

Collecting Perspectives Communications Package

What's included:

1. Collecting Perspectives Graphic Suite
 - a. Lower banner with logo, website, and hashtag
 - b. Title graphic with options for 'On Culture', 'On History', or 'On Community'
 - c. Horizontal and vertical layouts
 - d. Teal and orange colour options
 - e. Sized for Facebook and Twitter (landscape) or Instagram (square) posts
 - f. Reconsidering Museums logo
 - i. Brand Colours
 - ii. Visual Identity Guidelines
2. Sample Social Media Posts
3. How-To Guide



Sample Social Media Posts

Sample Post 1:

We value museums because they make sense of the world around us. They collect our tangible and intangible heritage and invite us to share in the many stories they help tell. Their collections broaden, inspire, and facilitate a shift our thinking, but the most important work of museums is in collecting perspectives: in showing us *how* our stories are told. Join us in collecting perspectives on **BLANK (community, town, theme, etc.)**. What's a perspective you think needs sharing?
reconsideringmuseums.ca #CollectingPerspectives #ReconsideringMuseums

Sample Post 2:

We value museums because they make sense of the world around us. The most important work of museums is in collecting perspectives: in showing us *how* our stories are told. Join us in collecting perspectives on **BLANK (community, town, theme, etc.)**. What's a perspective you think needs sharing?
reconsideringmuseums.ca #CollectingPerspectives #ReconsideringMuseums

Sample Post 3:

The most important work of museums is in collecting perspectives: in showing us *how* our stories are told. Join us in collecting perspectives on **BLANK (community, town, theme, etc.)**. What's a perspective you think needs sharing? reconsideringmuseums.ca #CollectingPerspectives #ReconsideringMuseums

Alternate posts

Alternate Post 1:

We're reconsidering the work of museums. We know museums collect objects and stories, but they also collect perspectives. Those perspectives shape how we think about our shared history and future. Whose perspectives are represented in our museum? Whose perspectives are missing?
reconsideringmuseums.ca #CollectingPerspectives #ReconsideringMuseums

Alternate Post 2:

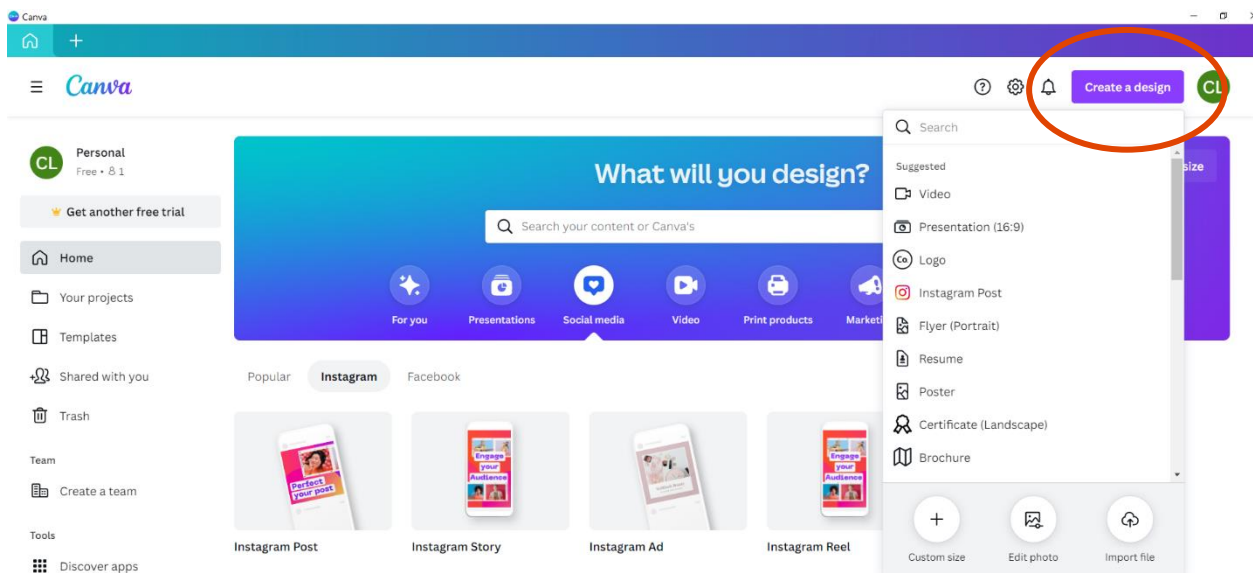
Whose perspectives are represented in our museum? Whose perspectives are missing?
reconsideringmuseums.ca #CollectingPerspectives #ReconsideringMuseums

