

# The Mammoth Site

10/20/2025 - 12/1/2025

“The keys to brand success are self-definition, transparency, authenticity, and accountability.”

- Simon Mainwaring

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DISCOVER  
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### DEFINE

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The background image shows a massive fossilized whale skeleton, likely a baleen whale, displayed in a museum. The skeleton is dark brown and white, with long baleen plates visible. It is positioned next to a set of wooden stairs with a black metal railing. A small blue plaque on the wall reads "150,000 YEARS AGO".

# DEFINE

Project Description

Key Demographics/JTBD

Brand Archetype

Brand Brief

Target Diagram

Onliness statement

Ponder

## Project Brief

This project is a full brand redesign for The Mammoth Site in Hot Springs, South Dakota, the only active Ice Age excavation and research center where visitors participate in living science. The goal was to create a cohesive visual identity that balances scientific credibility with an engaging, hands-on experience for families and tourists.

Grounded in audience research and brand strategy, the redesign established a clear positioning: “The place where science and public discovery happen side by side.” Visual exploration drew inspiration from excavation layers and natural textures, creating a system that feels both educational and alive.

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## Key Demographics/Jobs To Be Done



**Budgeting Memorable  
Experience Seekers**

**The Knowledge  
Builders**

**The Legacy Seeker**



**The Data-Driven  
Explorer**

**The Nostalgic Local**

## Jobs To Be Done | Budgeting Memorable Experience Seekers Overview



### Budgeting Memorable Experience Seekers

#### Pain Points

- Limited time and attention spans
- Overexposure to “tourist traps”
- Overly technical or outdated exhibits

#### Emotional Drivers

- Wants to feel like a good parent or travel planner
- Values authenticity and local experiences
- Doesn’t want the day to drag or the kids to complain

#### Success

They leave feeling surprised by how interesting and hands-on the site was, telling others “it was way cooler than we expected.”

#### Summary

Audience: Families or Tourists

Exploring Mount Rushmore or passing through

Goal: A short, meaningful stop that keeps everyone entertained and educated without wasting time or money.

#### Job To Be Done

“When I’m traveling with family or friends, I want a quick stop that’s actually worth it, so we all learn something, have fun, and can say we did something unique.”

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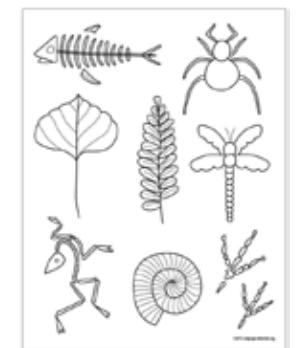
**DISCOVER**

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## JTBD | Budgeting Memorable Experience Seekers Visual Appeal



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## JTBD | Budgeting Memorable Experience Seekers Visual Appeal Continued



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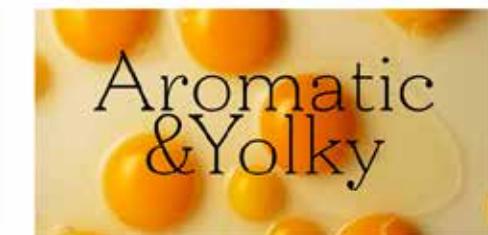
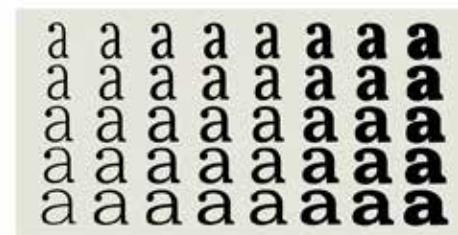
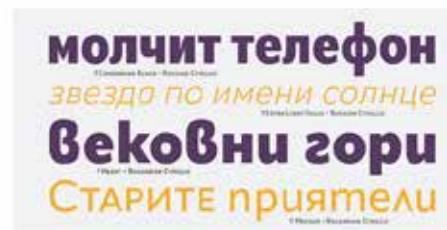
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## JTBD | Budgeting Memorable Experience Seekers Fonts



