



**ROOTS OF WISDOM:  
NATIVE KNOWLEDGE. SHARED SCIENCE.**

*Marketing Kit*


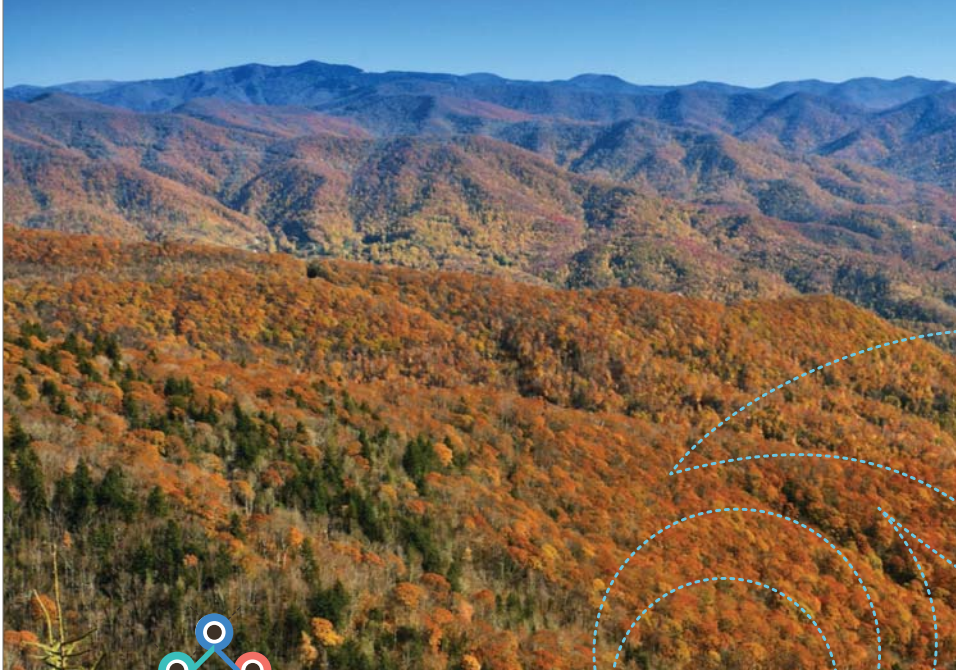
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## **THE APPROACH**

This interactive exhibition explores ecological challenges and the solutions that are informed by native knowledge, practices, and traditions. Real-life stories are presented through the voices of four indigenous communities, giving visitors insight into how traditional knowledge and Western science can be unified to improve our relationship with the natural world. Messaging will center around engaging content that highlights the striking influences and impacts native communities have on the wider world, while inspiring audiences to take part in solving challenges that we encounter in our daily lives.

# Advertising



An Invitation to


# Roots of Wisdom


Native Knowledge. Shared Science.

From restoring ecosystems to revitalizing cultural practices, *Roots of Wisdom* provides examples of how traditional knowledge and Western science together create complementary solutions to contemporary concerns.

[Date](#) 00.00.15 | [Time](#) 6:30PM to 10:30PM  
[RSVP](#) to [firstname.lastname@company.com](mailto:firstname.lastname@company.com)

ON VIEW NOW AT  
host logo here

COLLABORATION WITH  


SUPPORTED BY  


**PRINT:** RACK CARD (4" X 9")

Front



Back



Duck decoys to surf boards,  
chocolate to popcorn.  
How is it all connected?

Overcoming centuries of environmental and cultural challenges can make for unexpected partnerships with extraordinary outcomes. In *Roots of Wisdom*, stories from four indigenous communities are brought to life, giving visitors real world examples of how traditional knowledge and cutting-edge Western science provide complementary solutions to ecological and health challenges.

ON VIEW NOW AT

host logo here

COLLABORATION WITH



SUPPORTED BY



**PRINT:** AD (8.5" X 11")

# Native Knowledge. Shared Science.

From restoring ecosystems to revitalizing cultural practices, *Roots of Wisdom* provides examples of how traditional knowledge and Western science together create complementary solutions to contemporary concerns.



