PRODUCING EFFECTIVE EXHIBIT LABELS:

A 30-MINUTE TUTORIAL

With Cheyenne Caraway and Jed Smith

Label Making 101

- Research/Layout
- Materials/Budget
- Methods/Application
- When Label Making Goes Wrong

Research and Layout

- Answer the main question: “How much time and $ do you have?”
- What do you want the labels to look like?
- Do you want them to have a background design?
  - *Will that be done in-house or outsourced? ($$)*
- Do you want them to reflect the time era of the object on display?
  - *Font Type, Colors, Paper Choice*
- Who is your audience?
  - *Children, Older Audience, General Public*
- Are the labels permanent, temporary, traveling?
- Where will the labels sit?
  - *Case, Wall, Deck, Mounted, Laying Flat*
- How far from the viewer will the labels be placed?
  - *May differ throughout the exhibit so deciding on a general size/layout is the next step*

Research and Layout

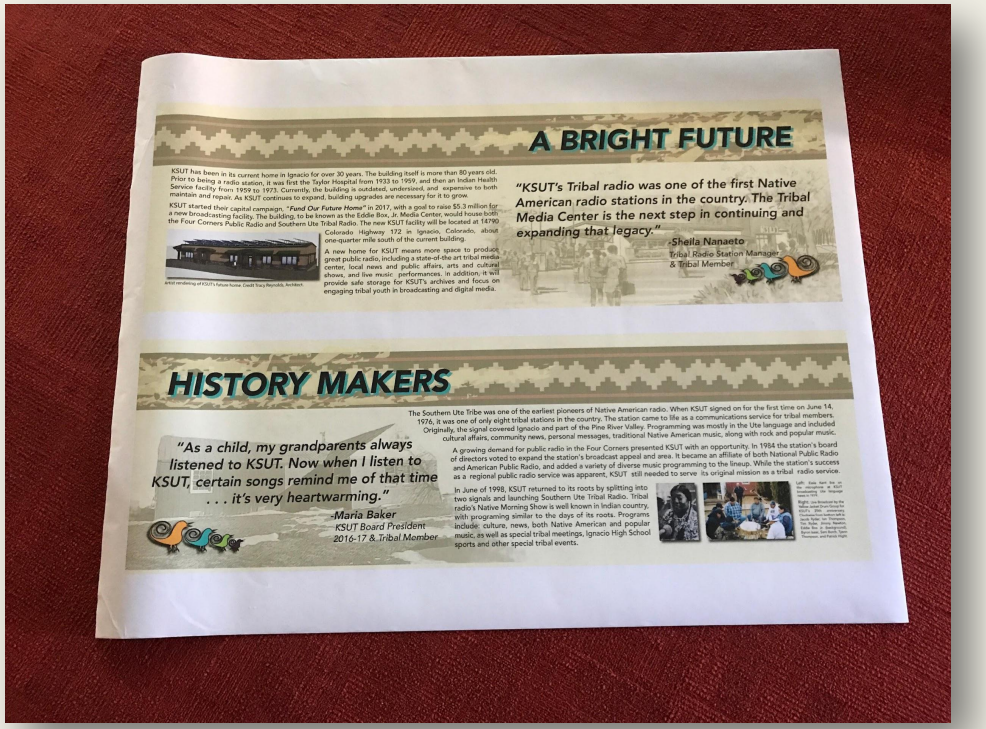
- Size of the Label
  - *Measure the area where label is to be placed*
- Actual Layout of the Label
  - *Title of the Object*
  - *Materials Used*
  - *Where it came from (provenance, donor)*
  - *Accession #*
- Font Type, Sizes, and Color
  - *Readable and Clean*
  - *Usually goes Large to Small*
  - *Play with Sizes based on the orientation of label from viewer*
- Print off different sizes and place on wall to see what works best from a distance
  - *Dark Colors work Best if not Black, Unless it is White Font on a solid Color such as Black, Maroon, Navy, etc*
- Paper Choice
  - *Self Adhesive Label Paper (Ink Jet Printer)*
  - *Adhesive Vinyl (Plotter)*

Materials and Budget

- Large Budget vs Small Budget
- Large Budget: Outsource for Layout Design, Printing and Mounting
- Small Budget: DIY
- General Supplies for Making Labels:
  - *Clamps (Spring Clamps)*
  - *Box Cutters*
  - *Scrap Pieces of Foam Board*
  - *Rulers of Different Sizes (12 inches – 6 feet)*
  - *Pencils*
  - *Double Sides Tape 3M*
  - *Heavy Duty Velcro*
  - *Clean Work Space or Table*
  - *Board to Mount on: Gatorboard, Coroplast, Matte Board, Foam Core Board*
  - *Paper the Label has been Printed on*

Methods and Application

From This → **This**



A BRIGHT FUTURE

KSUT has been in its current home in Ignacio for over 30 years. The building itself is more than 80 years old. Prior to being a radio station, it was first the Taylor Hospital from 1933 to 1959, and then an Indian Health Service facility from 1959 to 1973. Currently, the building is outdated, undersized, and expensive to both maintain and repair. As KSUT continues to expand, building upgrades are necessary for it to grow.

KSUT started their capital campaign, *"Fund Our Future Home"* in 2017, with a goal to raise $5.3 million for a new broadcasting facility. The building, to be known as the Eddie Box, Jr. Media Center, would house both the Four Corners Public Radio and Southern Ute Tribal Radio. The new KSUT facility will be located at 14790 Colorado Highway 172 in Ignacio, Colorado, about one-quarter mile south of the current building.

A new home for KSUT means more space to produce great public radio, including a state-of-the art tribal media center, local news and public affairs, arts and cultural shows, and live music performances. In addition, it will provide safe storage for KSUT's archives and focus on engaging tribal youth in broadcasting and digital media.

artist rendering of KSUT's future home. Credit Tracy Reynolds, Architect.

"KSUT's Tribal radio was one of the first Native American radio stations in the country. The Tribal Media Center is the next step in continuing and expanding that legacy."

-Sheila Nanaeto
Tribal Radio Station Manager
& Tribal Member

HISTORY MAKERS

The Southern Ute Tribe was one of the earliest pioneers of Native American radio. When KSUT signed on for the first time on June 14, 1976, it was one of only eight tribal stations in the country. The station came to life as a communications service for tribal members. Originally, the signal covered Ignacio and part of the Pine River Valley. Programming was mostly in the Ute language and included cultural affairs, community news, personal messages, traditional Native American music, along with rock and popular music.

A growing demand for public radio in the Four Corners presented KSUT with an opportunity. In 1984 the station's board of directors voted to expand the station's broadcast appeal and area. It became an affiliate of both National Public Radio and American Public Radio, and added a variety of diverse music programming to the lineup. While the station's success as a regional public radio service was apparent, KSUT still needed to serve its original mission as a tribal radio service.

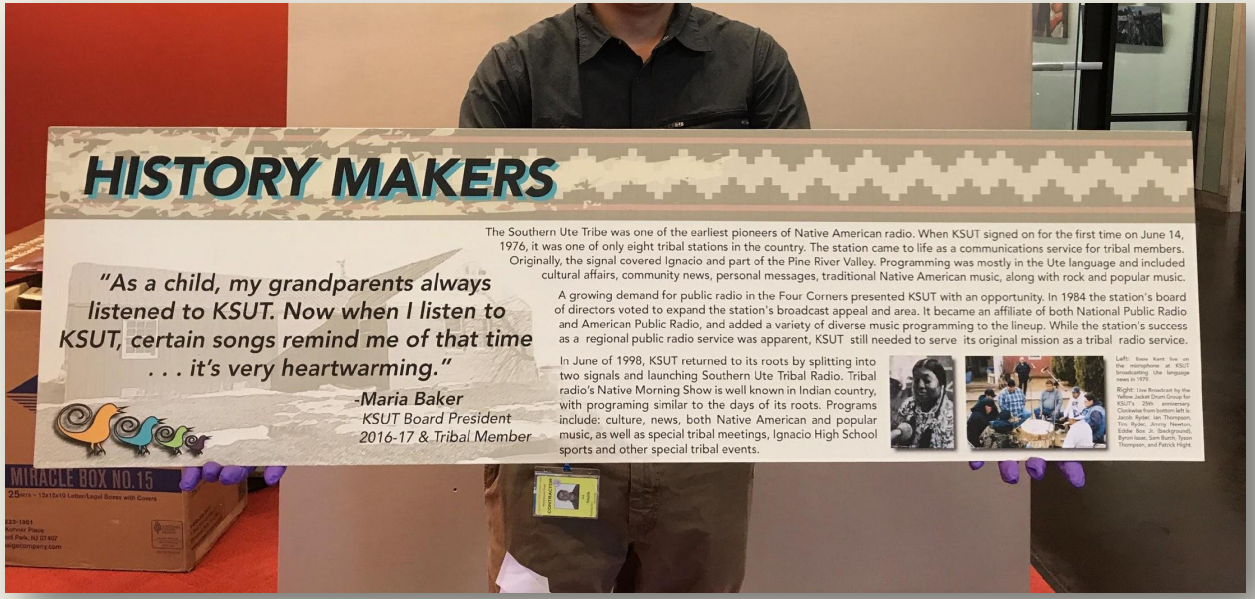
"As a child, my grandparents always listened to KSUT. Now when I listen to KSUT, certain songs remind me of that time . . . it's very heartwarming."

-Maria Baker
KSUT Board President
2016-17 & Tribal Member

In June of 1998, KSUT returned to its roots by splitting into two signals and launching Southern Ute Tribal Radio. Tribal radio's Native Morning Show is well known in Indian country, with programing similar to the days of its roots. Programs include: culture, news, both Native American and popular music, as well as special tribal meetings, Ignacio High School sports and other special tribal events.

Left: Ennie Kent live on the mainphone at KSUT broadcasting Ute language news in 1979.

Right: Live Broadcast by the Yellow Jacket Drum Group for KSUT's 25th anniversary. Clockwise from bottom left is Jacob Ryder, Ian Thompson, Tim Ryder, Jimmy Newton, Eddie Box Jr. (background), Byron Isaac, Sam Burch, Tyson Thompson, and Patrick Hight.

