



The Pelican State **GOES TO WAR**

LOUISIANA IN WORLD WAR II

Presented by The Alta and John Franks Foundation

TRAVELING EXHIBIT STYLE GUIDE



THE NATIONAL
WWII MUSEUM
NEW ORLEANS



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WWII MUSEUM
NEW ORLEANS

This document provides guidelines and information for producing exhibit and marketing materials. Please utilize the packaged working files and assets that have been provided. **Any and all publicity materials created for the exhibit including but not limited to press advisories, releases, photographs, and background materials concerning the exhibit, as well as invitations, programs, calendars, posters, brochures and advertisements must be approved by The National WWII Museum before printing and distribution.** Materials should be emailed for review to Jenney Fazande, Traveling Exhibits Manager, at jenney.fazande@nationalww2museum.org. Review of materials will be completed within three to five business days of submission.

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COLOR PALETTE

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

EXHIBIT SPACE COLOR OPTIONS



Benjamin Moore
2161-60
Hazelnut Cream



Benjamin Moore
2165-50
Natural Sand

ACCENT COLORS FOR ADVERTISING



Green
C: 62 M: 40 Y: 93 K: 30



Brown
C: 29 M: 88 Y: 97 K: 30



Blue
C: 82 M: 54 Y: 49 K: 27

FONTS

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

BrandonGrotesque-Bold

BrandonGrotesque-Medium

BrandonGrotesque-Regular

BrandonGrotesque-RegularItalic

BrandonGrotesque-Light

Alternate Gothic LT No2

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TITLE TREATMENT

Below is the main title treatment for this exhibit **(A)**. If you need this artwork in a vertical format, the cover treatments used on the supplemental collateral materials may be utilized. **(B)**.



(A)



(B)

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SIGNATURE PHOTOGRAPHY ASSET

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

When usage size of these assets allows, please use the credits and captions:



P-40 fighter pilot and Louisiana native
2nd Lt. Randall D. Keator standing in front
of his aircraft in the Philippines. Gift of
Litha Davis Keator, 2000.203.012

Halftracks of the 8th Armored Division's
Company B parade through Shreveport,
1944. Gift in Memory of
Paul L. Lawson, 2006.066.048

