

5.1 Consistent Approach to Labelling (Interim)

5.1 ■ Please demonstrate that the museum employs a consistent approach to labelling. Give details of the museum's house style(s). Are the size and position of labels accessible for the visually impaired?

■ This is a Minimum Standard for Interim Accreditation.

■ Requirements

- (i) Applicants must develop a consistent house style with a labelling system that works on two levels: interpretation and presentation.
- (ii) If labels are not used, alternative methods of interpretation are acceptable. Applicants must give details of any other methods used, (e.g. guidebooks, floor plans).

■ Guidelines

- A. The museum should develop a basic labelling system that serves as its house style.
- B. Interpretation
 - (a) Labels should be accurate.
 - (b) Labels should be legible. A minimum font size of 14 point is recommended.
 - (c) Museums have a clear and consistent policy on whether or not the Irish language is used.
- C. Presentation
 - (a) The type should be large enough to read without difficulty.
 - (b) Text in all capitals should be used sparingly.
 - (c) Headlines should be in larger type. In ID labels, the names of objects are presented in bold.
 - (d) Labels should be placed close to the objects they relate to.
 - (e) Labels should be well-lit.
- D. See also Factsheet 7: **Exhibition Standard**.