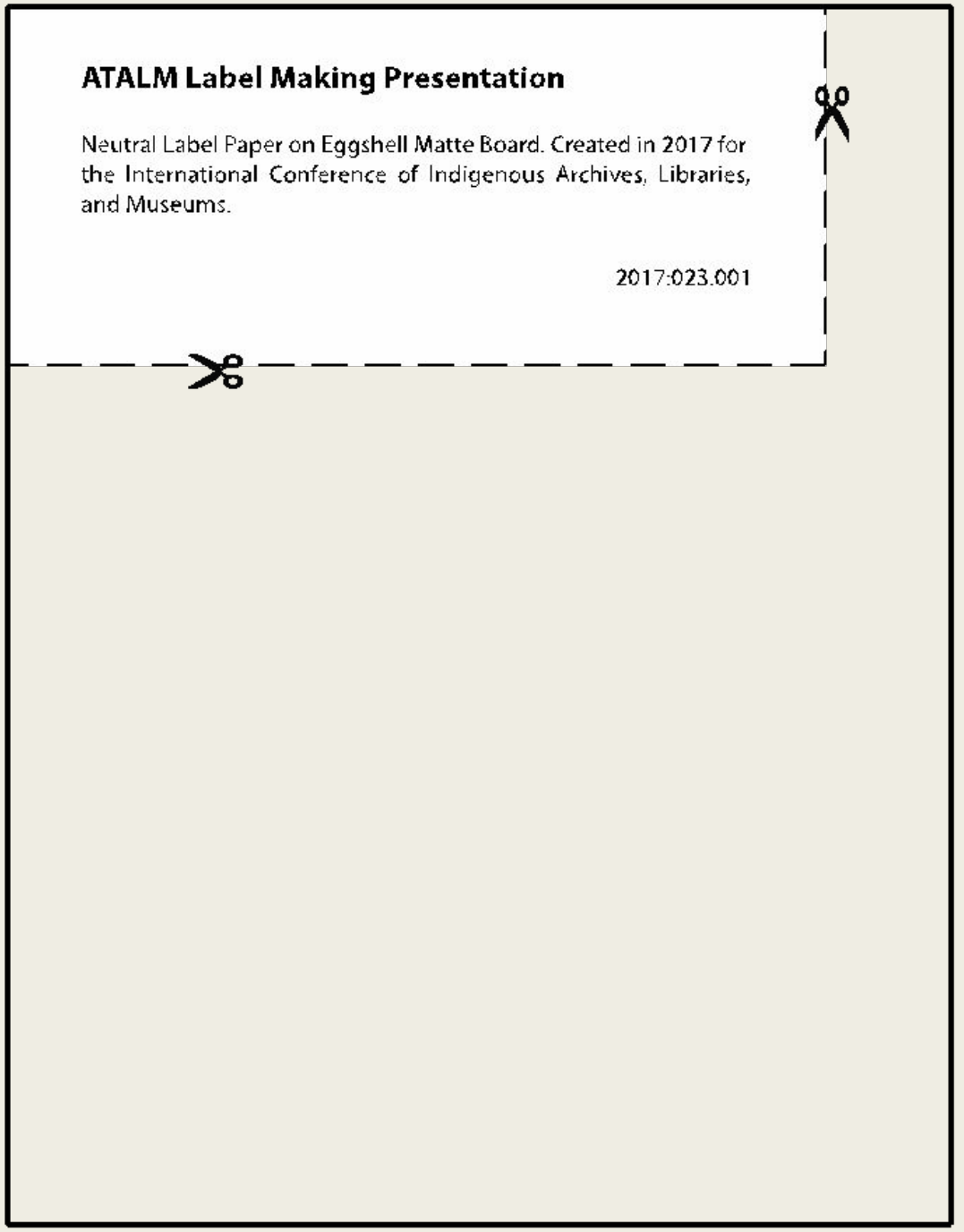


Small Labels

1. **Cut Paper to Size of Label**

After the design for the label has been printed on the label paper, cut to desired size.

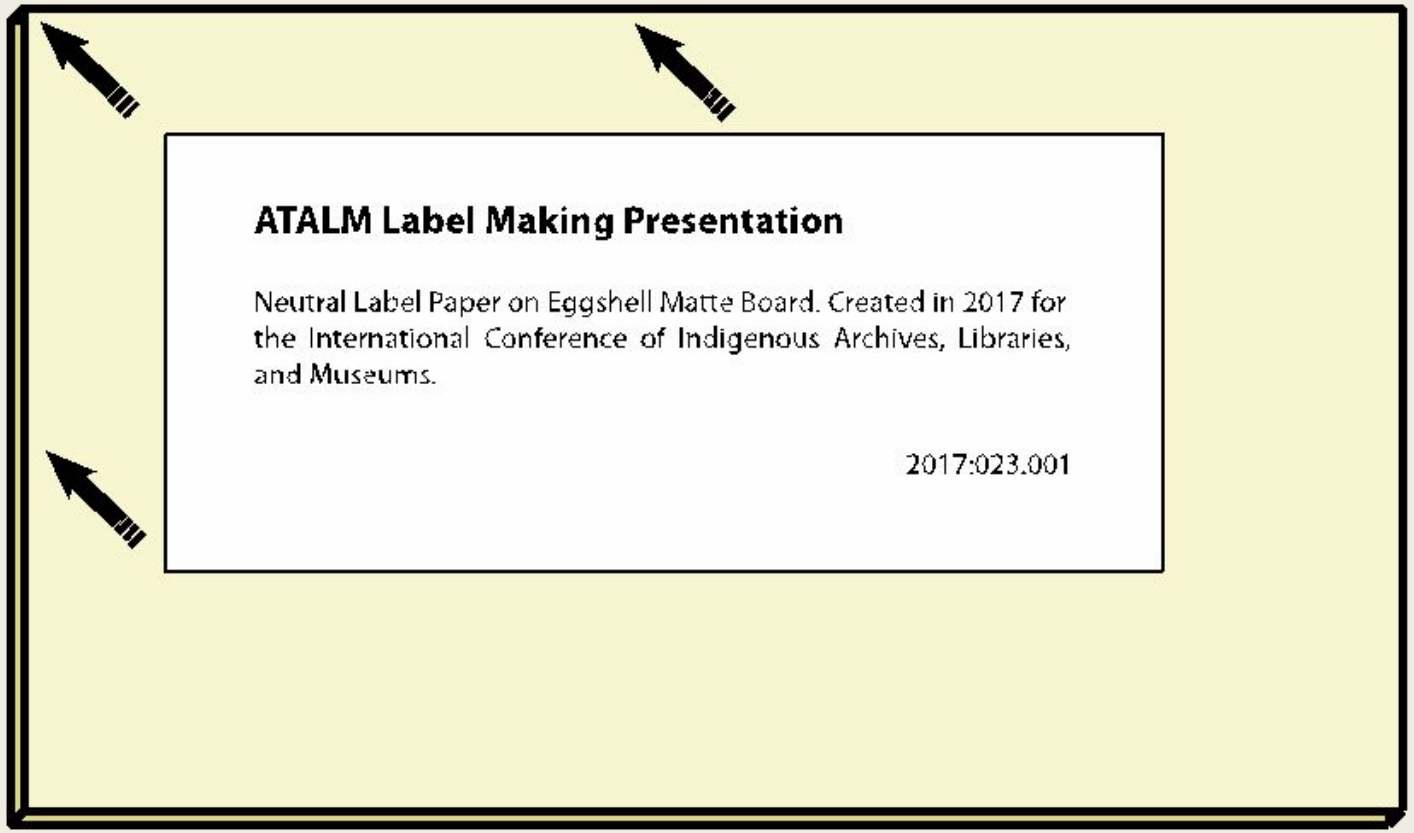
- Place printed label onto a clean cutting board
- Using a cork back ruler and sharp X-Acto knife, cut to size.



2. Corner to Corner

Most adhesive label paper has a peel off backing that removes in horizontal strips.

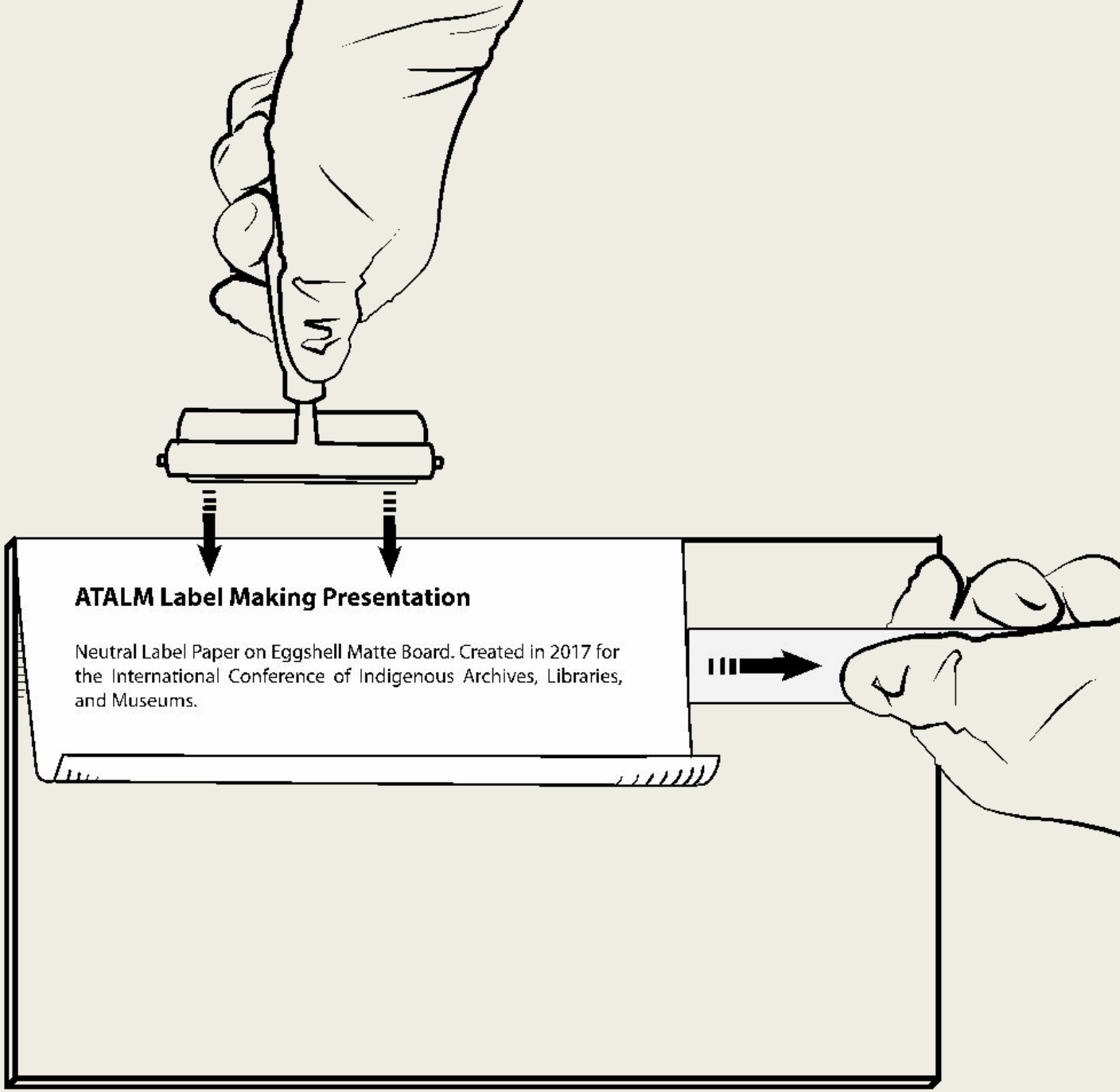
- Peel away backing on the top left hand corner of the label.
- Line up the corner and sides flush to the matte board.
- Lightly place the label on top.
- Use a brayer to affix the label to the matte board.