ON VIEW NOW AT

host logo here

COLLABORATION WITH



SUPPORTED BY





  
**Roots of Wisdom**  
Native Knowledge. Shared Science.

ON VIEW NOW AT

host logo here

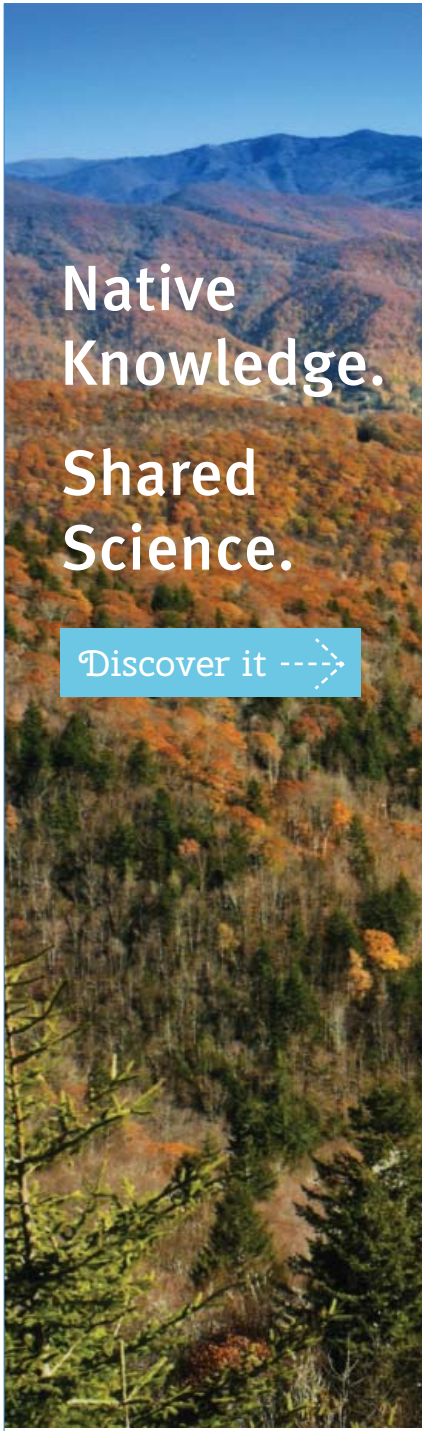
COLLABORATION WITH

**OMSI**  
Oversight & Accountability Institute


SUPPORTED BY








Native  
Knowledge.  
Shared  
Science.

Discover it 



**Roots of Wisdom**  
Native Knowledge. Shared Science.

**DIGITAL:** WEB BANNER (ANIMATED, 160X600)



Native  
Knowledge.



