

# SNOW

TINY CRYSTALS, GLOBAL IMPACT

MARKETING KIT

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# CREATIVE GUIDELINES

## LOGOTYPE: COLOR

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**SNOW**

**TINY CRYSTALS, GLOBAL IMPACT**

Option 1 - Primary logo



Option 2 -White/color. Do not use with black box. Only for use on dark backgrounds where Option 1 is not readable.

## LOGOTYPE: B&W

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**SNOW**

**TINY CRYSTALS, GLOBAL IMPACT**

Option 1 - Use only when Color logo is not an option.



Option 2 - Use only when Color logo is not an option.

## PLEASE AVOID

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



Never change elements in the logo.



Never add a box around the logo.



Never change colors in logo



Do not alter type

## CLEAR SPACE

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The logo needs clear space in order to maintain legibility in every application. In this case, space equal to the height of the snow crystal is indicated by a gray box. The dotted line shows the area in which any other elements must not be placed.



## MINIMUM SIZE

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The minimum width for print applications is 2.5."

The minimum width for digital applications is 115px at 72 dpi.



For digital, the minimum width is 115px



For print, the minimum width is 2.5"



# COLOR PALETTE

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## BLUE

C (cyan)	84
M (magenta)	41
Y (yellow)	2
K (black)	0
R (red)	1
G (green)	129
B (blue)	193
hex #	0181C1

## TEAL

C (cyan)	87
M (magenta)	38
Y (yellow)	37
K (black)	7
R (red)	4
G (green)	122
B (blue)	140
hex #	047a8c

## PURPLE

C (cyan)	76
M (magenta)	71
Y (yellow)	13
K (black)	2
R (red)	121
G (green)	148
B (blue)	204
hex #	7994cc

## DARK BLUE

C (cyan)	97
M (magenta)	71
Y (yellow)	13
K (black)	2
R (red)	4
G (green)	87
B (blue)	150
hex #	045796

## LIGHT BLUE

C (cyan)	20
M (magenta)	0
Y (yellow)	0
K (black)	0
R (red)	198
G (green)	232
B (blue)	250
hex #	c6e8fa

## LIGHT PURPLE

C (cyan)	12
M (magenta)	8
Y (yellow)	0
K (black)	0
R (red)	219
G (green)	224
B (blue)	241
hex #	dbe0f1

## PINK

C (cyan)	0
M (magenta)	67
Y (yellow)	33
K (black)	0
R (red)	243
G (green)	119
B (blue)	132
hex #	f37784

## LIGHT YELLOW

C (cyan)	1
M (magenta)	0
Y (yellow)	14
K (black)	0
R (red)	253
G (green)	125
B (blue)	224
hex #	fdfbe1

# TYPOGRAPHY

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Typography plays an important role in establishing and maintaining consistency within the marketing campaign. All marketing collateral utilizes two fonts: Brandon Grotesque for primary headlines, and Lato Medium for secondary headlines and body text.

## BRANDON GROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890 !@#\$%^&\*()

This font can be found in the Adobe font library (with an adobe membership). Alternatively, a license for design can be purchased for \$40 (2022) at [www.fontshop.com/families/brandon-grotesque/bold](http://www.fontshop.com/families/brandon-grotesque/bold)

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## Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890 !@#\$%^&\*()?

In the instance that you do not have access to Brandon Grotesque, Use Lato bold as a free alternative for headers and titles.

# ADVERTISING

## ADVERTISING CREDIT

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All advertising must include the OMSI logo. The full exhibition title must be prominently displayed on all promotional and educational materials, advertising, signage, and websites, as well as any other exhibition-related print and electronic collateral materials not specifically mentioned herein. The full exhibition title 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.