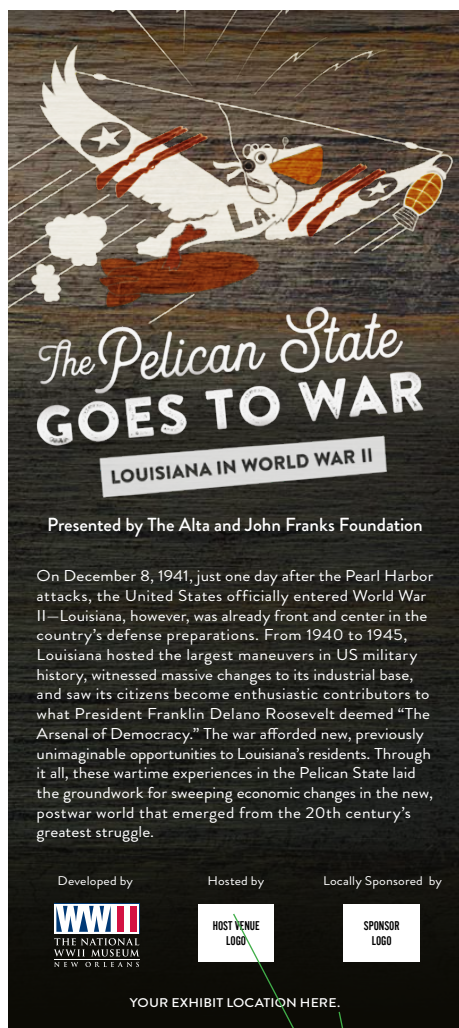


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THE PELICAN STATE GOES TO WAR: LOUISIANA IN WORLD WAR II

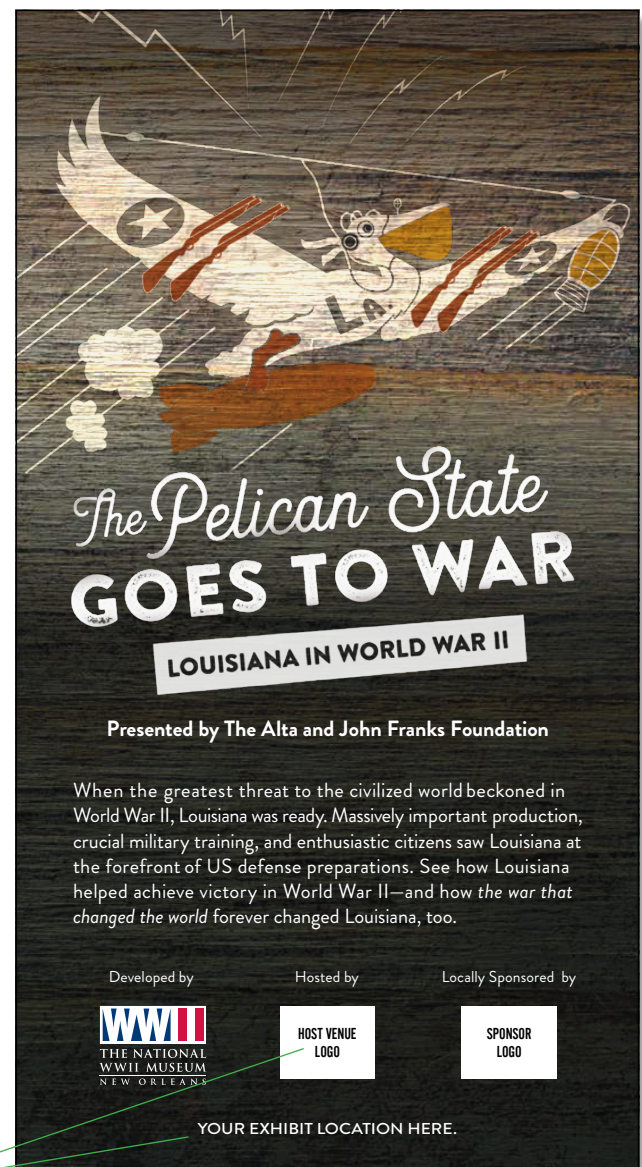
EXHIBITION RACK CARD 4" X 9"

Single-sided, four-color information handout. Insert your logo and edit your information as needed.



EXHIBITION AD 5.5" X 10.25"

Packaged assets will 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.

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EXHIBITION INVITATION POSTCARD 7" X 5"

Two-sided, four-color over four-color. The postcard can serve as both a direct-mail piece and an invitation. Insert your logo and edit your information as needed.



This postcard can be edited to serve as an invitation. Have your printer insert an indicia mark with your code, or stuff into an envelope and hand address.

Place your logo(s) and edit location information.



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EXHIBITION SIGN 22" X 28"

Single-sided, four-color. Insert your logo and edit your information as needed.

EXHIBITION TRI-FOLD BROCHURE 12" X 9"

Four-color over four-color. Packaged assets will 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.



Presented by The Alta and John Franks Foundation

YOUR EXHIBIT LOCATION HERE.

On View Through February 15, 2018

When the greatest threat to the civilized world beckoned in World War II, Louisiana was ready.

Developed by



Hosted by



Locally Sponsored by



SPECIAL PRESENTATION
Thursday, March 15, 2018
5:00 p.m. – 8:00 p.m.
The Southern Food and Beverage Museum
Victory is Served: Uniquely Louisiana
Cooking Demonstration
The National WWII Museum and the Southern Food and Beverage Museum invite you to explore Louisiana wartime foodways with The National WWII Museum Assistant Director for Curatorial Services Kim Guse. Come and discuss how World War II affected Louisiana foodways through rationing of food goods, and how the Louisiana food industry responded to the war. Liz Williams, Director of SoFAB, will lead a cooking demonstration of three uniquely Louisiana wartime recipes in the Rousselle Culinary Innovation Center by Jenni Ann.