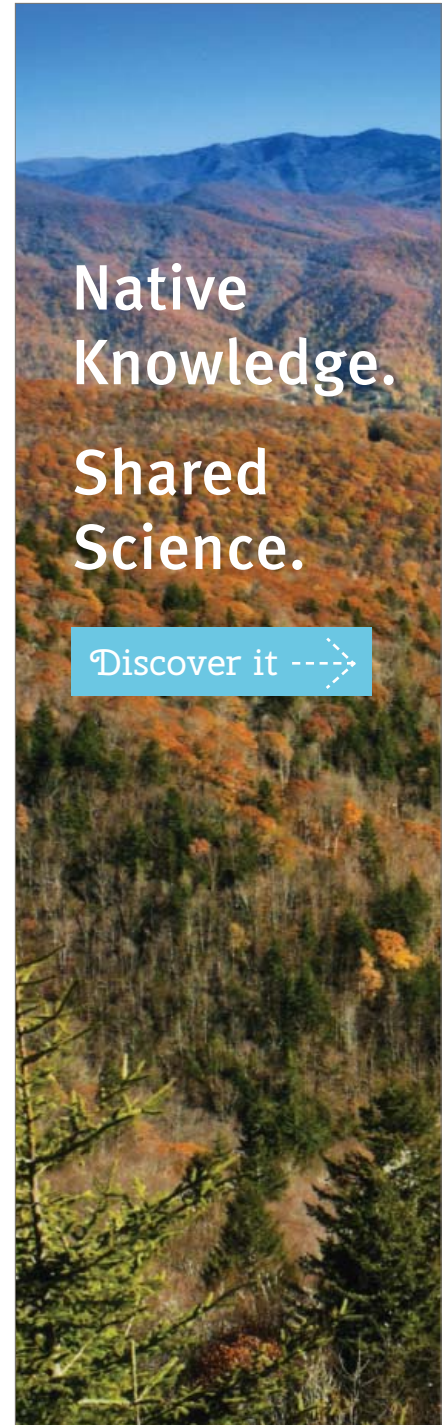
**FRAME 1**  
First line



Native  
Knowledge.  
Shared  
Science.



**FRAME 2**  
Second line fades in



Native  
Knowledge.  
Shared  
Science.

Discover it 



**FRAME 3**  
Prompt to website fades in

# Press Materials

## **SAMPLE EXHIBIT DESCRIPTIONS**

### **100 Words (96)**

Overcoming centuries of environmental and cultural challenges can make for unexpected partnerships that result in extraordinary outcomes. In *Roots of Wisdom*, stories from four indigenous communities are brought to life in real-world examples of how traditional knowledge and cutting-edge Western science can be blended together to provide complementary solutions to contemporary concerns.

From restoring ecosystems to rediscovering traditional foods and crafts, *Roots of Wisdom* invites guests to understand the important issues that indigenous cultures face, discover innovative ways native peoples are problem-solving and contributing to the growing movement towards sustainability and the reclamation of age-old practices.

### **75 Words (73)**

In *Roots of Wisdom*, stories from four indigenous communities are brought to life in real-world examples of how traditional knowledge and Western science combine to provide complementary solutions to contemporary concerns.

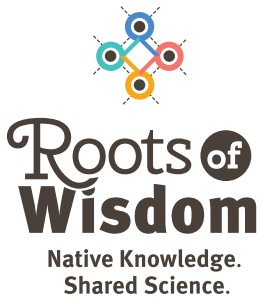
From restoring ecosystems to rediscovering traditional foods and crafts, *Roots of Wisdom* helps guests understand the important issues facing indigenous communities, discover innovative ways native peoples are solving challenges, and strengthen the growing movement towards sustainability and the reclamation of age-old practices.

### **50 Words (49)**

Overcoming centuries of environmental and cultural challenges can make for unexpected partnerships with extraordinary outcomes. In *Roots of Wisdom*, stories from four indigenous communities are brought to life, giving visitors real world examples of how traditional knowledge and cutting-edge Western science provide complementary solutions to ecological and health challenges.

### **25 Words (26)**

From restoring ecosystems to revitalizing cultural practices, *Roots of Wisdom* provides examples of how traditional knowledge and Western science together create complementary solutions to contemporary concerns.



***Roots of Wisdom* opens at [Name of host museum]**

[City, State] – Overcoming environmental and cultural challenges can make for unexpected partnerships that result in extraordinary outcomes. At *Roots of Wisdom: Native Knowledge. Shared Science*, [host museum’s] latest exhibit opening [date], the knowledge of native peoples and cutting-edge Western science are explored, providing insight into how we can improve our relationship with the natural world.

*Roots of Wisdom* features stories from four indigenous communities, giving visitors real life examples of how traditional knowledge and Western science, together, provide complementary solutions to ecological and health challenges facing us today. Through the voices of elder and youth, engaging video interactives and hands-on games, visitors will gather resources, examine data, and take part in the growing movement towards sustainability and the reclamation of age-old practices.

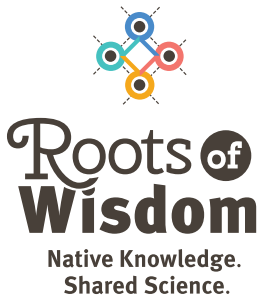
[“Host museum spokesperson quote”]

**Traditional Knowledge/Western Science**

Visitors are invited to explore the unique relationship between Western science and native ecological knowledge. From everyday items like duck decoys to surfboards, popcorn to chocolate, guests will learn how native knowledge impacts our daily lives, and recognize the great contributions that indigenous peoples have provided over centuries.

