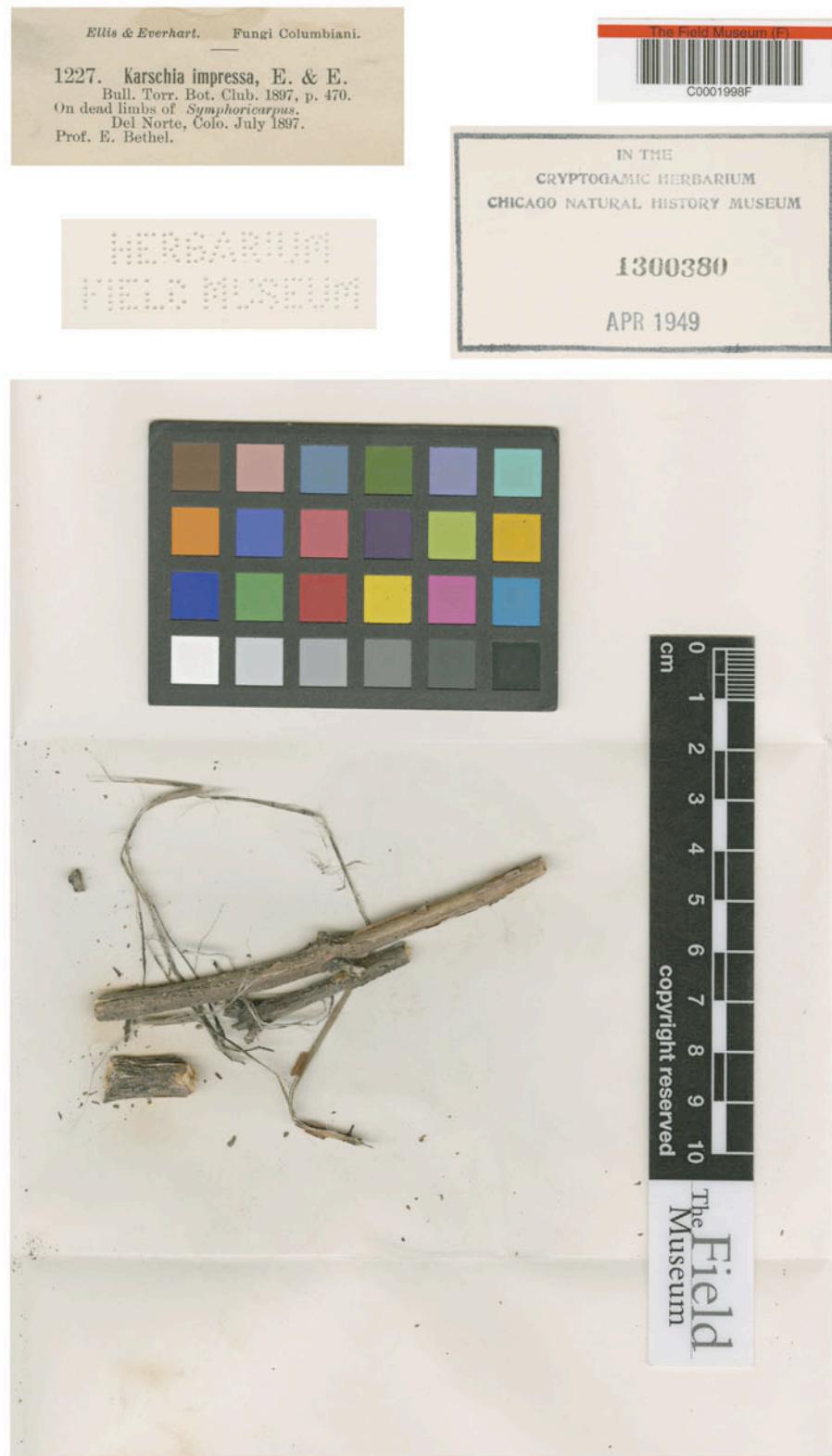


Field Museum Identity System





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Archived vType

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Conclusion

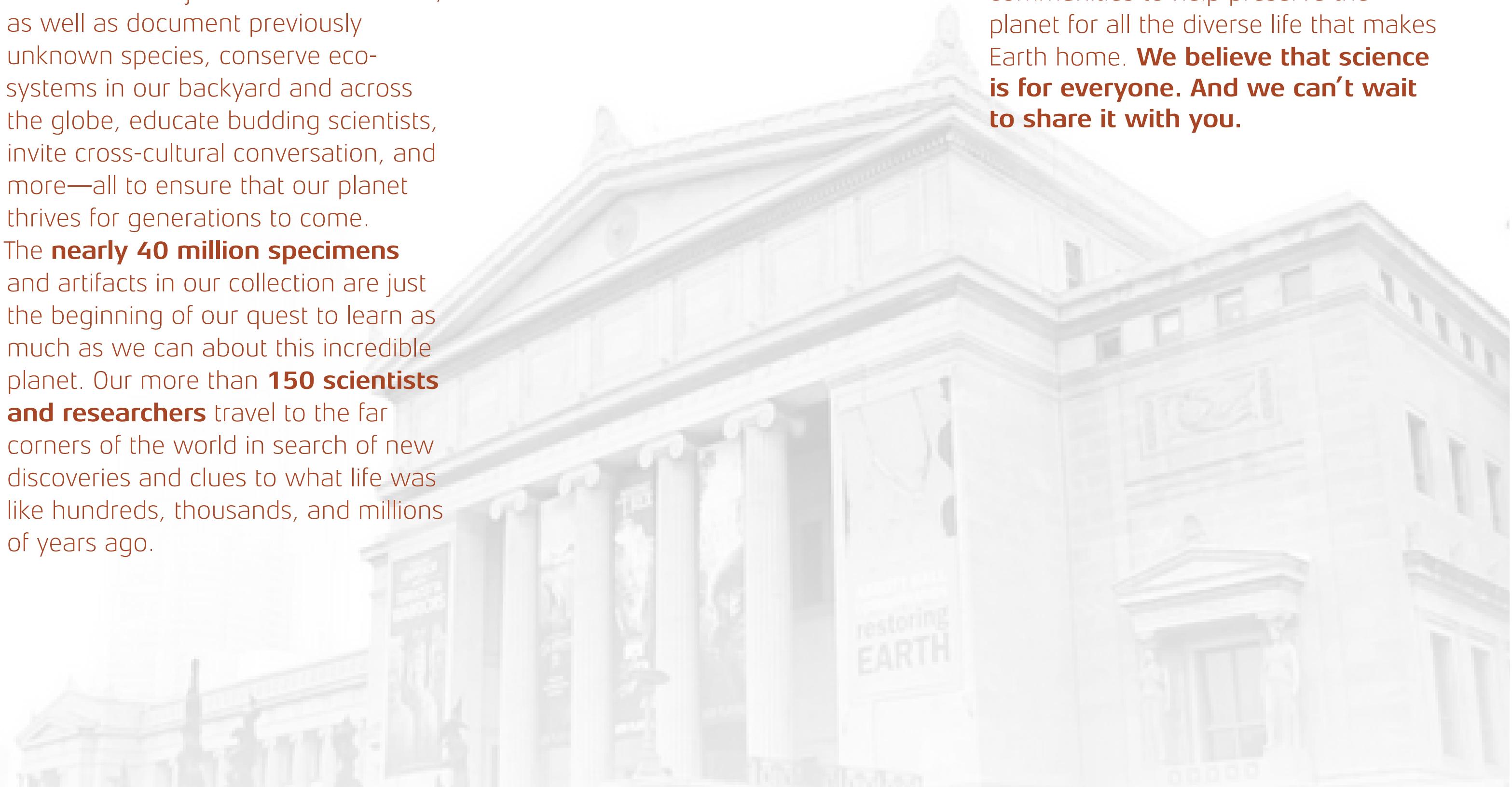
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General Information

The Field Museum connects all of us to the natural world and the human story. We continue to research the objects in our collections, as well as document previously unknown species, conserve ecosystems in our backyard and across the globe, educate budding scientists, invite cross-cultural conversation, and more—all to ensure that our planet thrives for generations to come.

The **nearly 40 million specimens** and artifacts in our collection are just the beginning of our quest to learn as much as we can about this incredible planet. Our more than **150 scientists and researchers** travel to the far corners of the world in search of new discoveries and clues to what life was like hundreds, thousands, and millions of years ago.

Every day we find new evidence of just how interconnected our world is, and we're working to build stronger communities to help preserve the planet for all the diverse life that makes Earth home. **We believe that science is for everyone. And we can't wait to share it with you.**



Our scientific and education efforts are organized around four centers: Gantz Family Collections Center, Negaunee Integrative Research Center, Keller Science Action Center, and the Learning Center.

Museum scientists work across these four centers to pursue work that furthers our institution's mission and share what we learn with the public.

The Field Museum combines the research of its world-renowned scientific staff with its award-winning design expertise to create **high-quality traveling exhibitions**. Clients as varied as art museums, science centers, children's museums, and local history centers have enjoyed the Field Museum's engaging exhibitions.



