The typeface Cooper Hewitt, is a contemporary sans serif, with characters composed of modified-geometric curves and arches, evolves from the typeface Galaxie Polaris Condensed by Chester Jenkins. Even though deriving from Polaris everything part the Cooper Hewitt has been drawn from scratch, using the existing forms as a rough guide for letter widths and master-stroke thicknesses. Cooper Hewitt is a open source contemporary sans serif with characters comprised of modified geometric curves and arches. It has numerous weights that are used very carefully in certain contexts for different medium. The typeface can be found in .otf, Windows and for web font (.woff) formats

COOPER HEWITT DISPLAY

Cooper Hewitt Heavy

Cooper Hewitt Bold

Cooper Hewitt Semibold

Cooper Hewitt Medium

Cooper Hewitt Book

Cooper Hewitt Light

Cooper Hewitt Thin

COOPER HEWITT DISPLAY

Cooper Hewitt Heavy

Cooper Hewitt Bold

Cooper Hewitt Semibold

Cooper Hewitt Medium

Cooper Hewitt Book

Cooper Hewitt Light

Cooper Hewitt Thin

4.1 Primary Typeface Cooper Hewitt Family

COOPER HEWITT DISPLAY

Cooper Hewitt Heavy

Cooper Hewitt Bold

Cooper Hewitt Semibold

Cooper Hewitt Medium

Cooper Hewitt Book

Cooper Hewitt Light

Cooper Hewitt Thin

4.1 Primary Typeface Weights

Cooper Hewitt Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Cooper Hewitt Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

4.1 Primary Typeface Weights

Cooper Hewitt Heavy Italic

Cooper Hewitt Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Bold Italic

Cooper Hewitt Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Semibold Italic

Cooper Hewitt Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Medium Italic

Cooper Hewitt Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Book Italic

Cooper Hewitt Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Light Italic

Cooper Hewitt Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Thin Italic

Cooper Hewitt Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

B

SECTION / B APPLICATIONS GUIDELINE

Contents

B1.0
General Collateral

B2.0
Printed Application

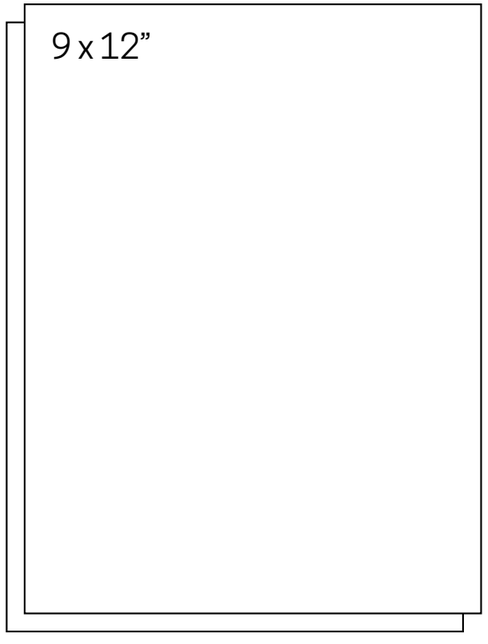
B3.0
Merchandise Application

1.0 General Collateral

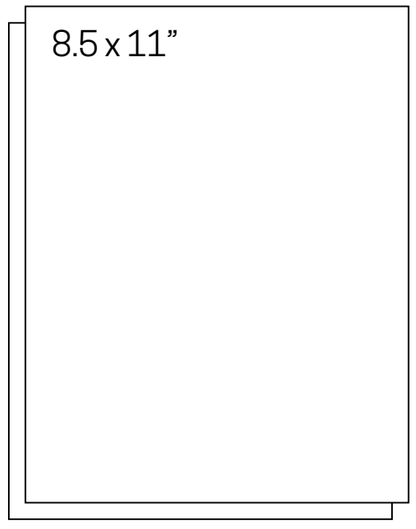
This part of the styleguide demonstrates how to apply Cooper Hewitt's visual identity to general collateral, including letterheads, business cards, mailing labels, note paper, branded folder, and envelopes.

1.0 General Collateral Overview

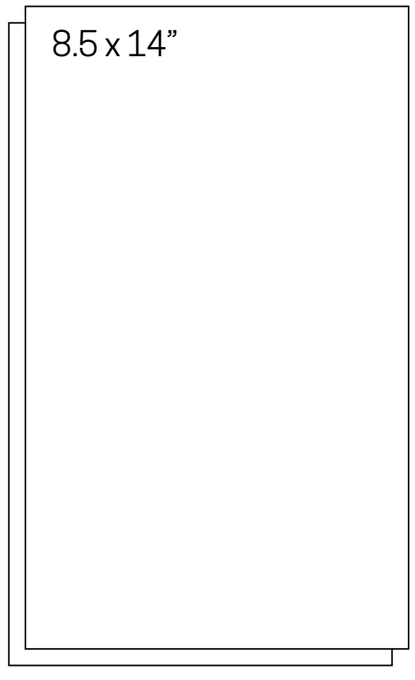
1.4
General branded folder



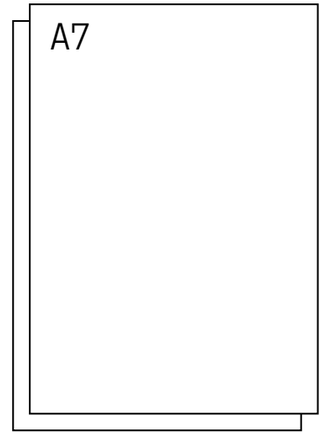
1.2
Letterheads



1.3
Legal Letterheads



1.6
Notepaper A7



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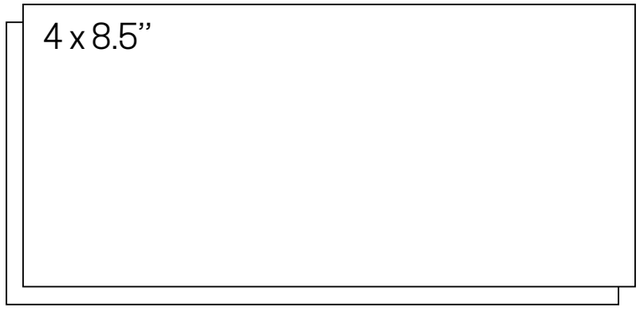
Compliments Card



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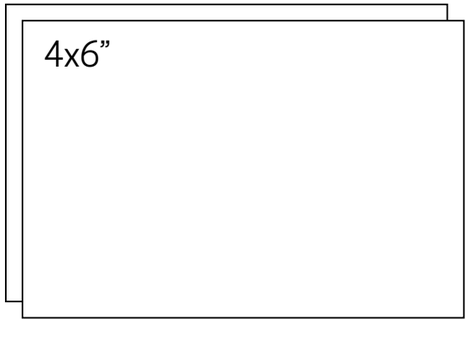
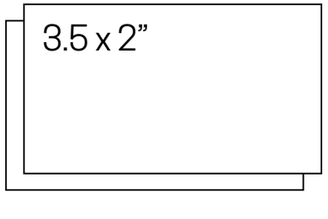
Mailing Labels



1.1
Businesscards

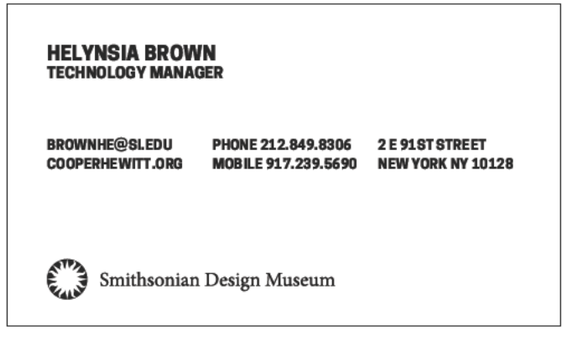


1.1 Business Cards

Front

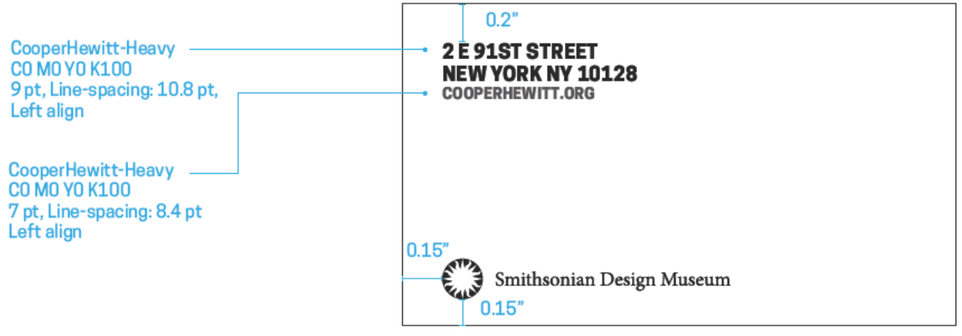
Back (General)

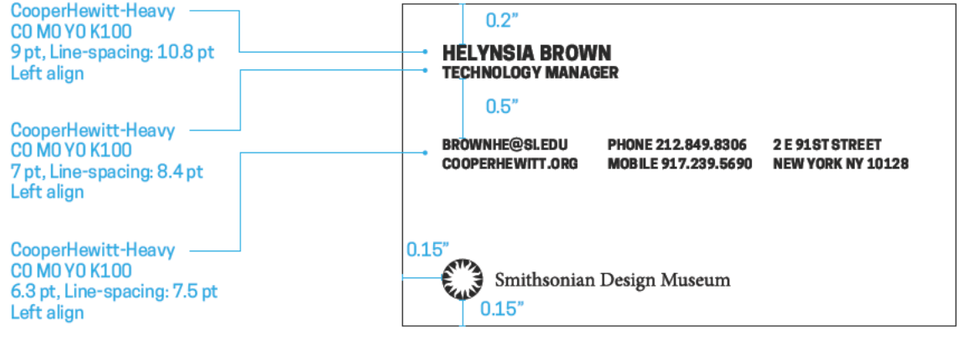
Back (Personalized)



1.1 Business Cards

Specs





1.2 Letterheads Grid System

COOPER HEWITT

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

November 15, 2014

Dear Sir/Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat purus arcu rutrum vitae blandit arcu tristique. In consectetur sapien vel elit malesuada at interdum dolor faucibus. Fusce dictum aliquam arcu mollis egestas. Nullam scelerisque placerat facilisis. Nunc sit amet justo et ante mattis dapibus. Ut leo libero, suscipit eget dapibus vel, dapibus nec leo. Pellen tesque nibh metus, elementum quis sodales vitae, tempor id nibh. Proin non eros vel augue commodo congue cursus id nulla. Cras dictum, dui ut volutpat volutpat, urna mauris pulvinar urna, tempus laoreet est ipsum interdum diam. Mauris consequat posuere accumsan. In massa tellus, feugiat et tincidunt non, ullamcorper nec risus. Vestibulum lacinia hendrerit arcu id eugiat. Duis lobortis, risus ac vulputate elementum, sem libero dictum metus, nec dignissim quam neque ac diam. Fusce vel ac felis vestibulum posuere. Curabitur non dignissim enim.

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CAROLINE BAUMANN DIRECTOR COOPER HEWITT THE SMITHSONIAN DESIGN MUSEUM

Smithsonian Design Museum

1.2 Letterheads Grid System

Column for logos and museum for information allows for SDM to match Cooper Hewitt mark's width

1.2 Letterheads

General Letterhead

COOPER HEWITT

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

November 15, 2014

Dear Sir/Madam,

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In tempus aliquet ultrices. Ut ultrices elit sed mauris scelerisque pellentesque. Phasellus vestibulum interdum metus, quis viverra lorem porta nec. Sed pretium nulla id sapien sollicitudin vel lacinia augue accumsan. Proin sit amet enim sapien, nec vulputate mauris. Nulla fringilla lorem est. Nulla feugiat tortor eget mi iaculis eget vestibulum dolor convallis. Proin volutpat ultricies tellus, non consequat elementum et. Ut ultrices elit sed mauris scelerisque pellentesque. Phasellus vestibulum metus, quis viverra lorem porta nec.

Smithsonian Design Museum

1.2 Letterheads

General Letterhead Specs

Back of letterheads may be printed with one of the colors from Cooper Hewitt color palette

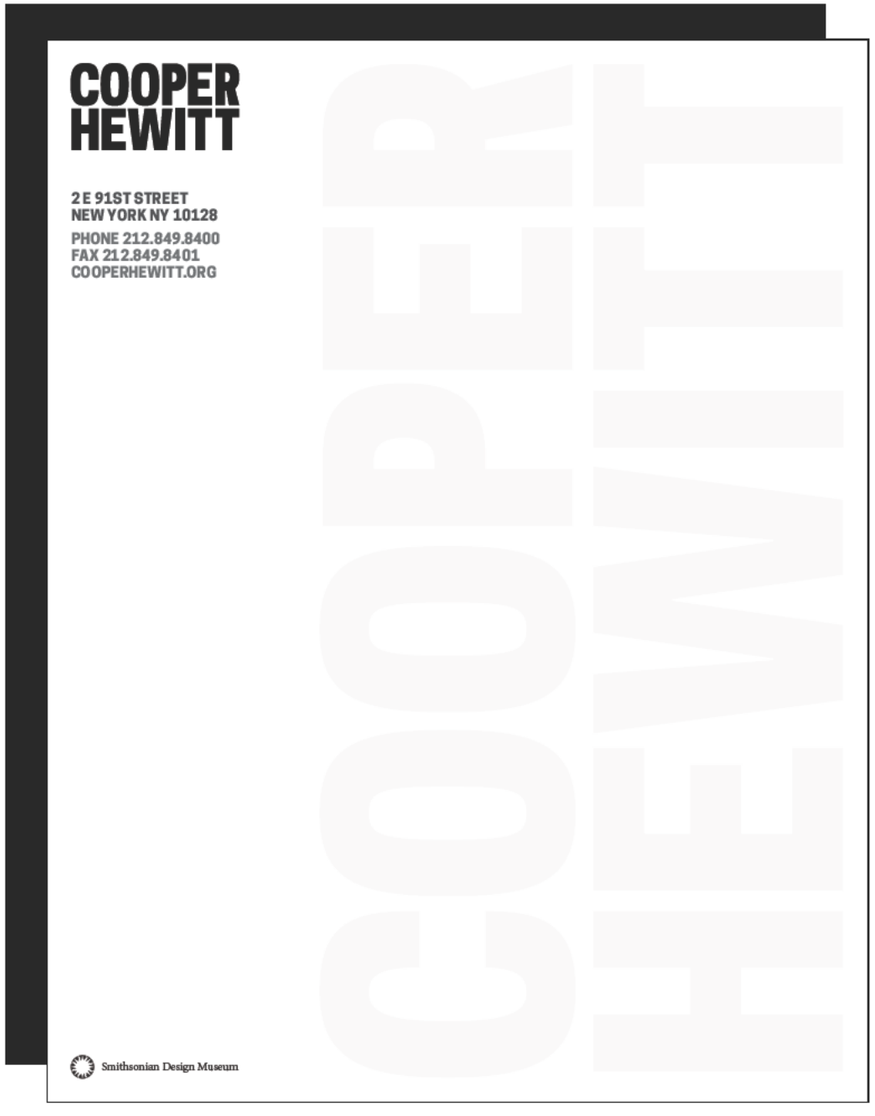
CooperHewitt: Heavy
C0 M0 Y0 K85
11.25pt
Left align
Line-spacing : 12 5 pt

CooperHewitt: Heavy
C0 M0 Y0 K70
11.25pt
Left align
Line-spacing : 12 5 pt

CooperHewitt-Book
C0 M0 Y0 K85
9.5 pt
Left align
Line-spacing: 14 25 pt

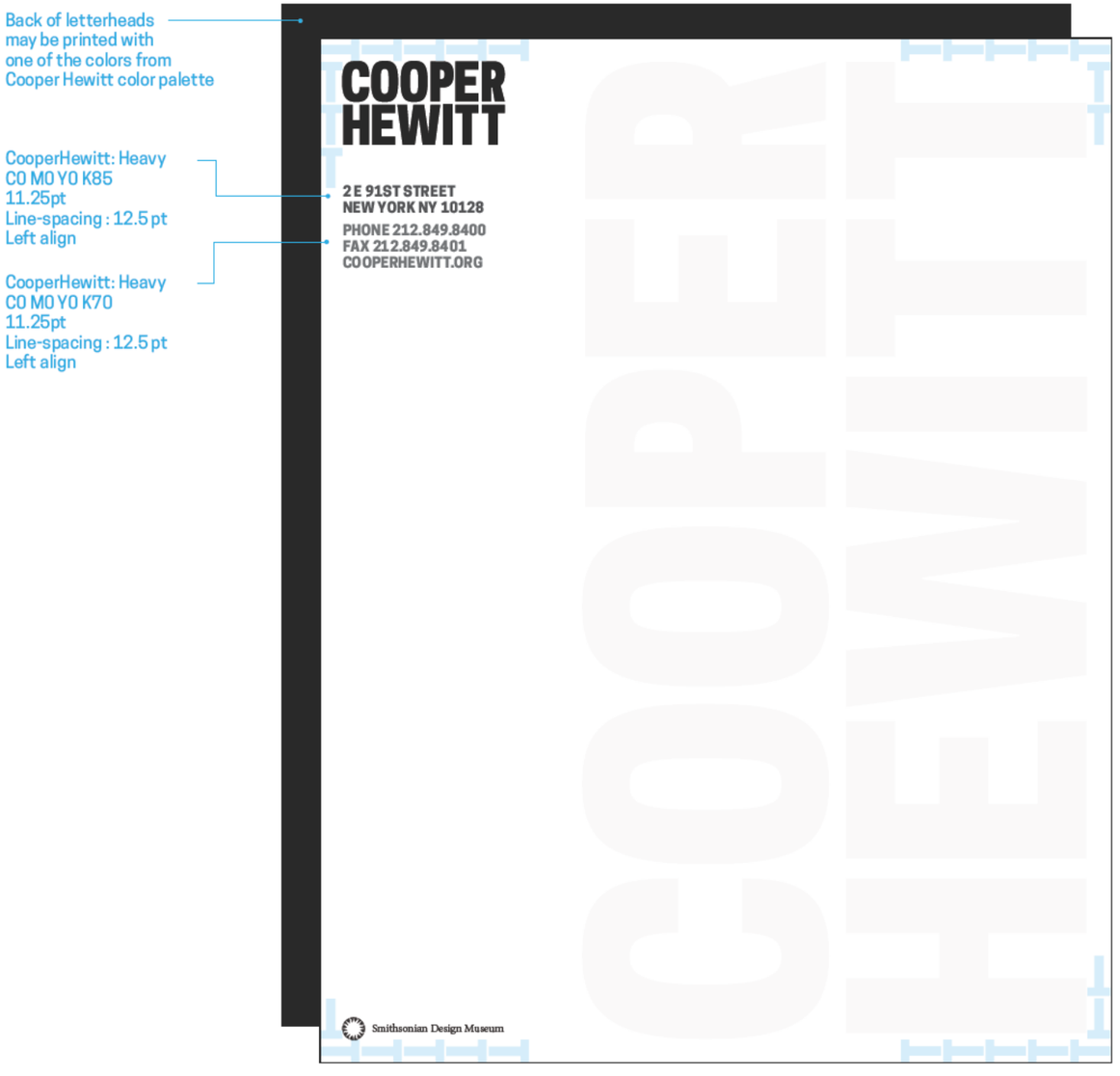
1.2 Letterheads

General Letterhead with Watermark



1.2 Letterheads

General Letterhead with Watermark Specs



1.2 Letterheads

Letterhead with Board of Trustee

COOPER HEWITT

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

November 15, 2014

Dear Sir/Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat purus arcu rutrum vitae blandit arcu tristique. In consectetur sapien vel elit malesuada at interdum dolor faucibus. Fusce dictum aliquam arcu mollis egestas. Nullam scelerisque placerat facilisis. Nunc sit amet justo et ante mattis dapibus. Ut leo libero, suscipit eget dapibus vel, dapibus nec leo. Pellen tesque nibh metus, elementum quis sodales vitae, tempor id nibh. Proin non eros vel augue commodo congue cursus id nulla. Cras dictum, dui ut volutpat volutpat, urna mauris pulvinar urna, tempus laoreet est ipsum interdum diam. Mauris consequat posuere accumsan. In massa tellus, feugiat et tincidunt non, ullamcorper nec risus. Vestibulum lacinia hendrerit arcu id eugiat. Duis lobortis, risus ac vulputate elementum, sem libero dictum metus, nec dignissim quam neque ac diam. Fusce vel ac felis vestibulum posuere. Curabitur non dignissim enim.

In tempus aliquet ultrices. Ut ultrices elit sed mauris scelerisque pellentesque. Phasellus vestibulum interdum metus, quis viverra lorem porta nec. Sed pretium nulla id sapien sollicitudin vel lacinia augue accumsan. Proin sit amet enim sapien, nec vulputate mauris. Nulla fringilla lorem est. Nulla feugiat tortor eget mi iaculis eget vestibulum dolor convallis. Proin volutpat ultricies tellus, non consequat elementum et. Ut ultrices elit sed mauris scelerisque pellentesque. Phasellus vestibulum metus, quis viverra lorem porta nec.

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CAROLINE BAUMANN, DIRECTOR, COOPER HEWITT, THE SMITHSONIAN DESIGN MUSEUM

Smithsonian Design Museum

1.2 Letterheads

Letterhead with Board of Trustee Specs

Back of letterheads may be printed with one of the colors from Cooper Hewitt color palette

CooperHewitt: Heavy
C0 M0 Y0 K85
11.25pt
Line-spacing : 12.5 pt
Left align

CooperHewitt: Heavy
C0 M0 Y0 K70
11.25pt
Line-spacing : 12 5 pt
Left align

CooperHewitt-Book
C0 M0 Y0 K70
9.5 pt
Left align
Line-spacing: 14.25 pt

CooperHewitt-Heavy
C0 M0 Y0 K65
6.5 pt
Left align
Line-spacing: 7 pt

COOPER HEWITT

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212 849 8401
COOPERHEWITT.ORG

N vember 15, 2014

Dear Sir/Madam,

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SMITHSONIAN INSTITUTION
G. WAYNE CLOUGH, SECRETARY
RICHARD KURIN, UNDER SECRETARY FOR HISTORY, ART, AND CULTURE
CAROLINE BAUMANN, DIRECTOR, COOPER HEWITT, THE SMITHSONIAN DESIGN MUSEUM

Smithsonian Design Museum

1.2 Letterheads

Director's Letterhead

COOPER HEWITT

CAROLINE BAUMANN
DIRECTOR
2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

November 15, 2014

Dear Sir/Madam,

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CAROLINE BAUMANN DIRECTOR COOPER HEWITT THE SMITHSONIAN DESIGN MUSEUM

Smithsonian Design Museum

1.2 Letterheads

Director's Letterhead Specs

Back of letterheads may be printed with one of the colors from Cooper Hewitt color palette

CooperHewitt: Heavy
C0 M0 Y0 K85
11.25pt
Line-spacing : 12.5 pt
Left align

CooperHewitt: Heavy
C0 M0 Y0 K70
11.25pt
Line-spacing : 12 5 pt
Left align

CooperHewitt-Book
C0 M0 Y0 K85
9.5 pt
Left align
Line-spacing: 14.25 pt

CooperHewitt-Heavy
C0 M0 Y0 K70
6.5 pt
Left align
Line-spacing: 7 pt

COOPER HEWITT

CAROLINE BAUMANN
DIRECTOR
2 E 91ST STREET
NEW YORK NY 10128
PHONE 212 849.8400
FAX 212.849 8401
COOPERHEWITT ORG

November 15, 2014

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CAROLINE BAUMANN DIRECTOR COOPER HEWITT THE SMITHSONIAN DESIGN MUSEUM

Smithsonian Design Museum

1.2 Letterheads

National Design Awards

COOPER HEWITT

NATIONAL DESIGN AWARDS

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

November 15, 2014

Dear Sir/Madam,

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Smithsonian Design Museum

1.2 Letterheads

National Design Awards Specs

Back of letterheads may be printed with one of the colors from Cooper Hewitt color palette

CooperHewitt: Heavy
C0 M0 Y0 K85
11.25pt
Line-spacing : 12.5 pt
Left align

CooperHewitt: Heavy
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11.25pt
Line-spacing : 12 5 pt
Left align

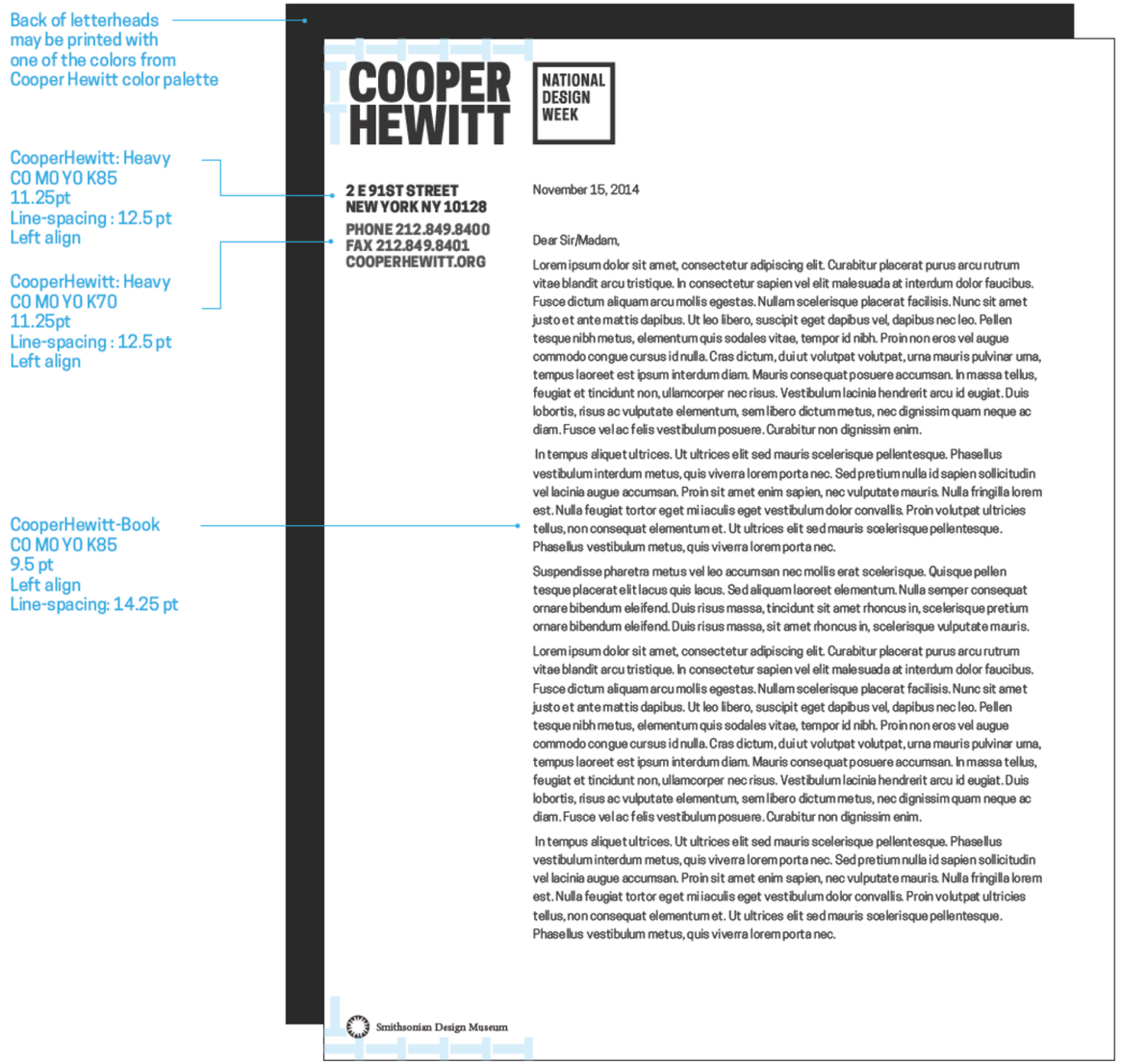
CooperHewitt-Book
C0 M0 Y0 K85
9.5 pt
Left align
Line-spacing: 14.25 pt

1.2 Letterheads

National Design Week

1.2 Letterheads

National Design Week Specs



1.2 Letterheads

People's Design Award

COOPER HEWITT

PEOPLE'S DESIGN AWARD

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

November 15, 2014

Dear Sir/Madam,

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Smithsonian Design Museum

1.2 Letterheads

People's Design Award

Back of letterheads may be printed with one of the colors from Cooper Hewitt color palette

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C0 M0 Y0 K85
11.25pt
Line-spacing : 12.5 pt
Left align

CooperHewitt: Heavy
C0 M0 Y0 K70
11.25pt
Line-spacing : 12.5 pt
Left align

CooperHewitt-Book
C0 M0 Y0 K85
9.5 pt
Left align
Line-spacing: 14.25 pt

COOPER HEWITT

PEOPLE'S DESIGN AWARD

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
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Smithsonian Design Museum

1.2 Letterheads

Press Release Letterheads on Windows Platform

COOPER HEWITT

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ESPOSITOJ@FINNPARTNERS.COM

SI-300-2014

COOPER HEWITT DISPLAY 20PT MAIN HEADER

COOPER HEWITT DISPLAY 13PT SUBTITLES

JUNE 17, 2014

Body Copy Cooper Hewitt Book 9.5pt / 14.25pt Transformed from the Gilded Age mansion of Andrew Carnegie to a distinguished 21st century museum, the renovated landmark home of Cooper Hewitt, Smithsonian Design Museum will open on New York's Museum Mile on Friday, Dec. 12, offering 60 percent more gallery space, an entirely new visitor experience and four full floors of exhibitions including the first long term survey of Cooper Hewitt's own rich collection.

Together, the inaugural exhibitions will explore virtually every aspect of design, invite visitors to participate in the design process and present more than 700 objects, from the humble and ubiquitous (eight different patented models of the wooden clothespin) to the complex forms and vivid colors rendered in Michael Eden's 3 D printed urn. All visitors will be equipped with an interactive Pen to digitally collect objects on view, as well as additional collection objects via interactive tables, and create their own designs. They will be able to record their visit, which can be viewed and shared online and supplemented during future visits.

"Design is everywhere and this is our moment to communicate this message like never before," said Caroline Baumann, director of the museum. "The December opening of the reimagined Cooper Hewitt will mark the moment when this museum becomes an unprecedented international center and public advocate for the best in design. As the nation's only museum devoted exclusively to historic and contemporary design, we have always played a unique role in America's cultural life. These inaugural exhibitions demonstrate the many ways we will be able to educate, inspire and empower people through design at the new Cooper Hewitt. Cooper Hewitt will be a place of experiment ation, positive change and a place to explain design and bring the design process to life."

"Through the groundbreaking new visitor experience, expanded presentations of our rich collection and dynamic temporary exhibitions, design stories will truly come alive at the new Cooper Hewitt," said Barbara Mandel, Cooper Hewitt board chair. "From top to bottom, inside and out, the entire museum has been transformed to encourage visitors to engage in the design process and imagine, create and learn by doing. I cannot wait to welcome visitors to the new museum later this year."

ON VIEW IN THE NEW COOPER HEWITT

Floor by floor, the 10 inaugural exhibitions at Cooper Hewitt will prompt and answer key questions at the heart of design.

Smithsonian Design Museum

1

1.2 Letterheads

Press Release Letterheads on Windows Platform

Back of letterheads may be printed with one of the colors from Cooper Hewitt color palette

CooHew Heavy on Windows Platform 11.25pt / 12.5 color: text 1 C0 M0 Y0 K100

CooHew Heavy on Windows Platform 11.25pt / 12.5 color: text 1 C0 M0 Y0 K85

CooHew Heavy on Windows Platform 11.25pt / 12.5 color: text 1 C65 M58 Y57 K36

CooHew Display on Windows Platform 20pt color: text 1 C0 M0 Y0 K100

CooHew Roman on Windows Platform 9.5 / 14.25 color: text 1 C0 M0 Y0 K100

COOPER HEWITT

2 E 91ST STREET
NEW YORK NY 10128
COOPERHEWITT.ORG

MEDIA ONLY

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SI-300-2014

COOPER HEWITT DISPLAY 20PT MAIN HEADER

COOPER HEWITT DISPLAY 13PT SUBTITLES

JUNE 17, 2014

Body Copy Cooper Hewitt Book 9.5pt / 14.25pt Transformed from the Gilded Age mansion of Andrew Carnegie to a distinguished 21st century museum, the renovated landmark home of Cooper Hewitt, Smithsonian Design Museum will open on New York's Museum Mile on Friday, Dec. 12, offering 60 percent more gallery space, an entirely new visitor experience and four full floors of exhibitions including the first long term survey of Cooper Hewitt's own rich collection.

Together, the inaugural exhibitions will explore virtually every aspect of design, invite visitors to participate in the design process and present more than 700 objects, from the humble and ubiquitous (eight different patented models of the wooden clothespin) to the complex forms and vivid colors rendered in Michael Eden's 3 D printed urn. All visitors will be equipped with an interactive Pen to digitally collect objects on view, as well as additional collection objects via interactive tables, and create their own designs. They will be able to record their visit, which can be viewed and shared online and supplemented during future visits.

"Design is everywhere and this is our moment to communicate this message like never before," said Caroline Baumann, director of the museum. "The December opening of the reimagined Cooper Hewitt will mark the moment when this museum becomes an unprecedented international center and public advocate for the best in design. As the nation's only museum devoted exclusively to historic and contemporary design, we have always played a unique role in America's cultural life. These inaugural exhibitions demonstrate the many ways we will be able to educate, inspire and empower people through design at the new Cooper Hewitt. Cooper Hewitt will be a place of experiment ation, positive change and a place to explain design and bring the design process to life."

"Through the groundbreaking new visitor experience, expanded presentations of our rich collection and dynamic temporary exhibitions, design stories will truly come alive at the new Cooper Hewitt," said Barbara Mandel, Cooper Hewitt board chair. "From top to bottom, inside and out, the entire museum has been transformed to encourage visitors to engage in the design process and imagine, create and learn by doing. I cannot wait to welcome visitors to the new museum later this year."

ON VIEW IN THE NEW COOPER HEWITT

Floor by floor, the 10 inaugural exhibitions at Cooper Hewitt will prompt and answer key questions at the heart of design.

Smithsonian Design Museum

1

1.2 Letterheads

Design K-12 Letterheads

COOPER HEWITT DESIGN K-12

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

March 15, 2014

Dear Educator,

Thank you for registering for program Target Design K 12: Design in the Classroom. This exciting program brings Smithsonian Cooper Hewitt, National Design Museum's compelling impacts of design on daily life to your classroom! This Teacher Resource Packet is about What is Design?, an introductory workshop intended for all audiences, including those who are new to design thinking.

What is Design?, a 45 minute workshop, is facilitated by a Design Educator in your classroom. Upon completion of the workshop, students will have a basic understanding of design and will have solved a challenge through prototyping. To help you and the students prepare for the workshop, please read page one carefully.

This packet also provides several resources on how to continue integrating design thinking connections into your classroom curriculum after the workshop, including recommended activities and selected key lesson plans from Cooper Hewitt's Educator Resource Center (ERC). ERC has over 400 free standards based K 12 design focused lesson plans written primarily by classroom teachers from around the couny.

We enjoy receiving feedback from teachers about their experience with the workshop. Within a month of your workshop you will be emailed a brief survey. Thank you in advance for taking time to provide your feedback so that we can continue to offer a high quality program for New York City's K 12 schools.

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Smithsonian Design Museum

1.2 Letterheads

Design K-12 Letterheads Specs

Cooper Hewitt Membership

CooperHewitt: Heavy

CooperHewitt: Heavy
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Cooper-Hewitt-Book
C0 M0 Y0 K85
9.5 pt

COOPER HEWITT DESIGN K-12

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Smithsonian Design Museum

1.2 Letterheads

Design K-12 Letterheads Second Page

COOPER HEWITT DESIGN K-12

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Sincerely,

Kimberly Cisneros
School & Tours Manager

Jessica Nuñez
Education Assistant

Smithsonian Design Museum

1.2 Letterheads

Design K-12 Letterheads Second Page Specs

Cooper Hewitt
Membership sub brand
lock up size
PANTONE 814 U

CooperHewitt-Book
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COOPER HEWITT DESIGN K-12

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Sincerely,

Kimberly Cisneros
School & Tours Manager

Jessica Nuñez
Education Assistant

Smithsonian Design Museum

1.2 Letterheads

Membership Letterheads

COOPER HEWITT
MEMBERSHIP

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8349
FAX 212.849.8343
CHMEMBERSHIP@SI.EDU
COOPERHEWITT.ORG

March 15, 2014

Dear Sir/Madame,

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Smithsonian Design Museum

1.2 Letterheads

Membership Letterheads Specs

Back of letterheads may be printed with one of the colors from Cooper Hewitt color palette

Cooper Hewitt Membership sub brand lock-up
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CooperHewitt: Heavy
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1.2 Letterheads

Membership Letterheads Second page

COOPER
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MEMBERSHIP

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Kind Regards,

Nick Golebiewski
Membership Associate

Smithsonian Design Museum

1.2 Letterheads

Membership Letterheads Second page Specs

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Cooper Hewitt Membership sub brand lock up size
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PANTONE Orange 021 U

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C0 M0 Y0 K85
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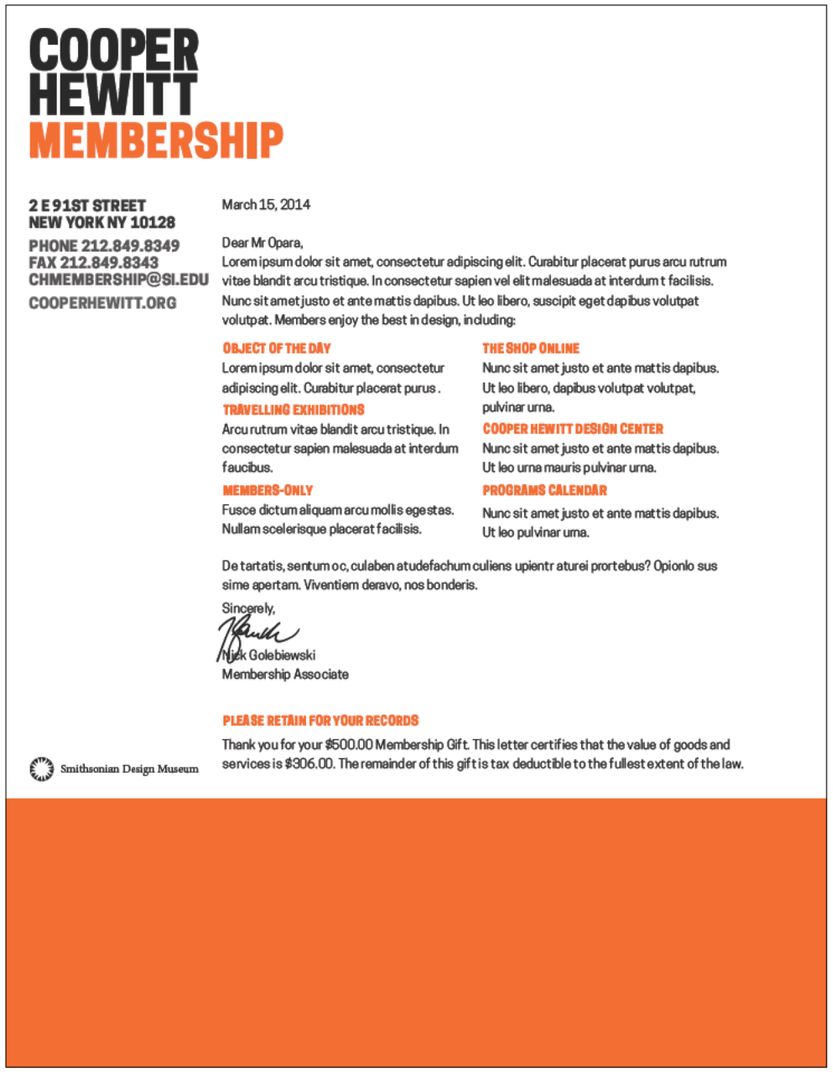
1.2 Letterheads

Membership Renewal Letterheads



1.2 Letterheads

Membership Renewal Letterheads Specs

Cooper Hewitt
Membership sub brand
lock up size
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PANTONE Orange 021 U

CooperHewitt: Heavy
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11.25pt
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CooperHewitt: Heavy
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CooperHewitt-Display
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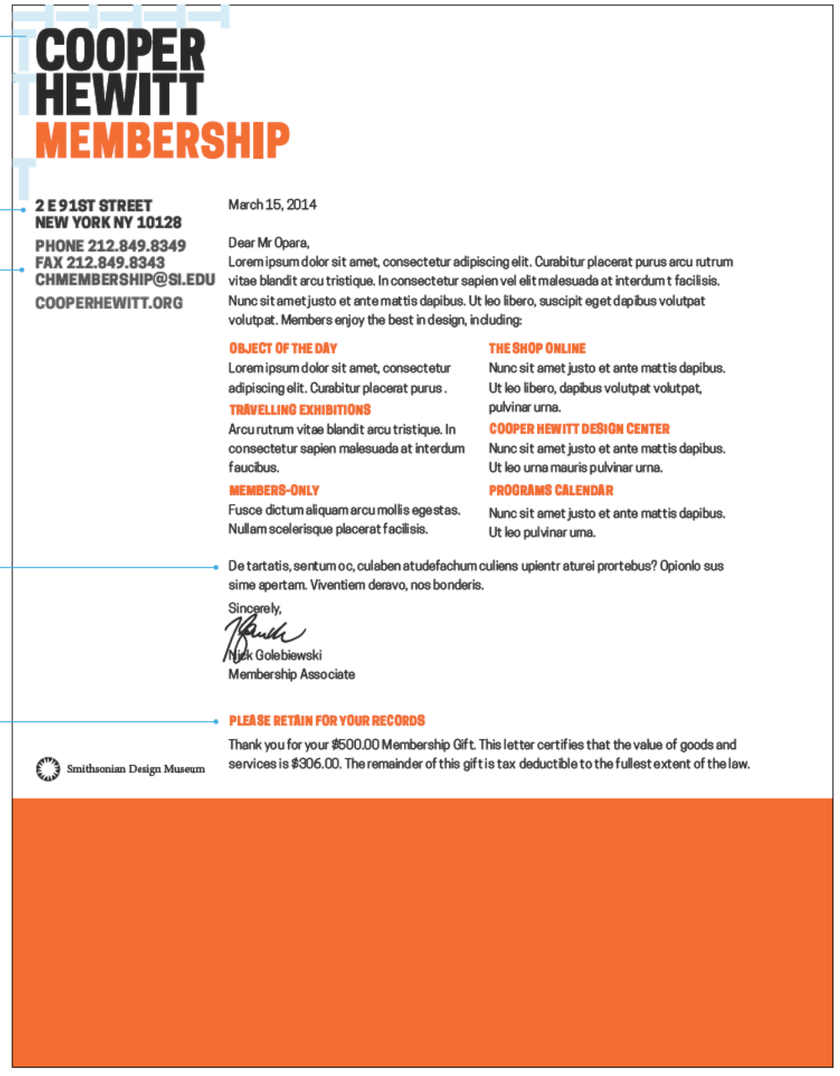

1.2 Letterheads

Membership Renewal Letterheads (Back)

MEMBERSHIP BENEFITS

ALL MEMBERS ACCESS

Unlimited admission
Members-only exhibition previews
Priority invitations
Shop and Café discounts

INDIVIDUAL $75

100% TAX-DEDUCTIBLE

- Unlimited admission for one
- Invitation to select exhibition previews
- 10% discount at the Café and SHOP Cooper Hewitt
- Discounted program tickets
- Special design events and offers
- Subscription to the museum's *Design Journal*
- Free access to Cocktails at Cooper Hewitt
- Discounted parking

DUAL/FAMILY $125

100% TAX-DEDUCTIBLE

All of the above, plus:
- Unlimited admission for two adults and children under 18

STUDENT AND SENIOR RATES
INDIVIDUAL $65 DUAL/FAMILY $100

100% TAX-DEDUCTIBLE

- Special rates for students and seniors offering all of the basic benefits of membership

DESIGN INSIDER $350

$226 TAX-DEDUCTIBLE

All of the above, plus:
- Invitation to all exhibition previews
- Access to select design and art fairs
- Invitation to annual Garden Party and Holiday Celebration
- Access to The Art Museum Reciprocal Network
- Priority registration for public programs

DESIGN WATCH $750

$490 TAX-DEDUCTIBLE

A portion of dues support Cooper Hewitt's Acquisition Fund.
All of the above, plus:
- Private design studio visits
- Special access to design and art fairs
- Opportunity to attend Design Miami
- Subscription to *Smithsonian Magazine*
- Acknowledgement in annual donor listings

GLOBAL DESIGN $1,500

$1,055 TAX-DEDUCTIBLE

All of the above, plus:
- Reciprocal privileges at international design museums
- VIP access to international design and art fairs
- Private collection visits
- Complimentary guest passes
- Free program tickets
- Complimentary museum exhibition catalogue
- 20% discount at SHOP Cooper Hewitt
- Recognition as Smithsonian Giving Circle member
- 20% discount at all Smithsonian museum shops

DESIGN CIRCLE MEMBERSHIP

Experience a deeper level of engagement with the museum through exclusive events and customized service.

DESIGN CIRCLE $2,500

$1,985 TAX-DEDUCTIBLE

All of the above, plus:
- Concierge phone service
- Curator led exhibition tours
- Invitation to VIP Circle event
- Opportunities to purchase limited edition design objects
- Personal shopper at SHOP Cooper Hewitt

CURATOR'S CIRCLE $5,000

$4,175 TAX-DEDUCTIBLE

All of the above, plus:
- Private museum tour
- Annual State of Design event
- Behind the scenes access to the museum's collection
- Complimentary Dual/Family gift membership

DIRECTOR'S CIRCLE $10,000

$9,055 TAX-DEDUCTIBLE

All of the above, plus:
- Exclusive annual Director's event
- Special exhibition opening event
- Opportunity to host an event at the museum

1.2 Letterheads

Membership Renewal Letterheads (Back) Specs

CooperHewitt-Display
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C0 M72 Y86 K0 tint: 100
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Line-spacing: 31.2 pt

CooperHewitt-Display
PANTONE Orange 021 U
C0 M72 Y86 K0 tint: 100
21 pt
Left align
Line-spacing: 25 pt

CooperHewitt-Medium
C0 M0 Y0 K70
12 pt
Left align
Line-spacing: 14.4 pt

CooperHewitt-Medium
C0 M0 Y0 K70
9 pt
Left align
Line-spacing: 10.8 pt

CooperHewitt-Display
PANTONE Orange 021 U
C0 M72 Y86 K0 tint: 100
12 pt
Left align
Line-spacing: 14.4 pt

CooperHewitt-Heavy
PANTONE Orange 021 U
C0 M72 Y86 K0 tint: 100
6 pt
Left align
Line-spacing: 3 pt

CooperHewitt-Bold
C0 M0 Y0 K70
9 pt
Left align
Line-spacing: 10.8 pt

MEMBERSHIP BENEFITS

ALL MEMBERS ACCESS

Unlimited admission
Members-only exhibition previews
Priority invitations
Shop and Café discounts

INDIVIDUAL $75

100% TAX-DEDUCTIBLE

- Unlimited admission for one
- Invitation to select exhibition previews
- 10% discount at the Café and SHOP Cooper Hewitt
- Discounted program tickets
- Special design events and offers
- Subscription to the museum's *Design Journal*
- Free access to Cocktails at Cooper Hewitt
- Discounted parking

DUAL/FAMILY $125

100% TAX-DEDUCTIBLE

All of the above, plus:
- Unlimited admission for two adults and children under 18

STUDENT AND SENIOR RATES
INDIVIDUAL $65 DUAL/FAMILY $100

100% TAX-DEDUCTIBLE

- Special rates for students and seniors offering all of the basic benefits of membership

DESIGN INSIDER $350

$226 TAX-DEDUCTIBLE

All of the above, plus:
- Invitation to all exhibition previews
- Access to select design and art fairs
- Invitation to annual Garden Party and Holiday Celebration
- Access to The Art Museum Reciprocal Network
- Priority registration for public programs

DESIGN WATCH $750

$490 TAX-DEDUCTIBLE

A portion of dues support Cooper Hewitt's Acquisition Fund.
All of the above, plus:
- Private design studio visits
- Special access to design and art fairs
- Opportunity to attend Design Miami
- Subscription to *Smithsonian Magazine*
- Acknowledgement in annual donor listings

GLOBAL DESIGN $1,500

$1,055 TAX-DEDUCTIBLE

All of the above, plus:
- Reciprocal privileges at international design museums
- VIP access to international design and art fairs
- Private collection visits
- Complimentary guest passes
- Free program tickets
- Complimentary museum exhibition catalogue
- 20% discount at SHOP Cooper Hewitt
- Recognition as Smithsonian Giving Circle member
- 20% discount at all Smithsonian museum shops

DESIGN CIRCLE MEMBERSHIP

Experience a deeper level of engagement with the museum through exclusive events and customized service.

DESIGN CIRCLE $2,500

$1,985 TAX-DEDUCTIBLE

All of the above, plus:
- Concierge phone service
- Curator led exhibition tours
- Invitation to VIP Circle event
- Opportunities to purchase limited edition design objects
- Personal shopper at SHOP Cooper Hewitt

CURATOR'S CIRCLE $5,000

$4,175 TAX-DEDUCTIBLE

All of the above, plus:
- Private museum tour
- Annual State of Design event
- Behind the scenes access to the museum's collection
- Complimentary Dual/Family gift membership

DIRECTOR'S CIRCLE $10,000

$9,055 TAX-DEDUCTIBLE

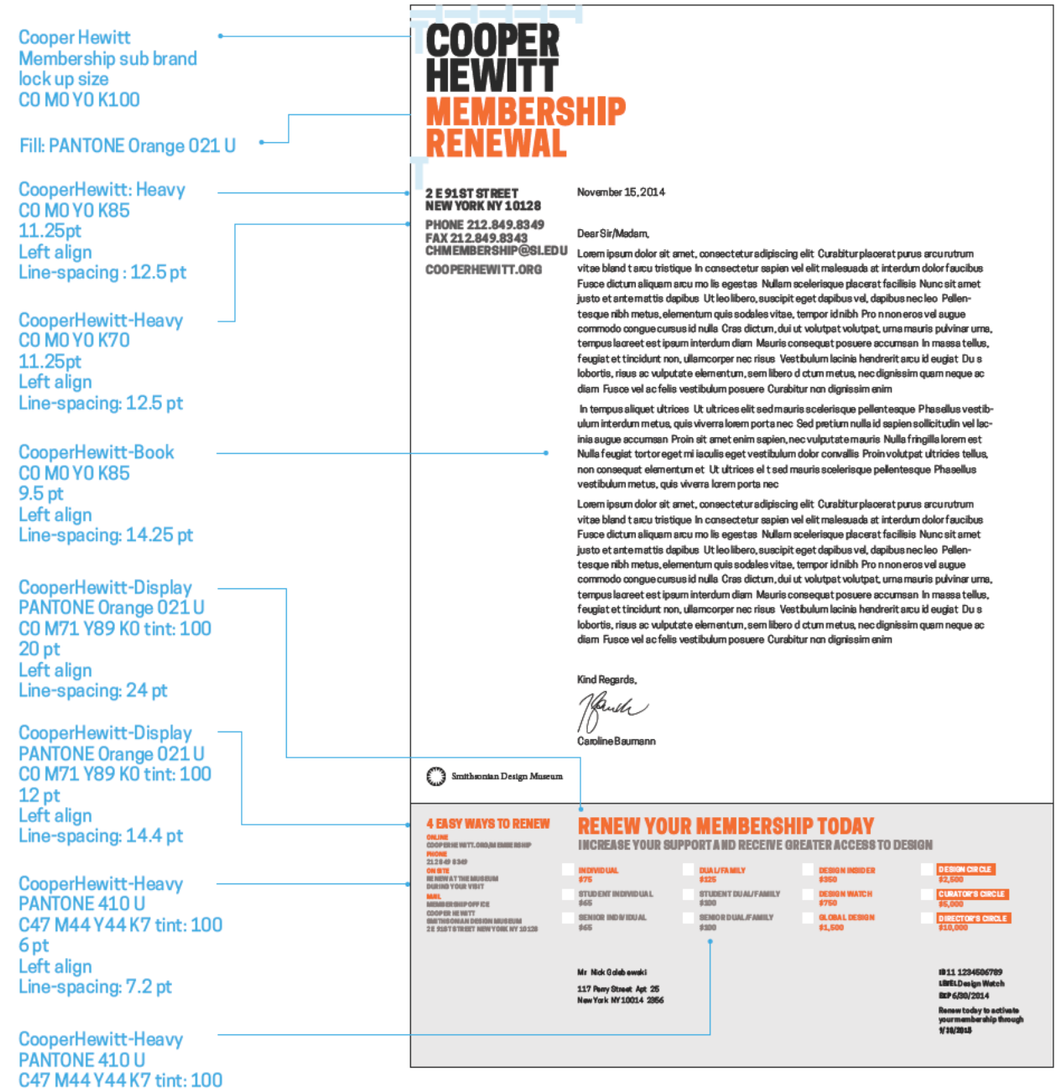
All of the above, plus:
- Exclusive annual Director's event
- Special exhibition opening event
- Opportunity to host an event at the museum

1.3 Legal size Letterheads

Membership Renewal Letterheads Legal Size

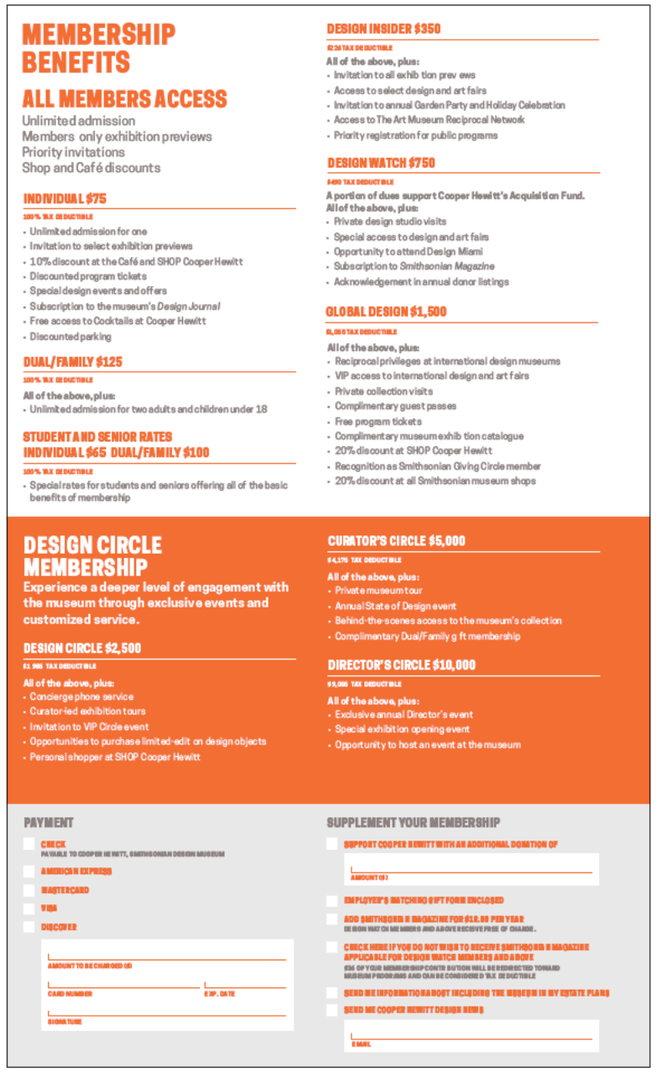
1.3 Legal size Letterheads

Membership Renewal Letterheads Legal Size Specs



1.3 Legal size Letterheads

Membership Renewal Letterheads Legal Size (Back)



1.3 Legal size Letterheads

Membership Renewal Letterheads Legal Size (Back) Specs

CooperHewitt-Display
PANTONE Orange 021 U
C0 M72 Y86 K0 tint: 100
26 pt
Left align
Line-spacing: 31.2 pt

CooperHewitt-Display
PANTONE Orange 021 U
C0 M72 Y86 K0 tint: 100
21 pt
Left align
Line-spacing: 25.2 pt

CooperHewitt-Display
PANTONE Orange 021 U
C0 M72 Y86 K0 tint: 100
21 pt
Left align
Line-spacing: 25.2 pt

CooperHewitt-Bold
C0 M0 Y0 K70
9 pt
Left align
Line-spacing: 10.8 pt

CooperHewitt-Display
PANTONE Orange 021 U
C0 M72 Y86 K0 tint: 100
12 pt
Left align
Line-spacing: 14.4 pt

CooperHewitt-Heavy
PANTONE Orange 021 U
C0 M72 Y86 K0 tint: 100
6 pt
Left align
Line-spacing: 3 pt

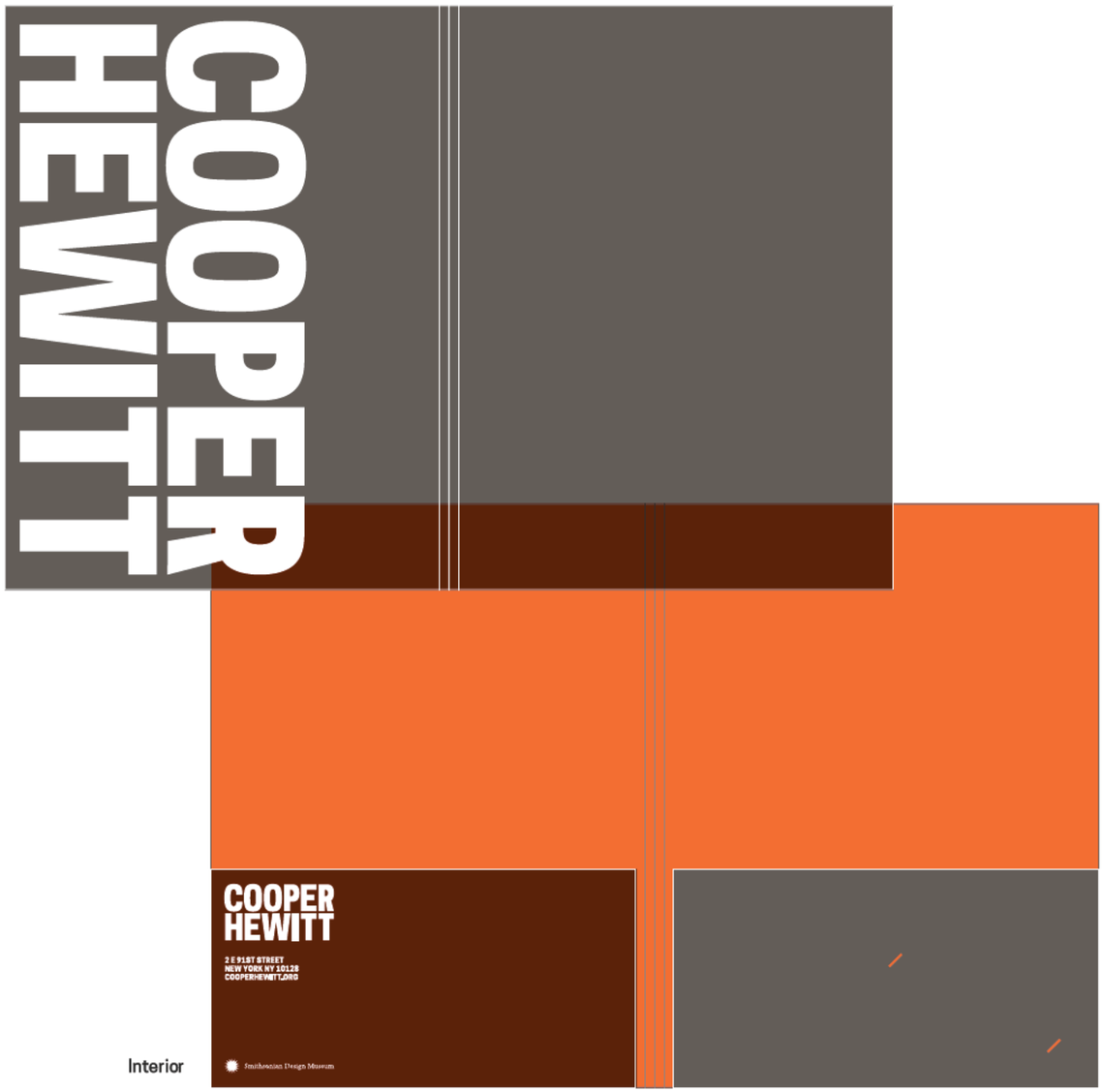
CooperHewitt-Display
PANTONE Orange 021 U
C0 M71 Y89 K0 tint: 100
8 pt
Left align
Line-spacing: 9.6 pt

