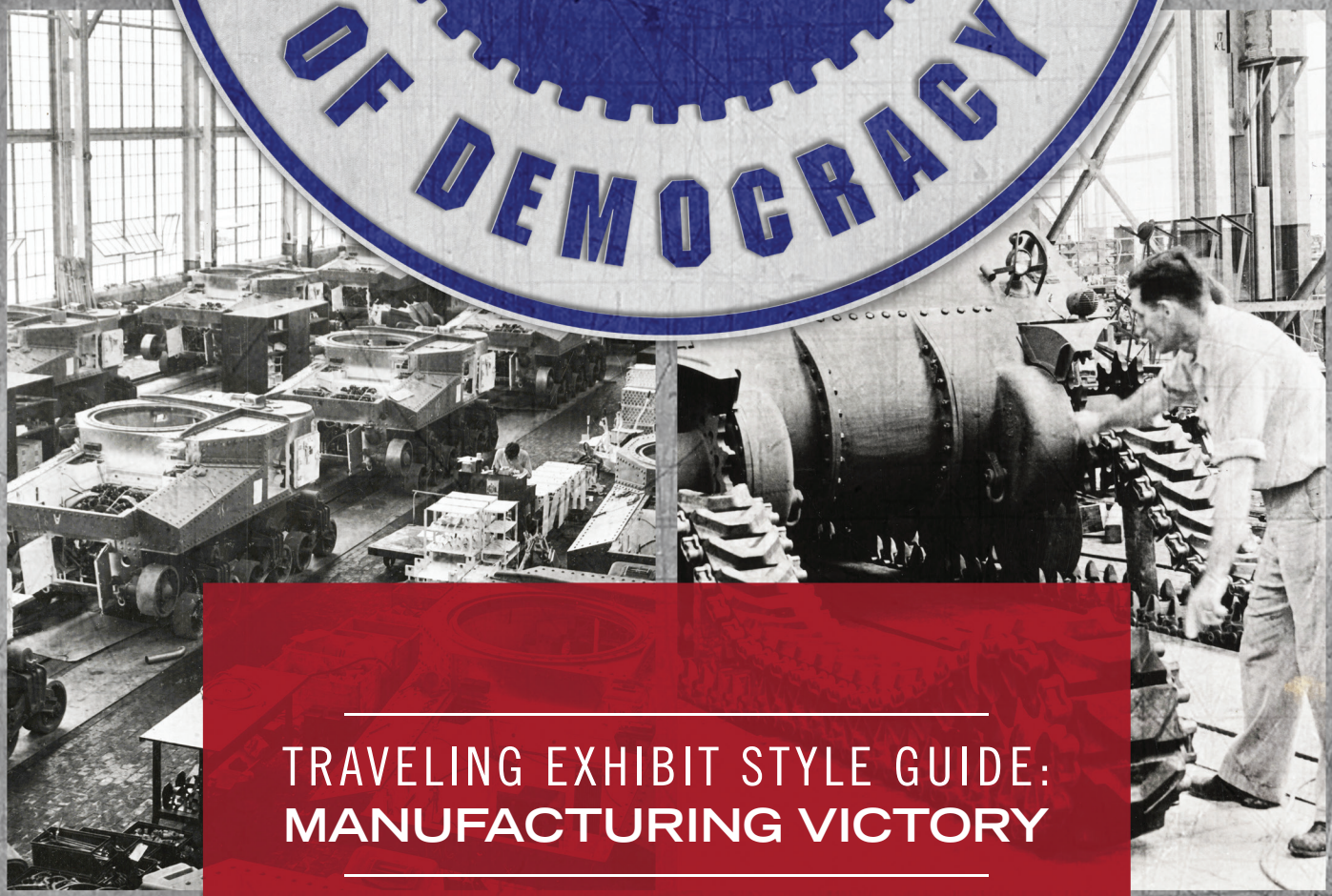
WWII
THE NATIONAL WWII MUSEUM
NEW ORLEANS

THE ARSENAL OF DEMOCRACY

MANUFACTURING VICTORY



TRAVELING EXHIBIT STYLE GUIDE:
MANUFACTURING VICTORY

THE NATIONAL WWII MUSEUM
NEW ORLEANS

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This document provides guidelines and information for producing exhibit and marketing materials. Please utilize the packaged working files and assets which have been provided.