**Re-establishing a Native Plant (Eastern Band of Cherokee Indians)**

The river cane plays a prominent role both in revitalizing cultural practices and restoring ecosystems. Guest will learn how this hardy plant affects water quality and how Cherokee elders are teaching new generations about the traditional craft of basket weaving. Visitors are invited to experiment with river environments and even try their hand at basket weavings.



### **Restoring Fish Ponds (Hawaii)**

Guests are given a chance to act as a caretaker of a fish pond or join a droplet of water on an incredible journey down a Hawaiian mountainside in these popular hands-on interactives. Visitors learn how native ecosystems have been disrupted and what is being done to restore these innovative forms of aquaculture, which could be a critical component to food sustainability for the people of Hawaii.

### **Rediscovering Traditional Foods (Tulalip Tribes)**

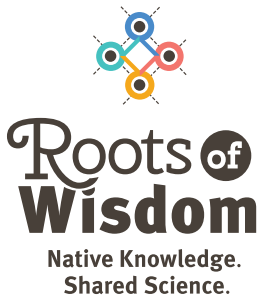
Through a clever computer interactive, hands-on activities, and recorded stories, guests learn how Tulalip Tribes are striving to find a balance in their need for natural resources against the loss of land rights and environmental degradation. Visitors learn about traditional practices of wild harvesting and gardening. They will discover through Western science how these techniques are beneficial to human health.

### **Saving Streams and Wildlife (Confederated Tribes of the Umatilla Indian Reservation)**

Seen as a pest in some areas of the country, the lamprey is an eel-like fish that is important both ecologically and as a food source to many indigenous people. In this fun interactive, visitors can pick up a replica lamprey as would a scientist. Visitors learn about the traditional stewardship of the lamprey and how the fish is a critical component of the ecosystem that the Umatilla Tribes depend on. Find out how traditional ecological knowledge and Western science are being applied to bring this amazing little fish back from the brink of extinction.

Tickets go on sale [date] at [museum and/or museum website]. *Roots of Wisdom* opens [date] and closes [date].

[Structure of the museum's pricing system and rules for admission to the exhibit]. Visit [host museum website] for more information about the museum.



Funded by the National Science Foundation, *Roots of Wisdom* is specially designed for visitors ages 11–14. The exhibition was developed by the Oregon Museum of Science and Industry (OMSI), the Indigenous Education Institute (IEI), the Smithsonian Institution’s National Museum of the American Indian (NMAI), the Confederated Tribes of the Umatilla Indian Reservation, Tulalip Tribes, Eastern Band of Cherokee Indians and the Waikalua Loko Fishpond Preservation Society in Hawaii, and was made possible through funds from the National Science Foundation.

About [\[Host Museum\]](#)  
[\[Host museum boilerplate\]](#)

###

## RADIO SCRIPTS

### 30 seconds:

From duck decoys to surf boards, chocolate to popcorn, knowledge from indigenous people is of benefit to us all. Now, by combining that traditional knowledge with cutting edge-Western science, we are able to overcome important contemporary challenges. At *Roots of Wisdom: Native Knowledge, Shared Science*, the new interactive exhibit opening [date] at [host museum], you can explore how the blending of age-old traditions and modern science can work together to restore vital ecosystems, provide sustainable food sources and improve human health. Learn more at [host museum website].

### 15 seconds:

*Roots of Wisdom: Native Knowledge. Shared Science*, opening [date] at [host museum], invites you to explore how knowledge of indigenous people and cutting-edge science work to improve our world.



# PHOTOGRAPHY AND CAPTIONS



At *Roots of Wisdom*, guests get a close-up look at how native knowledge and cutting-edge western science are working together to solve contemporary problems.



