FIGHTING FOR THE RIGHT TO FIGHT
AFRICAN AMERICAN EXPERIENCES IN WWII

TRAVELING EXHIBIT STYLE GUIDE:
FIGHTING FOR THE RIGHT TO FIGHT:
AFRICAN AMERICAN EXPERIENCES IN WWII

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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FIGHTING FOR THE RIGHT TO FIGHT: AFRICAN AMERICAN EXPERIENCES IN WWII

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

Maroon
R: 165 G: 30 B: 54
C: 24 M: 100 Y: 79 K: 18

Tan
R: 243 G: 218 B: 167
C: 0 M: 9 Y: 35 K: 5

Black
C: 0 M: 0 Y: 0 K: 100

FONTS

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

TRADE GOTHIC - Condensed No. 18

TRADE GOTHIC LH - Extended Bold

ADOBE GARAMOND - Regular
Below are examples of the title treatments in vertical and horizontal formats. These files will be provided for exhibit use.
The photos 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:

Wartime color guard ceremony of the 41st Engineers at Ft. Bragg, North Carolina. Courtesy National Archives.

Fighting for the Right to Fight begins with an overview of America in the 1920s—at the height of the Ku Klux Klan’s power—where segregation and discrimination were part of life for many African Americans. Discriminatory practices were condoned and even codified in parts of the country, especially the South. Many military leaders declared African Americans unfit to serve in combat. Yet once World War II began, thousands of African Americans rushed to enlist, intent on serving the country that treated them as second-class citizens, determined to fight for the freedom that they themselves had been denied. The special exhibit will discuss how hopes of equality inspired many to enlist, the discouraging reality of the segregated non-combat roles given to black recruits, and the continuing fight for “Double Victory” that laid the groundwork for the Civil Rights Movement.
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.
The National WWII Museum welcomes all to our public unveiling of the Museum’s P-51 Mustang, painted in the style of Roscoe Brown’s plane, in its permanent home—US Freedom Pavilion: The Boeing Center. The evening will feature several Tuskegee Airmen as they share their wartime experiences and the lasting legacy of being America’s first black fighter pilots. Registration required.

To register for any of these events, please visit the microsite: righttofightexhibit.org

National Touring Sponsor
ABBOT DOWNING

EXHIBIT LOCATION HERE

Documentary Screening:
Tiger Brides: Montage of Love and War
From the GI Brides of Tiger Bay
Thursday, March 10, 2016
6:00 pm
Solomon Victory Theater

Learn the story of the girls from Tiger Bay in Cardiff, Wales, who fell in love with and married African American soldiers stationed in the UK during World War II. Dr. Valerie Hill-Jackson won a Fulbright scholarship for research on the subject, and she will hold a Q&A session following the screening.

Special Event
Fighting for the Double Victory Symposium
Thursday, April 21, 2016
All Day
BB’s Stage Door Canteen

Join local and national scholars, veterans, and family members as they discuss the past and the legacy of theDouble Victory Campaign. All participants are welcome to register for an evening event featuring Tuskegee Airmen. Registration required.

The National WWII Museum
Public Programming

Presented by
National Touring Sponsor
WELLS FARGO

EXHIBIT 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.

EXHIBIT 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.
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.
The Right of Petition must not be denied to American citizens.

FIGHT FOR RIGHT!

Our School Board has vetoed the Bill of Rights.

The School Board's method of dealing with colored teachers is un-American.

School teachers have the right to petition!