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TRAVELING EXHIBIT STYLE GUIDE:
MANUFACTURING VICTORY

COLOR PALETTE

The color palette below should be utilized for exhibit space and advertising/marketing collateral materials.

EXHIBIT SPACE COLOR OPTIONS

Sherwin-Williams
SW 6234
Uncertain Grey

Sherwin-Williams
SW 7669
Earl Grey

EXHIBIT COLORS

Red

R: **156** G: **33** B: **43**

C: **30** M: **99** Y: **91** K: **18**

Blue

R: **58** G: **73** B: **151**

C: **91** M: **84** Y: **5** K: **1**

Grey

R: **211** G: **210** B: **210**

C: **15** M: **12** Y: **12** K: **1**

FONTS

Please use the fonts below on any supplimental exhibit signs and collateral.

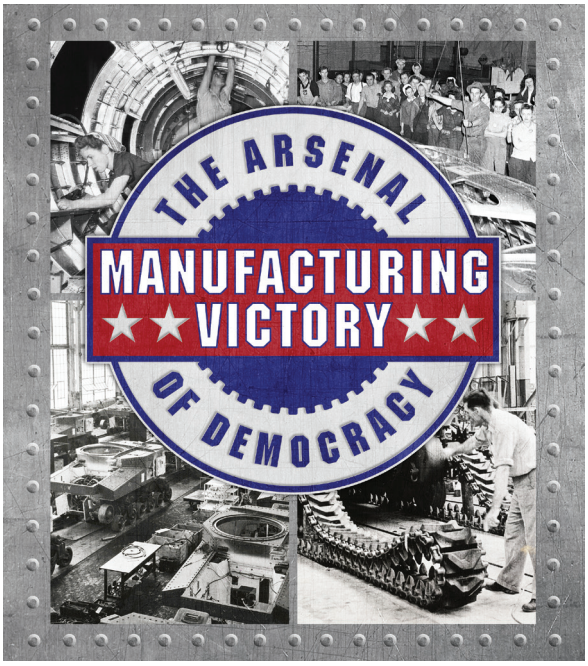
TRADE GOTHIC - Condensed No. 18

TRADE GOTHIC LH - Extended Bold

ADOBE GARAMOND - Regular

TITLE TREATMENT

Below are examples of the title treatment in both raster and vector formats. These files will be provided for exhibit use. The vector (.eps) file was built in CMYK. You can make it a 3 color file by substituting PMS equivelents if needed.



Manufacturing Victory Exhibit Title wPhotos.tif

Manufacturing Victory Exhibit Title.tif

Manufacturing Victory Exibit Title.eps

Exhibit Title can be placed ontop of color if needed.

SIGNATURE PHOTOGRAPHY ASSET

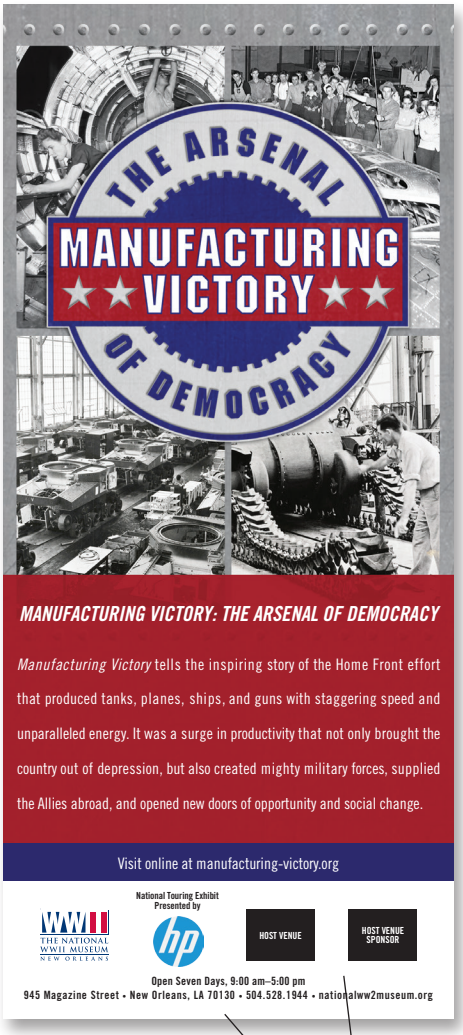
The photo below will be provided to use on additional signs and collateral. If you would like additional photography please contact us. Contact information is located on the back of this guide.