CooperHewitt-Heavy
PANTONE Orange 021 U
C47 M44 Y44 K7 tint: 100
6 pt
Left align
Line-spacing: 7.2 pt

1.4 Branded Folder (9x12”)

General Branded Folder Exterior and Interior

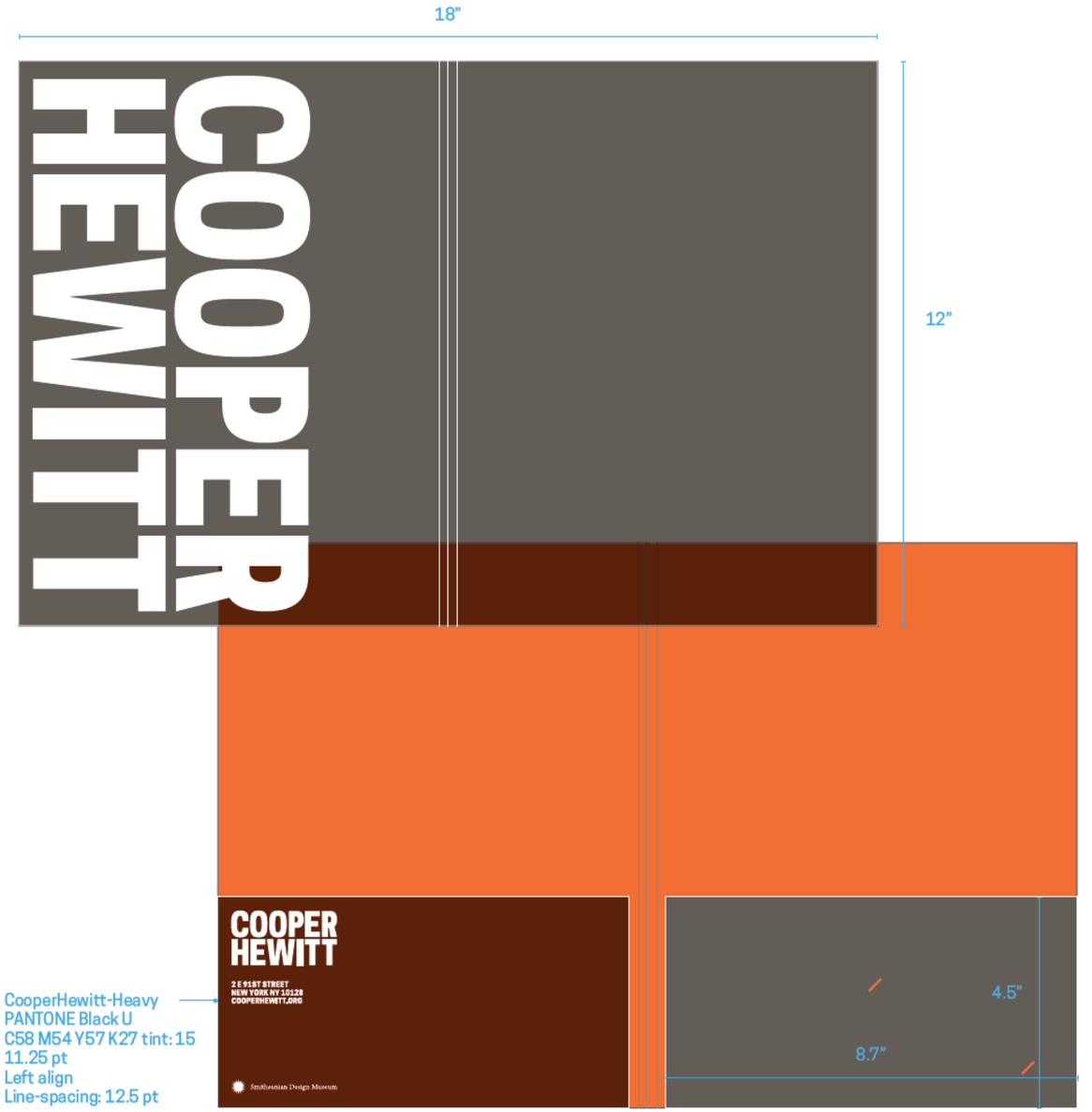
Exterior



Interior

1.4 Branded Folder

General Branded Folder Exterior and Interior Specs



1.5 Mailing labels

COOPER
HEWITT

Smithsonian Design Museum

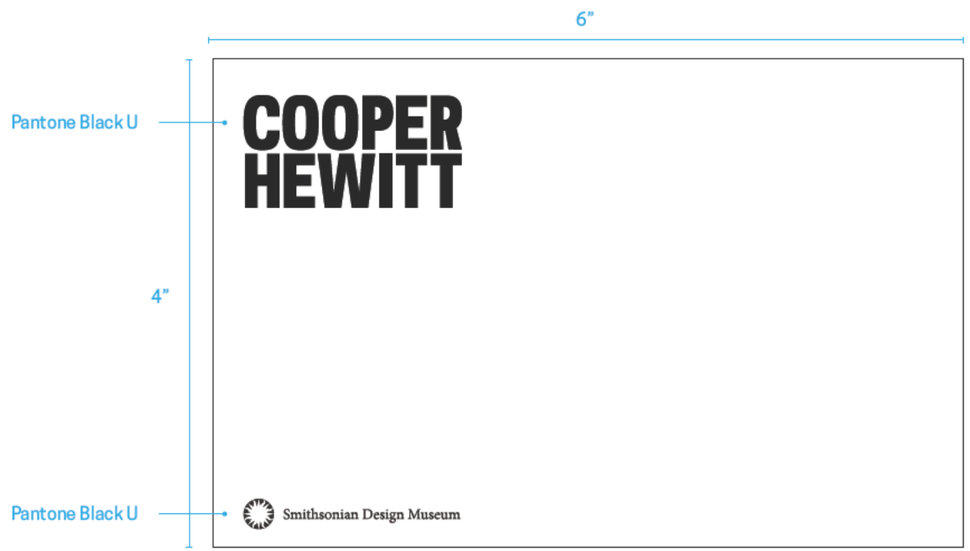
COOPER
HEWITT

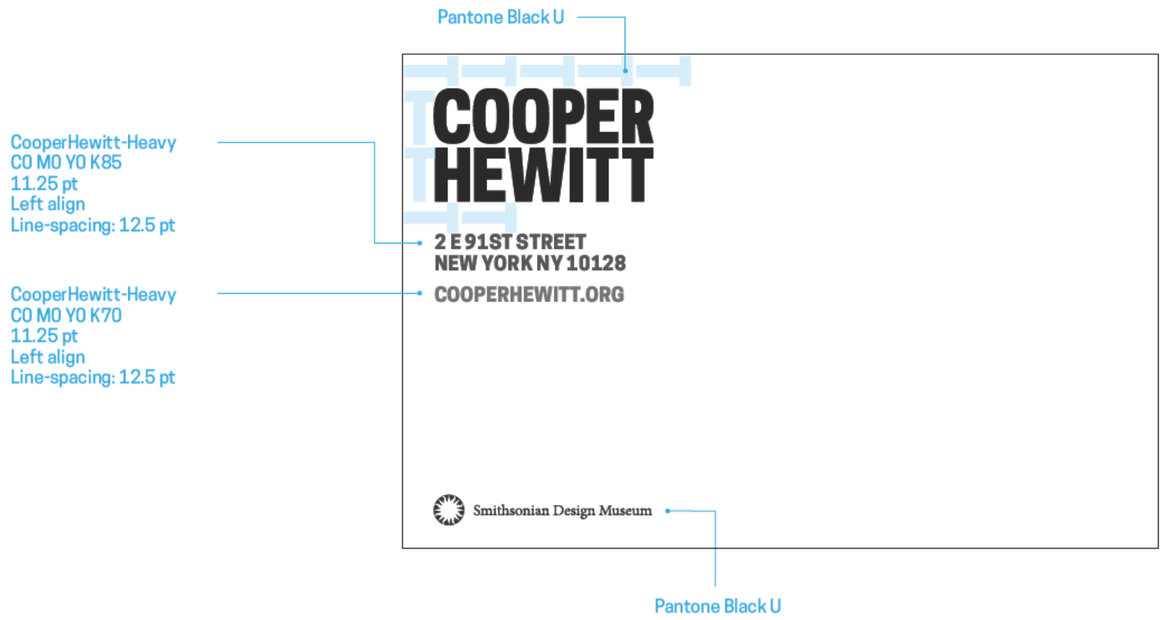
2 E 91ST STREET
NEW YORK NY 10128
COOPERHEWITT.ORG

Smithsonian Design Museum

1.5 Mailing labels

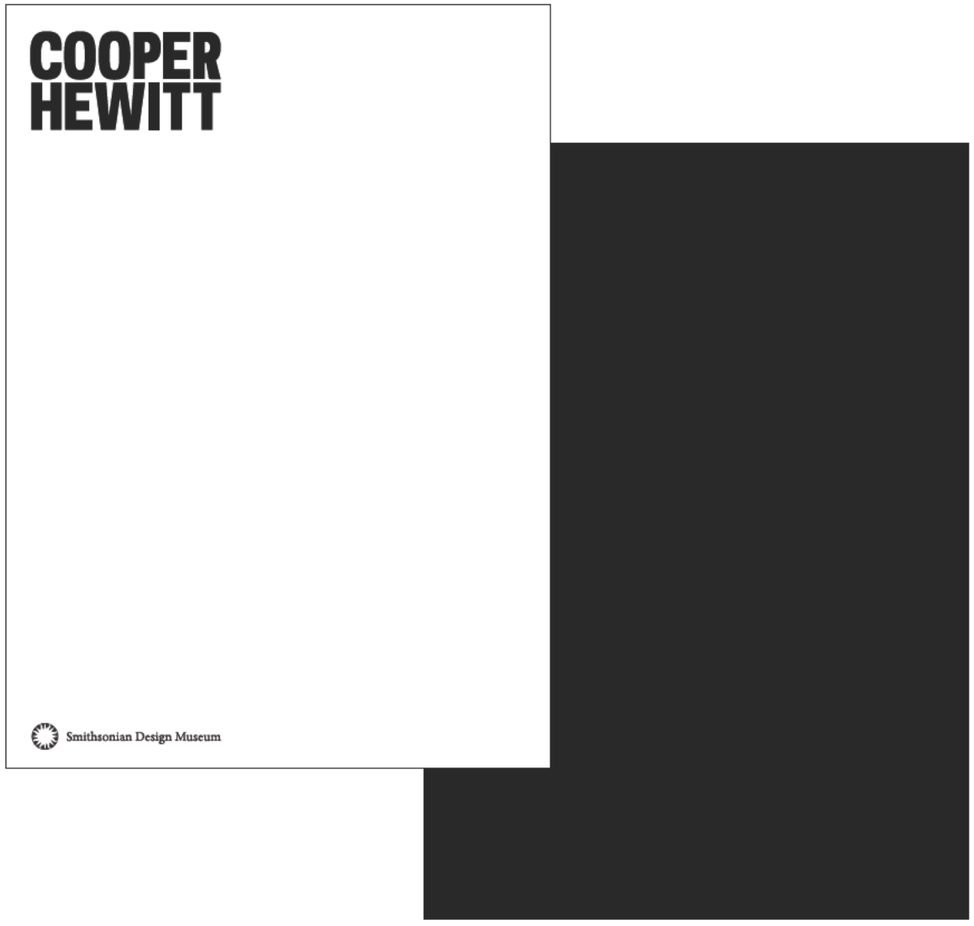
Specs





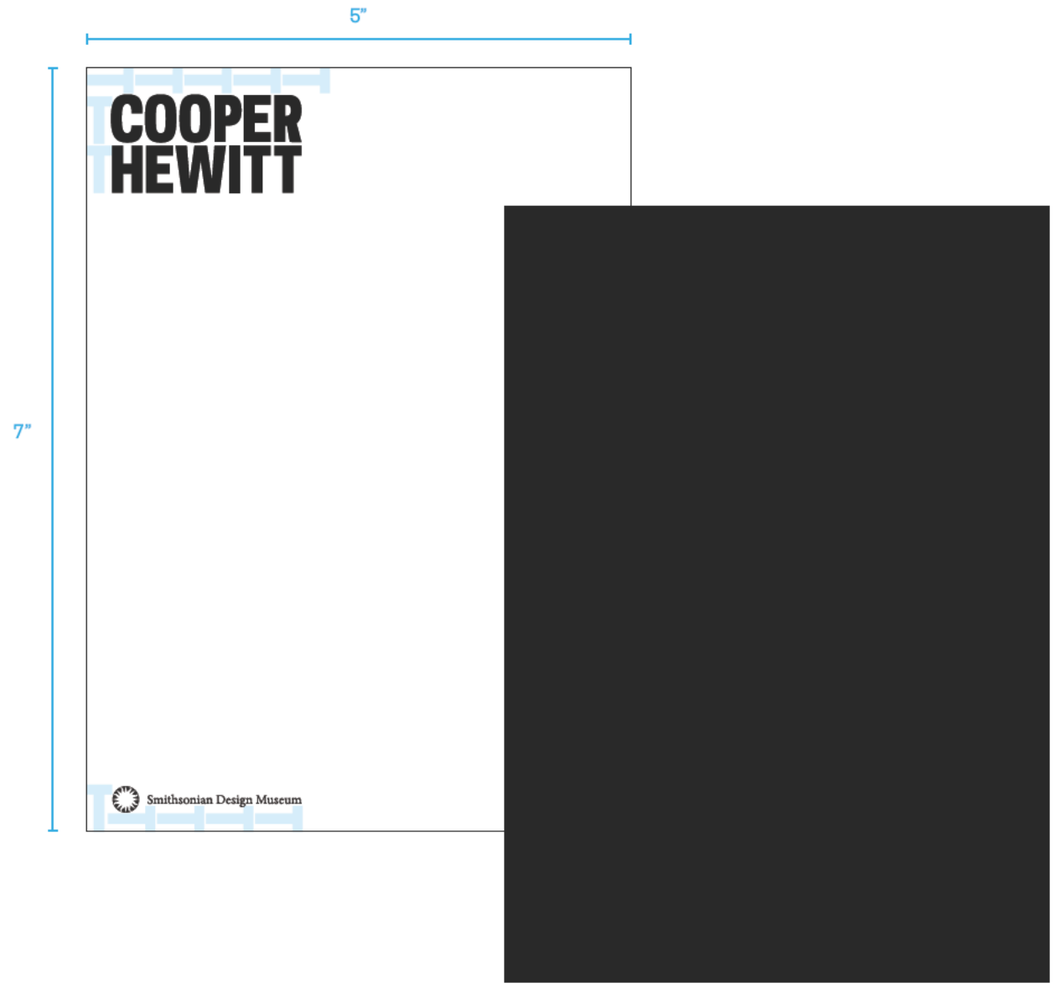
1.6 Note Paper

A7 Notepaper



1.6 Note Paper

A7 Notepaper Specs

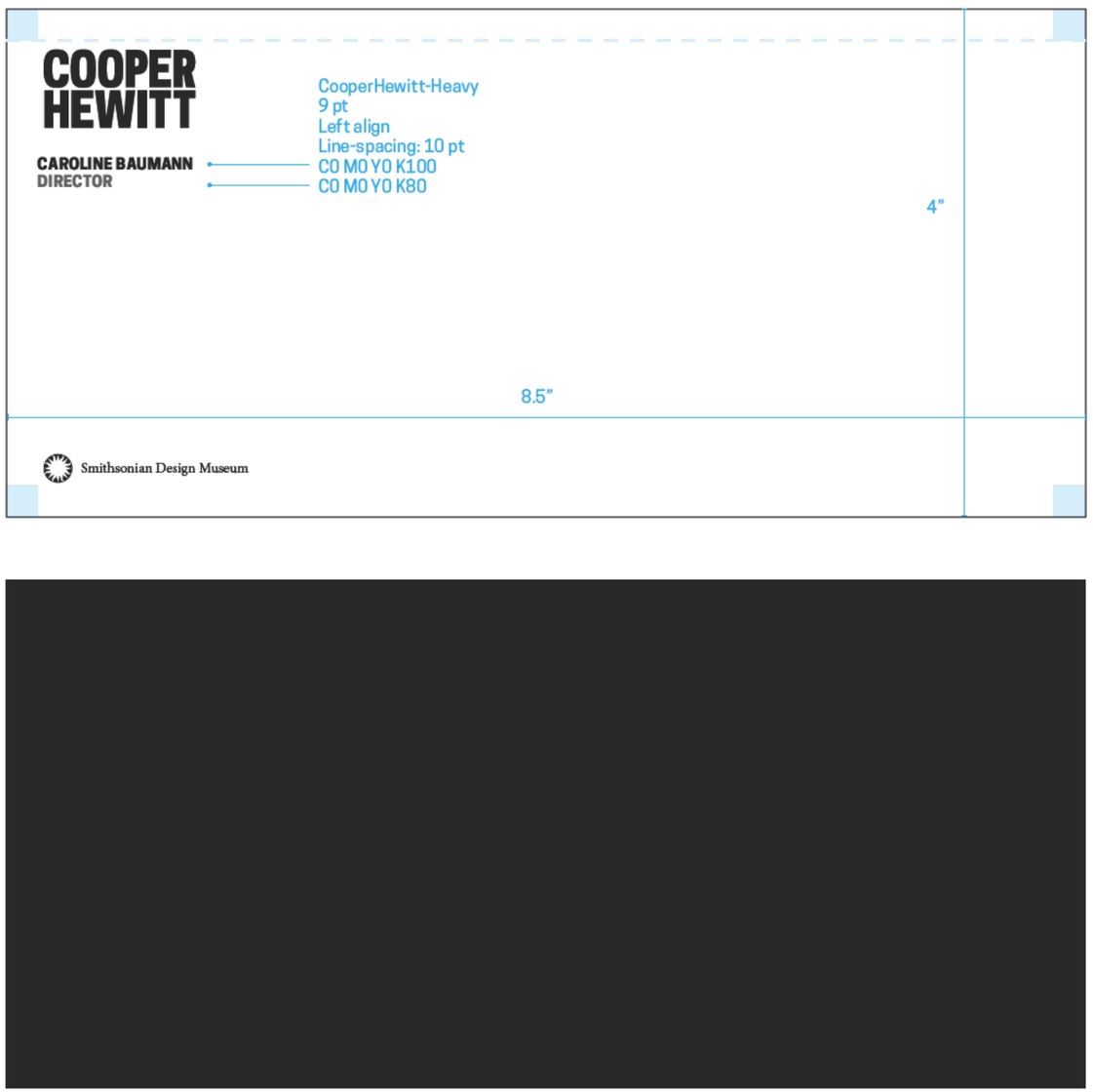


1.7 Compliments Card

The size of compliments card is 4 x 8.5” to fit in a D10 envelope.

1.7 Compliments Card

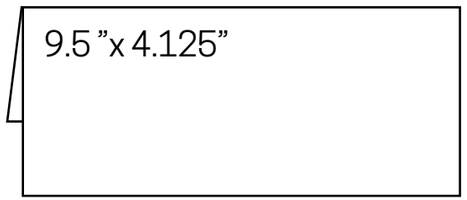
Specs



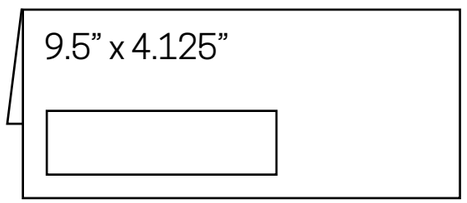
1.8 Envelopes

Envelopes Overview

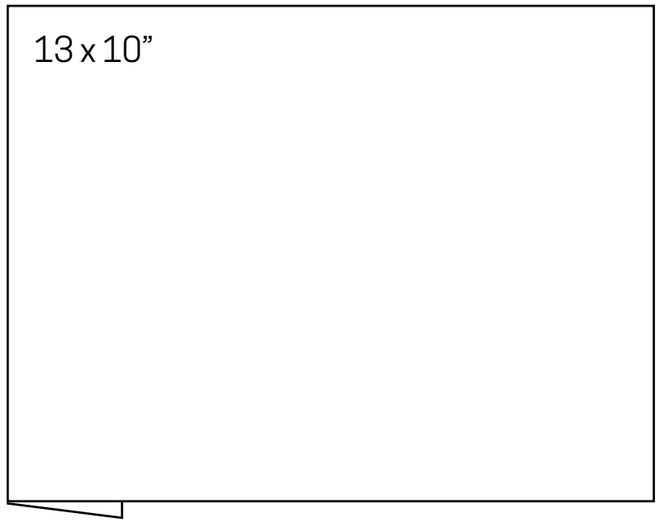
1.8.1
#10 Envelope



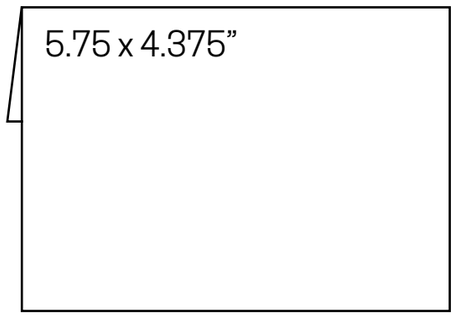
1.8.2
D10 Window



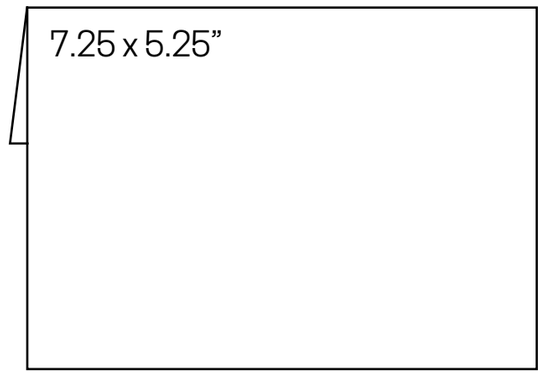
1.8.4
Large Envelope



1.8.3
A2 Envelope



1.8.5
A7 Envelope



1.8.1 #10 Envelope

#10 Envelope

COOPER HEWITT

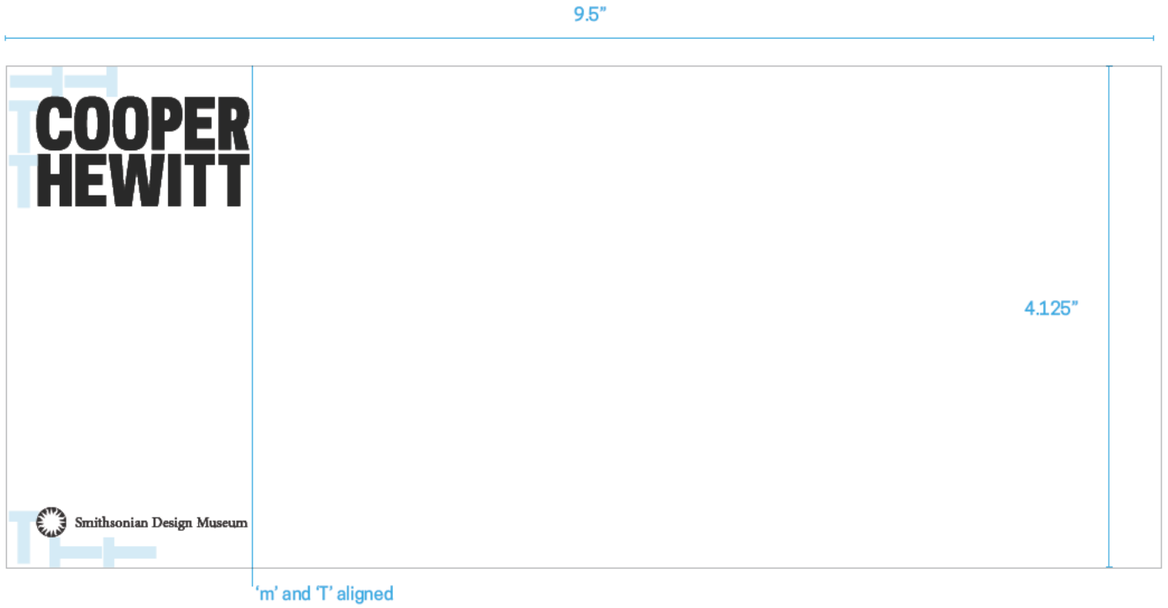
Smithsonian Design Museum

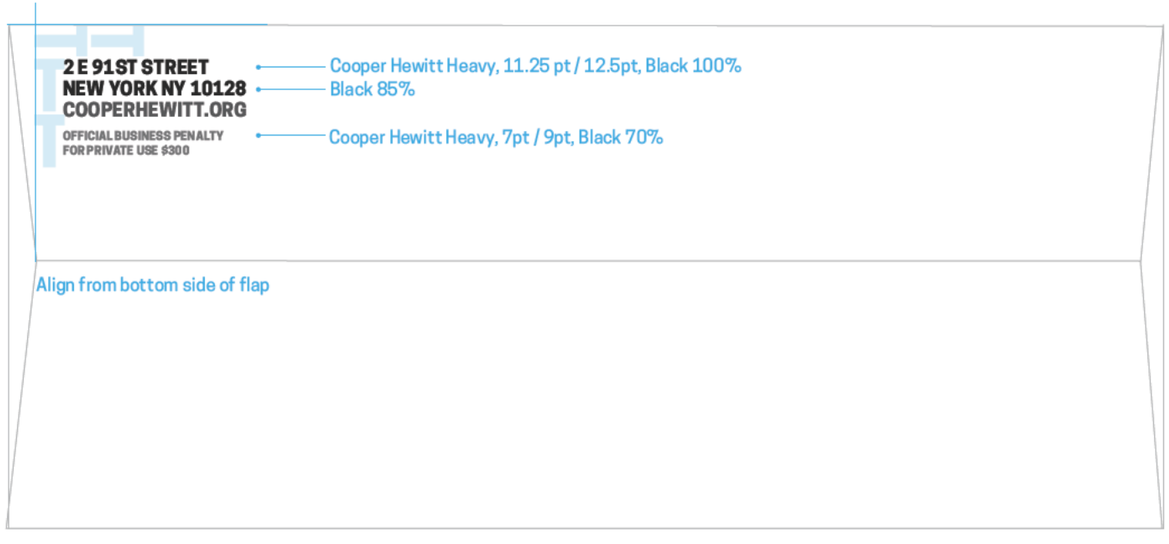
2 E 91ST STREET
NEW YORK NY 10128
COOPERHEWITT.ORG

OFFICIAL BUSINESS PENALTY
FOR PRIVATE USE $300

1.8.1 #10 Envelope

#10 Envelope Specs



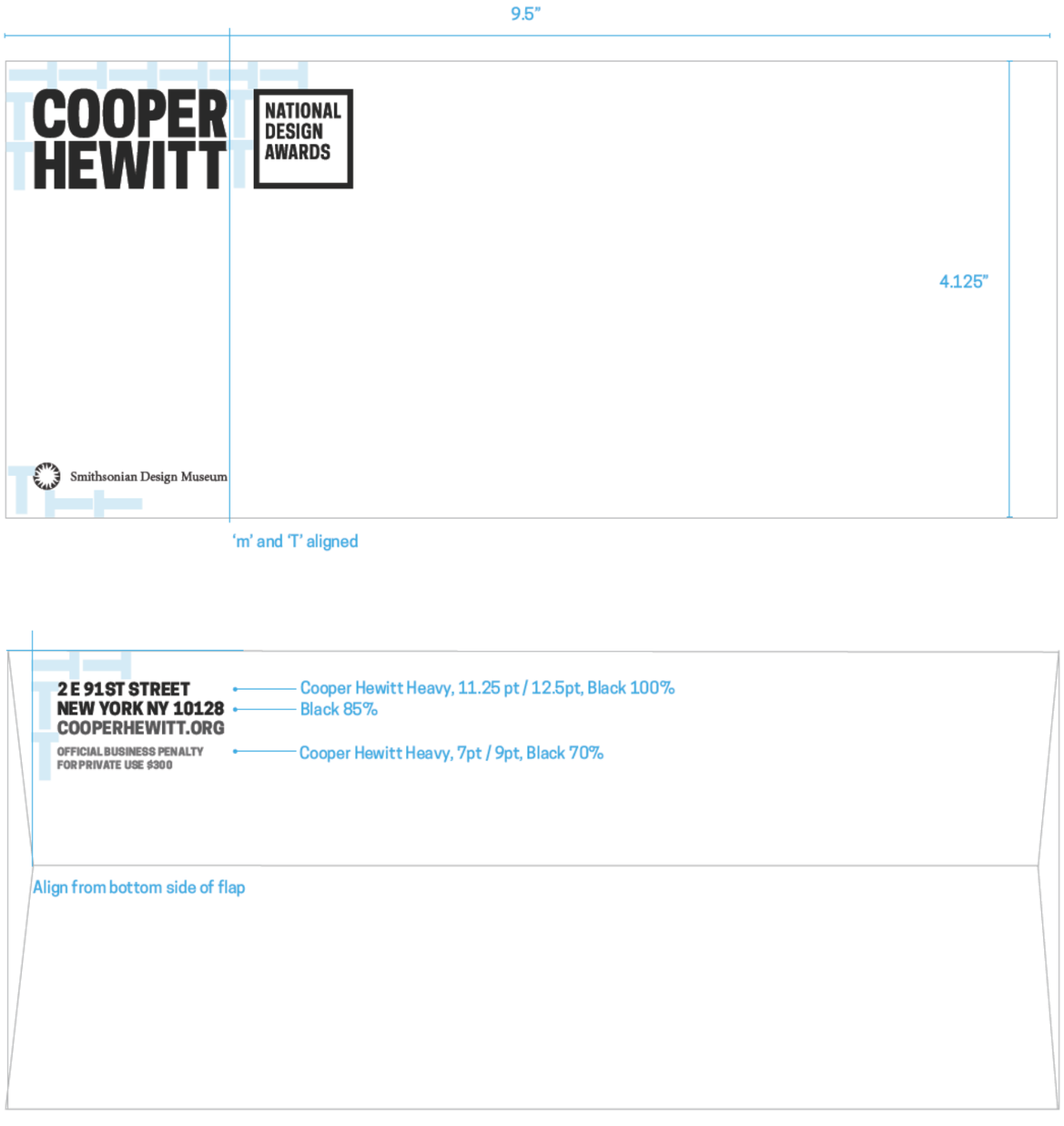


1.8.1 #10 Envelope

#10 Envelope (National Design Awards)

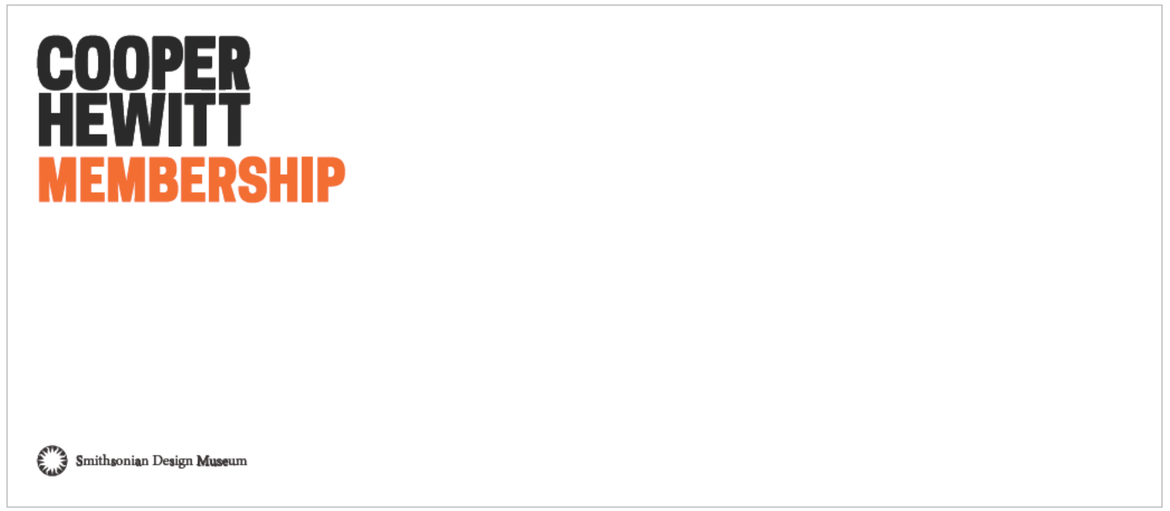
1.8.1 #10 Envelope

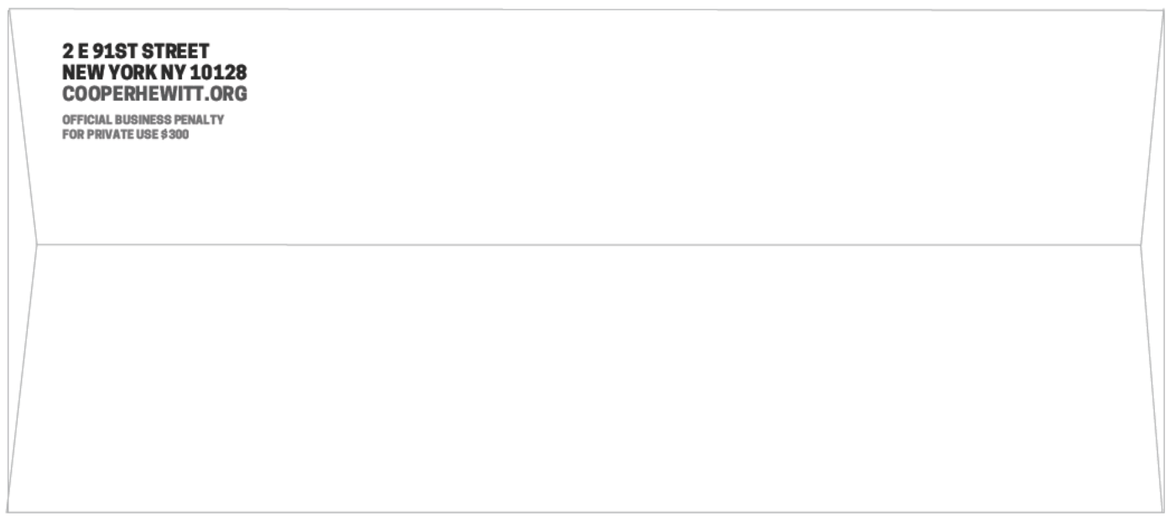
#10 Envelope Specs



1.8.1 #10 Envelope

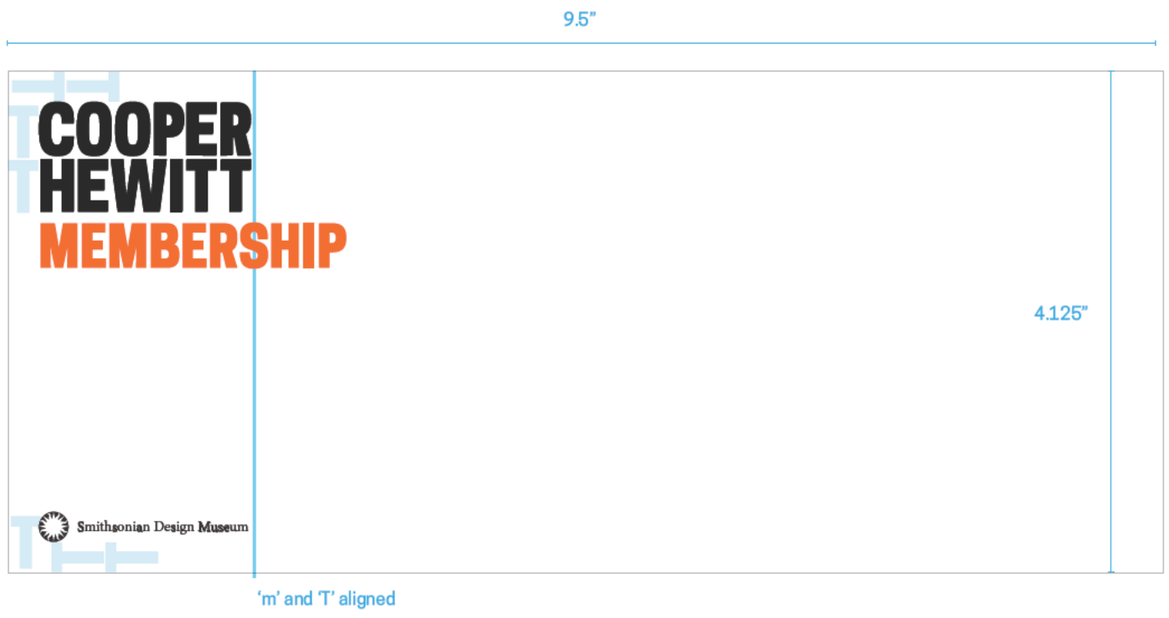
#10 Envelope (Membership)

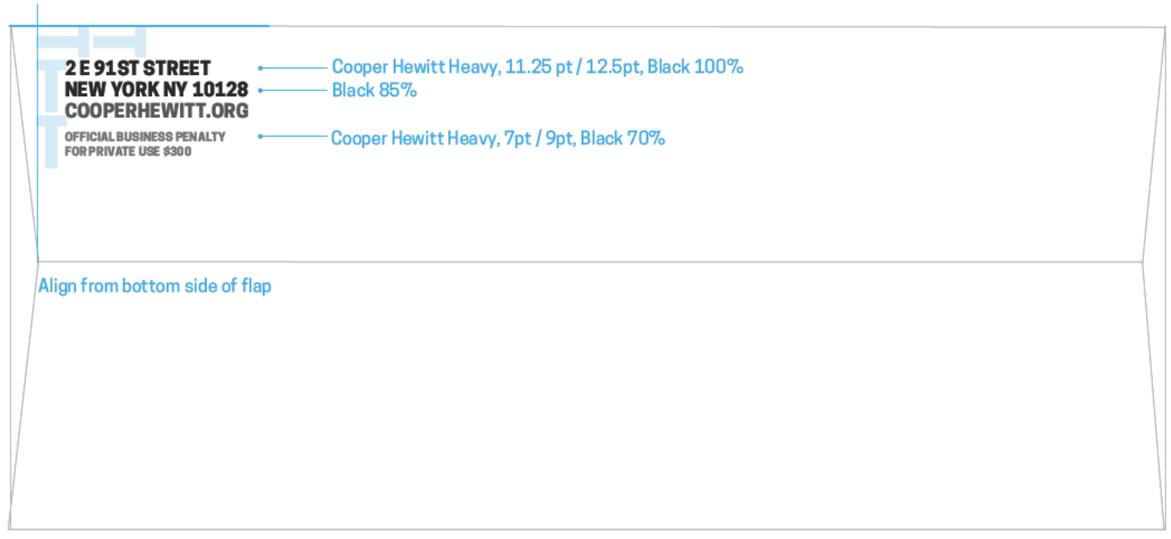




1.8.1 #10 Envelope

#10 Envelope (Membership) Specs



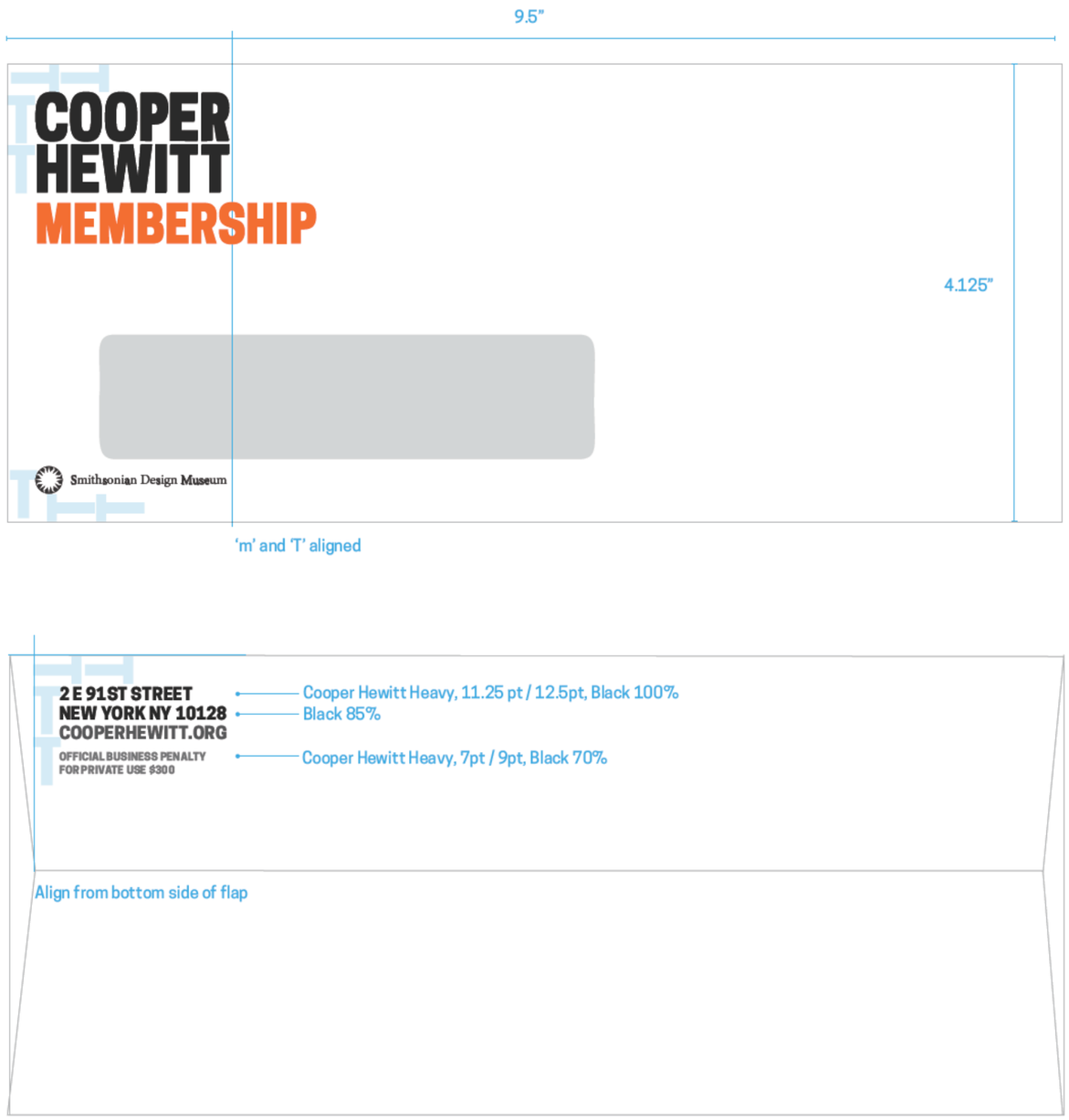


1.8.2 D10 Window Envelope

D10 Window Envelope (Membership)

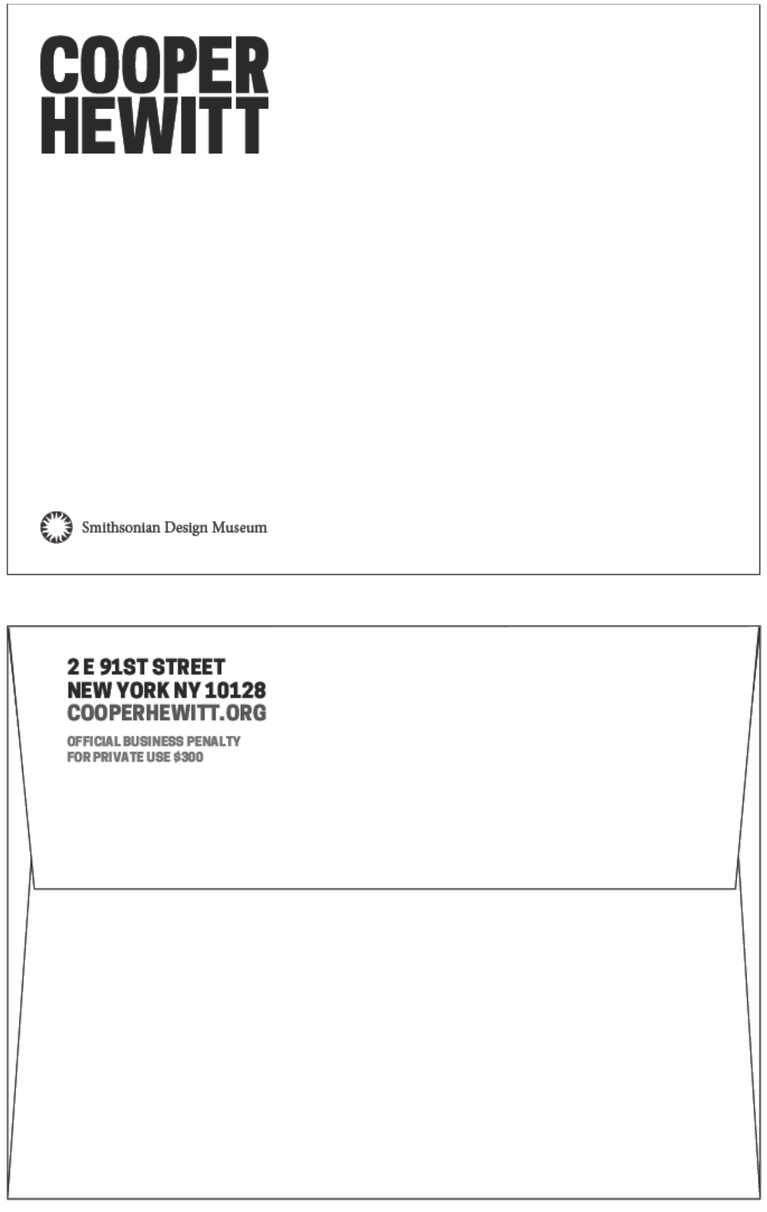
1.8.2 D10 Window Envelope

D10 Window Envelope (Membership) Specs



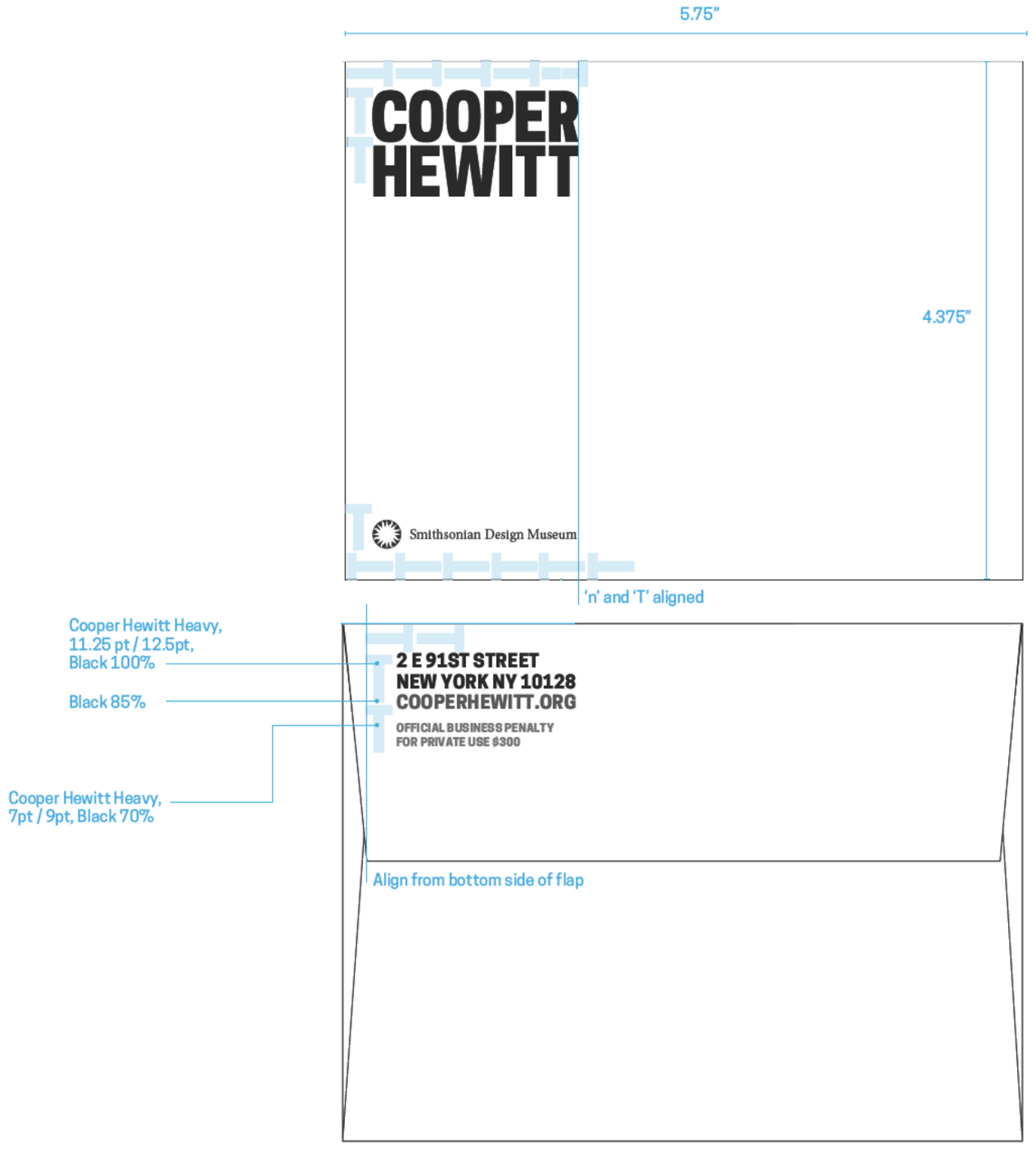
1.8.3 A2 Envelope

A2, 5¾ x 4⅜” Envelope



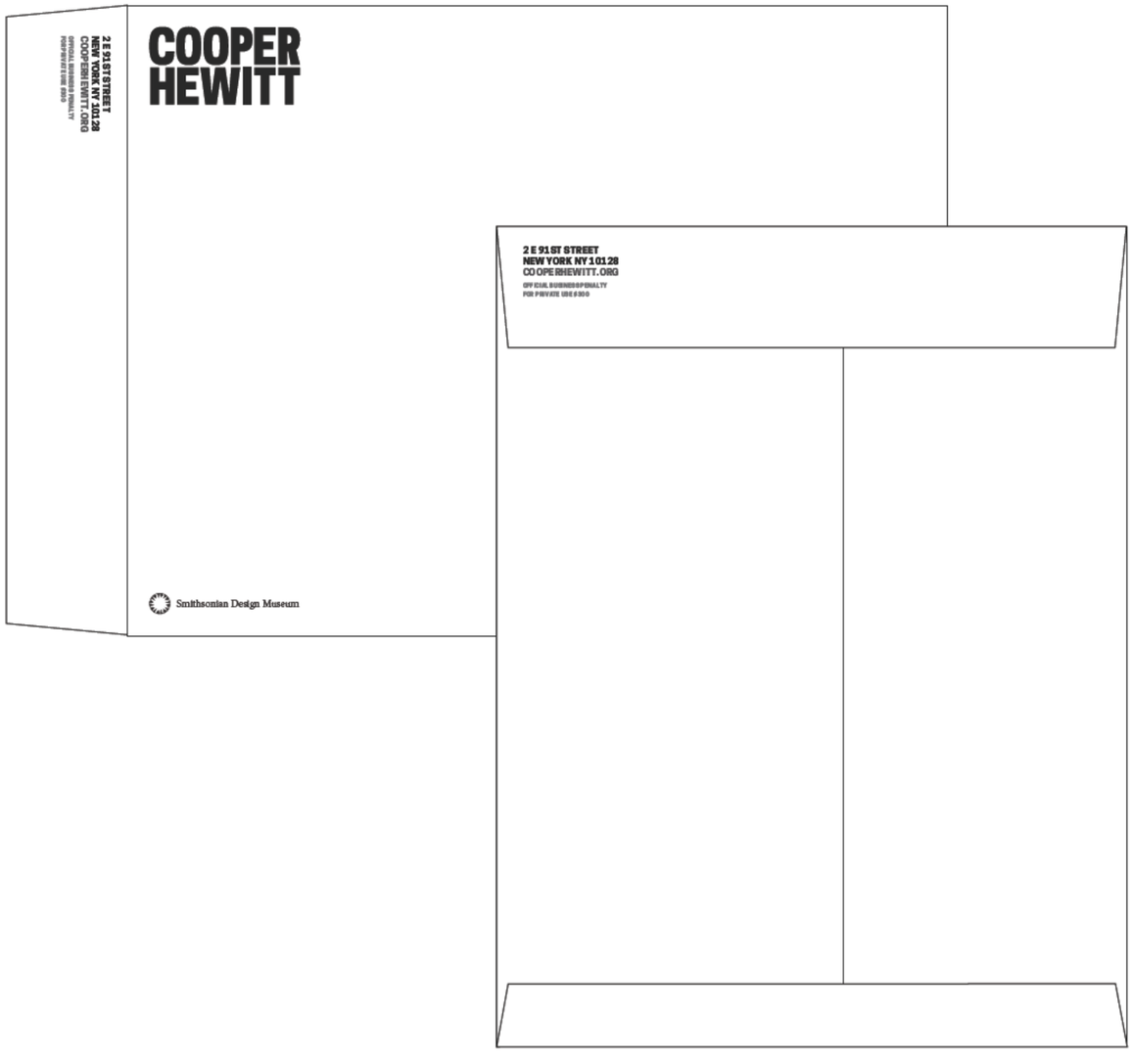
1.8.3 A2 Envelope

A2, 5¾ x 4⅜” Envelope Specs



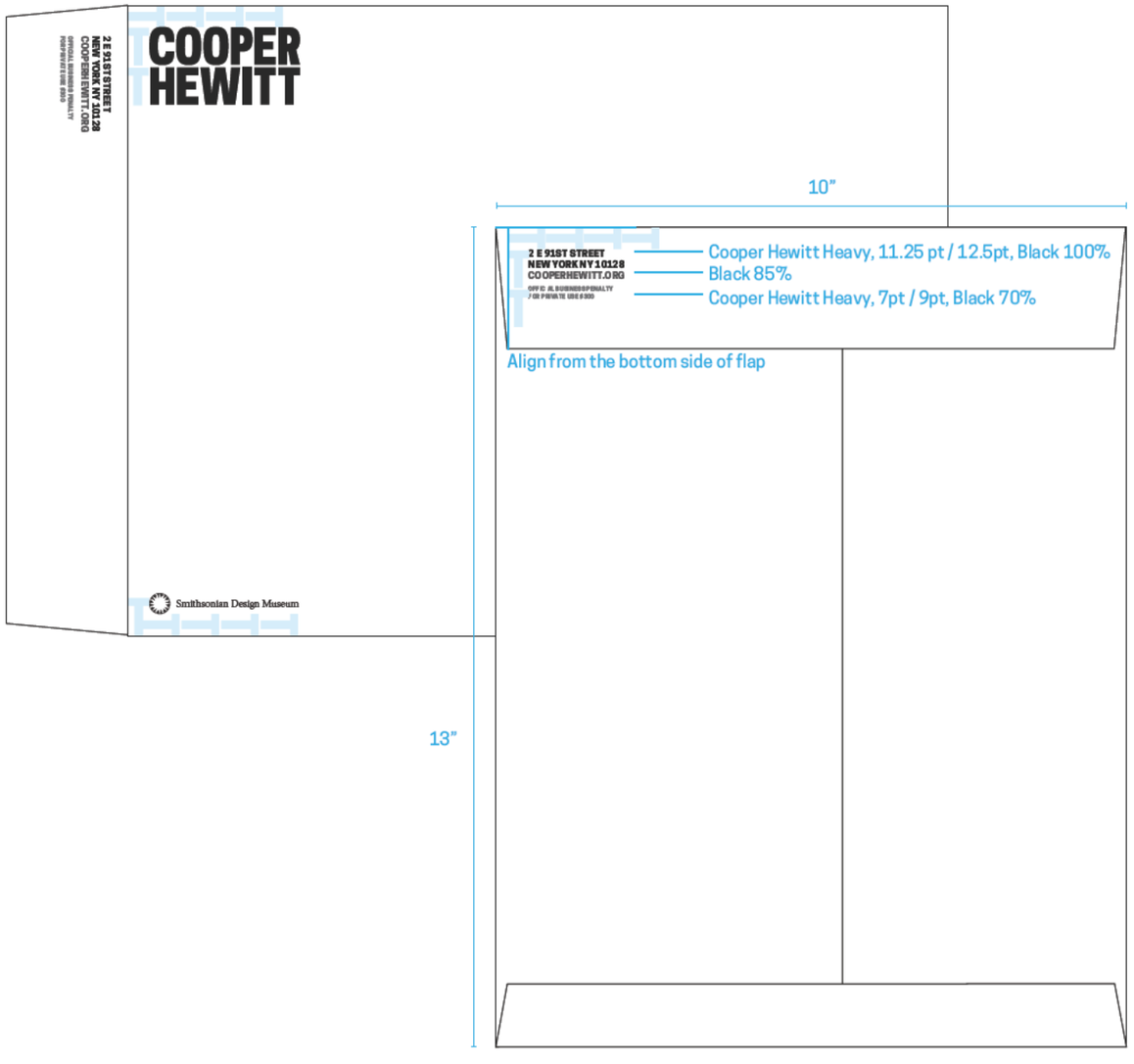
1.8.4 Large Envelope

13 x 10” Envelope



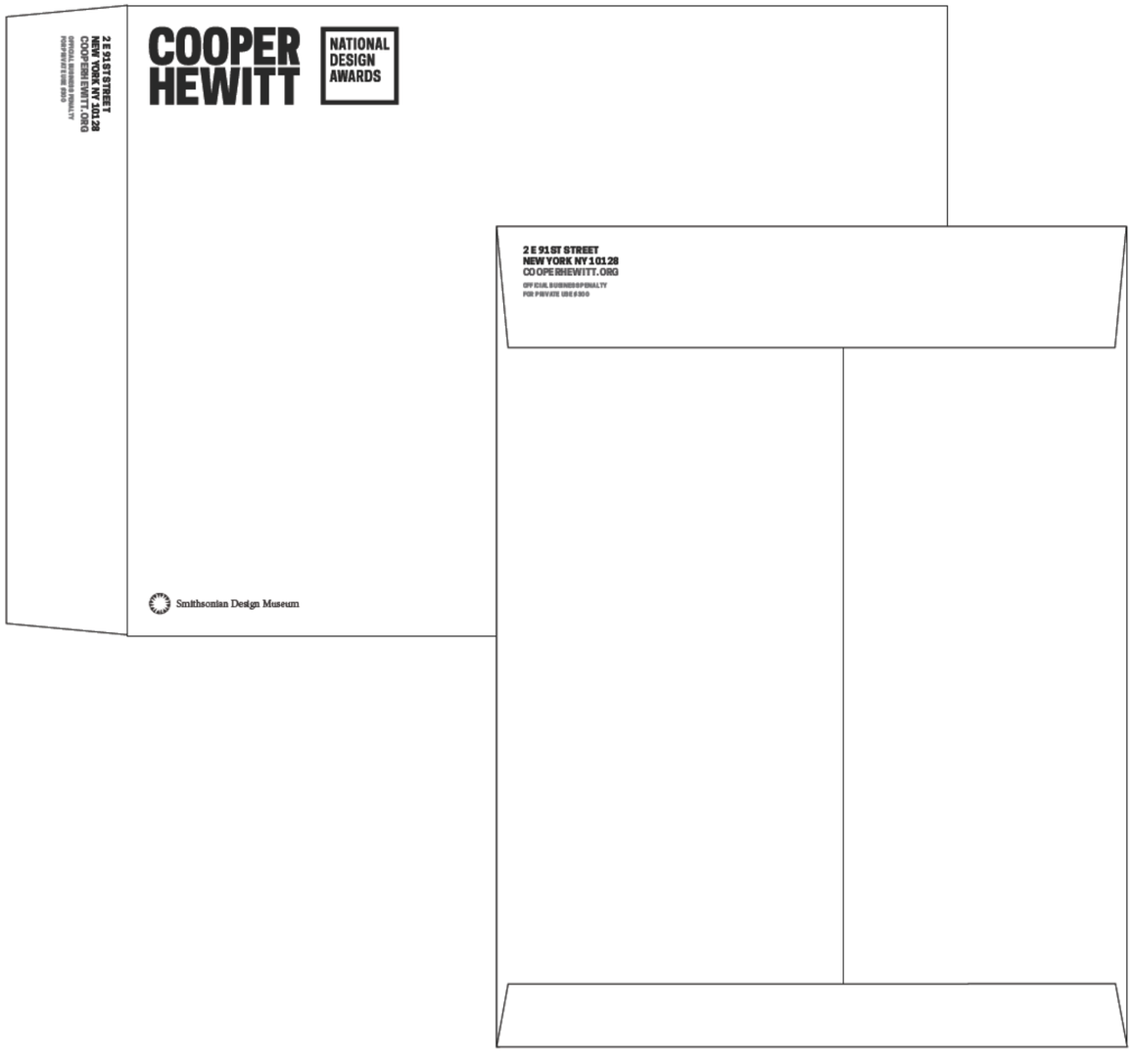
1.8.4 Large Envelope

13 x 10” Envelope Specs



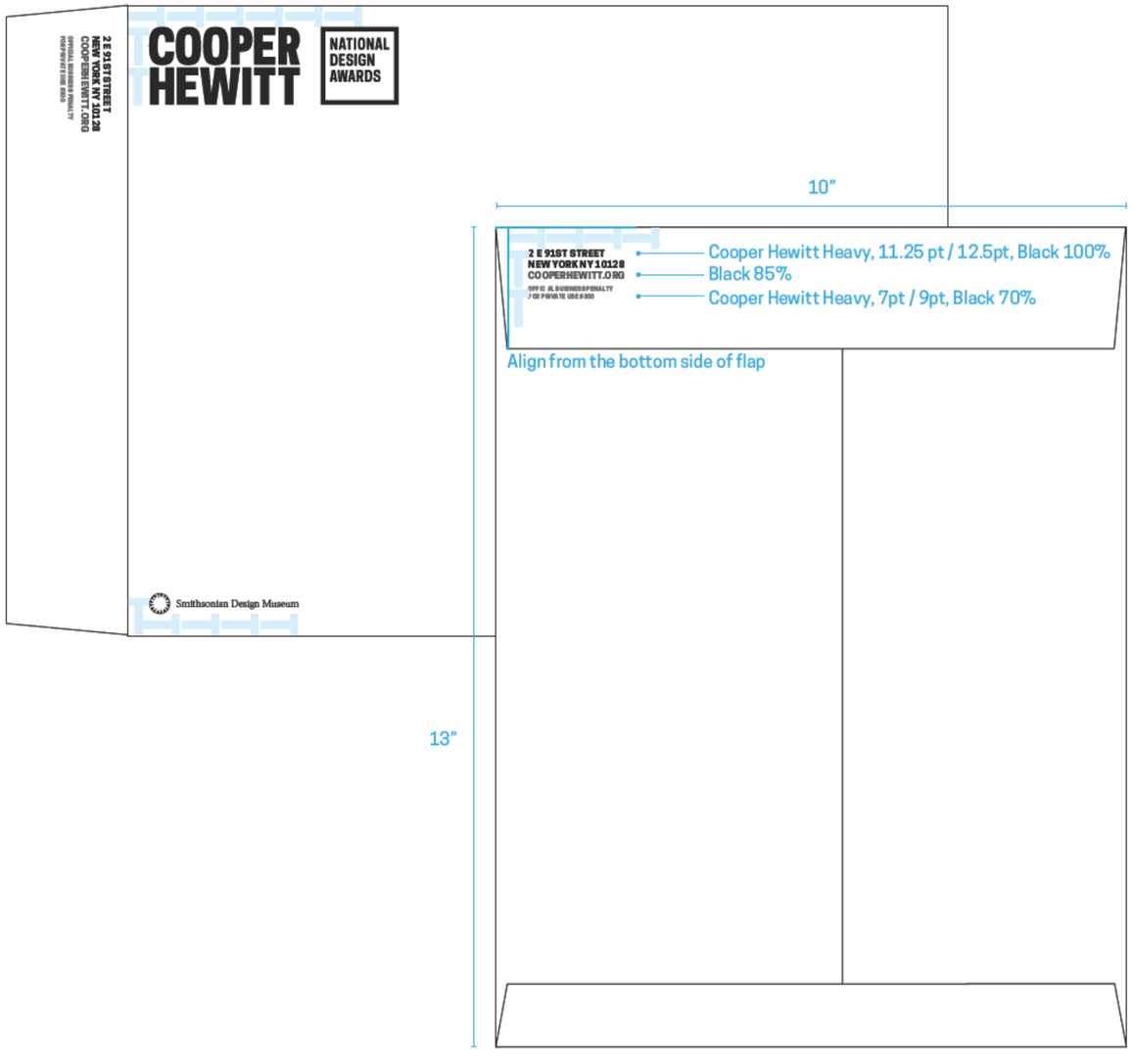
1.8.4 Large Envelope

13 x 10” Envelope
(National Design Awards)