3. Peel and Apply

- Continue to peel away the backing strips while using the brayer to apply the adhesive layer to the matte board.
- Make sure that your label paper edges stay flush with the edge of the board.

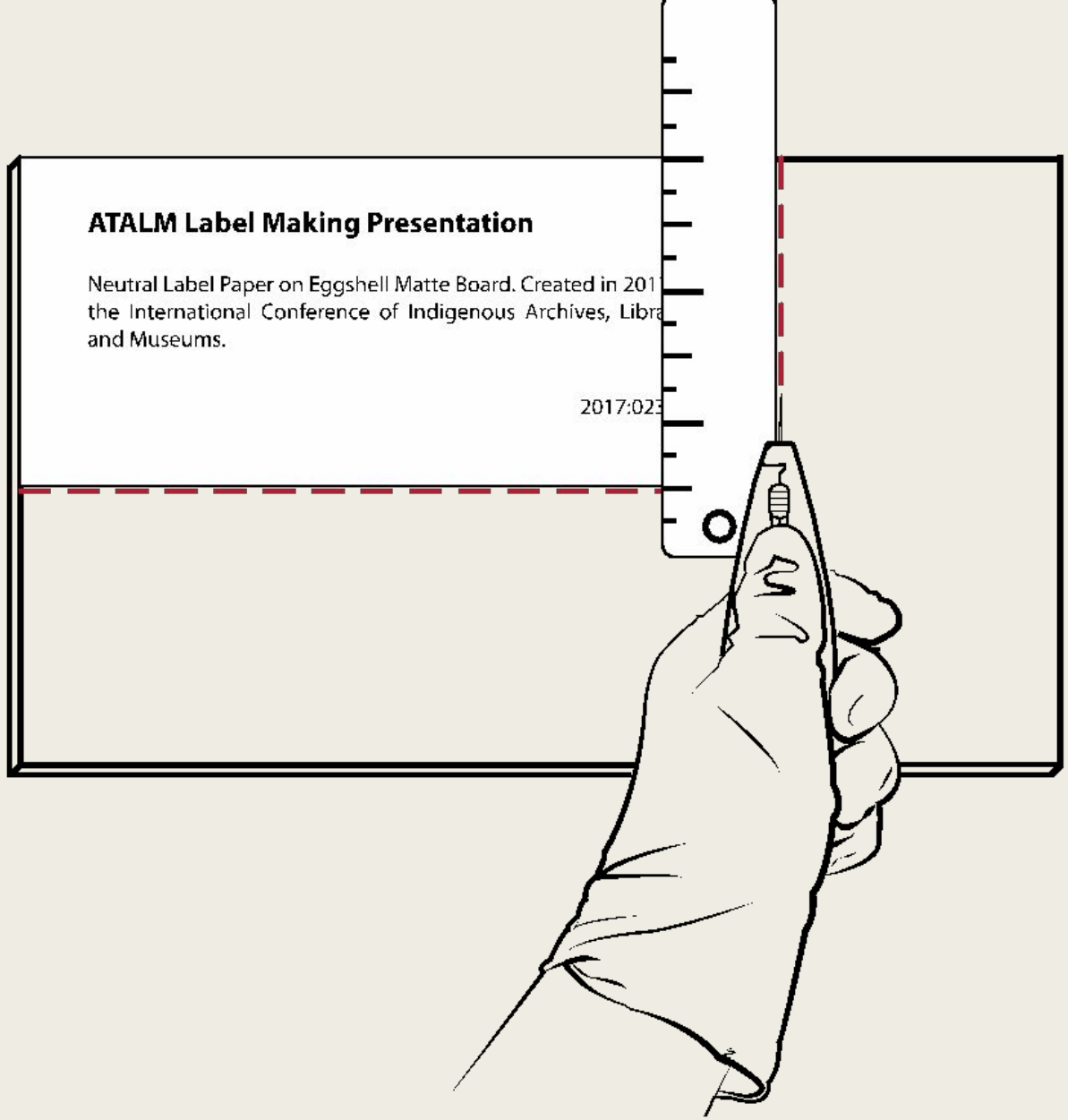
◆ Only have to make two cuts instead of four. Leaves less room for error.



4. Cut

- Clamp down the cork back ruler onto the label and cut away excess matte board along the label's edge.
- Use a very sharp box cutter when doing so.

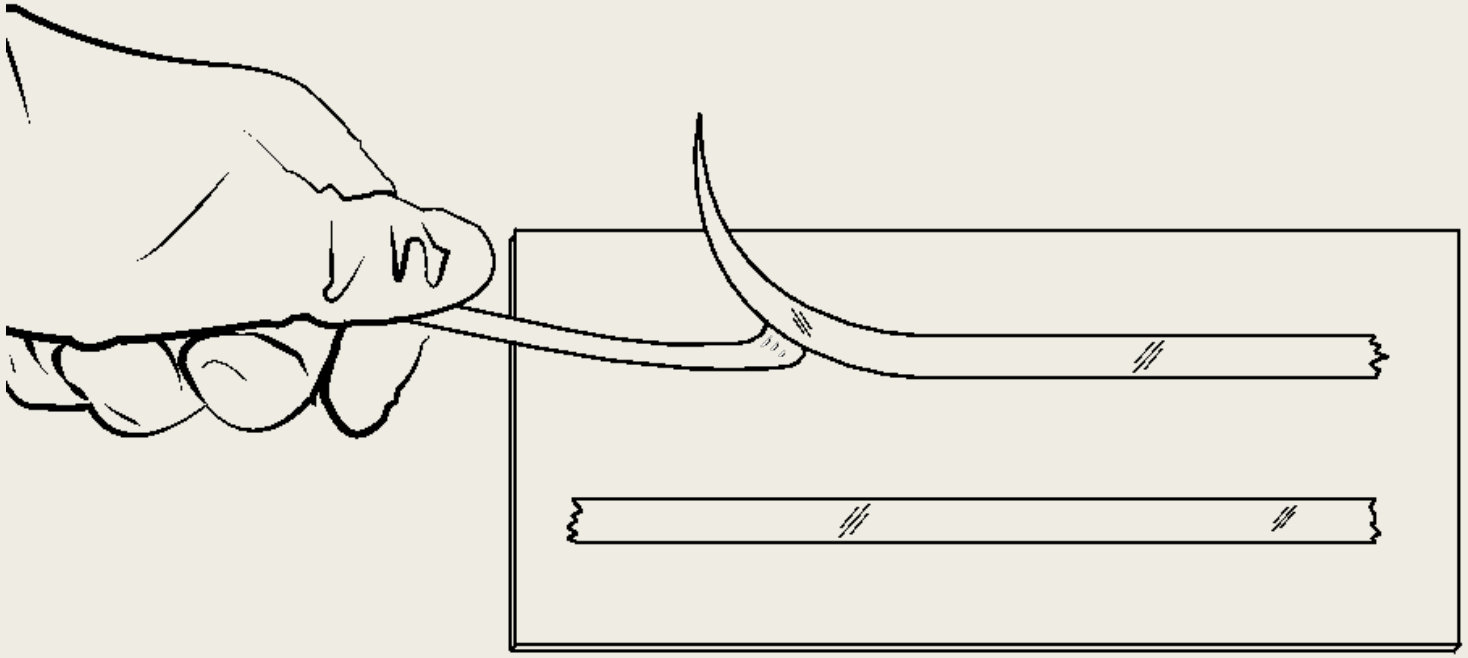
- Steady Hands
- Change out blades often as they dull quickly; this will save time and stress.



5. Double Sided Tape or Heavy Duty Velcro

- Apply 3M double-side tape or industrial grade Velcro (depending on the size of the label) to the back of the matte board. Blue tack can also be used, but will leave residue on the back of the label over time.

- To remove the adhesive layer once the label has been taken off exhibit, you can use blue painters tape to pull up the sticky residue left by the tape.

