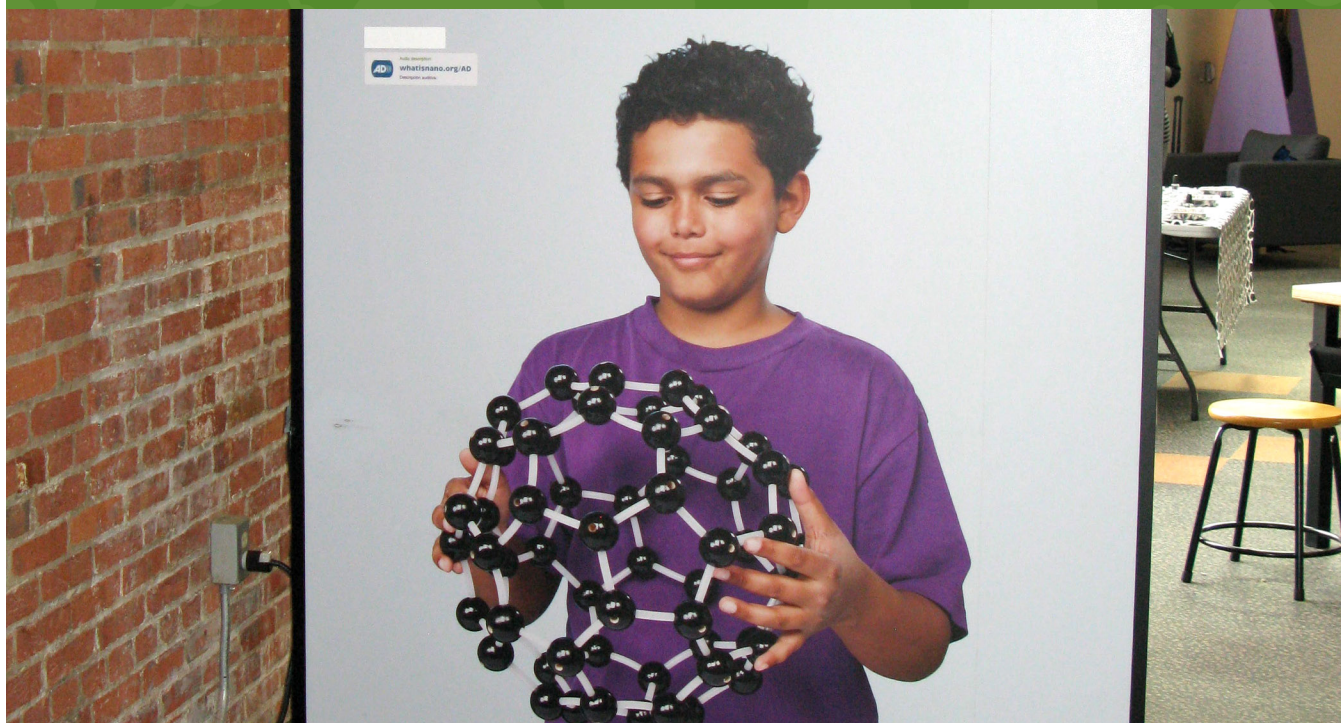


nano

Marketing Guide



Nano Mini-Exhibition

Marketing Guide

The NISE Network has put together a collection of resources to help you promote and market the Nano mini-exhibition. We've designed everything to be as easy to use as possible, by creating templates, using common software platforms, and including simple instructions for adding your information and logos to generate attractive ads, banners, and other marketing materials.

All of the artwork and images included in this guide are available in electronic format on the USB thumb drive included in your Host Materials and at http://www.nisenet.org/catalog/exhibits/nano_mini-exhibition. For questions regarding the usage of the *Nano* exhibition logo and other marketing materials, please send an email to exhibits@nisenet.org.

Contents:

- Overall Description
- Color Specifications
- Official Tagline
- Logos
- Fonts
- Sample Ads and Posters
- Publicity Photographs
- Photograph Credits and Acknowledgments
- NSF Acknowledgment of Support
- Sample Press Release

Overall Description

Nano — Imagine and discover a world you can't see!