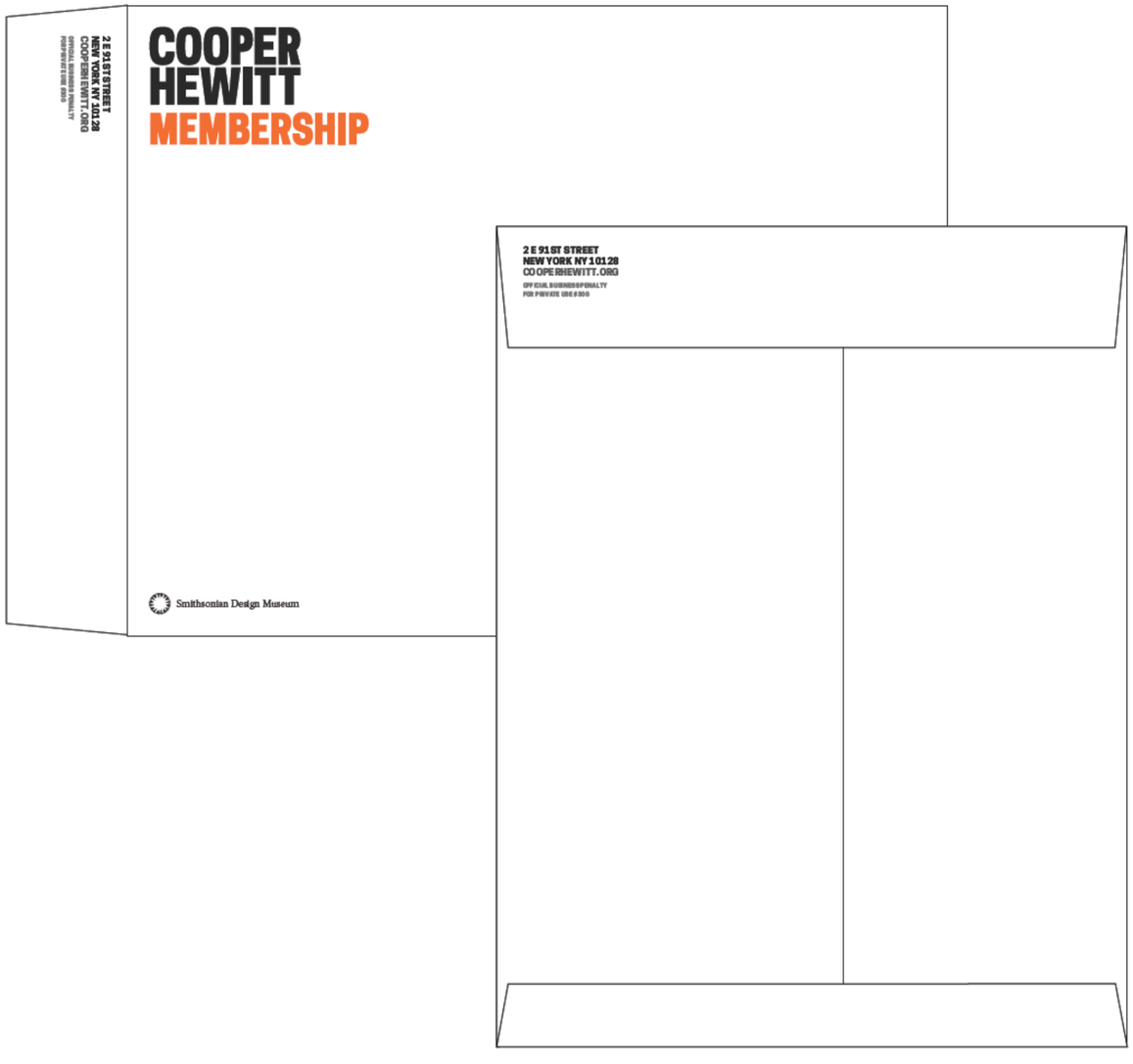
1.8.4 Large Envelope

13 x 10” Envelope Specs



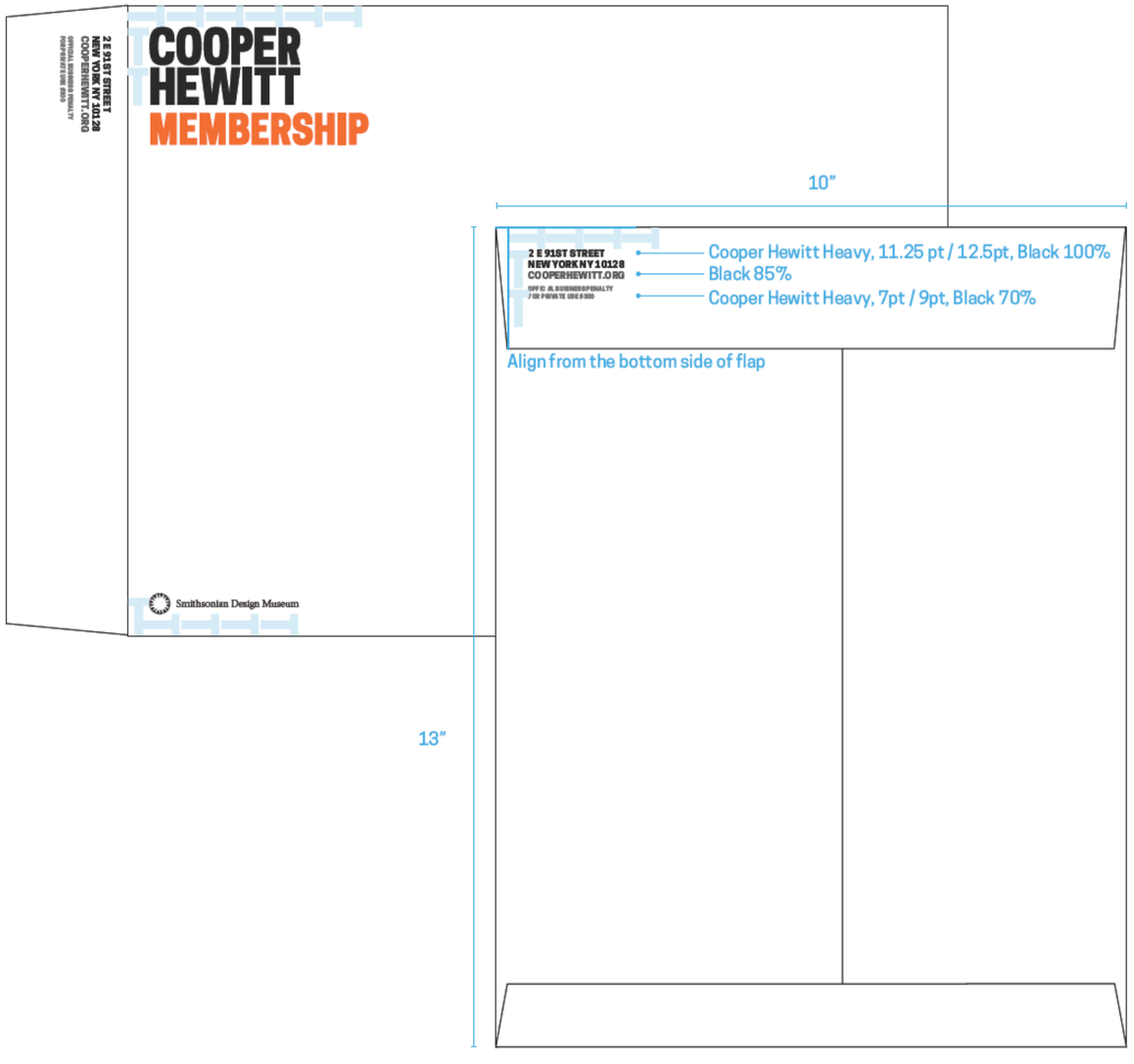
1.8.4 Large Envelope

13 x 10” Envelope (Membership)



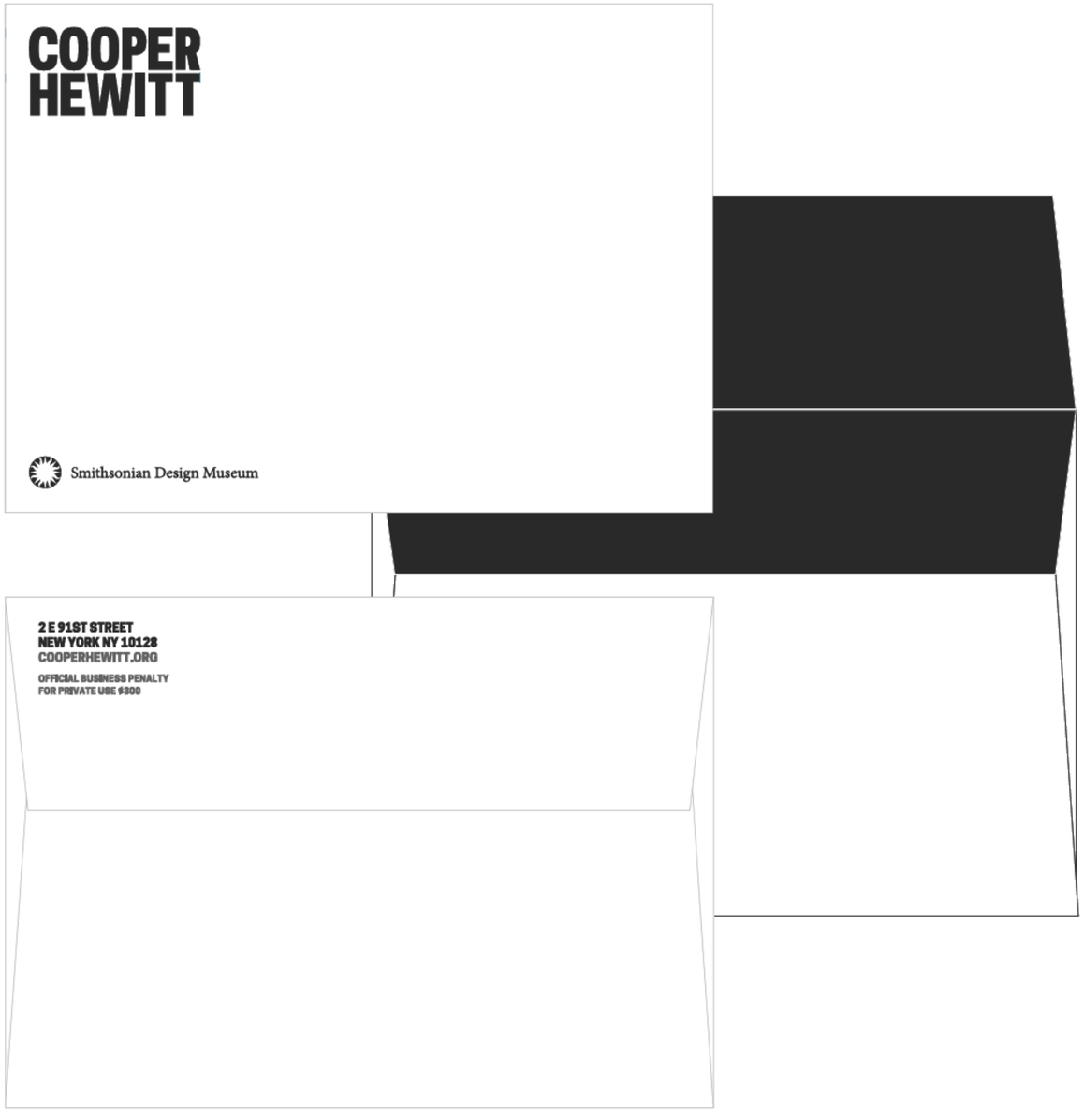
1.8.4 Large Envelope

13 x 10” Envelope Specs



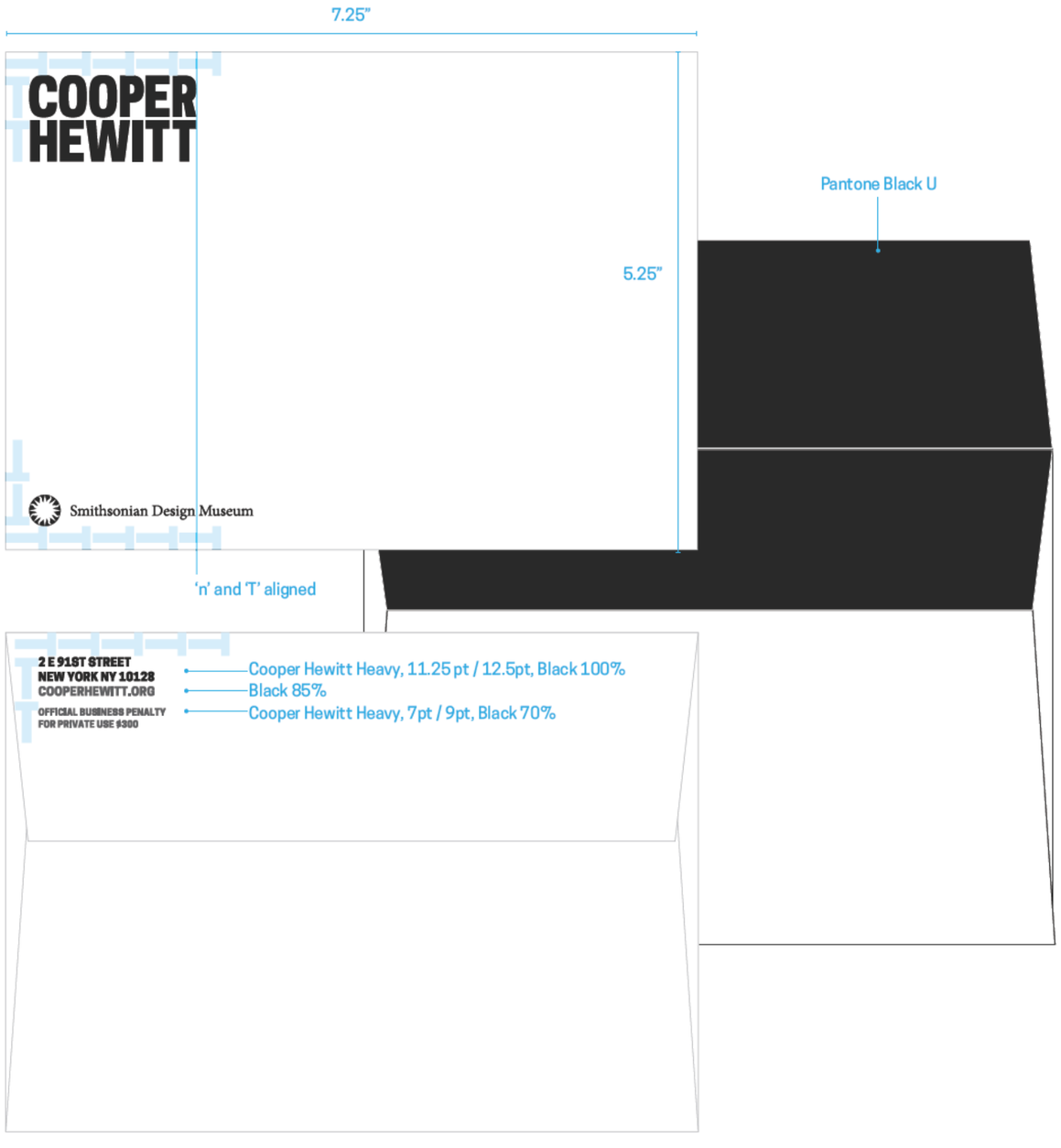
1.8.5 A7 Envelope

7.25 x 5.25” Envelope



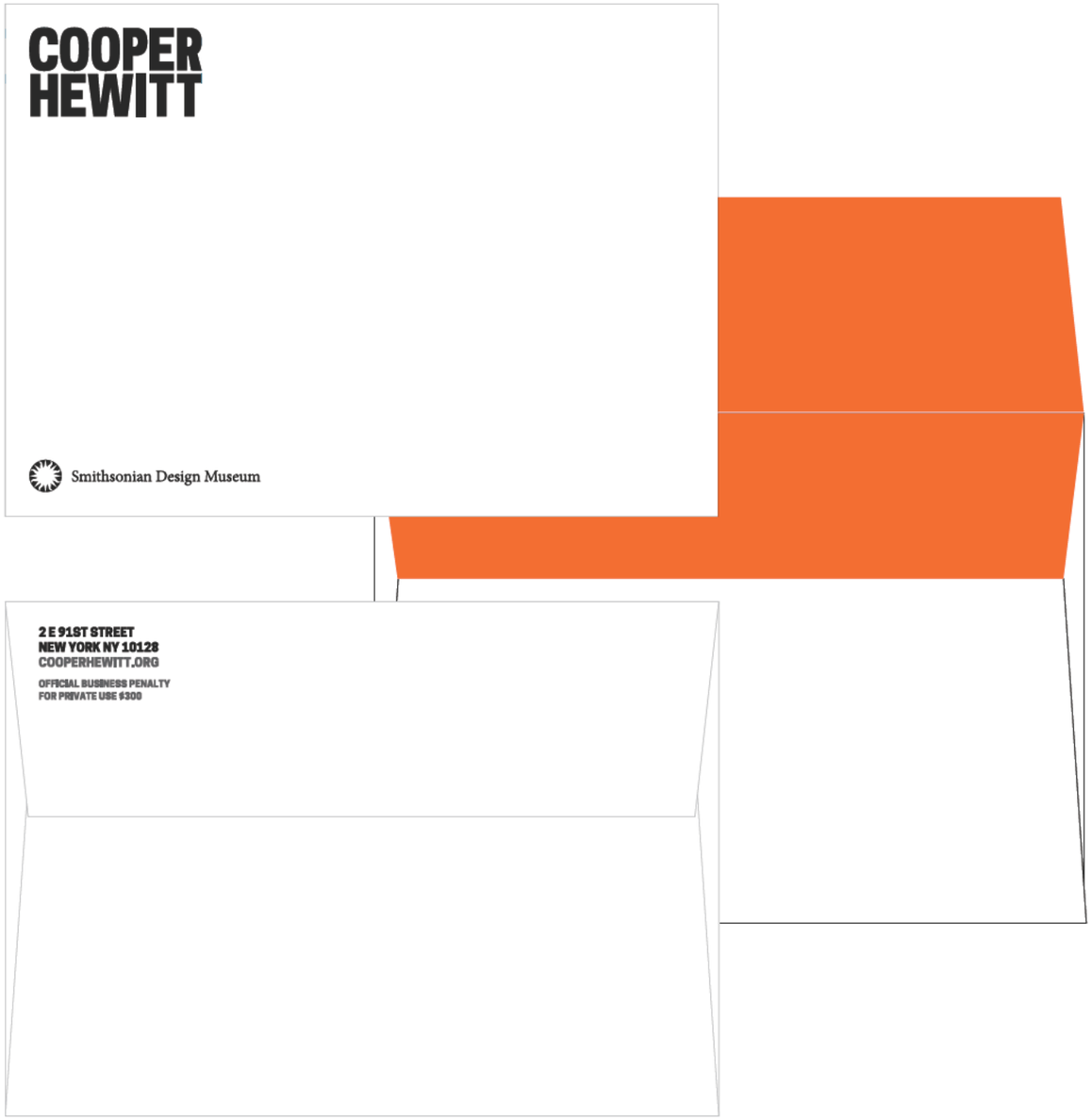
1.8.5 A7 Envelope

7.25 x 5.25” Envelope Specs



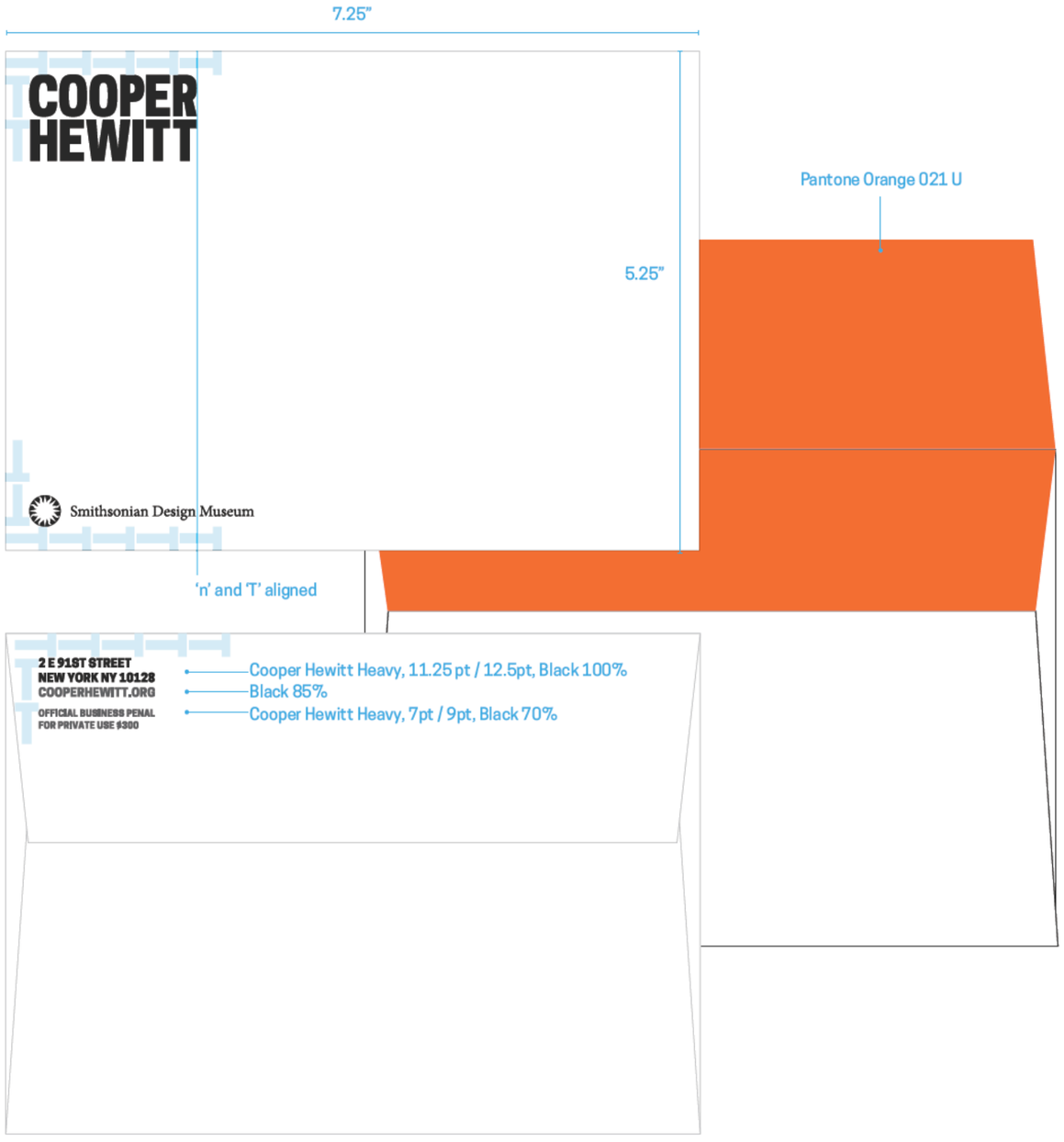
1.8.5 A7 Envelope

7.25 x 5.25” Envelope



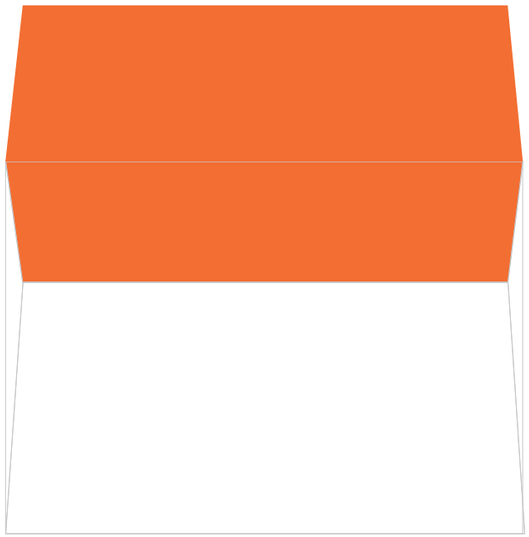
1.8.5 A7 Envelope

7.25 x 5.25” Envelope Specs

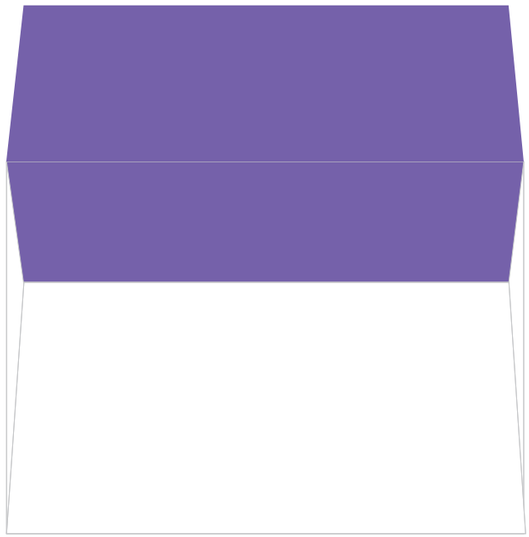


1.8.5 A7 Envelope

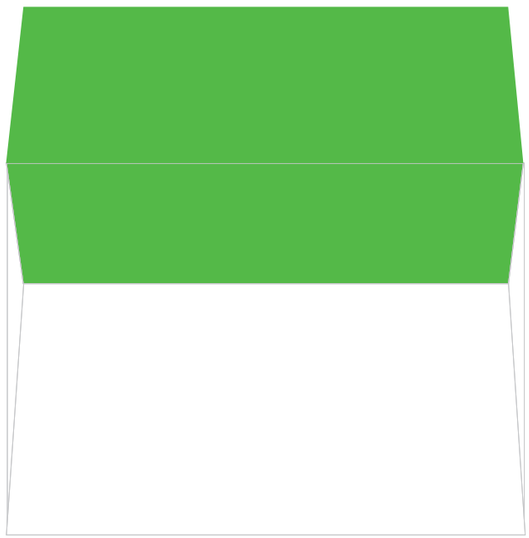
Interior Color Options



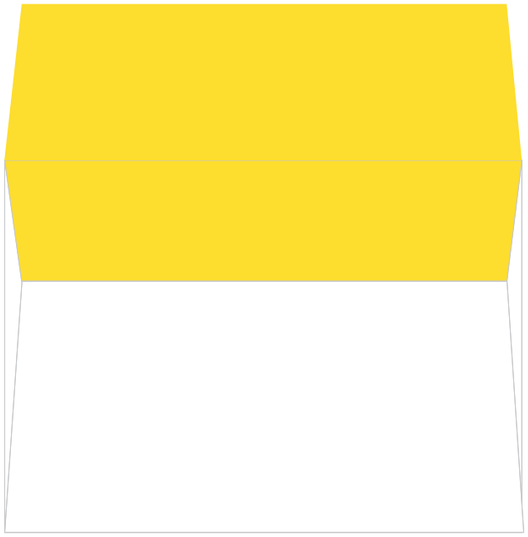
Pantone Orange 021 U



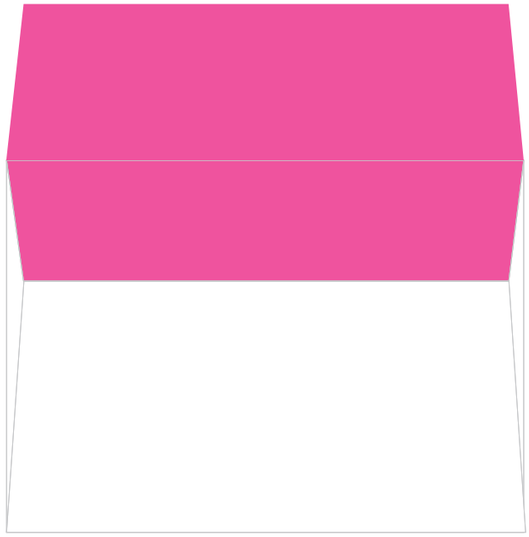
Pantone 814 U



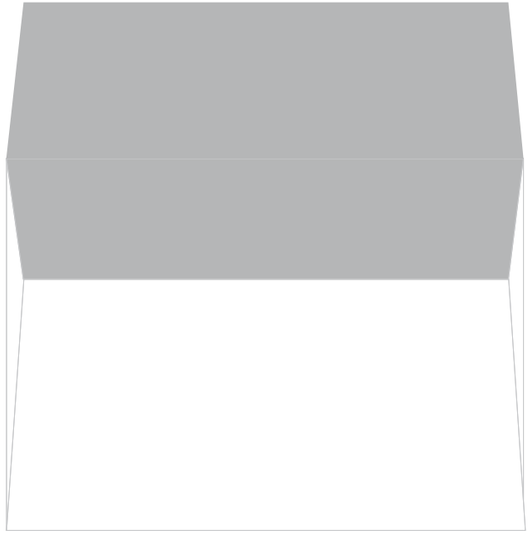
Pantone 802 U



Pantone 108 U



Pantone 806 U



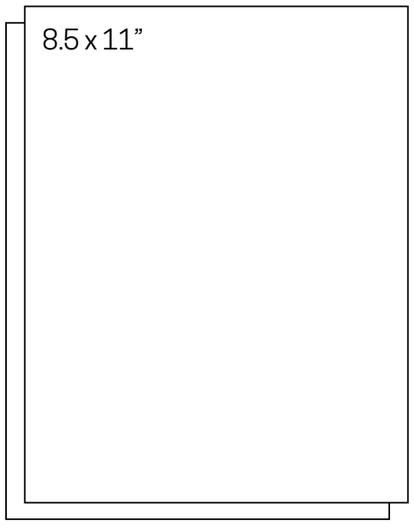
Pantone 877 U

2.0 Printed Application

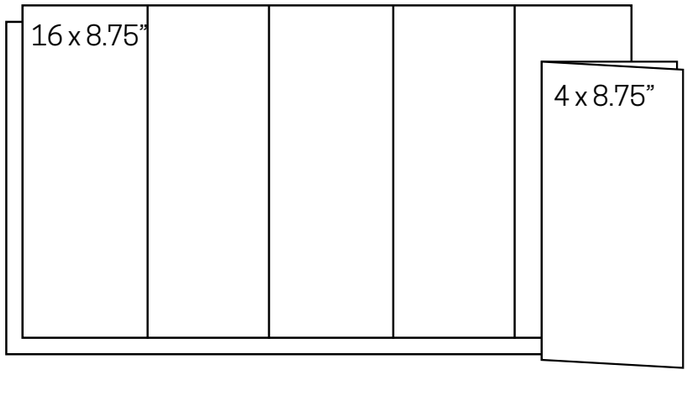
This part of the styleguide demonstrates how to apply Cooper Hewitt's visual identity to other printed collateral items, including letterhead format fliers, brochures, postcards, bookmarks, invitations, admission tickets, guest pass.

2.0
Printed Applications

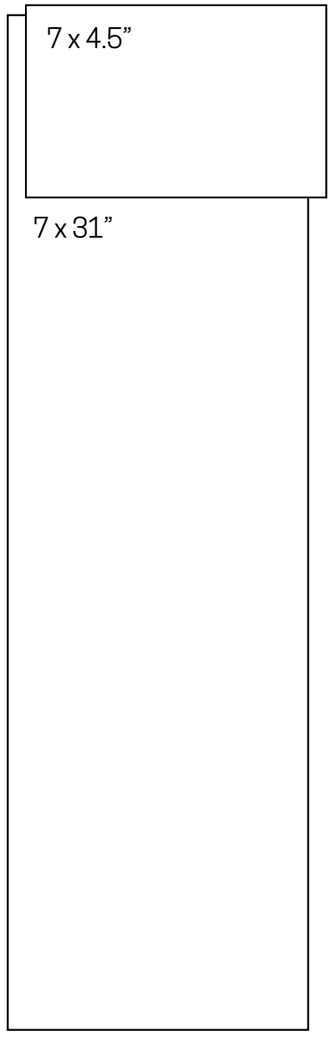
2.1
Letter size fliers



2.2
Brochure closed, Brochure open



2.3
Mailer closed, Mailer open



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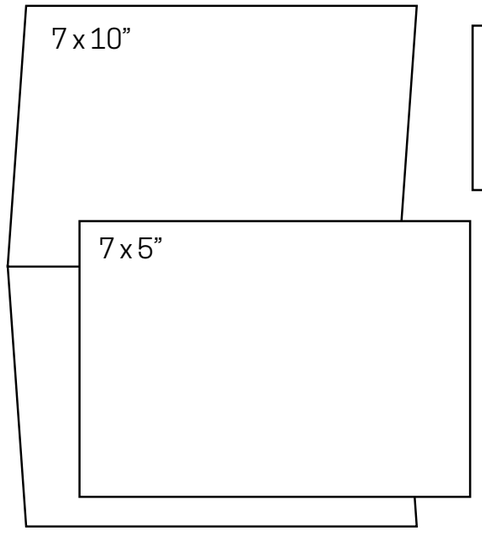
Invitations



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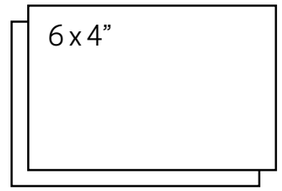
Postcard



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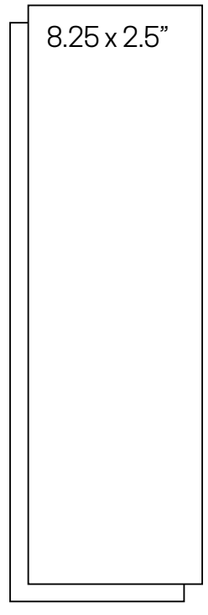
Bookmark



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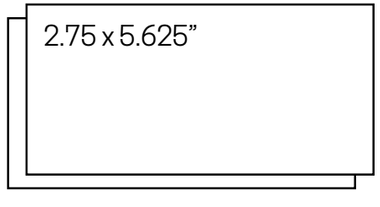
Admission tickets



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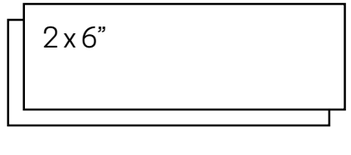
Guest pass



2.1 Printed Application Letterhead format

Design K-12 Flier
Letter size flier template (1 column)

COOPER HEWITT
DESIGN K-12

2 E 91ST STREET
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Smithsonian Design Museum

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2.1 Printed Application Letterhead format

Design K-12 Flier
Letter size flier template (1 column) Specs

Cooper Hewitt
Membership sub brand
lock up size
C0 M0 Y0 K100

Fill: PANTONE 814 U

CooperHewitt: Heavy
C0 M0 Y0 K85
11.25pt
Left align
Line-spacing : 12.5 pt

CooperHewitt: Heavy
C0 M0 Y0 K70
11.25pt
Left align
Line-spacing : 12.5 pt

CooperHewitt-Display
PANTONE 814 U
C61 M71 Y0 K0 tint: 100
20 pt
Line-spacing: 20 pt
Left align

CooperHewitt-Book
C0 M0 Y0 K85
9.5 pt
Left align
Line-spacing: 14.25 pt

CooperHewitt-Display
C0 M0 Y0 K85 tint: 100
13 pt
Left align
Line-spacing: 13 pt

CooperHewitt-Display
C0 M0 Y0 K85 tint: 100
9 pt
Left align
Line-spacing: 10 pt

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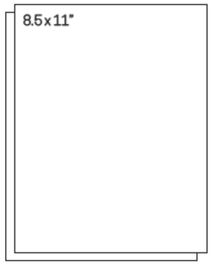
2.1 Printed Application Letterhead format

Design K-12 Program Schedule Flier
Letter size flier template (2 columns)



COOPER HEWITT DESIGN K-12

2 E 91ST STREET
NEW YORK NY 10128
PHONE 212.849.8400
FAX 212.849.8401
COOPERHEWITT.ORG

FREE SEPTEMBER PROGRAMS

TARGET DESIGN KIDS INTRODUCES BASIC DESIGN CONCEPTS TO CHILDREN AGES TWO AND OLDER THROUGH A SERIES OF DIFFERENT PROGRAMS.

SATURDAY, SEPTEMBER 10
04:00 06:00PM AFTERSCHOOL DROP-IN
Ages 5+

SATURDAY, SEPTEMBER 10
04:00 06:00PM AFTERSCHOOL DROP-IN
Ages 5+

SUNDAY, SEPTEMBER 11
10:00 11:00AM DESIGN TALES PRESENTS: JONATHAN KRUK
Ages 2 5

TUESDAY, SEPTEMBER 17
10:00 11:00AM DESIGN TALES PRESENTS: JONATHAN KRUK
Ages 2 5

MONDAY, SEPTEMBER 12
04:00 06:00PM AFTERSCHOOL DROP-IN
Ages 5+

WEDNESDAY, SEPTEMBER 18
04:00 06:00PM AFTERSCHOOL DROP-IN
Ages 5+

WEDNESDAY, SEPTEMBER 13
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FRIDAY, SEPTEMBER 19
10:00 11:00AM DESIGN TALES PRESENTS: JONATHAN KRUK
Ages 2 5

FRIDAY, SEPTEMBER 14
04:00 06:00PM AFTERSCHOOL DROP IN
Ages 5+

SUNDAY, SEPTEMBER 20
SESSION 1 11:00 12:30PM MINI MAKER ROBOT DESIGN
SESSION 2 01:30 03:00PM Ages 5+

SIGN UP NOW

COOPERHEWITT.ORG/LEARNING/DESIGNCENTER
REGISTRATION IS REQUIRED FOR ALL PROGRAMS

Smithsonian Design Museum

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2.1 Printed Application Letterhead format

Design K-12 Program Schedule Flier
Letter size flier template (2 columns) Specs

Cooper Hewitt
Membership sub brand
lock up size
C0 M0 Y0 K85
PANTONE 814 U

CooperHewitt: Heavy
C0 M0 Y0 K85
11.25pt
Left align
Line-spacing : 12.5 pt

CooperHewitt: Heavy
C0 M0 Y0 K70
11.25pt
Left align
Line-spacing : 12.5 pt

CooperHewitt-Display
PANTONE 814 U
C61 M71 Y0 K0 tint: 100
20 pt
Left align
Line-spacing: 20 pt

CooperHewitt-Display
C0 M0 Y0 K70 tint: 100
13 pt
Left align
Line-spacing: 13 pt

CooperHewitt-Heavy
C0 M0 Y0 K60tint: 100
9.5 pt
Left align
Line-spacing: 14.25 pt

CooperHewitt-Book
C0 M0 Y0 K80 tint: 100
9.5 pt
Left align
Line-spacing: 14.25 pt

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Smithsonian Design Museum

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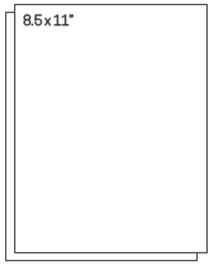
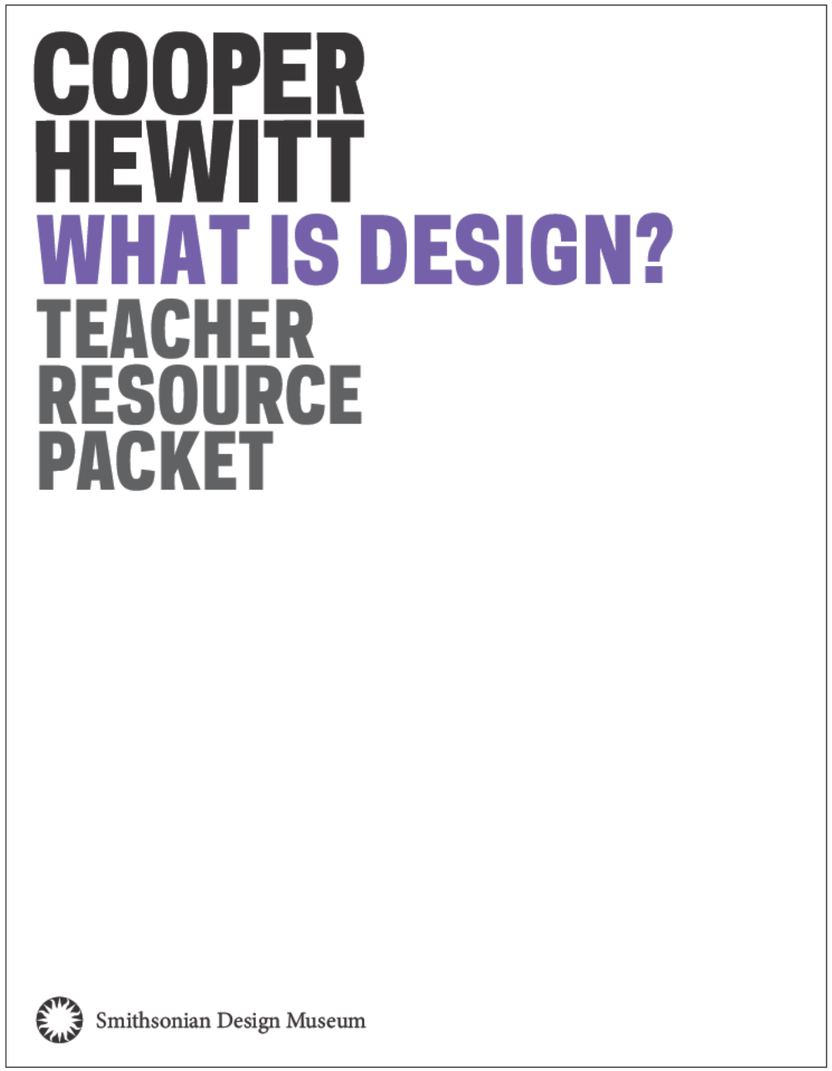
2.1 Printed Application Letterhead format

Design K-12 Letterheads





2.1 Printed Application Letterhead format

Design K-12 Letterheads

CooperHewitt-Display
PANTONE 814 U
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CooperHewitt-Display
C0 M0 Y0 K85 tint: 100
55 pt
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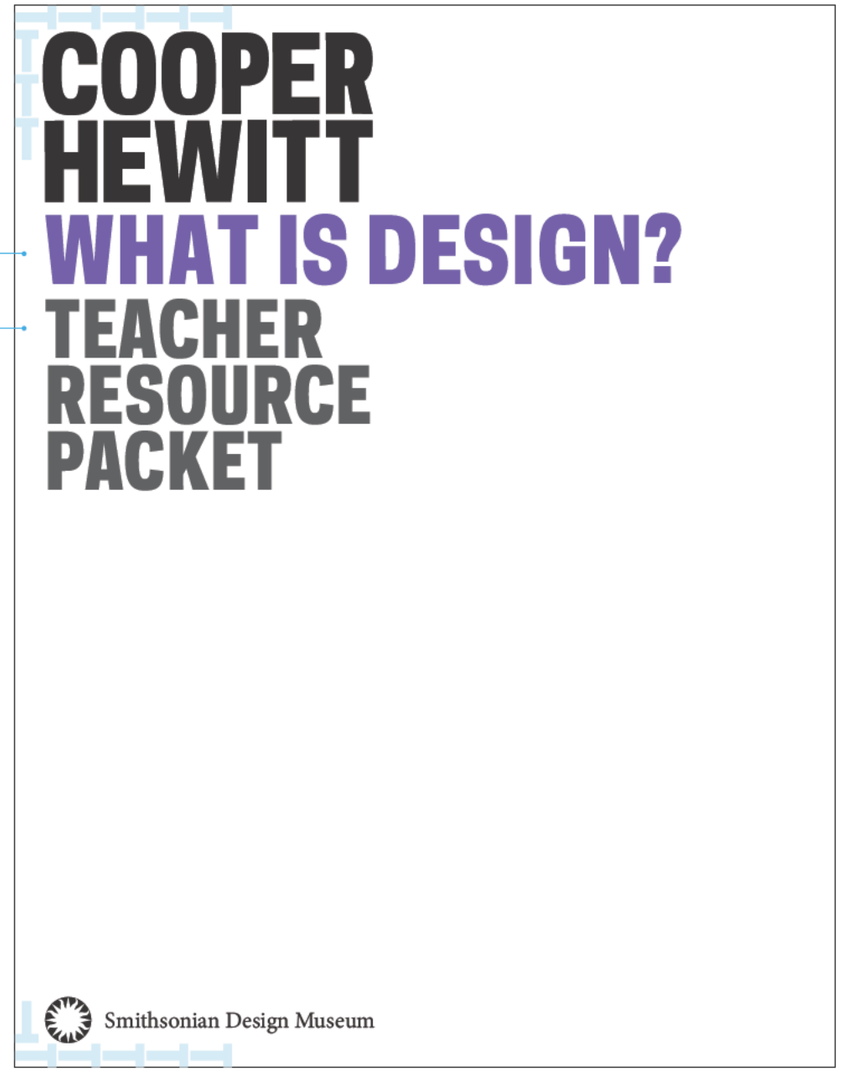
Line-spacing: 55 pt



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Design K-12 Letterheads

COOPER HEWITT DESIGN K-12

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01 PREPARING FOR THE WORKSHOP

02 DESIGN THINKING CONNECTIONS

04 AFTER THE WORKSHOP

08 APPENDIX A PEELER BACKGROUND

11 APPENDIX B READY, SET, DESIGN

16 BIBLIOGRAPHY

Smithsonian Design Museum

2.1 Printed Application Letterhead format

Design K-12 Letterheads

CooperHewitt: Heavy
PANTONE 814 U
C61 M71 Y0 K0 tint: 100
11.25pt
Left align
Line-spacing : 12.5 pt

CooperHewitt-Display
C0 M0 Y0 K85
tint: 100
20 pt
Left align
Line-spacing: 20 pt

COOPER HEWITT DESIGN K-12

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WATCH A VIDEO

Throughout this packet there are recom mended videos. All videos are part of the What is Design? Video Playlist found at www.cooperhewitt.org/learning/designk12/videos.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dapibus erat quis justo ultricies faucibus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin purus urna, vulputate et tincidunt id, vehicula eu enim. Integer erat est, malesuada id eleifend sed, posuere et dolor. Sed eu porttitor dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur in tristique enim. Etiam ut lacus felis, sed pulvinar enim. Nullam nibh mauris, euismod vitae dignissim sed, viverra eget purus. Pellentesque consequat porta ligula, vitae pulvinar turpis molestie vel. Curabitur semper faucibus volutpat. Etiam auctor tristique consectetur.

Sed ante eros, congue id placerat eu, congue vel mauris. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Integer a cursus turpis. Sed et dui interdum dolor volutpat tempor at facilisis neque. Integer sed nisl sit amet enim bibendum pretium. Duis posuere, libero id sodales mollis, tellus enim elementum est, eget accumsan quam arcu sit amet ante. Aliquam sed dolor nulla. Nam vel velit massa, eu porttitor risus. Nulla aliquam ante sit amet ipsum dictum gravida. Vivamus est urna, mattis et pharetra vel, suscipit quis lectus. Etiam porta est nec lectus tristique faucibus a condimentum mi. Suspendisse a metus at nunc vestibulum fermentum sed id magna. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed et enim ligula, id lobortis justo. Ut eu nunc magna, nec tincidunt justo.

Smithsonian Design Museum 04

CooperHewitt-Display
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C61 M71 Y0 K0 tint: 100
20 pt
Left align
Line-spacing: 20 pt

CooperHewitt-Book
C0 M0 Y0 K85 tint: 100
9.5 pt
Left align
Line-spacing: 14.25 pt

CooperHewitt-Display
C0 M0 Y0 K85 tint: 100
13 pt
Left align
Line-spacing: 13 pt

COOPER HEWITT DESIGN K-12

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dapibus erat quis justo ultricies faucibus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin purus urna, vulputate et tincidunt id, vehicula eu enim. Integer erat est, malesuada id eleifend sed, posuere et dolor. Sed eu porttitor dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur in tristique enim. Etiam ut lacus felis, sed pulvinar enim. Nullam nibh mauris, euismod vitae dignissim sed, viverra eget purus. Pellentesque consequat porta ligula, vitae pulvinar turpis molestie vel. Curabitur semper faucibus volutpat. Etiam auctor tristique consectetur.

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Smithsonian Design Museum 04

2.1 Printed Application Letterhead format

Design K-12 Letterhead, 2columns with picture and text example 1

COOPER HEWITT DESIGN K-12

DESIGN THINKING CONNECTIONS

RECOMMENDED VIDEO 1

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RECOMMENDED VIDEO 2

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2.1 Printed Application Letterhead format

Design K-12 Letterhead, 2columns with picture and text example 2

COOPER HEWITT DESIGN K-12

DESIGN THINKING CONNECTIONS

RECOMMENDED VIDEO 1

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RECOMMENDED VIDEO 1

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RECOMMENDED VIDEO 1

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RECOMMENDED VIDEO 1

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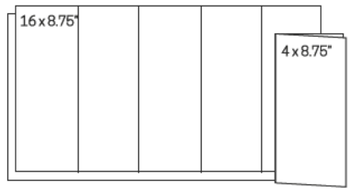
2.2 Printed Application Brochure

Brochure format can be used for detailed information for each department. Below is example of Cooper Hewitt Membership department's informational



closed

open front

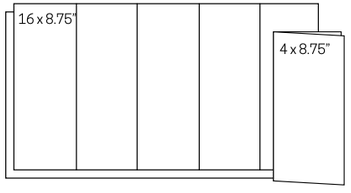
open back

2.2 Printed Application Brochure

Membership Brochure Specs

2.2 Printed Application Brochure

Brochure Text
Typographic Treatment Overview



BROCHURE A1 TEXT TITLE COOPER HEWITT DISPLAY 42PT/42PT

A2 TEXT TITLE COOPER HEWITT DISPLAY 30PT/30PT

A3 TEXT TITLE COOPER HEWITT DISPLAY 21PT/21PT

2.2 Printed Application Brochure

Brochure Text
Typographic Treatment Overview

SUBTITLE
COOPER HEWITT HEAVY
12PT/15PT

Membership Level Header
Cooper Hewitt Medium, 12pt/15pt

Bodycopy
Cooper Hewitt Bold, 9pt/12pt

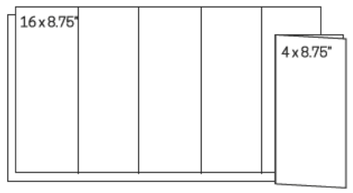
- Bullets
- Cooper Hewitt Medium 9pt/14pt

TAX LINE
COOPER HEWITT HEAVY 7PT/8.5PT

Captions
Cooper Hewitt Medium 6.5pt/8pt

2.2 Printed Application Brochure

Brochure Text Examples



closed front

CooperHewitt-Display
C48 M45 Y44 K4
42 pt
Left align
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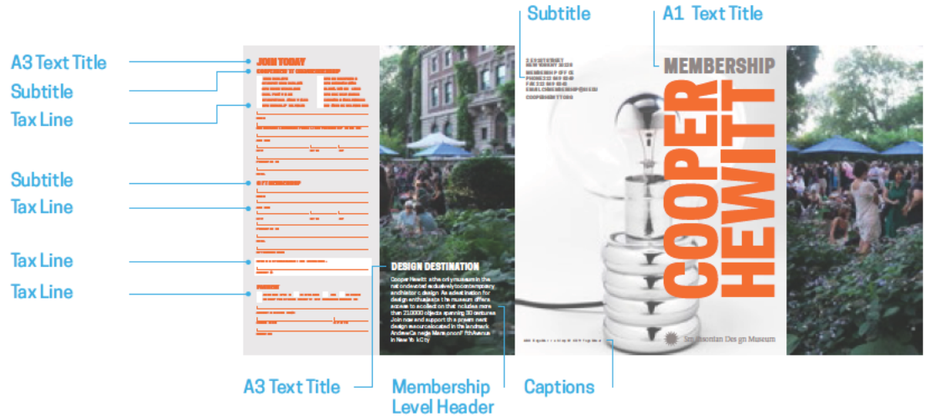
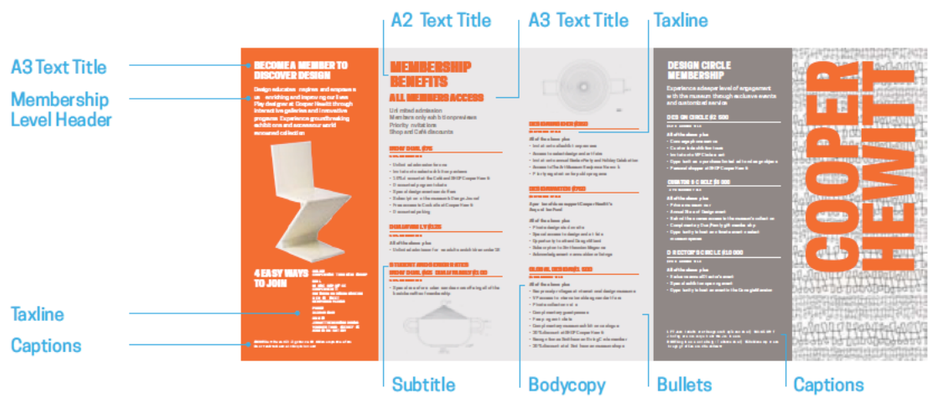
2.2 Printed Application Brochure

Brochure Text Examples

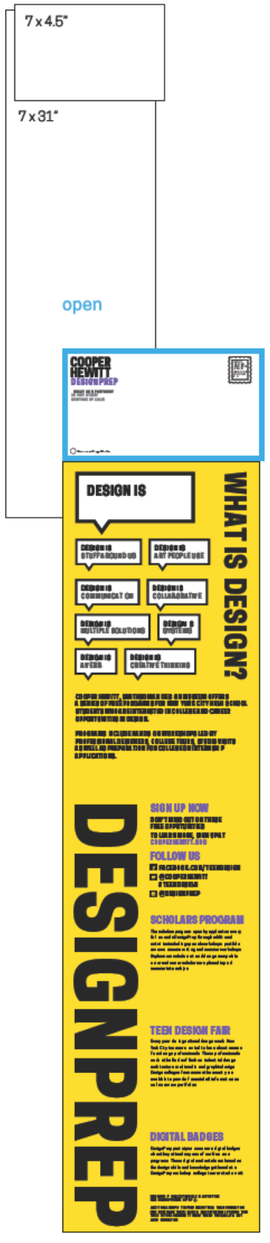
Brochure open, front and back, Text Examples



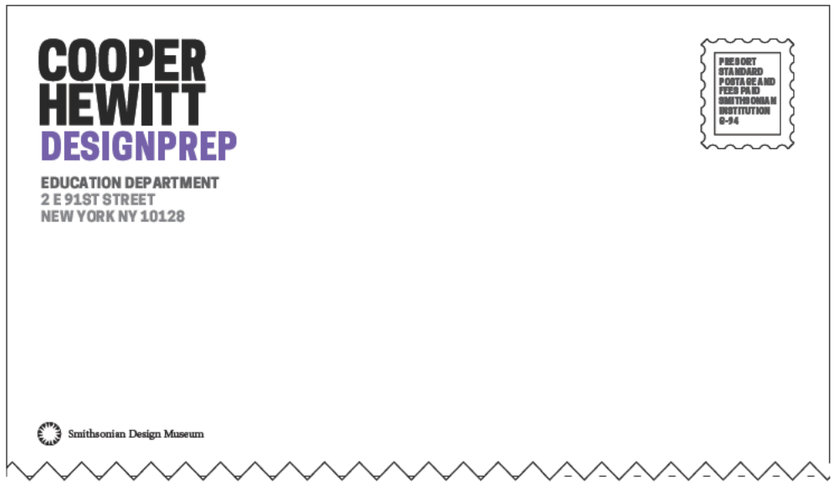


2.3 Printed Application Mailer

Mailer format can be used for promotional material intended to be mailed. Below is example of Cooper Hewitt Education department's Design Prep program mailer.

