



MEGALODON

Largest Shark that Ever Lived

Marketing Kit & Style Guide



Megalodon was produced by the Florida Museum of Natural History with support from the National Science Foundation. Illustrations by Merald Clark.

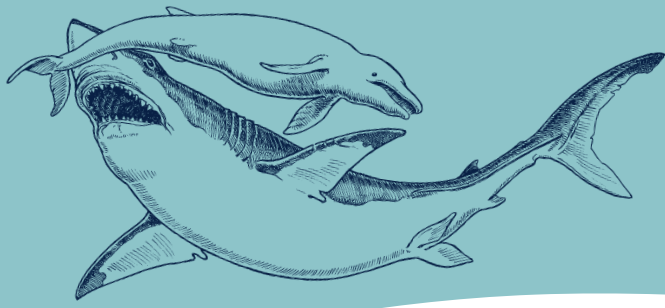


Table of Contents

I. Introduction

Crediting the Florida Museum with appropriate verbiage, per the contract (Who to call if there are questions).....	3
---	---

II. Press Kit

Press Releases	4
Examples of Exhibit Events or Activities	5
Fact Sheet	6

III. About the Megalodon Brand

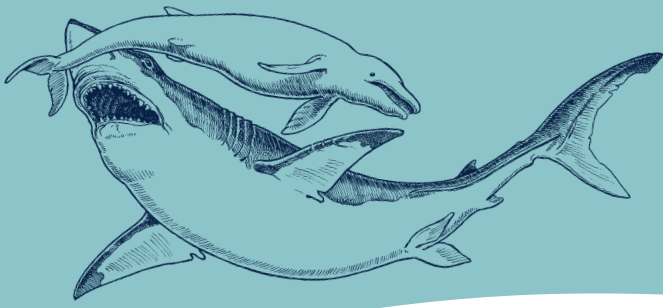
Logo.....	7-8
Logo Violations.....	9-10
Design Elements and Backgrounds.....	11
Typography	12-13
Color Palette.....	14

IV. Applications & Marketing Materials

Ads, Rack Card, Poster, Banner & Billboard	15-19
--	-------

V. Educational Materials & Activities

Educator's Guide.....	20
-----------------------	----



I. Introduction

This guide applies to all host venue materials for *Megalodon: Largest Shark that Ever Lived*, including, but not limited to:

- signage
- print materials
- publicity or promotional materials
- electronic transmissions
- any other use of the exhibition title *Megalodon: Largest Shark that Ever Lived*

All printed and electronic pieces produced to support the *Megalodon: Largest Shark that Ever Lived* exhibition must be pre-approved in writing by the Florida Museum of Natural History. Send all materials to the Marketing Department and work with them 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.

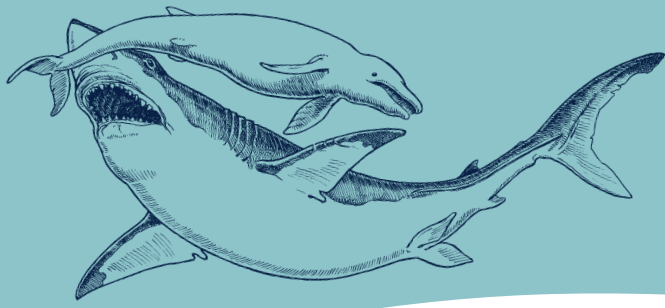
All requests for approval and questions regarding the contents and directions contained in this document should be directed to:

Marketing Department | marketing@floridamuseum.ufl.edu | 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.floridamuseum.ufl.edu/rentmegalodon

Items included:

- Exhibition logo in color and black and white
- Graphic identity elements
- Related photographs
- Images of visitors enjoying the exhibition
- Installation shots of the exhibition at the Florida Museum
- Press kit contents and artwork
- Samples of ads, rack card, poster, banner and billboard



II. Press Kit

**Thank you for hosting the exhibition, *Megalodon: Largest Shark that Ever Lived*.
We appreciate your assistance in keeping the Megalodon brand clear and consistent.**

Credit Line

Whenever possible, and with all due diligence on the Venue's part, all printed materials and promotional signage for this exhibit shall contain the following credit line:

"The *Megalodon* exhibit was produced by the Florida Museum of Natural History with support from the National Science Foundation."

