



TWEED REGIONAL MUSEUM
MURWILLUMBAH

GRAPHIC STYLE GUIDE PANELS AND LABELS

Hawke Graphics

Bannyan Wood

CEDAR GETTERS

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A1 MAJOR THEME HEADING AND TEXT
(WALLS AND SHOWCASES)

Title could be scaled to suit space

Heading: Akzidenz Grotesk Bold CAPS 400 pt
Match 80% black

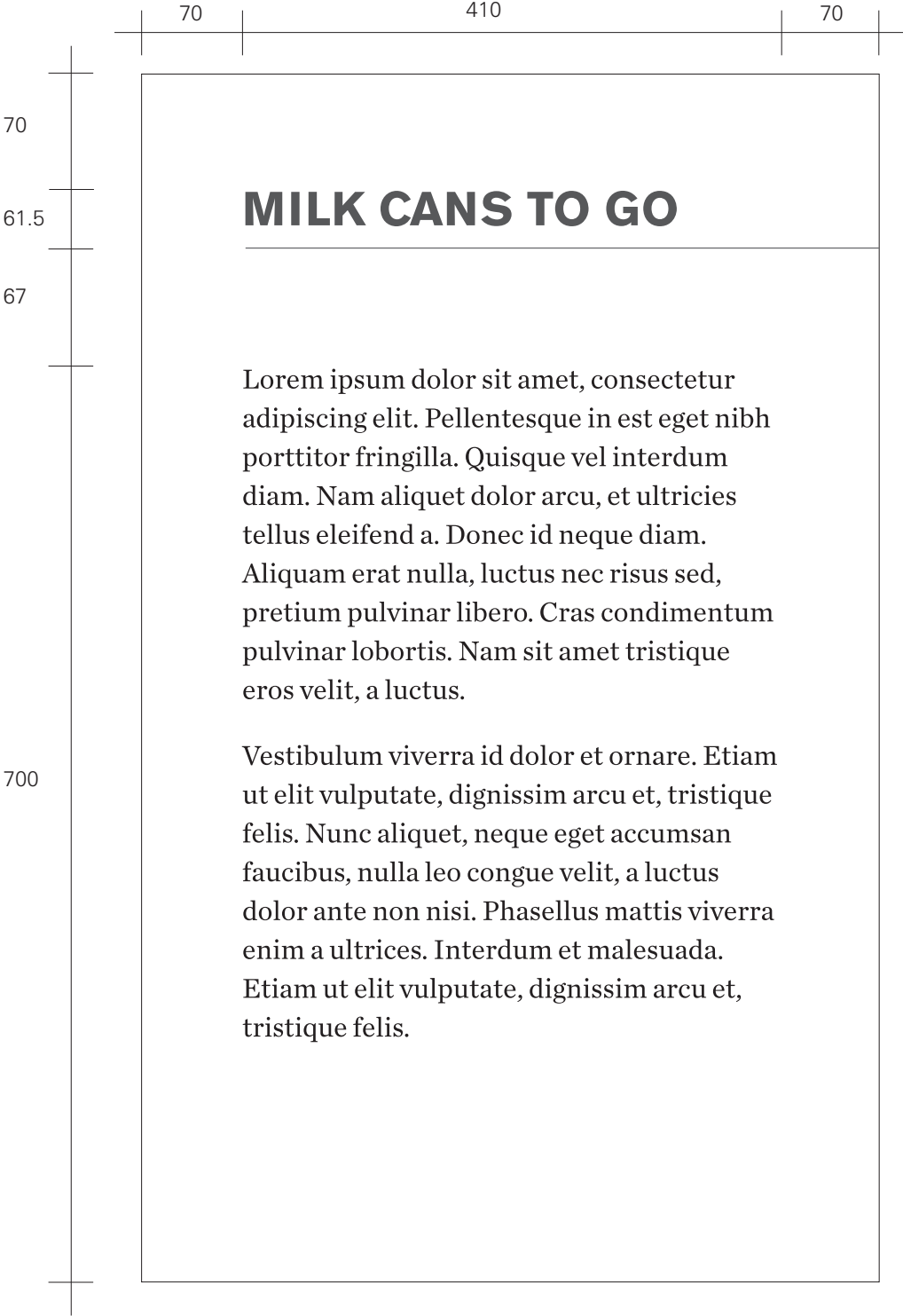
Body copy: Chronicle Roman 60 pt
100% black or white as suits what is behind
text in showcase

