

Excerpt
Graphics

AMERICAN SPACES

Idea Book 2.0



Introduction

- 1.1 Opening Message
- 1.2 Who We Are
- 1.3 What You'll Find

Defining Identity

- 2.1 Brand Message
- 2.2 Brand Qualities
- 2.3 Branding with the Five Core Programs

Engaging Visitors

- 3.1 The American Spaces Experience
- 3.2 Bold and Dynamic Programming
- 3.4 Conducting Focus Groups
- 3.5 Smithsonian Content and Digital Programming Resources

Designing Your American Space

- 4.1 Introduction to Design
- 4.3 Recommended Color Palette

“so you...”

- 4.4 Only Have One *Large Space*
- 4.6 Only Have One *Small Space*
- 4.8 Want a *Classroom Space*
- 4.9 Want a *Makerspace*
- 4.10 Want an *Informal Lounge Space*
- 4.11 Want a *Semi-Private Meeting Space*
- 4.12 Want a *Reception Space*
- 4.14 Have an *Outdoor Space*

Furniture

SEATING

- 5.1 Lounge Seating
- 5.2 Stackable Chairs and Bench Seating
- 5.3 Stools and Ottomans

TABLES

- 5.4 Work and Café Tables
- 5.5 Trapezoid Work Table
- 5.6 Side and Coffee Tables
- 5.7 U.S. Map Table

STORAGE

- 5.10 Book Storage and Display
- 5.11 Magazine Storage and Display
- 5.12 Locking Storage

ACCESSORIES

- 5.13 Mobile Whiteboards and Tackboards
- 5.14 Lecterns
- 5.15 Room Dividers and Partitions
- 5.16 Gallery Fixtures
- 5.17 Portable Stages
- 5.18 Technology Charging Stations

OUTDOOR FURNITURE

- 5.19 Seating and Tables

FLOORING & FINISHES

- 5.20 Flooring Options
- 5.21 Millwork and Resin Options
- 5.22 Acoustical Options
- 5.23 Wall Options
- 5.24 Upholstery Options
- 5.25 Furniture and Finish Schedules

Graphics

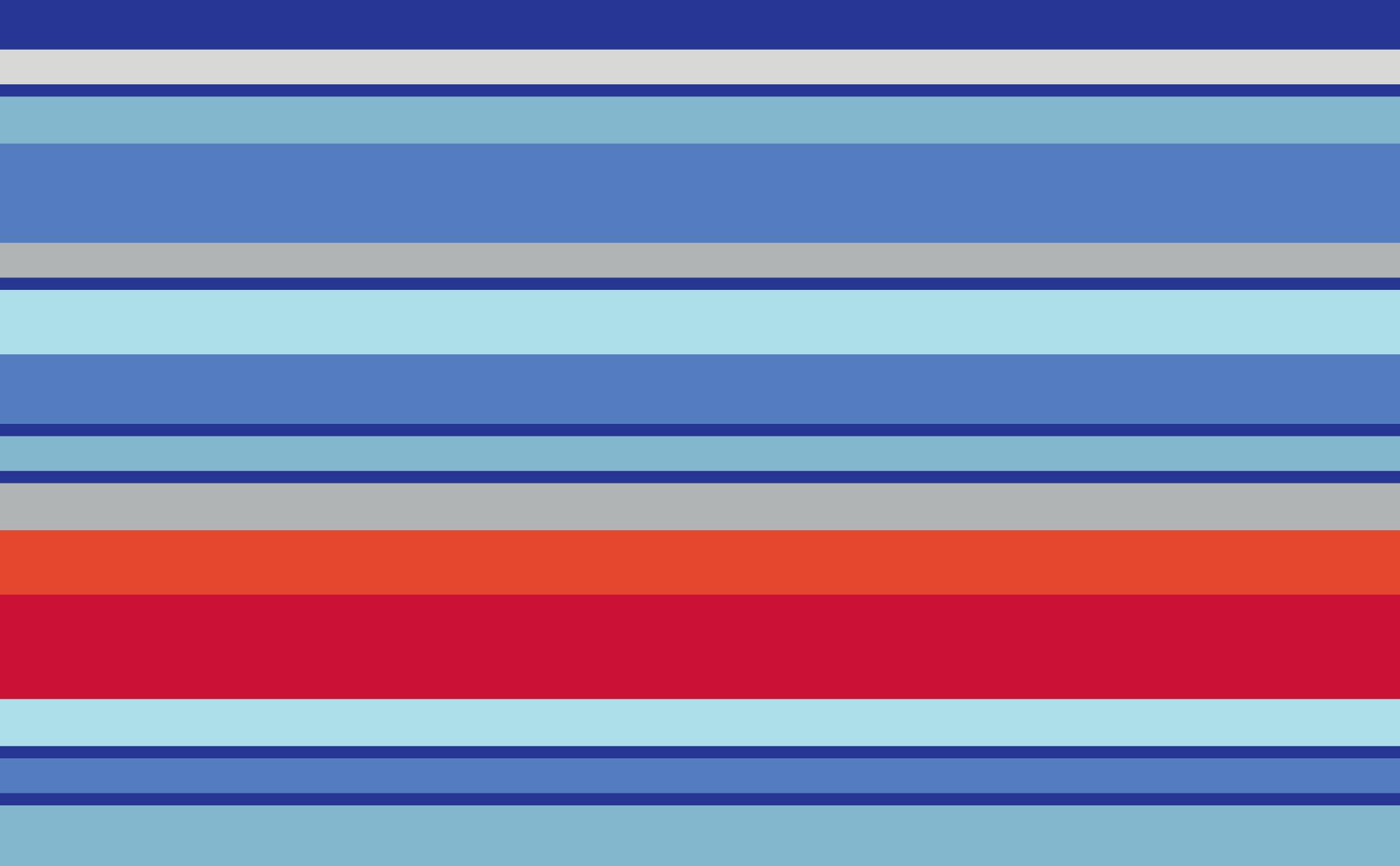
- 6.1 High-Resolution Graphics
- 6.2 Graphics Guide
- 6.4 Graphics Sampling