Press Release

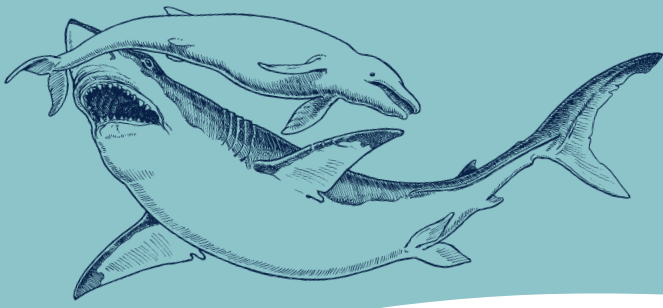
www.floridamuseum.ufl.edu/pressroom/2020/08/28/megalodon

Press Kit

www.floridamuseum.ufl.edu/pressroom/megalodon

Exhibit Photos

Digital image files of the exhibit with corresponding captions and credits are available for download at www.floridamuseum.ufl.edu/rentmegalodon/images.



II. Press Kit

Examples of Exhibit Events or Activities

Shark Tooth Dig and Identification (*Approximately 4 hours*)

Search for, identify and take home your own sharks teeth.

Gallery Walks (*Sample schedule: 11 a.m., 1 and 3 p.m.*)

Join local shark experts for a tour of our newest exhibit, *Megalodon: Largest Shark that Ever Lived*.

11 a.m. – Megalodon: Hunting the Hunter Author, Mark Renz

1 a.m. – Shark Researcher, Dr. Gordon Hubbell

3 a.m. – Shark Researcher, Dr. Clifford Jeremiah

Stump the Smithsonian Paleontologists! (*Approximately 6 hours*)

Bring your own fossils and try to “stump” Smithsonian Paleontologists Bob Purdy and Dave Bohaska while having your fossils identified.

Exhibitors (*Approximately 4 hours*)

Meet researchers from Florida Museum’s Ichthyology, Vertebrate and Invertebrate Paleontology departments and local fossil clubs as you learn more about Florida’s fabulous fossil history.

The Florida Museum’s departments of Vertebrate Paleontology, Invertebrate Paleontology, and Ichthyology; Florida Paleontological Society; Southwest Florida Fossil Club; Fossil Club of Lee County; Florida Fossil Hunters; and Tampa Bay Fossil Club.

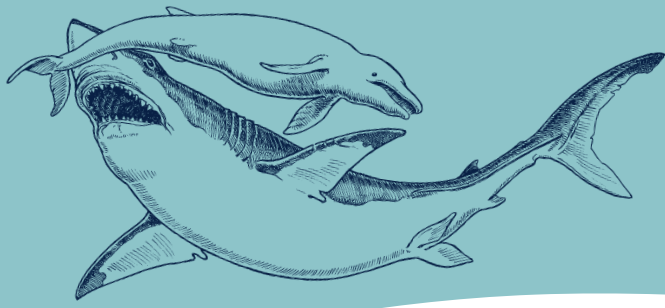
Mark Renz, author of “Megalodon: Hunting the Hunter”

Book Signing: (*Approximately 4 hours*)

Join “Megalodon: Hunting the Hunter” author Mark Renz for a Gallery Walk of the exhibit *Megalodon: Largest Shark that Ever Lived*. A book signing session will follow. Meet the author of “Fossiling In Florida,” “Megalodon: Hunting the Hunter,” “Megalodon Mystery,” “Giants in the Storm,” and “Doug’s Ark: Thinking Outside The Pile” and take home a signed copy of your own.

Discovery Cart (*Approximately 6 hours*)


Was Megalodon larger than a school bus? How big were its teeth? Stop by our interactive discovery station to test your knowledge of this prehistoric predator of the sea.



II. Press Kit

Fact Sheet

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



MEGALODON
Largest Shark that Ever Lived

Dispel the myths and discover the true story of this **60-foot-long marine predator** that dominated the world's oceans for 15 million years.