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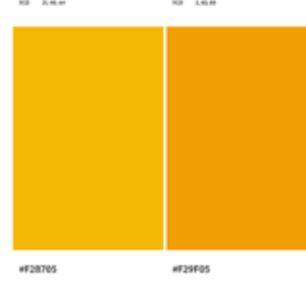
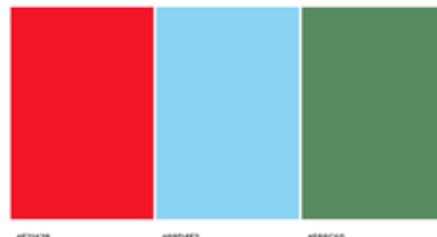
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## JTBD | Budgeting Memorable Experience Seekers Color Palettes



ART 335 | IDENTITY DESIGN

ART 335 | IDENTITY DESIGN

ART 335 | IDENTITY DESIGN

## Jobs To Be Done | The Knowledge Builders Overview



**The Knowledge Builders**

### Pain Points

Many field trip destinations lack true educational rigor.

Hard to find materials that tie into curriculum.

Poor communication or outdated visuals hurt credibility.

### Summary

Audience: Teachers and Educators

Local Schools and Education Institutions

Goal: Find an educational trips that actually teach something aligned with STEM or Earth Science standards.

### Job To Be Done

“When I plan a trip or program for students, I want it to connect directly to what we’re studying, be engaging and hands-on, and run smoothly so I can focus on teaching.”

### Emotional Drivers

Inspire curiosity in students

Needs credibility and structure to satisfy administration

### Success

Students come back excited and teachers feel it was time well spent, fitting perfectly into their lesson plans.

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## JTBD | The Knowledge Builders Visual Appeal



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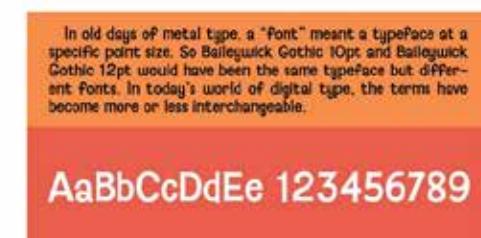
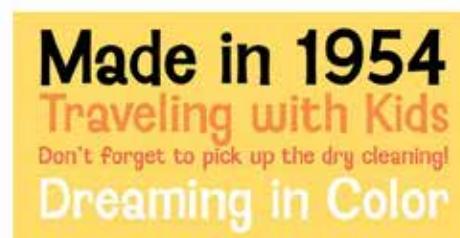
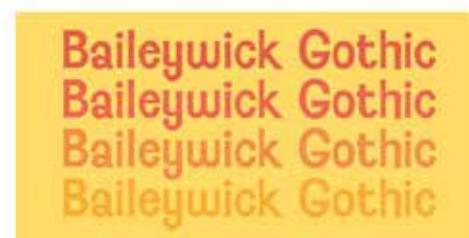
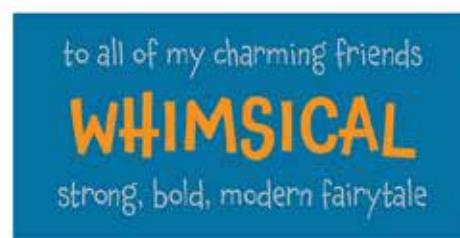
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Jumble Regular </>