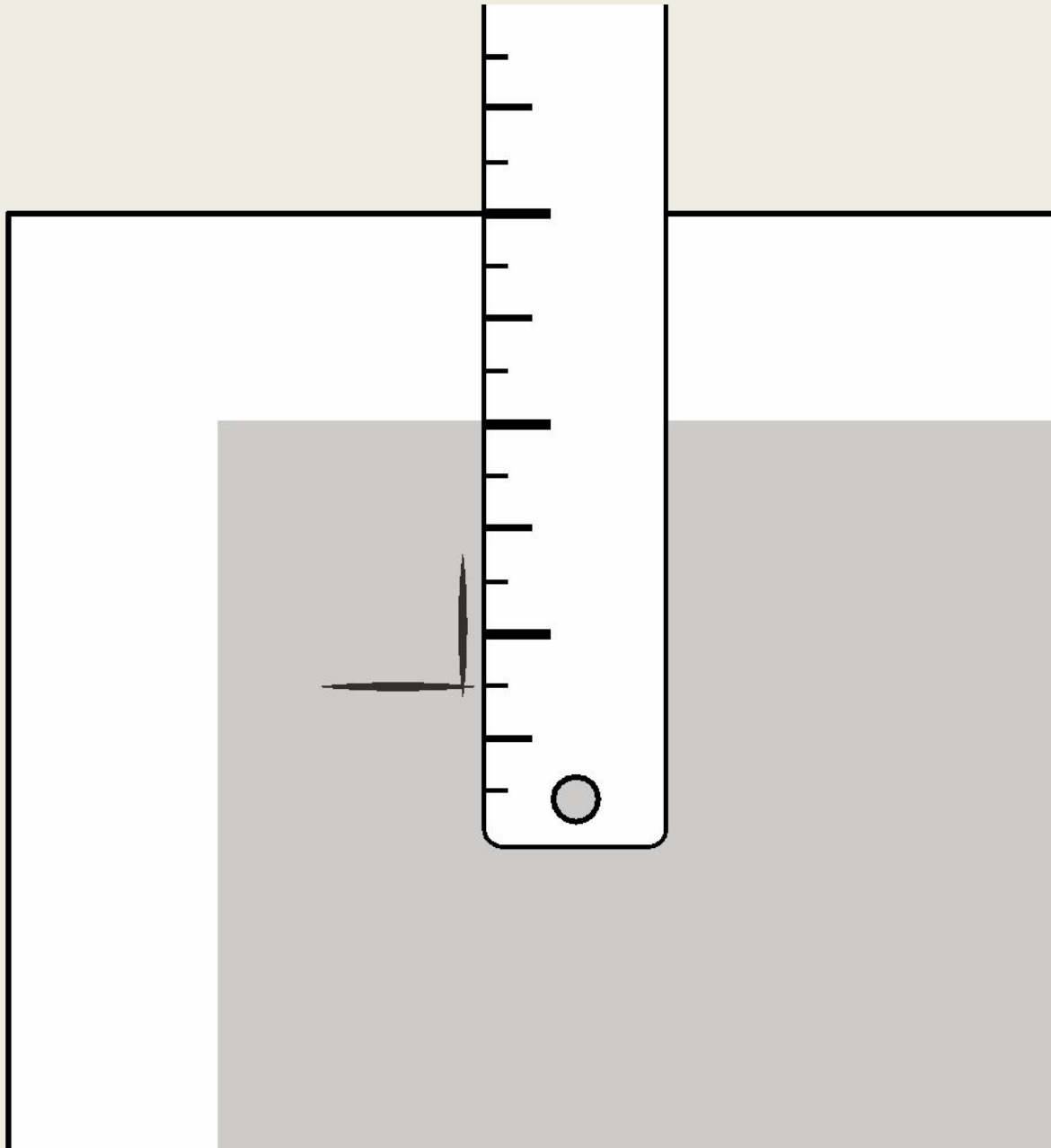


Large Labels

1. **Measure**

- Locate and mark the desired measurements for crop marks.

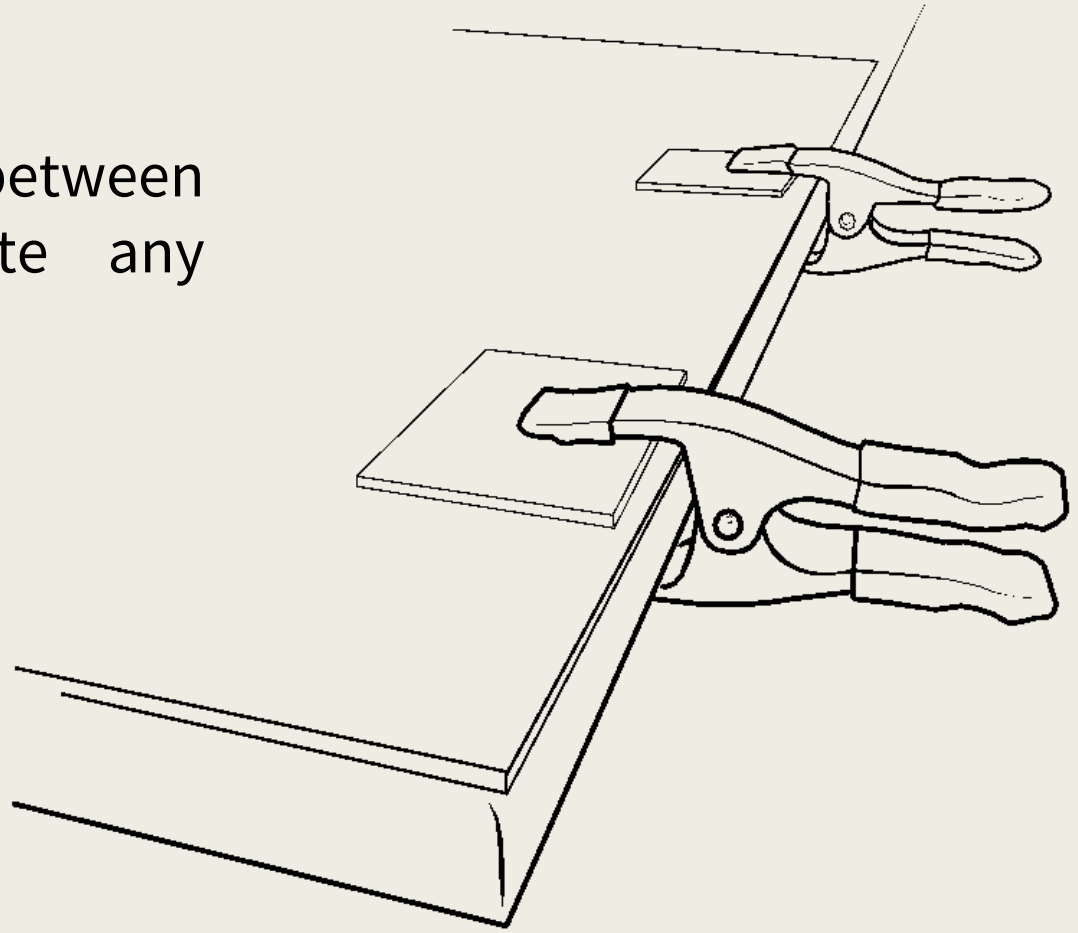
- Make design with bleed for seamless edges when wrapped and no break in image.
- White Eraser!



2. Clamp

- Use a minimum of two spring clamps to ensure stability.

- Place scrap foam core board in between clamp and board to eliminate any indention left from clamps

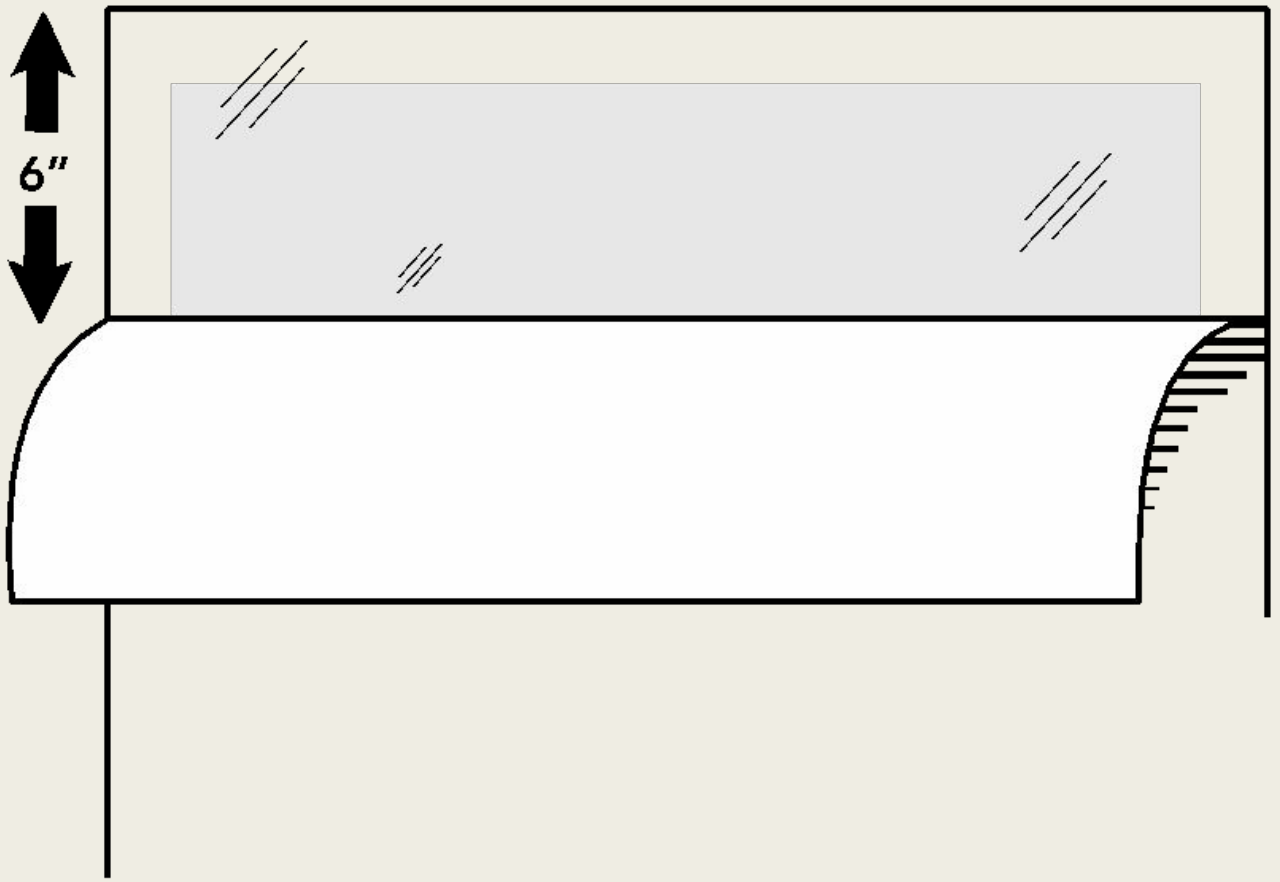


HISTORY MAKERS

3. Peel

- Peel back vinyl about 6 inches from the top. Gently fold vinyl backing to place image/label onto board.