How-To Guide

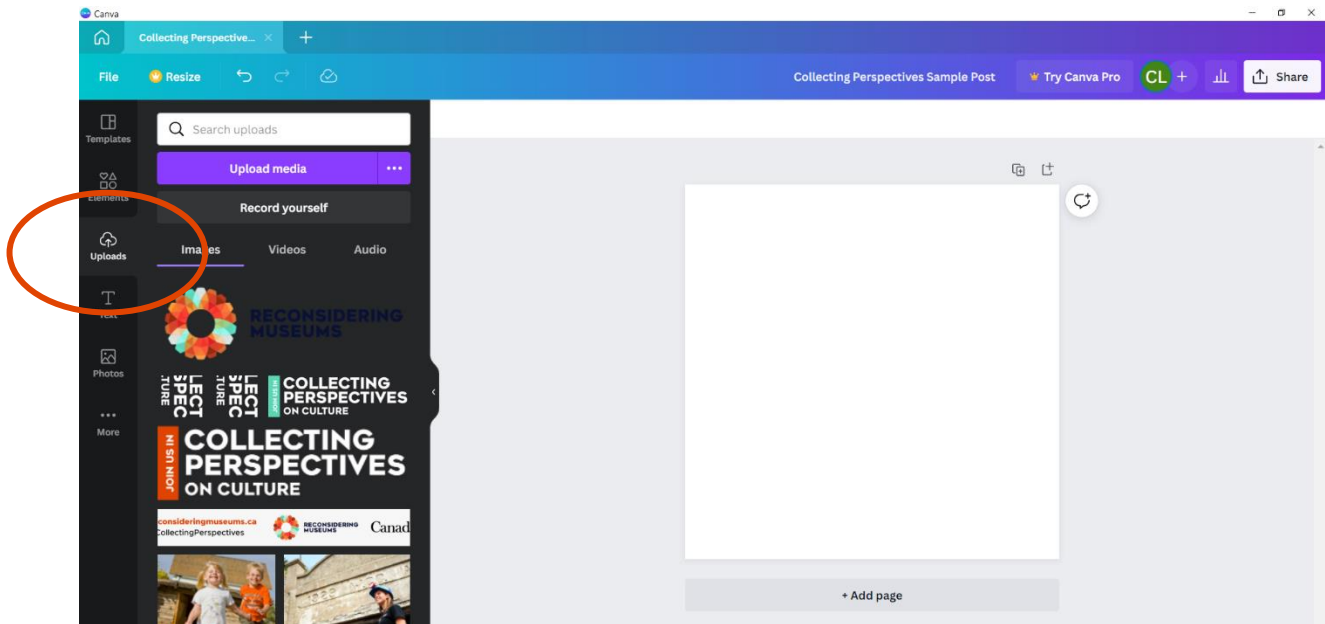
The graphics are provided as PNG files, and the title graphic has a transparent background. This means that you can upload the files to whichever design software (e.g., Photoshop) or web application (e.g., Canva) your institution uses, and overlay them onto a base image. Simply upload both the lower banner and title graphic and place them on the image. The lower banner should be placed at the bottom edge of your image, while the title graphic can be placed anywhere on the image ensuring the short orange or teal “Join Us” edge aligns with the edge of the image.

For example, here’s how to use the graphics in Canva. [Note: The basic free version of Canva will be sufficient for this project. For access to more features, registered non-profits are eligible to access the premium version of Canva for free. See: <https://www.canva.com/canva-for-nonprofits/>]

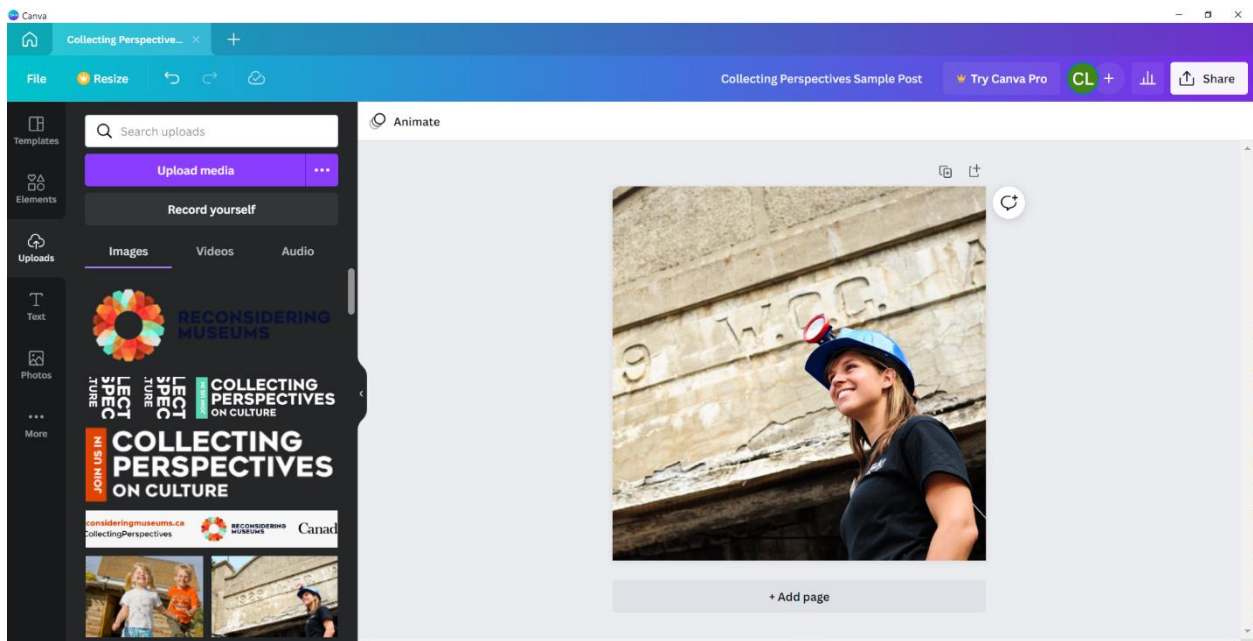
1. Select an image of your museum or community that you want to use as the base image.
2. Download the Collecting Perspectives graphics from this communications package. Select the desired lower banner and title graphic, taking into consideration whether you will be creating a Facebook, Twitter, or Instagram post, if you want a horizontal or vertical title graphic, and which colour will complement your base image.
3. Create a new design in Canva. On the home page, select ‘Create a design’, and choose the appropriate blank design (Facebook post, Twitter post, or Instagram post).