Concluding Remarks

- 7.1 Conclusion
- 7.2 Additional Resources



Contents



Graphics

Graphics are a simple, but impactful, way to instantly transform your space into something bold, modern and distinctly “American.” With this in mind, we have created a collection of high-resolution graphics specifically for American Spaces. These graphics represent a range of topics including notable Americans, U.S. landmarks and maps, and collages that inspire communication and collaboration. They enliven spaces through color or visually stimulating imagery and can be applied to a variety of surfaces including walls, pillars, moveable spaces, windows and more. All of these graphics are free to use and rights-free. A sampling of these graphics is shown on the following pages as well as some helpful tips and tricks to successfully apply graphics to your space, including the importance of working with a local printer.

All of these graphics have been made available on eShop, which can be accessed directly or through the Smithsonian module of the American Spaces website. Information about dimensions for each graphic has been provided in this sampling, and a complete listing of the largest possible dimensions for each graphic can be found on eShop.

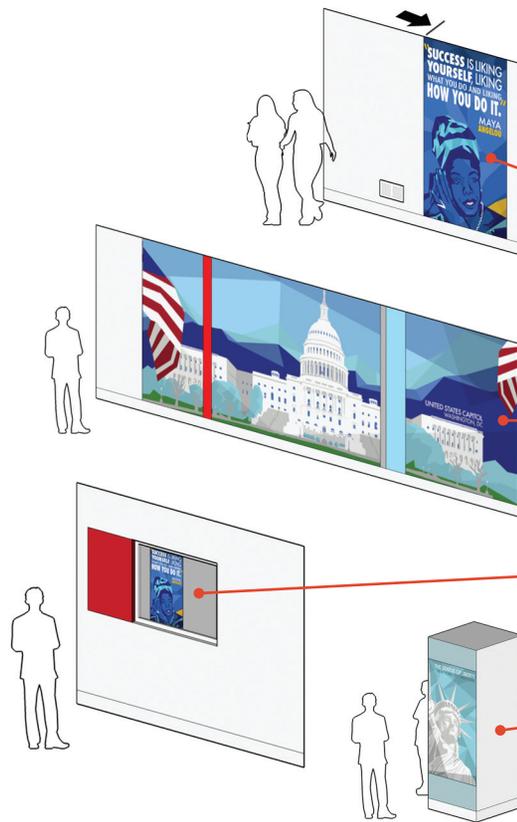


Smithsonian
Institution



High-Resolution Graphics

How should you apply graphics to your space? When it comes to wall graphics, a little planning goes a long way! Follow these pointers to make your space look incredible and bold.



1 Measure Twice, Print Once.

Measuring your wall space is crucial when deciding where to put graphics. Figure out the size of the area you want the graphic to occupy (Is it floor to ceiling? Is it the side of a column?) and measure the surface. If you scale the images to fit a wall, maintain the proportions by using a common factor: if you double the width, double the height so the image doesn't appear warped when printed.

