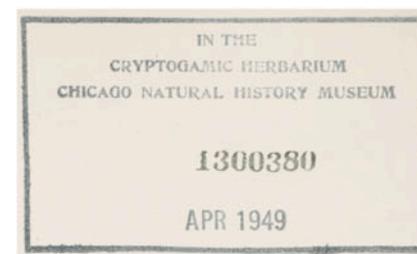


Field Museum Identity System



Archived vType

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Verbal-Visual Research and Initial Sketches

Museum
Exploration

Journey
Experiences
Animals

Collaboration

Interconnection

Search
Growth
Expansion

Mission
Ecosystems
Ecology
Dinosaurs
Fossils

Evolution
Planet

Culture

Research

Scientists
Visit

Tickets

Exhibitions

Admission

Scientists

History

Natural

Ancient

Collections

Specimens

Artifacts

Marshall Field

Quest

Community

Conversation

Science

World's Columbian Exposition

Chicago

Archive

vTypes

Botony

Anthropology

Human story

Meteorites

Geology

Zoology

Birds

Minerals

Conservation

Laboratory

Diversity

Museum Campus

Planet

Flowers

Lichens

Displays

Preservation

Analysis

Taxidermy

DNA

Library

Photography

Caryartid

Membership

Families

Schools

Students

Learning

Illumination

Educating

Discovery

Activities

Programs

Field Trips

Tour

Virtual Tour

Films

Dining

Shopping

Camps

Passion

Scientists

Knowledge

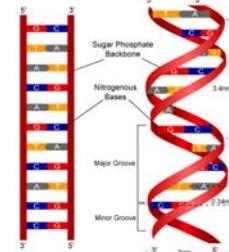
Action

This is a list of words created to explore the basic functions, content areas, and goals of the Field Museum, in order to gain a high-level understanding of the Field Museum as an organization.

Exploration
Collaboration
Illumination
Research
Discovery
Passion



Culture
History
Anthropology
Conservation
Diversity



Specimens
Artifacts
Preservation

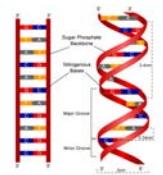


Here, the most descriptive words from the list are grouped together, and images relating to the words are gathered to form the visual research. These groupings of words and images will provide the direction for the rest of the mark development.