# The Mammoth Site

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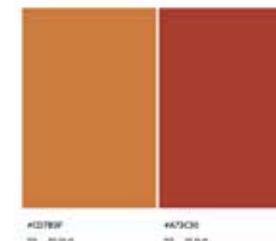
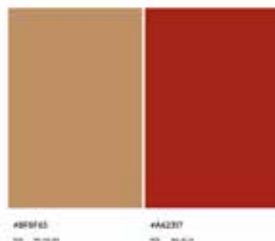
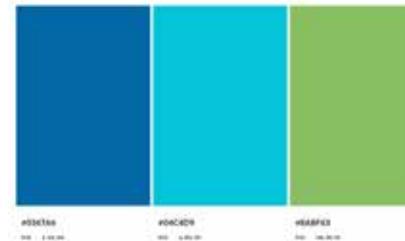
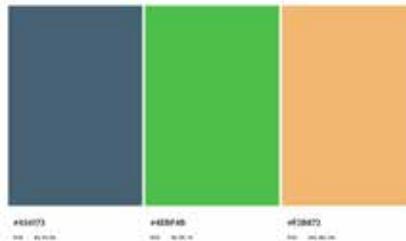
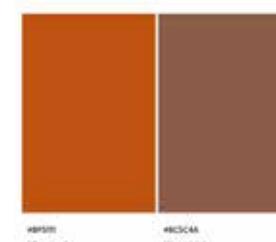
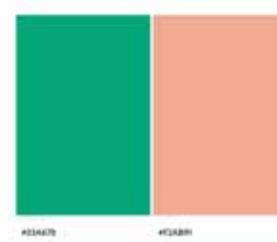
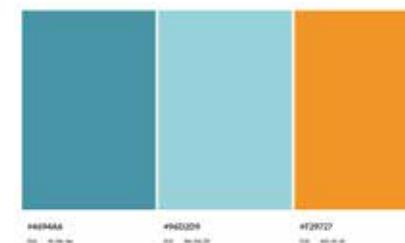
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## JTBD | The Knowledge Builders Color Palette



## Jobs To Be Done | The Legacy Seeker Overview



**The Legacy Seeker**

### Pain Points

Donor fatigue from vague or repetitive asks.

Lack of transparency in how funds are used.

### Emotional Drivers

Pride, purpose, and contribution to knowledge.

Desire for long-term visibility of their impact.

### Success

They feel like patrons of discovery, receiving updates that show real-world outcomes and visibility of their support.

### Summary

Audience: Donors, Sponsors, and Members

They care deeply about science, preservation, and legacy

Goal: Looking for institutions that use their support effectively and communicate prestige and purpose.

### Job To Be Done

“When I support a scientific institution, I want to know my money preserves something lasting, furthers research, and connects me to meaningful progress.”

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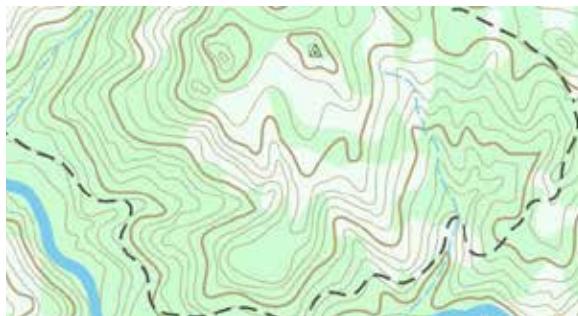
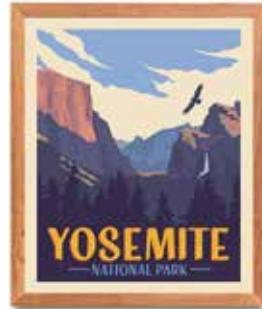
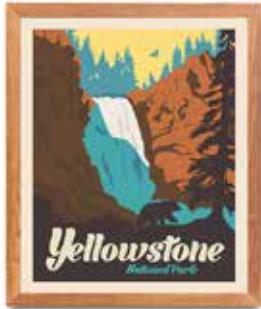
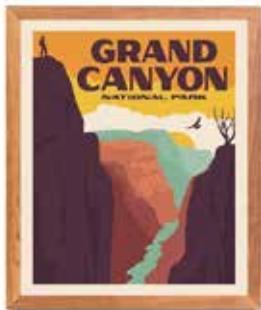
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## JTBD | The Legacy Seeker Visual Appeal



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## JTBD | The Legacy Seeker Fonts



"The great thing about an aimless swim is that everything about it is concentrated in the here and now; none of its essence or intensity can escape into the past or future. The swimmer is content to be borne on his way full of mysteries, doubts and uncertainties."

