Dugout Canoes
Paddling through the Americas
Marketing Kit & Style Guide
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This guide applies to all host venue materials for *Dugout Canoes: Paddling through the Americas*, including, but not limited to:

- signage.
- print materials.
- publicity or promotional materials.
- electronic transmissions, including website, radio or TV ads.
- any other use of the exhibition title *Dugout Canoes: Paddling through the Americas*.

All printed and electronic pieces produced to support the *Dugout Canoes: Paddling through the Americas* exhibition must be pre-approved in writing by the Florida Museum of Natural History. Send all print materials in .pdf form to Paul Ramey, and work with him to create a mutually agreeable approval schedule in advance of your hosting period. The Florida Museum will do its best to accommodate quick turnarounds; however, in the absence of an arranged schedule, a minimum of five working days will be required for approval of materials. Host venues also are responsible for materials created by local sponsor(s), which are subject to the same review process.

All requests for approval and questions regarding the contents and directions contained in this document should be directed to:

Paul Ramey, APR | Assistant Director, Marketing and Public Relations
pramey@flmnh.ufl.edu | Tel: 352-273-2054 | Fax: 352-846-0253
Florida Museum of Natural History | PO Box 112710 | Gainesville, FL 32611

Digital files for all images, logos and identity graphics described herein can be found online: [www.flmnh.ufl.edu/rentcanoes/marketing.htm](http://www.flmnh.ufl.edu/rentcanoes/marketing.htm)

Items included:

- Exhibition logo in color and black and white
- Graphic identity elements
- Press Kit with photos and captions
- Media clips
- Samples of print ads, rack card, poster, event invitation, CD label and banner.
Thank you for hosting the exhibition, *Dugout Canoes: Paddling through the Americas.* We appreciate your assistance in keeping the Dugout Canoes brand clear and consistent.

**Credit Line**

The credit line for the *Dugout Canoes: Paddling through the Americas* exhibition must appear on all materials created by host venue: *Dugout Canoes: Paddling through the Americas* was produced by the Florida Museum of Natural History with support from the AEC Trust, Lastinger Family Foundation, State of Florida and VisitGainesville.

**Usage of Logo and Identity**

Although use of the exhibition logo is not mandatory, the host venue may not create a new logo, nor alter the exhibition logo in any way except overall size. Always use the electronic transmissions from the Florida Museum available online.

The *Dugout Canoes: Paddling through the Americas* logo must be shown in its entirety. No element may be extracted and displayed separately from the complete logo.

Elements of the graphic identity, such as the background color, may be extracted, combined and displayed separately from the graphic identity, at venue’s convenience.

The logo may not be stretched in any direction, distorted, cropped, displayed repeatedly in connected sequences, or presented other than as it is shown.

The Florida Museum of Natural History requests five copies of all printed promotional materials, including rack cards, posters, invitations and advertisements as well as any press materials, press clippings or other items no later than 30 days after the close of the exhibition.

Send these to:

Florida Museum of Natural History
Traveling Exhibitions Coordinator
PO Box 112710
Gainesville, FL 32611
II. About the Dugout Canoes Brand

The Dugout Canoes Logo

The Dugout Canoes logo is a branding element and needs to appear on all advertisements and announcements for this exhibit, both in print and online.

The logo should not be produced smaller than the size shown in order to maintain clear legibility (approximately 4.5” wide x 1” high for the full logo version and 3.5” wide x 0.65” high for the typographical version shown below).
The *Dugout Canoes* Logo (continued)

The area that surrounds the logo is called clear space. This area should always be free of any additional graphic elements to avoid visual clutter and distraction from the logo. The amount of ideal clear space is indicated at lower left by the capital “D” in “Dugout Canoes.”

![Ideal clear space](image)

*Ideal clear space*
II. About the Dugout Canoes Brand

Logo Violations

It is important that the Dugout Canoes logo appear consistently as specified in this document. Following are some examples of common logo violations. To avoid any potential violations, always use the Dugout Canoes logos provided online.

DO NOT change the colors of the logo.

DO NOT fill the logo with a gradation, art or any other decorative elements.

DO NOT flip elements of the logo or use mirror images.

DO NOT make patterns with the logo.
Logo Violations (continued)

DO NOT encase the logo in a design element without minimum clear space.