Word count: 100
Line length could be varied to suit space but
maximum of 12 words per line

Shown at scale 1:5

Production:
Heading: Vinyl (matte preferred) laser-cut
letters applied to wall or inside face of
showcase glass
Text: Screenprint or vinyl cut letters
OR
digital print to 'dusted' film applied to inside face of
showcase glass





A2 SHOWCASE THEME PANEL

Panel size: 550 x 900 mm

Heading: Akzidenz Grotesk Bold CAPS 100 pt
80% black (Upper/lower case if suits title length)
Rule under: 1mm rule 80% black, offset 15 mm
Spacing: 10

Body copy: Chronicle Roman 60 pt
Leading: 82 pt
Paragraph space: 20 mm

Word count: 100

Shown at scale 1:5

Production:
Digital print to 'Dusted' film
face-mounted to rear of showcase glass
OR
digital print to inert museum grade substrate
(eg dibond) suspended in showcase.



B1 STORY PANEL

Panel size: 297 x 420 mm (A3)

Heading: Akzidenz Grotesk Bold 50 pt

(Upper/lower case if suits title length)

Leading: 58 pt

Rule under: .5mm rule 50% black, offset 12 mm

Body copy: Chronicle Roman 36 pt

Leading: 42 pt

Paragraph space: 7 mm

Object caption: Akzidenz Grotesk Medium 18 pt

Leading: 24 pt

Acknowledgement: Akzidenz Grotesk Light CAPS 10 pt

Leading: 14 pt

Tracking: 10

Text frame option : Align bottom

Word count: 100

Shown at scale 1: 2

Production:

Graphic panel mounted to 3mm inert substrate
(eg dibond) supported by metal or acrylic stand
or adhered to rear of showcase.



**B2 STORY PANEL WITH IMAGE**

Panel size: 297 x 420 mm (A3)

Heading: Akzidenz Grotesk Bold 50 pt

(Upper/lower case if suits title length)

Leading: 58 pt

Rule under: .5mm rule 50% black, offset 12 mm

Body copy: Chronicle Roman 36 pt

Leading: 42 pt

Paragraph space: 7 mm

Word count: 57 - 60

Object caption: Akzidenz Grotesk Medium 18 pt

Leading: 24 pt

Acknowledgement: Akzidenz Grotesk Light CAPS 10 pt

Leading: 14 pt

Tracking: 10

Text frame option : Align bottom

Image area: 237 (w) x 140 (h) bleeds at top only
(or at 3 sides) if printing allows.

Shown at scale 1: 2

Production:

Graphic panel mounted to 3mm inert substrate
(eg dibond) supported by metal or acrylic stand
or adhered to rear of showcase.



C1 OBJECT LABEL

Label size: 148.5 x 105 mm (A6)

Heading: Akzidenz Grotesk Bold 20 pt
Leading: 58 pt
Tracking: 10

Body copy: Chronicle Roman 16 pt
Leading: 19 pt
Paragraph space: 4 mm
Word count: 60

Object number: Akzidenz Grotesk Bold 14 pt 50% black
Align right
Vertical rule: .35mm 50% black (on A-Master page)

Acknowledgement: Akzidenz Grotesk Light CAPS 8 pt
Leading: 10 pt
Tracking: 10
Text frame option : Align bottom

Shown at scale 1:1

Production:
Inside showcase _ inhouse print on to high white card - eg 'screenboard'
For open display _ digital print direct to inert substrate _ eg 'screenboard' or 'dibond'

All labels to sit on manufactured angle block 152 mm deep. Double-sided tape to block if on open display, resting against in-built lip if in showcase.





