



**ZOO IN YOU:**  
**THE HUMAN MICROBIOME**  
***EL MICROBIOMA HUMANO***

*Marketing Kit*

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## THE APPROACH

This interactive bilingual (English and Spanish) exhibition explores the fascinating and complex world within us that is our microbiome – trillions of bacteria, viruses, fungi, and other non-human organisms living on and inside us as a dynamic, adaptable, and delicately balanced ecosystem much like any other found in nature. Our constant companions “colonize” us from birth, outnumber our human cells 10 to 1, and are so interwoven into our existence that we would not be able to survive without each other. Thanks to new sophisticated technology and the cutting-edge research of the National Institutes of Health’s Human Microbiome Project, we are discovering what these microbes are up to, where they live, how diverse they are, and in what ways they affect us.

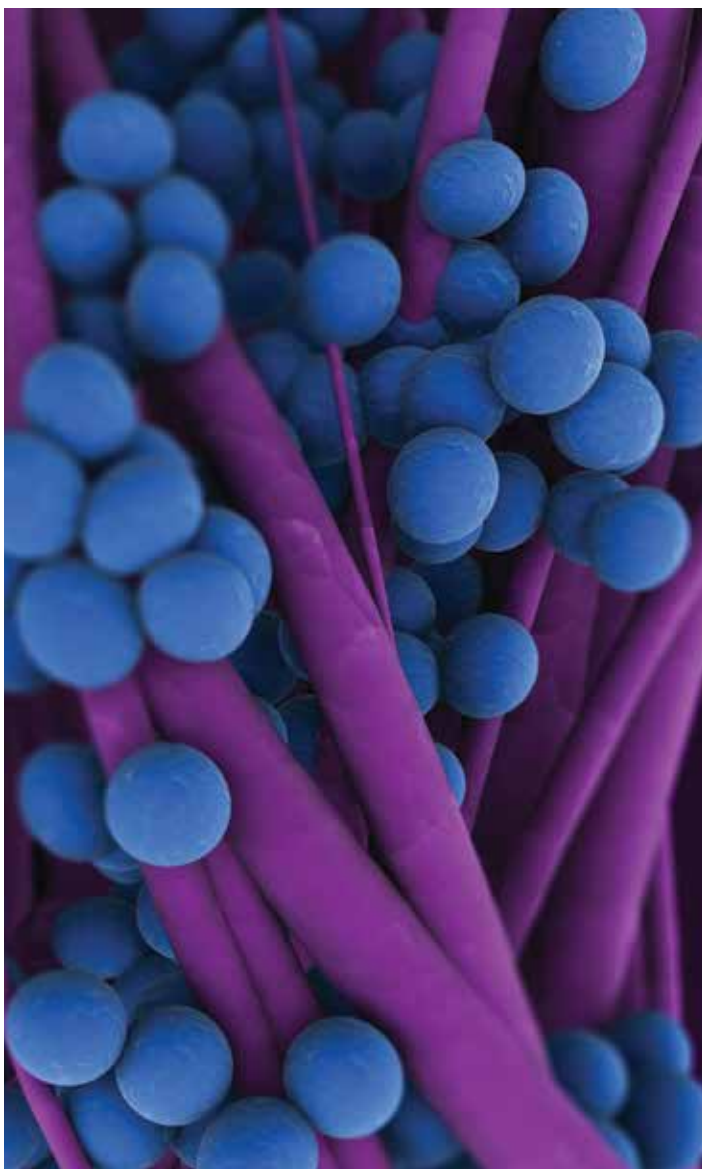
With stunningly beautiful overblown graphic images and banners of colorful microbes and fun, engaging activities, visitors will explore the diversity of our microorganisms, discover our bodies are complex ecosystems, and learn how important these tiny creatures are to our personal health.

# Advertising



Front

# Meet your microbes.



Back



Trillions of microbes make their homes inside our bodies, and we wouldn't be able to survive without each other!

*Zoo in You* invites people of all ages to explore the vibrant world of our inner microorganisms through engaging, interactive, and bilingual exhibits while discovering who our constant microbial companions are, where they live, how diverse they are, and in what ways scientists are discovering just how important they are to our personal health.