Page 1



MEGALODON
Largest Shark that Ever Lived

Learn the true facts about Megalodon and share the excitement of real science and discovery with your visitors. This object-rich traveling exhibition highlights the evolution, biology and misconceptions of this amazing prehistoric shark, the largest to ever cruise the world's oceans. Through current research findings of Florida Museum scientists, the exhibit showcases the importance of both fossil and modern sharks, capitalizing on the public's fascination with Megalodon as an ambassador for science and shark conservation.

This newly-refurbished exhibit has thrilled more than 1.5 million visitors in the U.S. and Canada and now features brand-new graphics and updated scientific research.

Exhibit Highlights

- **Life-Size Megalodon Sculpture** - Enter the exhibit through the jaws of this 60-foot-long replica and compare its enormous size to modern sharks.
- **See Real Specimens!** - View more than 100 objects from numerous collections including actual shark teeth and vertebrae, models of fossil and modern sharks and other unique objects related to Megalodon.
- **Hands-On Interactives** - Touch shark teeth and discover where on Earth Megalodon lived. Calculate the volume of food it ate daily, and use a magnifier to count growth rings on shark vertebrae to estimate age. Investigate 32 drawers in the Shark Tooth Study Center and compare 52 different species.
- **Megalodon Media** - Watch videos about collecting shark teeth, conservation and a newly added video on a recently discovered Megalodon nursery site in Panama.

Exhibition Details

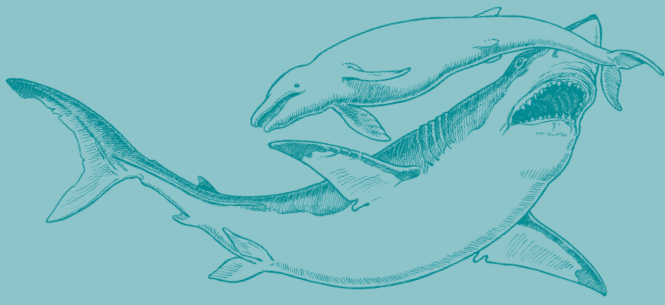
- **Size:** 3,000-5,000 square feet; ceiling height 13 feet
- **Venue Period:** 12-16 weeks
- **Security:** Moderate
- **Rental Fee:** Please inquire
- **Shipping:** One-way inbound, paid by host venue
- **Audience:** Adults, families, school groups
- **Support:** Exhibit technician oversees installation and take-down. Promotional and educational materials available.
- **Contact:** Traveling Exhibits Coordinator travelingexhibits@floridamuseum.ufl.edu

For additional information, visit our website: www.floridamuseum.ufl.edu/rentmegalodon



FLORIDA MUSEUM
UNIVERSITY OF FLORIDA

Page 2



III. About the Megalodon Brand

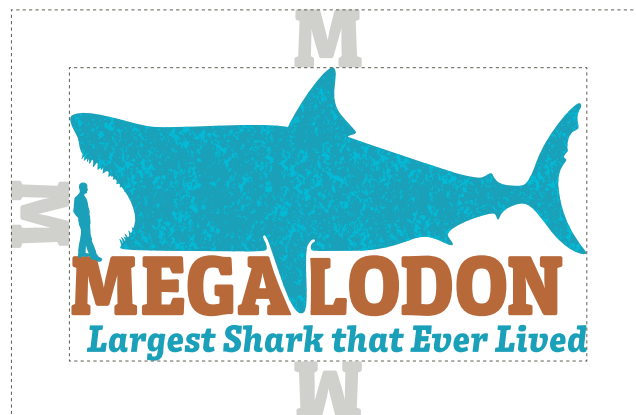
Usage of Logo and Identity

The *Megalodon* logo is a branding element and needs to appear on all advertisements and announcements for this exhibit, both in print, online and digital. The logo is designed to communicate, among other things, the approximate size relationship between a human and the shark, based on what scientists hypothesize about its size.

The use of the exhibition logo is mandatory and the host venue may not create a new logo, nor alter the exhibition logo in any way except overall size.