Exploration
Collaboration
Illumination
Research
Discovery
Passion



Culture
History
Anthropology
Conservation
Diversity



FIELD

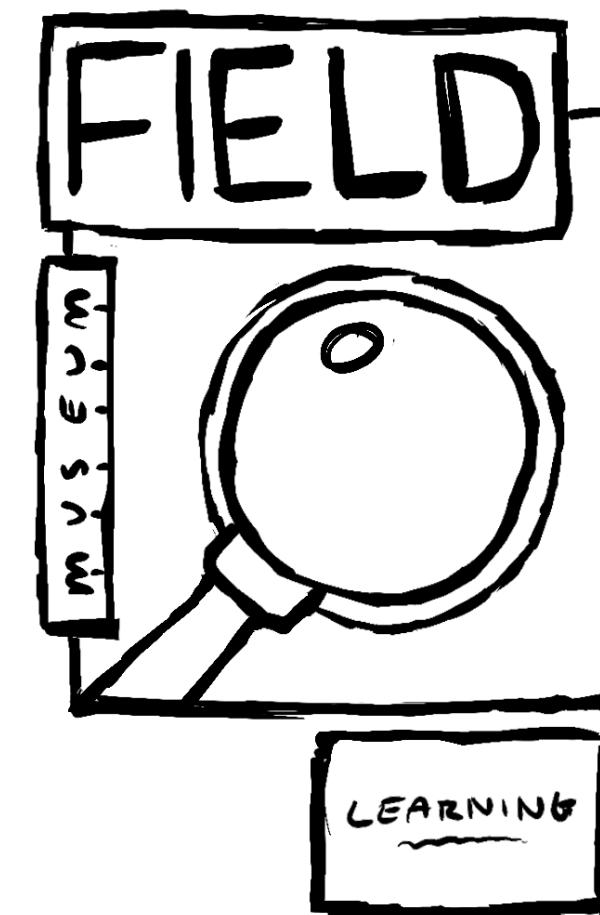
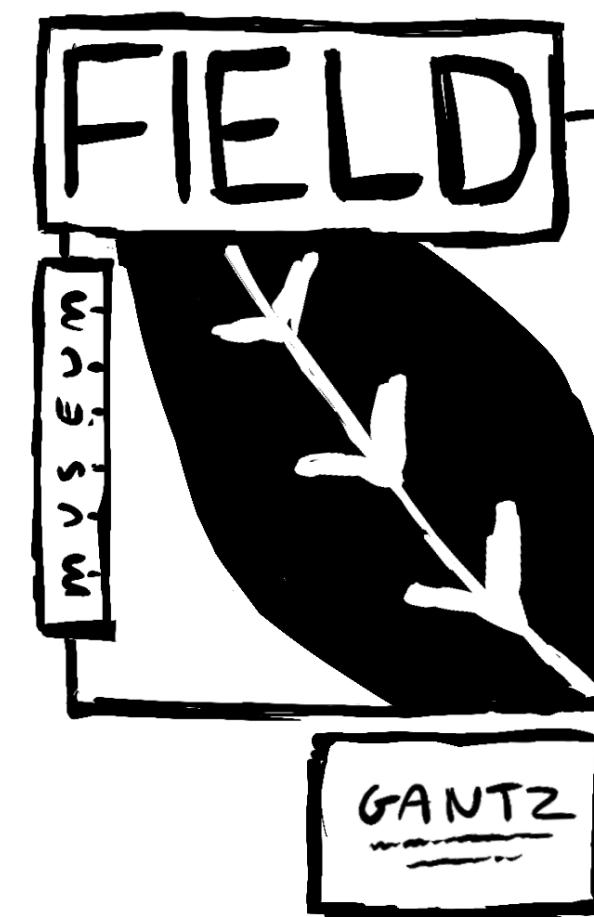
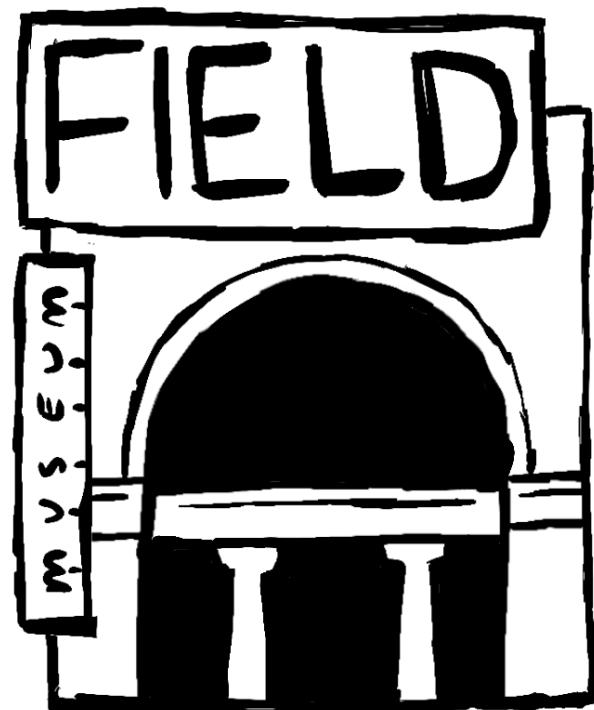
X FIELD X MUSEUM



