



Insert Formatting Checklist

General Logistics

- Arial or Helvetica (pick one for the entire insert)
- Justified
- Landscape layout
- Include a space between each paragraph
- Font is black and plain — not bold, italics or underline — unless specified
- Purple font color values: R = 81, G = 78, B = 133
- Three columns: column width = 3.03”, column spacing = 0.65” space between
- Margins: mirrored margins (Multiple Pages→ Mirror Margins);
 - margin values: Top= 0.2,” Bottom= 0.5,” Inside= 0.36,” Outside= 0.25”
- No indentations on paragraphs (Left: 0”, Right: 0”)
- Use the word “s/he” as opposed to the phrase “he or she”

Insert Front

Research Question

- Italics, Bold
- Purple font
- Size 10.5 font
- 10 words or less

Introduction

- Italics, No bold
- Size 9 font
- 2-3 sentences

Study Explanation

- Size 9 font
- Picture of the stimuli (picture’s text wrapping: “tight” or “square”)

Conclusion

- Bold
- Purple font
- Size 9 font
- 1-2 sentences

Researcher Information

- Italics
- Size 7 font
- No University Logos
- Primary Investigator(s) name
- University/Lab primary investigator is associated with
- Lab Website url (in hyperlink blue font: R= 0 G= 0 B= 255), or primary investigator’s email address
- Name of museum at which research is conducted

Insert Back

Activities to try in the Museum

- Header: “ACTIVITIES TO TRY IN THE MUSEUM” in all caps, bold, size 11 font
- Activity title(s) below the header in bold, purple, size 11 font
- Activity description(s) below corresponding activity title in size 9 font
- Picture of exhibit or props used in the activity (picture’s text wrapping: “tight” or “square”)

Activities to try at home

- Header: “ACTIVITIES TO TRY AT HOME” in all caps, bold, size 11 font
- Activity title(s) below the header in purple, bold, size 11 font
- Activity description(s) below corresponding activity title in size 9 font