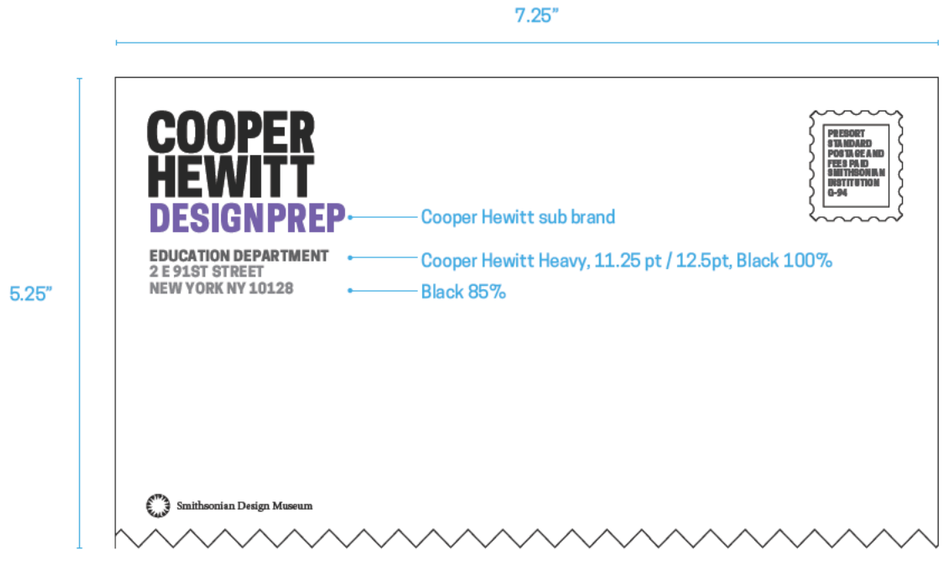


closed



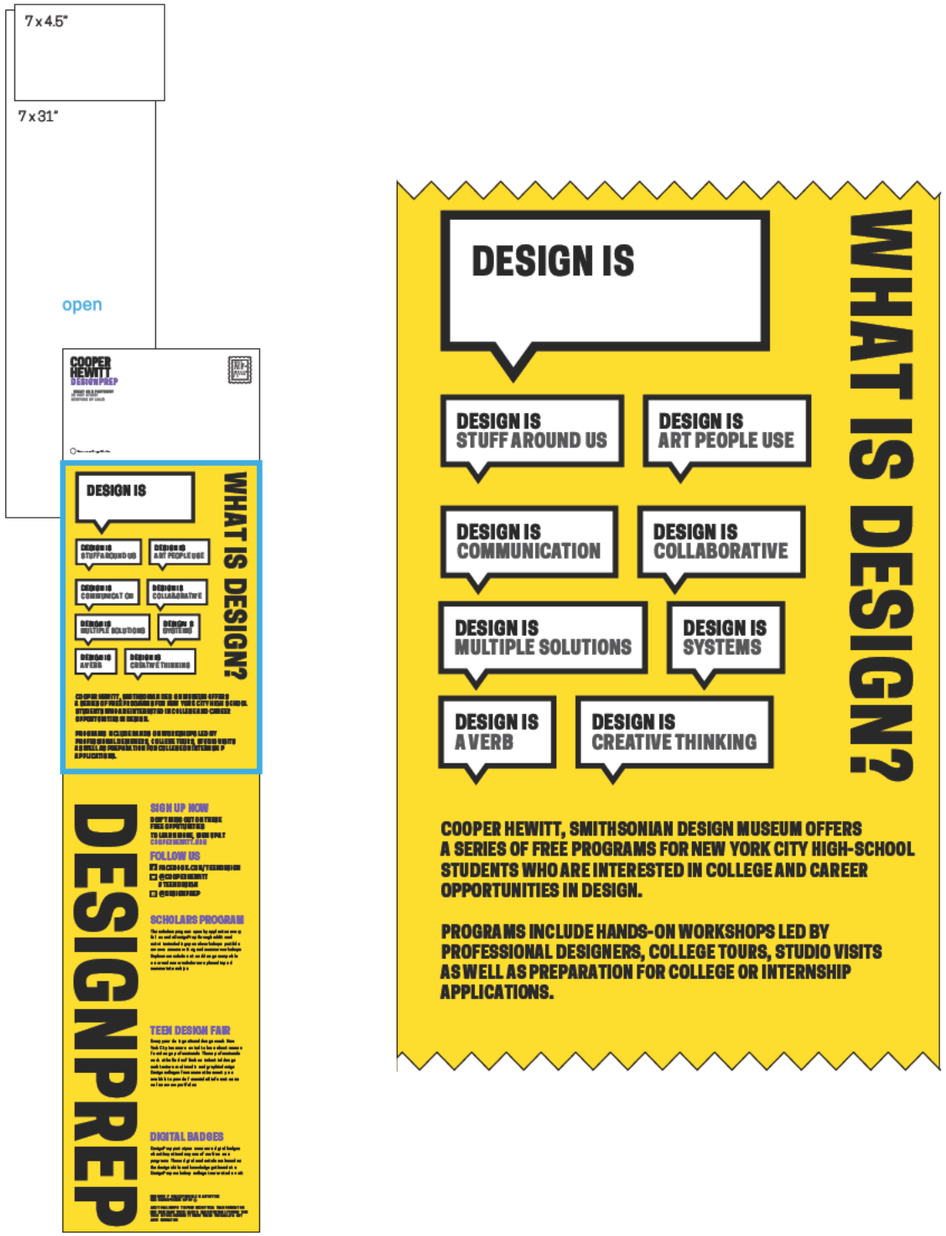
2.3 Printed Application Mailer

Mailer Example
Design Prep (Details) Specs



2.3 Printed Application Mailer

Mailer Example
Design Prep (Details)

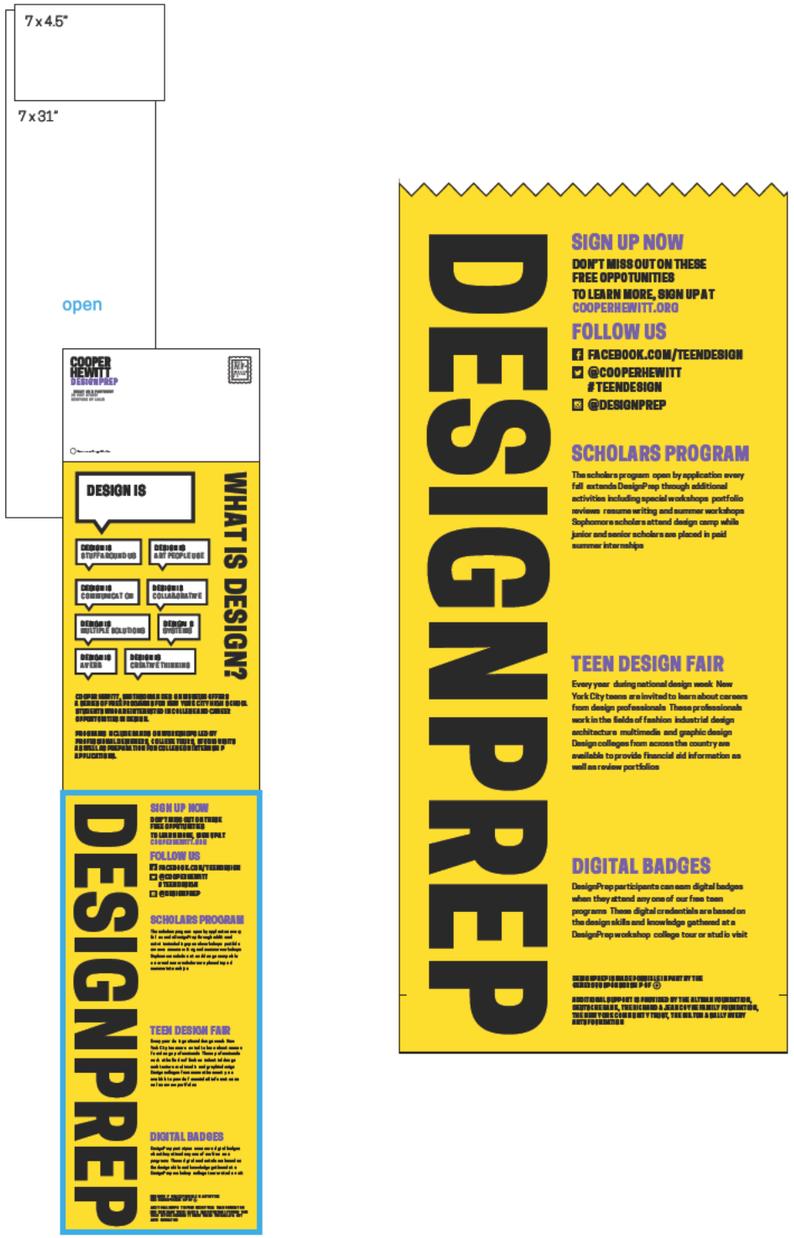


2.3 Printed Application Mailer

Mailer Example
Design Prep (Details) Specs

2.3 Printed Application Mailer

Mailer Example
Design Prep (Details)



2.3 Printed Application Mailer

Mailer Example
Design Prep (Details) Specs

CooperHewitt-Display
PANTONE 814 U
C61 M70 Y0 K0 tint: 100
27.5 pt
Left align
Line-spacing: 21 pt

CooperHewitt-Display
C0 M0 Y0 K100
PANTONE 814 U
C61 M70 Y0 K0
17 pt
Left align
Line-spacing: 18 pt

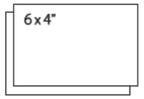
CooperHewitt-Medium
C0 M0 Y0 K100
11 pt
Left align
Line-spacing: 16 pt

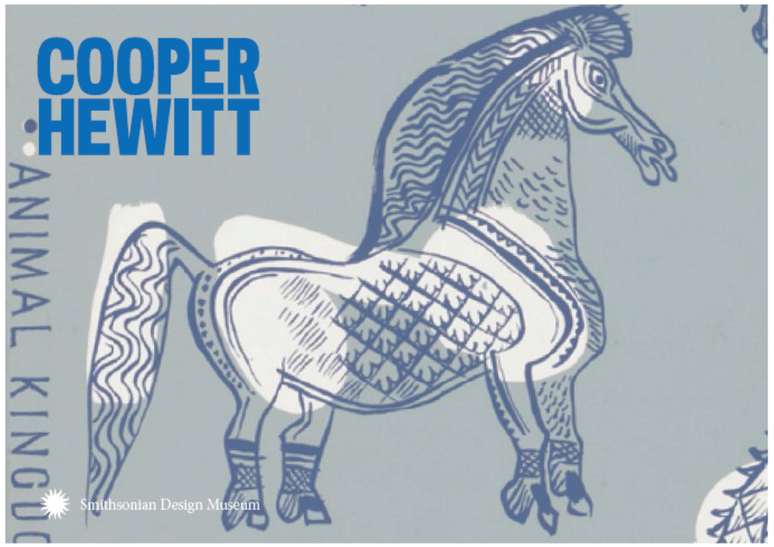
CooperHewitt-Display
C0 M0 Y0 K100
9 pt
Left align
Line-spacing: 10 pt

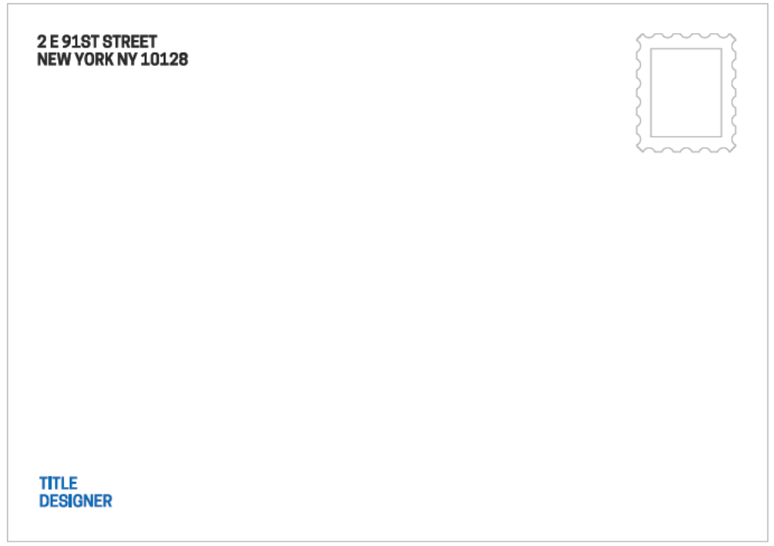
= 0.25"x 0.25"

2.4 Printed Application Postcard

Below is example of postcard with Cooper Hewitt's collection image.

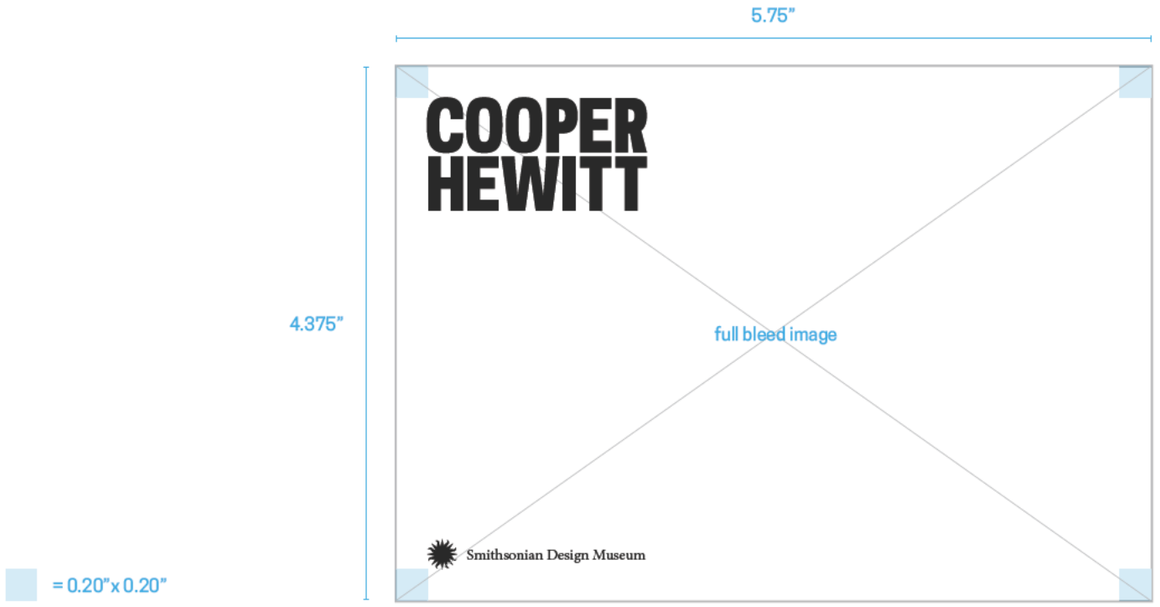


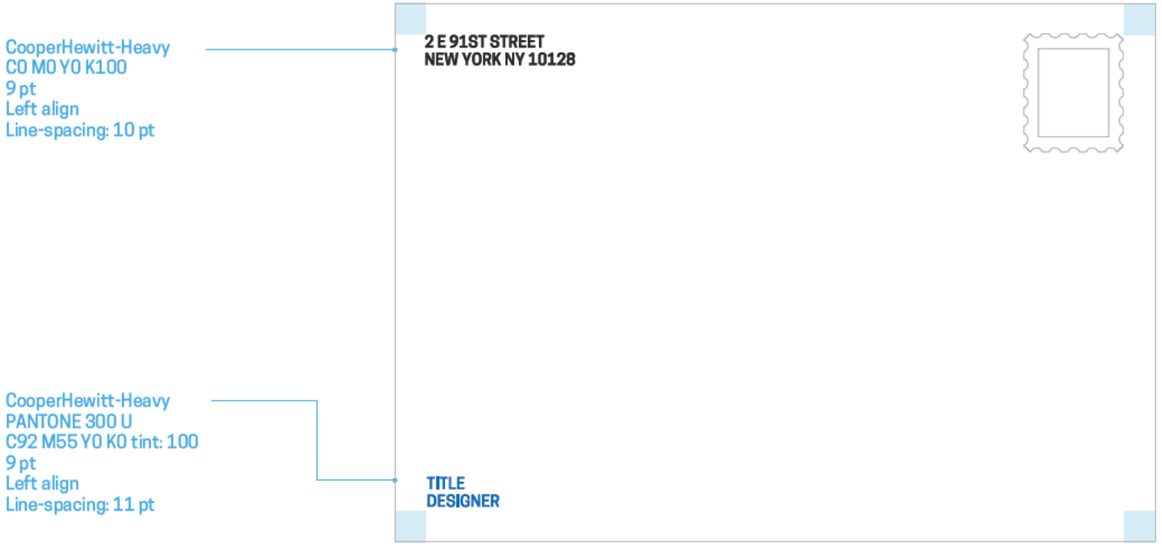




2.4 Printed Application Postcard

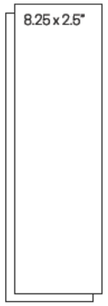
Postcard with Image Template





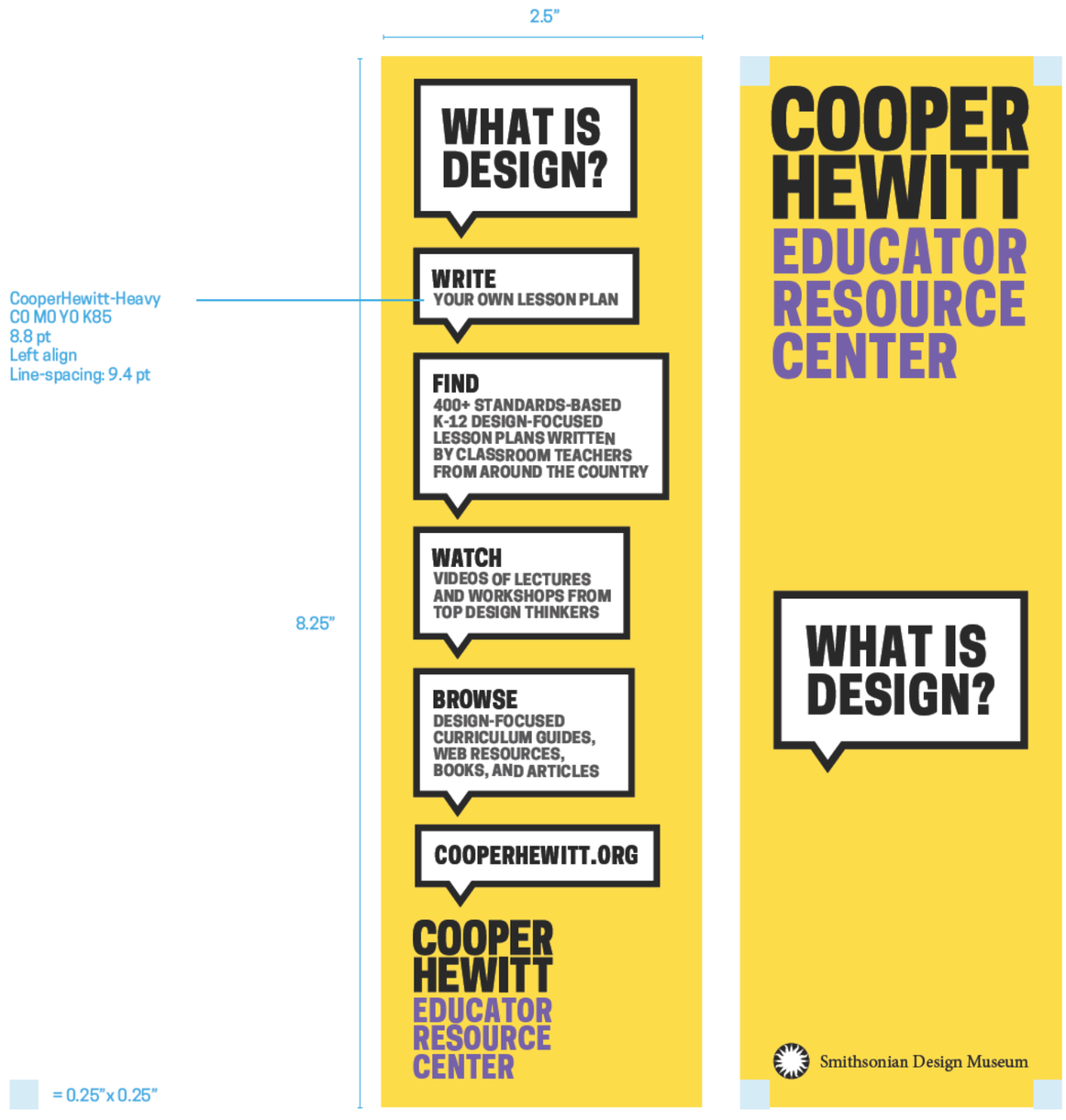
2.5 Printed Application Bookmark

Below is example Cooper Hewitt's Education department's bookmark to promote Educator Resource Center.



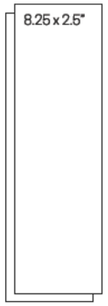
2.5 Printed Application Bookmark

Bookmark Example
Educator Resource Center



2.5 Printed Application Bookmark

Bookmark Example
SHOP Cooper Hewitt

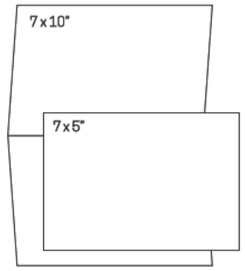


2.5 Printed Application Bookmark

Bookmark Example
SHOP Cooper Hewitt

2.6 Printed Application Invitation

Invitation format can be used for any museum events. Below is example of Cooper Hewitt's opening invitation.



Front / closed

COOPER HEWITT

Back

Cooper Hewitt, Smithsonian Design Museum is the only museum in the nation devoted exclusively to historic and contemporary design. Housed in the former residence of Andrew Carnegie, the museum has undergone a transformative renovation over the past three years to restore its historic splendor and create 60 percent more gallery space in which to present its 210,000 piece collection and showcase major design exhibitions. The museum opens to the public on December 12, 2014 with ten inaugural exhibitions and an entirely new and invigorated visitor experience featuring break through technologies, enabling Cooper Hewitt to fulfill its mission to educate, inspire, and empower through design like never before.

Smithsonian Design Museum

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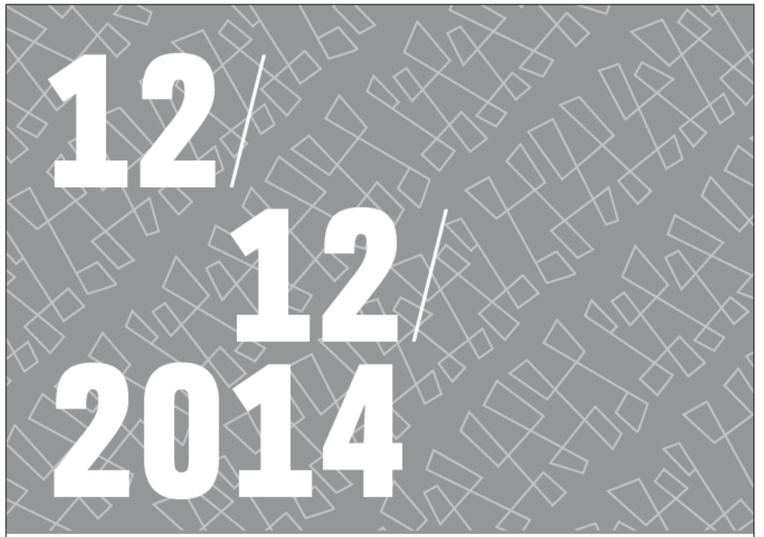
FOR HISTORY, ART,
AND CULTURE
CAROLINE BAUMANN
DIRECTOR
COOPER HEWITT,
SMITHSONIAN DESIGN MUSEUM

2.6 Printed Application Invitation

Invitation Example (Interior)

Interior/opened



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EXECUTIVE DIRECTOR, NEW YORK
CITY PUBLIC DESIGN COMMISSION

DANIEL R. GARODNICK
COUNCIL MEMBER,
NEW YORK CITY COUNCIL

FRIDAY
DECEMBER 12, 2014

10:00 AM
OPENING CEREMONY
10:30 AM
DOORS OPEN TO THE PUBLIC

2 E 91ST STREET NYC
COOPERHEWITT.ORG

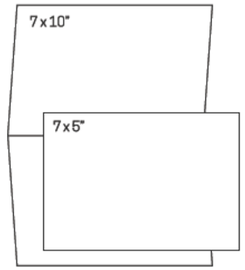
TO CELEBRATE THE OPENING OF THE NEW COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM

RSVP / COOPERHEWITT.ORG/DEC12
INQUIRIES / CHMEMBERSHIP@SI.EDU
212.849.8419

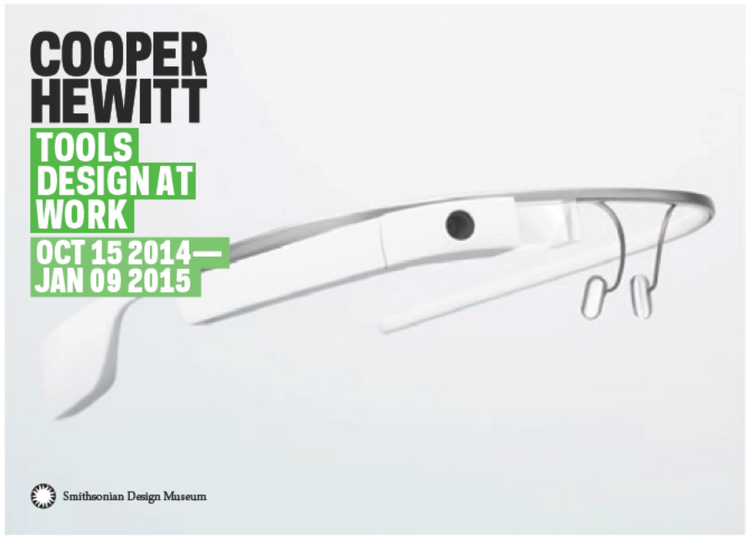
THIS INVITATION IS NON-TRANSFERABLE AND ADMITS TWO.

2.6 Printed Application Invitation

Invitation Example



Front / closed

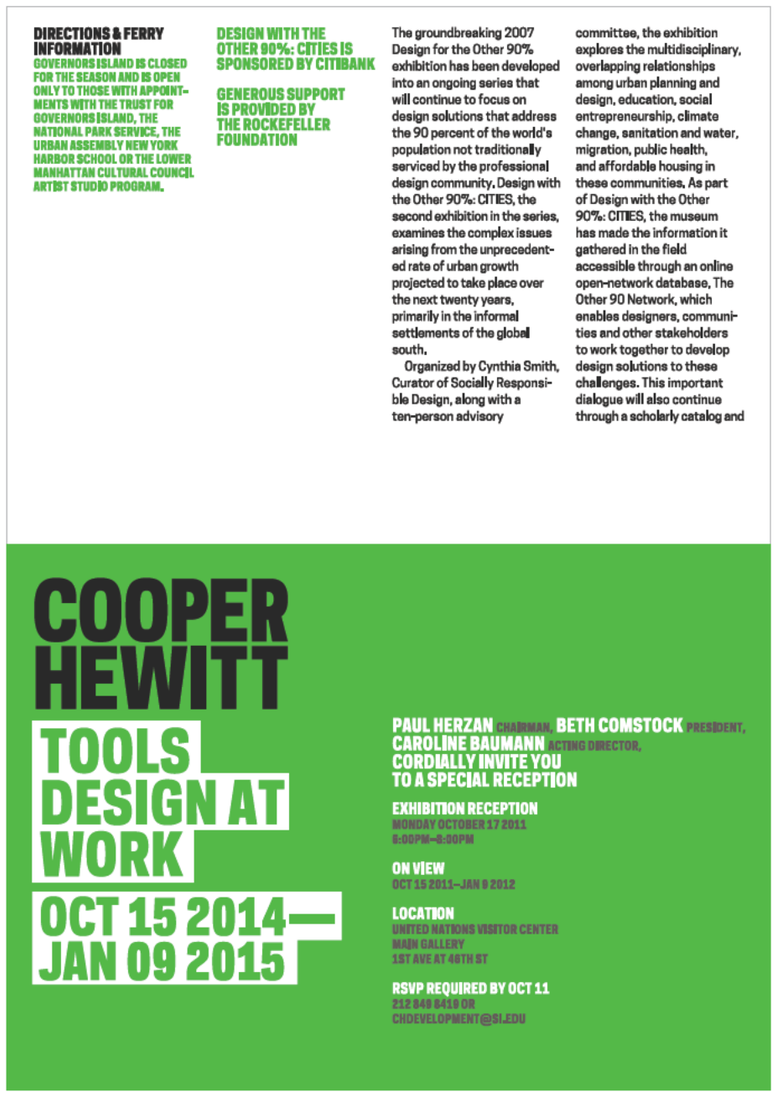


Back

2.6 Printed Application Invitation

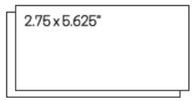
Invitation Example (Interior)

Interior/opened

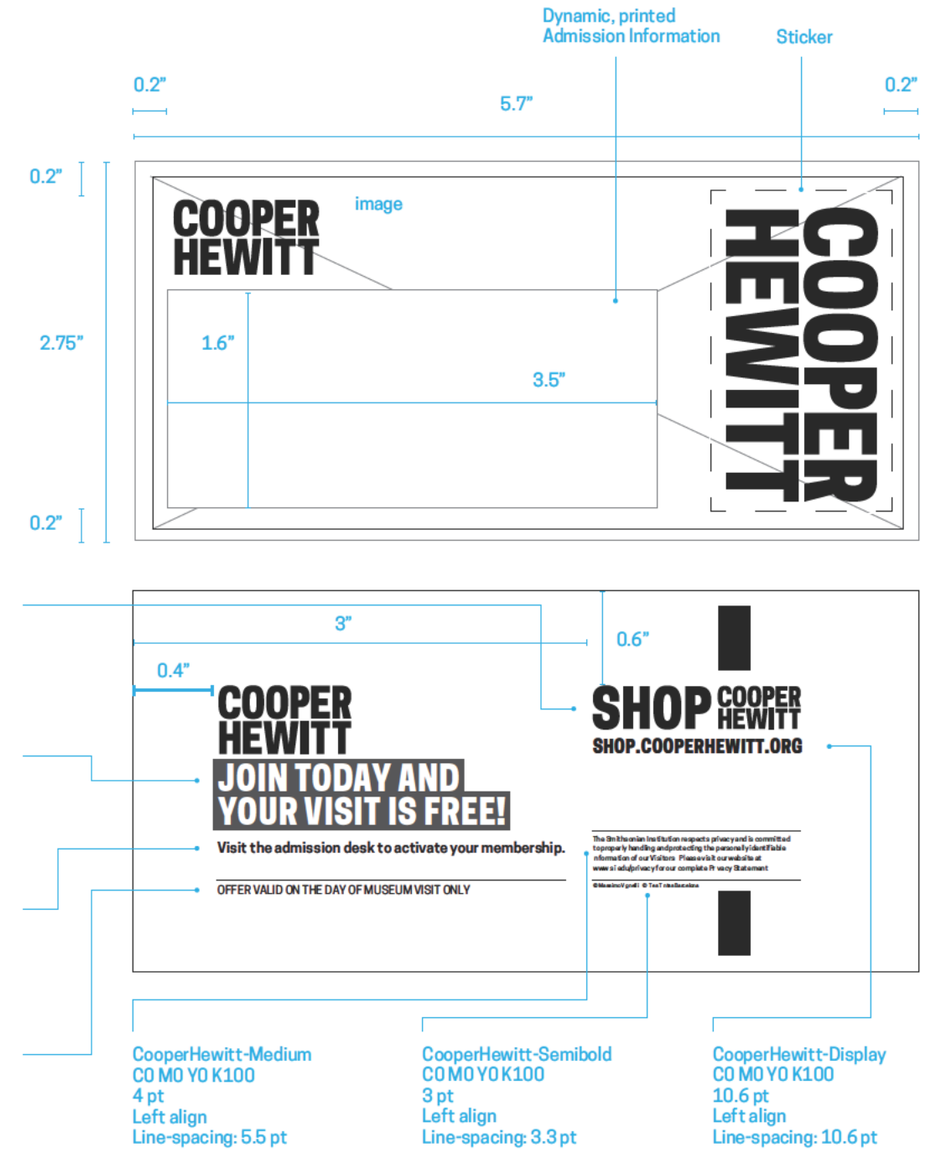


2.7 Printed Application Admission tickets

Admission ticket format can be used for museum visitors' admission ticketing information and admission sticker. Below is example of Cooper Hewitt's admission ticket.



2.7 Printed Application Admission tickets



2.8
Printed Application
Guest pass

2x6"

GUEST PASS

NAME

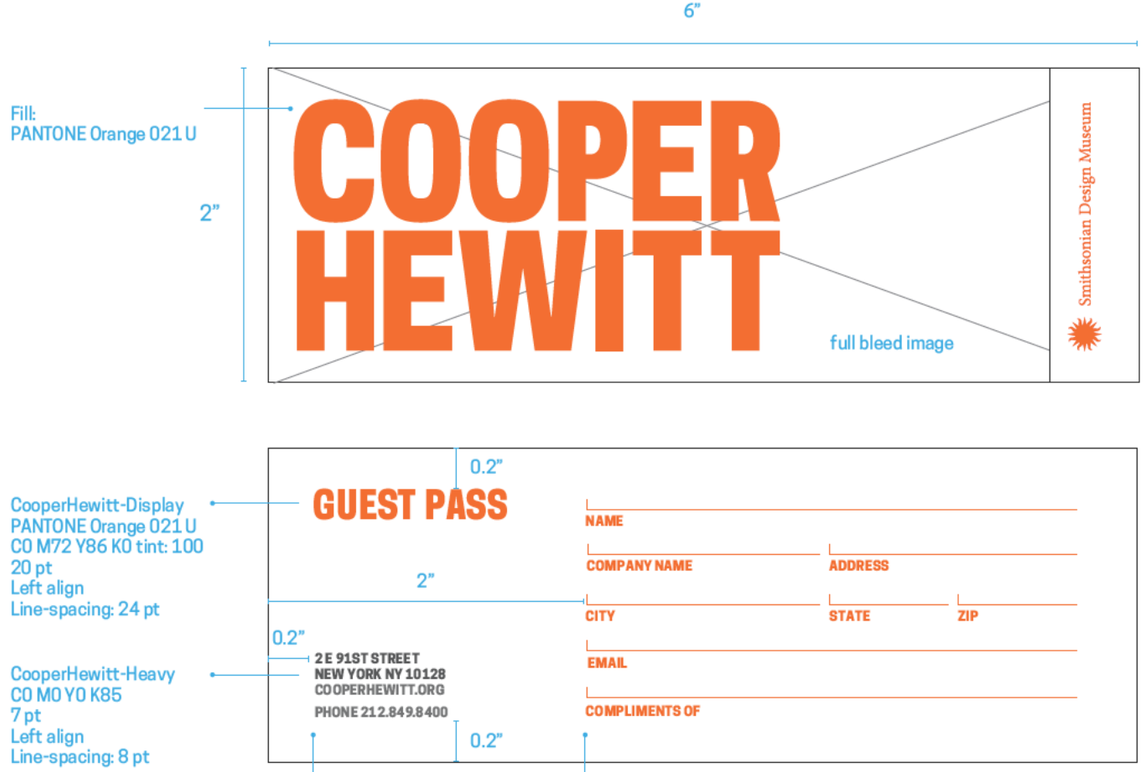
COMPANY NAME | ADDRESS

CITY | STATE | ZIP

EMAIL

COMPLIMENTS OF

2 E 91ST STREET
NEW YORK NY 10128
COOPERHEWITT.ORG
PHONE 212.849.8400



3.0
Merchandise

3.1 ID-1standard format plastic cards

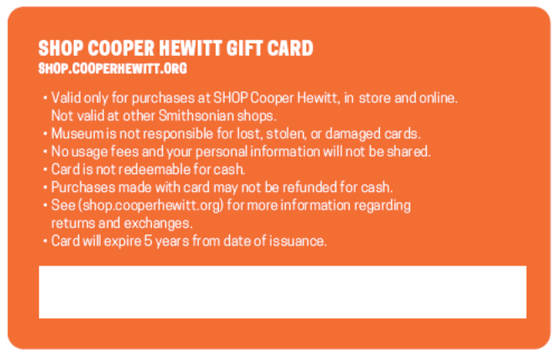
Membership Card
85.60 × 53.98 mm (3.370 × 2.125 in)

3.1 ID-1standard format plastic cards

Membership Card Specs

3.1 ID-1standard format plastic cards

SHOP Gift Certificate Card
85.60 × 53.98 mm (3.370 × 2.125 in)



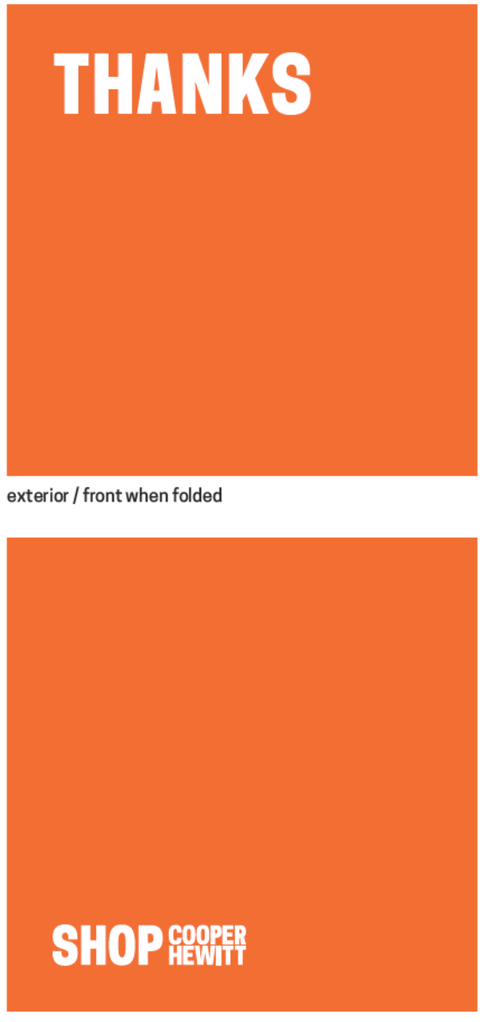
3.1 ID-1standard format plastic cards

SHOP Gift Certificate Card Specs

Production Note
Printed on 3mil Matt Plastic Card

3.2 Gift Cards

Gift cards
3.875” x 3.875” (folded)

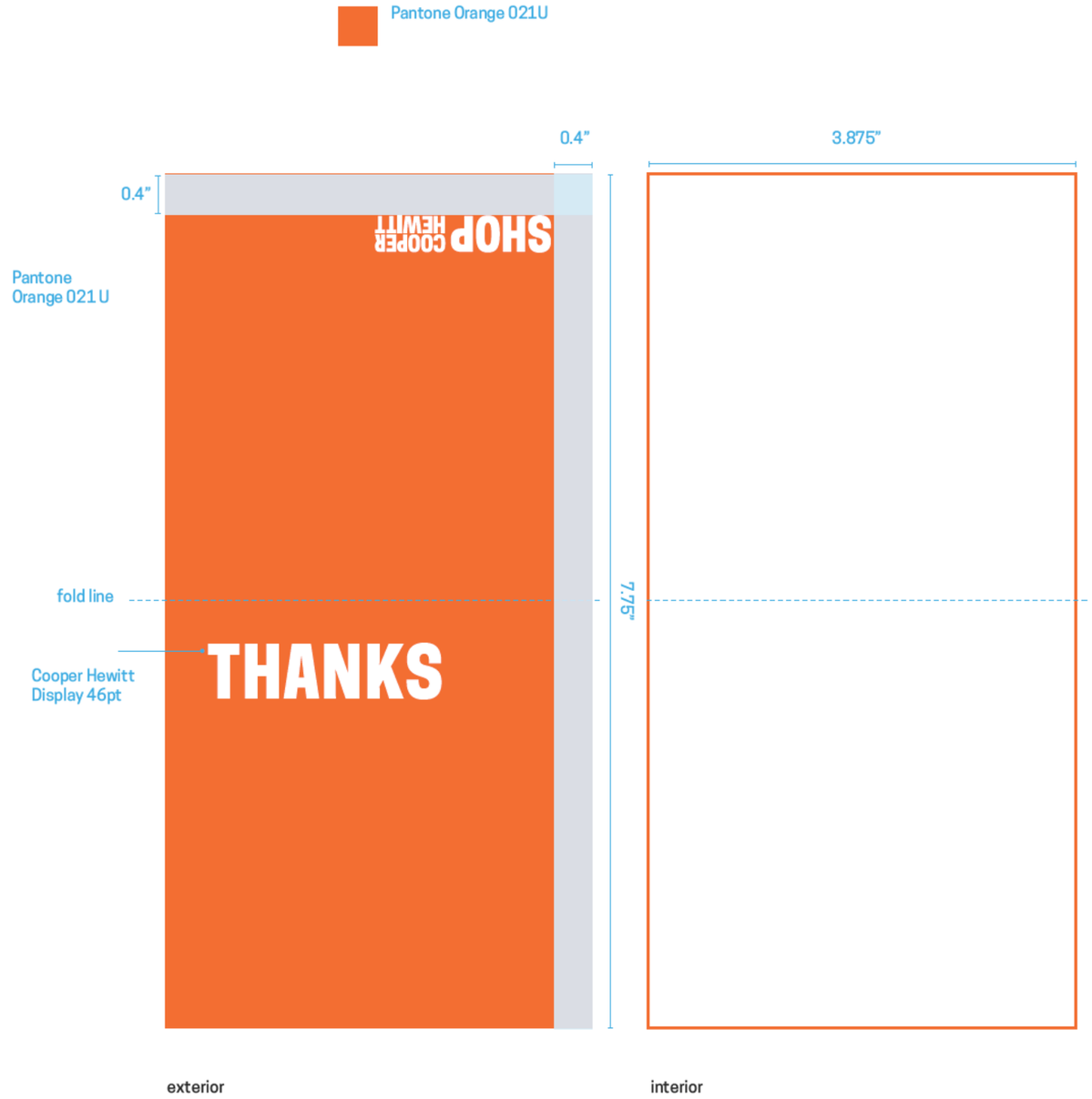


exterior / front when folded

exterior / back when folded

3.2 Gift Cards

Gift cards Specs
3.875” x 3.875”(unfolded)



exterior

interior

3.3 Stickers

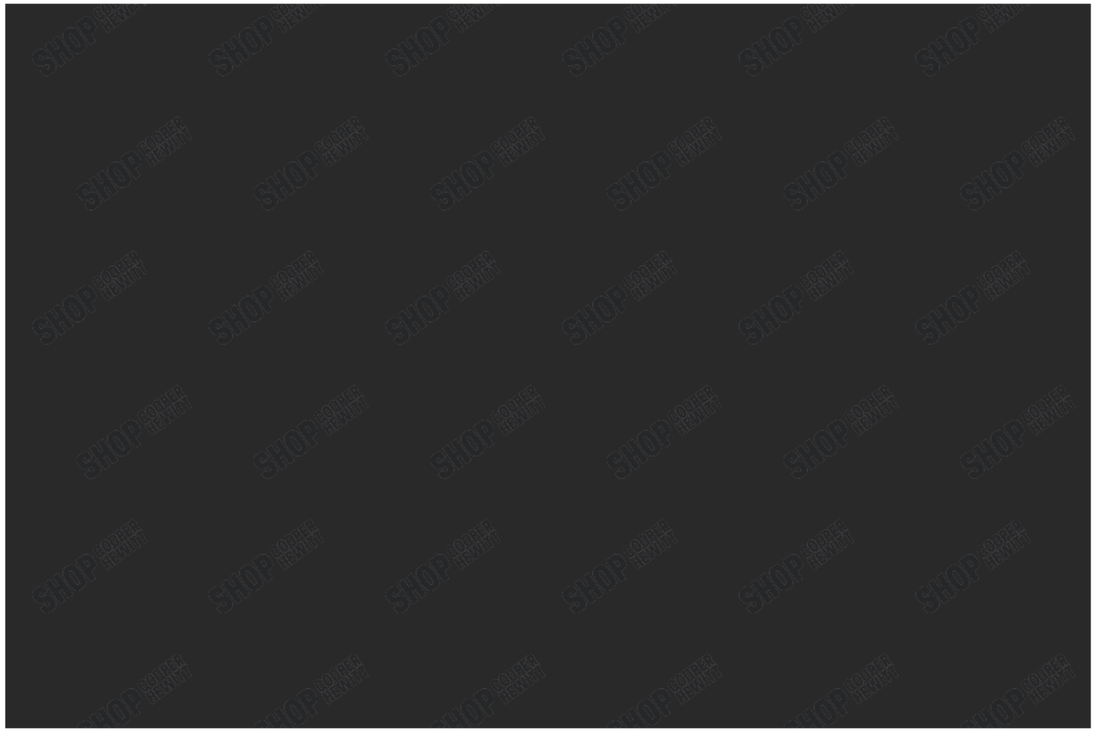
Shop Branded Sticker

3.3 Stickers

Shop Branded Sticker Specs

3.4 Wrapping Paper

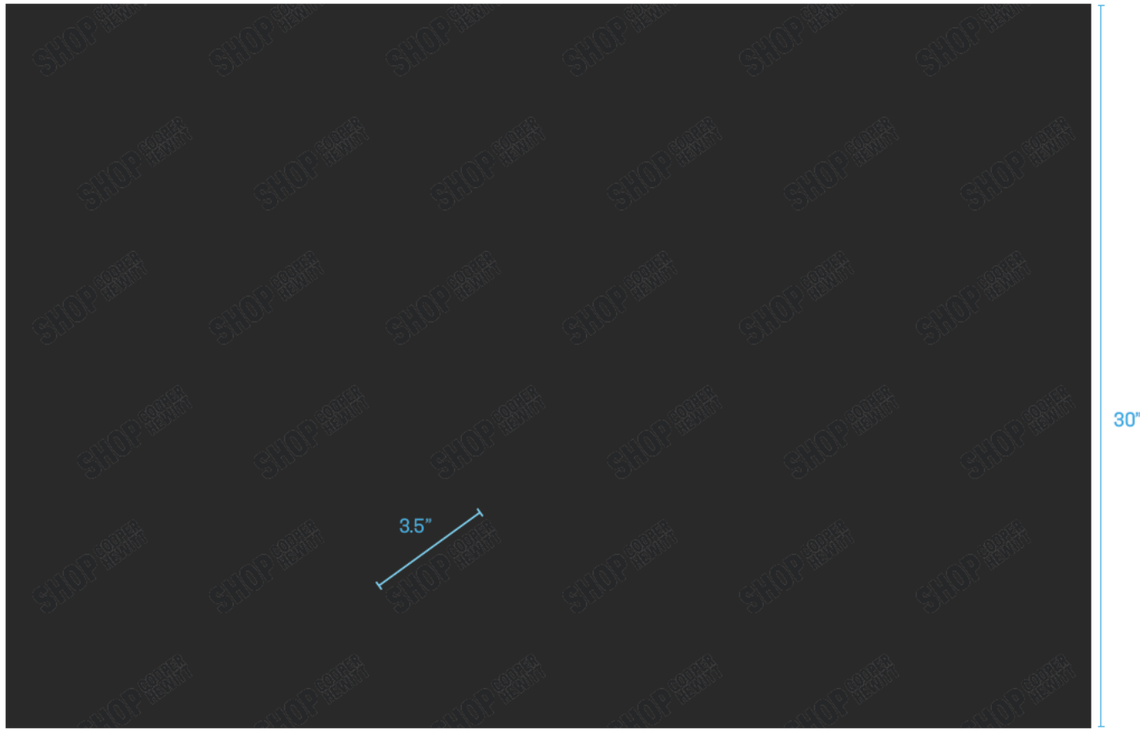
Shop Wrapping Paper



3.4 Wrapping Paper

Shop Wrapping Paper

Suggest to print pattern graphic with Pantone Solid Gray 426U on #10 black tissue paper



3.5 Branded bags

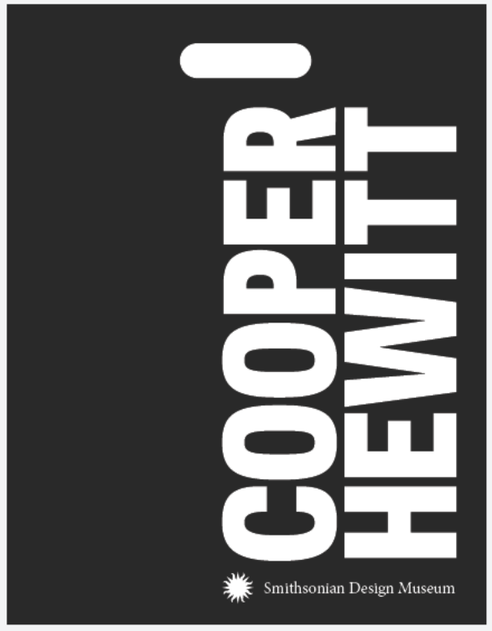
Shop branded paper bags overview

Large Paper bag (19.5 x 15.5 x 4”)

Medium Paper bag (8 x 10 x 4”)

3.5 Branded bags

Shop branded plastic bags overview



Medium Plastic bag (11.75x15.25 x 4”)

Small Plastic bag (6x9”)

3.5 Branded bags

Large Paper bag (19.5 x 15.5 x 4")

3.5 Branded bags

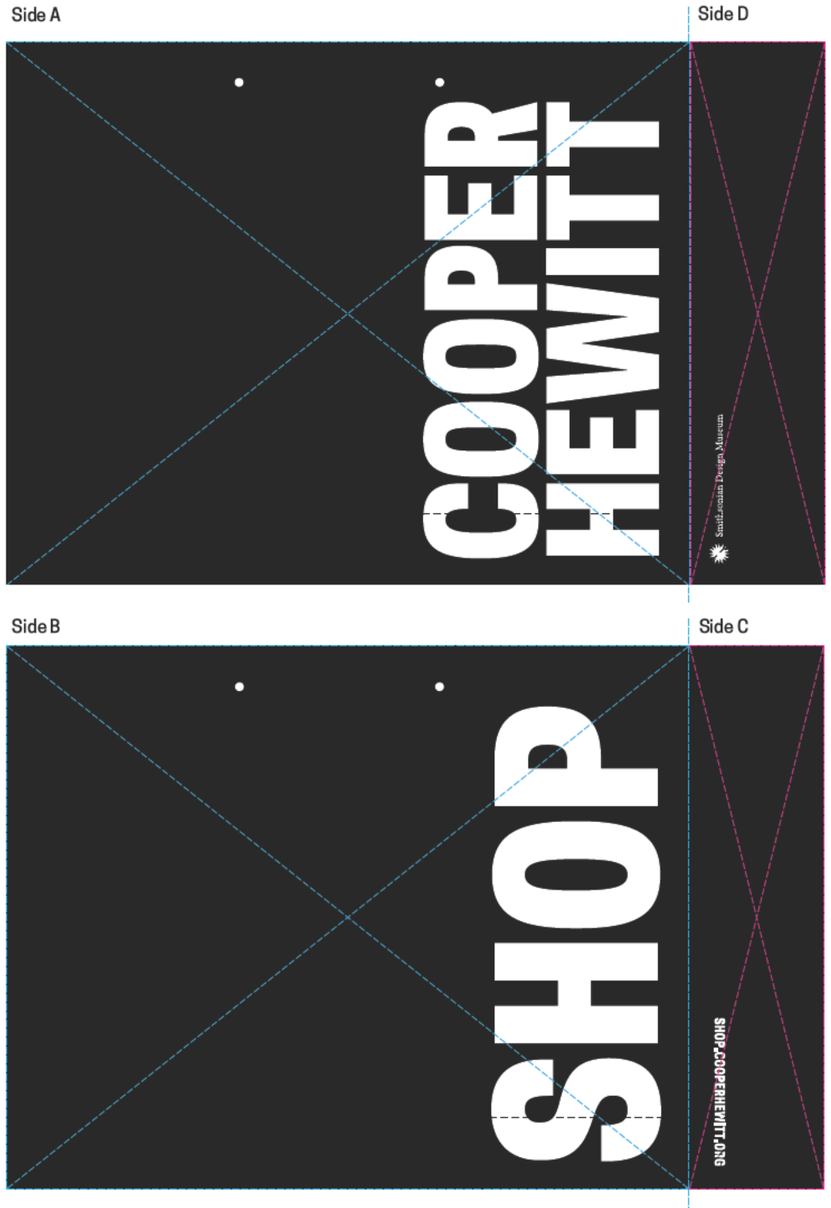
Large Paper bag Specs

Production Note

3.5mil Clear LLDPE
3.5" fold-up lip
Printed Black on Matt paper
with Matt Varnish

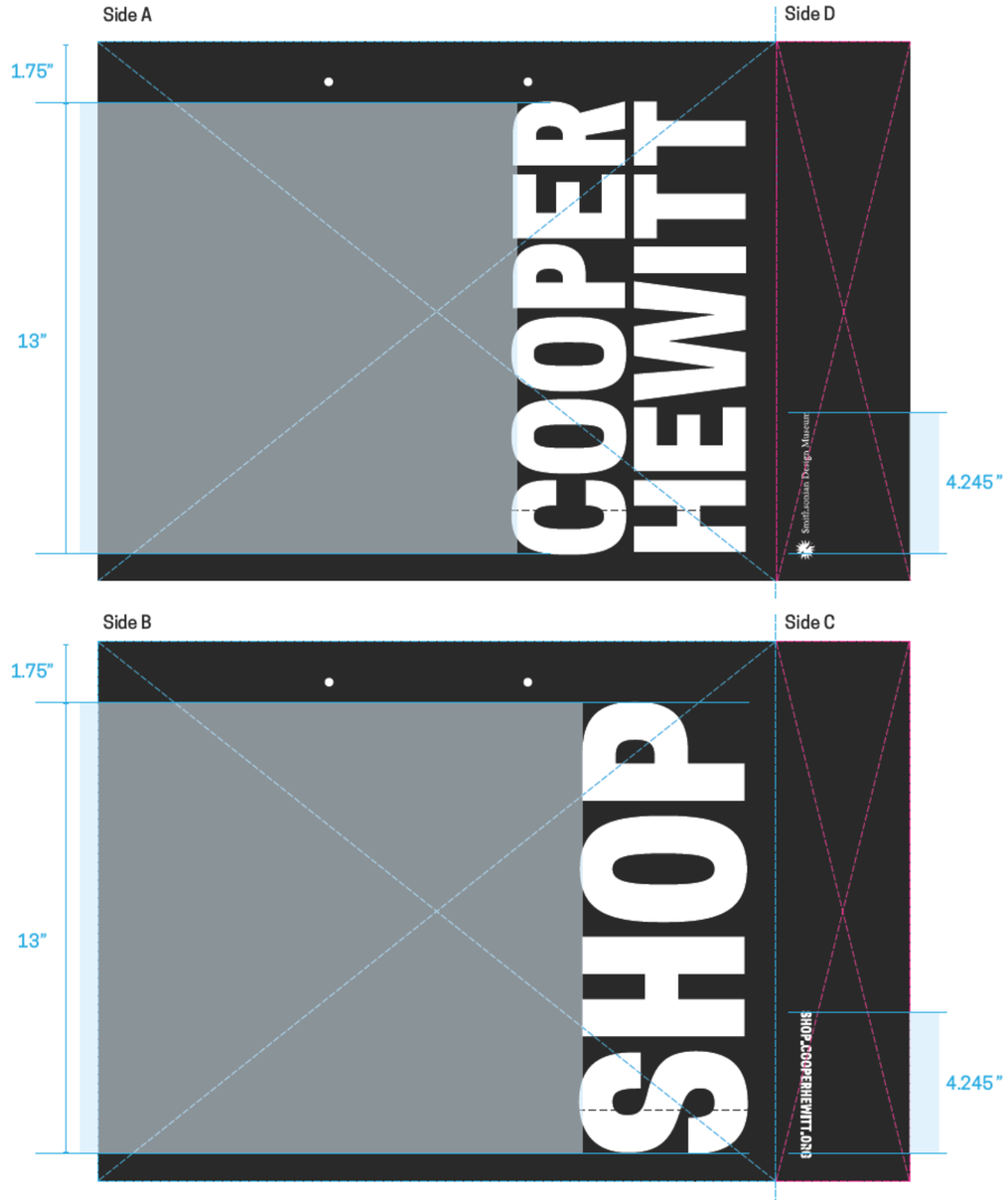
3.5 Branded bags

Large Paper bag (19.5 x 15.5 x 4”)
Exterior Detail



3.5 Branded bags

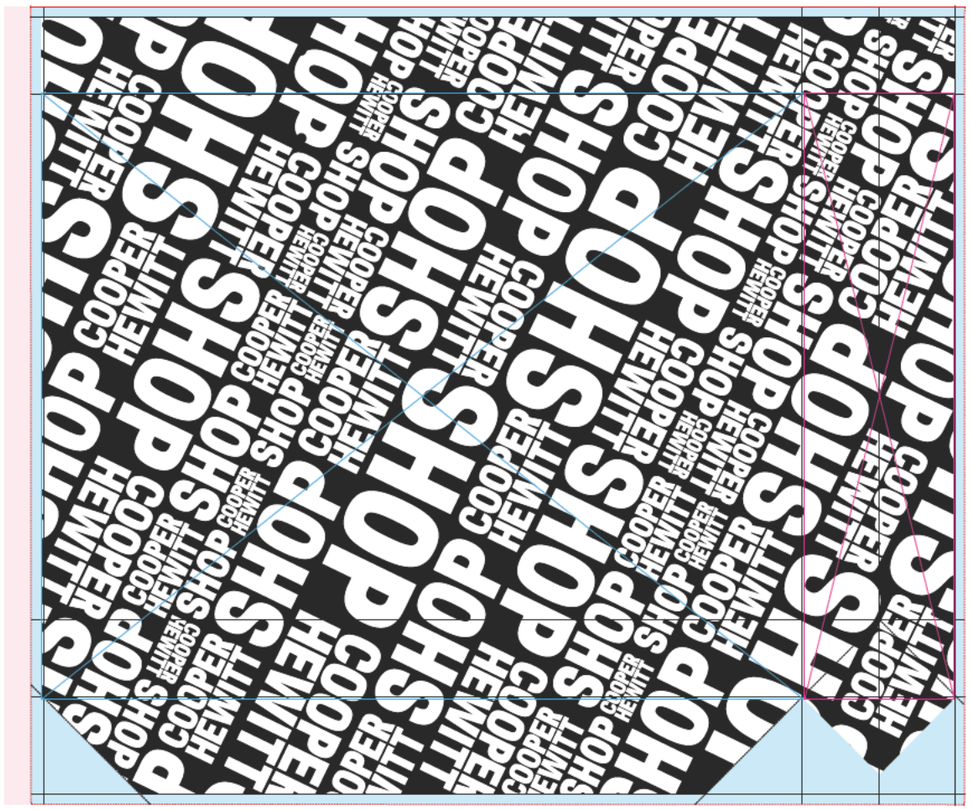
Large Paper bag (19.5 x 15.5 x 4”)
Exterior Detail Specs