2 Don't go it alone!

It's best to involve a local print shop and experienced installer when printing and hanging graphics. If one isn't available, ask a friend with steady hands and a keen eye to help make sure the graphics look their best. A level and a tape measure will come in handy to ensure graphics are displayed evenly.

3 Smooth Surfaces are Superior.

Be careful of light switches and outlets when figuring out where to place your graphics. Nothing ruins an image like an air conditioner through the center.

4 Long wall? No problem.

Long wall surfaces can become bold murals that help define a room.

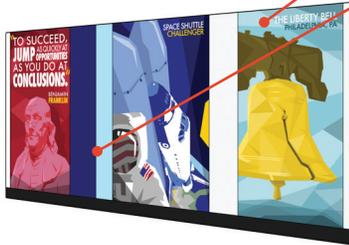
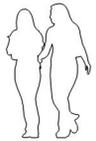
5 Windows: A Clear Solution.

Graphics can be printed on translucent window clings for a fun light effect or in place of heavy window coverings.

6 Look to the architecture.

Sometimes the building's features can provide the perfect spaces for graphics. Look for opportunities like large columns or alcoves to bring in some color!

All of these graphics are free to use and free of restrictions, so browse through eShop to find the perfect graphics to bring color and excitement to your space!



7 **Big, Bold, and Beautiful!**

Size matters, and these graphics are intended to be big and bold! Filling the wall with large-scale images can have a huge impact and transform the space.

8 **Plays well with others.**

The graphics were designed as a group to work together in your space. Mix and match images to create a graphic gallery wall!

9 **Extra space? One word: Color.**

When applying your graphics, you might have some extra space left over between the images in your layout. Use paint stripes in a compatible color to finish up the wall and make it look great.

10 **Leave it to the professionals.**

It's always best to work with a local printer to produce the graphics you've chosen for your space. Keep in mind that materials vary by country so working with a local printer will provide you the most useful advice on which materials and adhesives will work best in your space. Sample materials include: vinyl, Perspex, and low-texture canvas.

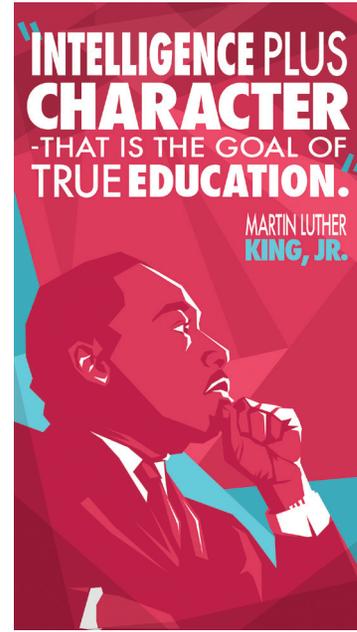
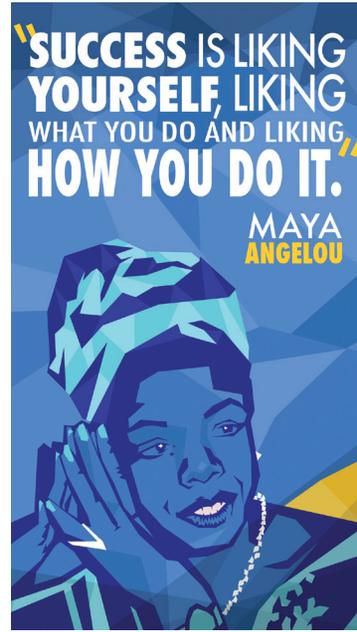
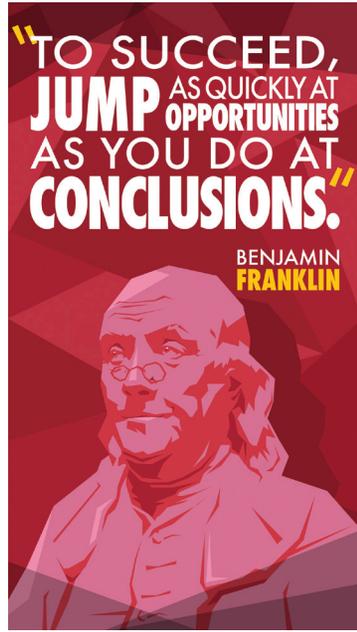
11 **Color Test.**

Printed colors can vary based on the type of material you choose. Ask your local printer to show you material samples and request samples of small printed segments of the graphics you've selected so you can ensure that colors are correct before printing is finalized.