ON VIEW NOW AT

host logo here

IN COLLABORATION WITH

**OMSI**  
Everyday Encounters with Science

SUPPORTED BY

**SEPA** SCIENCE EDUCATION  
PARTNERSHIP AWARD  
Supported by the National Institutes of Health



# Meet your microbes.

Trillions of microbes live inside our bodies, and we wouldn't be able to survive without each other! In *Zoo in You*, discover what our tiny companions are up to, how diverse they are, and their importance to our personal health.

The Human Microbiome



El Microbioma Humano

ON VIEW NOW AT

host logo here

IN COLLABORATION WITH



SUPPORTED BY





# Meet your microbes.

The Human Microbiome



El Microbioma Humano

ON VIEW NOW AT

host logo here

IN COLLABORATION WITH



SUPPORTED BY





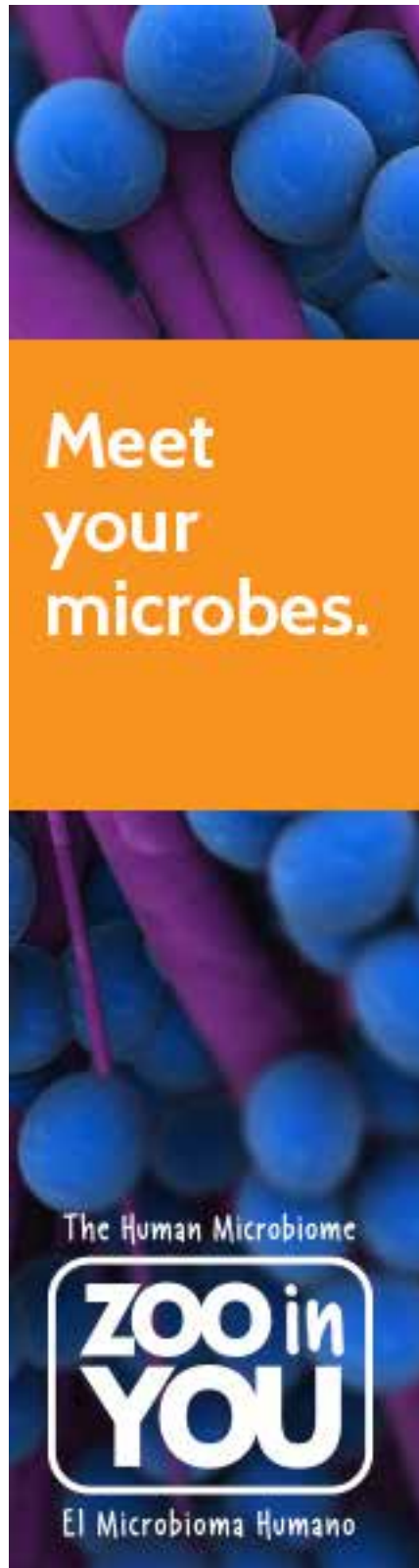
**DIGITAL:** *WEB BANNER (STATIONARY; 160X600)*