When usage size of this asset allows, please use this credit and caption:

Chrysler's Detroit Arsenal Tank Plant, Detroit, MI 1940s
Image courtesy of the national Automotive History Collection, Detroit Public Library

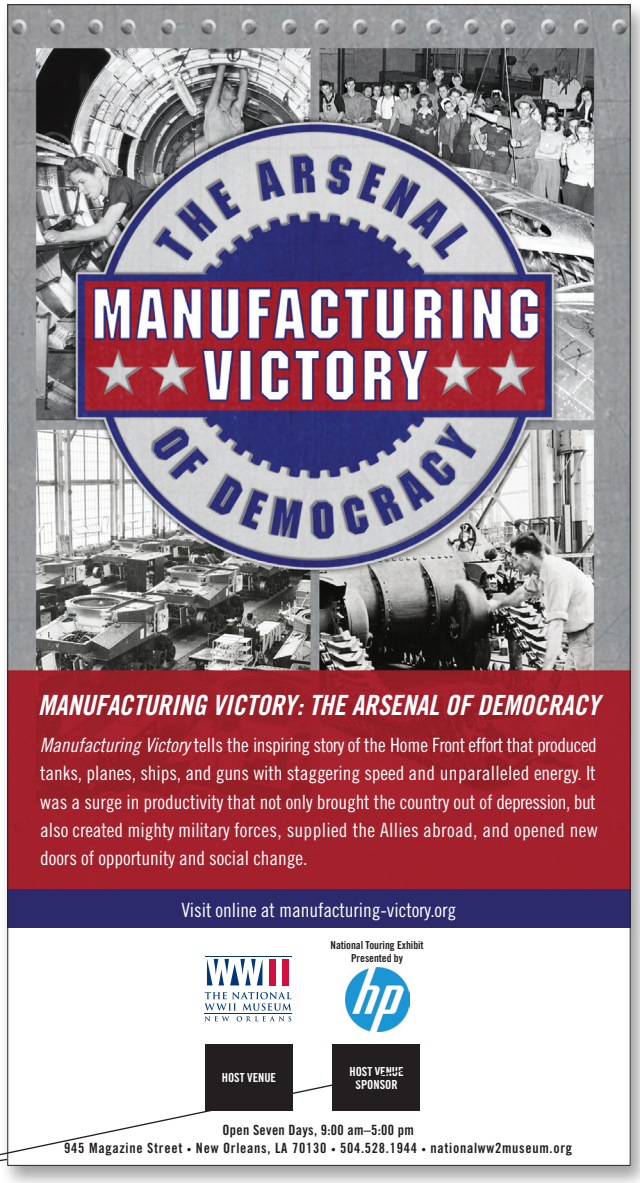
EXHIBITION RACK CARD 4-IN X 9-IN

This is the exhibit rack card. Single side, 4 color information handout. Insert your logo and edit your information as needed.



EXHIBITION AD 5.5-IN X 10.25-IN

This is the exhibit 4 color, print ad. Packaged assets should allow your designer or agency to edit for any size. Insert your logo and edit your information as needed.



Place your logo(s) and edit location information.

TRAVELING EXHIBIT STYLE GUIDE:
MANUFACTURING VICTORY

EXHIBITION INVITATION POSTCARD 7-IN X 5-IN

This is the exhibit invitation postcard. Two sides, 4 color over 4 color. The postcard can serve as both a direct mail piece and an invitation. Insert your logo and edit your information as needed.

Place your logo(s) and edit location information.

This postcard can be edited to serve as an invitation also. Have your printer set an indicia mark with your code. Or stuff in an envelope and hand address.

EXHIBITION SIGN 22-IN X 28-IN

This is the generic exhibit sign. Single side, 4 color. Insert your logo and edit your information as needed.

EXHIBITION TRI-FOLD BROCHURE 12-IN X 9-IN

This is the exhibit tri-fold brochure. 4 color over 4 color. Packaged assets should allow your designer or agency to edit if needed based on the amount of your content. Insert your logo and edit your information as needed.