Roger Deakin, *Waterlog: A Swimmer's Journey Through Britain*

From Light to **Extrabold**, from **Extrabold** to Light, from Light to **Extrabold**, from **Extrabold** to Light. From Light to **Extrabold**, from **Extrabold** to Light.



— FORM |  
FOLLOWS  
FUNCTION —

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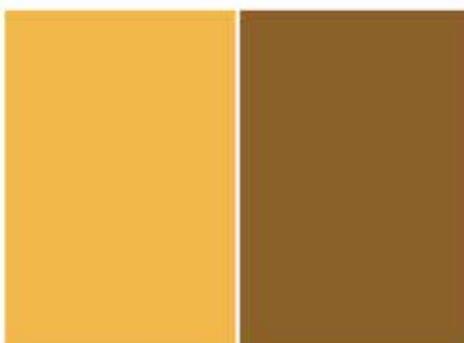
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## JTBD | The Legacy Seeker Color Palette



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## Jobs To Be Done | The Data-Driven Explorer Overview



**The Data-Driven Explorer**

### Pain Points

Outdated visuals or lack of clear research documentation make institutions look amateur

Difficulty accessing data or connecting with staff

### Emotional Drivers

Scientific credibility  
Professional pride  
Community recognition

### Success

They perceive The Mammoth Site as a global benchmark in Quaternary research. It should appear professional, organized, and trustworthy.

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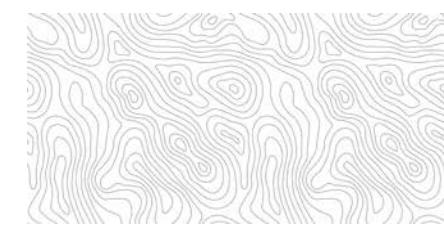
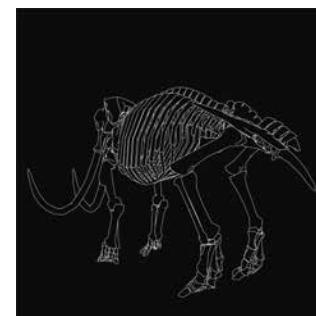
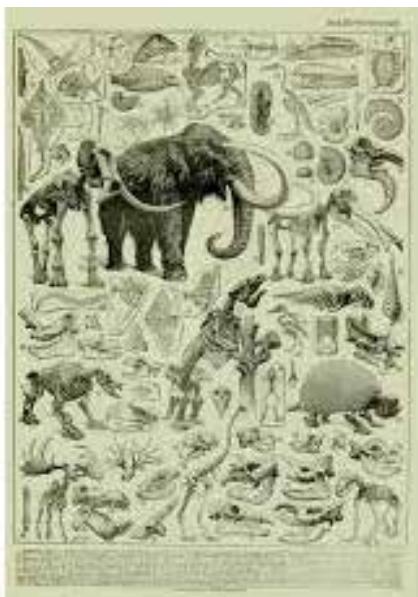
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## JTBD | The Data-Driven Explorer Visual Appeal



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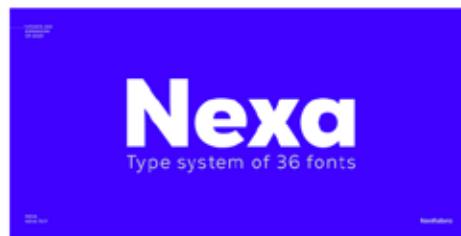
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## JTBD | The Data-Driven Explorer Fonts

IBM Plex Sans Regular

The quick brown fox jumps over the lazy dog



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## JTBD | The Data-Driven Explorer Color Palette



## Jobs To Be Done | The Nostalgic Local Overview



**The Nostalgic Local**

### Pain Points

Perception that the site hasn't changed in years

Disconnect between residents and the institution's progress

### Emotional Drivers

Local pride

Sense of heritage

Connection to community identity

### Success

They start volunteering, donating, or revisiting the site because it feels revived, relevant, and still ours.