SYMPOSIUM
Thursday, April 19, 2018
9:00 a.m. – 3:00 p.m.
BB's Stage Door Canteen
The Pelican State Goes to War Symposium: Uniquely Louisiana
Join us for thoughtful dialogue from noted historians, scholars, and veterans. During the course of the day, learn about Louisiana during the war years and the legacy of its citizens' participation today. Morning presentations will examine Louisiana's sense of place and its people's resilient adaptability in wartime. The afternoon explores World War II's lasting impact on the Pelican State from the immediate postwar years to today.

SPECIAL PRESENTATION
Thursday, April 19, 2018
5:00 p.m. Reception | 6:00 p.m. Presentation
US Freedom Pavilion: The Boeing Center
Uniquely Louisiana: Wartime Music
Music is among Louisiana's great gifts to the world—a wide and deep river of joy running from traditional New Orleans jazz to the eminently danceable sound of Cajun country and beyond. That rich cultural outpouring didn't pause during the war years. This special program invites guests to learn about—and listen to—the many genres of music made in Louisiana during World War II.

NOTE: We will also hold multiple Lunchbox Lectures on Louisiana's role in World War II during the special exhibit's run. Lunchbox Lectures are free and open to the public on every first and third Wednesday of the month. For more information, visit www.nationalwwiimuseum.org/program/lunchbox-lectures.

For more information on all The Pelican State Goes to War programming, call 504-528-1944 x 229.

Anti-Air Craft Defense

On December 8, 1941, just one day after the Pearl Harbor attacks, the United States officially entered World War II—Louisiana, however, was already front and center in the country's defense preparations. From 1940 to 1945, Louisiana hosted the largest maneuvers in US military history, witnessed massive changes to its industrial base, and saw its citizens become enthusiastic contributors to what President Franklin Delano Roosevelt deemed "The Arsenal of Democracy." The war afforded new, previously unimaginable opportunities to Louisiana's residents. Through it all, these wartime experiences in the Pelican State laid the groundwork for sweeping economic changes in the new postwar world that emerged from the 20th century's greatest struggle.

YOUR EXHIBIT LOCATION HERE.

HOST VENUE

The Pelican State GOES TO WAR
LOUISIANA IN WORLD WAR II

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PROGRAMMING GUIDE

Developed by Hosted by Locally Sponsored by

5 p.m. Presentation
Louisiana Memorial Pavilion
Dr. Louis J. Meade will introduce and explain the museum's newest special exhibit, *Louisiana in World War II: Artifacts* by joining James to share their Louisiana during wartime. The museum's Joe W. and Dorothy D. exhibit gallery, from July 21, 2017, to precedes the presentation, and the lighting closes the evening.

5-LOUISIANA MANEUVERS

Boeing Center
Join our games (or simulations) on, determine possible enemy maneuvers to those regions. Once duration of expected and unexpected resulting choices—determine means of acquisition of the Louisiana see if you would make the same in August to September 1941 as the official in war games that covered us of Louisiana and Texas.

6:00 p.m. Panel Presentation
ppp Hour
in a Connection, and Modern Legacy during the history Louisiana pay of U-505, a German submarine World War II. Once captured, her the war in a top-secret POW camp in its performs for a war bond drive in Museum, 2017-2018.

Louisiana that defied Geneva Convention regulations. Today, U-505 can be toured at the Museum of Science and Industry in Chicago. Author John Vane discusses the history of U-505 and the life of Hans Goebel, who was aboard every war patrol of the German submarine and was imprisoned in the Louisiana camp. Author Gary Moore will discuss his father's experiences as a guard at the Louisiana POW camp that housed the captured submarine. Lastly, Kathleen McCarthy—U-505 curator and Director of Collections at the Museum of Science and Industry—will discuss the modern legacy of U-505 as a showcase of the lasting experience in the museum.

