

Top tips for labels

The general rule is:

Keep it simple - Labels need to be clear, concise and easy to read

Getting started:

1. Consider your audience – who will be reading the text? What are their needs?
2. Complete the minimum information required first. See tomb-stone example:

Tomb-stone, the minimum standard:

The minimum information that a label should cover is called 'tomb-stone' information – it is all factual and covers the following:

- Object name
- Who made it, what date and where did they make it?
- Materials, techniques used to produce the object
- Any inscriptions, for example the wording on a coin or seal, a dedication in a book
- Its museum number

Often labels will also include additional text to provide the viewer with further information to enhance the experience of viewing the object. You need to ask:

1. What else do we know about the object? Is there anything else that would be helpful for visitors to know about the object?
2. How does the object fit in with the display as a whole – is there a need for an additional sentence to link the rest of the display to this object?
3. Consider your audience – who will be reading the text? What are their needs?

A short sentence or two should be enough to give additional information which will enhance the experience of viewing the object and provide insight can be helpful to audiences.

Remember **keep it simple** and consider who your audience will be.

Guidelines

- Use 14 point, Arial font:
- Object name or title in **bold**
- Where it was found or produced and by whom if known
- Date of production

- Short one to two sentence description
- Use 11 point, Arial font for the catalogue number and donor name:
- Object number from the catalogue. Given by [insert name here and other details such as town or county if you have them] in [insert year]

Example labels



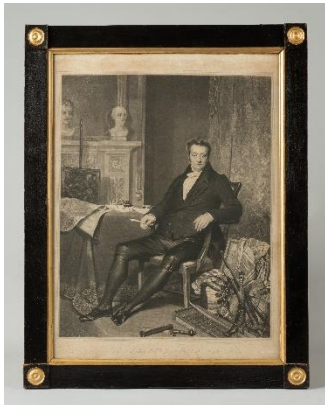
Woven textile

West Africa

1780s

Sample of woven cotton textile with silk threads
from Thomas Clarkson's Campaign Chest

WISFM:1870.13.R. Given by Mrs. Dickinson in 1870



Thomas Clarkson

Charles Turner, after Alfred Edward Chalon

1828

Print copy of the original mezzotint of the
painting by Edward Chalon

WISFM: Given by Algernon Peckover