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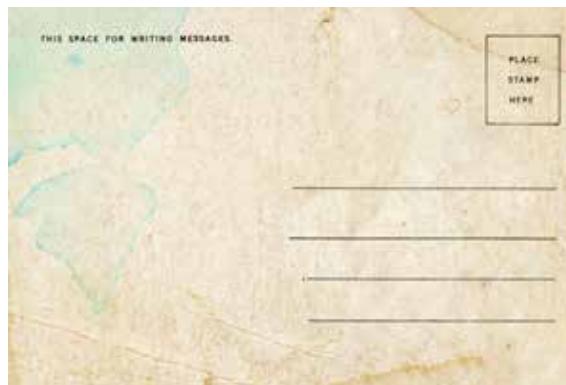
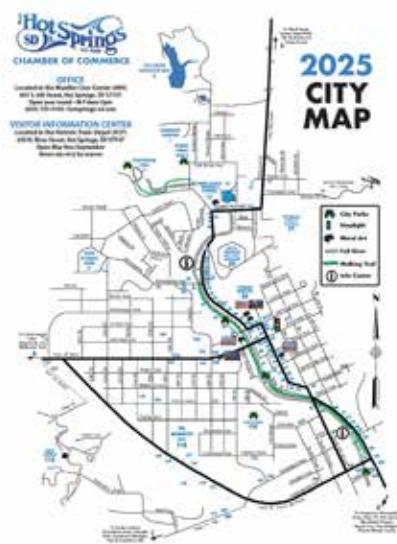
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## JTBD | The Nostalgic Local Visual Appeal



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## JTBD | The Nostalgic Local Fonts



Museo Slab

# *Handgloves*

**The quick brown fox jumps over lazy dogs.**

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

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## JTBD | The Nostalgic Local Color Palette



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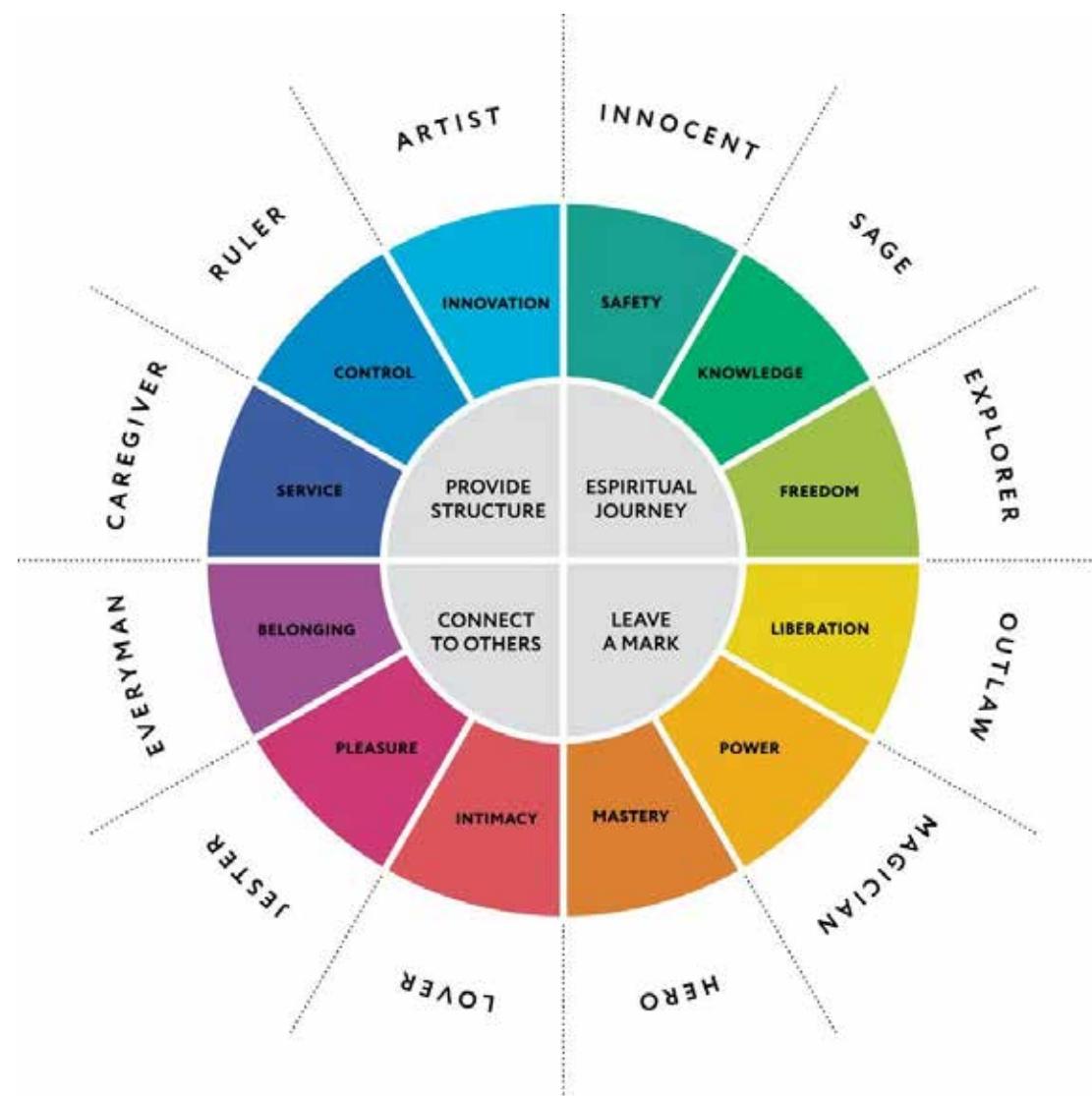
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## Brand Archetype