DO NOT stretch, distort, skew, or rotate the logo.

DO NOT change the size relationships of the elements in the logo.

DO NOT alter the typeface (fonts) of the logo.
Design Elements and Backgrounds

The elements of the *Dugout Canoes* brand include the images below: Florida’s historical canoe illustration and the textured backgrounds.

These elements can be used creatively to promote and advertise the exhibit, preferably in a similar way to the examples on pages 12-19.

*Florida’s historical canoe illustration*

- **Brown lined background**
- **Brown engraved background**
- **Cream engraved background**
II. About the Dugout Canoes Brand

Typography

Typography (known to the layperson as font usage) is a major part of any strong brand. The primary typeface (font) used in the Dugout Canoes advertising and promotional materials is Chaparral Pro.

The typeface Chaparral Pro is provided online, and was purchased by the Florida Museum. It is for use only in relation to the promotion of the Dugout Canoes exhibit. Further use of the typeface by the venue after the duration of the Dugout Canoes exhibit, or not in relation to the Dugout Canoes exhibit, requires the purchase of the typeface. Visit https://typekit.com/fonts/chaparral-pro for more information.
II. About the Dugout Canoes Brand

Color Palette

The Dugout Canoes marketing materials were designed and produced using brand-specific colors in four color process (CMYK). Those CMYK values and their RGB equivalents are listed below.

Venues are encouraged to use the colors of this palette when designing and producing their own marketing materials for the Dugout Canoes exhibit.

- C-0, M-2, Y-15, K-3
  R-247, G-238, B-212

- C-0, M-8, Y-35, K-10
  R-232, G-211, B-162

- C-0, M-19, Y-51, K-0
  R-255, G-209, B-139

- C-0, M-28, Y-100, K-18
  R-213, G-159, B-15

- C-0, M-37, Y-100, K-23
  R-200 G-138, B-18

- C-0, M-28, Y-100, K-56
  R-135, G-101 B-0

- C-30, M-56, Y-100, K-37
  R-128, G-86, B-27

- C-50, M-60, Y-100, K-48
  R-87, G-67, B-25
Sample Ads

**Dugout Canoes**
**Paddling through the Americas**

**Opens Nov. 13**
*at the Florida Museum of Natural History*

Discover the world’s largest archaeological find – 101 ancient dugouts at Newnans Lake and how scientists study dugouts from the past.

**SW 34th St. & Hull Rd., Gainesville**
*(352) 846-2000 • www.flmnh.ufl.edu*  
Mon.-Sat. 10 am - 5 pm • Sun. 1-5 pm

*Find us on Facebook.*
*Follow us on Twitter.*

**Admission is free!**

This interactive 4,000-square-foot exhibition was produced by the Florida Museum of Natural History.

**Newspaper advertisement, cmyk**

*Newspaper advertisement, black & white*
Poster

Dugout Canoes: Paddling through the Americas

Now on display at the Florida Museum of Natural History

Don’t miss the boat! This object-rich and interactive exhibition produced by the Florida Museum features American dugouts from ancient times to present. Discover how dugout canoes have affected life and travel throughout the Americas and explore the world’s largest archaeological find – 101 ancient dugouts at Newnans Lake.

(352) 846-2000 • On Hull Road across from the SW Rec Center
www.flnmh.ufl.edu • Mon.-Sat. 10am - 5pm • Sun. 1-5pm
Closed Thanksgiving and Christmas Day.

Poster Size: 22” x 28”
Event Invitation

PROGRAM
Thursday, Nov. 11, 2010
6:30-8:30 p.m.

6:45 p.m.   Presentation by Darcie MacMahon
7:15 p.m.   Light Buffet and Beverages

Reservations accepted until Thursday, November 4th.
Call (352) 273-2086, or e-mail rsvp@flmnh.ufl.edu to make your reservation.

Museum Director Douglas S. Jones invites you to a reception celebrating the opening of the Florida Museum’s newest exhibit.

Inspired by an archaeological find so significant it is recognized in the National Register of Historic Places, the Florida Museum of Natural History produced this interactive exhibit featuring model and life-size canoes, ancient artifacts and tools as well as videos and other displays. Learn about the influence of dugout canoes on life and travel throughout the Americas and how the tradition is alive and well in Native communities today. The exhibit includes American canoes from ancient times to present and details how scientists study dugouts from the past – including more than 100 discovered in nearby Newnans Lake.

