

A&SC Exhibition Label Template

These templates have been adapted from [The J. Paul Getting Museum's Complete Guide to Adult Audience Interpretative Materials: Gallery Texts and Graphics](#) (2011) as well as [Guidelines for Exhibit Curation, University of Guelph \(Ontario, CA\), Archival & Special Collections](#) (2019).

Outlined below is a style guide for formatting exhibition text. For guidance on tone and content, see the guides linked above.

Last updated: June 22, 2020

Exhibit Section Statements

Title (required):

- Typeface: *Garamond*
- Font size: 36
- **Bold**

Body text (optional)

- Typeface: *Garamond*
- Font size: 24
- Word Count: Maximum 50-200 words
- Regular

Object Labels

Title (required):

- Typeface: *Garamond*
- Font size: 24/25 pt
- **Bold**

Dates (required):

- Typeface: *Garamond*
- Font size: 18/22 pt
- Regular

Author/Creator (required):

- Typeface: *Garamond*
- Font size: 24 pt
- **Bold**

Author/Creator dates (optional):

- Typeface: *Garamond*
- Font size: 18/22 pt
- Regular

Media (optional):

- Typeface: *Garamond*
- Font size: 14/18 pt
- Regular

Body copy (optional):

- Typeface: Garamond
- Font size: 18/22 pt
- Regular

Collection name, number/ call number (required):

- Typeface: Garamond
- Font size: 9 pt

Donors (optional):

- Typeface: Garamond
- Font size: 9 pt

Object Label Example 1:

Photograph of Dr. Vernell Lillie (1931-2020) and Rob Penny (1941-2003)

c. 1994

Jason Blaney, photographer

Lillie and Penny were co-founders of Kuntu Repertory Theatre and professors in Africana Studies. This image was taken by Jason Blaney and displayed in an exhibit titled “Living Black History in Pittsburgh”.

Kuntu Repertory Theatre Collection, CTC.2015.01, Curtis Theatre Collection, Archives & Special Collections, University of Pittsburgh Libraries

Section Label Example 1:

Kuntu Repertory Theatre

The Kuntu Repertory Theatre was founded in 1974 by Dr. Vernell Lillie and Robert Lee “Rob” Penny. A project of the University of Pittsburgh’s

Department of Africana Studies, Kuntu was the predominant African-American performing arts group in Pittsburgh for over 35 years. With roots in the Black Arts Movement, Kuntu provided a platform for black artists and technicians and examined African-American experiences with the goal of creating personal growth and social change. The group produced over 100 main-stage plays, touring productions, workshops, classes, and special events before it ceased operations in 2013. The Kuntu Repertory Theatre Collection at the University of Pittsburgh Libraries Archives & Special Collections contains text-based, audio, moving image, and photographic records documenting the activities of the Theatre. It is currently still being processed. Reference requests may still be submitted and will be fulfilled to the best of our ability.