Explorer/Sage

## Brand Brief

### **Big Idea:**

The Mammoth Site is a living Ice Age research experience where visitors explore real science in action.

### **Brand Attributes:**

Authentic,  
Hands-On,  
Scientific,  
Collaborative,  
Living History

### **Core Purpose:**

We exist to connect people with Earth's ancient past through authentic discovery, shared learning, and Ice Age science.

### **Brand Values:**

- Curiosity is a catalyst for learning
- Collaboration fuels discovery
- Discovery is continuous, never finished
- Preservation protects future knowledge
- Every fossil matters

### **Positioning Statement:**

#### **What:**

We are the only active Ice Age excavation and research center.

#### **How:**

We invite people to experience real, ongoing scientific discovery firsthand.

#### **Who:**

For families, lifelong learners, and heritage seekers.

#### **Where:**

In South Dakota's Black Hills.

#### **Why:**

To connect with authentic, natural history and living science.

#### **When:**

At a time when curiosity should be nurtured through real, tangible experiences.

## Brand Brief Continued

### Primary Target Audience:

#### Families and Lifelong Learners

Parents, kids, and adults hungry for meaningful educational experiences. They want more than a museum display. They want to touch, explore, and learn through real science.

Pain Points: Passive, surface-level attractions that don't engage or teach.

### Secondary Target Audience:

#### Heritage Seekers, Travelers, and Explorers

Visitors to the Black Hills who want to feel connected to something bigger than a vacation photo. They value authenticity, cultural depth, and rare experiences tied to real places and human history.

Pain Point: Attractions that feel manufactured, generic, or disconnected from real history.

### Value Proposition Primary:

Families and learners don't just look at fossils. They witness excavation, ask questions, and participate in real science. The Mammoth Site gives them hands-on access to authentic discovery that deepens their understanding of natural history.

### Value Proposition Secondary:

Travelers and heritage seekers experience a site where the past isn't trapped in glass. They connect with Earth's Ice Age history in an active dig, guided by scientists, students, and experts who bring prehistoric life into the present.

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## Target Diagram



**Discovery Doesn't Stop At The Edge Of The Pit.**

Every unearthed bone sparks new questions that connect generations of learners, scientists, and dreamers.

**Every Fossil Is A Promise.**

What we preserve today ensures tomorrow's discoveries; keeping the Ice Age alive for generations to come.