C2 EXTENDED OBJECT LABEL

Label size: 210 x 105 mm

Heading: Akzidenz Grotesk Bold 20 pt
Leading: 58 pt
Tracking: 10

Body copy: Chronicle Roman 16 pt
Leading: 19 pt
Paragraph space: 4 mm
Word count: 100

Object number: Akzidenz Grotesk Bold 14 pt 50% black
Align right
Vertical rule: .35mm 50% black (on A-Master page)

Shown at scale 1:1

Production:
Inside showcase _ inhouse print on to
high white card - eg 'screenboard'
For open display _ digital print direct to inert
substrate _ eg 'screenboard' or 'dibond'

All labels to sit on manufactured angle block
152 mm deep. Double-sided tape to block if
on open display, resting against in-built lip if
in showcase.





C3 OBJECT LABEL WITH IMAGE

Label size: 297 x 105 mm

Heading: Akzidenz Grotesk Bold 20 pt
Leading: 58 pt
Tracking: 10

Body copy: Chronicle Roman 16 pt
Leading: 19 pt
Paragraph space: 4 mm
Word count: 90

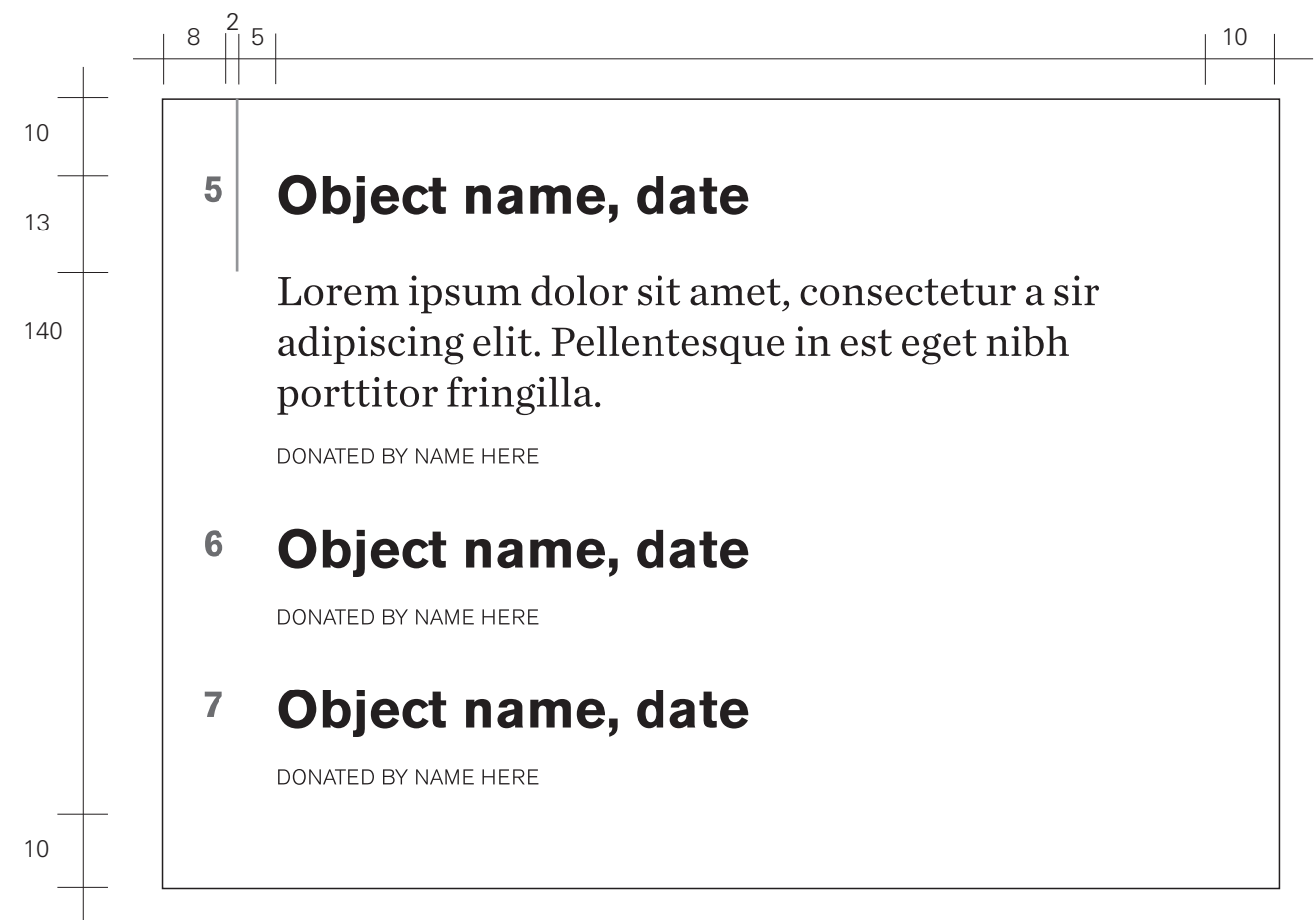
Object number: Akzidenz Grotesk Bold 14 pt 50% black
Align right
Vertical rule: .35mm 50% black (on A-Master page)