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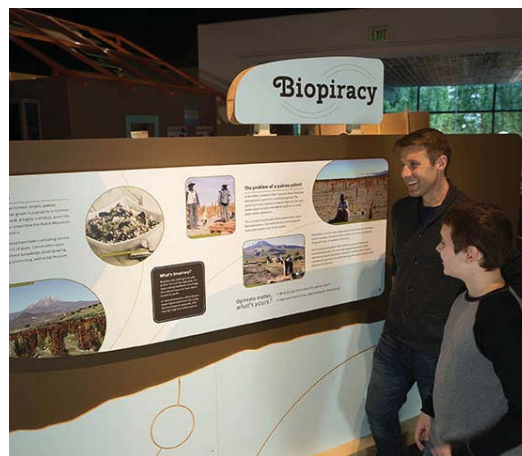
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Some native knowledge and traditions have been taken from indigenous peoples without their permission or compensation. *Roots of Wisdom* allows guests to explore the issue of biopiracy by tracing the history of quinoa, a grain-like food grown by native Bolivian farmers.

# PHOTOGRAPHY AND CAPTIONS



At *Roots of Wisdom*, visitors are invited to learn about traditional Hawaiian fishing practices and ecosystem management through exciting digital interactives and games.



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Through games, digital displays and puzzles, *Roots of Wisdom* shows how indigenous peoples are using traditional ecological knowledge and Western science to create healthy stream systems.



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At *Roots of Wisdom*, visitors hear how indigenous peoples have developed a deep and spiritual relationship to the land, which directly influences their culture.

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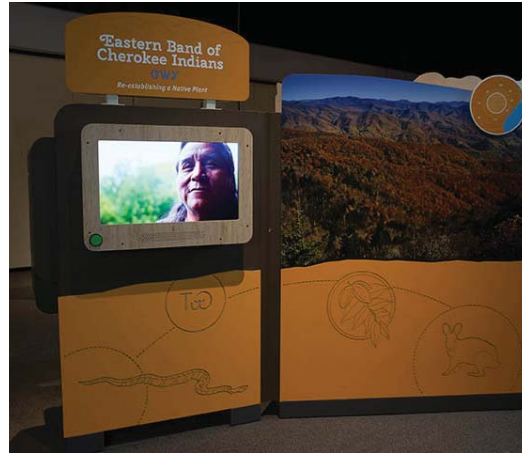


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For some native peoples, making baskets from river cane is a traditional pastime which is handed down through generations. At *Roots of Wisdom*, guests can learn about the practice of weaving and try it themselves!



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## PHOTOGRAPHY AND CAPTIONS



*Roots of Wisdom* allows guests to experiment with river ecosystems and explore how river cane, an important native plant, improves water quality, filters pollutants and slows damaging run-off.



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At the *Roots of Wisdom*, Story Area groups engage in story telling, either by listening to a traditional story around the cracking "fire pit" or sharing their own stories of ancestral/family traditions and places.



At the *Roots of Wisdom* Story Area visitors have the chance to reflect on traditional knowledge, connections to their local environment, and to ancestral/family traditions and places.

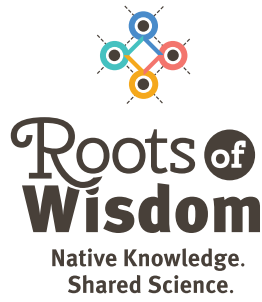






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# Guidelines

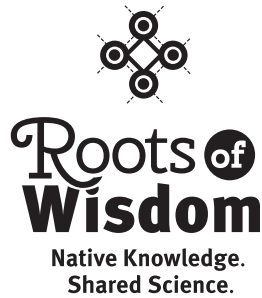
# LOGOTYPE

Color

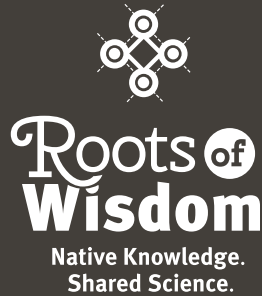


	CMYK	RGB
	71   73   0   0	62   133   197
	0   68   51   0	242   112   102
	65   0   28   0	55   190   189
	2   38   100   0	241   165   30