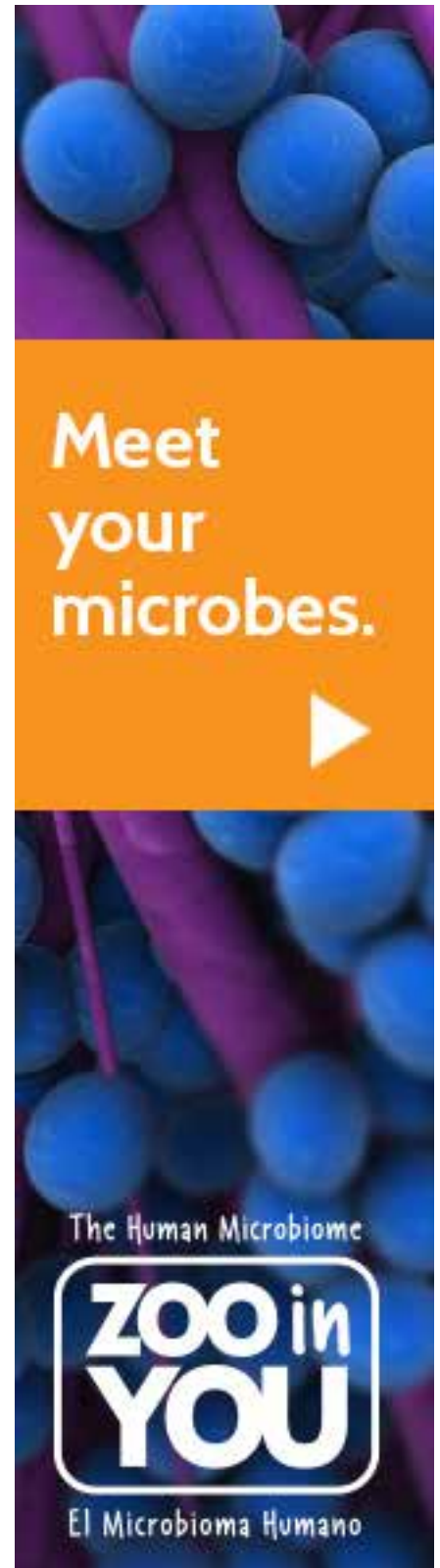
**DIGITAL:** WEB BANNER (ANIMATED, 160X600)



**FRAME 1**  
First line



**FRAME 2**  
Second line fades in



**FRAME 3**  
Prompt to website fades in

# Press Materials

## **SAMPLE EXHIBIT DESCRIPTIONS**

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

Trillions of microbes make their homes inside our bodies, and we wouldn't be able to survive without each other! *Zoo in You* invites guests of all ages to explore this fascinating and complex world inside us that is our microbiome—a dynamic, adaptable, and delicately balanced ecosystem like any other found in nature.

Explore this vibrant world of our inner microorganisms through engaging, interactive, and bilingual exhibits and programs and discover who our constant microbial companions are, where they live, how diverse they are, and in what ways scientists are discovering just how important they are to our personal health.

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

Trillions of microbes make their homes inside our bodies, and we wouldn't be able to survive without each other! *Zoo in You* invites people of all ages to explore the vibrant world of our inner microorganisms through engaging, interactive, and bilingual exhibits while discovering who our constant microbial companions are, where they live, how diverse they are, and in what ways scientists are discovering just how important they are to our personal health.

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

Trillions of microbes live inside our bodies, and we wouldn't be able to survive without each other! *Zoo in You*, an engaging, interactive, and bilingual exhibit, explores the vibrant world of our inner microorganisms, and examines where they live, how diverse they are, and their importance to our personal health.

### **25 Words (23)**

*Zoo in You* explores the trillions of microbes living inside our body, how diverse they are, and their importance to our personal health.



**[NAME OF HOST MUSEUM] Shines a Microscope on the Human Microbiome**  
*New exhibit to explore the microscopic world that lives in all of us*

[City, State] – Trillions of microbes make their homes inside our bodies, and [Name of Host Museum] will introduce you to them! Opening [date], [Name of Host Museum]'s newest exhibit, *Zoo in You*, allows guests of all ages to explore this fascinating and complex world inside us that is our microbiome—a dynamic, adaptable, and delicately balanced ecosystem like any other found in nature.

At *Zoo in You*, guests can learn who our constant microbial companions are, where they live, how diverse they are, and in what ways scientists are discovering just how important they are to our personal health. Visitors are invited to explore this vibrant world of our inner microorganisms through engaging, interactive, and bilingual exhibits and programs.

**[Quote from Host Museum Representative]**

*Zoo in You* has three thematic areas: Meet the Microbes, Our Complex Ecosystems, and Exploring our Microbiome:

**Meet the Microbes**

Guests are taken on an interactive journey to learn all about the four major types of microbes that live in and on us! From bacteria to archaea, fungi to viruses, these tiny non-human organisms outnumber our human cells ten to one. Through hands-on activities, visitors can learn about “good” microbes, watch how our microbiome reacts to every day occurrences, and manipulate a marble maze to learn how a newborn baby is first colonized by microbes.