Wild Color



Death: Life's Greatest Mystery



SUE: The T. rex Experience



Antarctic Dinosaurs



First Kings of Europe



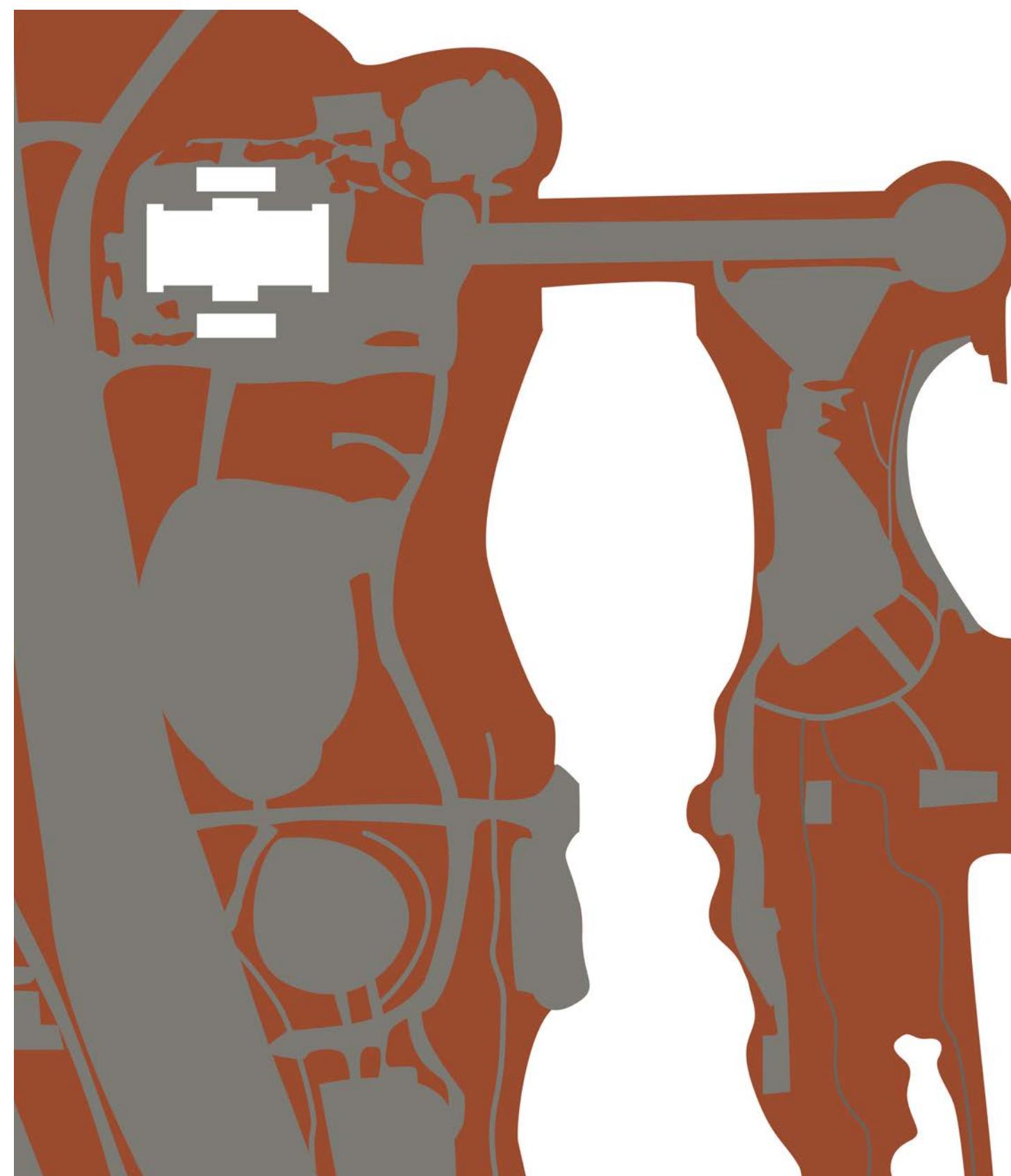
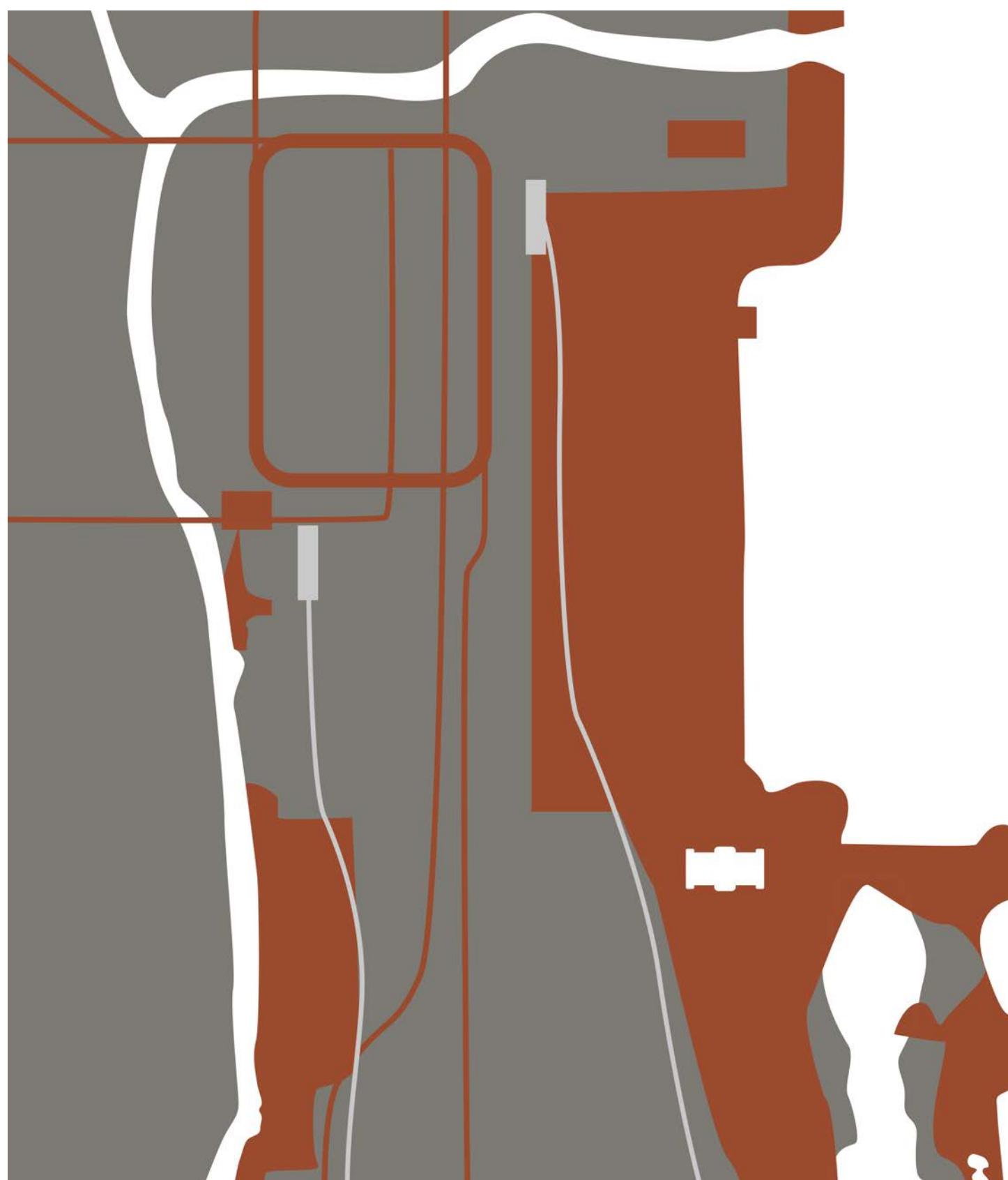
A Celebration of Souls