The *Megalodon* logo must be shown in its entirety. No graphic element may be extracted and displayed separately from the complete logo. Elements of the graphic identity, such as the background color and text, may be extracted, combined and displayed separately from the graphic identity, at the Venue's convenience.

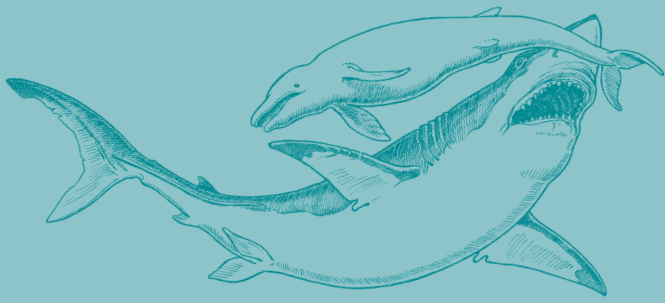
The logo should not be produced smaller than the size shown in order to maintain clear legibility (approximately 2.5" wide x 1.5" high).



Ideal clear space

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 "M" in "Megalodon."

Upon completion of the Venue's exhibit run and no later than 30 days after it's close, the host venue will provide the Florida Museum via email with a selection of promotional material samples.



III. About the Megalodon Brand

Logo



Megalodon CMYK logo (original tones)



Megalodon BW logo



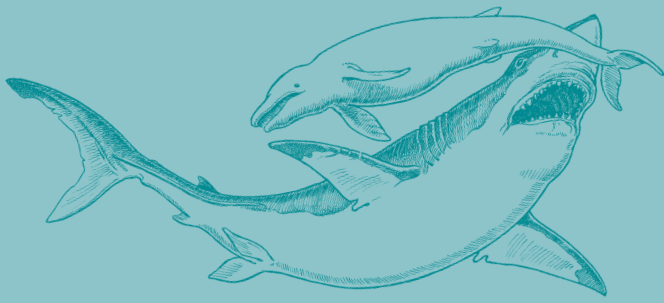
Megalodon CMYK logo (refreshed tones)



Megalodon CMYK lettering (refreshed tones)



Megalodon BW lettering



III. About the Megalodon Brand

Logo Violations

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



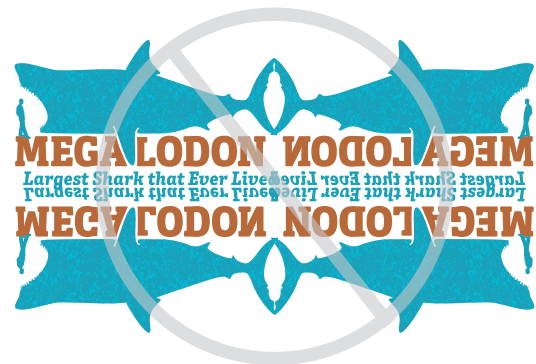
DO NOT change the colors of the logo. Please only use the provided color logo versions.



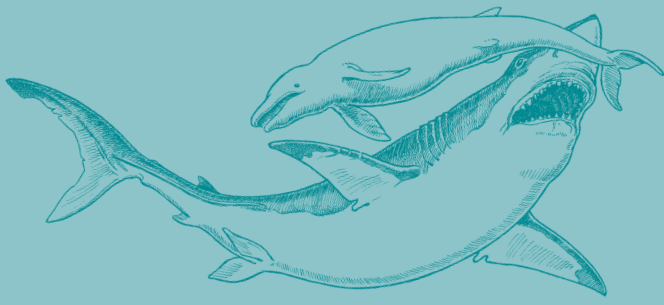
DO NOT fill the logo with a gradation, art or any other decorative elements.



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



DO NOT make patterns with the logo.



III. About the Megalodon Brand

Logo Violations (continued)



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



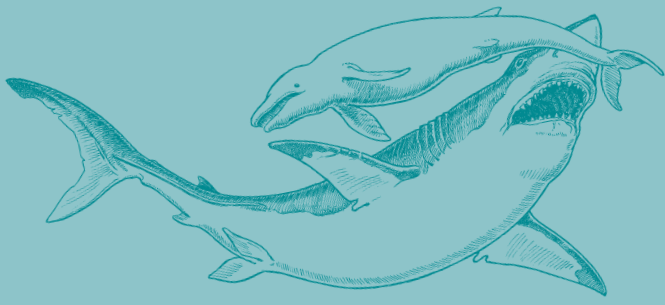
DO NOT stretch, distort, skew, or rotate the logo.