**Our Complex Ecosystems**

Delve deeper into the lives of microbes with green screen technology to get a “weather report” on the climate conditions of your nose, mouth, gut or skin,



and a touch-screen video game that challenges guests to keep gut microbes in balance. Adults and kids alike are invited to explore the eye-opening hand “washing” station to observe just how long it takes to be free of germs.

### Exploring Our Microbiome

Guests can get up close and personal with microbes as they answer tough questions, hear scientists discuss microbiome research, and use a microscope to examine real preserved specimens. Visitors can also build their own viruses using puzzle pieces and assemble a DNA strand as quickly as possible. Plus, a unique photo opportunity allows guests to imagine what they would look like as a microbe.

Tickets go on sale [\[date\]](#) at [\[museum and/or museum website\]](#). *Zoo in You* 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.

*Zoo in You* was produced and is toured by the Oregon Museum of Science and Industry. This exhibit was made possible by a Science Education Partnership Award (SEPA) from the National Institutes of Health (NIH).

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

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

###



## RADIO SCRIPTS

### 30 seconds:

Did you know that trillions of microbes live inside our bodies and we couldn't survive without each other? At *Zoo in You*, the bilingual and interactive exhibit now open at [\[name of host museum\]](#), people of all ages are invited to explore the vibrant world of our inner microbial companions, where they live, how diverse they are, and just how important they are to our personal health. Learn more at [\[host museum website\]](#).

### 15 seconds:

*Zoo in You*, opening [\[date\]](#) at [\[host museum\]](#), invites you to explore the trillions of microbes living inside us that we can't live without! Learn more at [\[host museum website\]](#).

## PHOTOGRAPHY AND CAPTIONS



Visitors build their own virus using various puzzle pieces and discover whether all viruses make us sick at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.



Visitors build their own virus using various puzzle pieces and discover whether all viruses make us sick at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.



Young visitors play on the gigantic bacteriophage virus sculpture at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.



Find out how long it takes to wash your hands and be free of germs at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.



In this full-body Kinect-style game, visitors watch their microbiome react to everyday occurrences at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.



At *Zoo in You*, guests interact with green screen technology to give a "weather report" on the climate conditions of the nose, mouth, gut, or skin.

## PHOTOGRAPHY AND CAPTIONS



At *Zoo in You*, visitors see if they can guess which microbes go where by assembling a puzzle of the human body and discover that our bodies need “good” microbes for many essential functions.



At *Zoo in You*, guests race against the clock to see how fast they can assemble a DNA strand before the game resets itself, popping out the puzzle pieces.



Visitors see themselves reflected in the mirrored entry panels of *Zoo in You*, and come face-to-face with the reality that they are made up of trillions of tiny organisms.



Visitors see themselves reflected in the mirrored entry panels of *Zoo in You*, and come face-to-face with the reality that they are made up of trillions of tiny organisms.



In this touch-screen video game, a visitor tries to keep gut microbes in balance so that the helpful ones aren’t overtaken by the dangerous ones at *Zoo in You*.



At *Zoo in You*, visitors zoom down to the microscopic level and discover how much smaller our microbe companions are when compared to our human cells.



## PHOTOGRAPHY AND CAPTIONS



A visitor peers into an authentic microscope to examine genuine preserved microbe specimens at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.



A visitor peers into an authentic microscope to examine genuine preserved microbe specimens at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.



In this timed full-body activity, visitors work together to manipulate a tilt table maze and try to “collect” the microbes that will help build a baby’s immune system at *Zoo in You*.



A visitor selects a story about microbiome research at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.



Young visitors pose as giant microbes at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.



Young visitors get their pictures taken as giant microbes at *Zoo in You*, an interactive exhibit that explores the fascinating and complex world inside us.