HIGGINS REUNION DAY
Saturday, October 21
9:00 a.m. – 5:00 p.m.
Louisiana Memorial Pavilion
Celebrate New Orleans industry and innovation during Higgins Reunion Day at The National WWII Museum! All former Higgins Industries employees and their families are invited to the Museum for a special salute to their Home Front service during World War II. Activities in Louisiana Memorial Pavilion will include climbing into a reproduction of a Higgins landing craft and experiencing the new special exhibit, *The Pelican State Goes to War: Louisiana in World War II*. In the new STEM Innovation Gallery, located in the John E. Kahane Restoration Pavilion, there will be another Higgins boat to inspect as well as industry-related student activities led by our teen Victory Corps volunteers. From 11:00 a.m. to noon in the US Freedom Pavilion, The Boeing Center, will also host a special panel presentation with biographer Jerry Strahan and Andrew Higgins's grandchildren on his indelible contributions to the war effort and the world.

DINNER WITH A CURATOR
Tuesday, October 24
6:00 p.m.
BB's Stage Door Canteen
Louisiana and World War II by James Linn
Join James Linn, curator of *The Pelican State Goes to War: Louisiana in World War II*. Linn will explore the Museum's latest special exhibit, *Over a Delightful Dinner of Dishes Created to Fit the Theme*, James will share the story of the fascinating exhibit's creation, and spotlight its featured artifacts, oral histories, and personalities.

SPECIAL PRESENTATION
Wednesday, December 6
5:00 p.m. Exhibit Viewing and Reception
6:00 p.m. Presentation
BB's Stage Door Canteen
A Veteran's Story: Paul Hillard
WWII veteran Paul Hillard shares memories of his wartime experiences and how they shaped his life in Louisiana after the war's conclusion, when he built a successful career in the oil-and-gas industry. Senior Director of History and Research Keith Huxen will interview Hillard, a Marine Corps veteran, philanthropist, businessman, and member of the Museum's Board of Trustees.

DOCUMENTARY SCREENING
Thursday, January 18, 2018
5:00 p.m. Reception | 6:00 p.m. Screening
Salomon Victory Theater
Man Cher Camarade
Lafayette filmmaker Pat Mire joins us to introduce his documentary, *Man Cher Camarade*, which acknowledges the unique and important contributions of French-speaking Cajun soldiers in World War II, an often overlooked yet important aspect of the war effort. During the war, hundreds of French-speaking Cajun men from south Louisiana enlisted in the US military. French-speaking Cajuns not only worked with the French resistance after D-Day, but also provided the US Army's most effective means of communication with local authorities and the civilian population, which in turn provided critical support and intelligence to the American military.

SPECIAL PRESENTATION
Wednesday, February 21, 2018
6:00 p.m.
US Freedom Pavilion: The Boeing Center
Fighting for the Right to Fight in Louisiana
Join Marcus Cox, PhD, as he moderates a panel of historians and authors as they analyze the experiences that African Americans faced in Louisiana during World War II. Dr. Cox specializes in the modern Civil Rights Movement, African Americans' fight in Louisiana during World War II. He is the author of over a dozen articles and reviews on the history of African American military personnel, black higher education, and military training programs at black colleges and universities.

SHOPS
RATIONING BOARD
WAR BOOK 2 WAR BOOK 1

Citizens wait in line at a rationing board, New Orleans, 1943.
Courtesy National Archives



Place your logo(s) and edit location information. Consider all copy, other than photo captions, as placeholder copy. Reflow your text as needed.

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THE NATIONAL WWII MUSEUM LOGO

Please use the The National WWII Museum's logo for this exhibit.
Please do not edit or alter this mark 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.

For more information contact Jenney Fazande, Traveling Exhibits Manager

504-528-1944 x 456 | jenney.fazande@nationalww2museum.org

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