3.5 Branded bags

Large Paper bag (19.5 x 15.5 x 4”)
Interior Detail

Interior Pattern

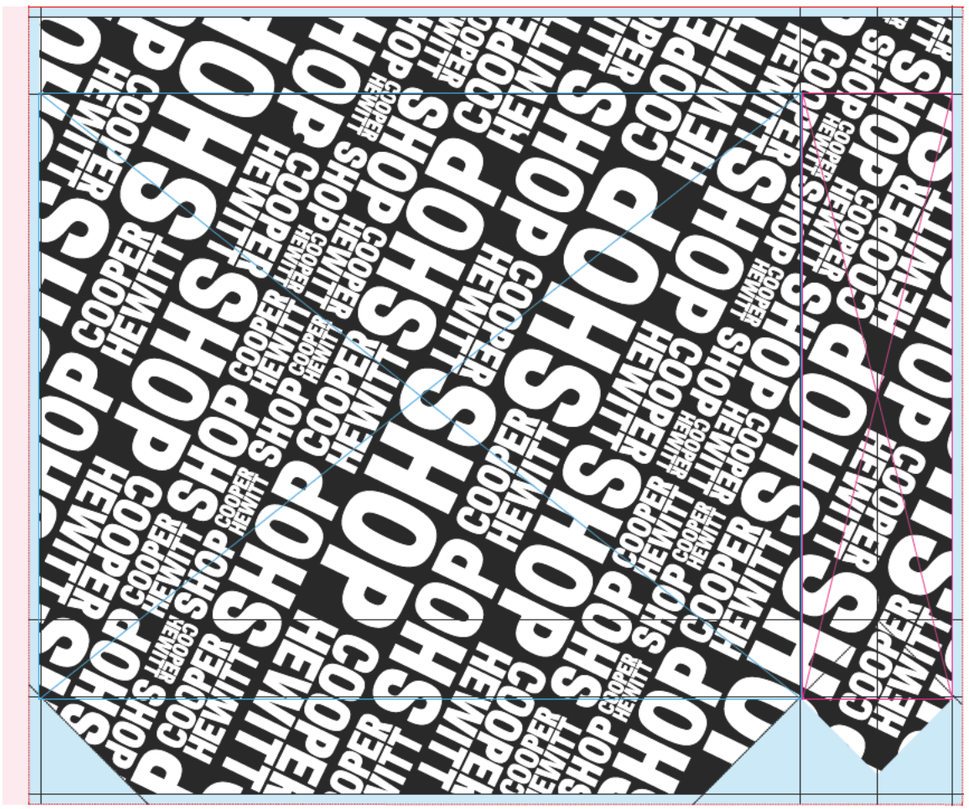


Interior Bottom

3.5 Branded bags

Large Paper bag (19.5 x 15.5 x 4”)
Interior Detail Specs

Interior Pattern

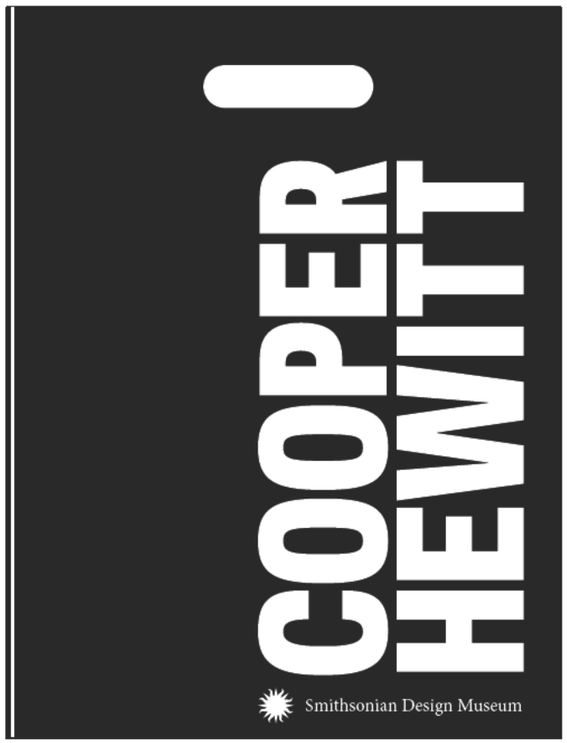


Interior Bottom

3.5 Branded bags

Medium Plasticbag (11.75 x 15.25”)

Side A



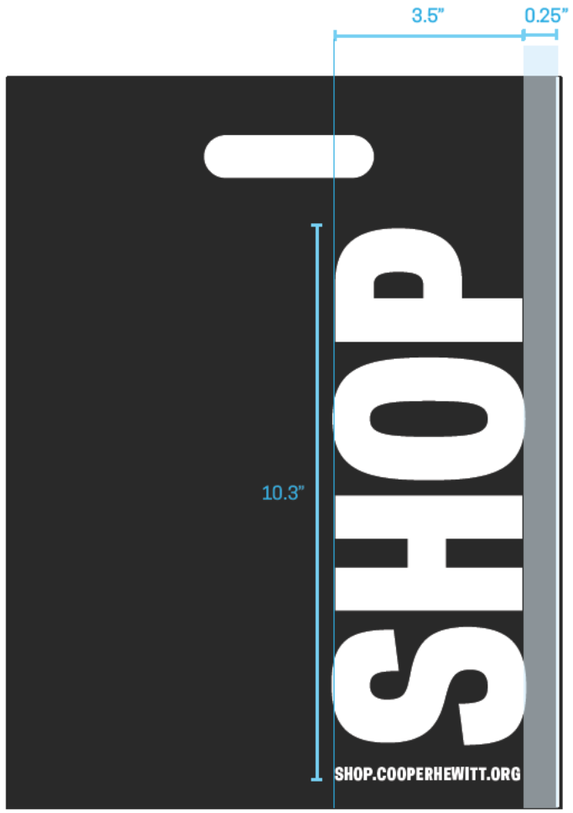
Side B

3.5 Branded bags

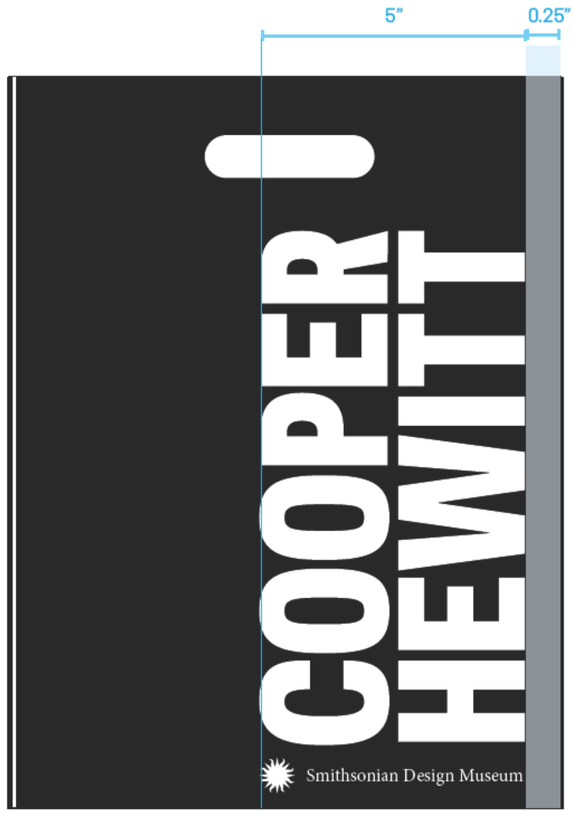
Medium Plasticbag (11.75 x 15.25”) Specs

Production Note

3.5mil Clear LLDPE
Reinforced die-cut handle
3.5” fold-up lip
1-color Black (reinfoced fold-over to remain clear beyond bleed)



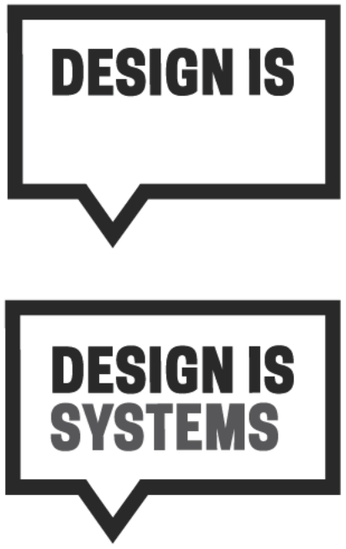
Side A



Side B

3.6 Education Graphic Treatment

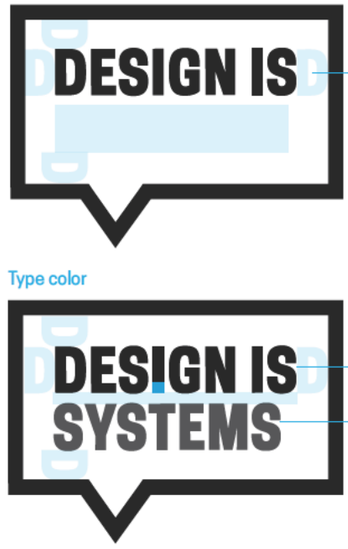
CH Education Design Is _____ Graphic treatment



3.6 Education Graphic Treatment

CH Education Design Is _____ Graphic treatment Specs

Spacing



The 'D' from the DESIGN should be used to measure space between the type and speech bubble graphic

Type color

Cooper Hewitt Display 100% Black

Cooper Hewitt Display 85% Black

Leading Space

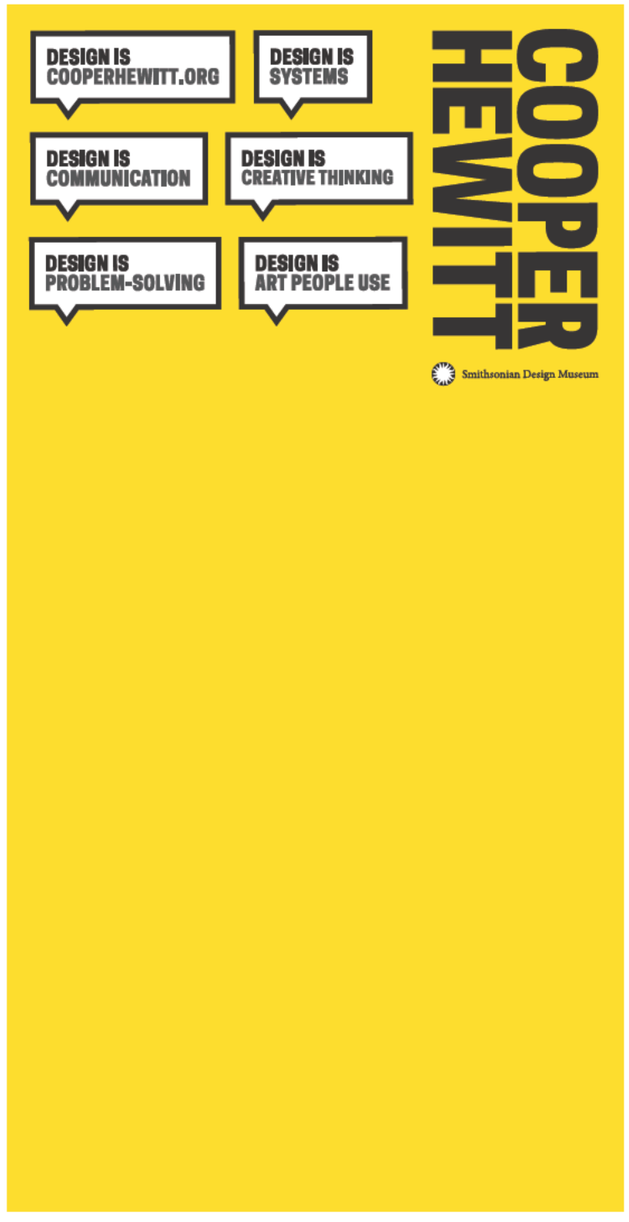
The width of the stem of the letter 'I' should be used for leading space

Speech bubble line weight

Line weight is determined by using the 1.5 times the width of the stem of the letter 'I'

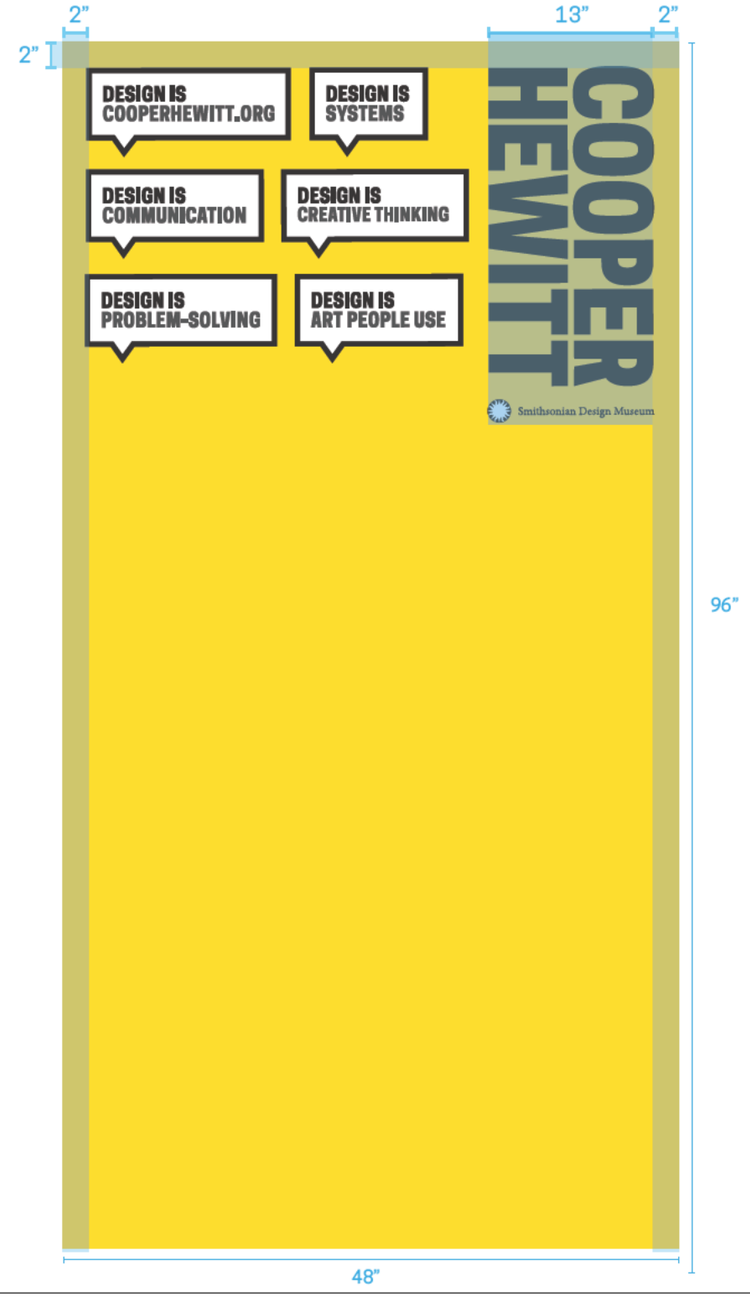
3.7 Education Graphics Banner

Education Conference Banner



3.7 Education Graphics Banner

Education Conference Banner

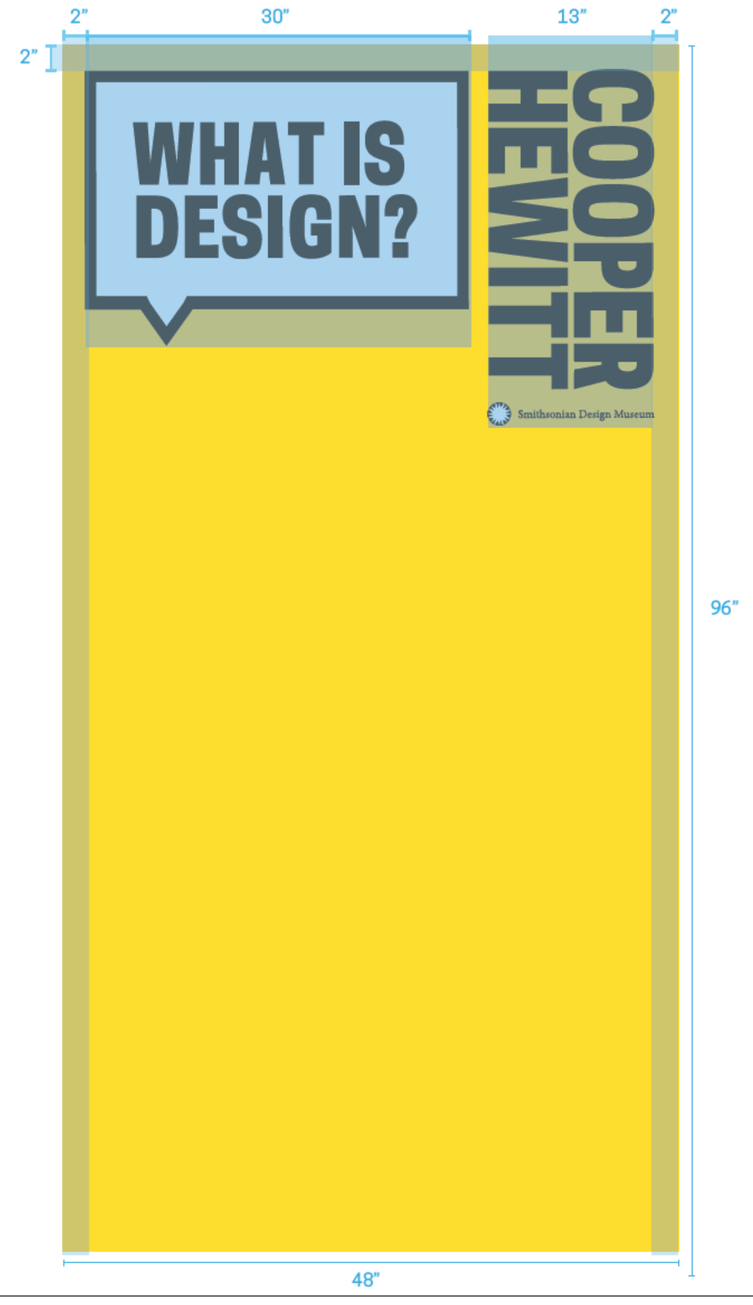


3.7 Education Graphics Banner

Education Conference Banner

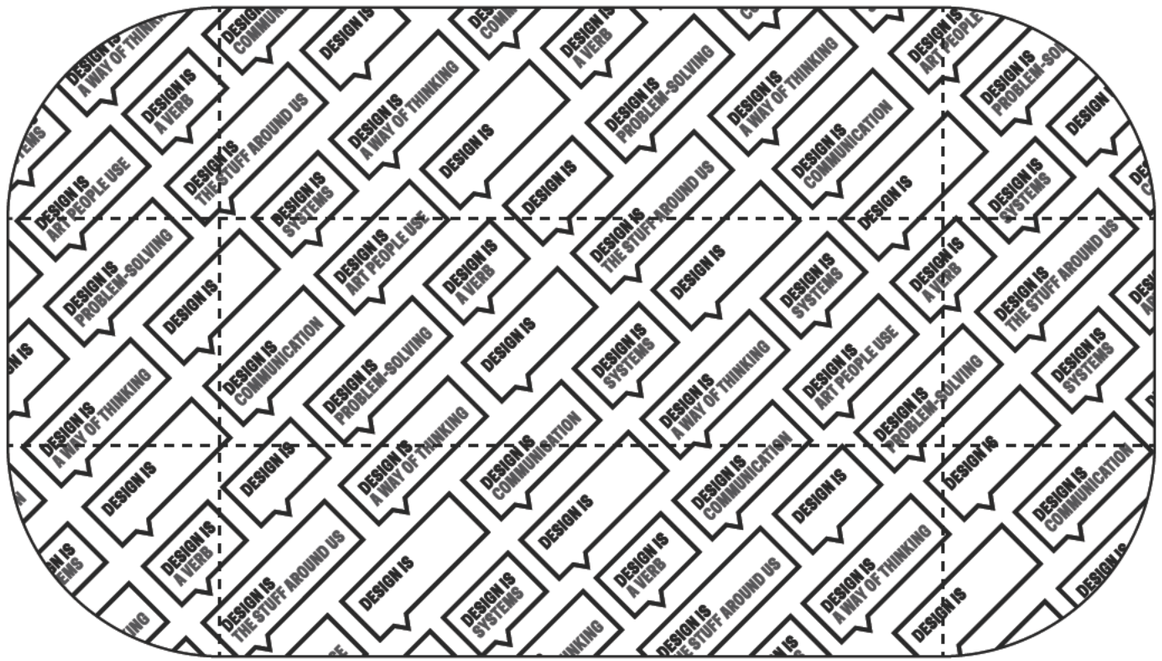
3.7 Education Graphics Banner

Education Conference Banner



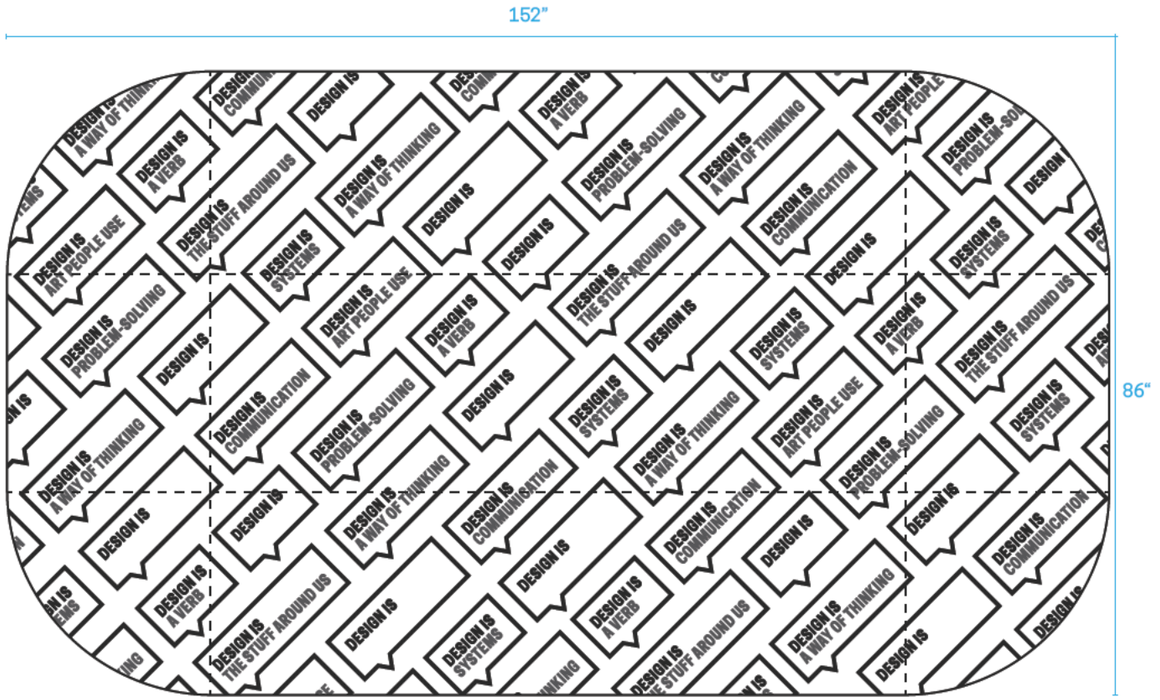
3.7 Education Graphics Table Throw

8’ Table Throw



3.7 Education Graphics Table Throw

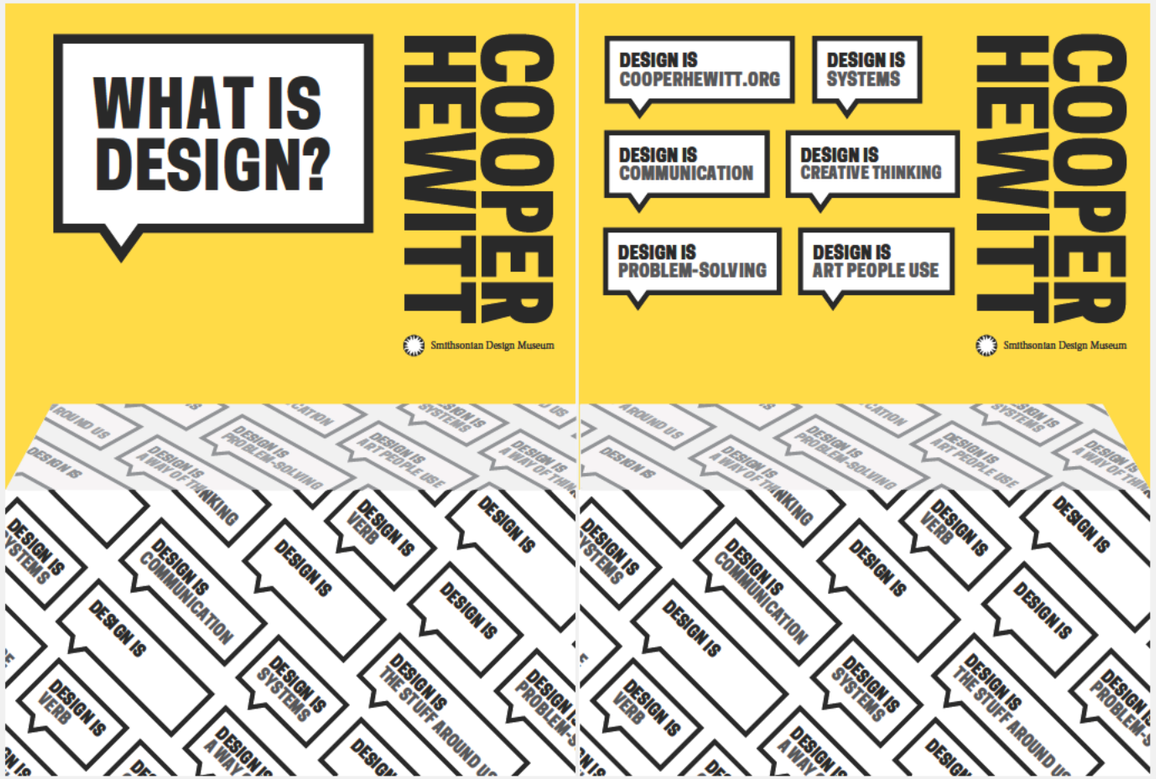
8’ Table Throw Specs

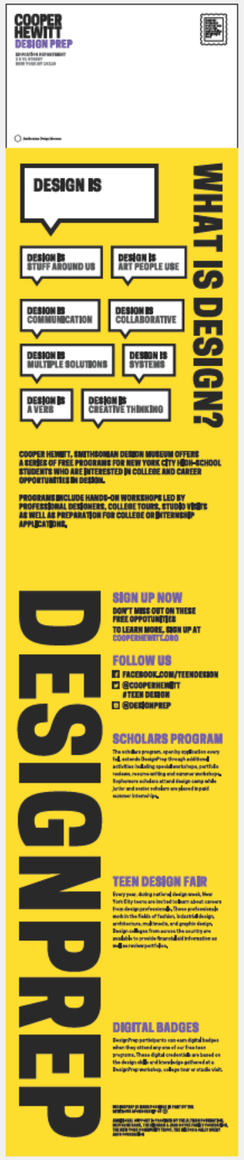


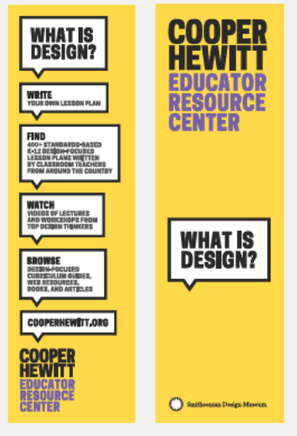
Production Note
Printed on Soft Knit White Plastic

3.7 Education Graphics

Education Conference Banners with Table Throw Set up Example







C

SECTION / C
EXHIBITION GRAPHICS GUIDELINE

Contents

C1.0
Exhibition Graphics Overview

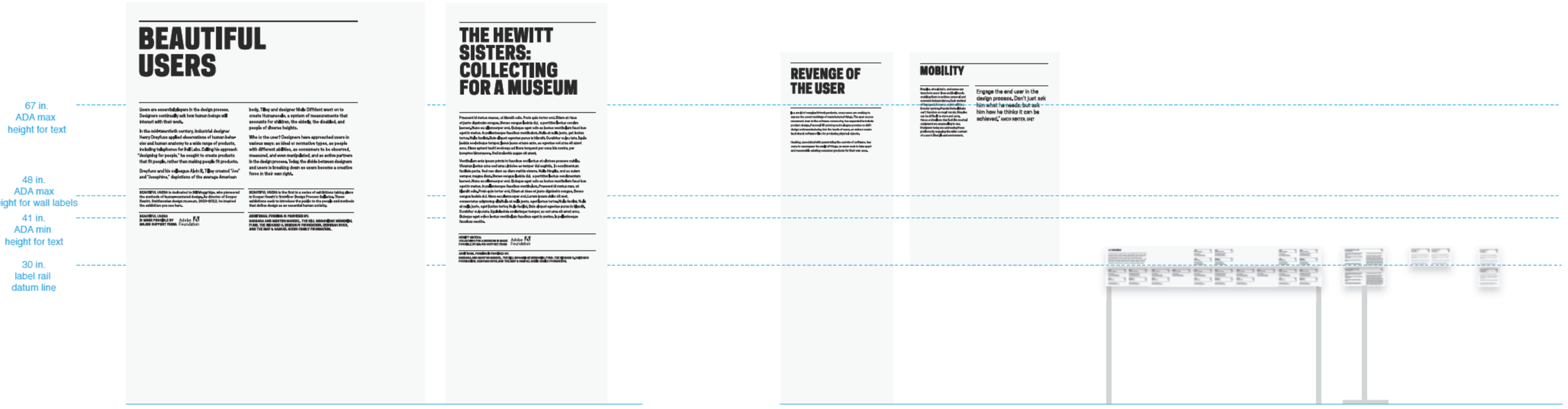
C2.0
Exhibition Text

C3.0
Exhibition Labels

1.0
Exhibition Graphics Overview

C1.1 Exhibition Text Overview

Exhibition Text Overview with Mounting Heights



A1 Text
4.5 in. title cap height

A2 Text
3.0 in. title cap height

B1 Text
2.25 in. title cap height

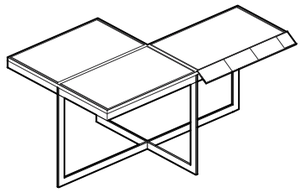
B2 Text
2.25 in. title cap height

C Text (Labels)
Modular Tables, Continuous Top + Bottom Rails, Platform Rail, Wall labels

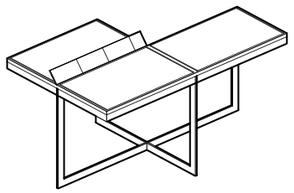
C1.2 C-text Label Structure Overview

Label Structure Type Overview

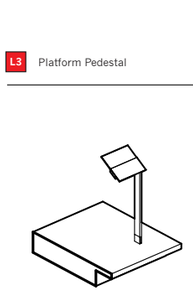
L1 Modular Table, Front Rail



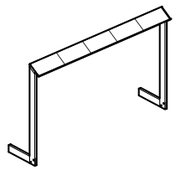
L2 Modular Table, Back Rail



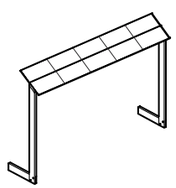
L3 Platform Pedestal



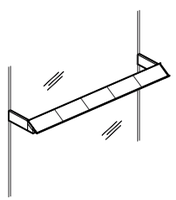
L4 Continuous Lower Rail



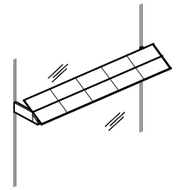
L5 Double Rail



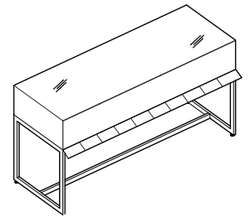
L6.A Rm 206 Case Mounted Rail



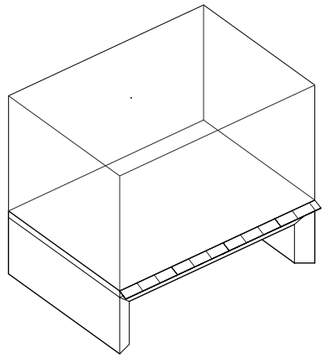
L6.B Rm 206 Case Mounted Double Rail



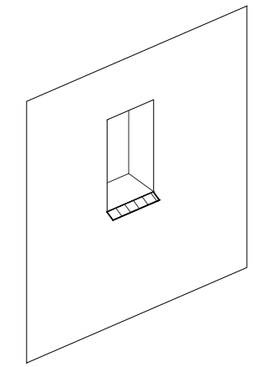
L7 Teak Room Case Mounted Rail



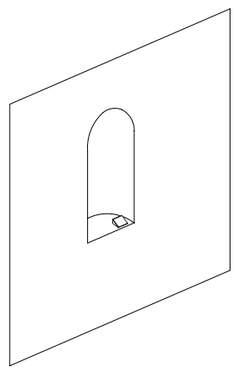
L8 Case Mounted Rail



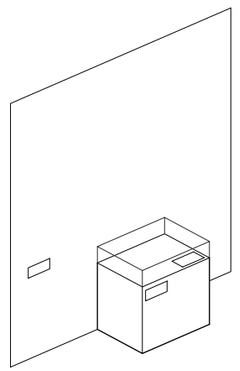
L9 Rm 103 Bookshelf Mounted Rail



L10 Rm 105 Recessed Angled Label



L13 Wall/shelf/case Labels



C1.3 Exhibition Text Typography Overview

Exhibition Title Text Typography Overview

A-1 TEXT TITLE
COOPER HEWITT
DISPLAY 460PT/460PT

A-2 TEXT TITLE
COOPER HEWITT
DISPLAY 276PT/276PT

B-1 TEXT TITLE
COOPER HEWITT
DISPLAY 207PT/207PT

B-2 TEXT TITLE
COOPER HEWITT
DISPLAY 150PT/150PT

C1.3 Exhibition Text Typography Overview

Highlighted Exhibition Title Text Typography Overview

A-1 TEXT TITLE
COOPER HEWITT
DISPLAY 460PT/460PT

A-2 TEXT TITLE
COOPER HEWITT
DISPLAY 276PT/276PT

B-1 TEXT TITLE
COOPER HEWITT
DISPLAY 207PT/207PT

B-2 TEXT TITLE
COOPER HEWITT
DISPLAY 150PT/150PT

2.0
Exhibition Text

C2.1 A-1 Text

A-1 Text is used for introductory text of special exhibitions.

BEAUTIFUL USERS

Users are essential players in the design process. Designers continually ask how human beings will interact with their work.

In the mid-twentieth century, industrial designer Henry Dreyfuss applied observations of human behavior and human anatomy to a wide range of products, including telephones for Bell Labs. Calling his approach "designing for people," he sought to create products that fit people, rather than making people fit products.

Dreyfuss and his colleague Alvin R. Tilley created "Joe" and "Josephine," depictions of the average American body. Tilley and designer Niels Diffrient went on to create Humanscale, a system of measurements that accounts for children, the elderly, the disabled, and people of diverse heights.

Who is the user? Designers have approached users in various ways: as ideal or normative types, as people with different abilities, as consumers to be observed, measured, and even manipulated, and as active partners in the design process. Today, the divide between designers and users is breaking down as users become a creative force in their own right.

BEAUTIFUL USERS is dedicated to Bill Moggridge, who pioneered the methods of human-centered design. As director of Cooper Hewitt, Smithsonian design museum, 2010–2012, he inspired the exhibition you see here.

BEAUTIFUL USERS is the first in a series of exhibitions taking place in Cooper Hewitt's first-floor Design Process Galleries. These exhibitions seek to introduce the public to the people and methods that define design as an essential human activity.

BEAUTIFUL USERS IS MADE POSSIBLE BY MAJOR SUPPORT FROM: Adobe Foundation

ADDITIONAL FUNDING IS PROVIDED BY:
BARBARA AND MORTON MANDEL, THE BILL MOGGRIDGE MEMORIAL FUND, THE RICHARD H. DRIEHAUS FOUNDATION, DEBORAH BUCK, AND THE MAY & SAMUEL RUDIN FAMILY FOUNDATION.

C2.1 A-1 Text

A-1 Text Specs

C2.2 A-2Text

A-2 Text is used for introductory text of permanent exhibitions.

HEWITT SISTERS COLLECT

A museum's collection tells the story of its founders, donors, directors, and curators, and the richness of Cooper Hewitt's collection is no exception. Celebrated here are donors to the core of our collection, which was amassed by Sarah and Eleanor Hewitt in the late nineteenth and early twentieth centuries. The sisters also solicited friends and acquaintances for contributions of objects or funds to grow the collections that served as design resource material for the Museum for the Arts of Decoration in the Cooper Union for the Advancement of Science and Art.

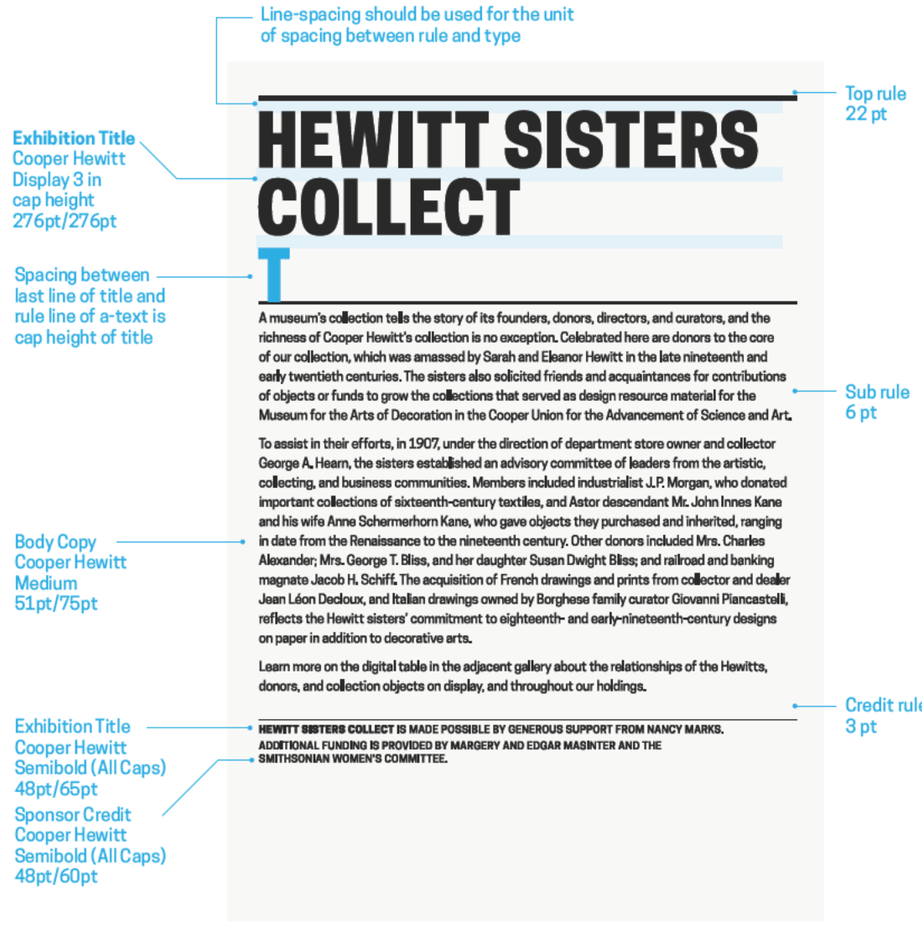
To assist in their efforts, in 1907, under the direction of department store owner and collector George A. Hearn, the sisters established an advisory committee of leaders from the artistic, collecting, and business communities. Members included industrialist J.P. Morgan, who donated important collections of sixteenth-century textiles, and Astor descendant Mr. John Innes Kane and his wife Anne Schermerhorn Kane, who gave objects they purchased and inherited, ranging in date from the Renaissance to the nineteenth century. Other donors included Mrs. Charles Alexander; Mrs. George T. Bliss, and her daughter Susan Dwight Bliss; and railroad and banking magnate Jacob H. Schiff. The acquisition of French drawings and prints from collector and dealer Jean Léon Decloux, and Italian drawings owned by Borghese family curator Giovanni Piancastelli, reflects the Hewitt sisters' commitment to eighteenth- and early-nineteenth-century designs on paper in addition to decorative arts.

Learn more on the digital table in the adjacent gallery about the relationships of the Hewitts, donors, and collection objects on display, and throughout our holdings.

HEWITT SISTERS COLLECT IS MADE POSSIBLE BY GENEROUS SUPPORT FROM NANCY MARKS.
ADDITIONAL FUNDING IS PROVIDED BY MARGERY AND EDGAR MASINTER AND THE SMITHSONIAN WOMEN'S COMMITTEE.

C2.2 A-2Text

A-2 Text Specs



C2.3 B-1 Text

B-1 Text is used for introductory text for groups of objects within an exhibition.

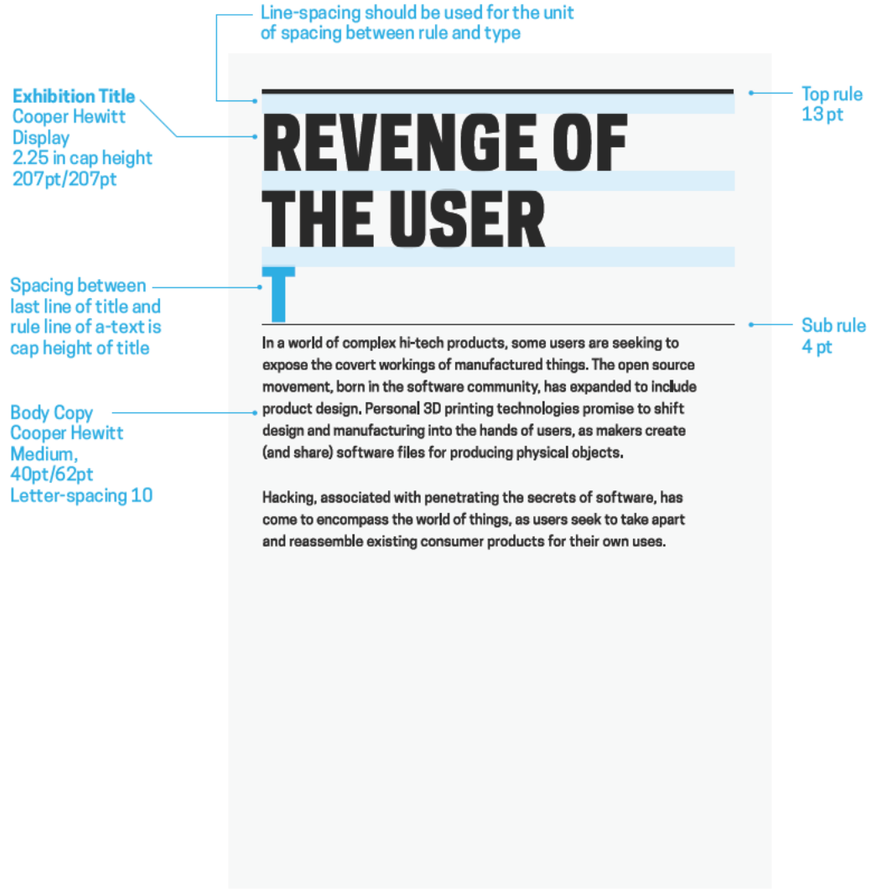
REVENGE OF THE USER

In a world of complex hi-tech products, some users are seeking to expose the covert workings of manufactured things. The open source movement, born in the software community, has expanded to include product design. Personal 3D printing technologies promise to shift design and manufacturing into the hands of users, as makers create (and share) software files for producing physical objects.

Hacking, associated with penetrating the secrets of software, has come to encompass the world of things, as users seek to take apart and reassemble existing consumer products for their own uses.

C2.3 B-1 Text

B-1 Text Specs



C2.4 B-2 Text

B-2 Text is used for introductory text for groups of objects within an exhibition, with quotes.

MOBILITY

Bicycles, wheelchairs, and canes can transform users' lives and livelihoods, enabling them to achieve personal and economic independence. Each method of transport, however, exists within a broader system. Standard wheelchairs can't function on rough terrain. Bicycles can be difficult to store and carry. Canes and walkers that look like medical equipment are unappealing to use. Designers today are addressing these problems by engaging the wider context of a user's lifestyle and environment.

Engage the end user in the design process. Don't just ask him what he needs, but ask him how he thinks it can be achieved." AMOS WINTER, GRIT

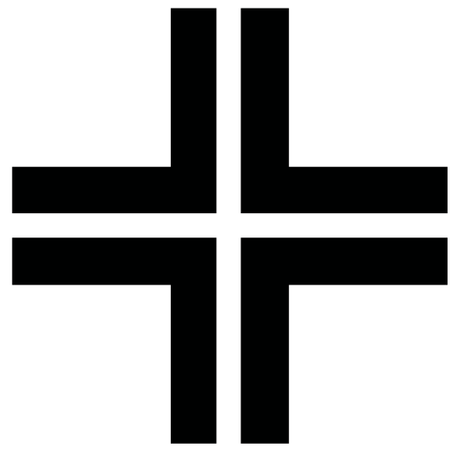
C2.4 B-2 Text

B-2 Text Specs

3.0
Exhibition Labels

C3.1 Labeling Text Collect Icon

COLLECT icon is used on labels to indicate collectable items for interactive table.



C3.2 C-Text Labels Typography Overview

Group Label Text Typography Overview

MAIN GROUP TITLE
COOPER HEWITT DISPLAY 38PT/36PT

SUB-GROUP CHAT TITLE
COOPER HEWITT DISPLAY 22PT/21PT

Main Group Chat Copy

Cooper Hewitt Medium, 18pt/27pt, Letter-spacing 20

C3.2 C-Text Labels Typography Overview

Object Label Text Typography Overview

Object Title
Cooper Hewitt Bold 17pt/19pt, Letter-spacing 20
Object Year
Cooper Hewitt Bold, 11/16pt, Letter-spacing 20

Designer
Cooper Hewitt Medium, 11pt/16pt, Letter-spacing 20
Manufacturer
Cooper Hewitt Medium, 11pt/16pt, Letter-spacing 20
Material
Cooper Hewitt Medium Italic, 11pt/16pt, Letter-spacing 20

Tags
Cooper Hewitt Medium, 11pt/16pt, Letter-spacing 20

Donor Info
Cooper Hewitt Medium, 9pt/14pt, Letter spacing 20

Extened Chat Copy
Cooper Hewitt Medium 11pt/16pt Tracking 20

C3.3 C-Text Labels

C-1 / 9” x 4” Full tombstone with Chat

C-1a 9” x 4” Full tombstone with Chat

Rock Crystal Style Flower Bowl
1969

Designed by Marianne Rath (Austrian, 1904–1985)
Manufactured for J. & L. Lobmeyr GmbH (Vienna, Austria)
Mouth-blown crystal, exact shape cut, half-polished surface cutting

Office equipment, plastic, typewriter, Sottsass, Olivetti

Museum purchase through gift of Dale and Doug Anderson, Anonymous Donor, Arthur Liu, and Prairie Pictures, Inc. and from General Acquisitions Endowment Fund, 2009-18-65

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspe rnatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Ne que porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.”

C-1b 9” x 4” Full tombstone with Object Number / Chat

06. Rock Crystal Style Flower Bowl
1969

Designed by Marianne Rath (Austrian, 1904–1985)
Manufactured for J. & L. Lobmeyr GmbH (Vienna, Austria)
Mouth-blown crystal, exact shape cut, half-polished surface cutting

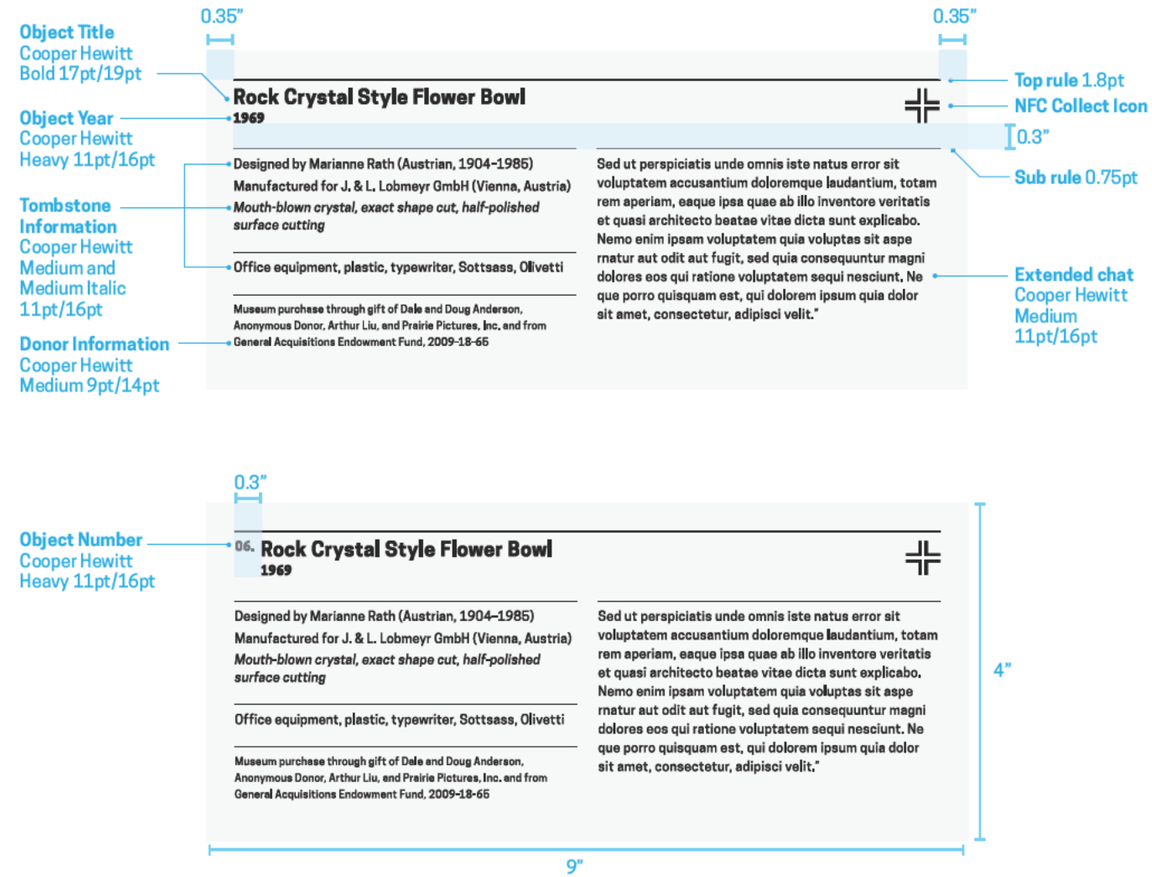
Office equipment, plastic, typewriter, Sottsass, Olivetti

Museum purchase through gift of Dale and Doug Anderson, Anonymous Donor, Arthur Liu, and Prairie Pictures, Inc. and from General Acquisitions Endowment Fund, 2009-18-65

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspe rnatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Ne que porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.”

C3.3 C-Text Labels

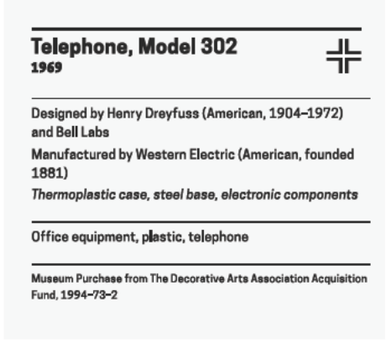
C-1 / 9” x 4” Full tombstone with ChatSpecs



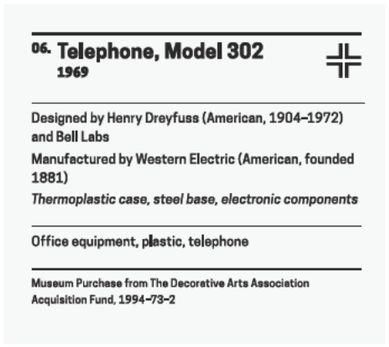
C3.3 C-Text Labels

C-2 / 4.5” x 4” Abbreviated tombstone

C-2a 9” x 4” Full tombstone with Chat

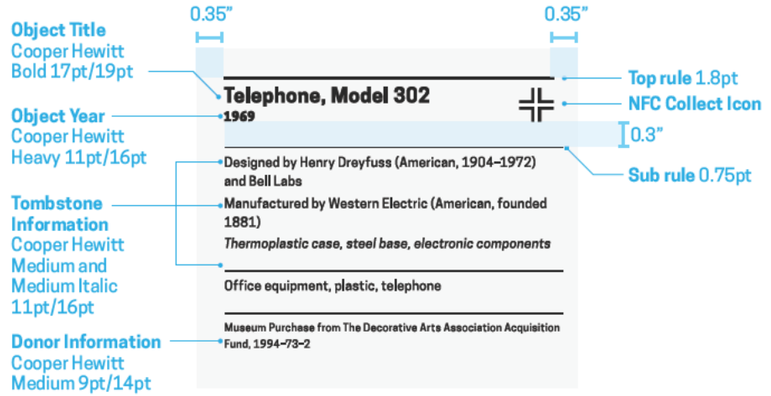


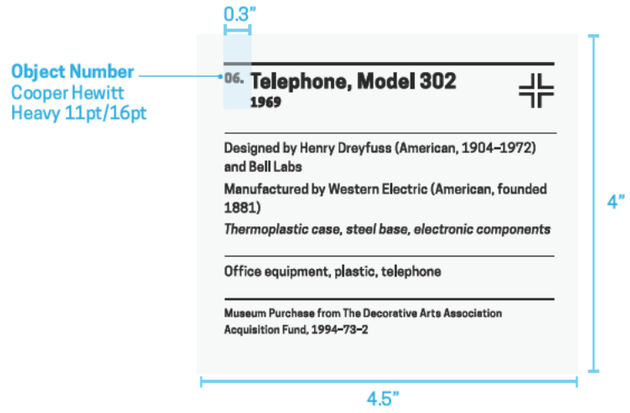
C-2b 4.5” x 4” Full tombstone with Object Number



C3.3 C-Text Labels

C-2 / 4.5” x 4” Abbreviated tombstone Specs





C3.3 C-Text Labels

C-3 / 4.5” x 4” Stacked Abbreviated tombstone

C-3a 4.5” x 4” Stacked abbreviated tombstone without Collect Icon

01. Border
1957

Silk embroidery on linen foundation
17.1 x 36.2 cm (6 3/4 x 14 1/4 in.)
Gift of John Pierpont Morgan, 1902-1-904

02. Cope hood
1969

Silk and metal slit tapestry
53 x 46 cm (20 7/8 x 18 1/8 in.)
Gift of John Pierpont Morgan, 1902-1-82

C-3b 4.5” x 4” Stacked abbreviated tombstone with Collect Icon

01. Border
1957

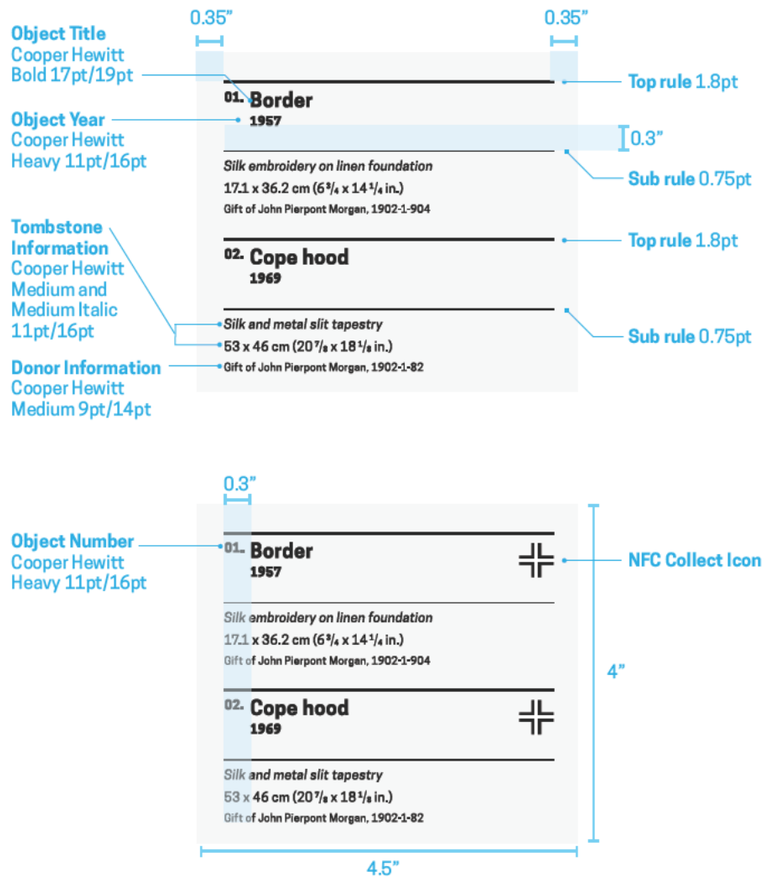
Silk embroidery on linen foundation
17.1 x 36.2 cm (6 3/4 x 14 1/4 in.)
Gift of John Pierpont Morgan, 1902-1-904

02. Cope hood
1969

Silk and metal slit tapestry
53 x 46 cm (20 7/8 x 18 1/8 in.)
Gift of John Pierpont Morgan, 1902-1-82

C3.3 C-Text Labels

C-3 / 4.5” x 4” Stacked Abbreviated tombstone Specs



C3.3 C-Text Labels

C-5 / 9" x 4" Main Group Chat
C-6 / 4.5" x 4" Sub Group Chat

C-5 9" x 4" Main Group Chat

J.P. MORGAN

J.P. Morgan was not a textile collector, but purchased three major European collections, those of Antonio Vivès of Madrid, Miquel y Badia of Barcelona, and Stanislas Baron of Paris, as a gift for his friend Abram Hewitt's daughters as they sought to establish their museum. His gift of over 1,000 pieces formed the core of the textile collection, with rare examples of Coptic, Mamluk, early Islamic and Hispano-Moresque silks.