Specimens
Artifacts
Preservation



Specimens
Artifacts
Preservation



Specimens
Artifacts
Preservation



Final Mark

 FIELD

 FIELD
MUSEUM



FIELD
MUSEUM

 FIELD

 FIELD MUSEUM



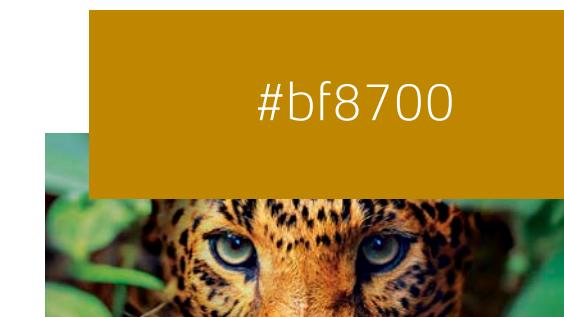
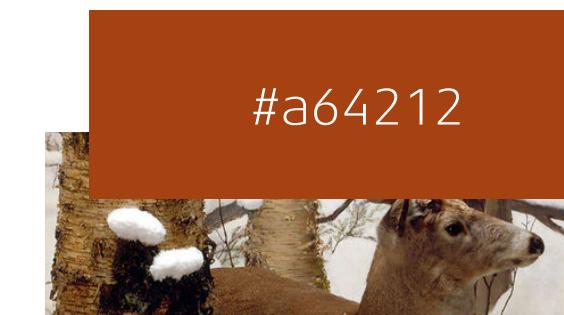
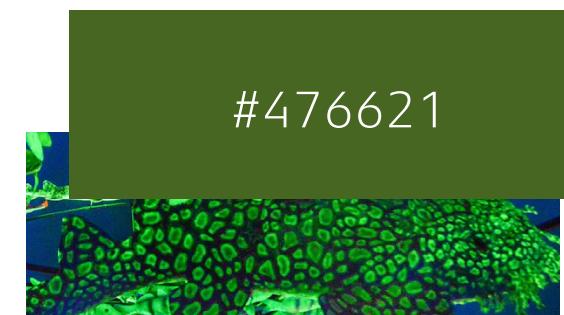
FIELD
MUSEUM

FIELD

FIELD
MUSEUM



FIELD
MUSEUM



These colors were chosen for their connection to the natural world; the shades of blue for the sky and bodies of water, and greens, brown, orange and yellow for their connection to nature and life forms.



This shade of beige may be used for coloring the icons as they appear outside of the logomark, and the 30% tint may be used as a background color for cards, posters, or publications instead of a plain white background.





Single-Square Mark

For instances of the mark's height being 1/2 inch or lower.



Four-Square Mark

For instances of the mark's height being above 1/2 inch, but below 18 inches.



Nine-Square Mark

For instances of the mark's size being above 18 inches.

CANELA TEXT BOLD, ALL CAPS

For titles, subtitles, and buttons

This font is evocative of classical architecture and typography, and it was chosen in order to add an element of the historic to the mark. Its bold strokes and angular serifs add both classical elegance and an air of playfulness.

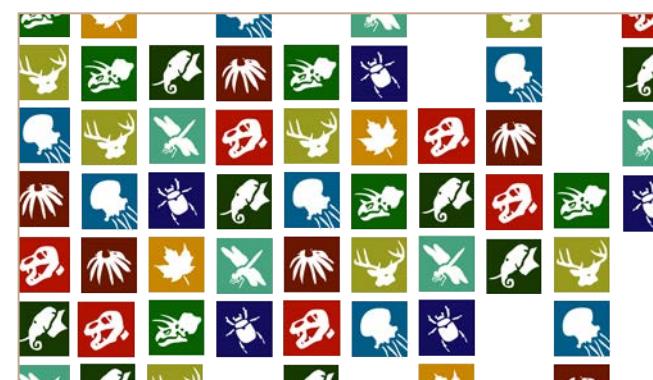
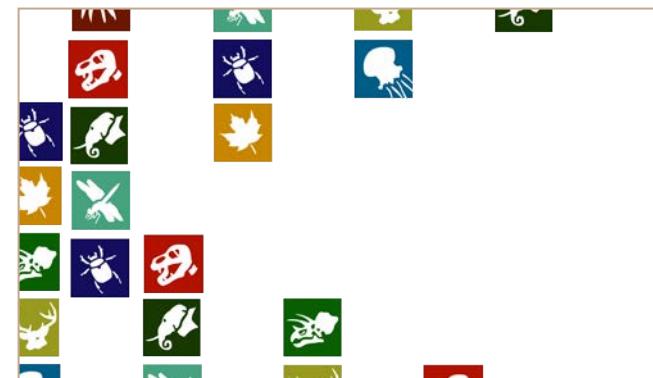
Centaur MT Std Bold