Dugout Canoes
Paddling through the Americas

Members Preview Invitation (outside)

Members Preview Invitation (inside)
CD Label
The Florida Museum used this CD label for its press kits. The label may be changed to include the venue’s press contact information.
III. Applications & Marketing Materials

Flier

Don’t miss the boat!
Opens Nov. 13

Produced by the Florida Museum of Natural History with support from the AEC Trust, Lastinger Family Foundation, State of Florida Matching Gifts Trust Fund and the Tourist Development Council of Alachua County.

Flier Size: 8.5” x 11”
Banner

The Florida Museum used this 10-foot-by-10-foot banner on the front of its exhibits facility.

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**DuGout CAnOES**

Paddling *through the Americas*

Don’t miss the boat!

Opens Nov. 13
Press Release
The following pages show the Florida Museum’s press kit materials and may be adapted as needed by other venues.

New canoes exhibit inspired by world’s largest find of dugouts in Florida

<Date>
Media contact:
X
X
X
X
PHOTOS AVAILABLE

<VENUE CITY, State> --- A new temporary exhibit, “Dugout Canoes: Paddling through the Americas,” takes visitors through North, Central and South America to explore how dugout canoes were used and how scientists study and preserve these ancient watercraft.

The canoes exhibit was inspired by the discovery of 101 dugouts at Newnans Lake in 2000, and features ancient artifacts, tools, videos and displays as well as model and life-size canoes. All exhibit text and videos are presented in English and Spanish.

"Dugout canoes were important for travel, trade, communication, politics and everyday life," said Darcie MacMahon, Florida Museum of Natural History assistant director for exhibits. "I think people have an inherent fascination with all boats and their history, precisely because they have been so important to our lives for so many thousands of years. We hope visitors will enjoy this look at dugouts – both their ancient history and their importance in peoples’ lives today.”

A severe drought in 2000 caused water levels in Newnans Lake to fall, exposing the prehistoric canoes hidden for centuries. The discovery is the world’s largest-known find of ancient watercraft.

"We wanted to give the story of the Newnans Lake discovery broader context," MacMahon said. "So we expanded it to tell the story of dugouts in Central and South America as well as North America, both ancient and modern.”

Local residents and high school students were the first to notice the long pieces of wood in the exposed lake bed. They called archaeologists from the Florida Bureau of Archaeological Research that led excavation efforts at Newnans Lake, along with researchers from the Florida Museum. No canoes were removed from the site because

Sample opening/announcement press release
Dugout Canoes --- add 1

centuries of changing water levels, from wet to dry, made the canoes too fragile to move.

Samples were taken from about 50 canoes before the drought ended and the lake’s water levels rose, covering the canoes in mud and water again. Analysis of these samples revealed the canoes were between 500 and 5,000 years old, with a majority made from pine or cypress trees.

Newnans Lake was added to the National Register of Historic Places in March 2001 because of the significance of the archaeological find. The site was added as Lake Pithlachoco, the lake’s original name.

“Dugout Canoes: Paddling through the Americas” was produced by the Florida Museum of Natural History with support from the AEC Trust, Lastinger Family Foundation, State of Florida and VisitGainesville.

-30-

Sample opening/announcement press release (continued)
IV. Press Kit

Media Clips

The Wall Street Journal

DUGOUT CANOES: Paddling through the Americas Marketing Kit & Style Guide © Florida Museum of Natural History  _20
IV. Press Kit

Media Clips (continued)

Gainesville Magazine, page 68
If wood has been repeatedly soaked in water and dried over time, some damage from drying may be already begins. Such was the case with the canoes at Newport Lake. Radiocarbon dating has shown that the canoes were made by Native Americans from the southern United States, which is consistent with the area depicted on the map of American Indian Canoe Paddles for the Exhibit.

A team of researchers has studied the growth rings of the wood used to make the canoes. The growth rings are narrow in the years when the canoes were in use, and wider in the years when the canoes were not in use. This pattern suggests that the canoes were used for specific purposes, such as hunting or fishing, rather than for general use.

