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
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.

**TABLE OF CONTENTS**

**EXHIBIT GRAPHICS**

- COLOR PALETTE ........................................... 3
- FONTS ..................................................... 3
- TITLE TREATMENT ........................................ 4
- SIGNATURE IMAGE ........................................ 5
- RACK CARD ............................................... 6
- SIGNS ...................................................... 8
- PROGRAMMING BROCHURE ............................. 8

**MARKETING MATERIALS**

- ADVERTISEMENTS ........................................... 6
- INVITATION POSTCARD .................................. 7

**THE NATIONAL WWII MUSEUM LOGO**

- LOGO USAGE ............................................... 9
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
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).
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:

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

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
When the greatest threat to the civilized world beckoned in World War II, Louisiana was ready. Massively important production, crucial military training, and enthusiastic citizens saw Louisiana at the forefront of US 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.

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.
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.

When the greatest threat to the civilized world beckoned in World War II, Louisiana was ready. Massively important production, crucial military training, and enthusiastic citizens saw Louisiana at the forefront of US defense preparations. See how Louisiana helped achieve victory in World War II—and how the war that changed the world forever changed Louisiana, too.
TRAVELING EXHIBIT STYLE GUIDE
THE PELICAN STATE GOES TO WAR:
LOUISIANA IN WORLD WAR II

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.

The Pelican State Goes to War
Louisiana in World War II

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.

SPECIAL PRESENTATION

SUNDAY, APRIL 28

The Southern Food and Beverage Museum

Your story in its own words. Bring your information to life with a four-color, high-quality, four-color brochure. Packaged assets will allow your designer or agency to edit if needed based on the amount of your content. Your logo and edit your information as needed.
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
945 Magazine St. New Orleans, LA 70130  |  nationalww2museum.org