Object caption: Akzidenz Grotesk Medium 14 pt
Leading: 18 pt
Acknowledgement: Akzidenz Grotesk Light CAPS 8 pt
Leading: 10 pt
Tracking: 10
Text frame option : Align bottom

Image area: 90 (w) x 105 (h) bleeds 3 sides
if printing allows.

Shown at scale 1:1

Production: see Extended Object label



C4 GROUP OBJECT LABEL

Label size: 148.5 x 105 mm (A6)

Heading: Akzidenz Grotesk Bold 20 pt

Leading: 58 pt

Tracking: 10

Space after: 4 mm

Body copy: Chronicle Roman 16 pt

Leading: 19 pt

Paragraph space: 4 mm

Word count: 60

Object numbers: Akzidenz Grotesk Bold 14 pt 50% black

Align right and with top of heading

Vertical rule: .35mm 50% black (on A-Master page)

Acknowledgement: Akzidenz Grotesk Light CAPS 8 pt

Leading: 10 pt

Tracking: 10

Space after: 6 mm

Shown at scale 1:1

Production: see Object label





D1 LARGE OBJECT LABEL (PLINTH)

Label size: 210 x 297 mm (A4)

Heading: Akzidenz Grotesk Bold 32 pt
Leading: 36 pt
Tracking: 10

Body copy: Chronicle Roman 24 pt
Leading: 30 pt
Paragraph space: 6 mm
Word count: 120

Object numbers: Akzidenz Grotesk Bold 18 pt 50% black
Align right and with top of heading
Vertical rule: .35mm 50% black (on A-Master page)

Acknowledgement: Akzidenz Grotesk Light CAPS 10 pt
Leading: 14 pt
Tracking: 10

Shown at scale 1:2

Production:
For open display _ digital print direct to inert
substrate _ eg 'screenboard' or 'dibond'

All labels to sit on manufactured angle block
300 mm deep
Double-sided tape to block on plinth



D2 LARGE OBJECT LABEL (PLINTH) WITH IMAGE

Label size: 210 x 297 mm (A4)

Heading: Akzidenz Grotesk Bold 32 pt
Leading: 36 pt
Tracking: 10

Body copy: Chronicle Roman 24 pt
Leading: 30 pt
Paragraph space: 6 mm
Word count: 60

Object numbers: Akzidenz Grotesk Bold 18 pt 50% black
Align right and with top of heading
Vertical rule: .35mm 50% black (on A-Master page)

Object caption: Akzidenz Grotesk Medium 14 pt
Leading: 18 pt
Acknowledgement: Akzidenz Grotesk Light CAPS 10 pt
Leading: 14 pt
Tracking: 10
Text frame option : Align bottom

Image area: 210 (w) x 120 (h) bleeds 3 sides
if printing allows. Can be adjusted in height
to suit image or text.

Shown at scale 1:2

Production:
See Large Object Label (Plinth)