### OMSI Logos

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Color



Black

# BILLBOARDS



Option 1

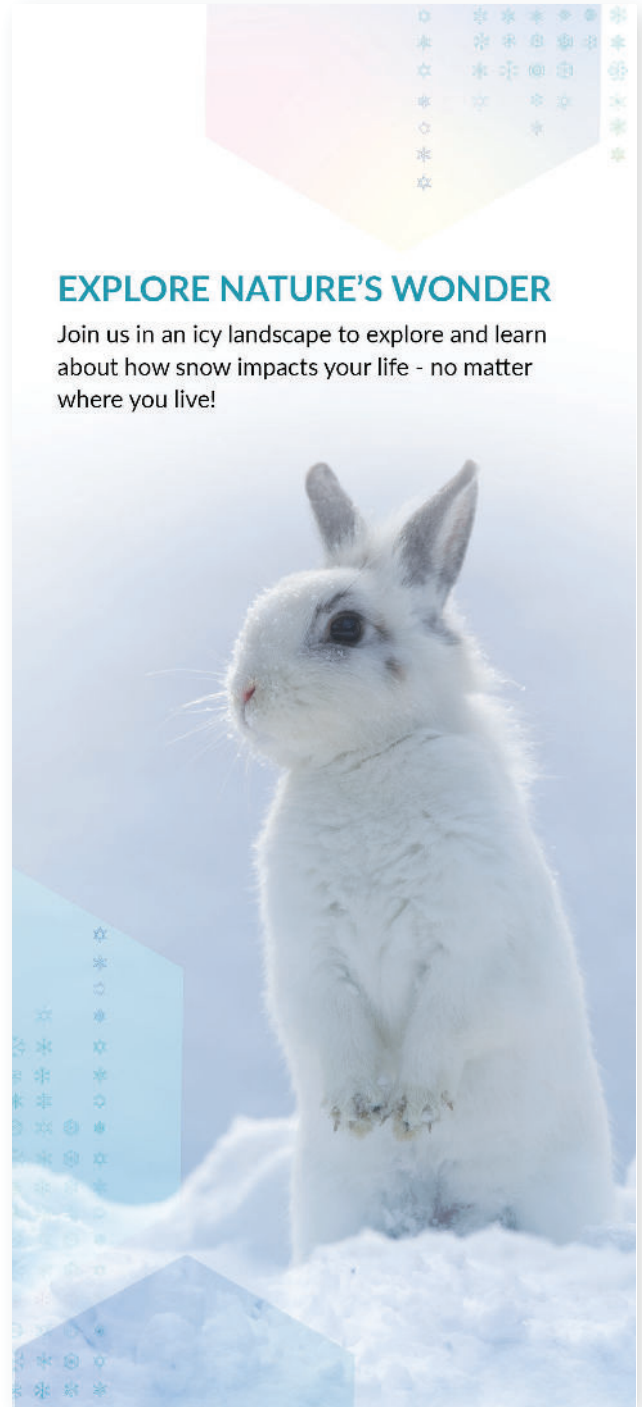


Option 2

# RACK CARDS: 4" X 9"



Front Option 1



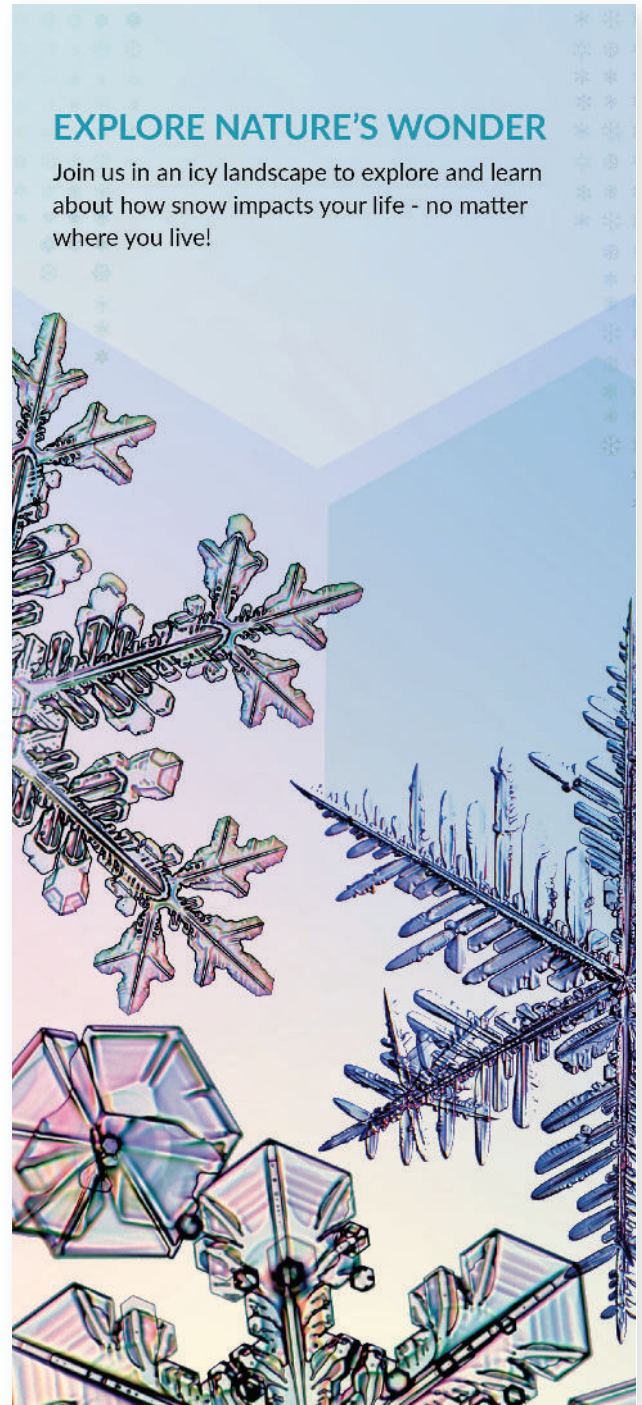
Back Option 1



# RACK CARDS: 4" X 9"



Front Option 2



Back Option 2

# INVITATIONS: 5" X 7"



Option 1



# INVITATIONS: 5" X 7"



# SNOW

TINY CRYSTALS, GLOBAL IMPACT

**You're Invited!**

Join us in an icy landscape to explore and learn about how snow impacts your life - no matter where you live

**DATE** 00 00 00 **TIME** 0:00pm-0:00pm  
**RSVP** firstname.lastname@museum.org

HOST  
MUSEUM LOGO

In collaboration with  
**OMSI** **NSF** **UAF**  
UNIVERSITY OF ALASKA  
FAIRBANKS

Option 2

# DIGITAL ASSETS (FACEBOOK)

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Profile Pic  
180 x 180 px



Profile Pic  
1204 x 628 px



Profile Pic  
831 x 315 px



Profile Pic  
1204 x 900 px

## DIGITAL ASSETS (INSTAGRAM)



Post 1  
1080 x 1080 Pixels



Post 2  
1080 x 1080 Pixels



Post 3  
1080 x 1080 Pixels

# DIGITAL ASSETS (DISPLAY BANNERS)

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Mobile Banner Ad  
320 x 50 Pixels



Banner Ad  
468 x 60 Pixels



Leaderboard Ad  
728 x 90 Pixels

# **PRESS MATERIALS**



## SAMPLE EXHIBIT DESCRIPTIONS

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### 50 Words

*Snow: Tiny Crystals, Global Impact* is an interactive exhibition about the nature and wonder of snow. Visitors learn how snow shapes and sustains life on Earth, snow's vital roles in sustaining our water supply and cooling our planet, and the cultural and personal value of snow. Explore all the ways this fundamental weather phenomenon impacts you life—no matter where you live!

### 100 Words

*Snow: Tiny Crystals, Global Impact* is a hands-on science exhibition about the nature and wonder of snow and the impact of climate change on our snowy planet. The exhibition follow snow's journey from tiny crystals to vast winter landscapes to abundant spring snowmelt. Visitors explore how snow shapes and sustains life on Earth, snow's vital roles in sustaining our water supply and cooling our planet, and the cultural and personal value of snow. Snow was developed and produced by OMSI as part of a collaborative project led by the University of Alaska Fairbanks and funded by the National Science Foundation.