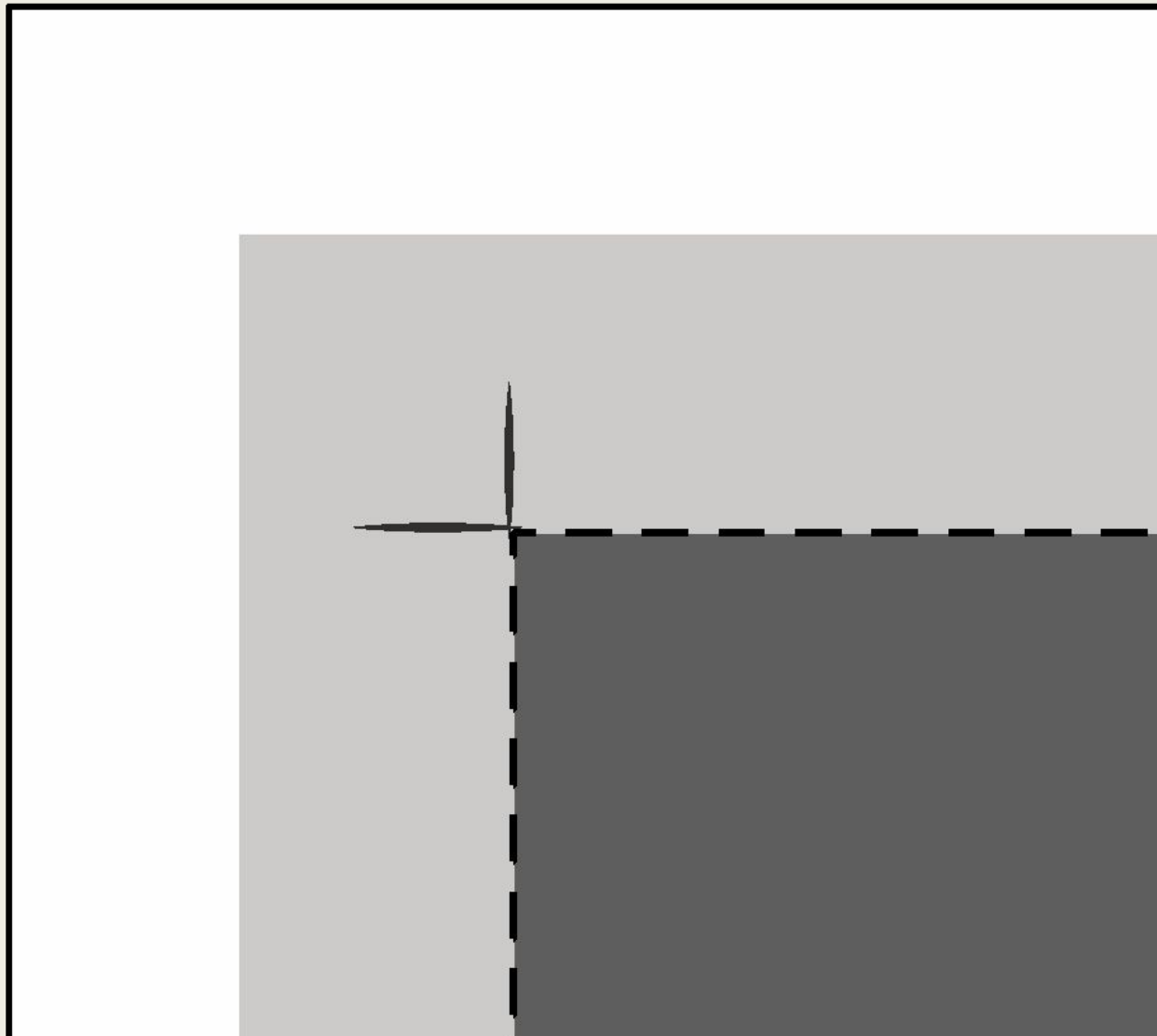
- Flip back over and onto mounting board. The design will be face up and the adhesive layer will now be exposed to the mounting surface.



4. Crop Marks

- Place crop marks onto corner edges of the board that has been cut to size.
- Gently place in order to make adjustments if necessary. Once the vinyl is centered on the mounting board with the crop marks, use a brayer to attach the first 6 inches of vinyl.

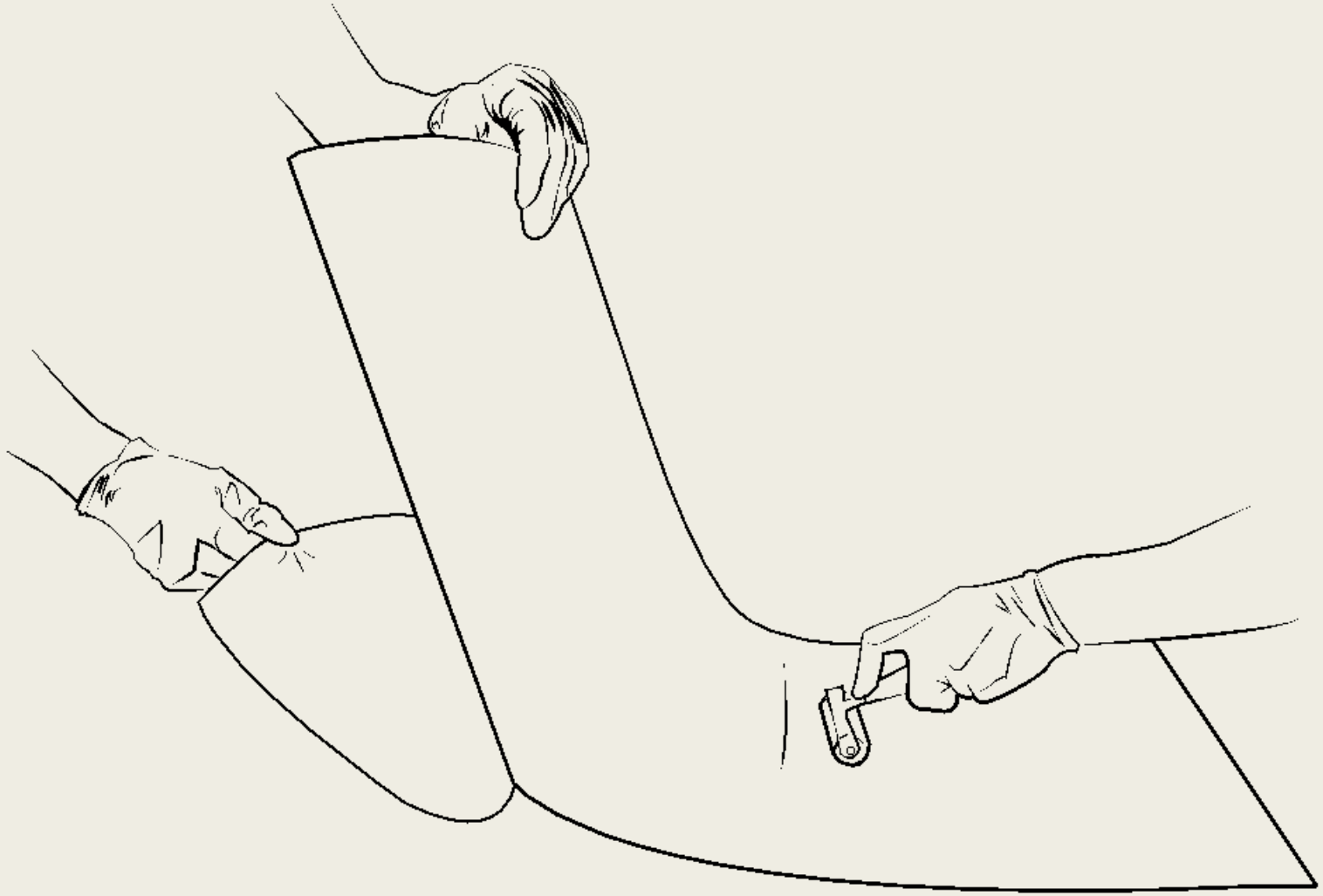
◆ Fussy work. So take your time!



5. Brayer

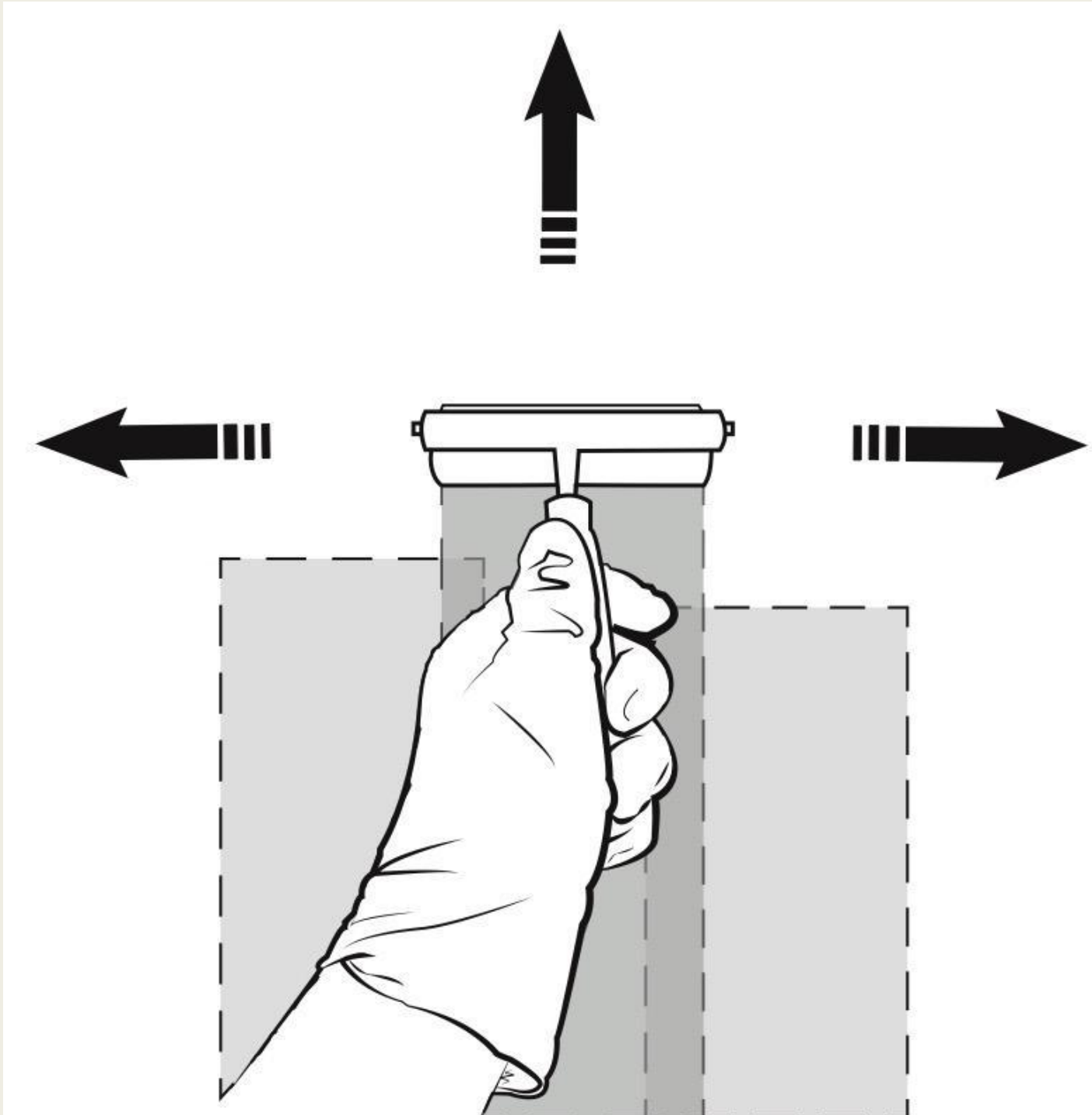
- Once the vinyl has been centered on the board, start to lay down the vinyl with a brayer.