Nano is an interactive exhibition that engages family audiences in nanoscale science, engineering, and technology. Hands-on exhibits present the basics of nanoscience and engineering, introduce some real world applications, and explore the societal and ethical implications of this new technology.

About the exhibition

Nano was created by the Nanoscale Informal Science Education Network (NISE Net) with support from the National Science Foundation. The *Nano* exhibition is intended for long-term display in museums across the United States, where it will engage millions of people. Up to fifty copies of *Nano* will be fabricated; all copies will be identical and distributed to museum partners free of charge. The exhibition complements NanoDays events and other NISE Network educational experiences.

Exhibit Components

- **What happens when things get smaller?**

Small, Smaller, Nano: visitors explore progressively smaller magnetic materials — magnetite sand, iron powder, and ferrofluid.

- **What's new about nano?**

Build a Giant Carbon Nanotube: visitors work together to build a giant model of a carbon nanotube.

- **Where can you find nano?**

I Spy Nano: visitors try a series of interactive challenges, then search a complex image for examples of real nano products and phenomena.

- **What does nano mean for us?**

Balance our Nano Future: visitors balance blocks on a tippy table, which represents the challenge of working together to build a stable nano future.

- **Seating and Reading Area**

Static vs. Gravity: visitors spin disks containing small and large plastic beads, comparing the relative effects of static electricity and gravity on different size beads.

Reading Area: visitors sit comfortably while learning more from books and reading boards.

Exhibition Color Specifications

Dark Purple, Green, Blue, and Light Blue are the primary colors of the *Nano* exhibition color palette.



PMS 275

C	100	R	38
M	100	G	34
Y	25	B	98
K	25		



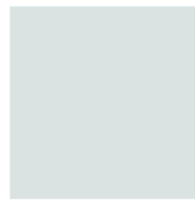
PMS 370

C	55	R	86
M	0	G	139
Y	100	B	45
K	35		



PMS 632

C	85	R	0
M	20	G	154
Y	21	B	186
K	0		



PMS 290

C	13	R	219
M	4	G	230
Y	5	B	234
K	0		

Official Name and Tag Line

The official name for the exhibition is:

Nano

The official tag line for the *Nano* exhibition is:

Imagine and discover a world you can't see!

In Spanish:

¡Imagina y descubre un mundo que no puedes ver!

Logos

We have provided a set of logos for you to use when creating new materials of your own.

Reversed

One color

A1.



A2.



A3.



A4.



A5.



Two color

B1.



B2.



B3.



B4.



Nano Exhibition Logo Elements

12.28.2011

Reversed horizontal

Two color horizontal



One color horizontal



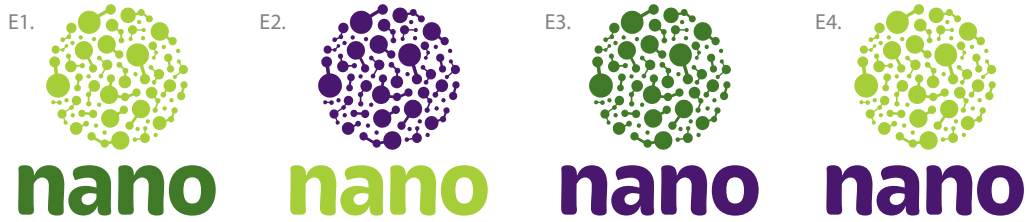
Reversed horizontal

Two color horizontal: bleed ball

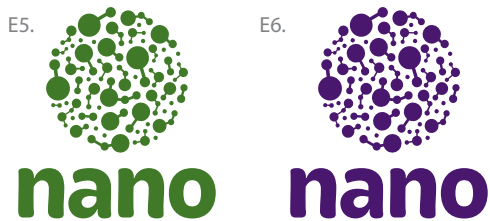


Positive stacked

Two color stacked



One color stacked



Positive horizontal

Two color horizontal



One color horizontal



B&W

H1.



H2.



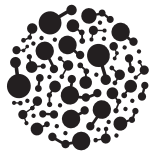
H3.



H4.



I1.



nano

I2.



nano

I3.



nano

I4.