## PRESS RELEASE

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[Organization Name] announces the opening of *Snow: Tiny Crystals, Global Impact*. This newest addition to [Organization Name's] educational repertoire is an exhibition that seeks to educate visitors about the importance of snow and the vital role it plays in the global climate system. Experience an immersive snowstorm with giant interactive snow crystals, make snowflakes grow from specks to complex six-sided crystals, and listen to oral histories about snow from Iñupiaq elders and culture bearers.

Developed and produced by the Oregon Museum of Science and Industry (OMSI) in Portland, OR, *Snow: Tiny Crystals, Global Impact* offers a fully immersive, interactive experience where visitor groups have the opportunity to explore all the ways this fundamental weather phenomenon impacts our lives—no matter where we live!

“Exhibitions are an essential part of climate communication in museums, and we hope this one will inspire, educate, and support communities to succeed in climate action planning,” said Erin Graham, OMSI President and CEO.

Snow is a key to life. Mountains store snow in winter and release it as water in spring to benefit crops, people and other life downstream. Snowmelt feeds reservoirs that generate electricity. Before it melts, snow reflects up to 80% of sunlight, functioning as an essential cooling radiator for Earth. Changes are underway in the quality and quantity of snow, however, and those changes have consequences. Snow is coming later and melting sooner, reducing its ability to reflect sunlight and disrupting patterns of build-up and runoff. Rain is arriving instead of snow, lessening the annual snowpack. Snowfall has also become less predictable.

*Snow: Tiny Crystals, Global Impact* will be on display at [Organization Name] through [Date]. It is a collaboration among the University Alaska Fairbanks Geophysical Institute, OMSI, the Center of Science and Industry (COSI) in Columbus, Ohio, and the Goldstream Group of Fairbanks, and was funded by the National Science Foundation.

# RADIO SCRIPTS

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## 15 Seconds

Now open at [organization], *Snow: Tiny Crystals, Global Impact* takes you on the wondrous journey of snow. Discover all the ways snow impacts your life—no matter where you live! On display at [organization] from [start date] through [end date].

## 30 seconds

Now open at [organization], *Snow: Tiny Crystals, Global Impact* takes you on the wondrous journey of snow. From tiny snow crystals to vast winter landscapes to abundant spring snowmelt, discover all the ways snow impacts your life—no matter where you live! On display at [organization] from [start date] through [end date].



# PHOTOGRAPHY & CAPTIONS



"Falling Snow" - In this immersive, interactive space visitors experience a series of snowstorms.



"Working Together for a Better World" - Visitors are invited to cut out a snowflake and write a response to a posted prompt.



"Global Patterns of Snow" - Visitors spin a praxinoscope to create an animation of the rhythm of the snow cover in North America.



"Making Sense of Snow Crystals" - Visitors solve a puzzle by matching snow crystals to descriptions of how they formed.



"Keeping Earth Cool" - Visitors touch each hemisphere to detect and compare their temperature difference.



"Keeping Earth Cool" - Visitors touch each hemisphere to detect and compare their temperature difference.

# PHOTOGRAPHY & CAPTIONS



"Snow & Arctic Life" - Visitors watch short videos to learn about life in the snowy Arctic community of Kotzebue.



"Snow Play" - Families are invited to build snow people by stacking and decorating "snowballs" of different sizes.



"Snow on the Ground" - Visitors pull out vertical cross-sections to examine the distinctive layers found in Taiga and Tundra snow.



"Working Together for a Better World" - Visitors are invited to cut out a snowflake and write a response to a posted prompt.



"Snow on the Ground" - A polarizing filter reveals a hidden video of Maritime snow's metamorphism from wet grains to slush.



*Snow: Tiny Crystals, Global Impact*