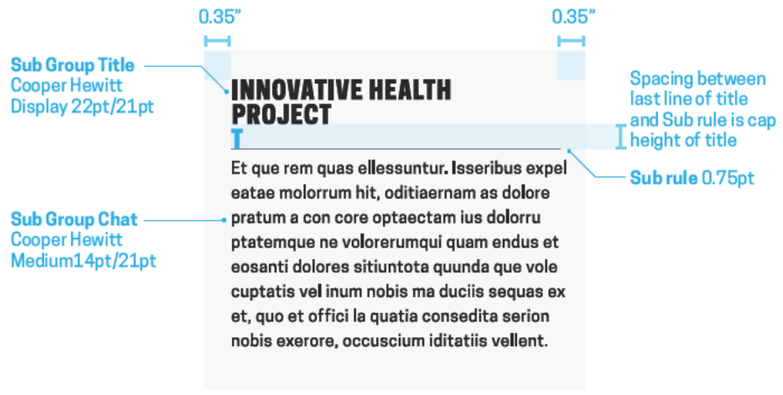
C-6 4.5" x 4" Sub Group Chat

INNOVATIVE HEALTH PROJECT

Et que rem quas ellessuntur. Isseribus expel eatae molorrum hit, oditiaernam as dolore pratum a con core optaectam ius dolorru ptatemque ne volorerumqui quam endus et eosanti dolores sitiuntota quunda que vole cuptatis vel inum nobis ma duciis sequas ex et, quo et offici la quatia consedita serion nobis exerore, occuscium iditatiis vellent.

C3.3 C-Text Labels

C-5 / 9" x 4" Main Group Chat Specs
C-6 / 4.5" x 4" Sub Group Chat Specs



C3.3 C-Text Labels

C-7 / 4.5”x 4” Single Object Chat

C-7 4.5” x 4” Single Object Chat

Tupper Sketches
1969-1972

Et que rem quas ellessuntur. Isseribus expel eatae molorrum hit, oditiaernam as dolore pratum a con core optaectam ius dolorru ptatemque ne volorerumqui quam endus et eosanti dolores sitiuntota quunda que vole cuptatis vel inum nobis ma duciis sequas ex et, quo et offici la quatia consedita serion nobis exerore, occuscium iditatiis vellent.Isseribus expel eatae molorrum hit, oditiaernam as dolore pratum a con core optaectam ius dolorru ptatemque ne volorerumqui quam endus et eosanti dolores ratum a con.

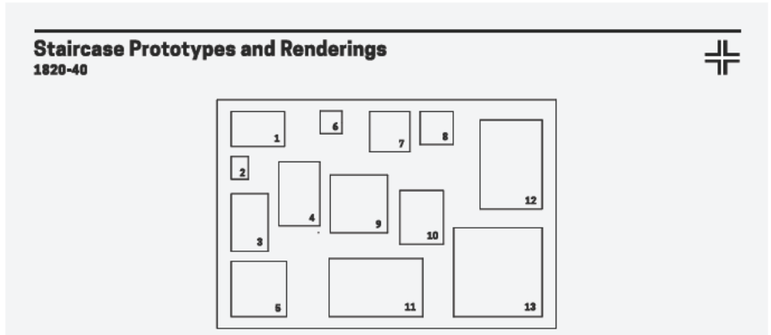
C3.3 C-Text Labels

C-7 / 4.5”x 4” Single Object Chat Specs

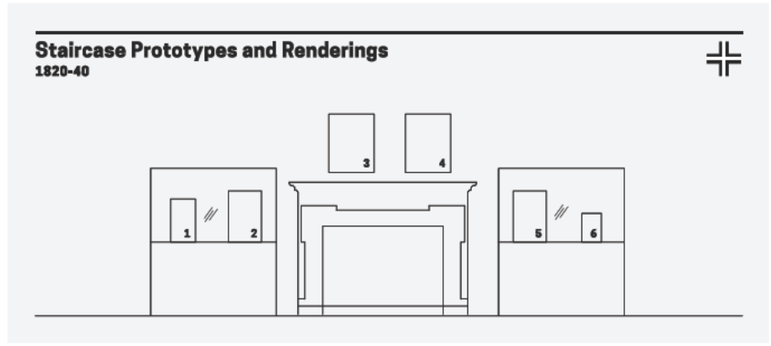
C3.3 C-Text Labels

C-8 / 9” x 4” Group touchpoint with object map
C-9 / 9” x 4” Group touchpoint with elevation drawing

C-8 9” x 4” Group touchpoint with object map

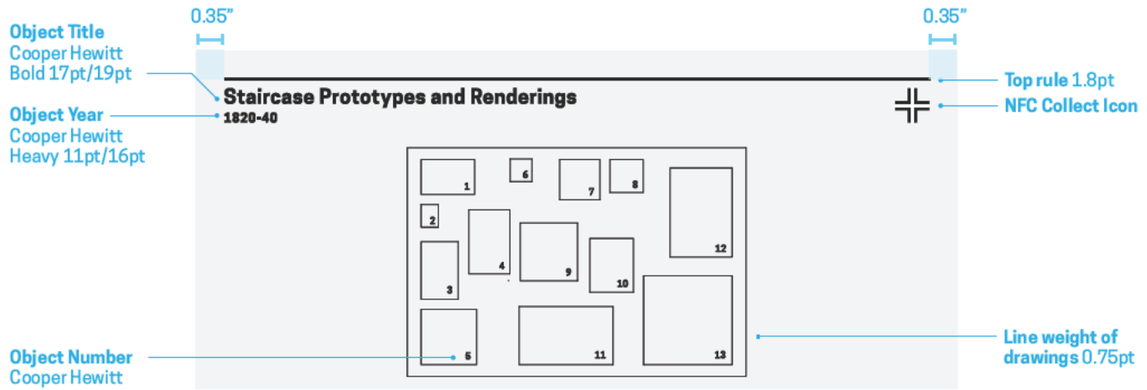


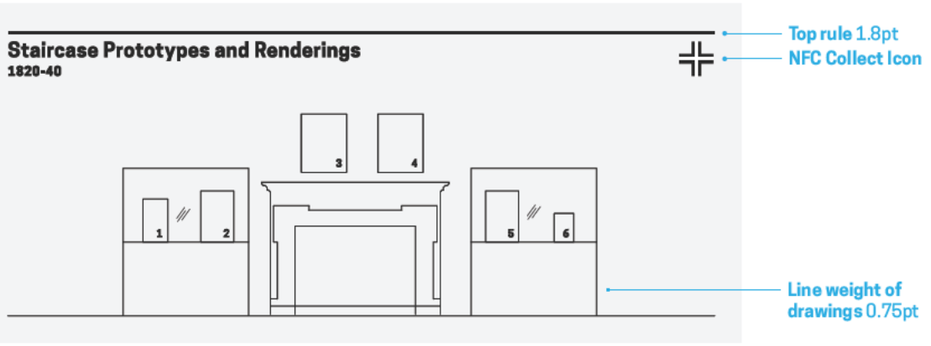
C-9 9” x 4” Group touchpoint with elevation drawing



C3.3 C-Text Labels

C-8 / 9” x 4” Group touchpoint with object map Specs
C-9 / 9” x 4” Group touchpoint with elevation drawing Specs





C3.3 C-Text Labels

C-8 / 9” x 4” Group touchpoint with object map
C-9 / 9” x 4” Group touchpoint with elevation drawing

C-8 9” x 4” Group touchpoint with object map

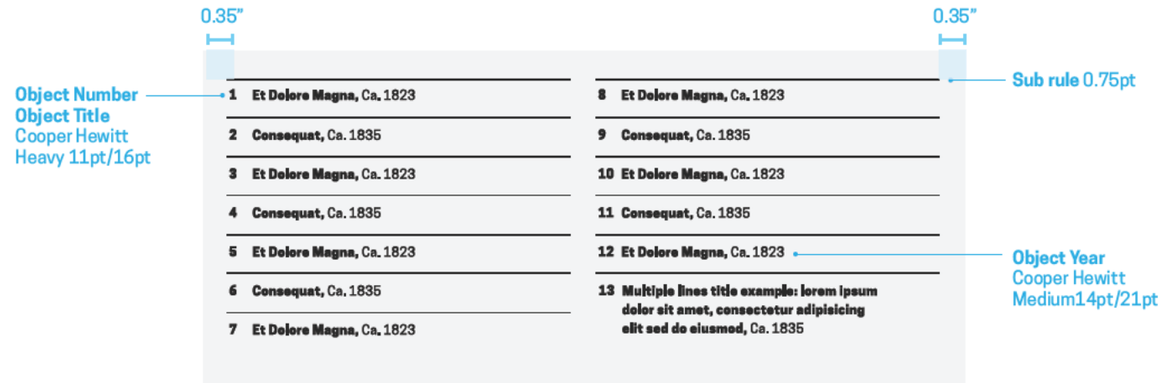
1	**Et Dolore Magna,** Ca. 1823	8	**Et Dolore Magna,** Ca. 1823
2	**Consequat,** Ca. 1835	9	**Consequat,** Ca. 1835
3	**Et Dolore Magna,** Ca. 1823	10	**Et Dolore Magna,** Ca. 1823
4	**Consequat,** Ca. 1835	11	**Consequat,** Ca. 1835
5	**Et Dolore Magna,** Ca. 1823	12	**Et Dolore Magna,** Ca. 1823
6	**Consequat,** Ca. 1835	13	**Multiple lines title example: lorem ipsum dolor sit amet, consectetur adipisicing elit sed do eiusmod,** Ca. 1835
7	**Et Dolore Magna,** Ca. 1823		

C-9 9” x 4” Group touchpoint with elevation drawing

1	**Et Dolore Magna,** Ca. 1823
2	**Consequat,** Ca. 1835
3	**Et Dolore Magna,** Ca. 1823
4	**Consequat,** Ca. 1835
5	**Et Dolore Magna,** Ca. 1823
6	**Consequat,** Ca. 1835

C3.3 C-Text Labels

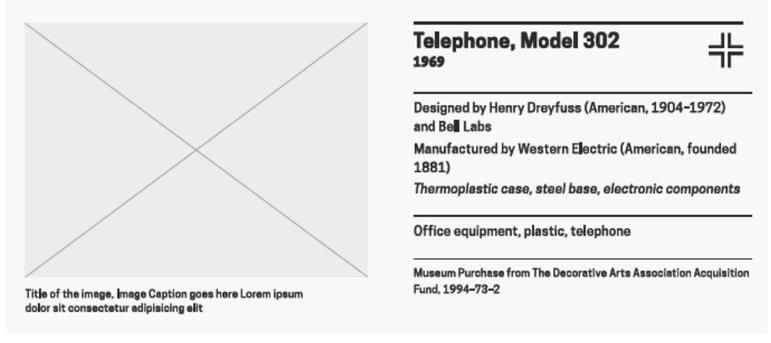
C-8 / 9” x 4” Group touchpoint with object map Specs
C-9 / 4.5” x 4” Group touchpoint with elevation drawing Specs



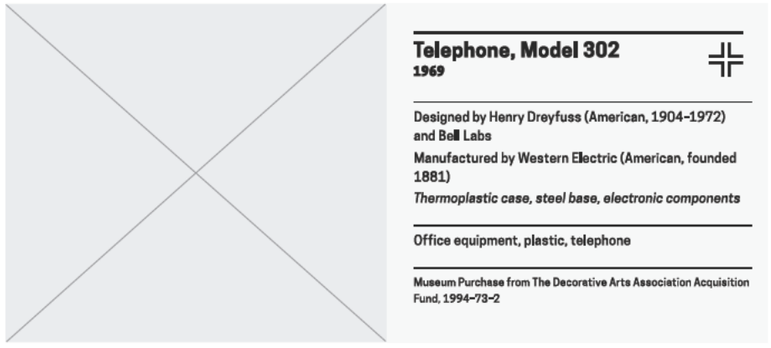
C3.3 C-Text Labels

C-11 / 9” x 4” Image placement and credit

C-8 9” x 4” Group touchpoint with object map

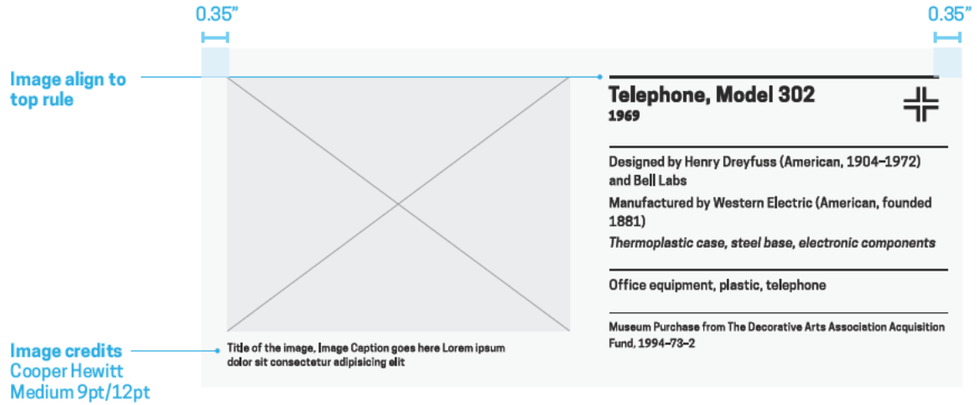


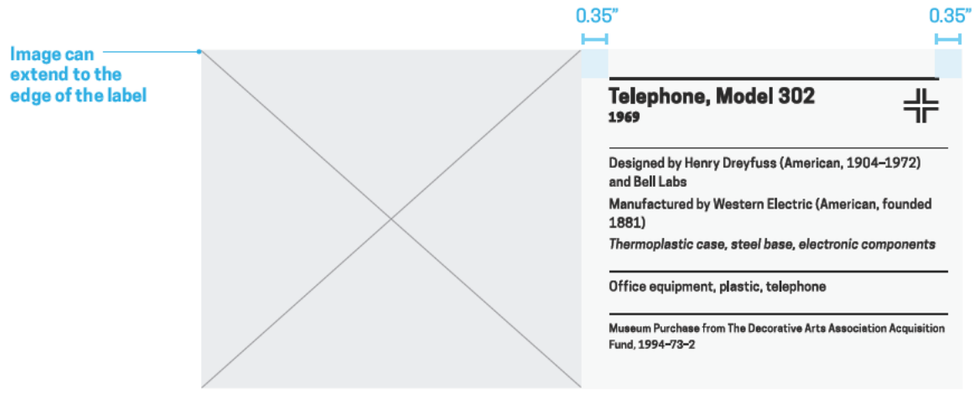
C-9 9” x 4” Group touchpoint with elevation drawing



C3.3 C-Text Labels

C-11 / 9” x 4” Image placement and credit Specs

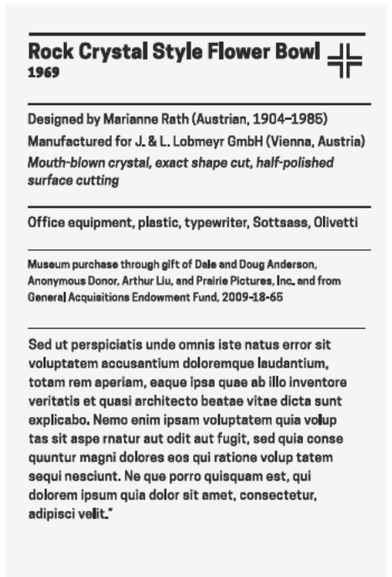




C3.3 C-Text Labels

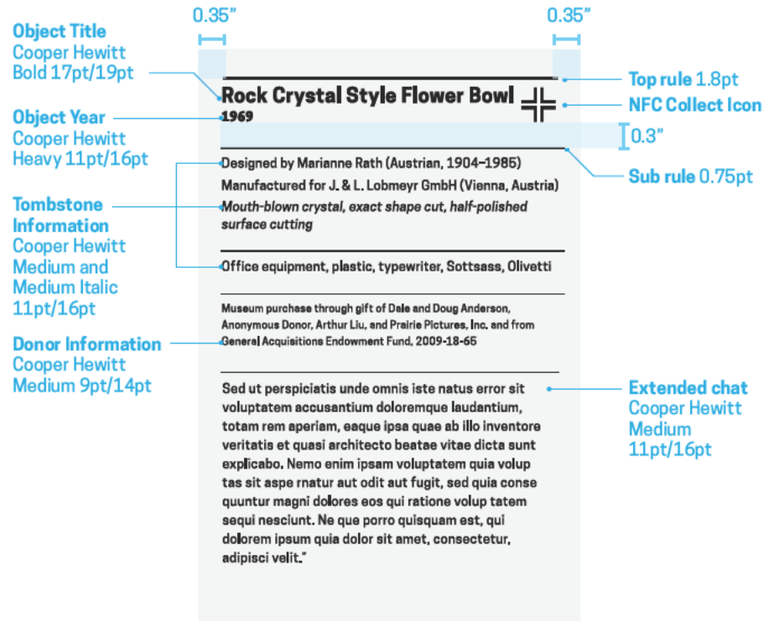
C-12 / 4.5” x various heights tombstone with chat for wall labels

C-8 9” x 4” Group touchpoint with object map



C3.3 C-Text Labels

C-12 / 4.5” x various heights tombstone with chat for wall labels Specs



C3.3 C-Text Labels

C-12 4.5” x various heights tombstone with chat for wall label

C-8 9” x 4” Group touchpoint with object map

J.P. MORGAN

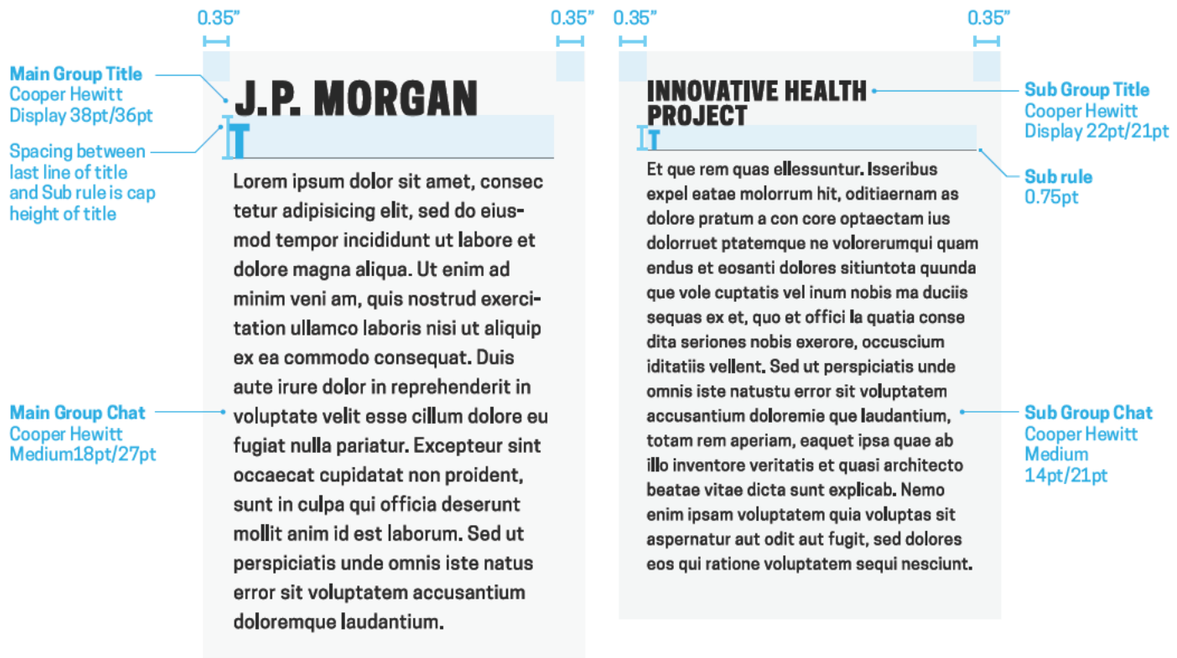
Lorem ipsum dolor sit amet, consec tetur adipisicing elit, sed do eius- mod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veni am, quis nostrud exerci- tation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

INNOVATIVE HEALTH PROJECT

Et que rem quas ellessuntur. Isseribus expel eatae molorrum hit, oditiaernam as dolore pratum a con core optaectam ius dolorruet ptatemque ne volorerumqui quam endus et eosanti dolores sitiuntota quunda que vole cuptatis vel inum nobis ma duciis sequas ex et, quo et offici la quatia conse dita seriones nobis exerore, occuscium iditatiis vellent. Sed ut perspiciatis unde omnis iste natustu error sit voluptatem accusantium doloremie que laudantium, totam rem aperiam, eaquet ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicab. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed dolores eos qui ratione voluptatem sequi nesciunt.

C3.3 C-Text Labels

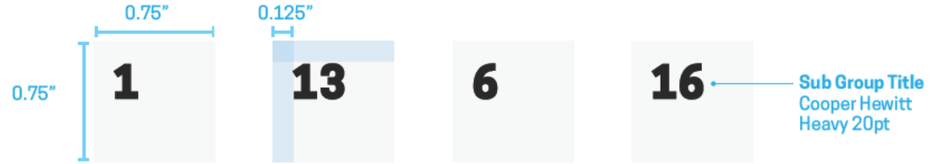
C-11 / 9” x 4” Image placement and credit Specs



C3.4
Object numbers

1 13 6 16

C3.4
Object numbers



D

SECTION/D
DESIGN JOURNAL GUIDELINE

Contents

D1.0
Cover

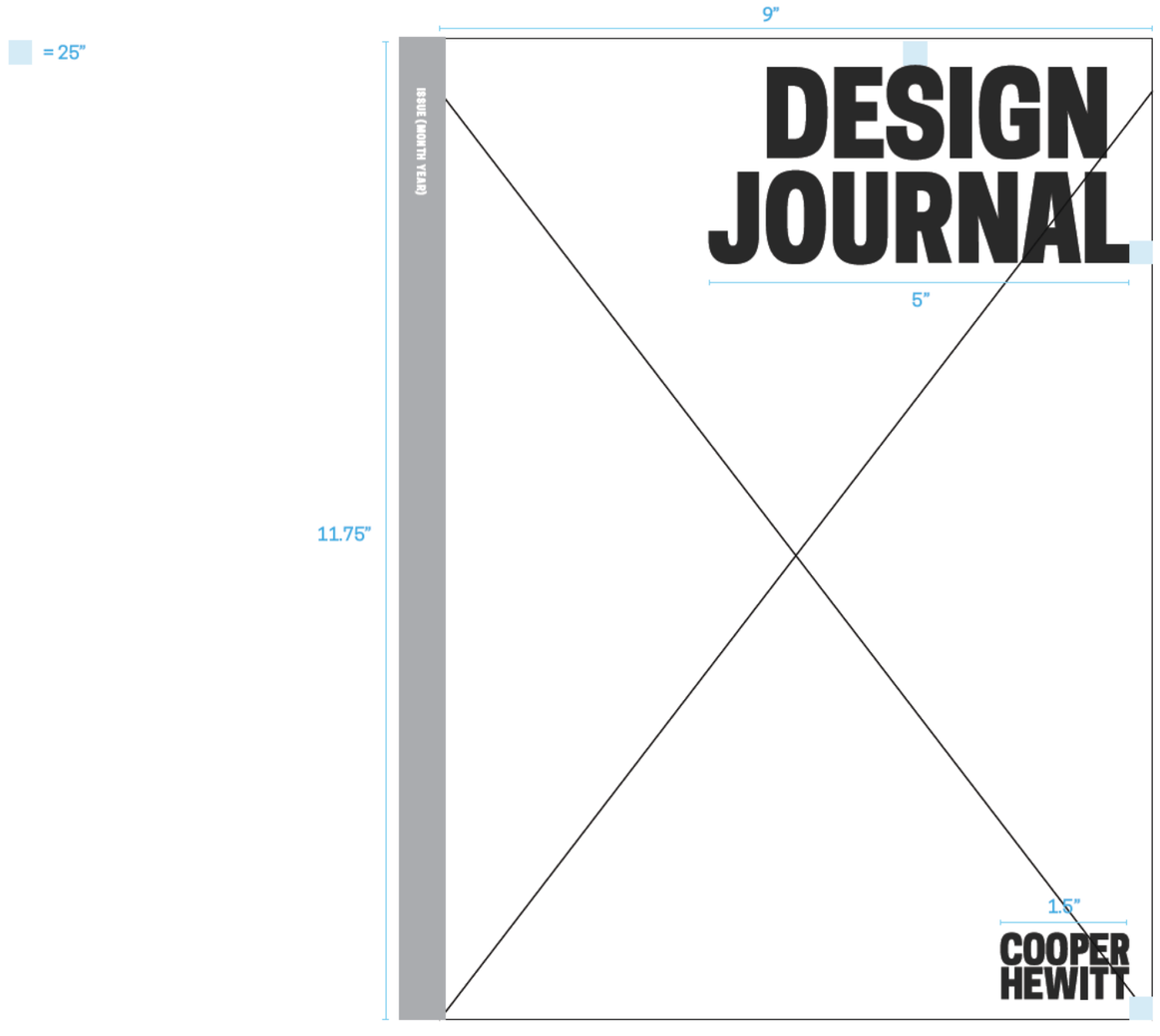
D2.0
Grid System

D3.0
Layout Templates

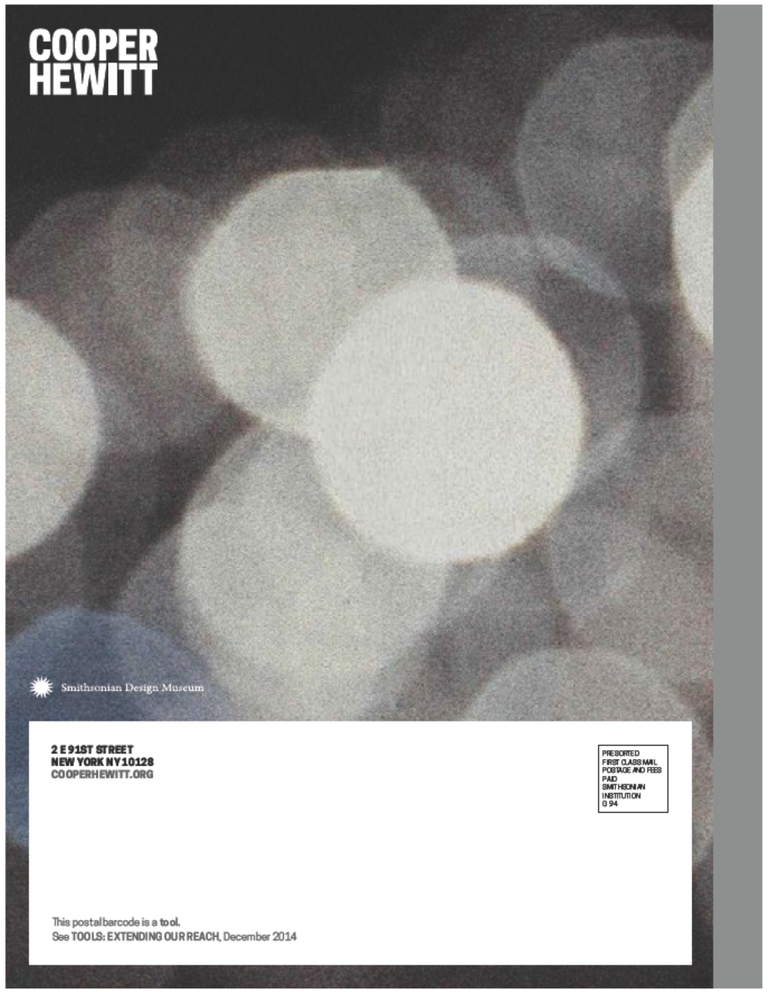
1.0
Cover

1.1 Design Journal Cover Template Front

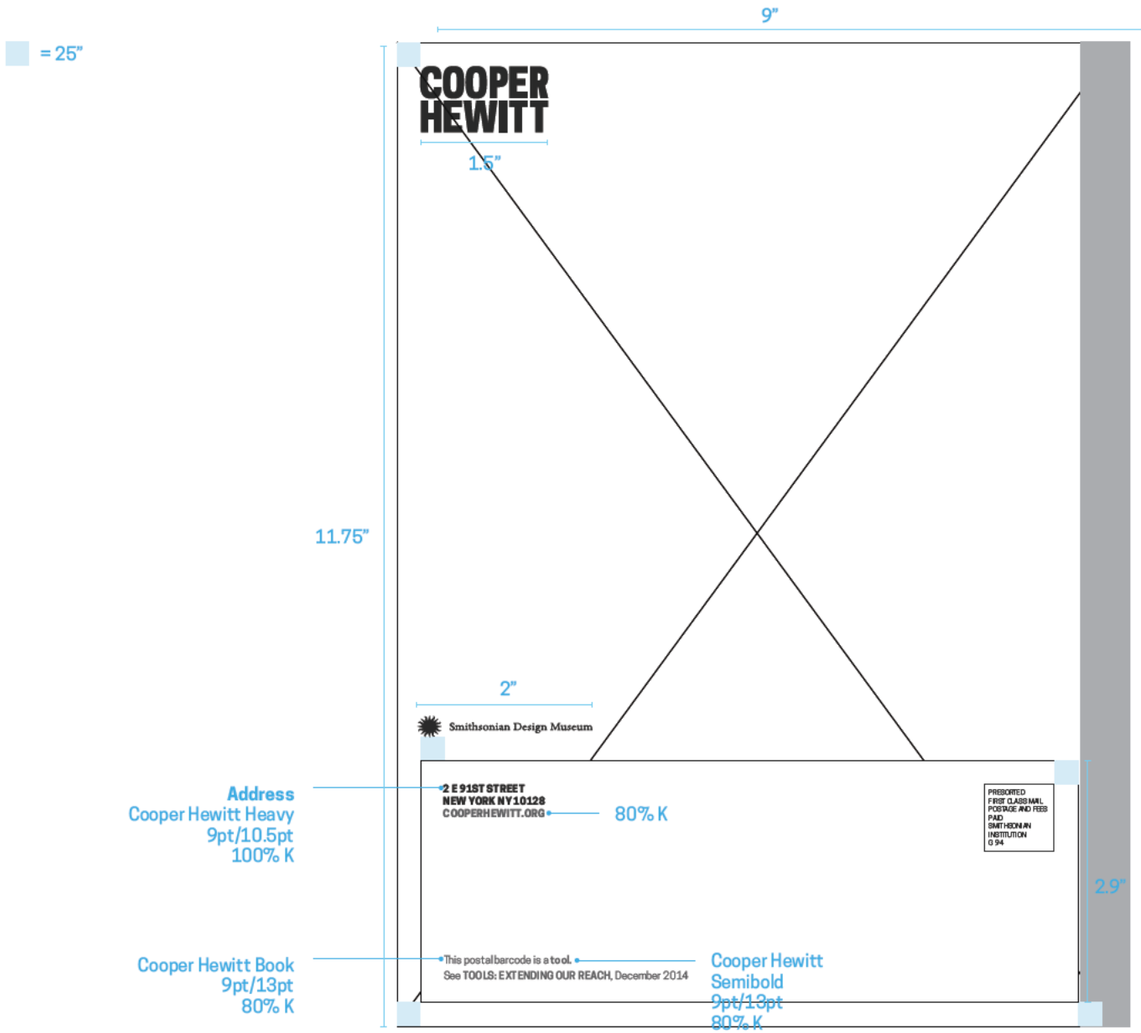
1.1 Design Journal Cover Template Front Specs



1.2 Design Journal Cover Template Back



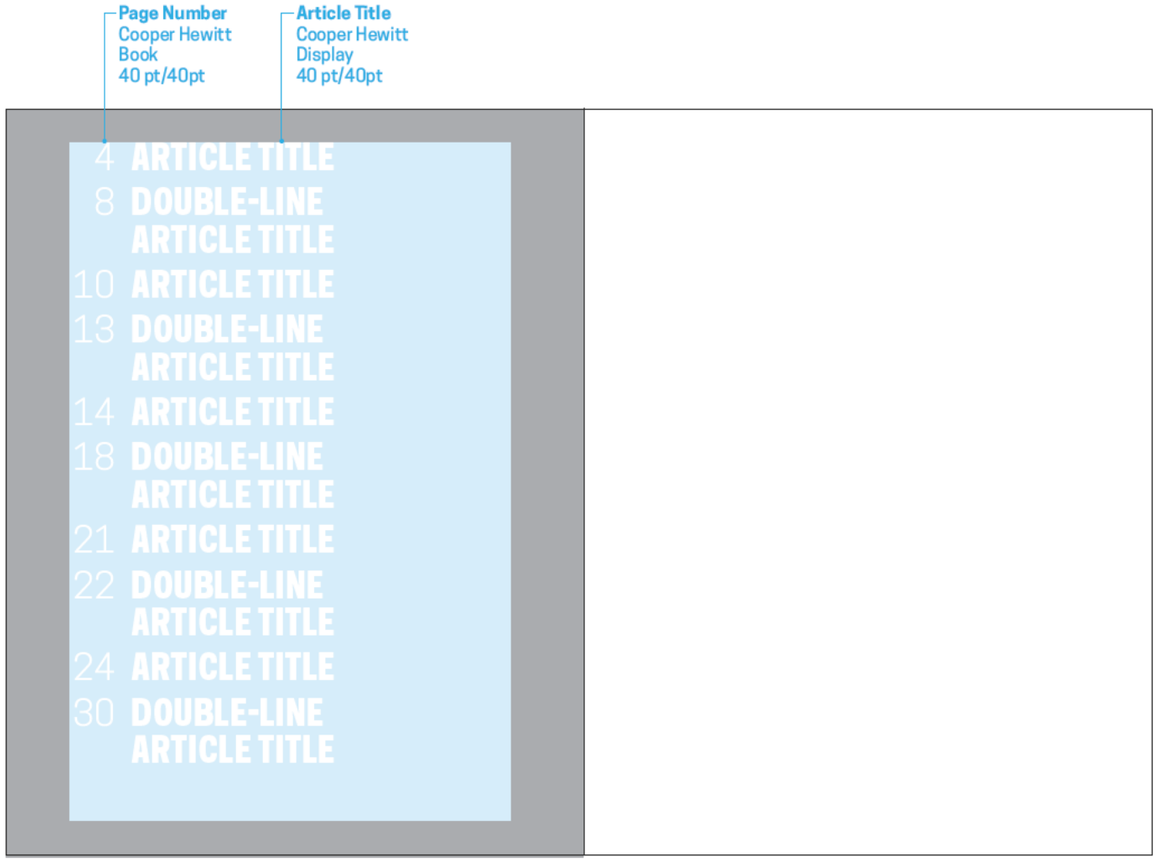
1.2 Design Journal Cover Template Back Specs



1.3 Design Journal Cover Template Table of Contents

Table of contents sholud always position on the interior of the cover, second page of the journal.

1.3 Design Journal Cover Template Table of Contents



1.3
Design Journal
Cover Template
Table of Contents
Typography Overview

Table of Contents
Typography Example

4 **PLAY DESIGNER!**
8 **DESIGN EDUCATION AROUND THE NATION**
10 **2014 NATIONAL DESIGN AWARD WINNERS**
13 **2014 NATIONAL DESIGN AWARDS GALA**
14 **DESIGN BY HAND**
15 **THE PEN PROCESS**

1.3
Design Journal
Cover Template
Table of Contents
Typography Overview

Table of Contents
Typography Rule Set

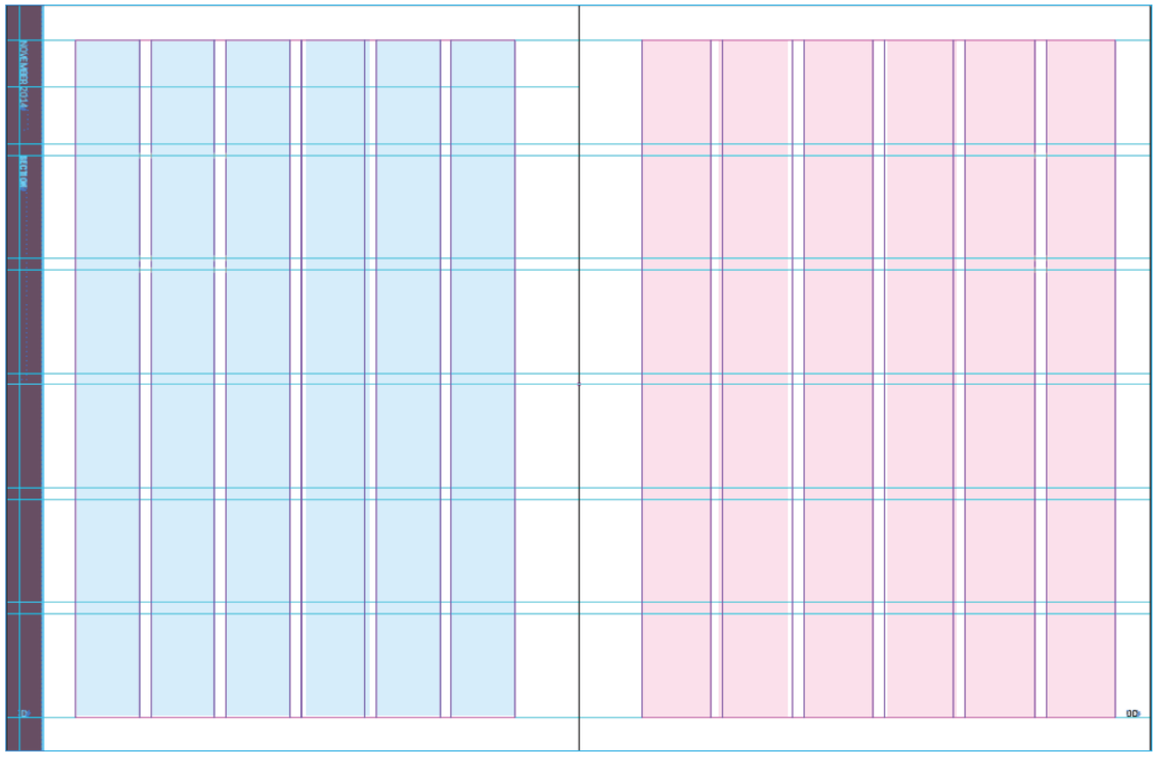
Page Number **ARTICLE TITLE**
Cooper Hewitt **COOPER HEWITT**
Book **DISPLAY**
40pt/40pt **40PT/40PT**
Right-Align **LEFT-ALIGN**

2.0
Design Journal Grid System

2.1 Design Journal Grid

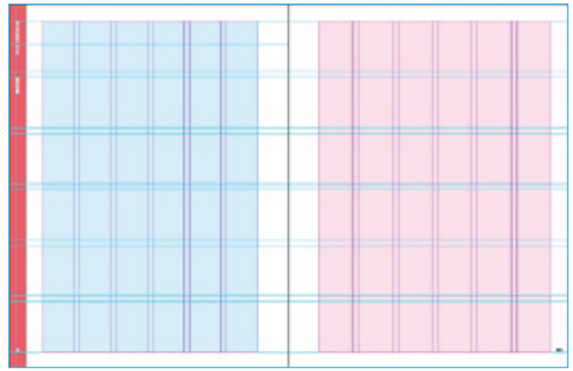
6 column-grid structure is used for the Design Journal layout templates. These grids can be combined in a variety of ways to create flexible page layouts.

Verso Grid (Left-hand page of a magazine)
6 columns

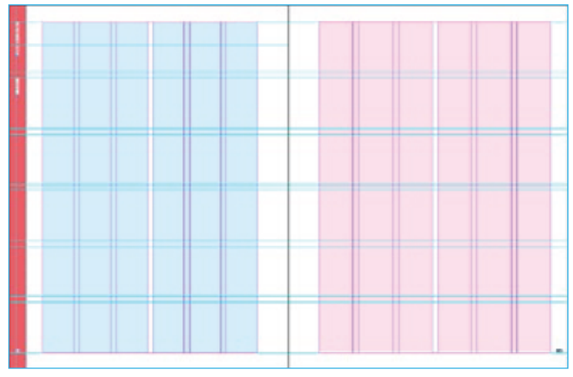


Recto side Grid (Right-hand page of a magazine)
6 columns

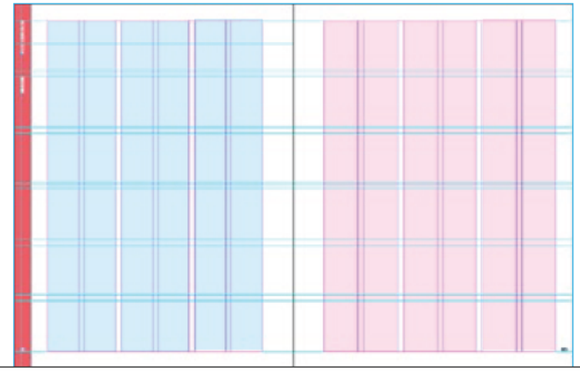
Verso Grid A: 1 column



Grid B: 2 columns

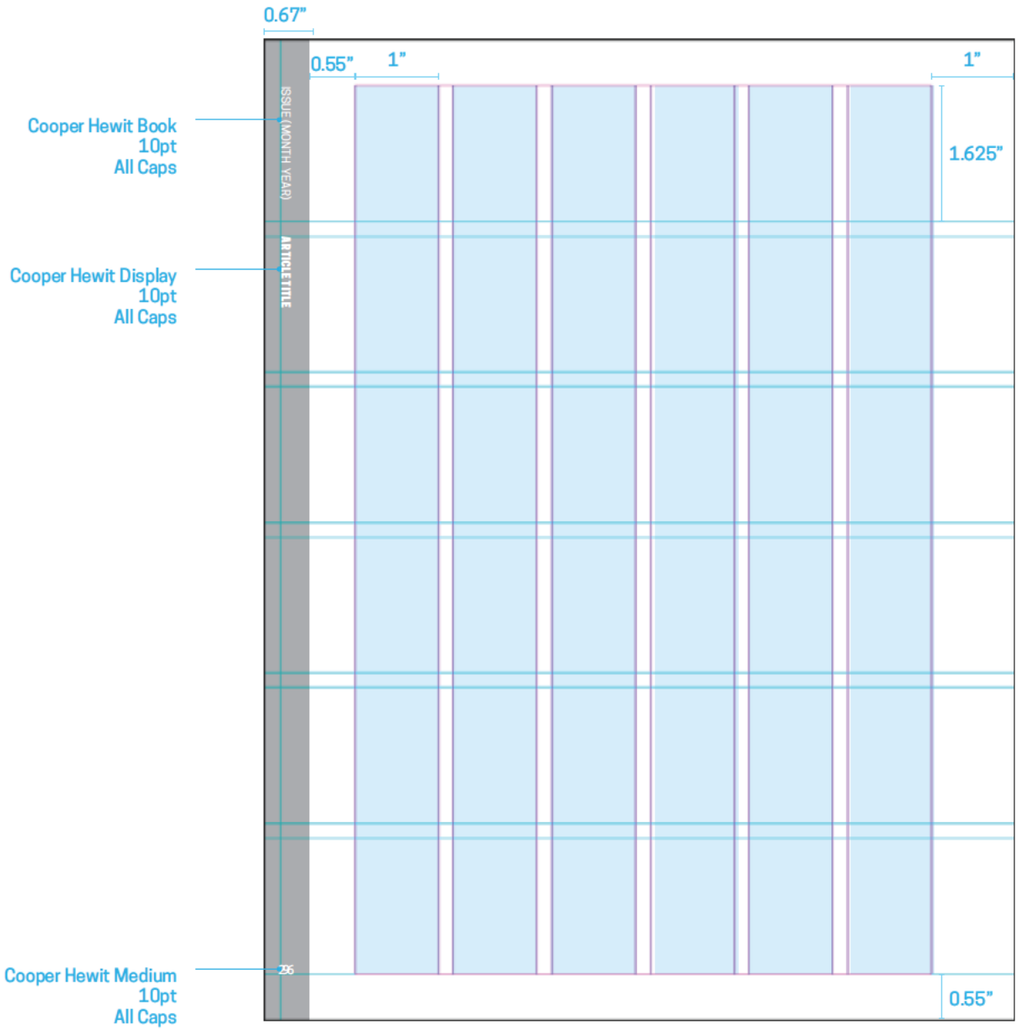


Grid B: 3 columns



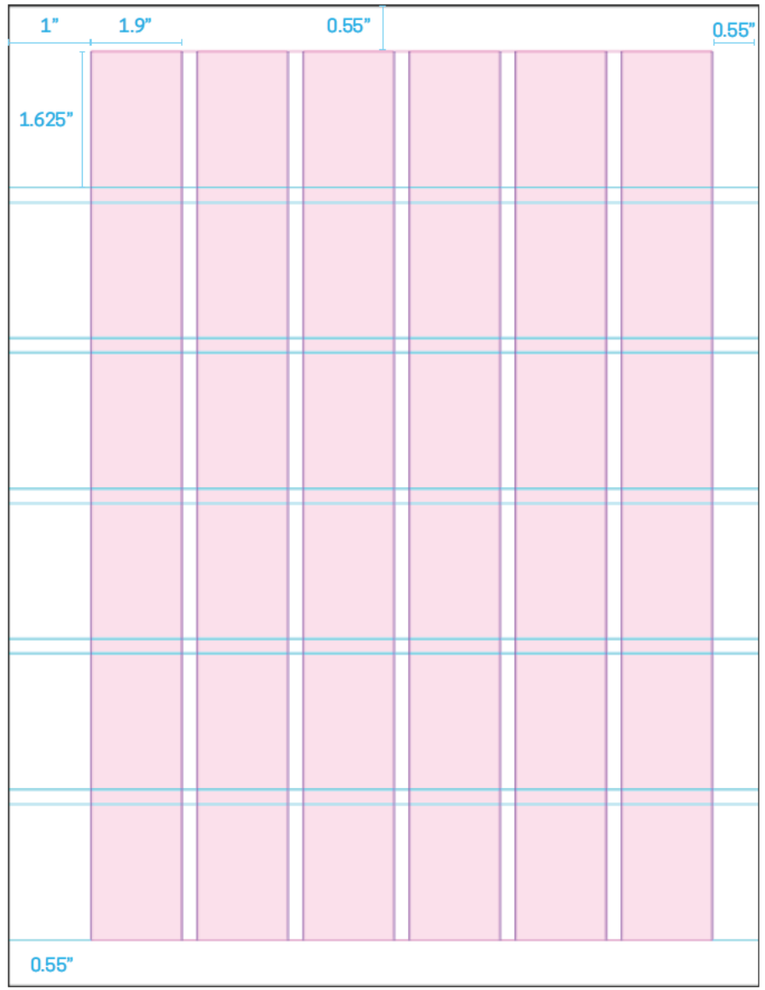
2.2 Design Journal Verso Grid

Verso Grid (Left-hand page of a magazine)
6 columns



2.3 Design Journal Recto Grid

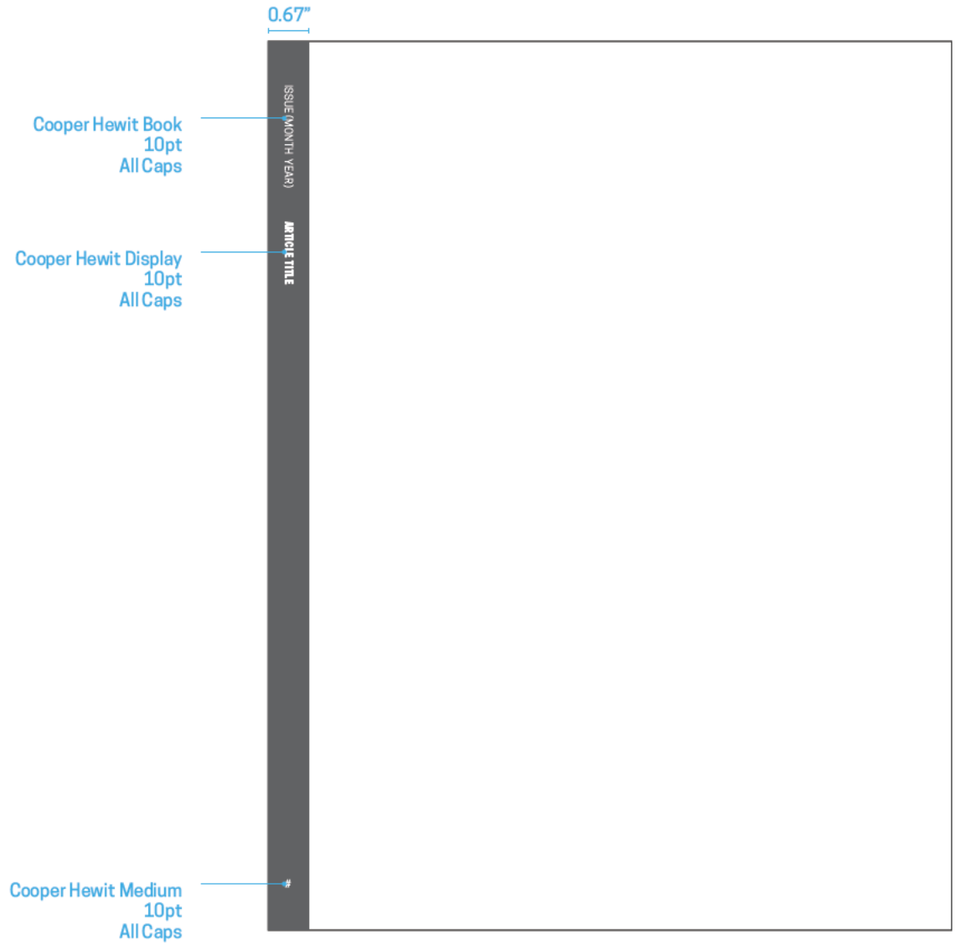
Recto Grid (Right-hand page of a magazine)
6 columns



2.4 Design Journal Sidebar Grid

The sidebar of each section of the Design Journal has a designated color from the Secondary Color palette (Section A, 3.0 Color).

2.4 Design Journal Sidebar Grid Specs



3.1
Feature Article Template

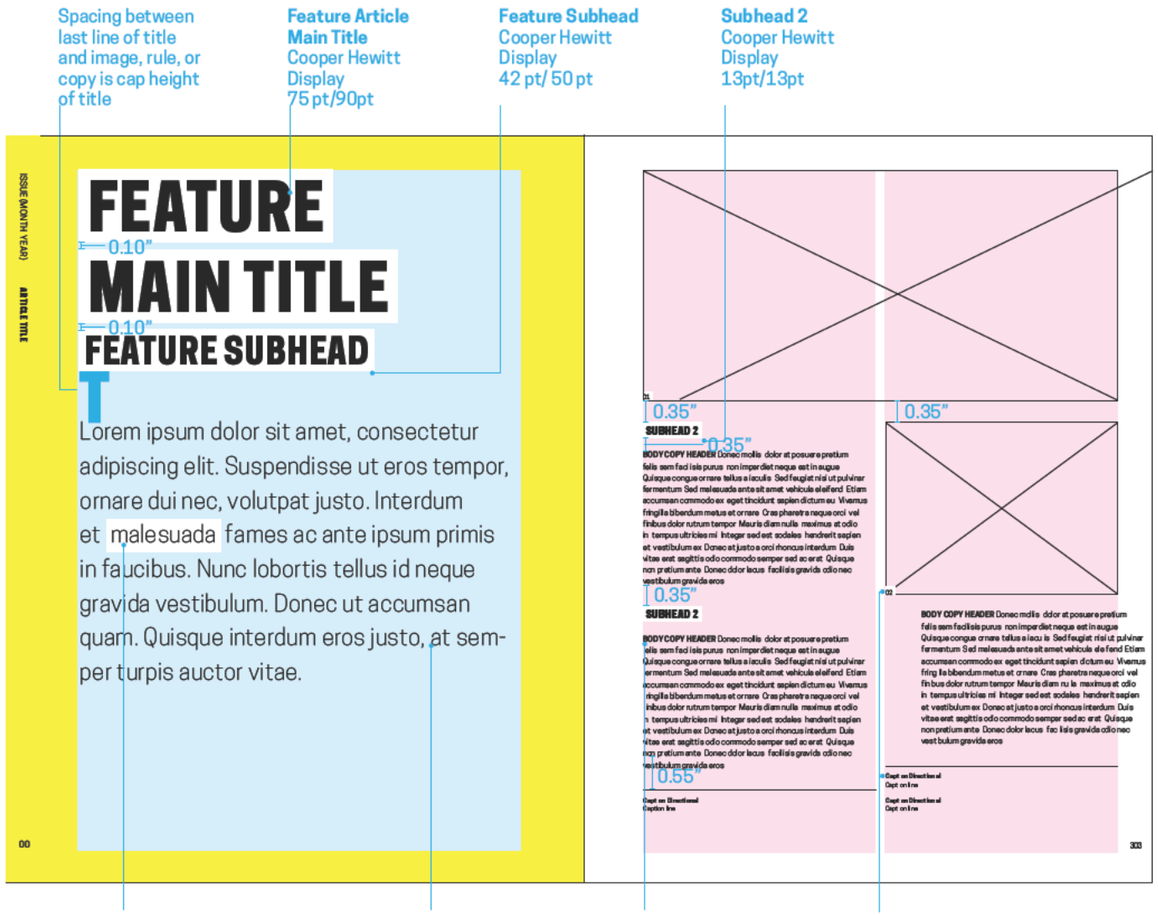
3.1 Design Journal Feature Article Template (Title + 2 Text Columns)

Feature articles in the Design Journal have 2 features that make them special and differentiate them from the rest of the content:

1) The first page of the feature article is solid yellow.

2) The feature articles are the only section that utilize a 2-column grid.

3.1 Design Journal Feature Article Template (Title + 2 Text Columns)



3.2 Feature Article Template Typography Overview

Feature Article
Title and Intro Text Typography
Title and subheads for feature articles always use highlighted system.

FEATURE ARTICLE MAIN TITLE COOPER HEWITT DISPLAY 75PT/90PT

T Unit used for meaurement of highlight surrounding typeface and letting.

3.2 Feature Article Template Typography Overview

Feature Article
Title and Intro Text Typography

FEATURE ARTICLE SUBHEAD COOPER HEWITT DISPLAY 42PT/50PT

Feature Intro Text Highlighted
Cooper Hewitt Light
26pt/39pt

Highlighted Intro Text only used for emphasis on short phrases or words within introductory paragraph (p/30-31 for example of use).

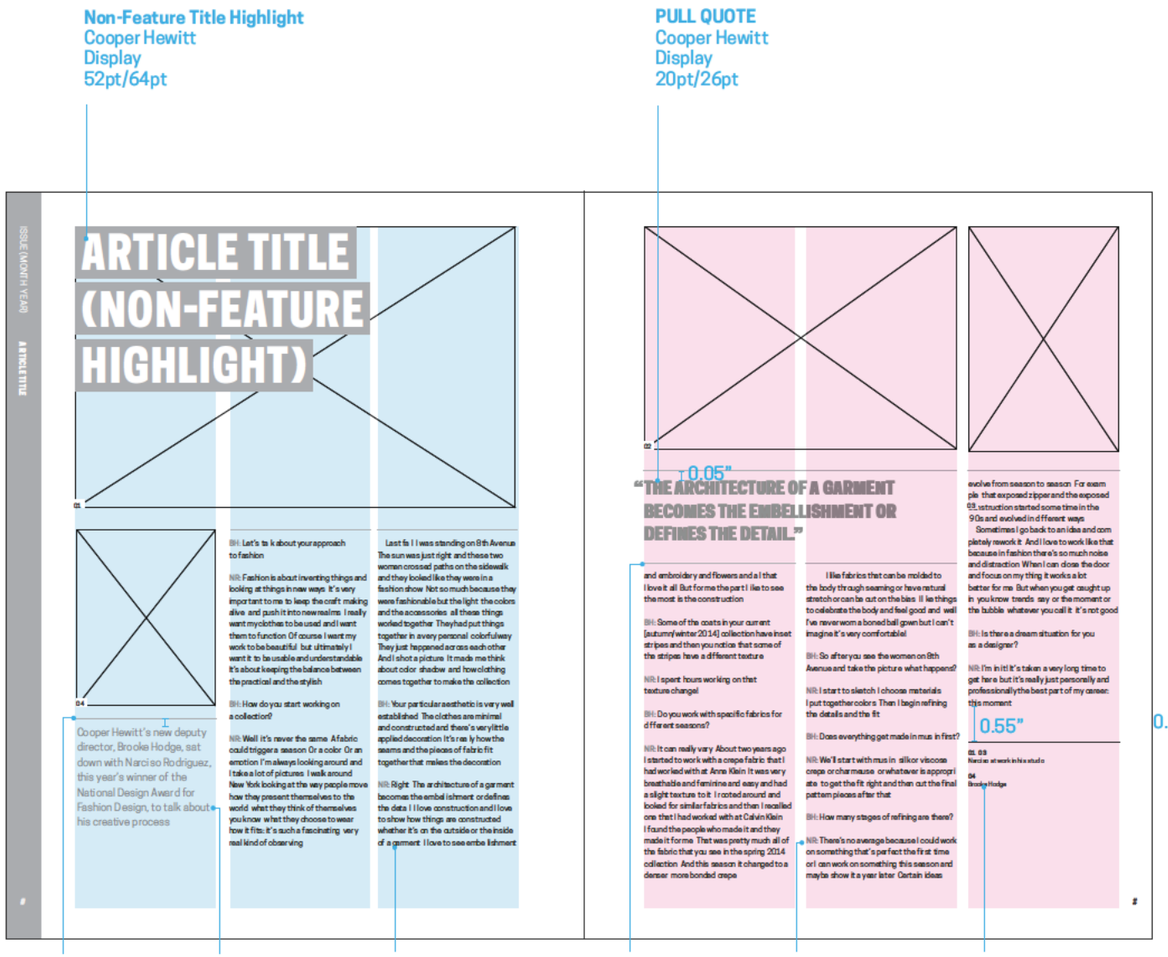
Feature Intro Text
Cooper Hewitt Light
26pt/39pt

3.2
Non-Feature Article Templates

3.2a Design Journal Non-feature article Template 1: Section Opener, Title + 3 Text Columns

In non-feature spreads the highlighted title, intro text, body copy header, pull quote and rules match article's sidebar color.