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



DO NOT alter the typeface (fonts) of the logo.

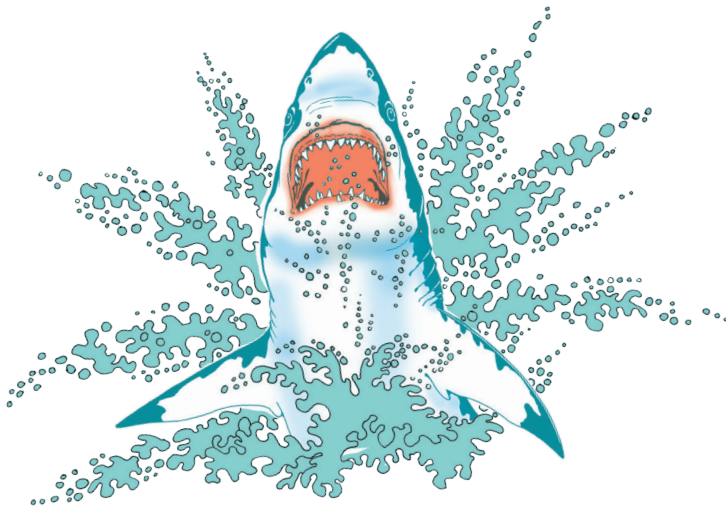


III. About the Megalodon Brand

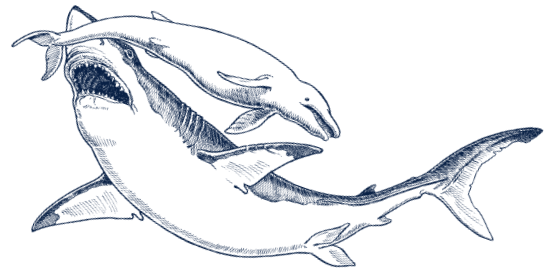
Design Elements and Backgrounds

The elements of the *Megalodon* brand include graphics, illustrations and images such as the samples below.

These elements can be used creatively to promote and advertise the exhibit, preferably in a similar way to the examples on pages 15-19.



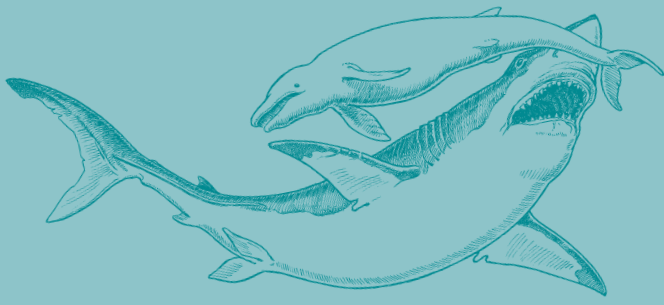
Megalodon jumping graphic



Megalodon and prey illustration



Megalodon layout photo



III. About the Megalodon 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 *Megalodon* advertising and promotional materials is Enclave.

The typeface **Enclave** is provided online, and was purchased by the Florida Museum. It is for use only in relation to the promotion of the *Megalodon* exhibit. Further use of the typeface by the venue after the duration of the *Megalodon* exhibit, or not in relation to the *Megalodon* exhibit, requires the purchase of the typeface. Visit: www.terminaldesign.com/fonts/enclave