◆ Always use two people for this step!



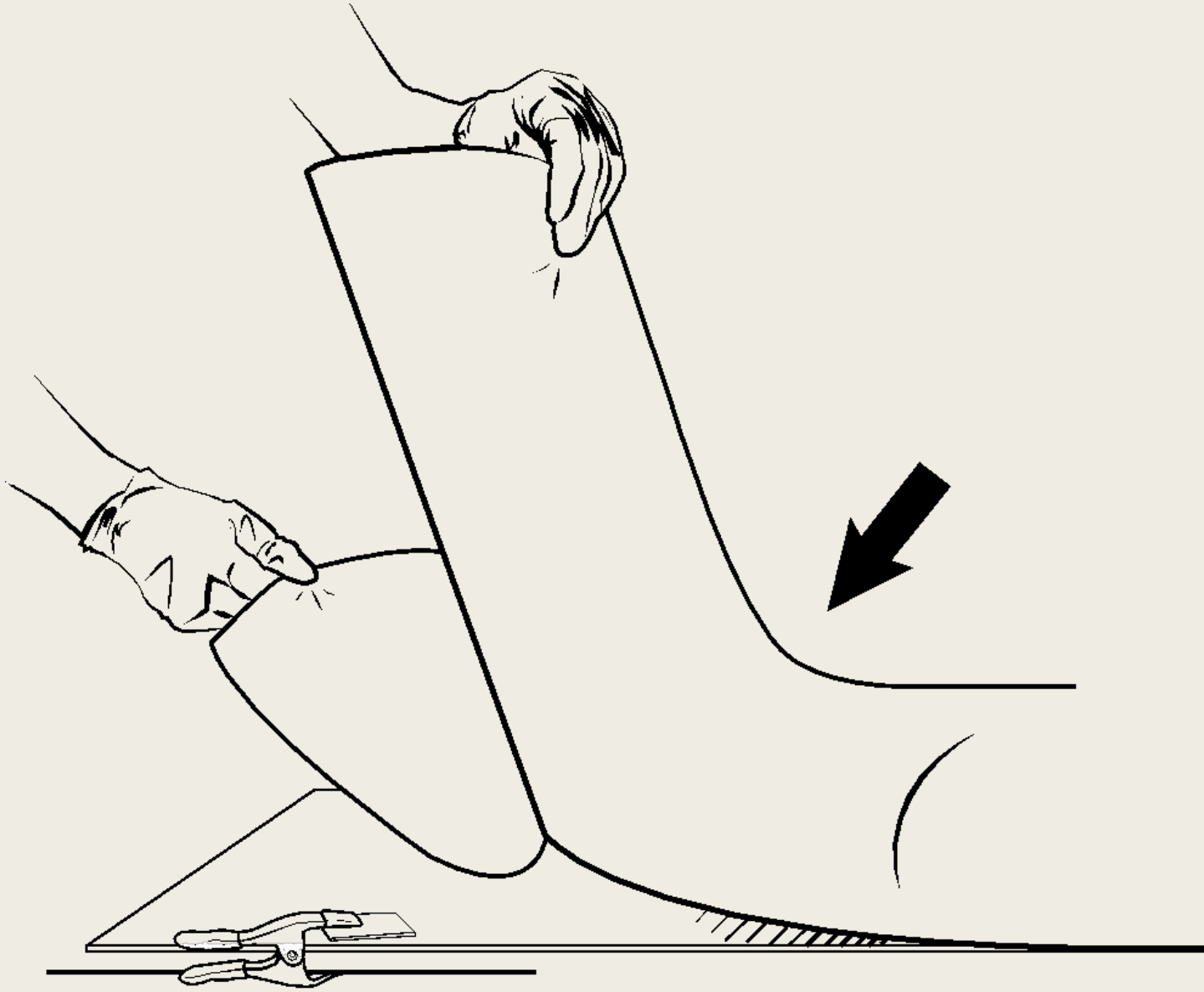
Brayer Direction

- Roll the brayer in a forward motion, moving up and out from the center



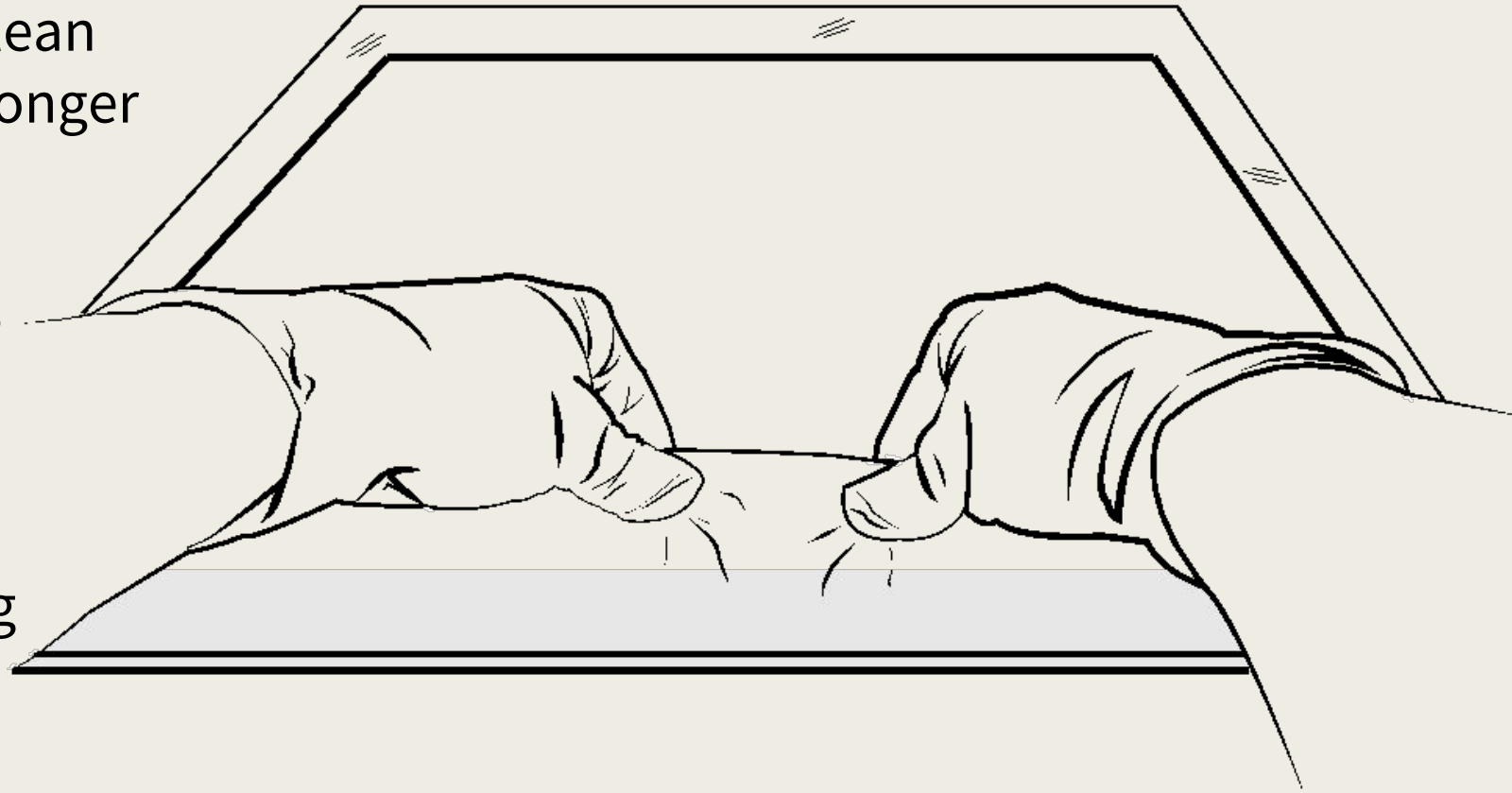
6. Tension

- While one person is using a brayer, it is important for another to hold the tension of the vinyl.
- In addition to holding the vinyl, the second person will also slowly peel away the protective backing.
- Make sure the brayer applies the vinyl to the mount board, otherwise bubbling and creases will occur.