Chicago hosted the 1893 **World's Columbian Exposition**, which showcased art, architecture, technology, and global culture. Many of these objects would later enter Chicago's new natural history museum.

Marshall Field (of Marshall's Department Stores) **donated \$1 million to the museum** at the request of the museum's first president. The Museum then changed it's name from "The Columbian Museum of Chicago" to the "Field Columbian Museum" in honor of Field's contribution.

It opened to the public on June 2nd, 1894.









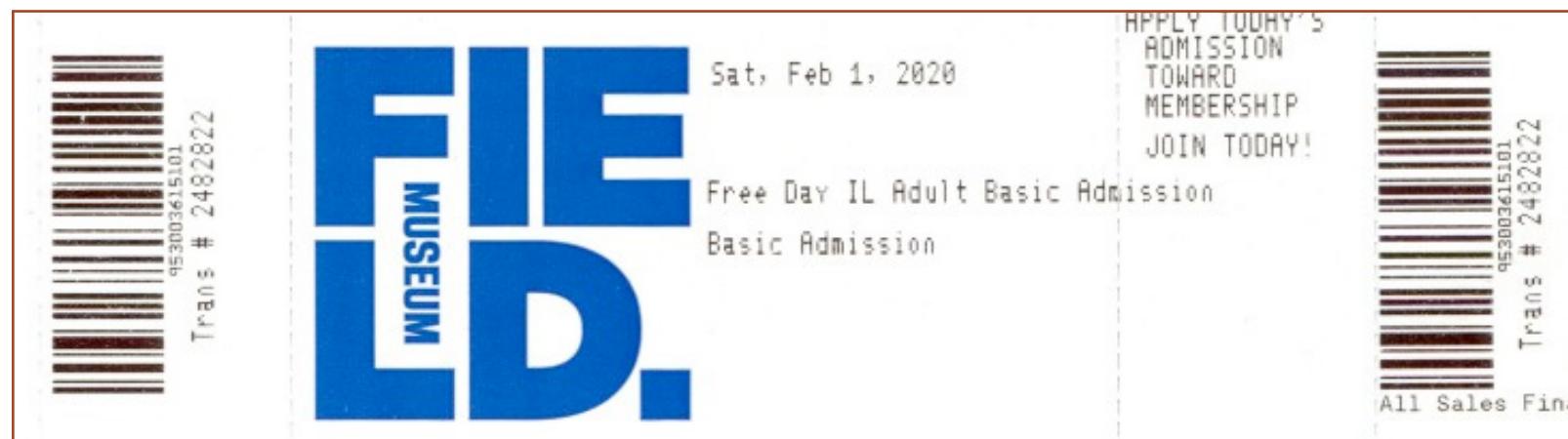
Graphic Identity

**Past Identity**

The past logomark consisted of simple type divided by a line; the type treatment is evocative of plants growing from the ground, as well as the hidden items below them, waiting to be discovered.