Enclave - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!()?)/\$

Enclave -Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!()?)/\$

Enclave - Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!()?)/\$

Enclave - DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!()?)/\$

Enclave - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!()?)/\$

Enclave - ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!()?)/\$

Enclave - ExtraBold Italic

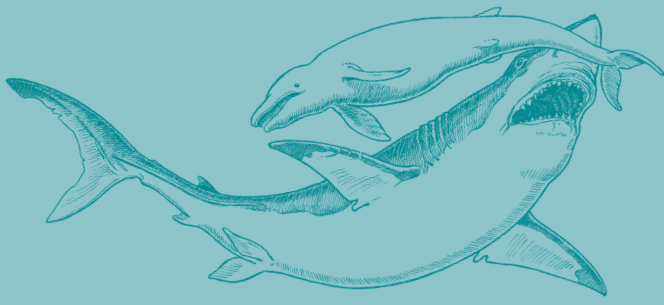
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!()?)/\$

Enclave - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!()?)/\$

Enclave - Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!()?)/\$



III. About the Megalodon Brand

Typography (continued)

A secondary typeface is also used to complement the exhibit's promotion. **Texta Alt** is the selected sans serif, but other similar sans serif available are okay to use as well.

Venues can purchase the complete family or the following selected styles, **Texta Alt Bold**, **Bold Italic**, **Heavy** and **Black**, via www.myfonts.com/pack/616087.

Texta Alt - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!?()/ \$

Texta Alt -Bold Italic

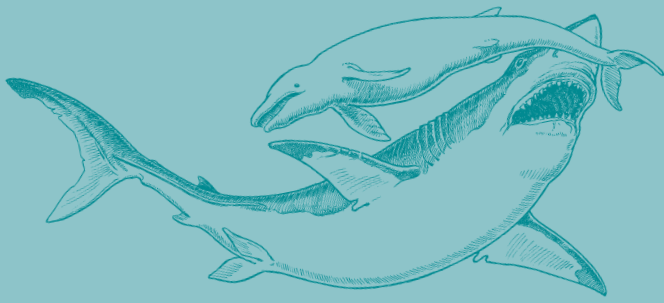
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!?()/ \$

Texta Alt - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!?()/ \$

Texta Alt - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-_“*!?()/ \$



III. About the Megalodon Brand

Color Palette

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

Venues are encouraged to use the colors of these palettes when designing and producing their own marketing materials for the *Megalodon* exhibit.

Megalodon refreshed palette



CMYK: 91, 72, 19, 65
RGB: 6, 33, 69
HEX# 062045



CMYK: 0, 59, 60, 0
RGB: 245, 133, 102
HEX# f48565



CMYK: 100, 10, 40, 15
RGB: 0, 138, 145
HEX# 008a90



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX# ffffff

Megalodon original palette



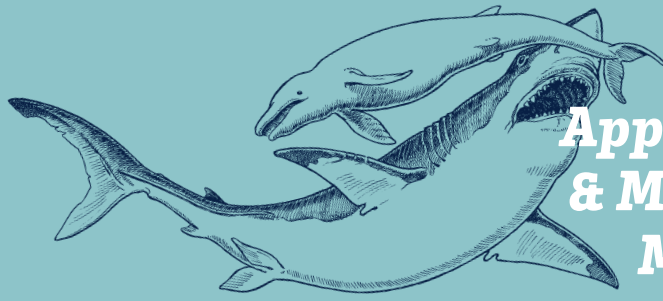
CMYK: 75, 0, 15, 0
RGB: 0, 187, 214
HEX# 00bbd6



CMYK: 10, 60, 80, 20
RGB: 185, 105, 58
HEX# b8693a



CMYK: 70, 5, 15, 15
RGB: 33, 160, 184
HEX# 219fb7



IV. Applications & Marketing Materials

Sample Advertisements

MEGALODON
Largest Shark that Ever Lived

Sept. 19, 2020 - Jan. 10, 2021

Discover the story of this
60-foot-long marine predator!

FLORIDA MUSEUM **UF UNIVERSITY of FLORIDA** **SC** **CULTURE BUILDS FLORIDA** **NSF**

3215 Hull Road, Gainesville • www.floridamuseum.ufl.edu

The Megalodon exhibit was produced by the Florida Museum of Natural History with support from the National Science Foundation.

Print advertisement, CMYK

MEGALODON
Largest Shark that Ever Lived

Now Open!

