



# MARKETING KIT

 Sciencenter

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# EXHIBITION SUMMARY

## Roll with Science!

*Mobilab* is a fun-filled lab where young explorers dive into the thrilling world of trial and error, just like real scientists! Get ready to craft different toy vehicles and put them through some wild challenges. Tinker, test, and tweak until your creation zooms just the way you like it!

## Learning Goals

- Solving a problem requires a process
- Testing ideas is important to make them better
- A lot can be learned from mistakes
- Imagination and critical thinking lead to innovation

# BRANDING GUIDELINES

# LOGO

Basic signature (no visual subtitle)  
Do not scale down less than 1.25 inches large  
To be printed on white background only



Color variations



Recommended signature  
with car visual & subtitle  
Do not scale down less than 2 inches large  
Print on white background only



# LOGO

Signature with car visual (no subtitle)  
Do not scale down less than 2 inches large  
Print on white background only



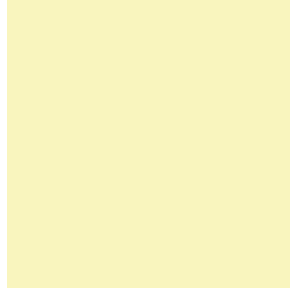
Signature with track visual & subtitle  
For large size application  
Do not scale down less than 6 inches large  
Do not distort, print on white background only



# COLOR PALETTE



C 35, M 35, Y 50, K 2  
Hex # a89981



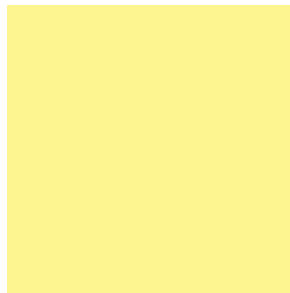
C 2, M 1, Y 31, K 0  
Hex # fbf4bf



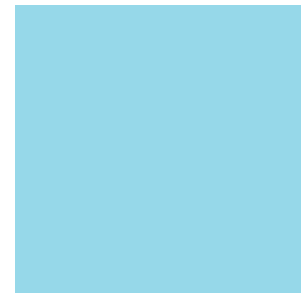
C 89, M 56, Y 0, K 0  
Hex # 006db6



C 78, M 71, Y 61, K 84  
Hex # 00000e



C 1, M 0, Y 55, K 0  
Hex # fff58f



C 38, M 0, Y 7, K 0  
Hex # 97d8e9

# TYPE

BALOO BHAI REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

FANN GROTESQUE PRO BOOK ITALIC

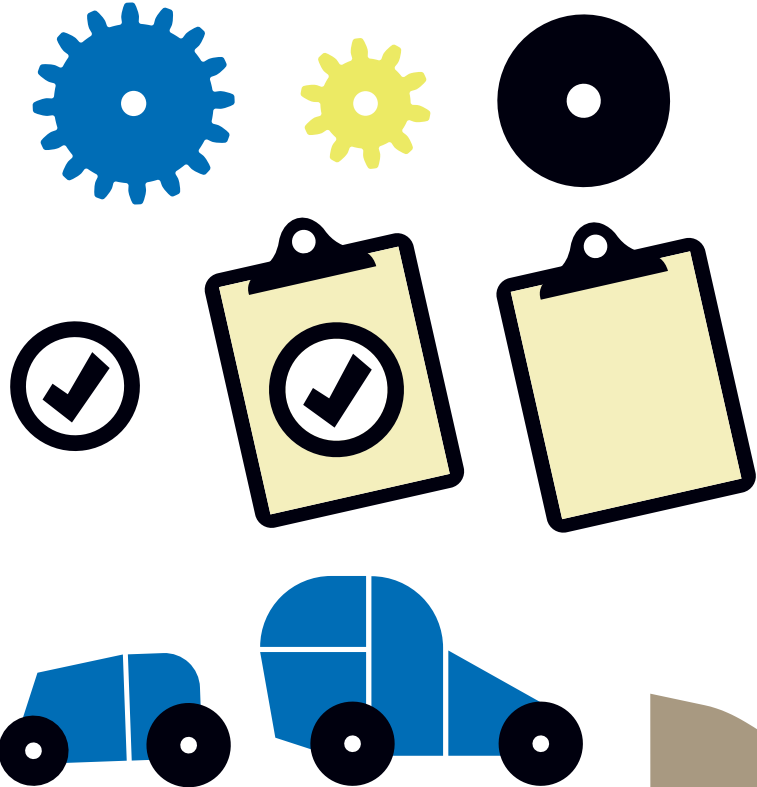
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*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

