

## Tip 4 – Plan your exhibit template and write it down

There are two main schools of thought for providing headings on pages. The first, in which each page has a heading, usually has text centered, and the heading on every page is the same font and size. The second school of thought reflects the idea that an exhibit is more involved than a one-size-fits-all approach. These exhibitors feel it is important to distinguish between ‘chapters’ of the exhibit. They want to make the typography of the exhibit help the viewer orient themselves within the exhibit so viewers know where they are when looking at each page of an exhibit and how it fits within the larger story. This type of layout frequently uses running headers at the top of each page to show how the chapter fits in the larger story.

Consistency in your use of fonts is desirable; it is disconcerting to a reader if the type fonts or sizes vary in seemingly random ways. Whatever approach you use, there is value in describing the template or model you will use to ensure you are consistent in your page design. It is also useful for reminding yourself when you return to your exhibit some months later and can’t recall what organizing schema you used.

If you use a heading on every page a model might look something like this:

**Exhibit Title (on title page): 18 point Bold**

**Page Heading: 14 point Bold**

Introductory or Descriptive text/top of the page: 12 point

Item Description under a stamp or cover: 11 point, or

*Item Description under a stamp or cover: 11 point italic.*

The type sizes could be larger, of course. Some exhibitors use 24-point titles and all other typographical elements are keyed from that; that is, although the sizes may change, the ratio is more or less the same.

If you use chapter headings and running headings on pages a model might look like this:

**Exhibit Title (on title page): 20 pts**

**Chapter Headings: 18 point Bold**

**Main Running Headings for pages: 14 point Bold**

Subordinate Headings for pages: 14 point

Introductory or Descriptive text/top of the page: 12 point

Item Description under a stamp or cover: 11 point, or

*Item Description under a stamp or cover: 11 point italic.*

Page headings can be complex. Some exhibitors use a table template (with the table lines turned off so they do not show) at the top of pages to consistently provide contextual information. One layout could be:



Figure 1-1.

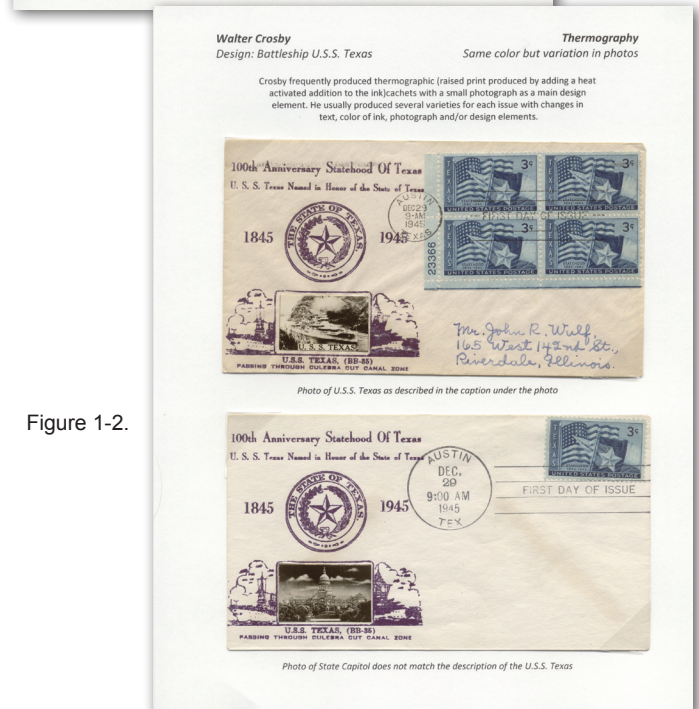


Figure 1-2.

Of course, the heading you use has to reflect your material, how it contributes to the story of your exhibit and your stylistic preferences. Figure 4-1 shows a page from an exhibit of First Day Covers for the Centenary of Texas Statehood issue using a single heading. Figure 4-2 shows the same material, but done with running headings. If the exhibit had a lot of material from Crosby, the cachet maker highlighted, the text shown in Figure 4-2 might be included on a chapter page for Crosby and omitted from the following pages (such as the page in Figure 4-2) that showed Crosby’s cachets for the issue. Along with the selection of font and point size of your template, you will want to determine if you prefer justified page text (see Figure 4-1) or centered text (Fig. 4-2). If you are mounting two covers on a page you will have to determine when you want them offset from each other (Fig. 4-1) or in a straight row (Fig. 4-2). It’s your choice!