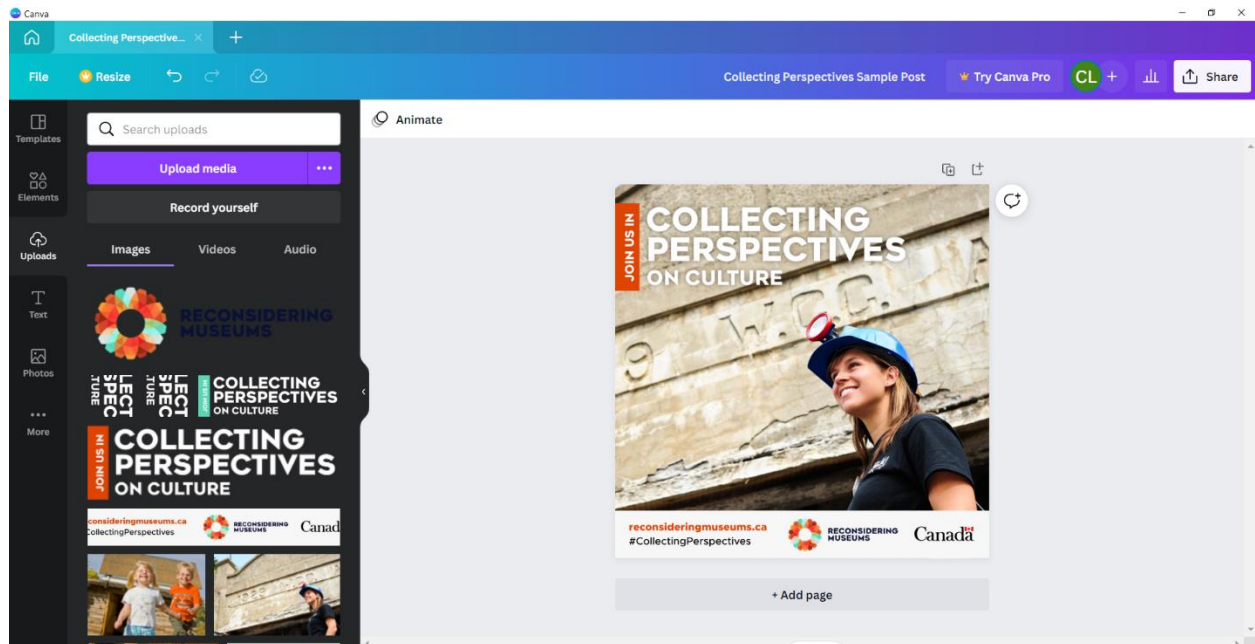
4. Upload all three images from steps 1 - 2 to Canva by clicking on 'Uploads' on the menu on the left. Either drag and drop your images directly or click 'Upload media' and select the images from your computer.



5. Position the base image on the blank design. Ensure that the image covers the entire post, and don't leave any white space on the top, left, or right edges. You can leave a small strip of white along the bottom as this will be covered by the lower banner.



- Position the lower banner on the bottom edge of the image, resizing it as needed to align with both the left and right edges. Position the title graphic on either the top or left edge of the image, depending on whether you are using the vertical or horizontal graphic. Resize the title graphic to the desirable size.



- Once you are satisfied with your design, click on the 'Share' button in the upper right corner, and download the image in your desired file format. You're finished and ready to post to social media!