12 **Where to go.**

Download the graphics via the Smithsonian page of the American Spaces website: <https://americanspaces.state.gov/smithsonian/graphics>





Abraham Lincoln: 114.5cm x 213.3cm. Benjamin Franklin: 127cm x 225.8cm. Maya Angelou: 251.8cm x 152.4cm. Martin Luther King, Jr.: 251.8cm x 152.4cm.

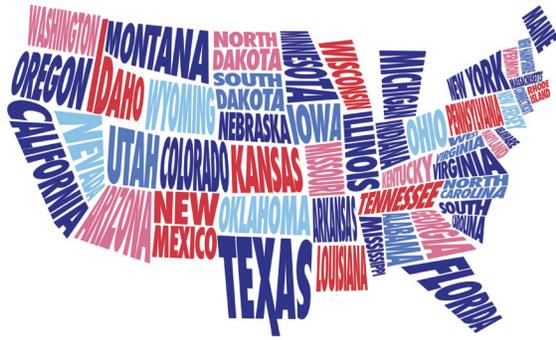


United States Capitol: 127cm x 225.85cm. The Liberty Bell: 127cm x 225.8 cm. Golden Gate Bridge: 228.6cm x 152.4cm.

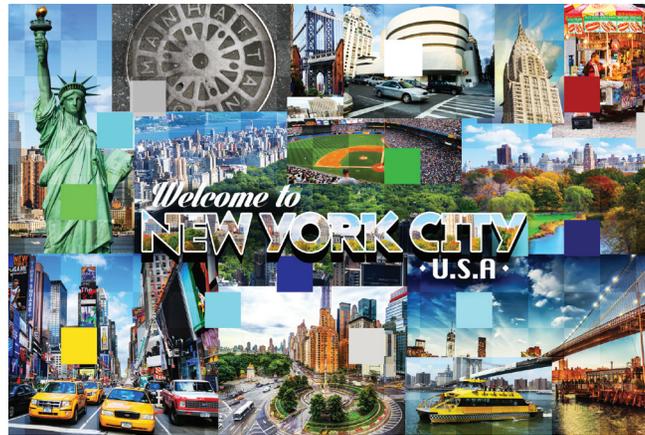
All dimensions are based on 300 dpi resolution.

Graphics Sampling





U.S. Map: 251.8cm x 152.4cm. Brainstorming Collage: 228.6cm x 152.4cm. We're All Connected Collage: 228.6cm x 152.4cm.

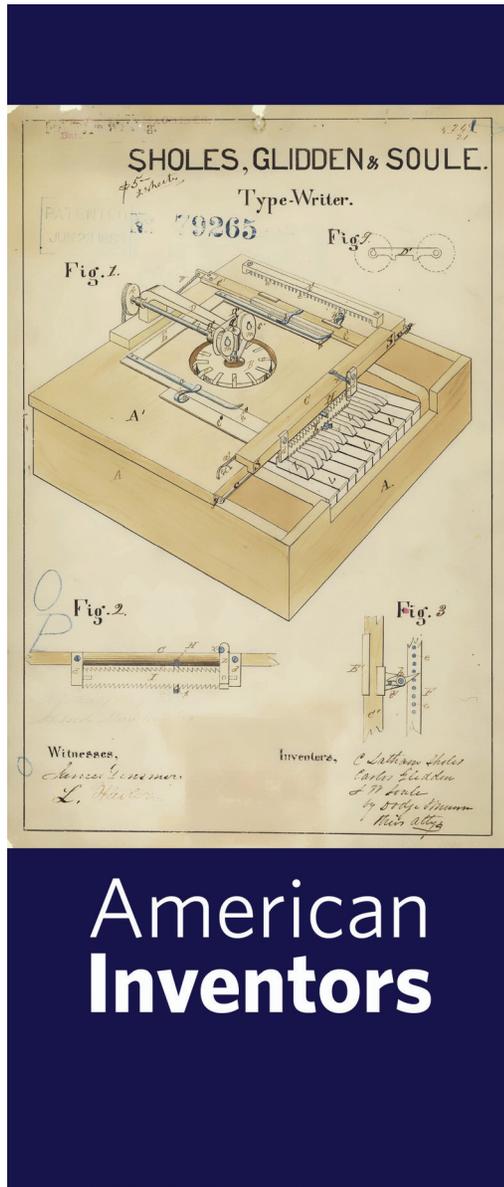


Arizona: 228.6cm x 152.4cm. New York City: 228.6cm x 152.4cm.

All dimensions are based on 300 dpi resolution.

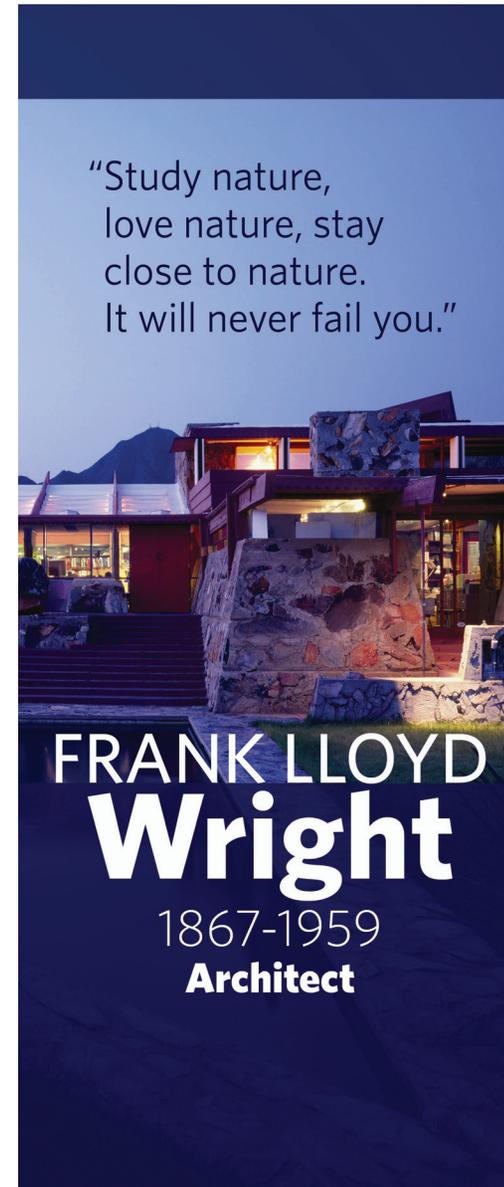
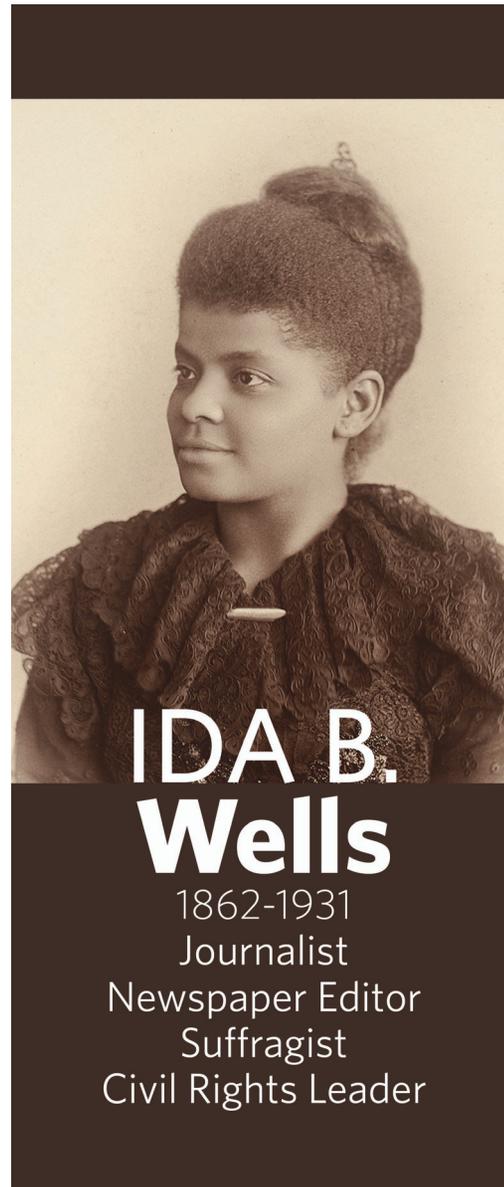
Graphics Sampling (continued)

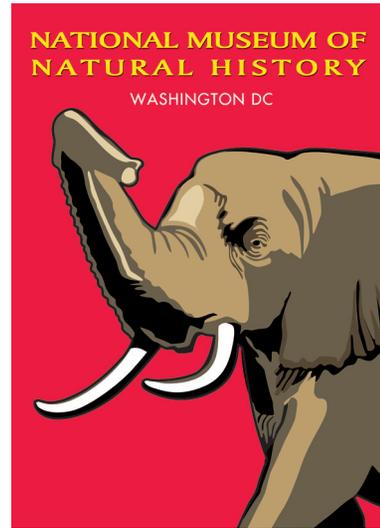
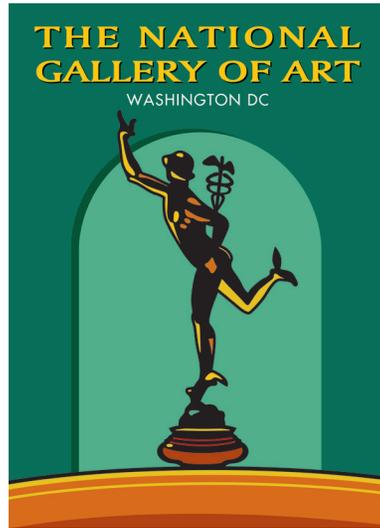
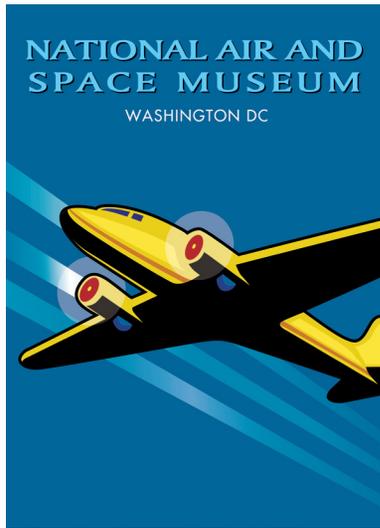
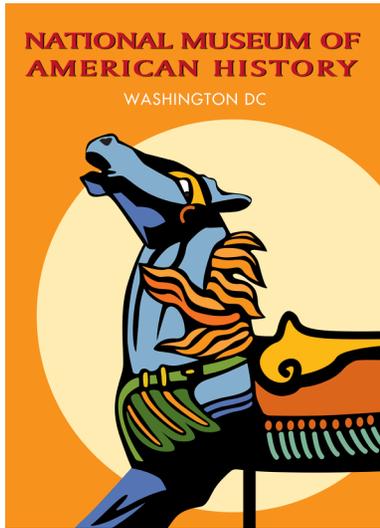




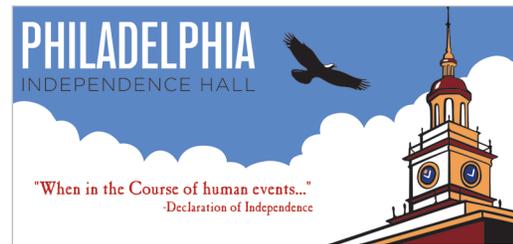
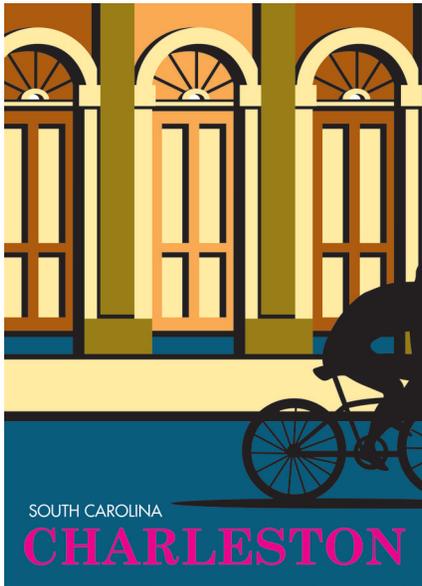
American Inventors

American Inventors: 13.37cm x 31.49cm. Ida B. Wells: 13.37cm x 31.49cm. Frank Lloyd Wright: 13.37cm x 31.49cm.





National Museum of American History: 50.8cm x 70.39cm. National Air and Space Museum: 50.46cm x 70.23cm. The National Gallery of Art: 50.8cm x 70.39cm. National Museum of Natural History: 50.8cm x 70.39cm.



Charleston, South Carolina: 50.8cm x 70.5cm. West Palm Beach, Florida: 50.8 x 70.39cm. Luggage Tags: 101.6cm x 64.21cm. Philadelphia: 95.41cm x 44.55cm.

All dimensions are based on 300 dpi resolution.

Graphics Sampling (continued)

