

Pop-Up Exhibition Printing Details

Roads to the Past:

- Font Design:
 - DIN Next LT Pro Black - main heading
 - DIN Alternate Bold - body copy
 - DIN Next LT Pro Regular - photo captions
- Color Scheme:
 - Purple (CMYK: 36, 51, 14, 55)
 - Light Grey (CMYK: 21, 16, 17, 0)
- Ideas for incorporating local history components:
 - Replace one or more of the images with archeological finds from your own area
 - Supplement with an additional panel describing native groups in your area
 - Consider expanding the time covered in the panel if travel routes in your area developed later in Texas's history

From Dirt Roads to Highway System:

- Font Design:
 - Interstate Bold - main and sub headings
 - Gotham Book - body copy
 - Gotham Narrow Book - photo captions
- Color Scheme:
 - Green (CMYK: 89, 29, 100, 7)
 - Tan (CMYK: 21, 31, 56, 6)
- Ideas for Incorporating local history components:
 - Add or replace elements on the timeline that support your town's road development
 - Replace various Main St images with images from your town
 - Focus on only one of the highways, depending on which is closer to you

Stuck in the Mud:

- Font Design:
 - Rockwell Bold - main and sub headings
 - Georgia Bold - lead in paragraph
 - Georgia Regular - body copy and photo captions
- Color Scheme:
 - Brown (CMYK: 0, 36, 67, 79)
 - Yellow (CMYK: 0, 30, 78, 8)
- Ideas for Incorporating local history components:
 - Add an additional image and text about an FM/RM road in your area
 - Replace any of the images with those from your own area
 - Incorporate colorful stories of adventures along bad roads from your town's early history

Overall, font family choices were made in context with the content. Mechanically, we used thick, sans serif and block serif fonts for titling and combination of sans serif and serif fonts for the body text. This combination allowed for eye-grabbing titles, but very readable interpretive text.

Cost of banners

- \$337 each, \$1,011 total

Where to get banners printed

- Wide/Large Format Printing Companies
 - ProGraphix (<https://pgaustin.com>)
 - American Color Labs (<http://www.aclaustin.com>)
 - Thomas Graphics (<https://www.thomasgraphicsinc.com>)
 - Riot Creative Imaging (<https://www.riotcolor.com>)

