

National Services Te Paerangi Tips for making effective labels

A guide to help you make effective labels for exhibitions at your museum, gallery or where taonga.

Images provide context and they speak a thousand words...



↑
Credit images and loan objects.

Catchy title - draws people's attention.



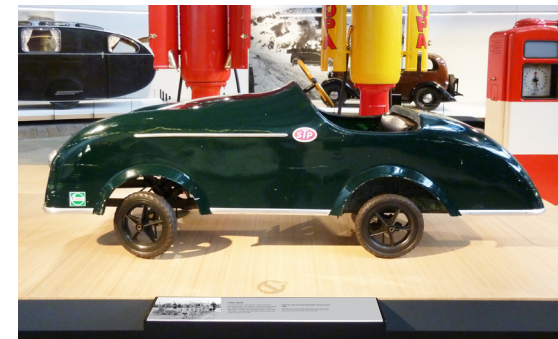
Trainer wheels

As roads got busier, road safety for children became of increasing concern. This pedal car was part of a 'traffic trainer unit'. Shell Oil donated two of these units to the Transport Department in 1958 to use with schoolchildren in each of the main islands. The department had been helping schools with safety education since 1938.

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Clear, plain, everyday language.
Short sentences. Less is best.

Further tips

Clearly define what you want people to learn about in the label.
The most important point you are trying to get across should be in the first sentence.
On average people will look at your label for 2 seconds.
Make it snappy!



This pedal car and label are found in Toitū Otago Settlers Museum's Otago Motors display.

Pedal car, made by Günske-Fahrzeugbau, Germany, about 1958.

LEFT: Traffic trainer unit at Morningson School, Dunedin, 1958. A unit comprised six pedal cars and six bicycles, along with model shops, fences and road signs. Schools used the units into the 1970s. / *Evening Star* 1958

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Bigger is better. At a minimum, use 25 point for titles and 20 point type for text.
Clear fonts like Arial are best.



National Services Te Paerangi

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