## Onliness Statement

Full:

The Mammoth Site is the only active Ice Age excavation and research center that invites visitors to experience real, ongoing scientific discovery up close for families, lifelong learners, and heritage seekers in South Dakota's Black Hills to connect with Earth's ancient past through authentic discovery and hands-on learning whenever they visit a living piece of natural history.

One Line:

The Mammoth Site is the only active Ice Age dig site and museum where visitors don't just learn about discovery, they become part of it.

The Mammoth Site is the only **active** Ice Age excavation and research center that invites visitors to **experience** real, **ongoing** scientific discovery up close for families, lifelong learners, and heritage seekers in South Dakota's Black Hills to **connect** with Earth's ancient past through **authentic** discovery and hands-on learning whenever they visit a **living** piece of natural history.

## Learning Summary

### **Discovery Is The Key**

The target diagram really helped to show me that discovery is at the heart of the discovery museum. It is what keeps people coming back for more, whether they want to be entertained, be educated, contribute to the scientific community, or help others develop a love for discovery. I think focusing on discovery, and specifically the joy that comes from discovery will be the most powerful message I can convey to help reach all the audiences individually and as a whole.

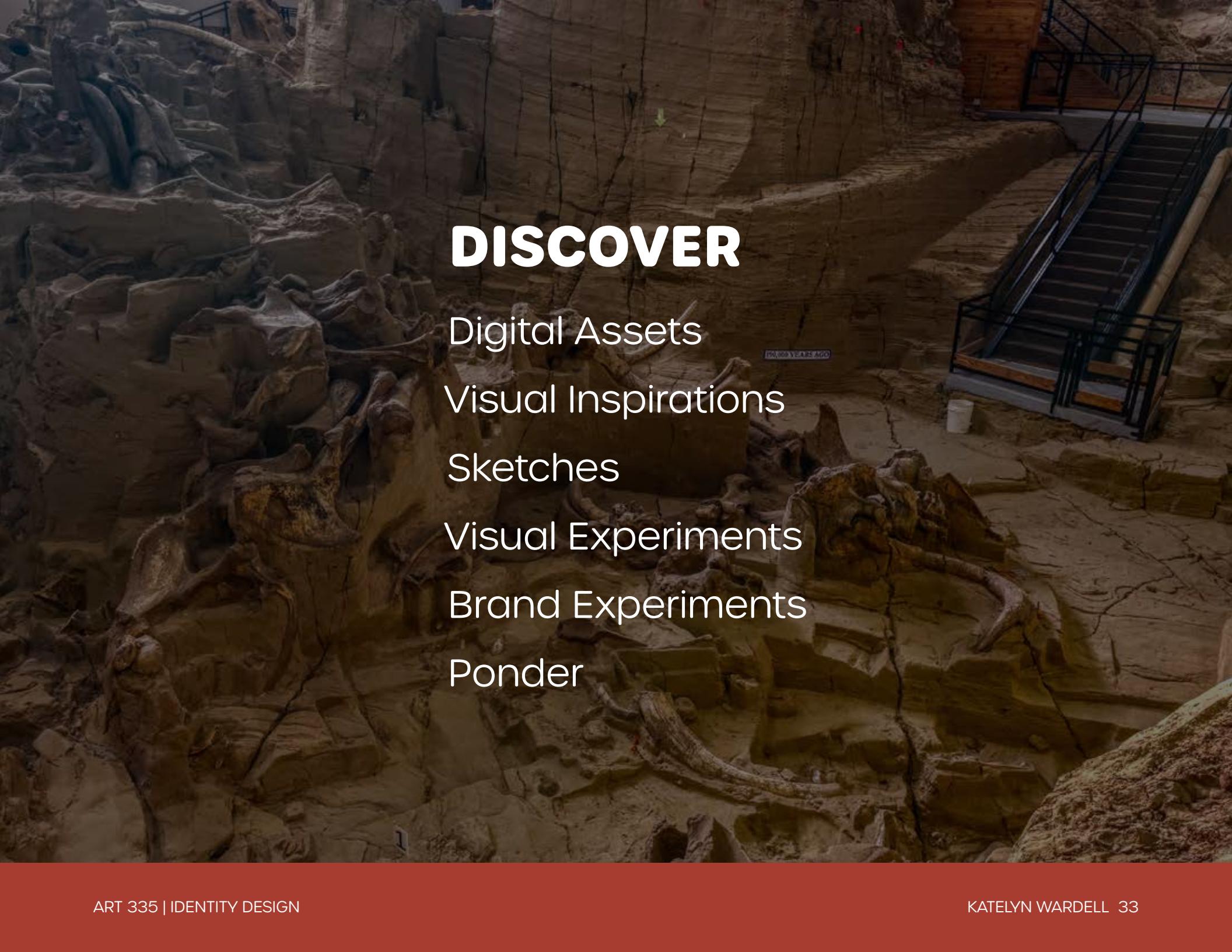
### **Key Demographic Balance**

I noticed that while their research reputation is very important to the Mammoth Site, their tourism and family groups are an essential part of their audience and purpose. This means that I will need to strike the right balance of science/technical with excitement/tourist-like elements.