3.2a Design Journal Non-feature article Template 1: Section Opener, Title + 3 Text Columns



3.2a
Design Journal
Non-feature article
Template 1:
Typography Overview

Non-Feature Article
Highlight Title and Intro Text Typography
Highlighted Title is only used when covering an image (example on pg/xx). Highlight color should match article's sidebar color.

NON-FEATURE TITLE COOPER HEWITT DISPLAY 52PT/64PT

T Unit used for meaurement of highlight surrounding typeface and letting.

Non Feature Intro Text
Cooper Hewitt Book
12pt/17pt

3.2a
Design Journal
Non-feature article
Template 1:
Typography Overview

General Layout
Highlight Subhead Typography Styles
Highlight color should match article's sidebar color and non-feature title color,

SUBHEAD 1
COOPER HEWITT DISPLAY
17PT/26PT

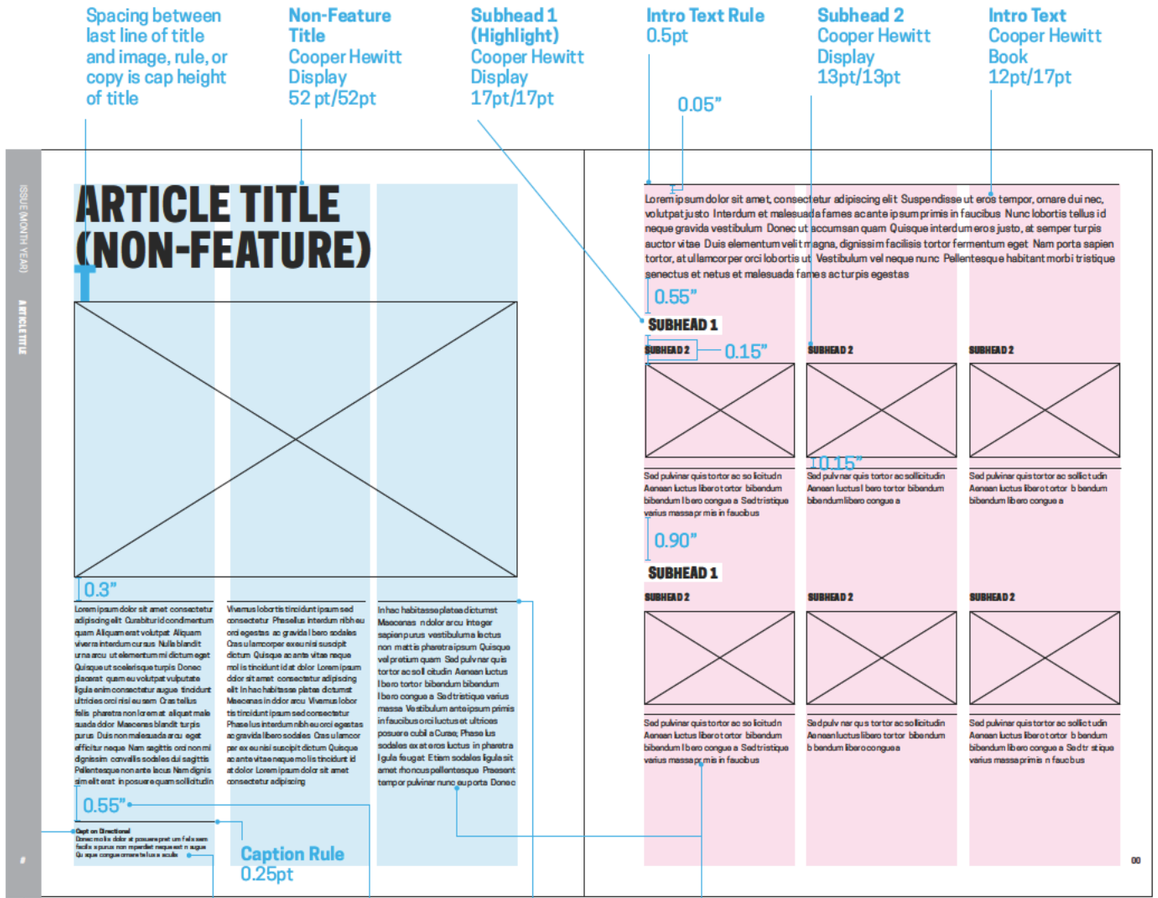
SUBHEAD 2
COOPER HEWITT DISPLAY
13PT/20PT

SUBHEAD 3
COOPER HEWITT DISPLAY
8PT/12PT

3.2b Design Journal Non-Feature Article Template 2: Section Opener, Title + 3 Text Columns

In non-feature spreads the title, intro text, body copy header, pull quote and rules match article's sidebar color.

3.2b Design Journal Non-Feature Article Template 2: Section Opener, Title + 3 Text Columns



3.2b
Design Journal
Non-Feature Article
Template 2
Typography Overview

Non-Feature Article
Title and Intro TextTypography

NON-FEATURE TITLE
COOPER HEWITT DISPLAY
52PT/52PT

Non Feature Intro Text
Cooper Hewitt Book
12pt/17pt

3.2b
Design Journal
Non-Feature Article
Template 2
Typography Overview

General Layout
Subhead Typography Styles
Subhead color should match article's sidebar color and non-feature title color.

SUBHEAD 1
COOPER HEWITT DISPLAY
17PT/17PT

SUBHEAD 2
COOPER HEWITT DISPLAY
13PT/13PT

SUBHEAD 3
COOPER HEWITT DIPLAY
11PT/11PT

SUBHEAD 4
COOPER HEWITT DIPLAY
8PT/8PT

3.3
Other Layout Templates

3.3 New Acquisitions Template: Title + 3 Text Columns

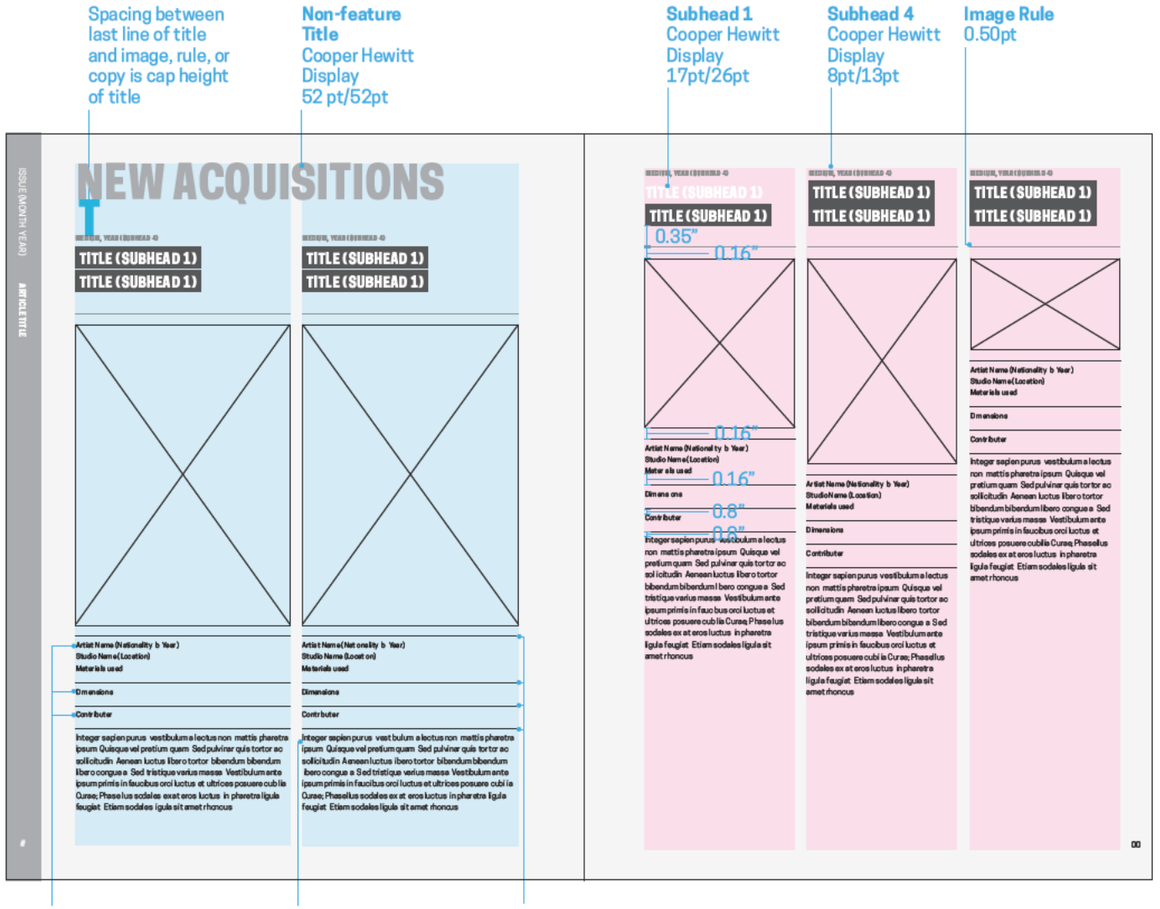
Background of New Acquisitions section is always tinted 10% of the sidebar color for every issue.

In non-feature spreads the title, intro text, body copy header, pull quote and rules match article's sidebar color.

Sidebar Tint: 100%

Background page tint: 10%

3.3 New Acquisitions Template: Title + 3 Text Columns

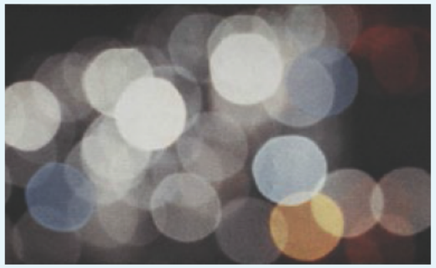


3.3 New Acquisitions Template: Typography Details

New Acquisitions
Typography Example

TEXTILE, 2012

RUSH HOUR 2/ SHANGHAI



Grethe Sørenson (Danish, b. 1947)
Woven at TextielMuseum
(Tilburg, Netherlands)
Jacquard woven cotton

162 × 283.2 cm (63 ¾ × 9 ft. 3 ½ in.)

Museum purchase through gift of
Wolf-Gordon and Maleyne M. Syracuse and Michael Trenner in memory of Richard M. Syracuse and from General Acquisitions Endowment Fund

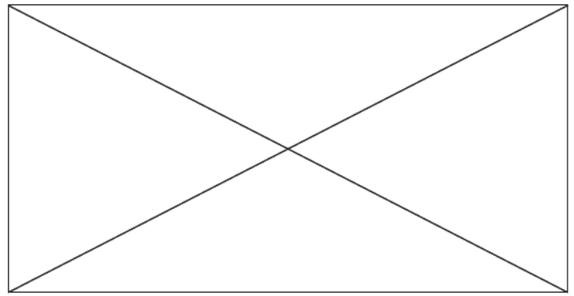
Working from her husband Bo Hovgaard's videos of urban cityscapes at night, Grethe Sørenson translates their colored pixels into woven struc tures. The subtle color gradations are created using threads of only the basic colors: red, green, blue, cyan, magenta, yellow, black, and white.

3.3 New Acquisitions Template: Typography Details

New Acquisitions
Typography Rule Set

MEDIUM, YEAR (SUBHEAD 3)
COOPER HEWITT DISPLAY, 8PT/8PT

TITLE (SUBHEAD 1 HIGHLIGHT)
COOPER HEWITT DISPLAY
17PT/26PT



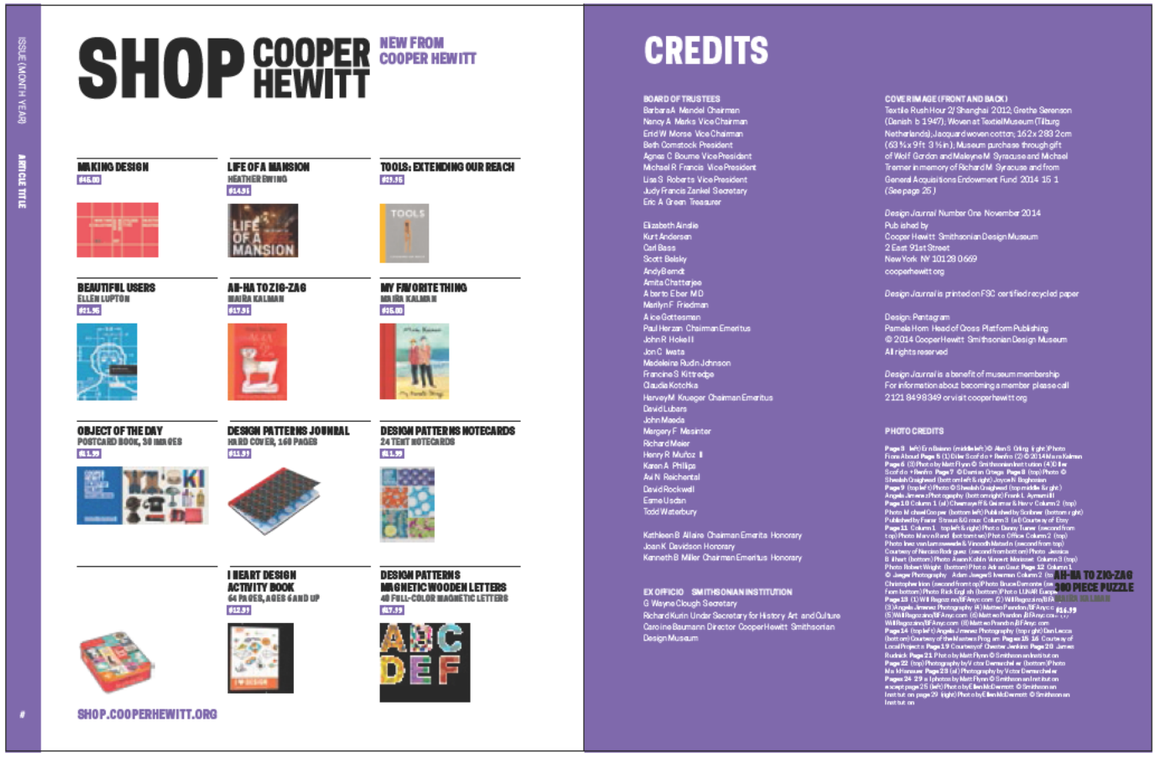
Artist Name (Nationality, b. Year)
Studio Name (Location)
Materials Used
Cooper Hewitt Medium, 8pt/13pt, Letter-spacing 5

Dimensions
Cooper Hewitt Medium, 8pt/13pt, Letter-spacing 5

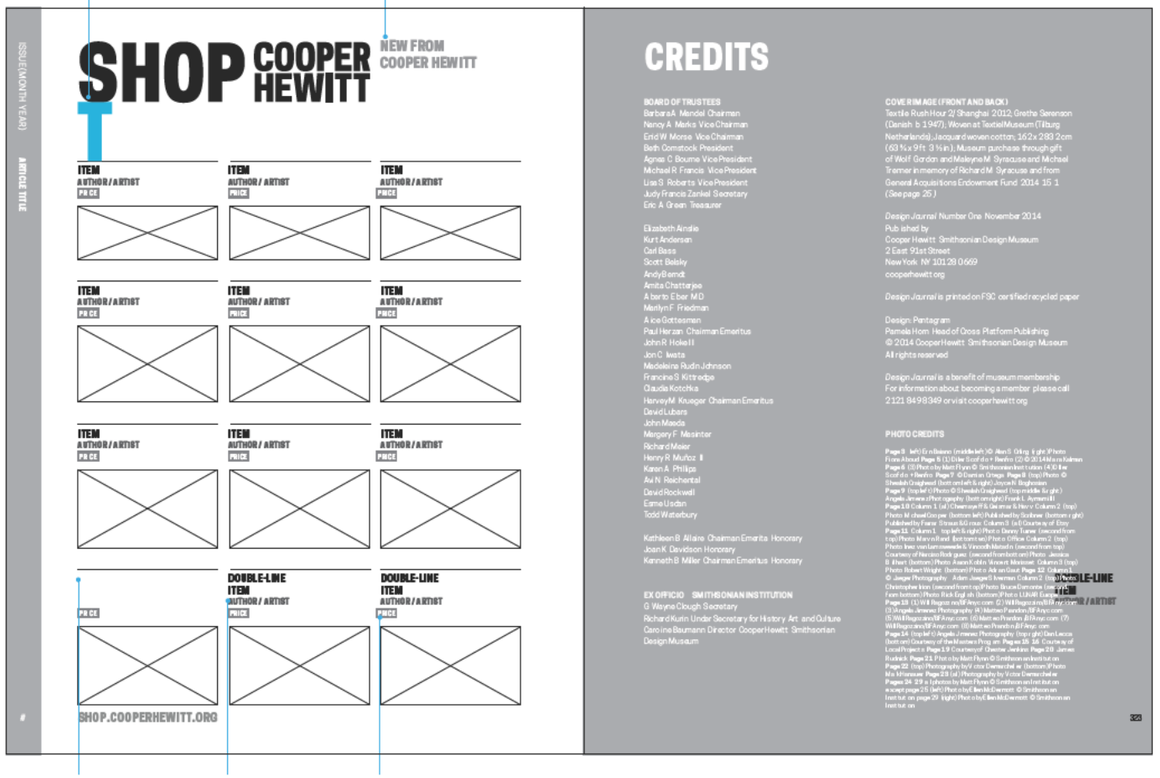
Contributer
Cooper Hewitt Medium, 8pt/13pt, Letter-spacing 5

Object/Art Piece Description Body Copy
Cooper Hewitt Book
9pt/13pt

3.4 Shop Cooper Hewitt Template: Title + 3 Text Columns



3.4 Shop Cooper Hewitt Template: Title + 3 Text Columns



3.4 Shop Cooper Hewitt Template: Typography Details

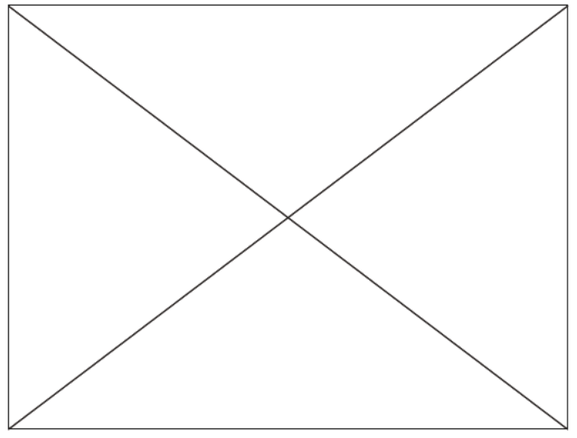
Shop Cooper Hewitt
Typography Example

DESIGN PATTERNS
MAGNETIC WOODEN LETTERS
40 FULL-COLOR MAGNETIC LETTERS
$17.99

3.4 Shop Cooper Hewitt Template: Typography Details

Shop Cooper Hewitt
Typography Rule Set

ITEM
COOPER HEWITT DISPLAY
12PT/12PT
AUTHOR/ARTIST
COOPER HEWITT DISPLAY
10PT/8PT
PRICE
COOPER HEWITT DISPLAY
8PT/10PT



3.5 General Typography Details

General Layout
Pull Quote and Body Copy Styles

“PULL QUOTE COOPER HEWITT DISPLAY 20PT/26PT”

“THE ARCHITECTURE OF A GARMENT BECOMES THE EMBELLISHMENT OR DEFINES THE DETAIL.”

BODY COPY HEADER
COOPER HEWITT BOLD
9PT/13PT
ALL-CAPS

DESIGNING THE NEW COOPER HEWITT An impressive number of designers and design firms were selected to help achieve our...

BH: Is there a dream situation for you as a designer?
NR: I'm in it!

Body Copy
Cooper Hewitt Book
9pt/13pt

An impressive number of designers and design firms were selected to help achieve our mission of fostering new and diverse audiences in the physical mansion and on the Web.

Article Info
Cooper Hewitt Book Italic
9pt/13pt

Author Name
Cooper Hewitt Semibold Italic
9pt/13pt

*by **Jennifer Bove**, Vice President, Service Design at Fjord; **Andrew Crow**, Head of Design at Uber; **Jordan Husney**, Director at Undercurrent*

3.5 General Typography Details

General Layout
Caption Styles

Caption Directional
Cooper Hewitt Semibold
7pt/9pt

Opposite
Cooper Hewitt's new interactive Pen is a dynamic solution to the museum's goal of rethinking its visitor experience for the twenty-first century.

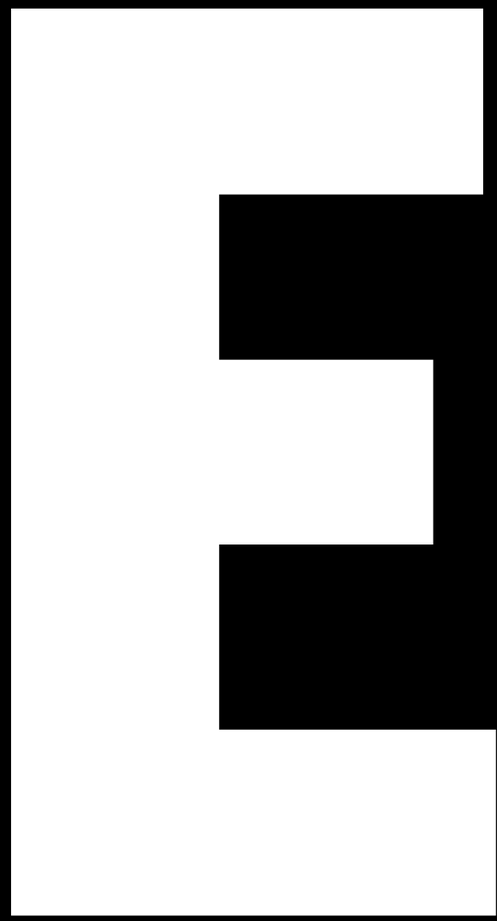
Caption Body Copy
Cooper Hewitt Book
7pt/9pt

Opposite
Cooper Hewitt's new interactive Pen is a dynamic solution to the museum's goal of rethinking its visitor exeprience for the twenty-first century.

Caption Numbers
Cooper Hewitt Medium
7pt

02 02

Caption Number is always placed in bottom left corner of image.



SECTION/E DIGITAL GUIDELINE

Contents

E1.0
Website

E2.0
E-blast

E3.0
Display Screen

E4.0
Interactive Table

1.0
Website

1.1 Primary Font Weights

Cooper Hewitt website utilizes Display, Medium and Book weights of Cooper Hewitt font family.

COOPER HEWITT DISPLAY

Cooper Hewitt Medium

Cooper Hewitt Book

Cooper Hewitt Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Cooper Hewitt Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

Cooper Hewitt Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
0123456789

1.2 Typography System for Web

Typeset style for Web Overview

HIGHLIGHTED

MAIN POST TITLE

48PX/62PX

SECONDARY POST TITLE

26PX/34PX

HEADER
48PX/48PX

SUB-HEADER
30PX/30PX

Body Copy

Cooper Hewitt Book
18px / 24px

MAIN MENU
COOPER HEWITT DISPLAY
20PX/20PX

SUB MENU
14PX/14PX

FILTER MENU
COOPER HEWITT DISPLAY
13PX /13PX

Footer Sub Menu

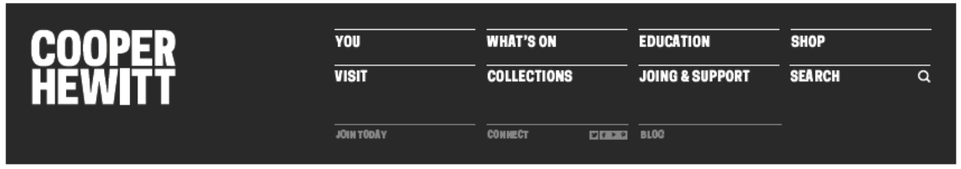
Cooper Hewitt Medium

13px/23px

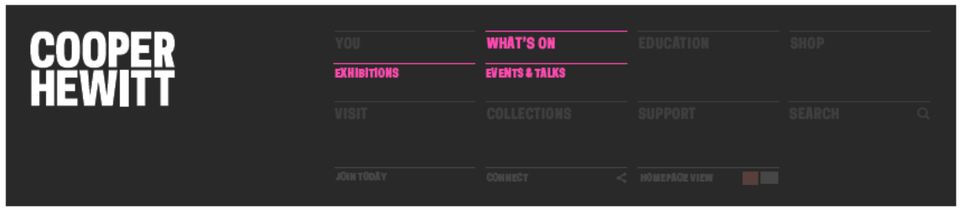
1.3 Header

Main Header, 2nd Level Header and Menu

Main Header Menu



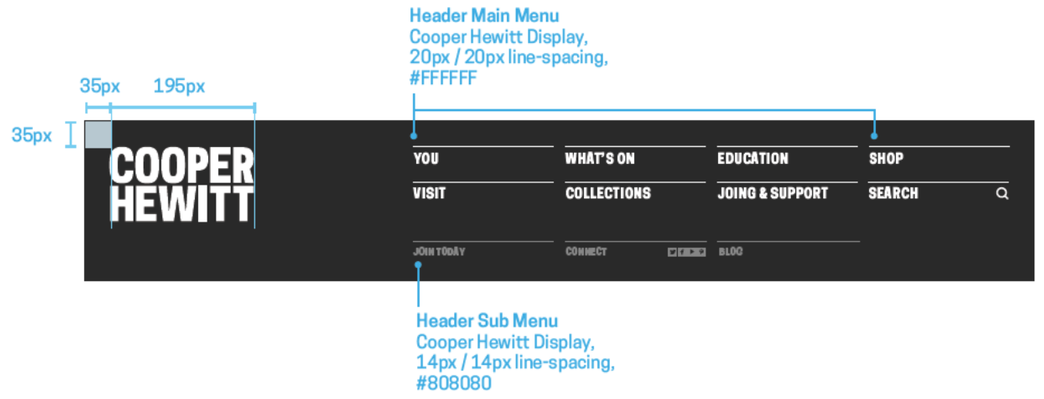
Main Header - Sub Menu Opened

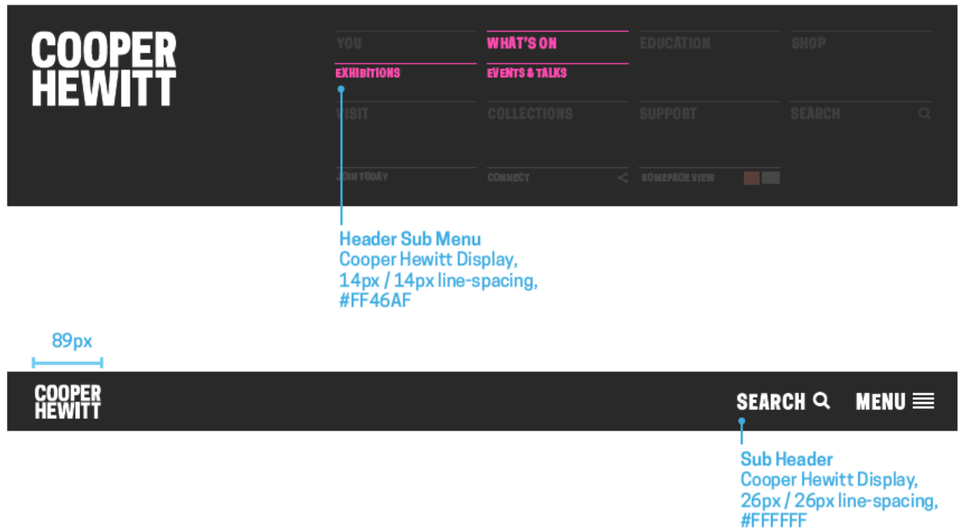


2nd Level Header

1.3 Header

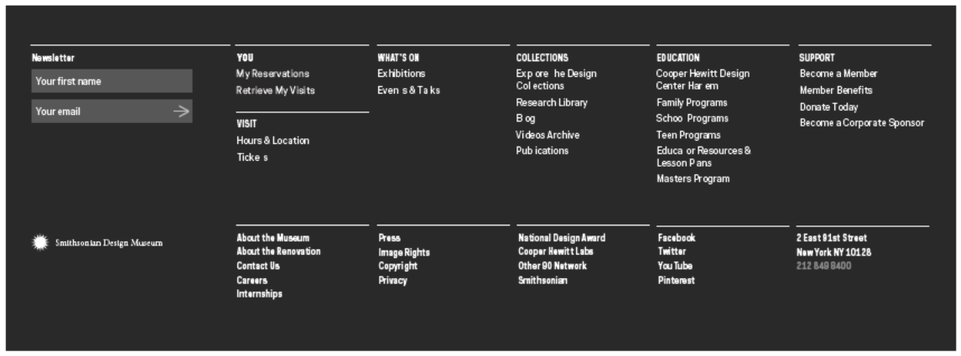
Main Header, 2nd Level Header and Menu Typography Structure Specs





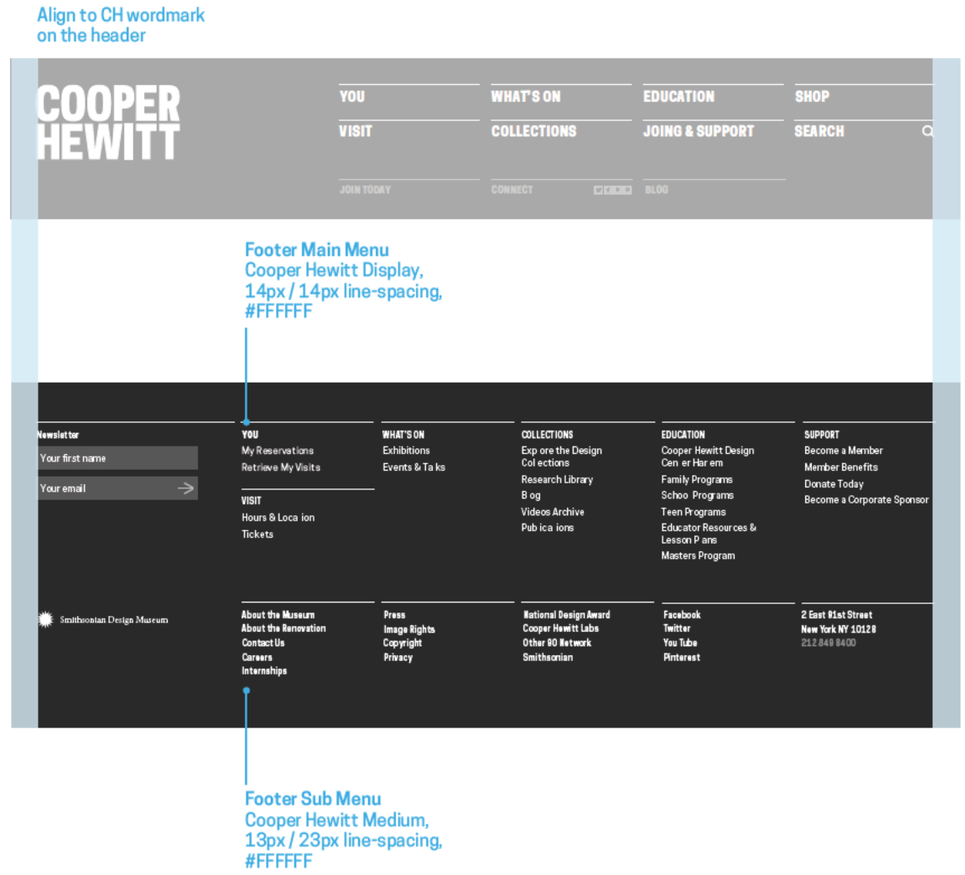
1.4 Footer

Footer

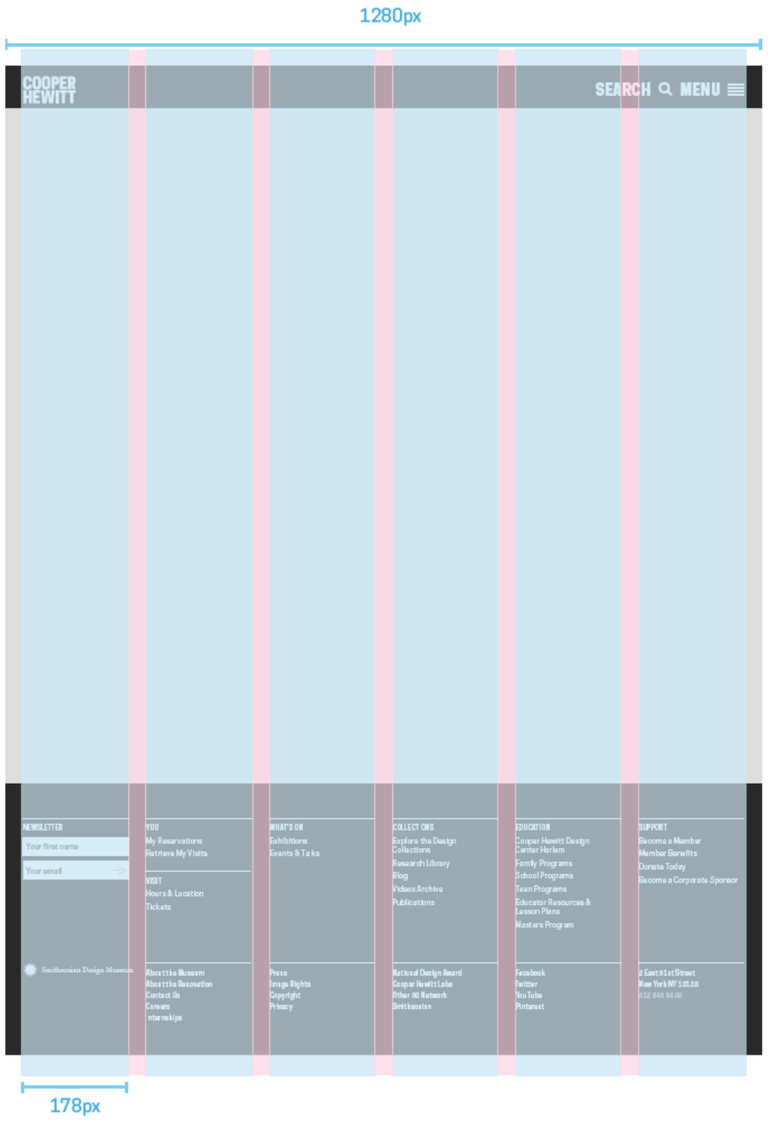


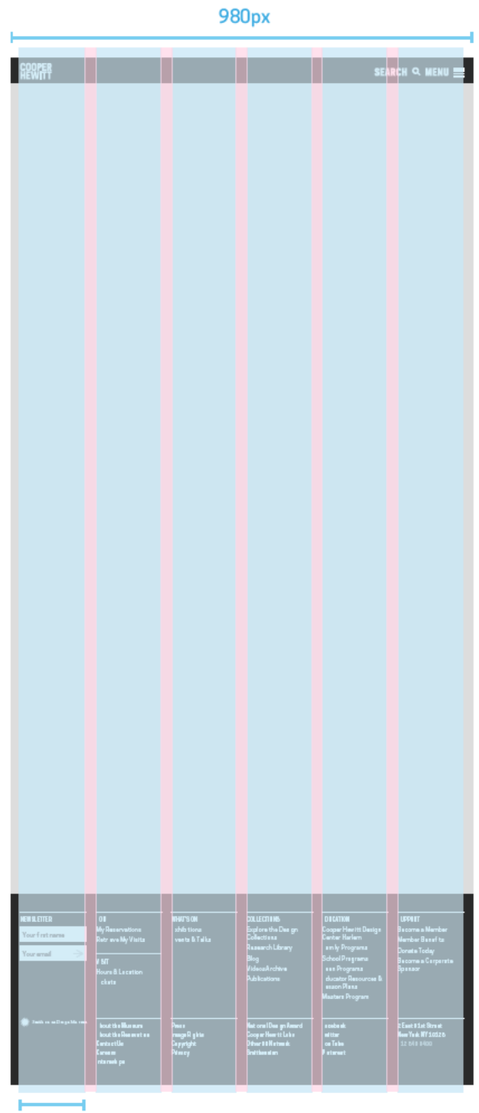
1.4 Footer

Footer
Typography Structure Specs



1.5
Main Homepage
6 Column Grid System





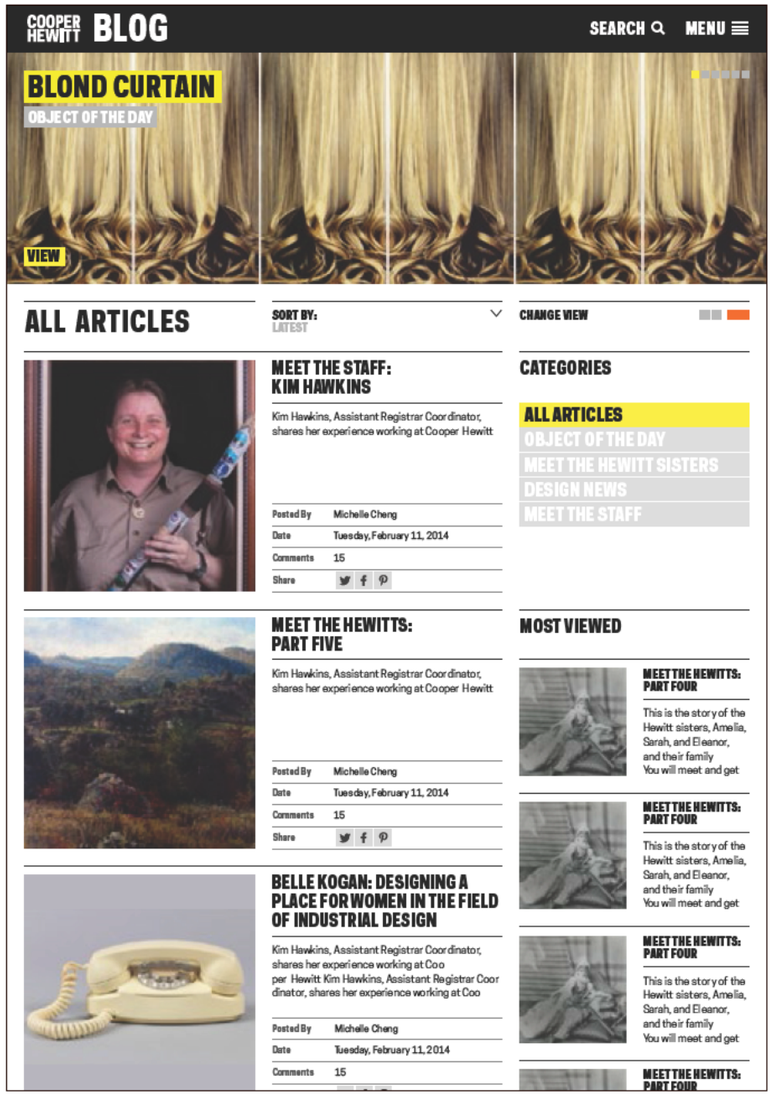
1.6
Main Homepage
6 Column Grid System

1.6
Main Homepage
6 Column Grid System
Example

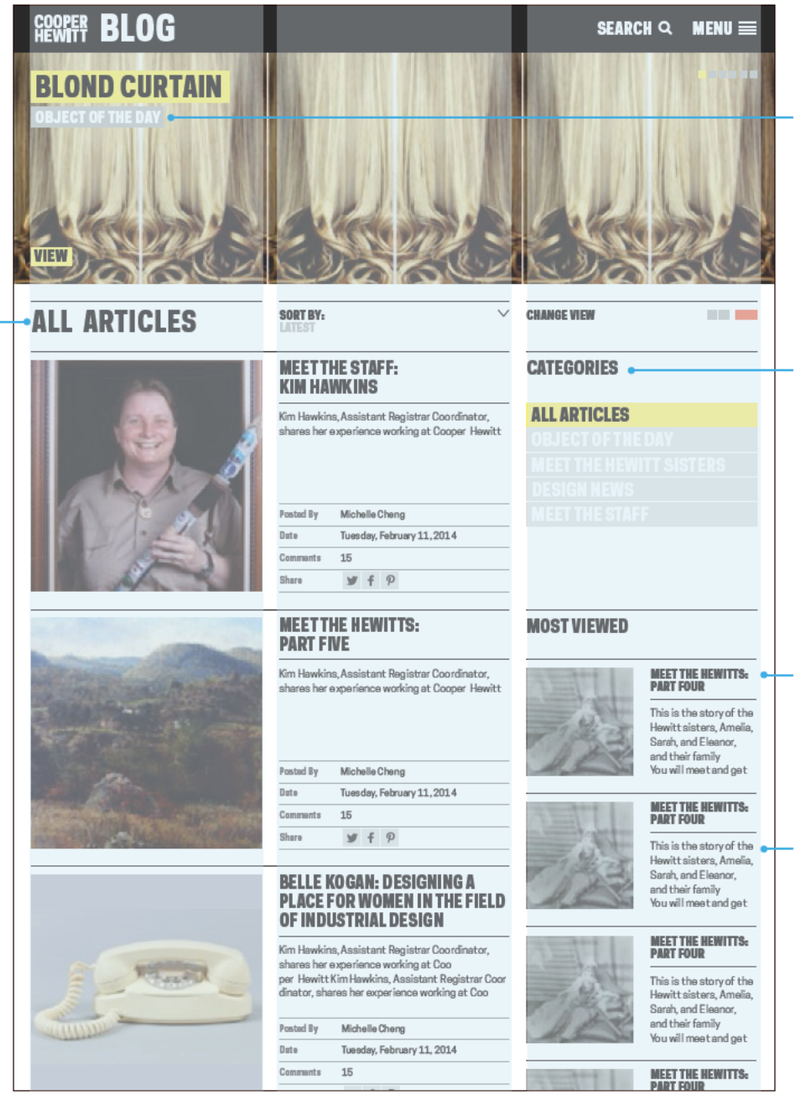
Highlighted Main Post Title
Cooper Hewitt Display,
48px
62px line-spacing,

Secondary Post Title
Cooper Hewitt Display,
26px
34px line-spacing,

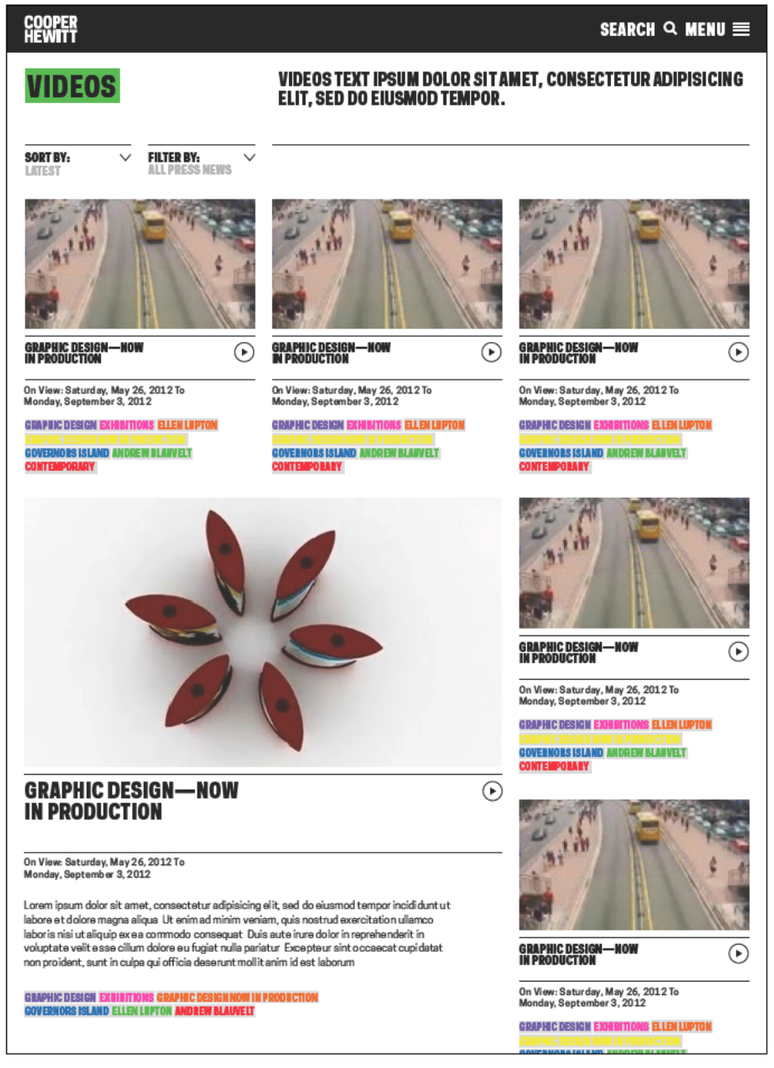
1.7
Blog
3 column contents
Example



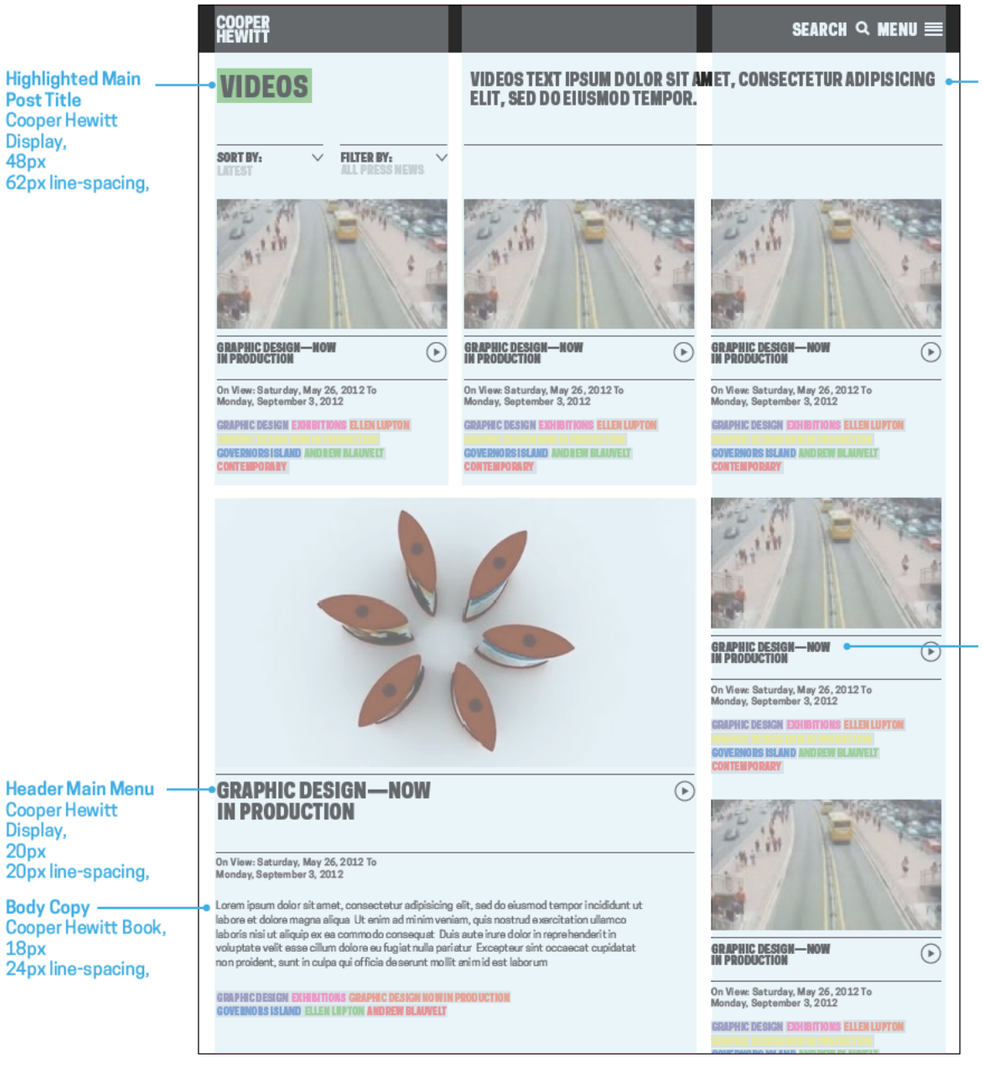
1.7
Blog
3 column contents
Example with grid



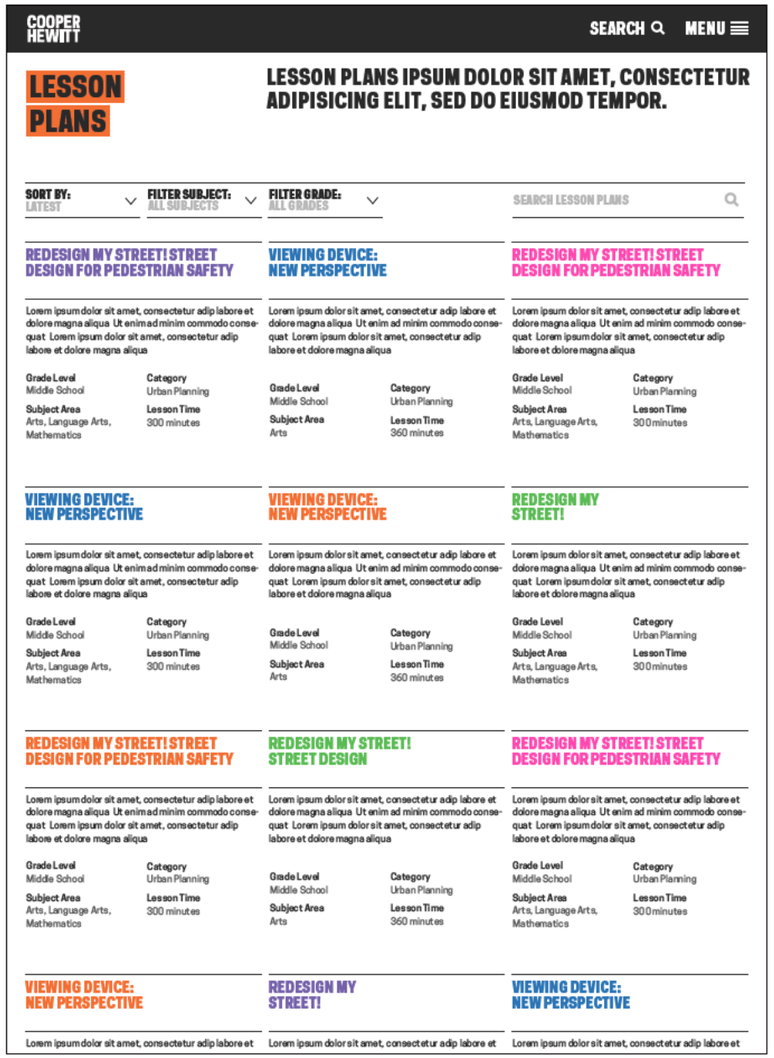
1.8
Video Page
3 & 2 column combination
Example



1.8
Video Page
3 & 2 column combination
Example with grid

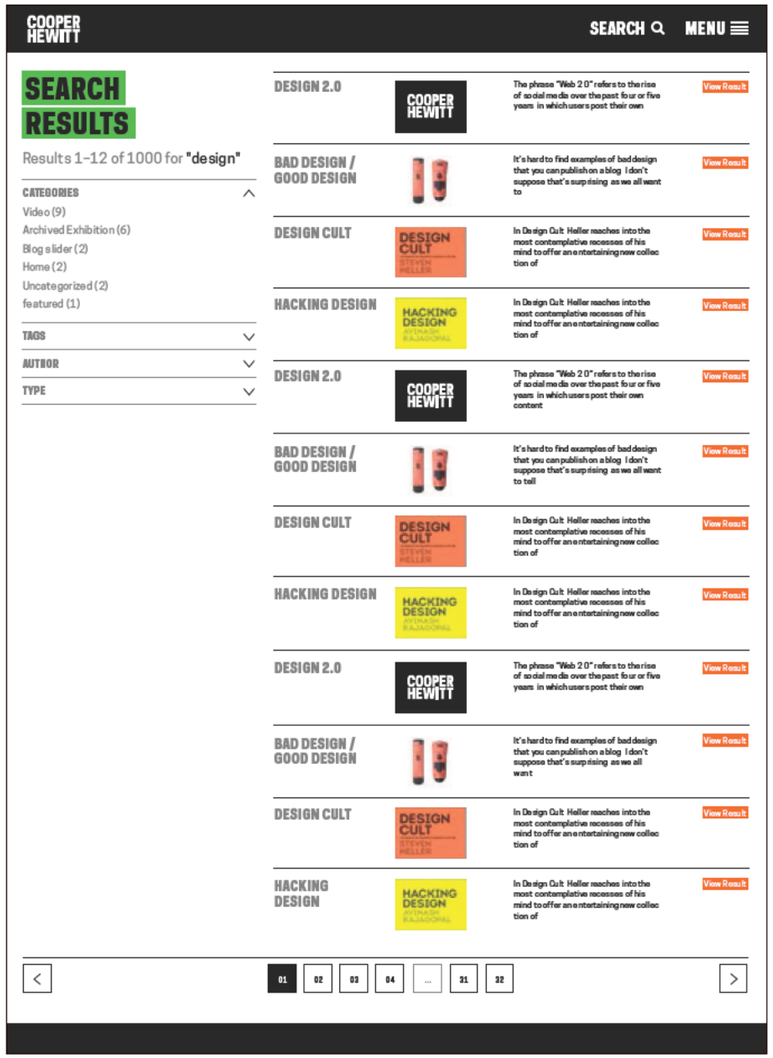


1.9
Educator Resources Page
3 column contents
Example

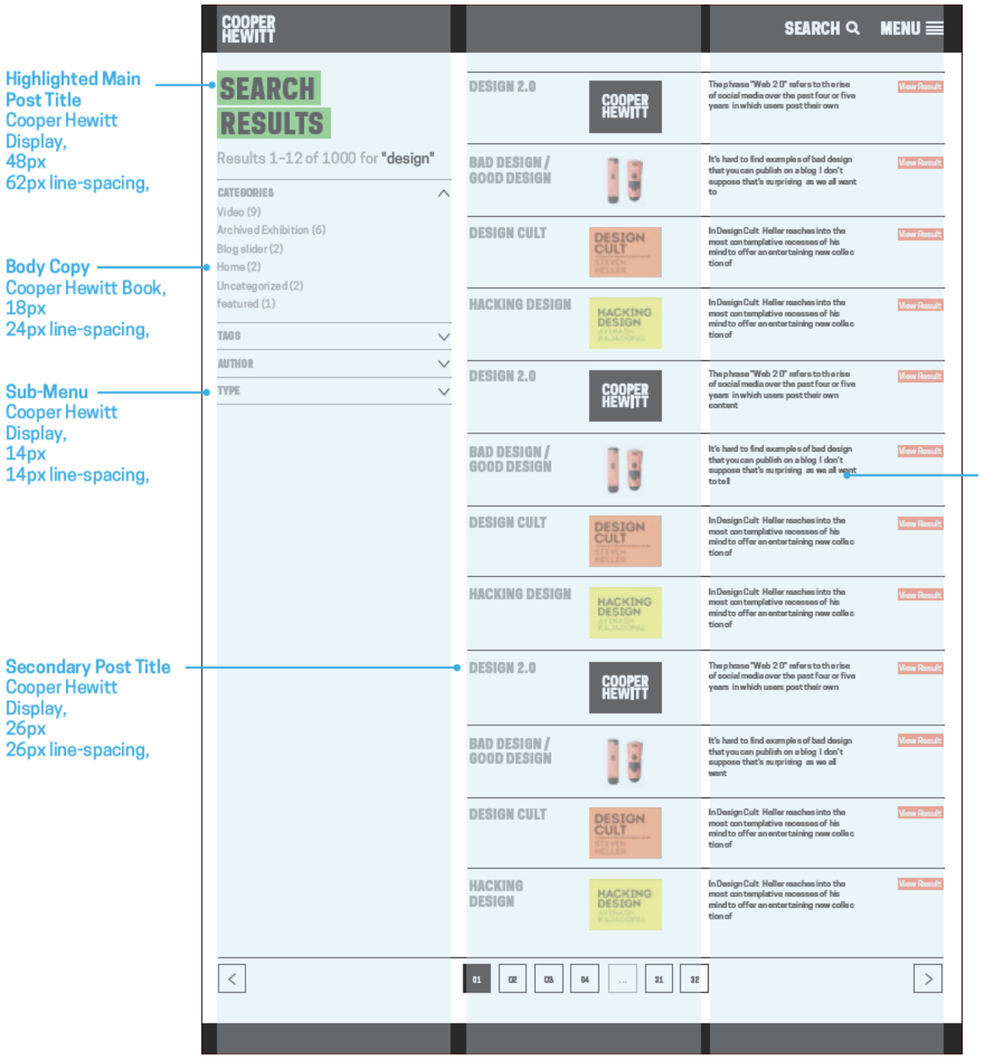


1.9
Educator Resources Page
3 column contents
Example with grid

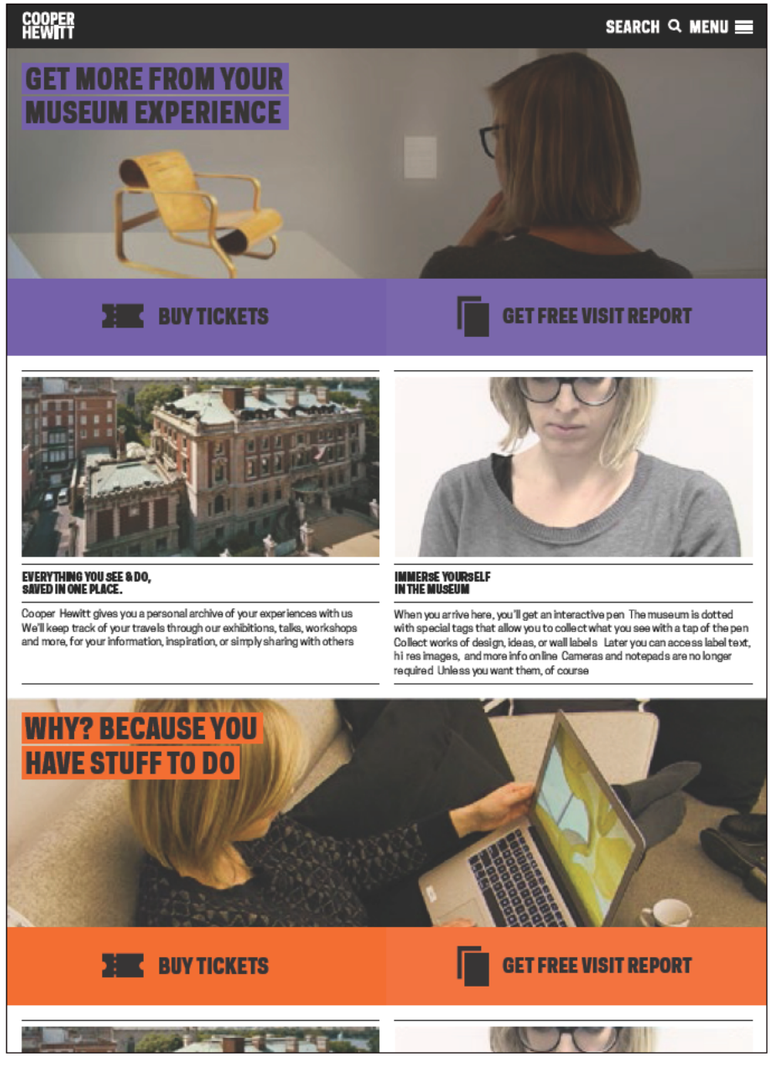
1.10
Search Page
3 column contents
Example