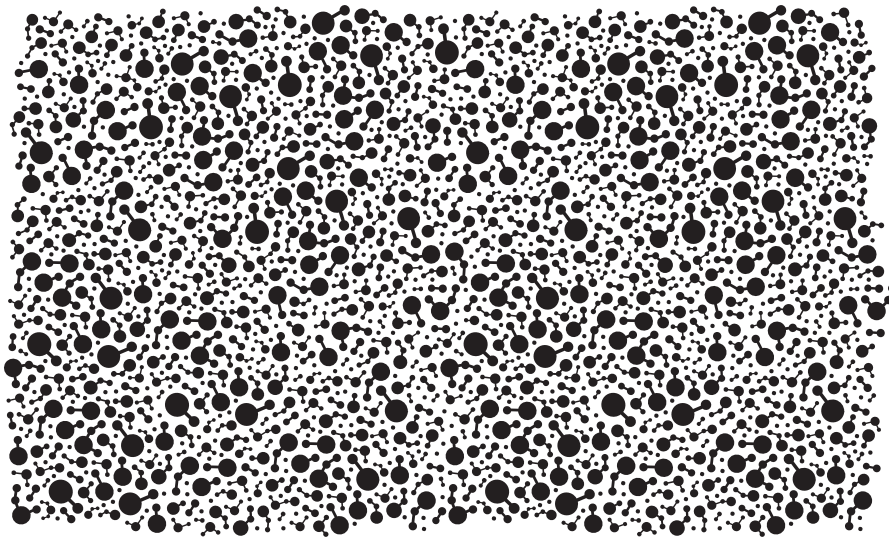


nano

J1.



texture



Fonts

The *Nano* exhibition fonts are Brevia and Helvetica.
Brevia is available for purchase at:

<http://new.myfonts.com/fonts/hvdfonts/brevia/>

Brevia (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brevia (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sample Ads and Posters

We have created sample ads and posters for you to use in marketing the *Nano* mini-exhibition.





What's a carbon nanotube?

Come find out
at the Nano mini-exhibition!

 Science
Museum
of Minnesota

 nano

whatsnano.org • smm.org

Grant No. 0942143



What is that spiky stuff?

Come find out at the Nano mini-exhibition!

 Science
Museum
of Minnesota

 nano

Now open at the
Science Museum
of Minnesota

whatsnano.org • smm.org

Grant No. 0942143

Ferrofluid? What's that?

Come find out at the
Nano mini-exhibition!



Now open at the
Sciencenter!

whatsnano.org · sciencenter.org




Just how small is nano?

Come find out at the
Nano mini-exhibition!



Now open at the
Sciencenter!

whatsnano.org · sciencenter.org




What does nano mean for me?

Come find out at the
Nano mini-exhibition!




Now open at the
Science Museum
of Minnesota!

whatsnano.org · sciencenter.org






Just how small is nano?

Come find out at the Nano mini-exhibition!



Now open at the Sciencenter!

whatsnano.org · sciencenter.org

Publicity Photographs

We have provided a selection of photographs to be used in promoting and marketing the *Nano* mini-exhibition.



20111219-100631.jpg



20111219-110808.jpg



20111219-112919.jpg



20111219-091526.jpg



20111219-091849.jpg



20111219-091917.jpg



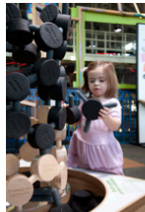
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ff_table_20110604-0022.jpg



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20111219-093308.jpg



20111219-093440A.jpg



20111219-093504.jpg



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20111219-092053.jpg



20111219-092324.jpg



20111219-093911.jpg



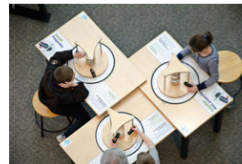
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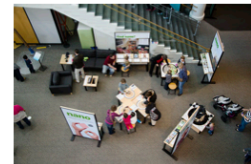
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NanoExh-PUBLIC_022812-013.jpg



NanoExh-PUBLIC_022812-021.jpg



nanoexhibit_02-27-2012_049.jpg



nanoexhibit_02-27-2012_050.jpg



nanoexhibit_02-27-2012_071.jpg



nanoexhibit_02-27-2012_082.jpg



nanoexhibit_02-27-2012_121.jpg



nanoexhibit_02-27-2012_129.jpg



nanoexhibit_02-27-2012_254.jpg

Photograph Credits and Acknowledgments

We encourage you to use these photos in marketing the *Nano* exhibition and NISE Net related events, and in creating related materials.