**Identity from 2019+**

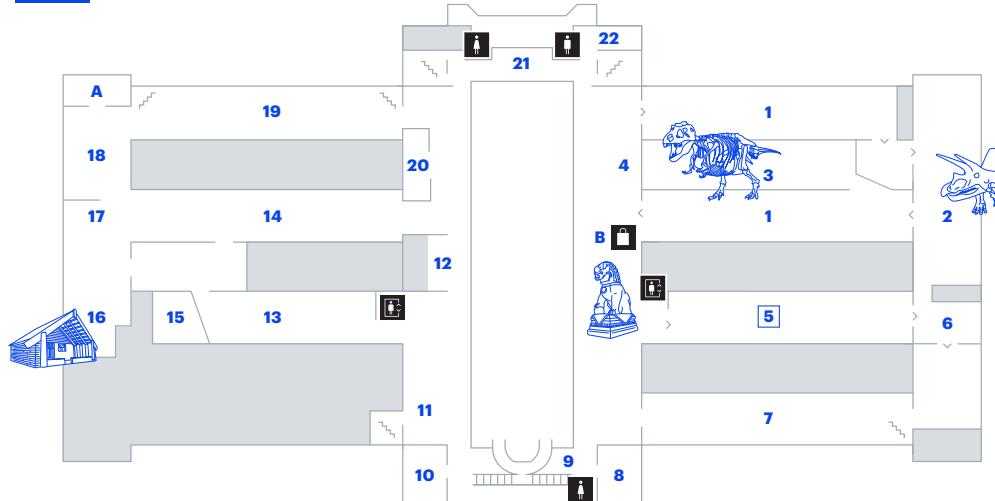
The current logomark was designed by Leo Burnett, and emphasizes the discovery and modernity. The letters are arranged in a way that is reminiscent of an archeological excavation site, and the blue color references the color of the Earth.