Place your logo(s) and edit location information.

THE NATIONAL WWII MUSEUM LOGO

When using the logo for The National WWII Museum please use either the white or 4 color versions supplied. Please do not edit or alter this identity in any way.

Correct

Do not change opacity.

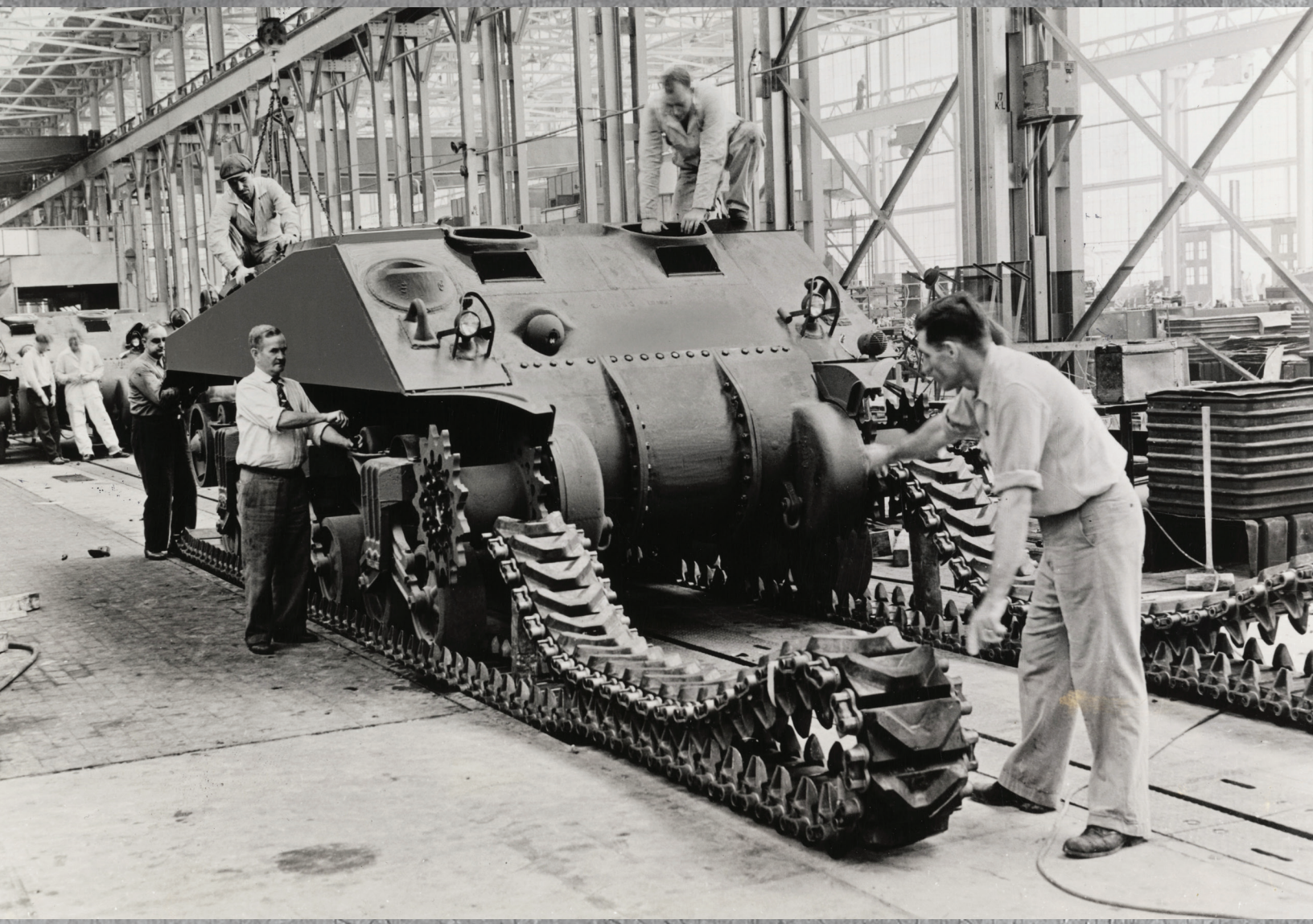
Do not change color.

Do not use partial logo.

Do not edit text color.

Do not rotate.

Do not reset text.



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