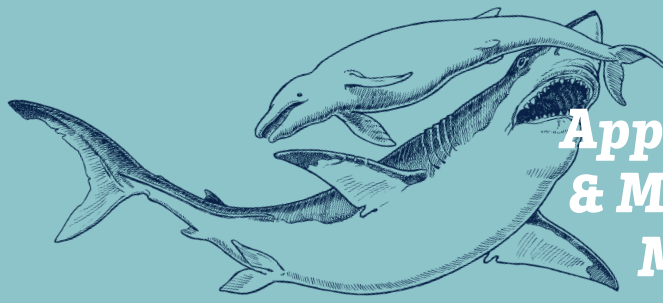
MEGALODON
Largest Shark that Ever Lived

**Leaves
Jan. 10, 2021**

FLORIDA MUSEUM

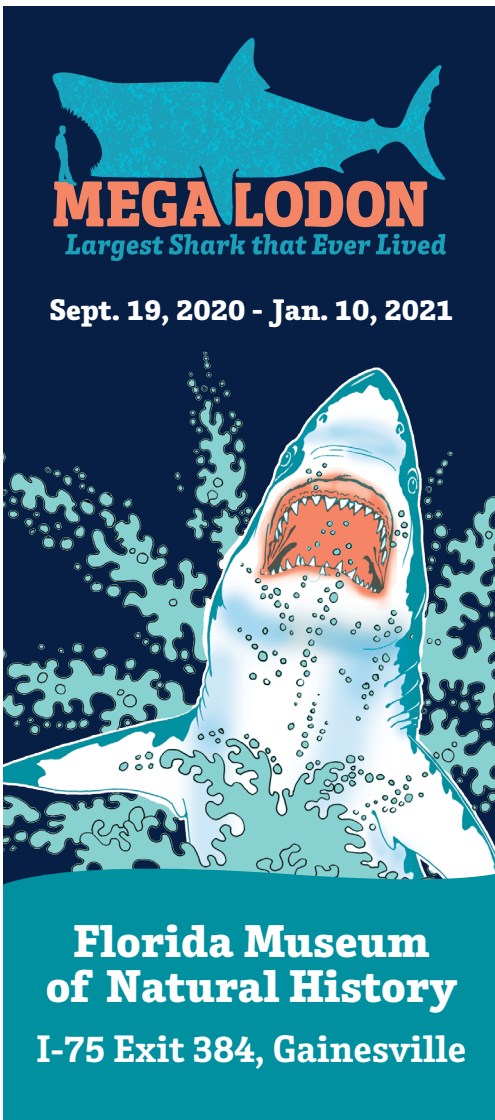
The Megalodon exhibit was produced by the Florida Museum of Natural History with support from the National Science Foundation.