Black & White



Reverse

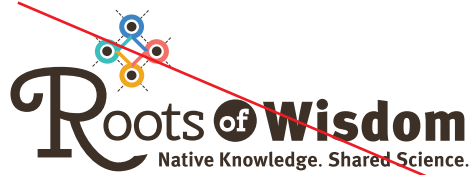




## DOS AND DON'TS



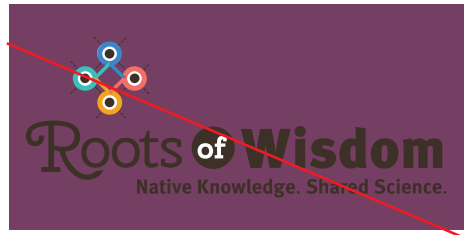
Do not squish or distort the logo. The logo should always be in proportion.



Do not alter any of the individual elements that make up the logo.



Do not change the logo to more than one color, or in colors that are not specified in the selected color palette.

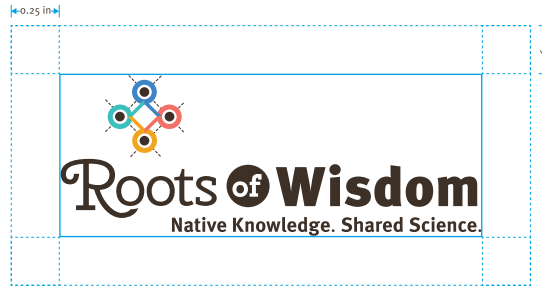


Do not place the logo on a color that makes the logo illegible. Use alternate black & white or reverse logos.

### Dos & Don'ts

To ensure the quality, consistency, and integrity of the logo there are things you can do with the logo and there are things you can't. Here are some examples of what not to do.

## LOGO CLEAR ZONE



### Logo Clear Zone

The logo needs space to breathe – this is called the clear zone. This gives the logo visual protection and allows it space to be without interference. A clear zone of 0.25 inches around the logo is ideal.

## MINIMUM SIZE



### Minimum Size

The minimum size for all versions of the logo should be no less than 1.06 in. They should never be reproduced smaller than this.

## ADVERTISING CREDIT

All advertising must include the OMSI and NSF logos. Participant may not create a new Exhibition logo or title, nor alter the Exhibition title or logo in any way except overall size. The full exhibition title, organizing and national sponsor credit lines, and sponsor logos must be prominently displayed on the entry wall of the Exhibition and on all promotional and educational materials, advertising, signage, and Web sites, as well as any other Exhibition-related print and electronic collateral materials not specifically mentioned herein. The full Exhibition title and organizing and national sponsor credit lines will always precede and be the same in size or larger than any local sponsor credit line and/or logo. Any questions regarding credit lines will be resolved by OMSI.

### CREDIT LINE

**ROOTS OF WISDOM: NATIVE KNOWLEDGE. SHARED SCIENCE.** was produced and is toured by the Oregon Museum of Science and Industry (OMSI). The exhibit was made possible with funds provided by the National Science Foundation.

### OMSI & NSF LOGOS

Color

Black & White



## TYPOGRAPHY

Typography plays an important role in establishing and maintaining consistency within the marketing campaign. All marketing collateral utilizes two fonts: Meta Pro and Cherry Swash.

You can purchase Meta Pro here: [www.myfonts.com/fonts/fontfont/ff-meta/pro-normal](http://www.myfonts.com/fonts/fontfont/ff-meta/pro-normal)

You can download Cherry Swash for free here: [www.fontsquirrel.com/fonts/cherry-swash](http://www.fontsquirrel.com/fonts/cherry-swash)

# Meta Pro

Used for headlines, body copy, and the logotype.

**This is an example of Meta Pro Bold used for headlines and the logotype.**

This is an example of Meta Pro Normal used for body copy.

# Cherry Swash

Used for subheads, introductory copy, flourishes and the logotype.

**This is an example of Cherry Swash Bold used for subheads.**

This is an example of Cherry Swash Regular used for flourishes.