Every object or artefact should be clearly identified with a label. These should be typed (on white or off white), not handwritten, using a clear modern font such as Helvetica

Regular, Geneva or Arial in a size of at least 18 points. 1 point ‘extended’ spacing can be considered for easier reading.

Labels should be set in two sizes, one for general labels and the other for extended labels (the standard labels in most public galleries are 19 cm wide by a minimum of 9cm high, with a 1 cm margin).

Some galleries place all identifying labels along walls, screens and pedestals so that the top edge of the label is always exactly one meter from floor level.

They can be printed on adhesive backed paper and fixed to cardboard or Fome-cor, before being cut to size.

Labels should be placed to the lower right of the object on the supporting wall, pedestal or plinth with a fixed sight line.

On a dark background, a lot of white labels can dominate the objects. A good test is to squint at the display to see if the labels stand out at the expense of the objects.