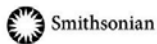# NMAAHC Logo Usage Guide

Downloadable Logos

The National Museum of African American History and Culture (NMAAHC) logo may be used in a variety of ways—websites, electronic communications, signage, invitations, press releases and press kits, or other print materials. Please review the Logo Usage Standards Guide (PDF) before using the NMAAHC logo.

Click the link below using the right mouse button, then click "Save Target as" or "Save Link As" in the small pop-up window to save the image to your hard drive.

Color Logo

Light Background (Usage on WHITE or other LIGHT colors)

.EPS – 2MB

.JPG – 53KB

.PNG – 31KB

Dark Background (Usage on BLACK or other DARK colors)

.EPS – 2MB

.JPG – 1.5MB

.PNG – 36KB

Black & White Logo

Black and White Logo Light Background (Usage on WHITE)

.EPS – 1.9MB

.JPG – 430KB

.PNG – 29KB

Black and White Logo Dark Background (Usage on BLACK)

.EPS – 727KB (ONLY VERSION AVAILABLE)

Prohibited Uses:

- Do not skew, rotate, or compress the logo.
- Do not change the typeface.
- Do not use a drop shadow on the logo.
- Do not crowd the logo with graphics and text.
- Do not obscure the logo with another shape.
- Do not outline the logo.
- Do not change logo colors.