The researchers have also studied the remains of the canoes themselves. The canoes were made from tree trunks, and the researchers have been able to determine the species of tree from which the canoes were made. This information helps to identify the region where the canoes were made, and it also provides clues about the environment in which the canoes were used.

The researchers have also studied the artifacts found with the canoes. These artifacts include stone tools, bones, and shells. The researchers have been able to determine the age of the artifacts, and they have also been able to identify the species of the animals from which the bones were taken. This information helps to identify the diet of the people who used the canoes, and it also provides clues about the environment in which the canoes were used.

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Ancient canoes make landfall at Florida Museum

ON THE SCENE

THURSDAY, DECEMBER 15, 2000

Ancient canoes make landfall at Florida Museum

BILL DEAN

In 2006, the discovery of 101 dugout canoes in the Newnans Lake area sent ripples around the world as it became apparent that the end of ancient dugouts — ranging in age from 200 to 5,000 years old — was unlike any other in the world.

"After everything was excavated, it turned out to be the world’s largest find of ancient watercraft, which is really impressive," says Darrel MacMahan, assistant director for exhibits at the Florida Museum of Natural History, where the first exhibit inspired by the discovery recently opened.

The new exhibit, titled "Dugout Canoes: Paddling Through the Americas," features ancient artifacts, tools, videos and displays as well as model and life-size canoes.

While the 101 canoes discovered in Newnans Lake were deemed too fragile to be removed for restoration, MacMahan says that there is a model of canoes as they looked then, that we fabricated here at the museum.

The exhibit, which also includes hands-on, interactive experiences along with four short films, has a broad scope that encompasses the fact that dugout canoes have historical importance throughout the Western Hemisphere and through the ages.

"The exhibit idea expanded to include dugout traditions from ancient times to modern times throughout the Americas. And rather than think of them as old, ancient canoes that don’t have a strong tradition, it’s very clear that a lot of people still use dugouts today," she says.

"In South and Central America, it’s still a viable, ongoing tradition: ways that people get around in their everyday life. "There’s nothing more simple and direct, in terms of engineering, than a dugout canoe. Take a tree, make a canoe and you’ve got instant transportation."

MacMahan says: "Contact Entertainment. Editor Bill Dean, at 374-5038 or at bill.dean@gvilletx.com."
Media Clips (continued)

The Gainesville Voice

‘Dugout Canoes’ sensation

Florida Museum displays interactive exhibit of the ancient watercrafts

By RYAD MALEK

A new exhibit at the Florida Museum of Natural History is designed to make people feel like they’re on an ancient canoe trip through the Americas.

The exhibit, called “Dugout Canoes: Paddling through the Americas,” features interactive exhibits and hands-on activities that allow visitors to learn about the history and culture of the people who used dugout canoes.

The exhibit includes a large interactive display with maps and timelines showing the different cultures and locations where dugout canoes were used.

Visitors can try their hand at canoeing, learn about the different types of canoes used by various tribes, and even take a virtual canoe ride through the Amazon River.

The exhibit also includes displays on the materials used to make canoes, such as wood and hide, and the tools used to shape and decorate them.

The exhibit is part of the museum’s ongoing efforts to showcase the diverse cultures and history of the Americas.

The exhibit will be on display until April 2024 and is expected to attract thousands of visitors.

The Gainesville Voice
Media Clips (continued)

Alligator

DUGOUT CANOES: Paddling through the Americas  Marketing Kit & Style Guide  © Florida Museum of Natural History
Fact Sheet

This fact sheet includes exhibit information. The same information also is provided as a PDF document online.

**EXHIBITION HIGHLIGHTS**

- **Museum Artifacts** – More than 100 unique objects, including an ancient Florida canoe, a contemporary dugout from the Pacific Northwest, canoe paddles and model canoes from across the Americas, fishing equipment, canoe making tools and more.

- **Hands-On Interactives** – Be an archaeologist at an ancient canoe discovery site. Use a microscope to identify woods. Discover objects from ancient canoe cultures. Touch trade materials and model canoes. Create a rubbing from a sacred Mayan engraving. Design your own paddle. Climb into a real dugout.

- **Media Components** – Four short films showcase the making of a canoe, canoe science, the world’s largest find of ancient dugouts, and the 2009 Native American Canoe Journey.

- **Large-Format Graphics** – Numerous large-format historic engravings, photo backdrops and interpretive panels.