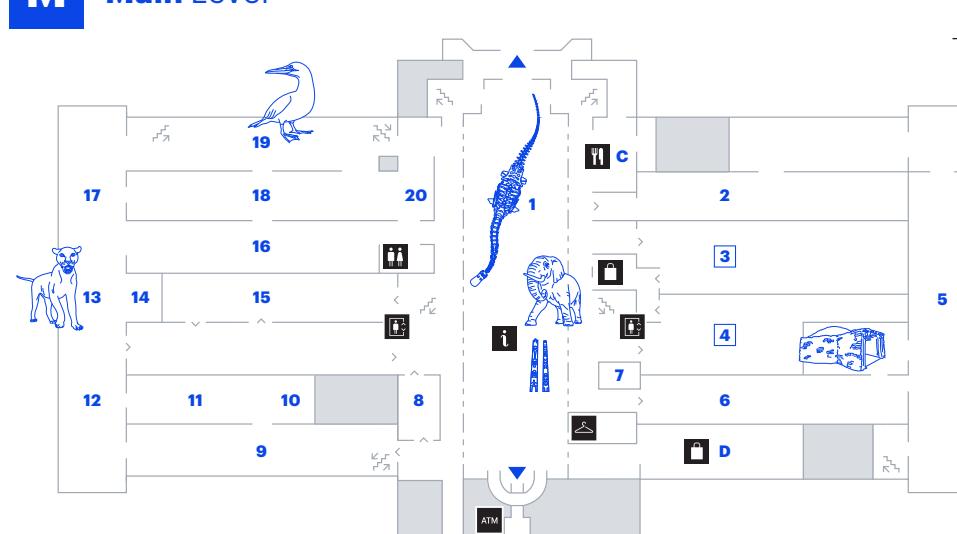
Map

U Upper Level

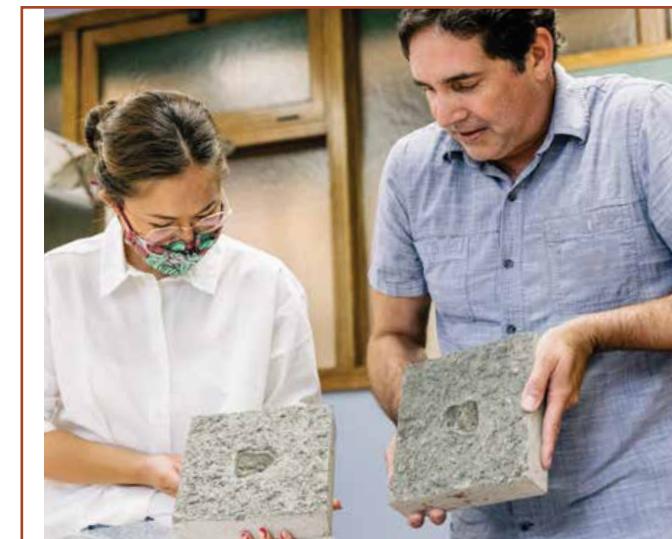


- 1 Evolving Planet | Griffin Halls of Evolving Planet
- 2 Dinosaurs | Elizabeth Morse Genius Hall of Dinosaurs
- 3 SUE the *T.rex* | Griffin Dinosaur Experience
- 4 Fossil Prep Lab
- 5 China | Cyrus Tang Hall of China
- 6 Spirit Stone Garden | Sue Lin Garden
- 7 Plants of the World
- 8 Jades | Malott Hall of Jades
- 9 Meteorites | Grainger Gallery
- 10 Gems | Grainger Hall of Gems
- 11 Geology
- 12 DNA Discovery Center | Rice DNA Discovery Center
- 13 Traveling the Pacific | Regenstein Halls of the Pacific
- 14 Pacific | Regenstein Halls of the Pacific
- 15 Conservation Lab | Regenstein Lab
- 16 Maori Meeting House | Ruatepuke II
- 17 Temporary Exhibition | Marie Gallery
- 18 Temporary Exhibition | Comer Family Gallery
- 19 Restoring Earth | Abbott Hall of Conservation
- 20 Tibet Gallery | Cyrus Tang Hall of China
- 21 Visitor Lounge | Searle Family Lounge
- 22 Temporary Exhibition | Brooker Gallery
- A Digital Studio | Grainger Digital Studio
- B SUE Store

M Main Level



- 1 Máximo the Titanosaur | Griffin Dinosaur Experience
- 2 The Ancient Americas | McCormick Halls
- 3 Temporary Exhibition | Holle Hall
- 4 Temporary Exhibition | Levin Hall
- 5 Northwest Coast & Arctic Peoples | Alsdorf Hall
- 6 Native Truths:
Our Voices, Our Stories | Sarowitz Family Hall
- 7 Science Hub | Grainger Science Hub
- 8 Inside Ancient Egypt
- 9 What is an Animal?
- 10 Reptiles & Amphibians
- 11 Bird Habitats
- 12 Mammals of Africa | Akeley Memorial Hall | Rice Wing
- 13 Tsavo Lions | Rice Wing
- 14 Temporary Exhibition | Rice Gallery
- 15 Africa
- 16 Mammals of Asia | Kelley Hall
- 17 World of Mammals | Rice Wing
- 18 Messages from the Wilderness
- 19 Birds | Gidwitz Hall of Birds
- 20 Nature Walk
- C Field Bistro
- D Main Store



LARGE COLLECTION OF FOSSIL METEORITES GIFTED TO THE MUSEUM

A collection of more than 115 fossil meteorites was contributed to the Field Museum by The Boudreaux Family. These fossils are remnants of asteroid collisions which occurred 467 million years ago. The meteorites fell to earth, becoming buried and later fossilizing. Studying this collection will give scientists valuable insights into the development and evolution of our Solar System.

(Above) Maria Valdes, PhD, and Jim Holstein with specimens from the Boudreaux fossil meteorite collection.