Digital advertisement, RGB

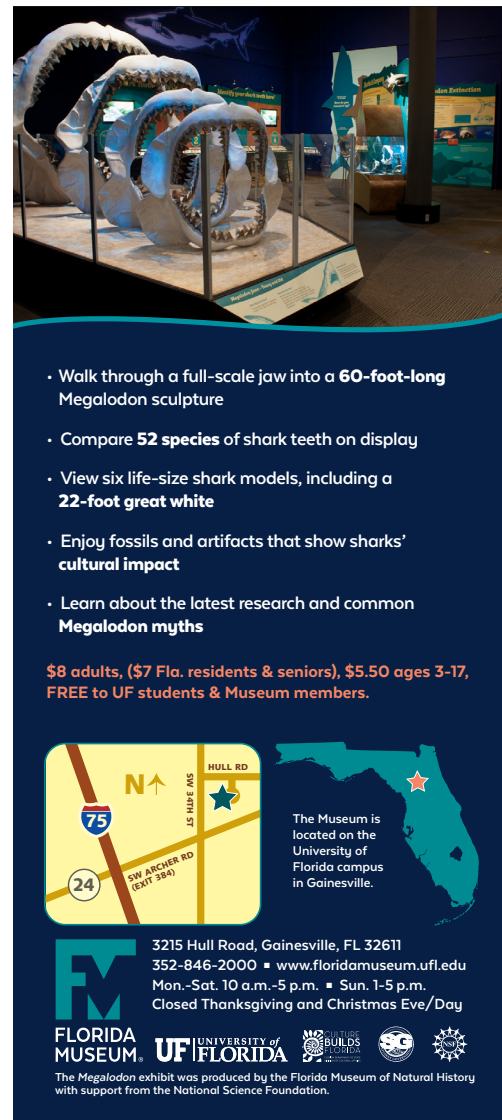


IV. Applications & Marketing Materials

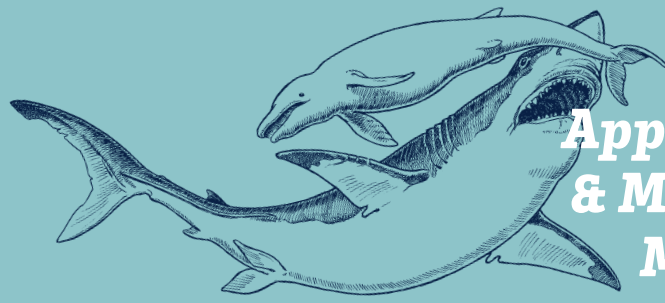
Rack Card



Rack Card, front, 4/4



Rack Card, back, 4/4



IV. Applications & Marketing Materials

Poster



MEGALODON
Largest Shark that Ever Lived

Sept. 19, 2020 - Jan. 10, 2021

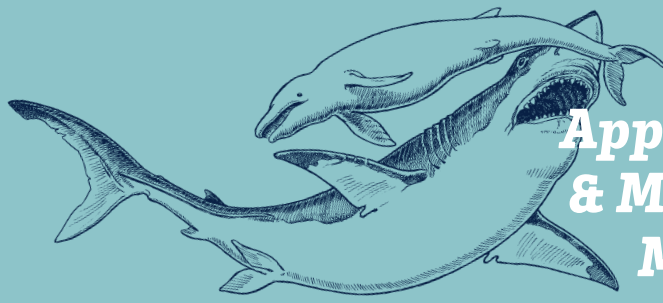
**Discover the story of this
60-foot-long marine predator!**

The Megalodon exhibit was produced by the Florida Museum of Natural History with support from the National Science Foundation.

 **FLORIDA MUSEUM**  **UF UNIVERSITY of FLORIDA**   **CULTURE BUILDS FLORIDA** 

3215 Hull Road, Gainesville • www.floridamuseum.ufl.edu

People with disabilities in need of special accommodation, please contact the Florida Museum,
352 846-2000 (TDD 711) at least 10 business days prior to a visit.

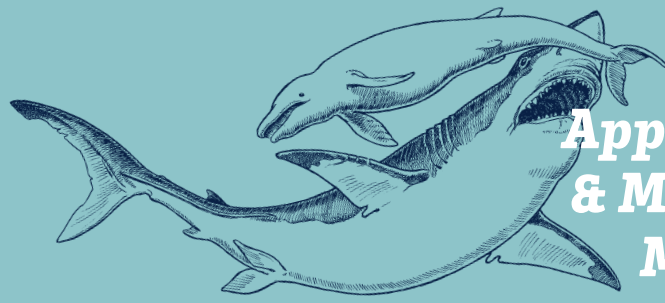


IV. Applications & Marketing Materials

Banner

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

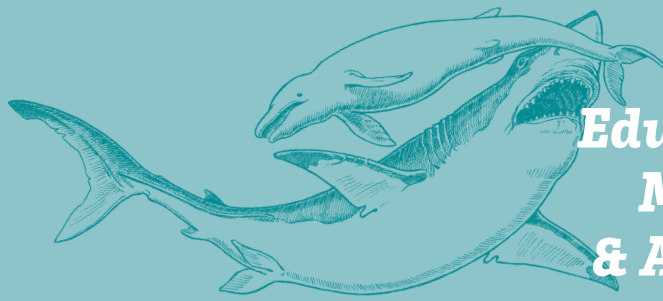




IV. Applications & Marketing Materials

Billboard





V. Educational Materials & Activities

Educator's Guide

The complete Educator's Guide is available online at: www.floridamuseum.ufl.edu/rentmegalodon