For body text

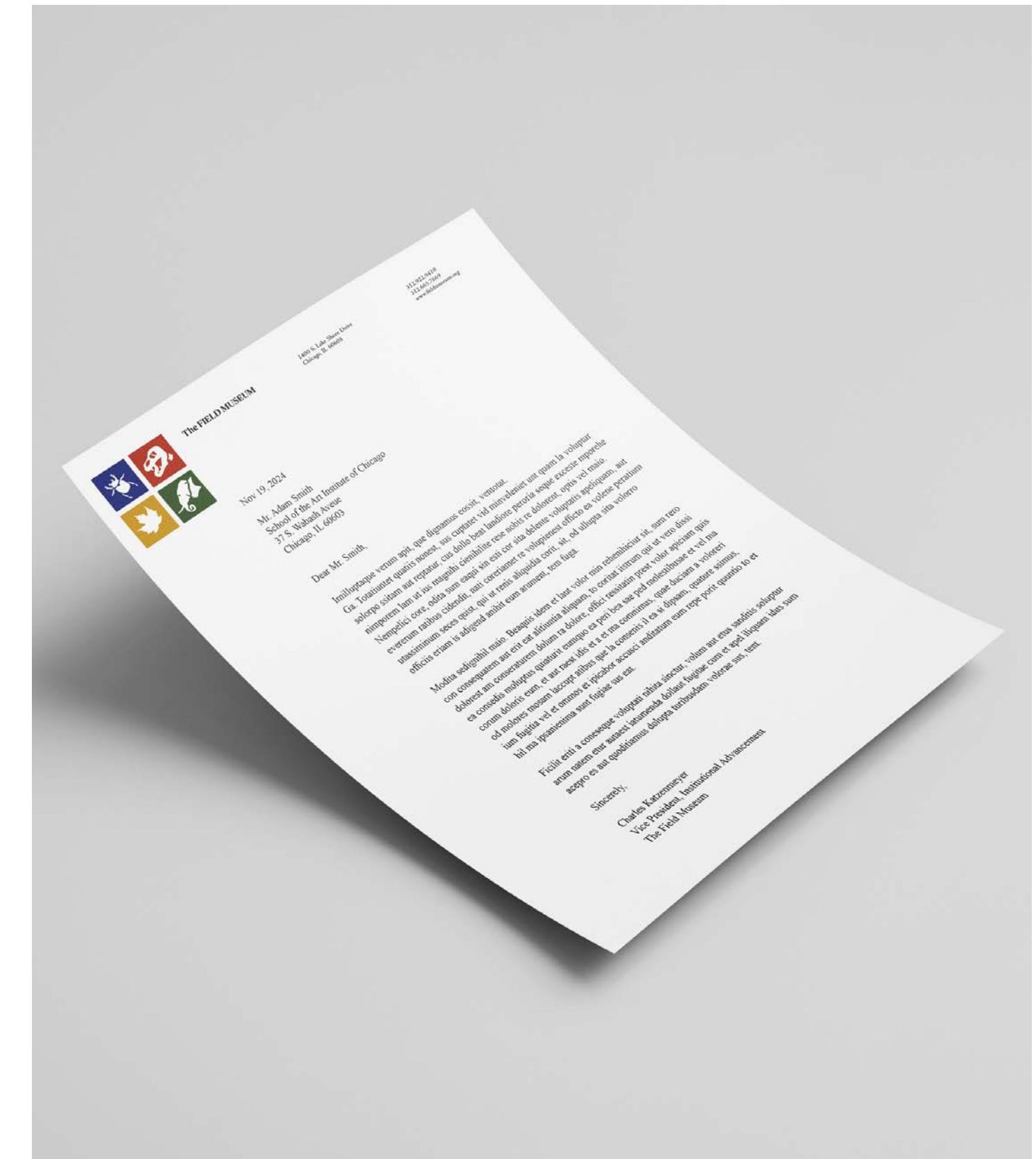
This font was chosen because of its harmony with Canela Text. It is reminiscent hand-written letters; it was created in 1914, and modeled after Renaissance-period printing. It is an elegant font that is easy to read when printed.

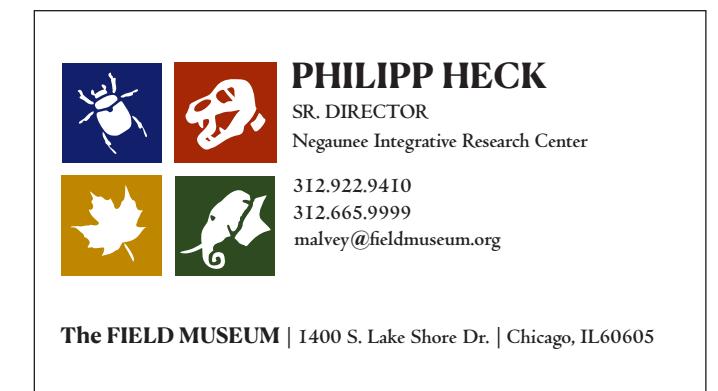
Stone Informal ITC Pro

To be used in digital applications, this typeface was chosen for its readability on screens.