1,127,606

NEW RECORDS ADDED TO
COLLECTIONS DATABASE

17,724

SPECIMENS DIGITIZED DURING
THE WEDIGBIO COMMUNITY
SCIENCE EVENT

620

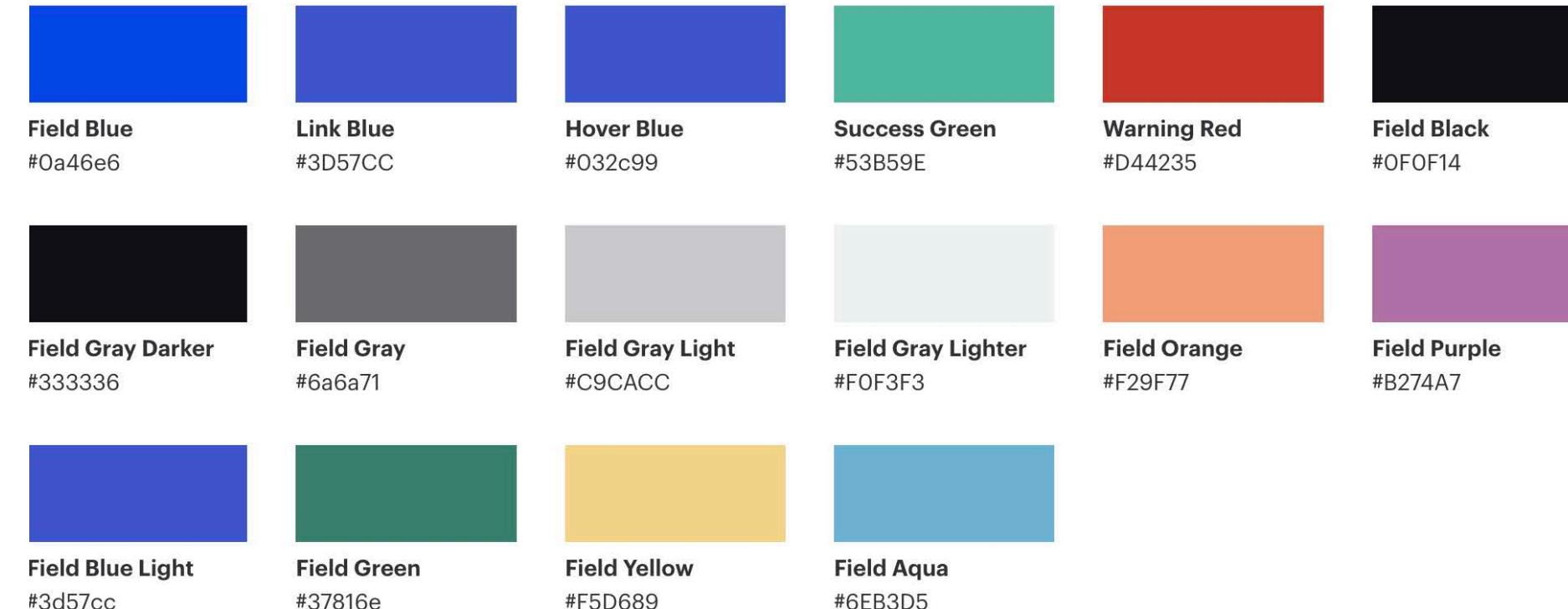
NEW BOOKS ACQUIRED
BY THE LIBRARY

RATS GROW BIGGER ON THE RAINIER SIDE OF MOUNTAINS

Ecogeographic rules, which dictate size and shape variations within species due to external factors, are fairly well-understood by researchers for many types of habitats. However, there is a lack of established rules for how animals respond to local climates created by mountains. Research Associate Noé de la Sancha, PhD, and his colleagues conducted a study of mice in the Andes region to explore this question. The research team found that the "rain shadow" effect—which causes hot, moist air to rise up the windward side, depositing precipitation as it moves up the mountain, and resulting in a desertification effect as cool, dry air descends on the other side—causes consistent size variation in mice from similar locations.

(Below) *Abrothrix hirta* from el Fundo Dan Martin in Valdivia, Chile. This species was found to have size variations within the same environment due to the rain shadow effect.





-  Included with General Admission
-  On display until Jul. 29
-  Appropriate for all ages
-  Download educational resources
-  Get Tickets

 Friday, January 19 6PM - 12AM	 The Field Museum 400 S. Lake Shore Drive Chicago, IL 60605	 Best suited for ages 6+ See more dates
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Examples of Identity Approaches



Museo de La Plata (La Plata, Argentina)

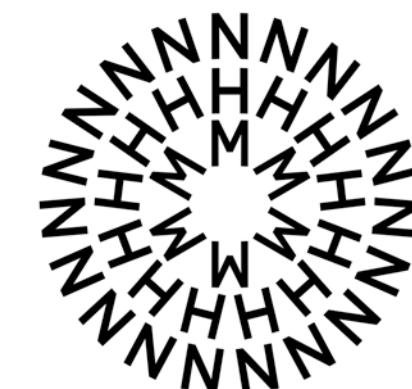
This mark combines a spiral shell with stylistic imagery that is evocative of stained glass. The color green used adds sophistication, however the overall mark is playful and modern.



NATIONAL MUSEUM *of* NATURAL HISTORY

Smithsonian National Museum of Natural History (D.C.)

The National Museum of Natural History in DC uses a typographic approach—the thin and bold sans serif creates a sense of modernity while the contrast places emphasis on “Natural History.” The italicized serif in the word “of” adds a touch of elegance.



Natural History Museum

Natural History Museum (London)

The layered circles created by the Museum’s abbreviation is both playful and sciencey. The image created by the layers is abstract, yet it relates to many concepts found in Natural History, such as sunlight, atoms, or tree rings.



American Museum of Natural History
(NYC, New York)



Melbourne Museum
(Melbourne, AU)



MUSEUM OF
NEW ZEALAND
TE PAPA
TONGAREWA

Te Papa Tongarewa
(Wellington, New Zealand)



Natural History Museum
(Vienna, AUS)



The French National Museum of Natural History
(Paris, France)