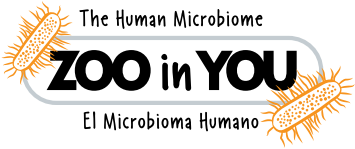
# Guidelines

LOGOTYPE

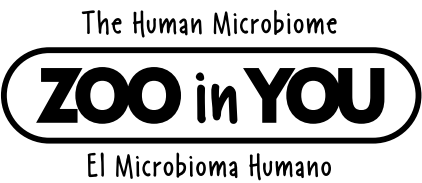
Color



Variations



Black & White

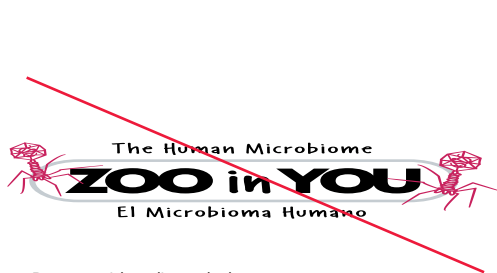


Reverse

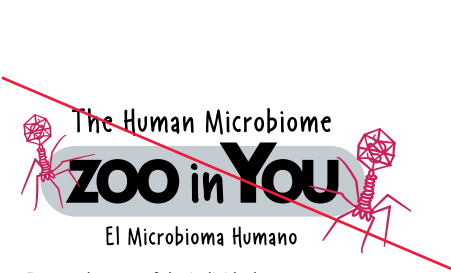




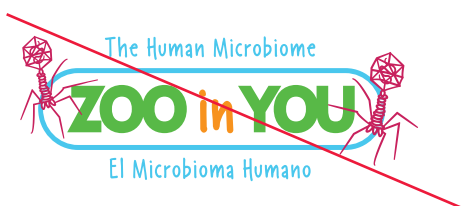
## DOS AND DON'TS



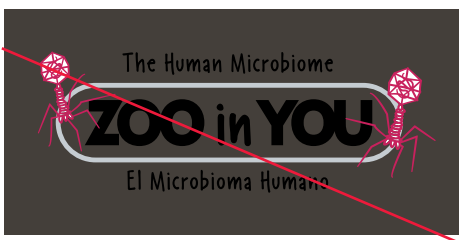
Do not squish or distort the logo.  
The logo should always be in proportion.



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.

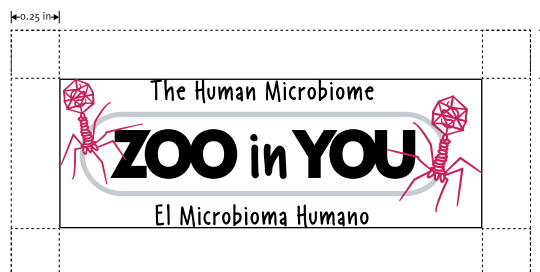


Do not place the logo on a color that  
makes the logo illegible. Use alternate  
black & white or reverse logos.

### 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.

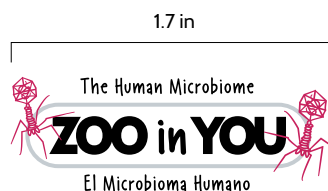
## LOGO CLEAR ZONE



### 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 SEPA 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

**ZOO IN YOU: THE HUMAN MICROBIOME** was produced and is toured by the Oregon Museum of Science and Industry. This exhibit was made possible by a Science Education Partnership Award (SEPA) from the National Institutes of Health (NIH).

OMSI & NIH 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: Lango PX and Cabin.

You can purchase Lango PX here: [myfonts.com/fonts/pixilate/lango-px/](https://myfonts.com/fonts/pixilate/lango-px/)

You can download Cabin for free here: [fontsquidrel.com/fonts/cabin](https://fontsquidrel.com/fonts/cabin)

### Lango PX

Used for headlines and the logotype.

This is an example of Lango PX used for headlines and the logotype.

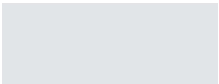








### Cabin

Used for headlines and body copy.

**This is an example of Cabin Bold used for headlines and body copy.**

This is an example of Cabin Regular used for headlines and body copy.

COLOR PALETTE

	CMYK	RGB
	10   6   6   0	226   229   231
	22   14   13   0	197   204   209
	50   37   39   2	136   144   144
	62   58   59   36	84   78   75
	20   100   50   0	200   33   93
	0   50   100   0	247   148   30
	65   15   100   0	106   167   68
	100   15   15   0	0   154   198
	91   63   0   0	20   100   176