FANN GROTESQUE PRO MEDIUM ITALIC

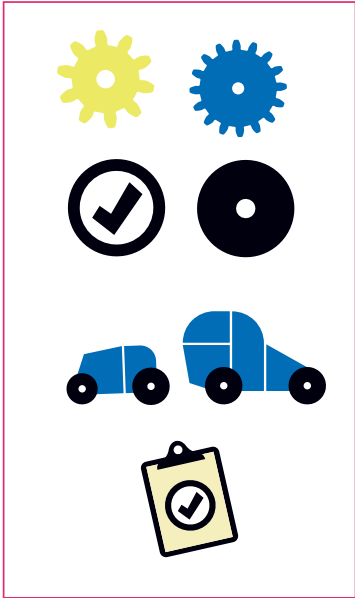
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

# DESIGN ELEMENTS

Do not change color or distort.



Smallest size of use.



**PRESS MATERIALS**

# EXHIBITION OVERVIEW

## 100 WORDS (102)

*Mobilab* is a hands-on exhibition centered around inventing, testing, and perfecting toy vehicles. Craft your own toy vehicle and then examine, measure, and weigh it. Test your invention with different challenges! Build the longest and the tallest vehicle you can. How well do they ride on the ramps? Will your creation make it past the rugged texture ramps? Can your vehicle race down a ramp and jump through a hoop? How will you design your vehicle to overcome the obstacles presented by stability, friction, and gravity? At *Mobilab*, tinker, test, and tweak until your creation zooms just the way you like it!

## 75 WORDS (72)

Welcome, young scientists. Step into *Mobilab* – a hands-on lab centered around inventing, testing, and perfecting toy vehicles. Suit up in your lab coat and dive into the thrilling world of trial and error, just like real scientists! Discover different stations that will spark your curiosity, fuel your creativity, and put your problem-solving skills to the test. How will you design your vehicle to overcome the obstacles presented by stability, friction, and gravity?

## 50 WORDS (49)

*Mobilab* is a fun-filled lab where young explorers dive into the thrilling world of trial and error, just like real scientists! Get ready to craft different toy vehicles and put them through some wild challenges. Tinker, test, and tweak until your creation zooms just the way you like it!

## 25 WORDS (27)

Step into *Mobilab* to imagine and assemble your own vehicle. Then, take it for a ride on different test ramps. Ready to roll?

# EXHIBIT DESCRIPTIONS

## ENTRANCE/ SUIT-UP

Put on a lab coat and use the checklist to keep track of your experiments. Are you all set to navigate the twists and turns of science?

## STATION 1 - ASSEMBLY

Imagine and assemble your own vehicle. Then, take it for a ride on the test ramps. Do you need to modify your vehicle so it performs better?

## STATION 2 - DATA CENTER

Measure and weigh your vehicle. Use the information you collected to create a unique code to identify your vehicle. Can you observe how the size and weight of your vehicle affect how it rolls down each track?

## STATION 3 - STABILITY TEST

Build the longest vehicle you can. Try using 7 play pieces or more. Compare it with the tallest one you can build. Can they ride smoothly on the bumpy ramp?

## STATION 4 - ROLL TEST

Use the test slopes to observe how different wheels roll. To compare two wheels, release them at the same time. Can you identify which wheel will roll for the longest time?

## STATION 5 - FRICTION TEST

Test if the rugged texture on the ramp will stop your vehicle before it reaches the end. Change the texture and try again. Can you assemble a vehicle that will reach the end of the ramp every time?

## STATION 6- GEARBOX

Connect the engine crank to the wheels using gears. Turn the crank to set the wheels in motion. Can you make both wheels turn in the same direction?

## STATION 7 - JUMP TEST

Send your vehicle down the ramp to make it jump through the hoop. Try it again with a different hoop. Can you build a heavier vehicle that will make the jump?

# PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>

Media Contact:

Issued: <Date>

**FOR IMMEDIATE RELEASE**



## ROLL WITH SCIENCE!

<CITY> Welcome, young scientists. Step into *Mobilab*, <Museum Name>'s new featured exhibition opening on <date>.

*Mobilab* is a fun-filled lab where young explorers dive into the thrilling world of trial and error, just like real scientists! At *Mobilab*, visitors can learn that solving problems requires a process and that testing ideas is important to make them better. Through the creation of toy vehicles, visitors can discover that imagination and critical thinking lead to innovation and a lot can be learned from mistakes.

*Mobilab* is a hands-on exhibition centered around inventing, testing, and perfecting toy vehicles. Craft your own toy vehicle and then examine, measure, and weigh it. Test your invention with different challenges! Build the longest and the tallest vehicle you can. How well do they ride on the ramps? Will your creation make it past the rugged texture ramps? Can your vehicle race down a ramp and jump through a hoop? How will you design your vehicle to overcome the obstacles presented by stability, friction, and gravity? At *Mobilab*, tinker, test, and tweak until your creation zooms just the way you like it!

Ready to Roll? Join us at *Mobilab* and unleash your inner scientist today!

This exhibition will be on display through <date>.

<museum boilerplate>

###

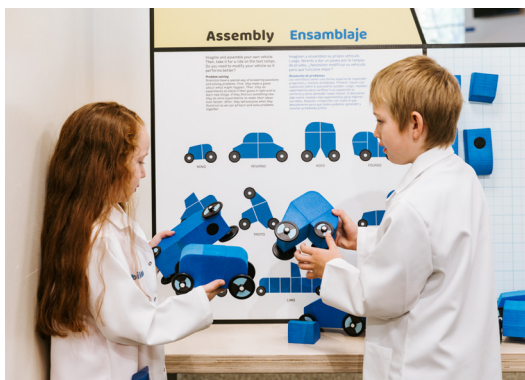
# PHOTOGRAPHY & CAPTIONS



At *Mobilab*, put on a lab coat and use the checklist to keep track of your experiments. Are you all set to navigate the twists and turns of science?



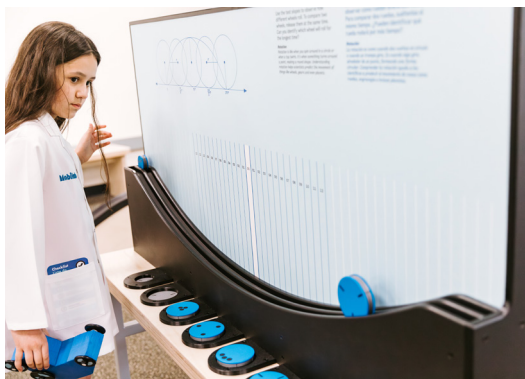
Step into *Mobilab* to imagine and assemble your own vehicle. Then, take it for a ride on different test ramps. Ready to roll?



*Mobilab* is a fun-filled lab where young explorers dive into the thrilling world of trial and error, just like real scientists! Get ready to craft different toy vehicles and put them through some wild challenges.



At *Mobilab*, measure and weigh your vehicle. Use the information you collected to create a unique code to identify your vehicle. Can you observe how the size and weight of your vehicle affects how it rolls down each track?



At *Mobilab*, use the test slopes to observe how different wheels roll. To compare two wheels, release them at the same time. Can you identify which wheel will roll for the longest time?



At *Mobilab*, connect the engine crank to the wheels using gears. Turn the crank to set the wheels in motion. Can you make both wheels turn in the same direction?

# PHOTOGRAPHY & CAPTIONS



At *Mobilab*, discover different stations that will spark your curiosity, fuel your creativity, and put your problem-solving skills to the test. How will you design your vehicle to overcome the obstacles presented by stability, friction, and gravity?



At *Mobilab*, send your vehicle down the ramp to make it jump through the hoop. Try it again with a different hoop. Can you build a heavier vehicle that will make the jump?

# ADVERTISING CREDITS

## CREDIT LINES:

Mobilab was developed by Loodo Exhibits and Toboggan Design and is toured in partnership with Sciencenter.

## GUIDELINES:

Credit should be given to Loodo Exhibits and Toboggan Design as creators of the exhibition where appropriate.

## SCIENCENTER LOGO

Primary logo



Stacked logo



## LOODO LOGO