7. Flip and Wrap Longer Edges

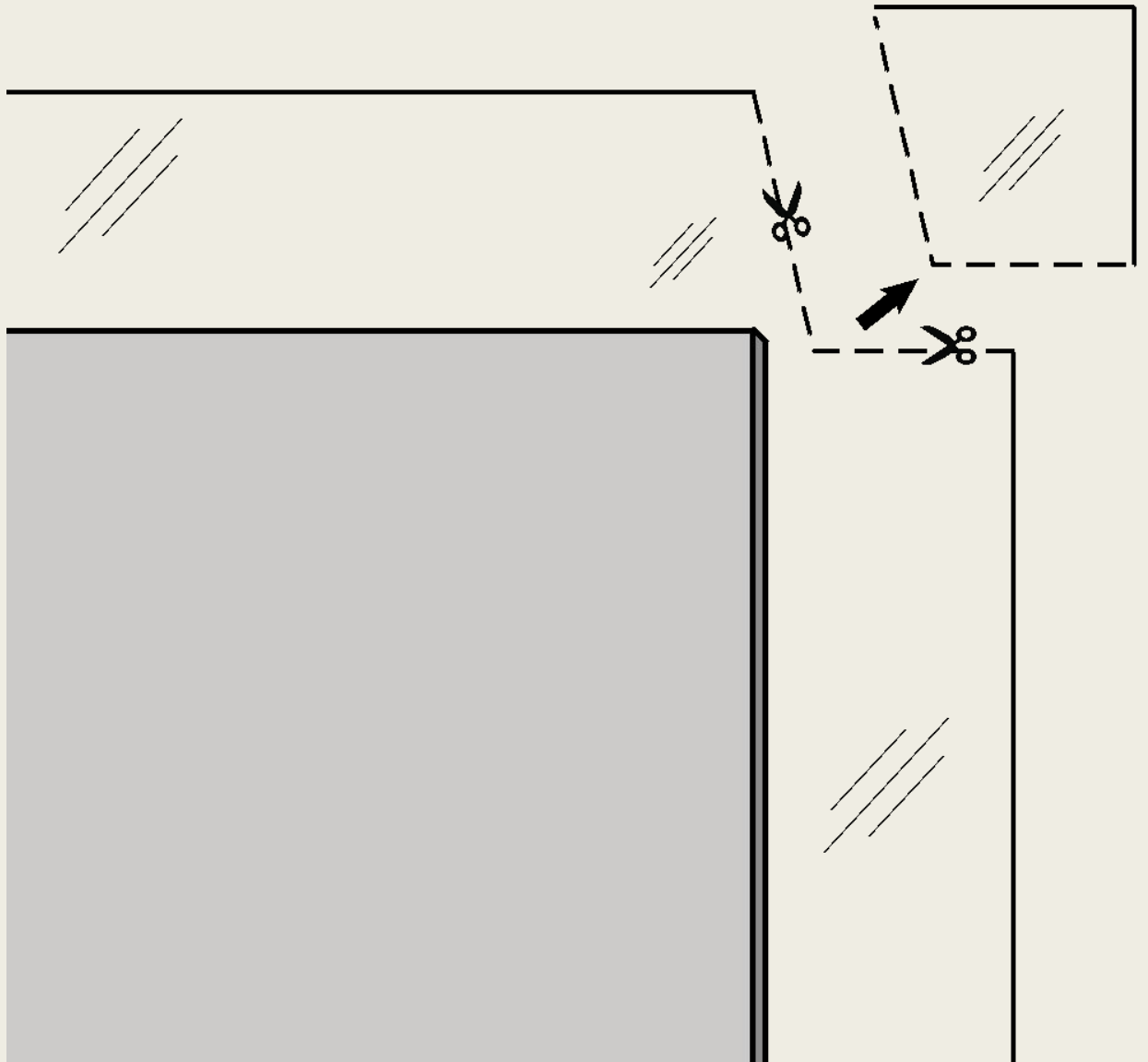
- Once the image is attached, flip the board onto a clean surface and wrap the longer edges.
- Using your thumbs, pull vinyl and rub onto the mounting board.



- Pull tightly to eliminate any bubbling and excess material.
- Different vinyl can mean different applied pressure.

8. Cutting Corners

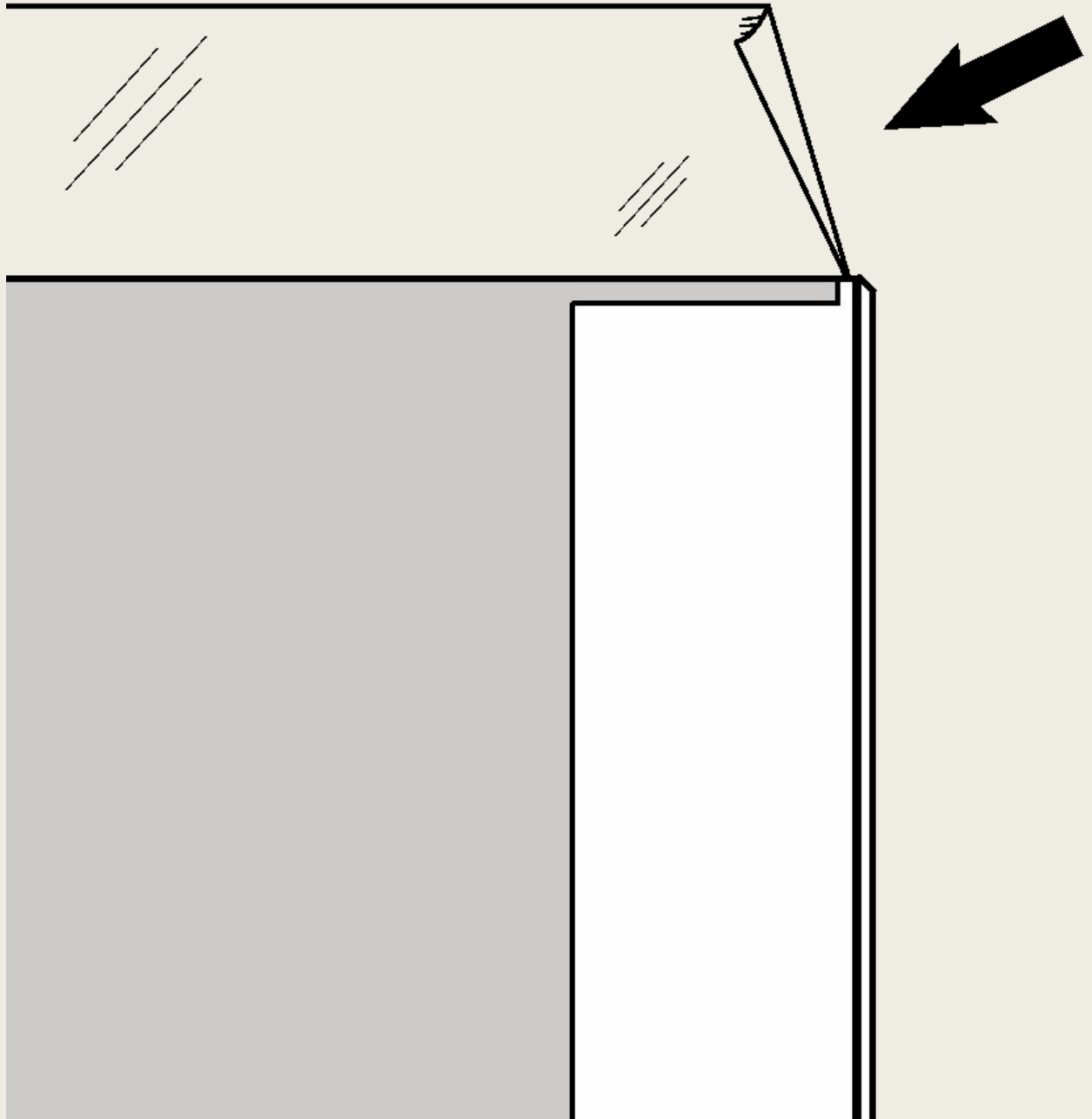
- Before making any cuts, double check that the design is applied to your satisfaction.
- When cutting across be sure to cut slightly lower than the edge of the board.
- Leave ½ cm worth of material between the edge of the cut to the board.
- Cut remaining material away at a slight angle in towards the mounting board.



9. Corners: Fold 1

Fold 1:

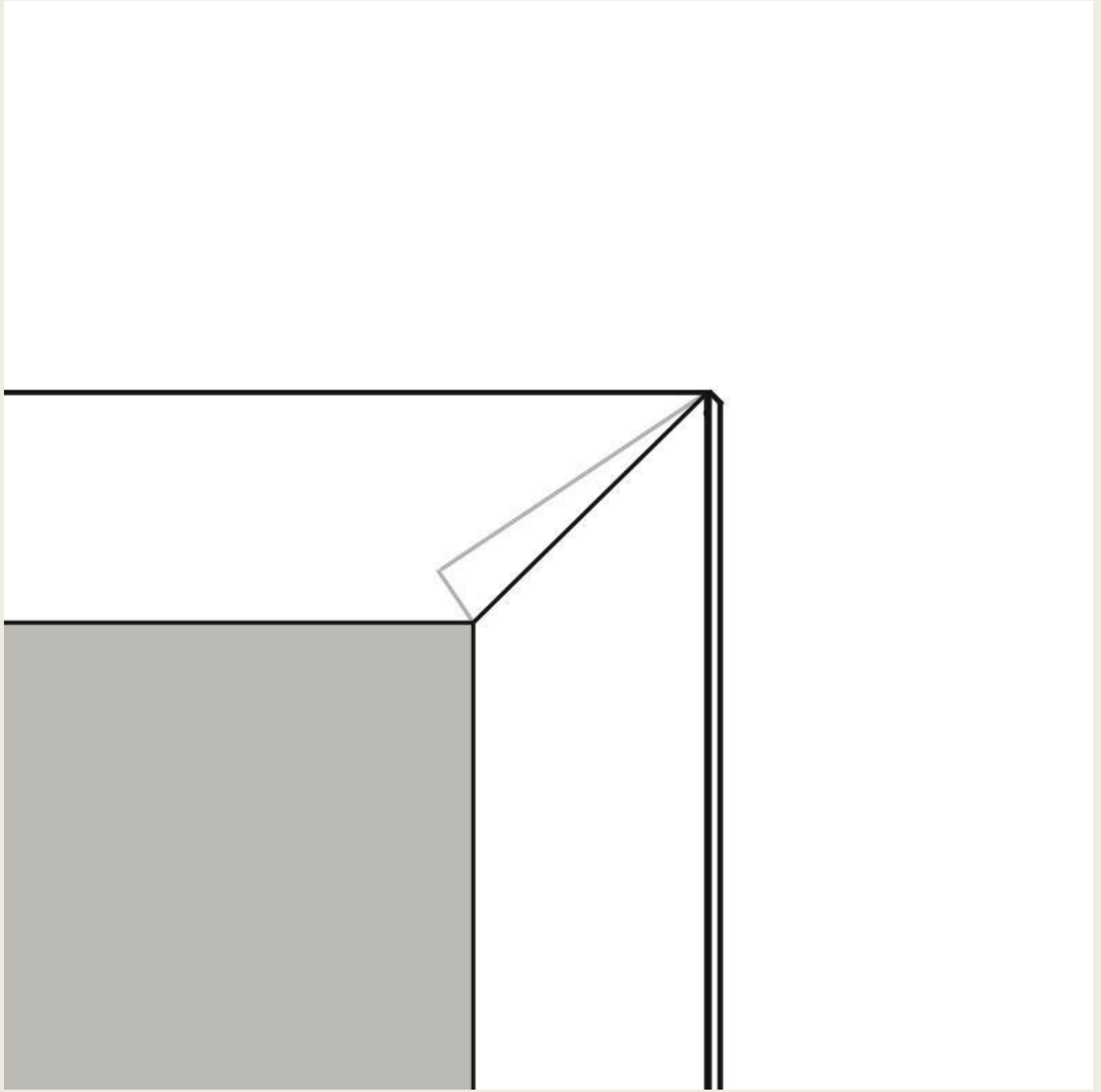
- After cutting away corners, slightly fold the edge of the vinyl onto itself.
- Be sure to create a moderate angle when folding. This will prevent visibility of excess material from the front.