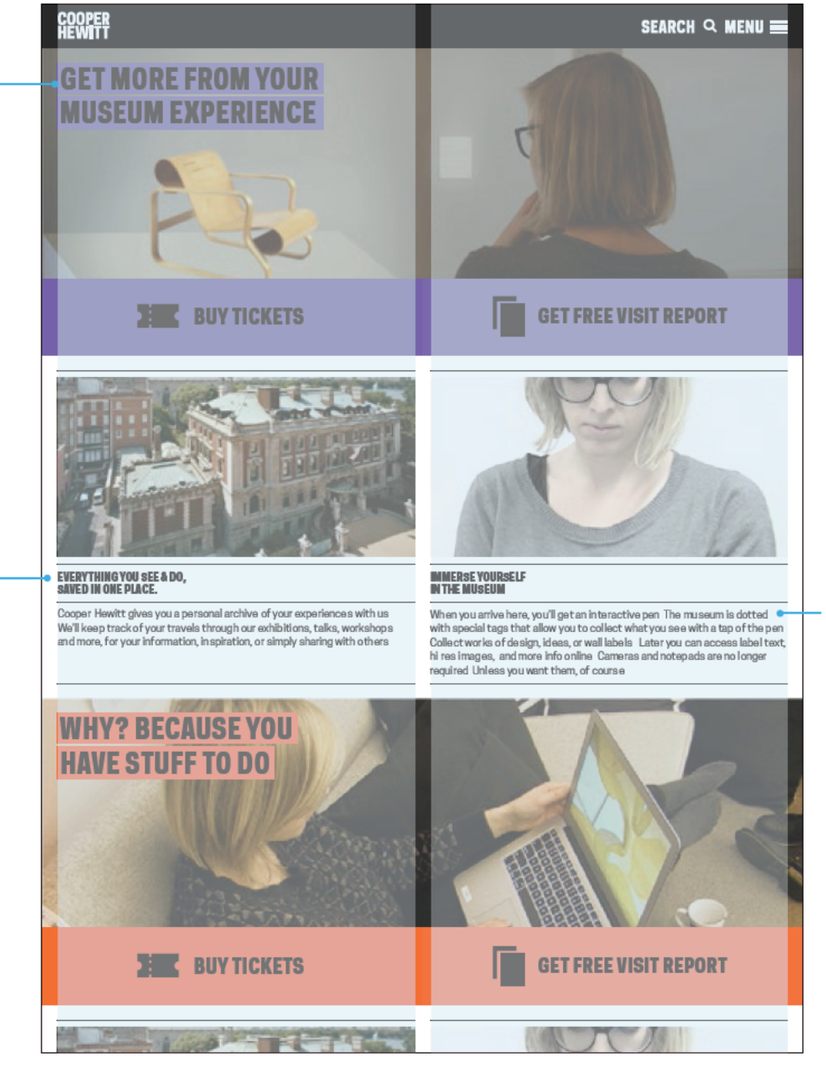
1.10
Search Page
3 column contents
Example with grid



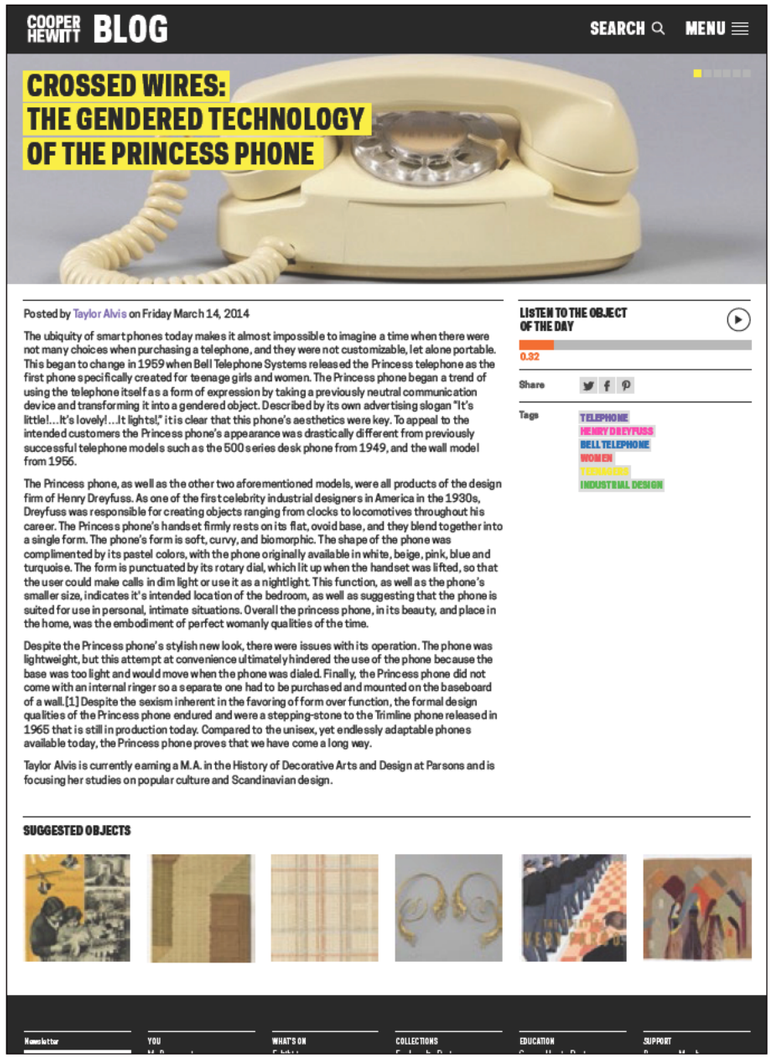
1.11
Video Page
2 column contents
Example



1.11
Video Page
2 column contents
Example with grid



1.12
Blog - Article Page
2 column contents
Example



1.12
Blog - Article Page
2 column contents
Example with grid

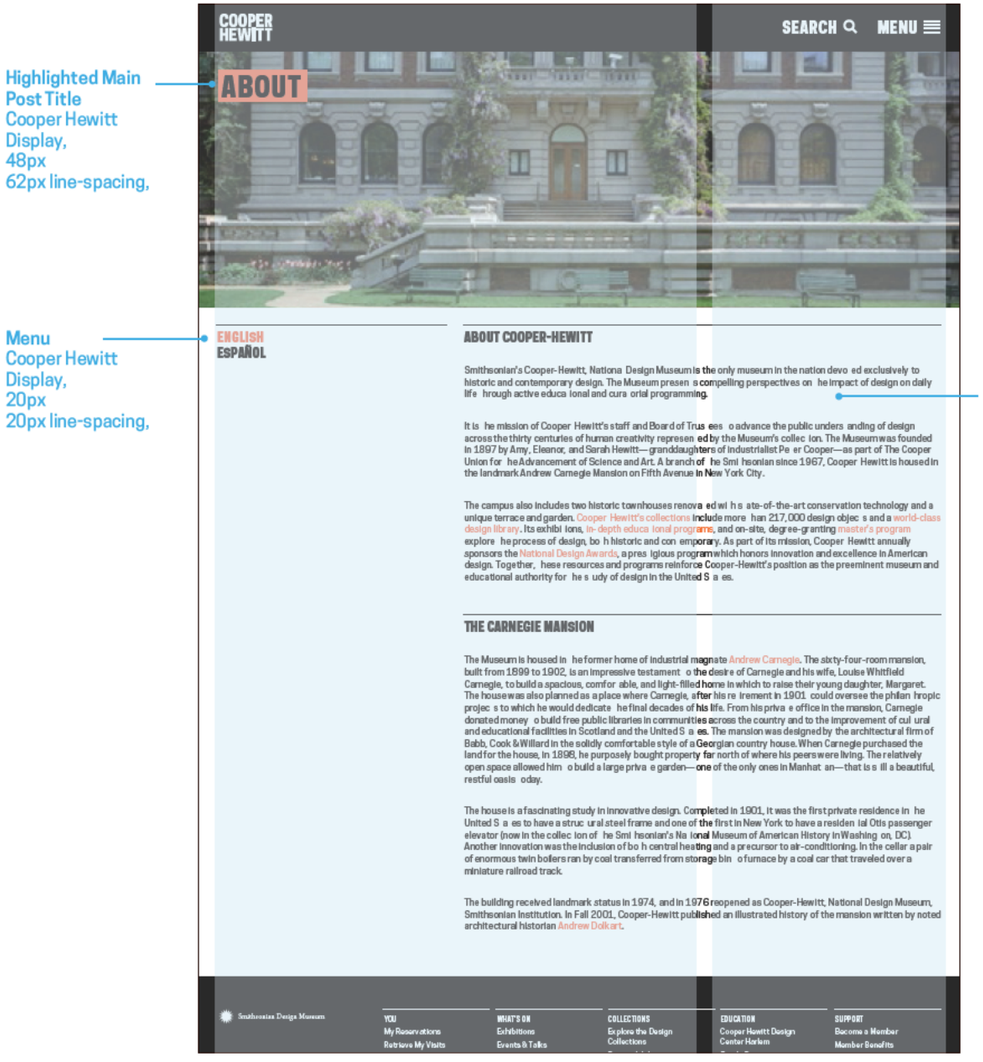
Highlighted Main Post Title
Cooper Hewitt Display,
48px
62px line-spacing,

Body Copy
Cooper Hewitt Book,
18px
24px line-spacing,

Menu
Cooper Hewitt Display,
20px
20px line-spacing,

1.13
About Page
2 column contents
Example

1.13
About Page
2 column contents
Example with grid



2.0
E-blast

2.1 E-blast Top Image

Do not change any styling on mailchimp.
Should only duplicate block when adding content.

The museum boasts 60 percent more gallery space to present its important collection and temporary exhibitions and offers an entirely new and invigorated visitor experience, with interactive, immersive creative technologies.

Cooper Hewitt's renovation provides the opportunity to redefine today's museum experience and inspire each visitor to play designer before, during and after their visit. Visitors can explore the museum's collections and exhibitions using groundbreaking technologies that inspire learning and experimentation. This new participatory experience has been specifically designed to engage all audiences—students, teachers, families, designers and the general public—and make you want to visit time and time again.

2.1 E-blast Top Image Details

Image size should always be 600px in width.
General body copy size is 14px.

600px

Introduction
Font size
14px

The museum boasts 60 percent more gallery space to present its important collection and temporary exhibitions and offers an entirely new and invigorated visitor experience, with interactive, immersive creative technologies.

Cooper Hewitt's renovation provides the opportunity to redefine today's museum experience and inspire each visitor to play designer before, during and after their visit. Visitors can explore the museum's collections and exhibitions using groundbreaking technologies that inspire learning and experimentation. This new participatory experience has been specifically designed to engage all audiences—students, teachers, families, designers and the general public—and make you want to visit time and time again.

2.2 E-blast News

TOOLS: EXTENDING OUR REACH

From 12 December 2014 to 25 May 2015
View More

TOOLS: EXTENDING OUR REACH

From 12 December 2014 to 25 May 2015
View More

TOOLS: EXTENDING OUR REACH

From 12 December 2014 to 25 May 2015
View More

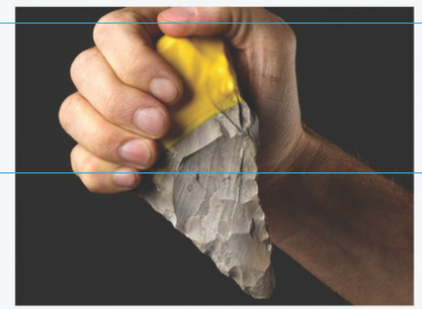
2.2 E-blast News Details

When insert links, text should be orange.

Title
Font size
24px
All cap

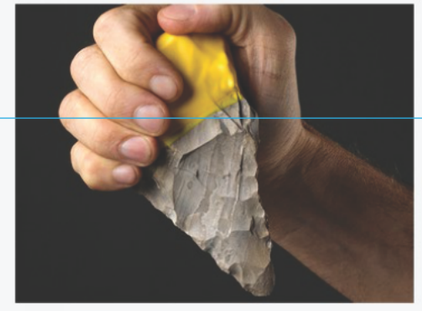
When insert links, text should be orange.

Body copy
Font size
14px



TOOLS: EXTENDING OUR REACH

From 12 December 2014 to 25 May 2015
View More



TOOLS: EXTENDING OUR REACH

From 12 December 2014 to 25 May 2015
View More

TOOLS: EXTENDING OUR REACH

From 12 December 2014 to 25 May 2015
View More

2.3 E-blast Main Event

01/08
THURSDAY

TARGET DESIGN KIDS TODDLER PROGRAM: DESIGN TALES (ONSITE AT MUSEUM: 2 E 91ST ST)

Wed. March 18, 2015
10:00am to 11:00am

Design Tales is a free literacy-based design program for pre-school children and their caregivers that incorporates storytelling, design vocabulary, and ...

Event Address:
Cooper Hewitt, Smithsonian Design Museum
Lecture Room
2 E 91st St
New York, NY 10128

RESERVE

2.2 E-blast News Details

When insert links, text should be orange.

Title
Font size:
28px, all cap
Line-height:
1.5 spacing

01/08
THURSDAY

TARGET DESIGN KIDS TODDLER PROGRAM: DESIGN TALES (ONSITE AT MUSEUM: 2 E 91ST ST)

Body copy
Font size
18px

Wed. March 18, 2015
10:00am to 11:00am

Design Tales is a free literacy-based design program for pre-school children and their caregivers that incorporates storytelling, design vocabulary, and ...

Event Address:
Cooper Hewitt, Smithsonian Design Museum
Lecture Room
2 E 91st St
New York, NY 10128

RESERVE

2.4 E-blast More Event

01/12
MONDAY

UNIVERSAL DESIGN: MYTH OR REALITY?

Wed. March 18, 2015
10:00am to 11:00am

Design Tales is a free literacy-based design program for pre-school children and their caregivers that incorporates storytelling, design vocabulary, and ...

Event Address:
Cooper Hewitt, Smithsonian Design Museum
Lecture Room
2 E 91st St
New York, NY 10128

RESERVE

01/12
MONDAY

UNIVERSAL DESIGN: MYTH OR REALITY?

Wed. March 18, 2015
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Design Tales is a free literacy-based design program for pre-school children and their caregivers that incorporates storytelling, design vocabulary, and ...

Event Address:
Cooper Hewitt, Smithsonian Design Museum
Lecture Room
2 E 91st St
New York, NY 10128

RESERVE

2.4 E-blast More Event Details

Images for additional events should be 300px in width.

01/12
MONDAY

UNIVERSAL DESIGN: MYTH OR REALITY?

Wed. March 18, 2015
10:00am to 11:00am

Design Tales is a free literacy-based design program for pre-school children and their caregivers that incorporates storytelling, design vocabulary, and ...

Event Address:
Cooper Hewitt, Smithsonian Design Museum
Lecture Room
2 E 91st St
New York, NY 10128

RESERVE

01/12
MONDAY

UNIVERSAL DESIGN: MYTH OR REALITY?

Wed. March 18, 2015
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Design Tales is a free literacy-based design program for pre-school children and their caregivers that incorporates storytelling, design vocabulary, and ...

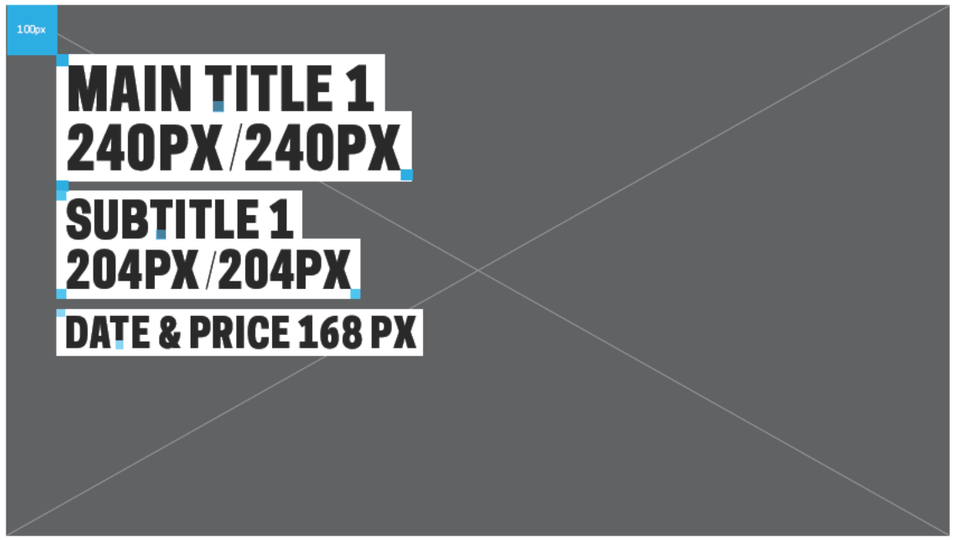
Event Address:
Cooper Hewitt, Smithsonian Design Museum
Lecture Room
2 E 91st St
New York, NY 10128

RESERVE

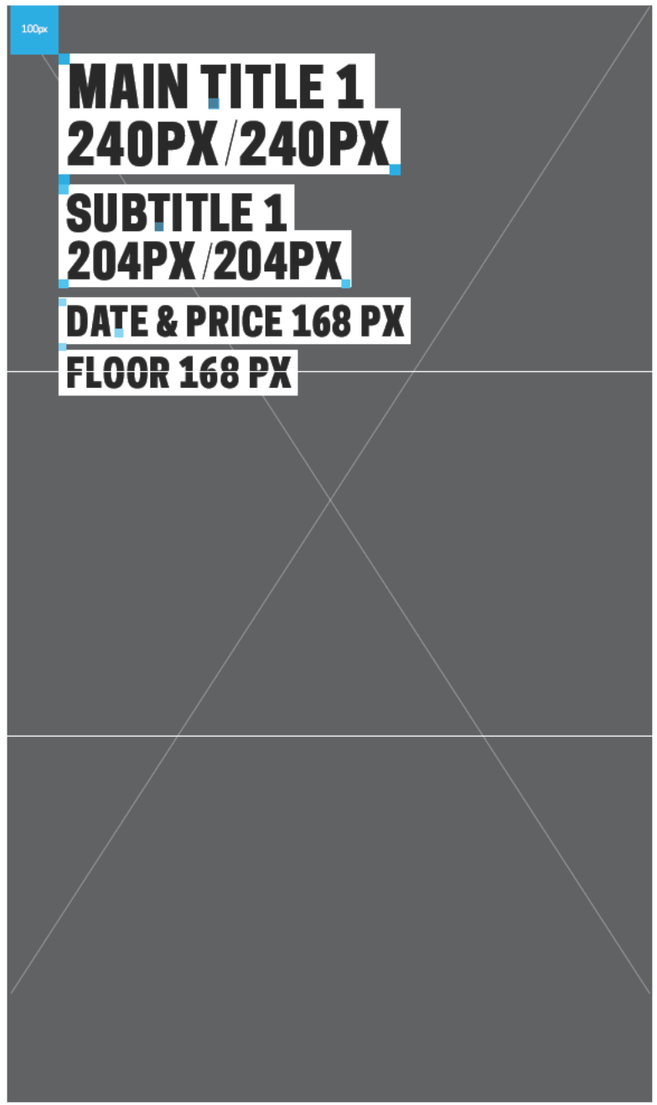
3.0 Display Screen

3.1 Typography System for Screen

Main Title Size 1

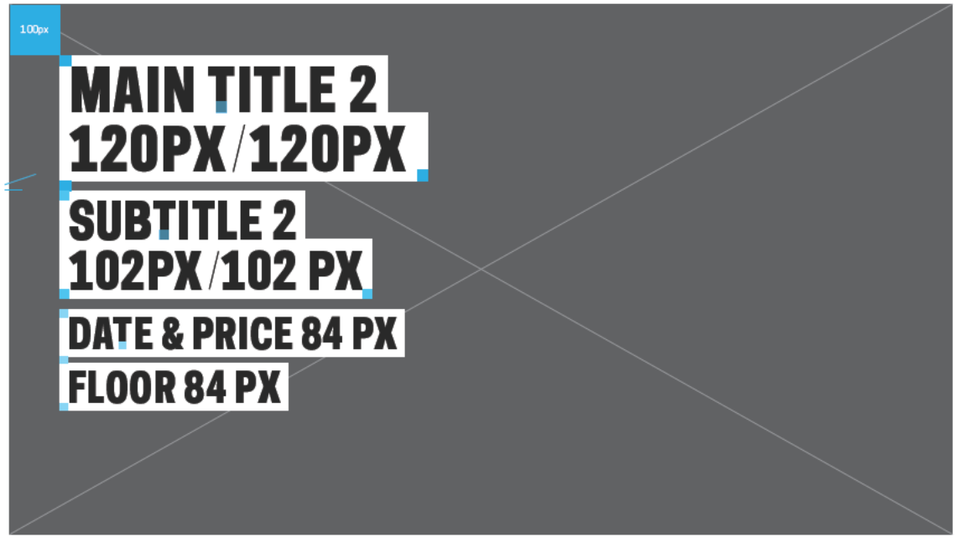


3.1 Screen layout



3.2 Typography System for Screen

Main Title Size 2



3.2 Screen layout

3.3 Screen layout example

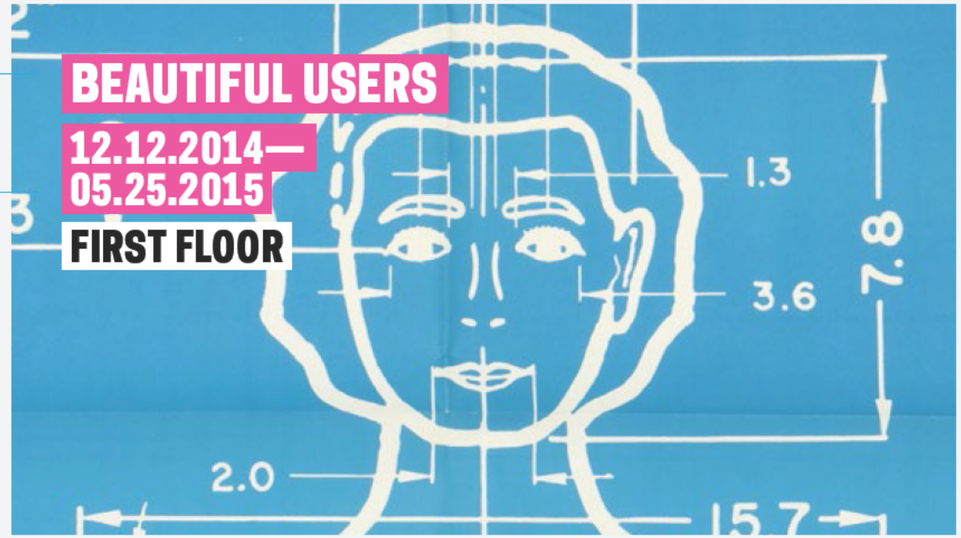
Main Title 2

Sub Title 2

3.3 Screen layout example

Main Title 2

Sub Title 2



3.4 Typography System for Screen

Logo animation can be used to transition between contents.

3.4 Screen layout example

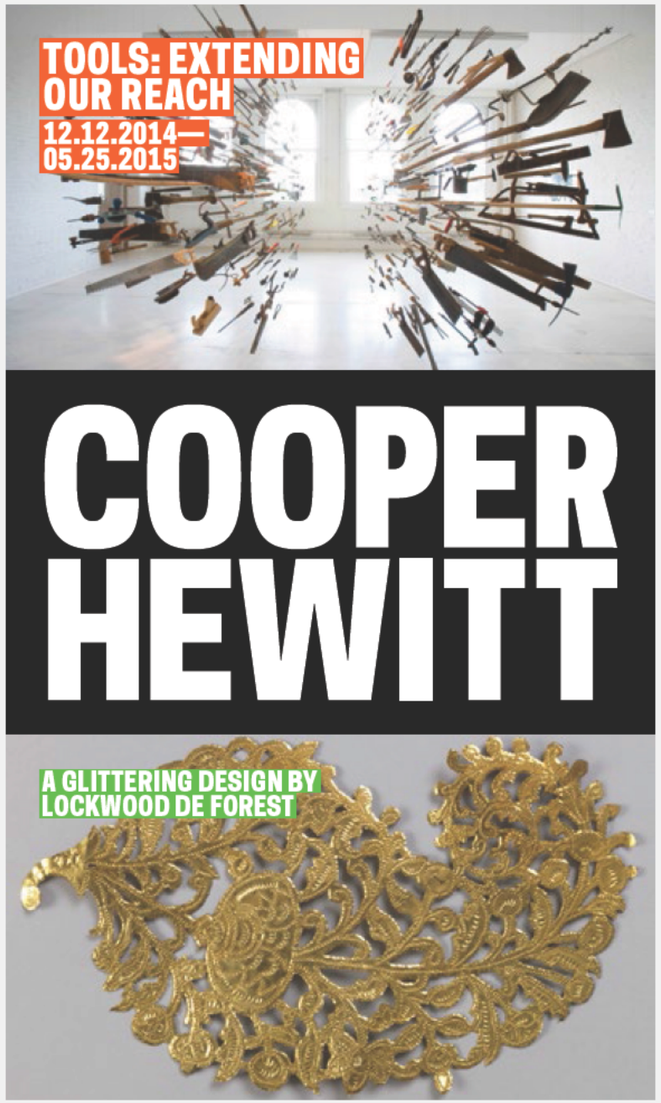
3.5 Screen layout example

3 Contents layout

Still Imagery

Video

Still Imagery



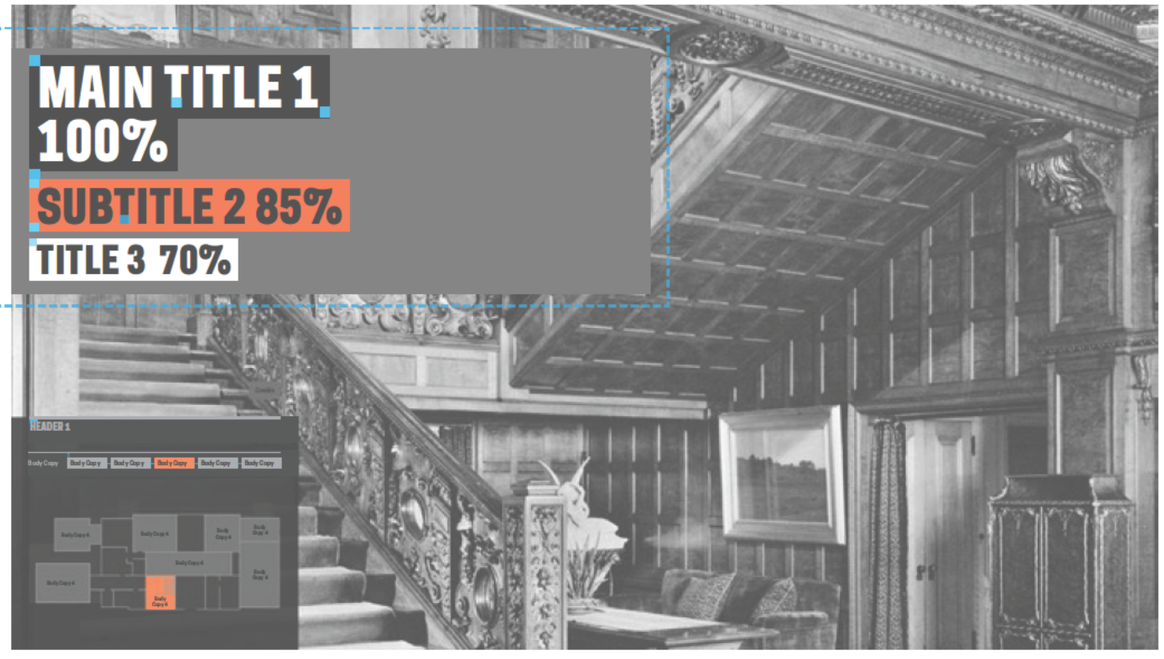
3.5 Screen layout example

1 Content layout

4.0 Interactive Table

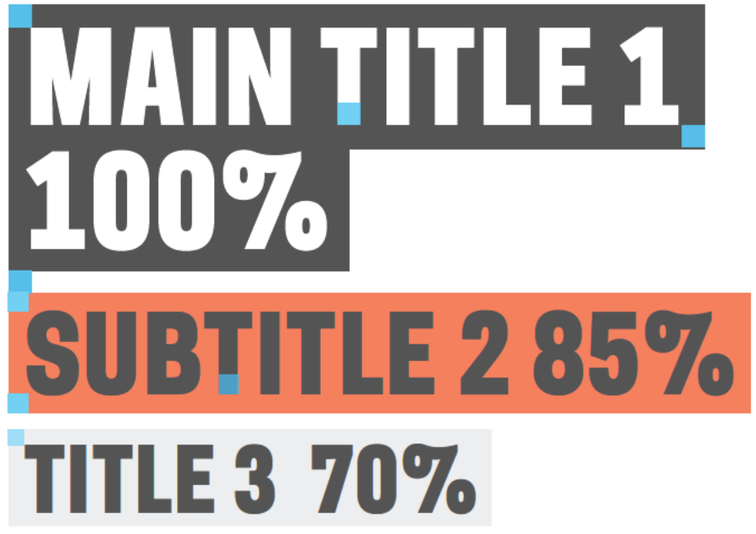
4.1 Interactive Table Screen Layout 1

Mansion History main screen



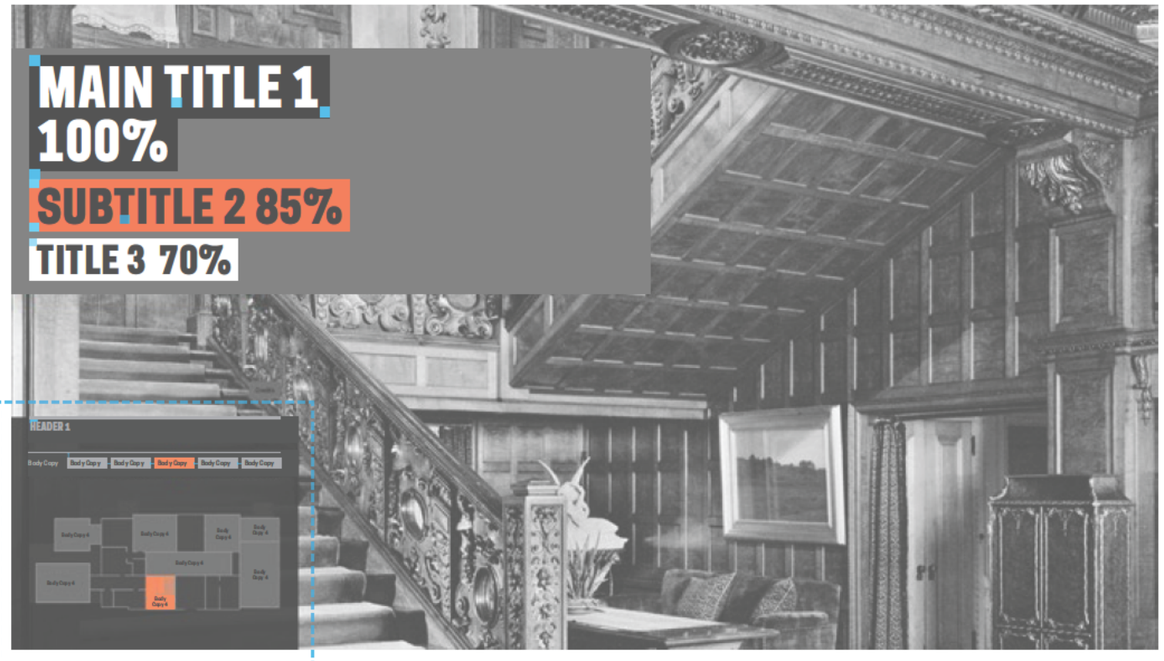
4.1a Interactive Table Screen Layout 1 Typography Details

Main Title Details



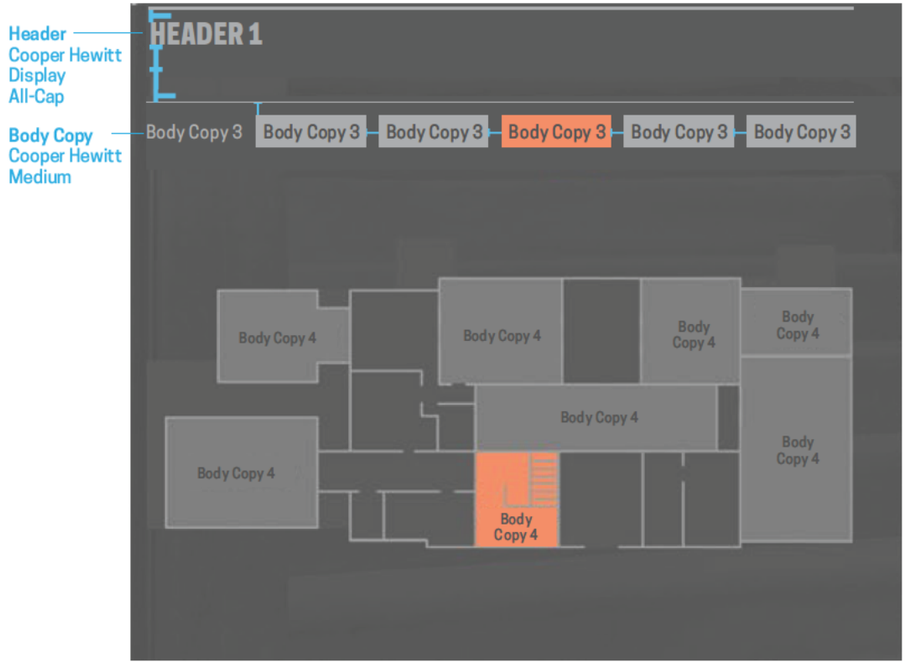
4.1 Interactive Table Screen Layout 1

Mansion History main screen



4.1b Interactive Table Screen Layout 1 Typography Details

Navigation Table Details

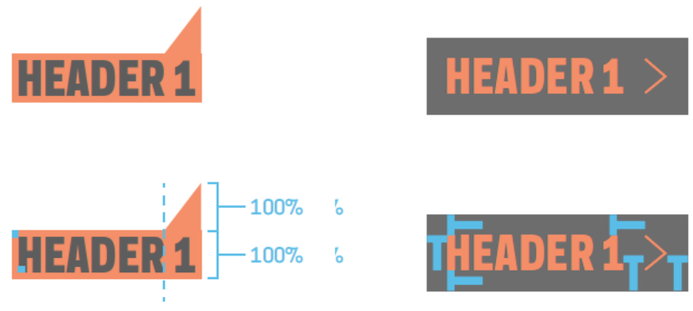


4.2 Interactive Table Screen Layout 2

Mansion History detail view

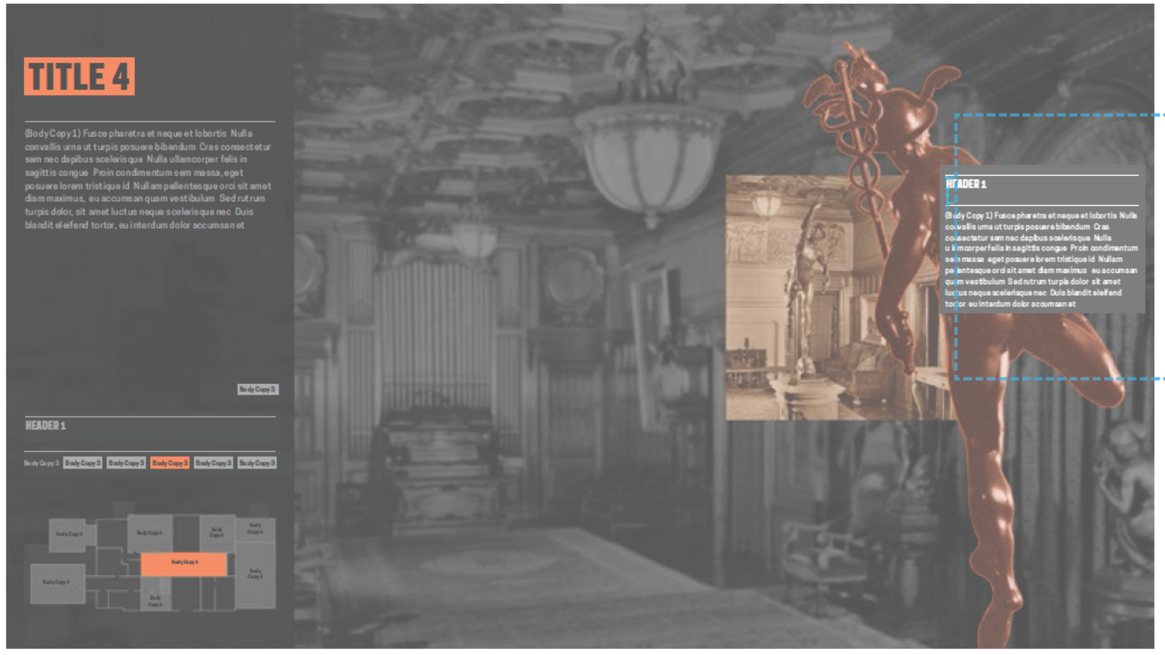
4.2a Interactive Table Screen Layout 2 Typography Details

Title and Body copy
Header pointers



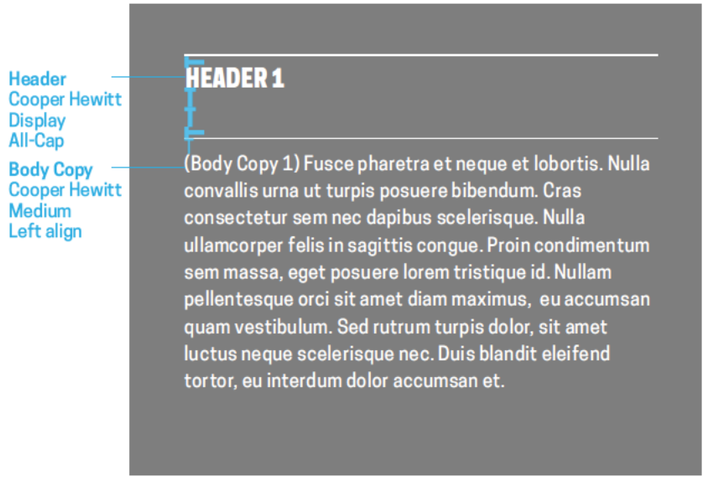
4.3 Interactive Table Screen Layout 3

Mansion History detail window



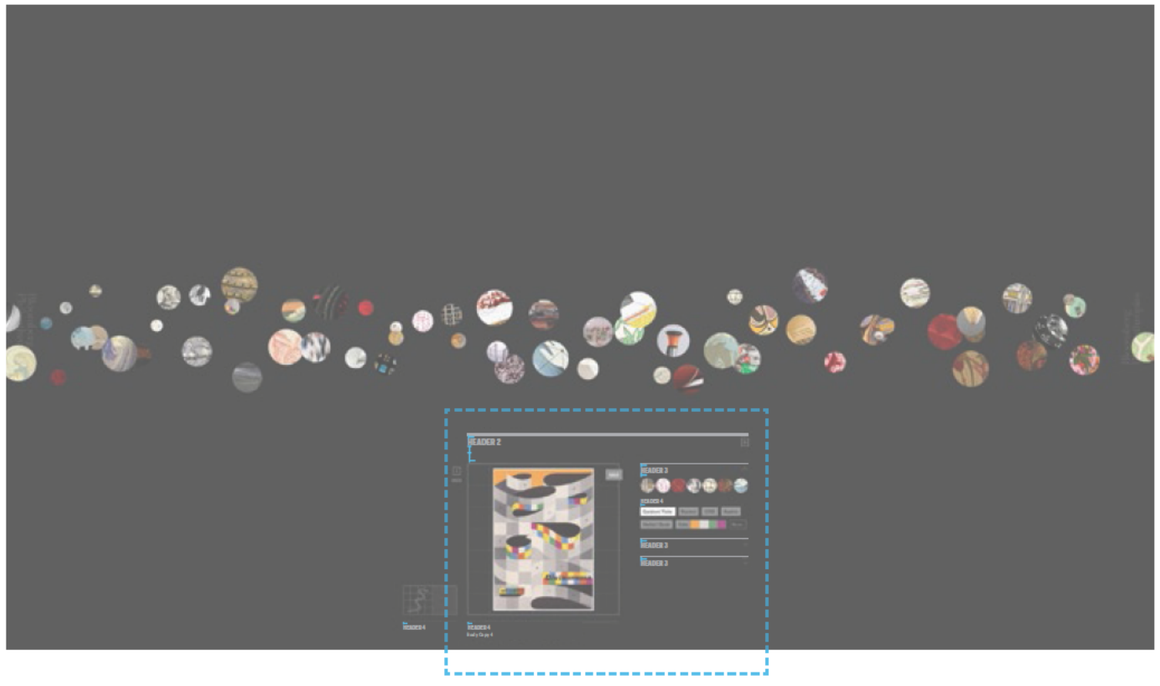
4.3 Interactive Table Screen Layout 3 Typography Details

Title and Body copy for detail view window



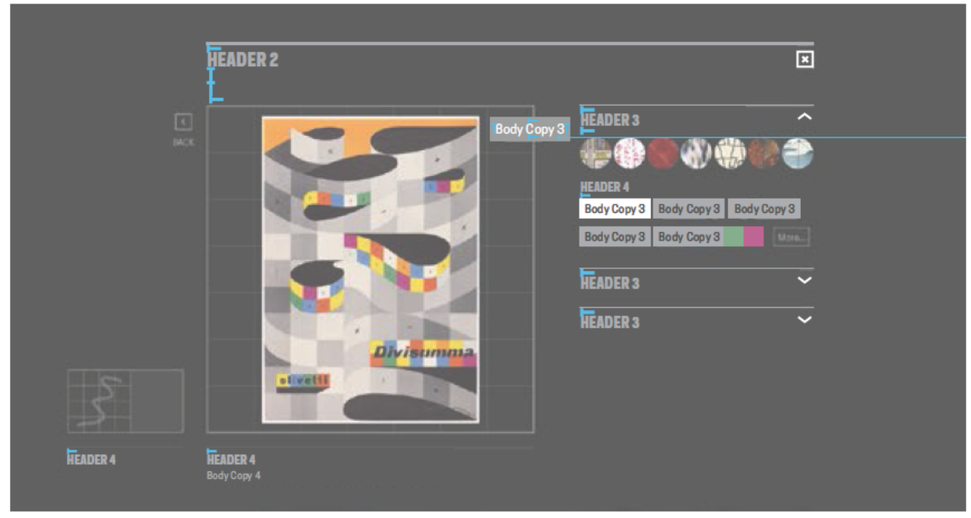
4.4 Interactive Table Screen Layout 4

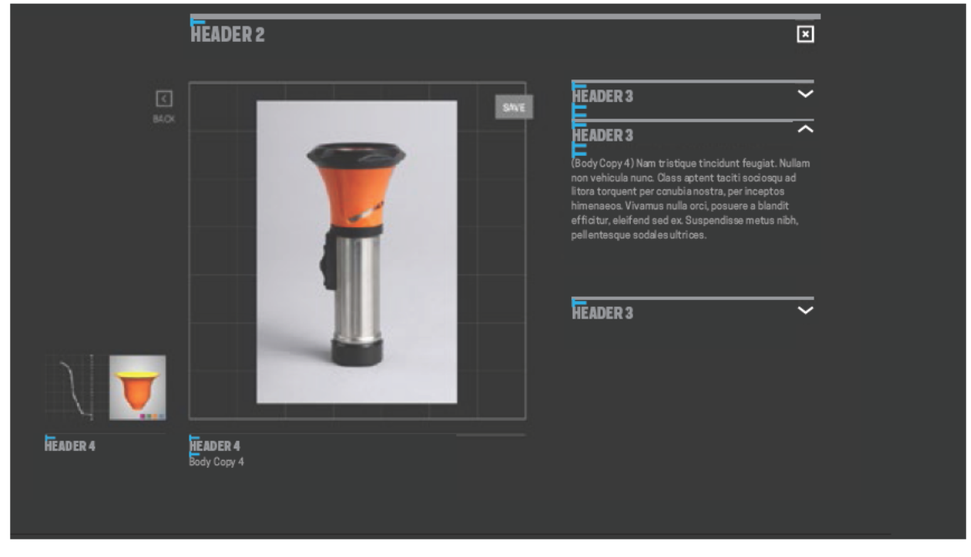
Collection Table



4.4 Interactive Table Screen Layout 4 Typography Details

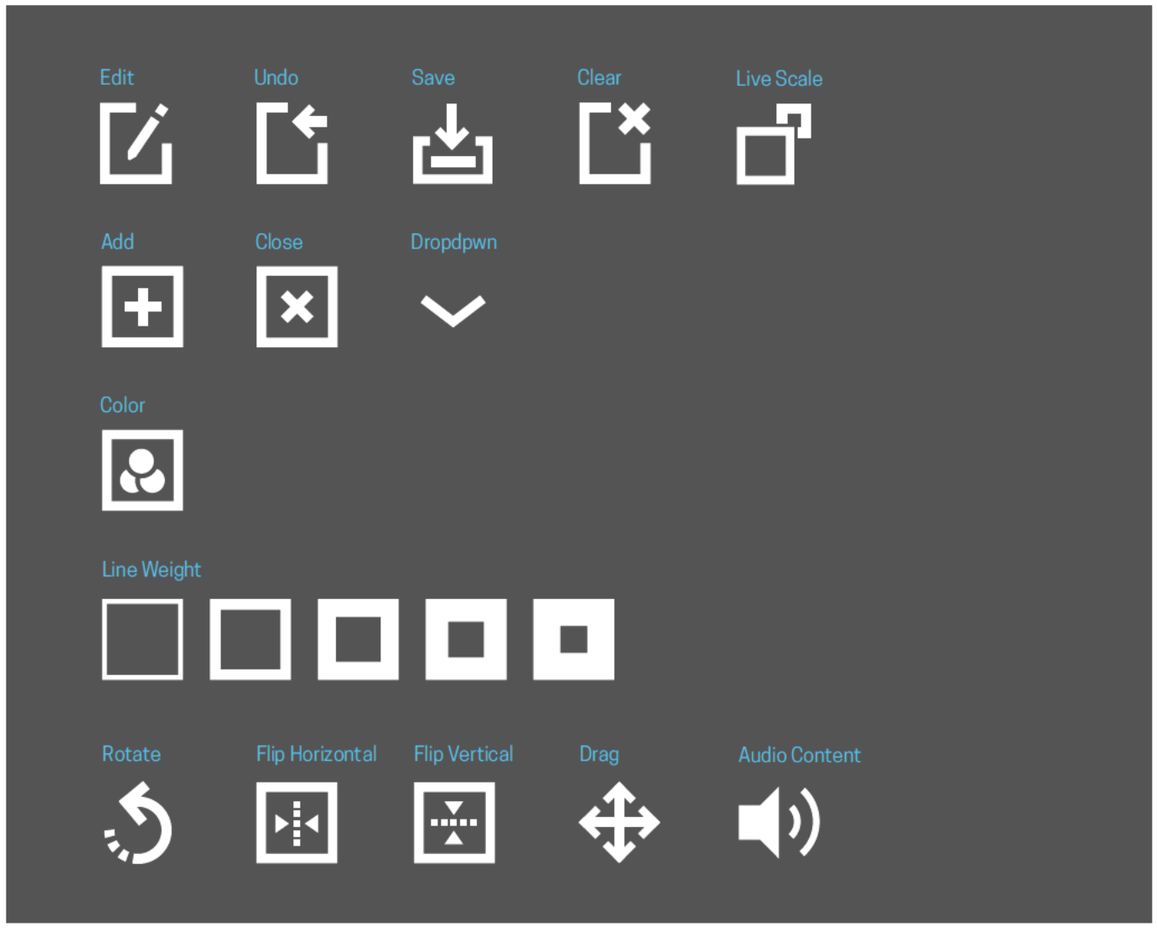
Title and Body copy for object detail menu





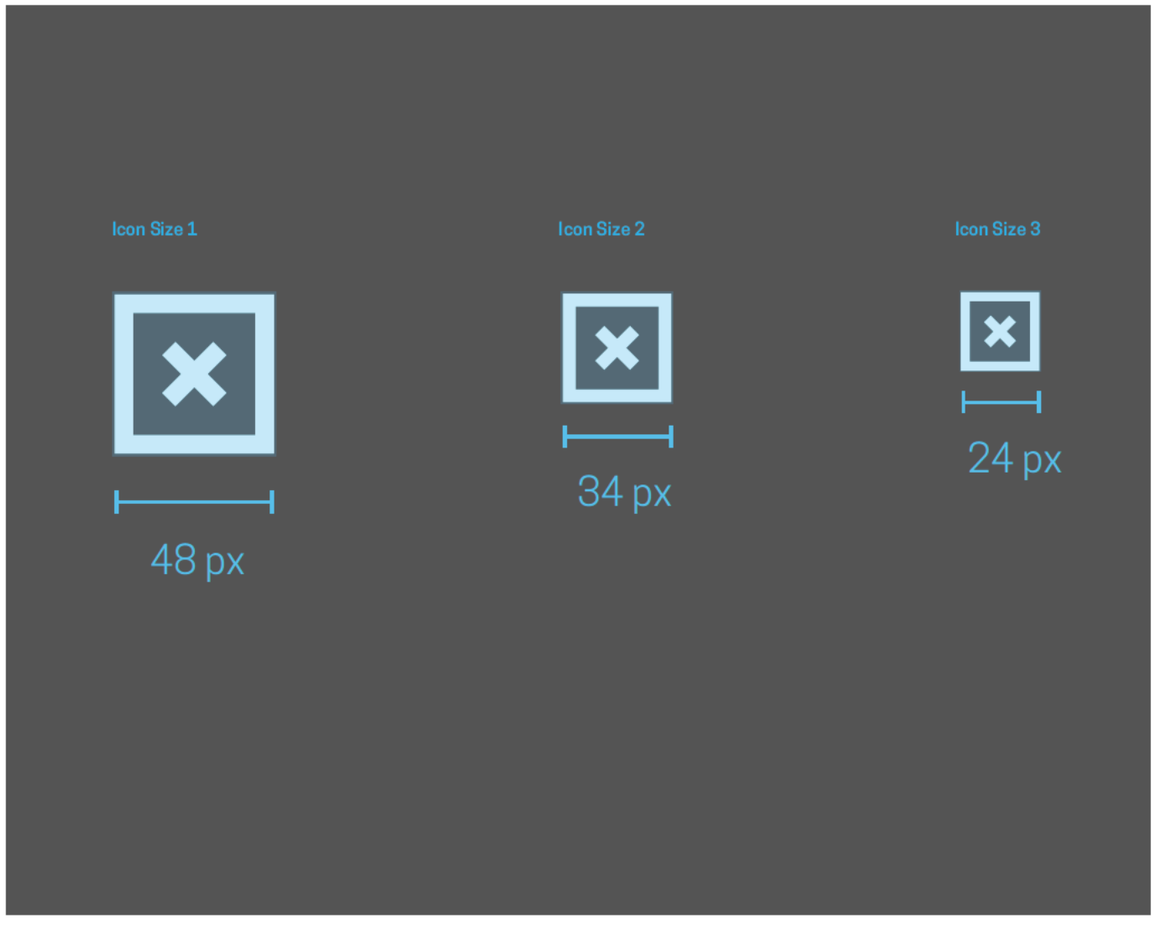
4.5 Interactive Table UI Iconography

Menu Bar & Live Scale Icons



4.5 Interactive Table UI Iconography

Menu Bar & Live Scale Icons Size System



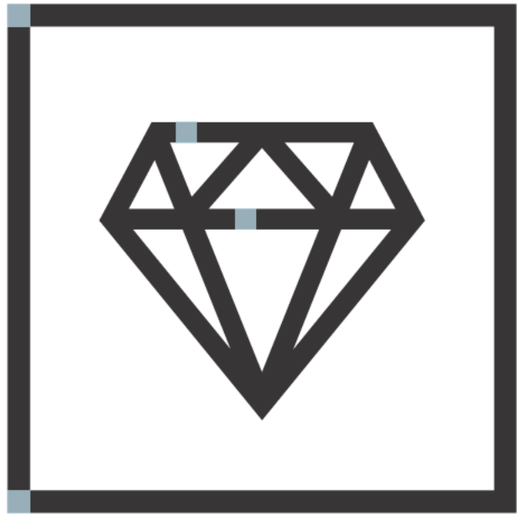
4.5 Interactive Table UI Iconography

Tag Icons

4.5 Interactive Table UI Iconography

Iconography Structure

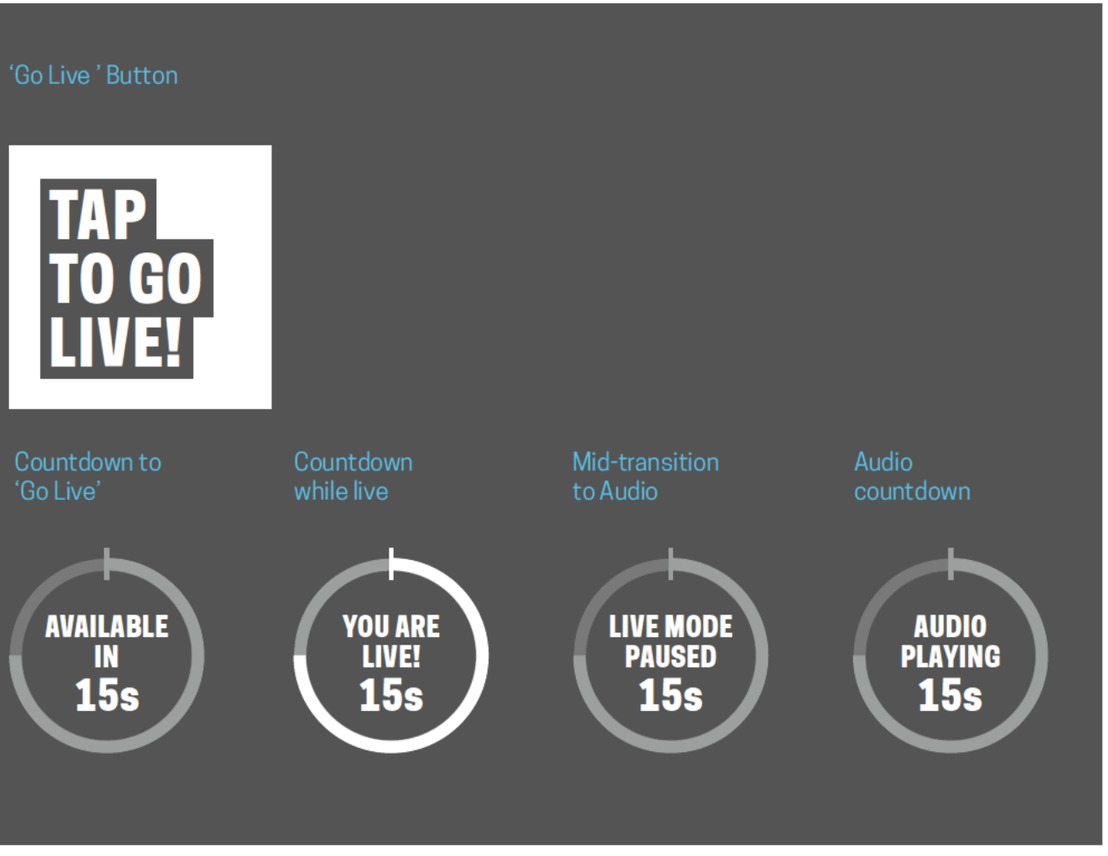
Iconography needs to kepp the consistent line weight

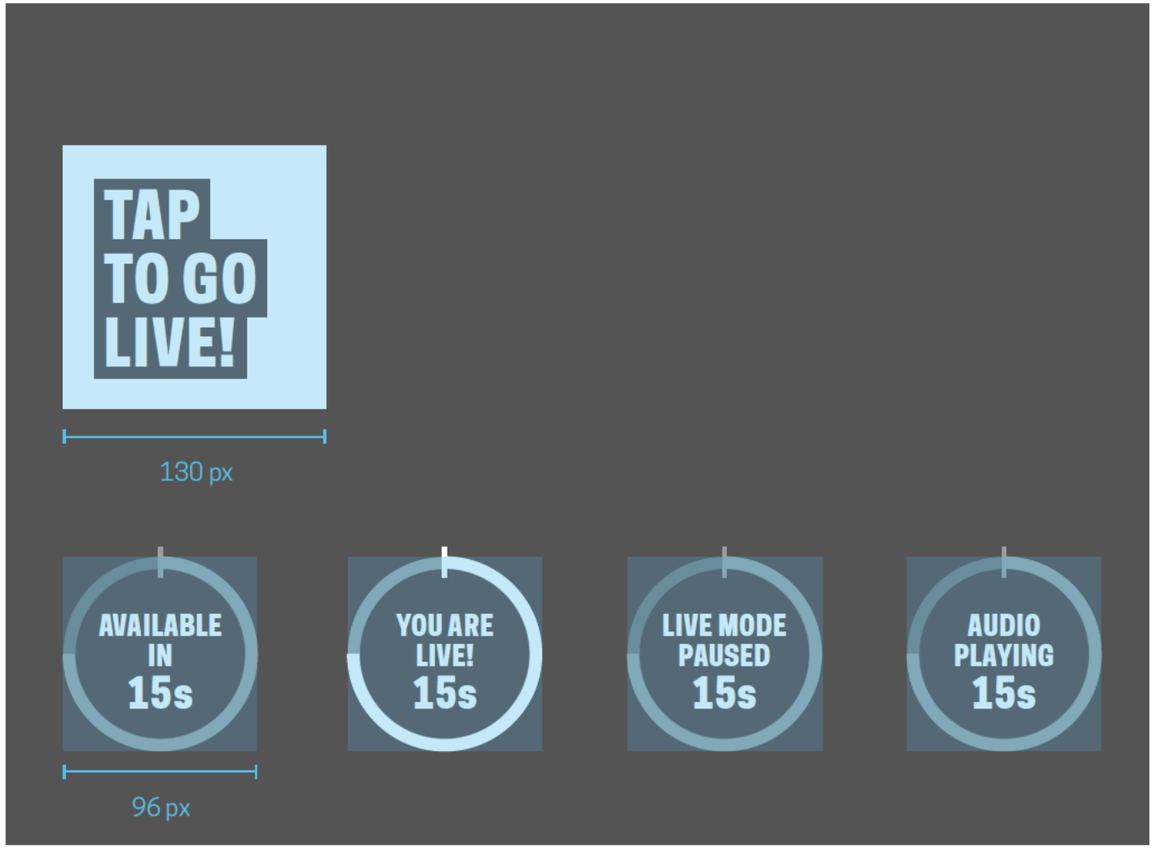


4.5 Interactive Table UI Iconography

States for timer

'Go Live ' Button



4.5 Interactive Table UI Iconography

States for timer Specs