- Images on page 13 of this guide should be credited to photographer Ken Stanek (kenstanek.com), Port Discovery Children's Museum.
- Images on page 14 of this guide should be credited to photographer Craig Thiesen, Science Museum of Minnesota on behalf of the NISE Network.

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NSF Acknowledgment of Support

The NISE Network, NanoDays, and the *Nano* exhibition are all funded by the National Science Foundation under award numbers 0532536 and 0940143. Appropriate credit is included in the *Nano* exhibition signage.

Sample language for acknowledging NSF support:

This project [exhibition, program, report, lecture series, video, etc.] was based on work supported by the National Science Foundation under Award Nos. 05322536 and 0940143.

Additional statement for publications:

Any opinions, findings, and conclusions or recommendations expressed in this project are those of the authors and do not necessarily reflect the views of the Foundation.

The NSF logos are available in a variety of colors and file formats that can be downloaded from: <http://www.nsf.gov/policies/logos.jsp>. Here are two NSF logos:



Sample Press Release

Your logo here



Date:

Contact:

Phone:

Email:

Experience *Nano* at [Name of your organization]

[Insert your local *Nano* exhibition opening date, location, and specific event information here].

Nano – Imagine and discover a world you can’t see! at [your institution] is a new engaging exhibition for family audiences about nanoscale science, technology, and engineering (nano). Join us to imagine and discover the nanoscale world—a world so tiny it’s too small to see! This 400-square foot exhibition includes hands-on, interactive exhibits that invite exploration of nano phenomena and real world applications and implications.

At the *Small, Smaller, Nano* exhibit, you can play with magnets to explore how material behaves differently at different sizes. At the *Build a Giant Carbon Nanotube* exhibit you can use foam construction pieces to make a large model of a tiny structure called a carbon nanotube. There are plenty of examples of nano in nature, technology, and your own home. *Where Can You Find Nano?* lets you listen, look, and touch to discover nano all around you. At *Balance our Nano Future*, a variety of blocks represent the challenge of trying to create a stable nano world—can you balance all the blocks on the tippy table? Throughout the exhibition, interactive panels provide information on tiny solutions for big problems, exciting technologies inspired by nature, and different perspectives on nanotechnology. The *Nano* exhibition includes a seating area with comfortable furniture and additional reading material about this important topic.

Visit whatisnano.org, form more information via digital media, video, podcasts, and more! An audio description for blind and low vision museum visitors is available at whatisnano.org/ad, which may be downloaded at any time.

Nano is produced by the Nanoscale Informal Science Education Network (NISE Network) with funding from the National Science Foundation (NSF).

More about Nano and NISE Network

At the nanoscale—the scale of atoms and molecules—many common materials exhibit unusual properties. Our ability to manipulate matter at this size enables innovations that weren't possible before. Nanotechnology is revolutionizing research and development in medicine, computing, new materials, food, energy, and other areas.

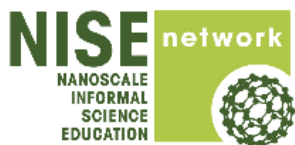
Nano will affect our economy, environment, and our personal lives. Some scientists think that future nanotechnologies and materials could transform our lives as much as cars, the personal computer, or the internet! But the costs, risks, and benefits of this new technology can be difficult to understand, both for experts and for the general public. The NISE Network helps museums, research institutions, and the public learn from each other about this emerging field so that together we can make informed decisions.

The Nanoscale Informal Science Education Network (NISE Net) is a national community of researchers and informal science educators dedicated to fostering public awareness, engagement, and understanding of nanoscale science, engineering, and technology. The NISE Network community in the United States is led by 14 organizations, and includes hundreds of museums and universities nationwide. NISE Net was launched in 2005 with funding from the National Science Foundation, and received a five-year renewal in 2010.

Through projects like the *Nano mini-exhibition*, the NISE Network builds partnerships between science museums and research centers to increase their capacity to engage the public in learning about nanoscale science and engineering.

For more information about the exhibition please visit whatisnano.org.

Acknowledgements



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