**EXHIBITION DETAILS**

- **Tour begins in 2014**!
- **Size:** 4,000 square feet
- **Venue Period:** 12-16 weeks
- **Security:** Moderate
- **Rental Fee:** Please inquire
- **Shipping:** One-way inbound, paid by host venue
- **Audience:** Adults, families, school groups
- **Language:** All exhibit elements in English and Spanish
- **Support:** Exhibit technician oversees installation and take-down. Promotional and educational material available.
- **Contact:** Tom Kyne, Traveling Exhibits Coordinator
  kyne@flmnh.ufl.edu
  352-273-2077
  For additional information visit our website:
  www.flmnh.ufl.edu/rentcanoes
Contact Sheet of Exhibit Photos

01 making dugout canoes.jpg
02 visitors view re-creation.jpg
03 boy listens to poem.jpg
04 paddles in exhibit.jpg
05 child in canoe.jpg
06 canoe models.jpg
Contact Sheet of Exhibit Photos (continued)

07 examining wood samples.jpg

08 building site re-creation.jpg

09 modern canoe.jpg

10 ancient canoe and paddles.jpg

11 artifacts from trade.jpg

12 re-creation of Newnans Lake.jpg
Photo Captions

01 making dugout canoes
Ancient peoples made canoes from felled trees and hollowed them out using fire and handmade tools. The new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History, includes information on how some cultures still use these ancient methods to make dugout canoes today. ©Florida Museum of Natural History photo by Kristen Grace

02 visitors view re-creation
Visitors view a re-created scene depicting what life may have been like for Florida’s native people, who regularly used dugout canoes. The display is part of the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. ©Florida Museum of Natural History photo by Jeff Gage

03 boy listens to poem
A boy listens to a Suquamish poem and creates a rubbing of an ancient Maya canoe carving in the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. Canoes were important for travel and trade and in some cultures have been so vital they have taken on a sacred meaning and are incorporated in myths and legends. ©Florida Museum of Natural History photo by Jeff Gage

04 paddles
A mother and son examine different paddle shapes and designs in the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. Paddle shapes differ based on local customs, beliefs and the environment. ©Florida Museum of Natural History photo by Kristen Grace

05 child in canoe
A child relaxes in a replica of an ancient dugout canoe in the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. Dugouts are tricky to balance and often require more than one person to navigate. ©Florida Museum of Natural History photo by Kristen Grace

06 canoe models
Visitors view models of various styles and shapes of ancient dugouts in the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. These models could be used as toys or gifts, or for ceremonial purposes. ©Florida Museum of Natural History photo by Jeff Gage
07 examining wood samples
A boy and his mother examine wood specimens under a microscope at the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. Scientists sample canoes to determine the wood type and use carbon-14 dating to estimate their age. Studying canoes can help answer questions about ancient cultures and lifestyles as well as provide clues about past climates and landscapes. ©Florida Museum of Natural History photo by Kristen Grace

08 building site re-creation
This imagined scene portraying an ancient dugout construction location in Florida is part of the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. Re-creations are based on evidence found at locations like Newnans Lake, the site of the world’s largest archeological find of 101 dugout canoes. ©Florida Museum of Natural History photo by Jeff Gage

09 modern canoe
Visitors examine a full-size modern canoe from Vancouver Island, British Columbia, in the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. ©Florida Museum of Natural History photo by Kristen Grace

10 ancient canoe and paddles
This 500-year-old canoe was made by the Timucuan Indians of Florida and discovered buried in a wet site. The display is included in the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. One of the four authentic paddles displayed in front of the canoe is more than 2,000 years old. ©Florida Museum of Natural History photo by Jeff Gage

11 artifacts from trade
Visitors examine some of the items traded and transported using dugout canoes in the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. Items of value were often traded in exchange for food, tools and fishing equipment. ©Florida Museum of Natural History photo by Jeff Gage

12 Newnans Lake re-creation
A mother and son explore a re-creation of Newnans Lake, the site of the world’s largest archeological find of 101 dugout canoes, in the new exhibit “Dugout Canoes: Paddling through the Americas,” produced by the Florida Museum of Natural History. High school students in Gainesville, Fla., discovered the canoes during an extreme drought in the summer of 2000. ©Florida Museum of Natural History photo by Kristen Grace