New Identity

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

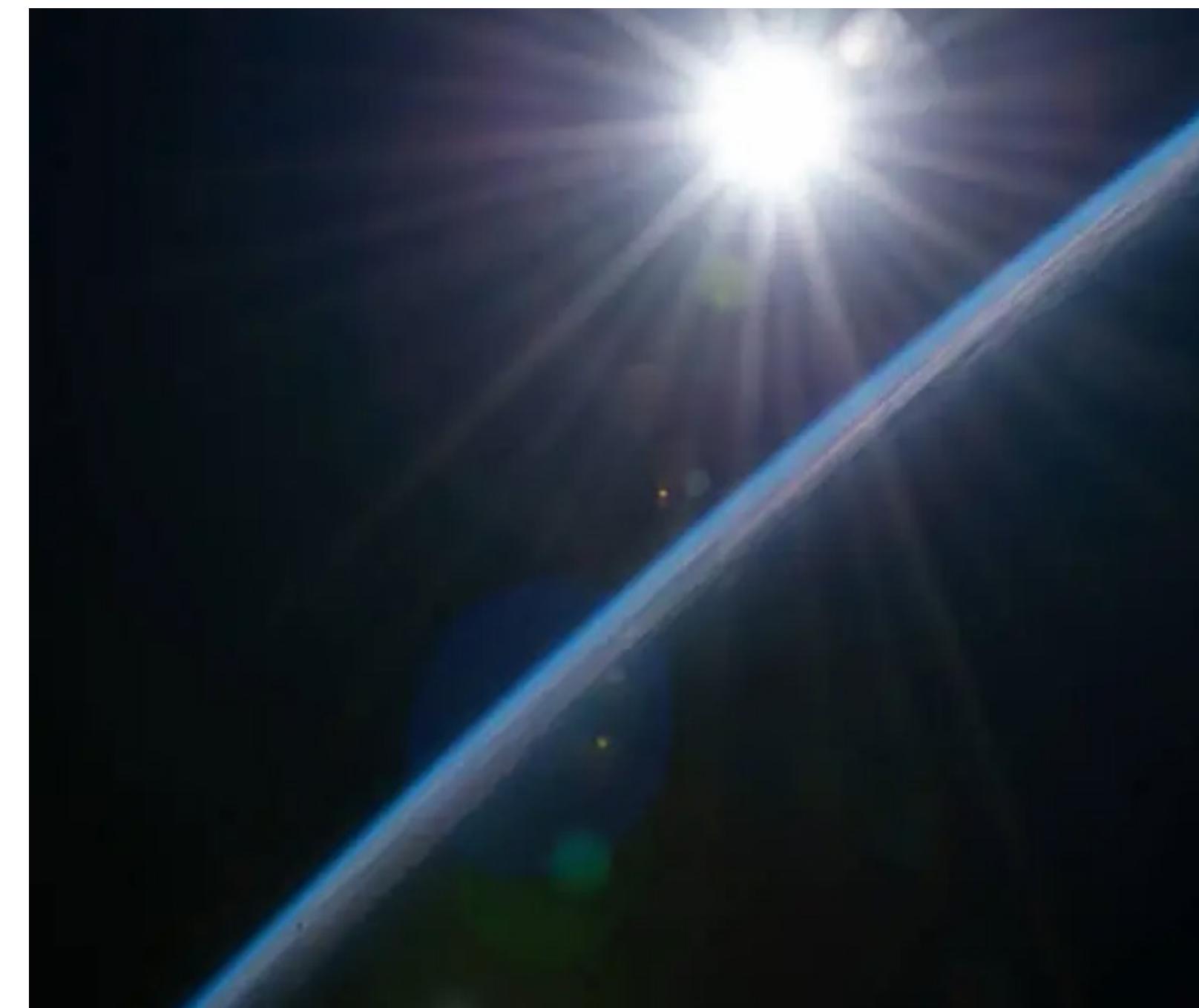
Dining
Shopping

Camps

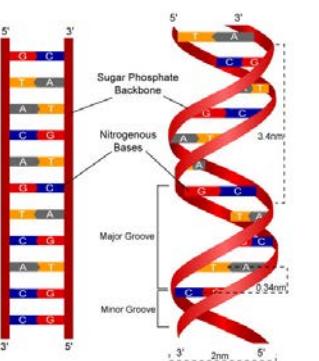
Passion

Scientists
Knowledge
Action

Exploration
Collaboration
Illumination
Research
Discovery
Passion



Culture
History
Anthropology
Conservation
Diversity



Specimens Artifacts Preservation



The Field
Museum

825. Rabenhorst, Lichenes v. coquai,
in Hedwigia 1868, No. 1, Seite 7.
Auf Kreidebergen des Don-Flusses ungefähr unter dem
48 $\frac{1}{2}$ ° nördl. Br. (Russland). Pitra in Charkow.

Lichenes europaei exsiccati
Die Flechten Europas unter Mitwirkung mehrerer nahmhafter Botaniker,
gesammelt und herausgegeben von Dr. L. Rabenhorst. Dresden.

Fasc. XXXX Publizirt 1868

In the herbarium of Scroff Higginson. These specimens were formerly the property of
Henry Willey, whose notes and drawings are attached herewith.

CRYPTOGAMIC HERBARIUM
CHICAGO NATURAL HISTORY MUSEUM
14.112
The Field Museum (E)
C0002697F
#178234
MAR 1946



Conclusion

The Field Museum's mission is to research, archive, and educate on the history of the natural world. However, the current identity system does not reflect on the archival or educational nature of the Field Museum.

In the next phase of the design process, these key attributes will be pursued in order to create a new identity system that better represents the Field Museum's mission.