Prototypes







Facilities



Gantz Family Collections Center



Executive Staff



Exhibitions



Negaunee Integrative
Research Center



Learning Center



Institutional Advancement



Center Education and
Public Programs

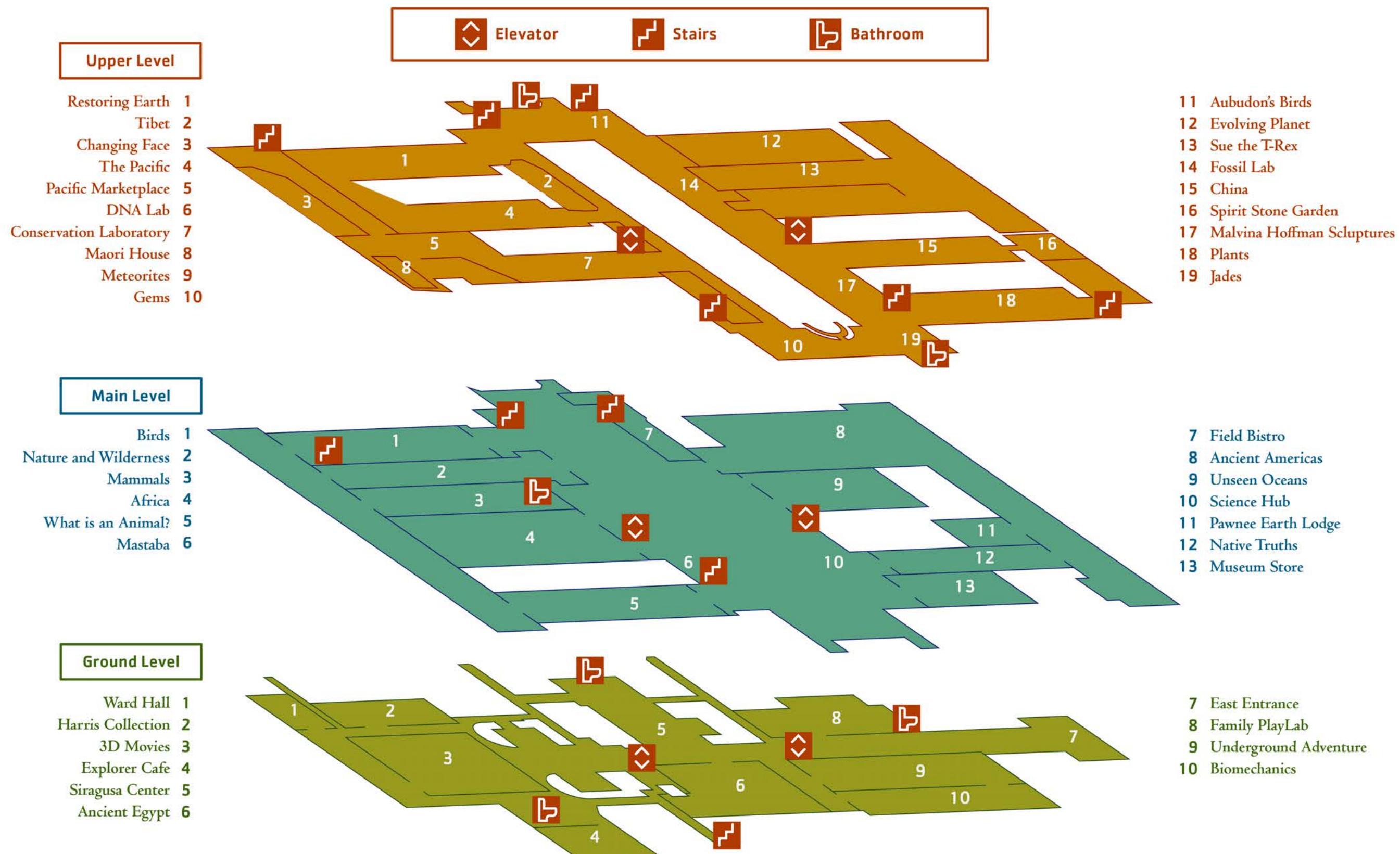


Library and Archives











Conclusion

The new Field Museum identity system emphasizes both the historical nature of the museum and the importance of its collection.

The colors and icons present within the mark offer a connection to the natural world, while also adding a friendly and playful element.

The dynamic nature of the mark provides the opportunity for variety, and the icons allow for consistency across contexts.



**FIELD
MUSEUM**