9. Corner: Fold 2

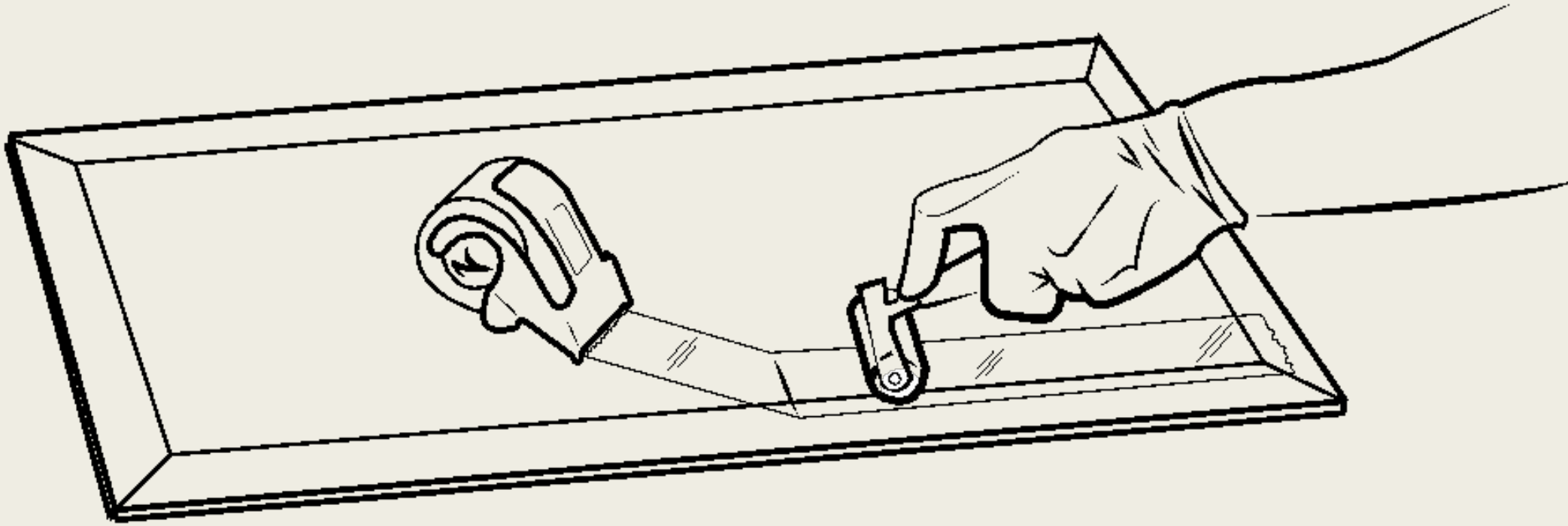
Fold 2:

- Fold over corner using the same wrapping method described to wrap longer sides (step7.)



10. Tape

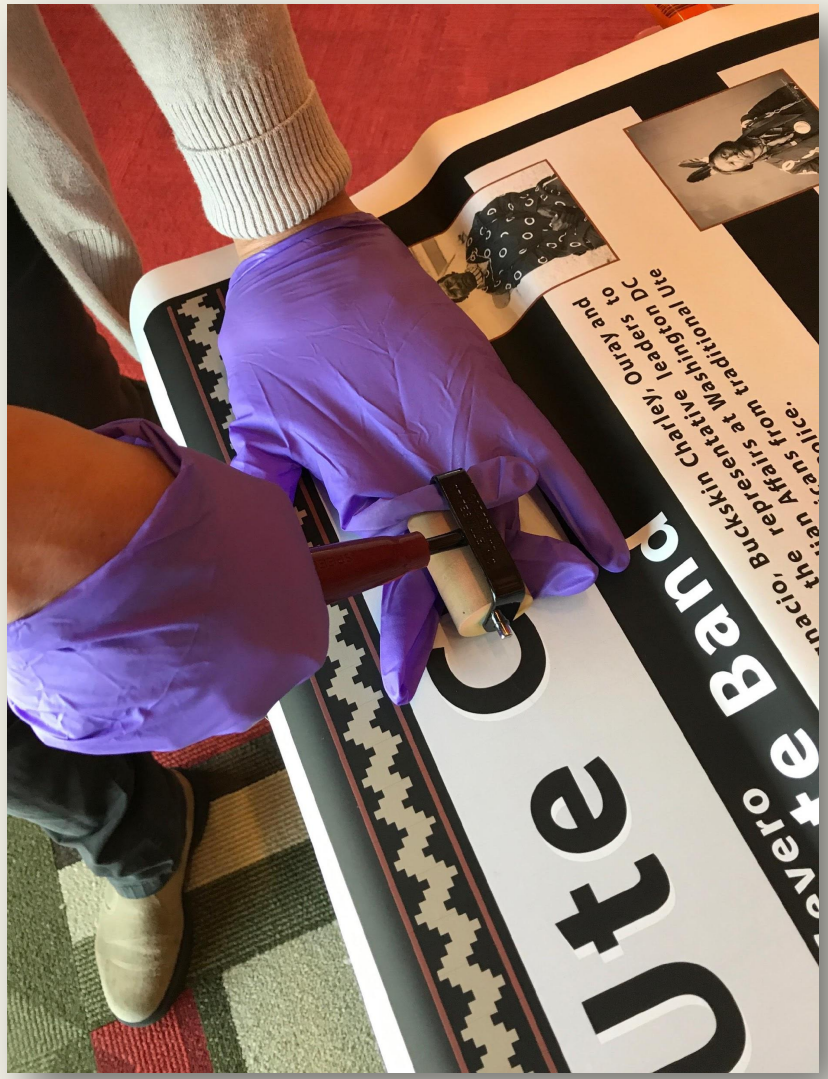
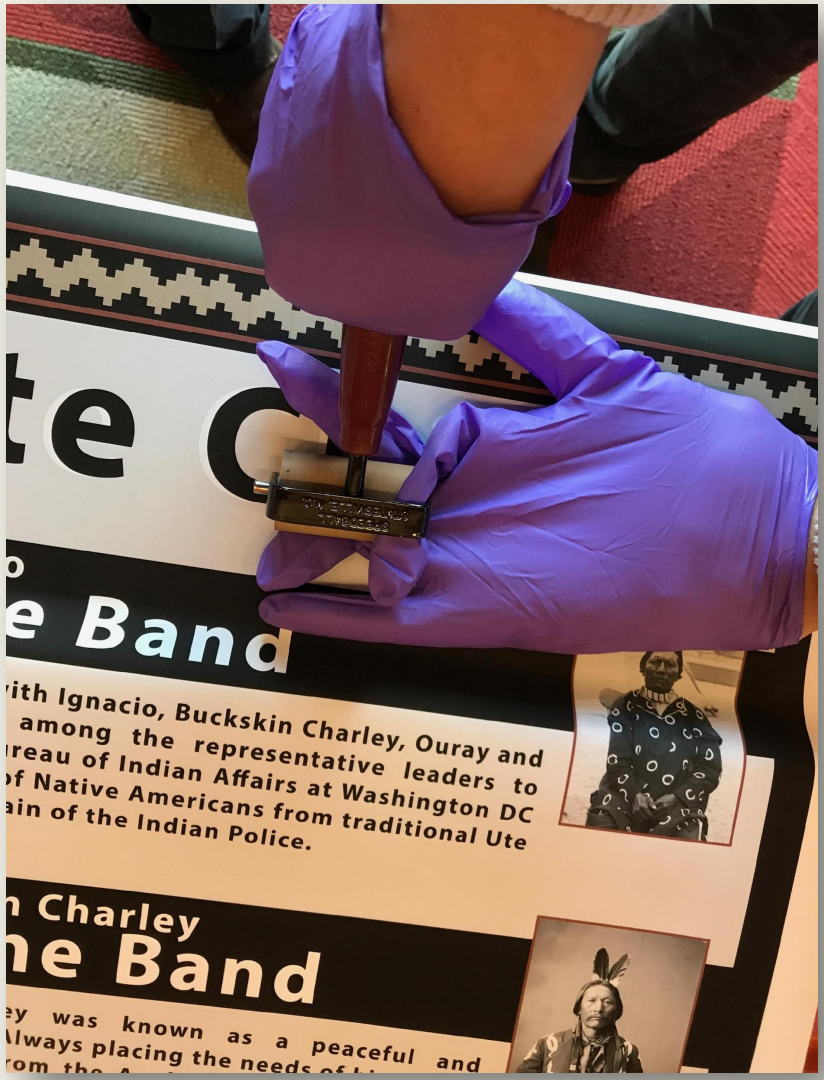
- Apply tape to the edge of the folded vinyl. This helps to secure the vinyl to the mounted board for long term installation.
- To reduce bubbling during tape application, use brayer and keep tension on tape roll.



Now You Try:

Cut

Crease

Fold

When Label Making Goes Wrong: