

Accredited Museum Logo Usage Guidelines

As a museum accredited by the American Alliance of Museums you have earned the right to use the accredited museum logo. Let your public know the museum is accredited by proudly and prominently displaying it to signify your museum's status in such places as:

- » brochures
- » website
- » multimedia materials
- » newsletters
- » news releases and press kits
- » educational materials
- » banners or posters
- » invitations to events
- » stationery
- » your museum sign
- » entrance areas
- » ticketing/information desk



- » The accredited museum logo (above) is available in color and in black and white, and available in .jpg or .eps formats.
- » The logo can be downloaded from the following URL: www.aam-us.org/accredaward.
- » You may change the logo's size to fit your needs, but do not rotate or distort image, or change the colors.
- » The color logo must not be placed on a colored background (only on white).

The Alliance also provides accredited museums with 4-inch logo decals with a transparent backing (e.g., to place on glass surfaces). If you want additional decals or have questions about logo use, contact the Accreditation Program staff at accreditation@aam-us.org.