### **Living Dig Site**

I think another large part of this brand is the fact that the excavation is ongoing and lives through those at the Mammoth

Site. This means that I really need to do everything I can in the branding to help the site feel like it is alive and active, not reserved and static as it may have felt in the past. This may mean adding bold colors, creating a dynamic logo, or some bold imagery/symbols to really emphasize the energy of something that is alive!

The background image shows a massive, detailed reconstruction of a woolly mammoth skeleton. The skeleton is positioned in a dynamic, walking pose, with its long trunk, thick legs, and large front tusks clearly visible. It is set against a backdrop of dark, layered rock walls. A metal staircase with black railings leads up the right side of the image. A small blue plaque on the wall reads "100,000 YEARS AGO".

# DISCOVER

Digital Assets

Visual Inspirations

Sketches

Visual Experiments

Brand Experiments

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## Photography Assets



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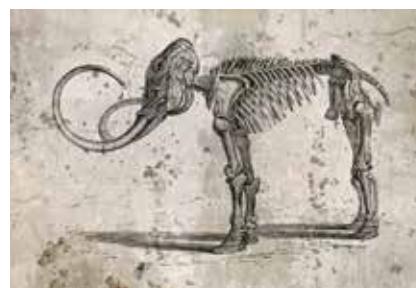
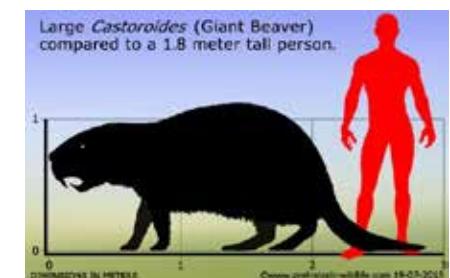
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## Photography Assets Continued



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## Photography Assets Continued



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## Photography Assets Continued



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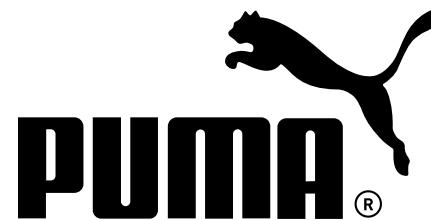
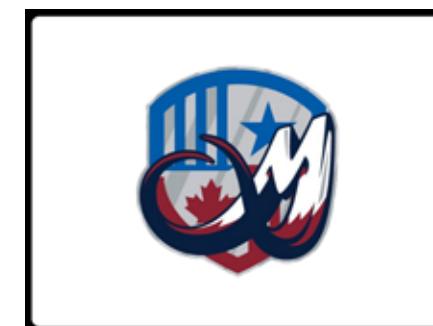
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## Visual Inspiration | Animal Logos



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## Visual Inspiration | Concept Art and Images



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## Visual Inspiration | Mammoth Patterns



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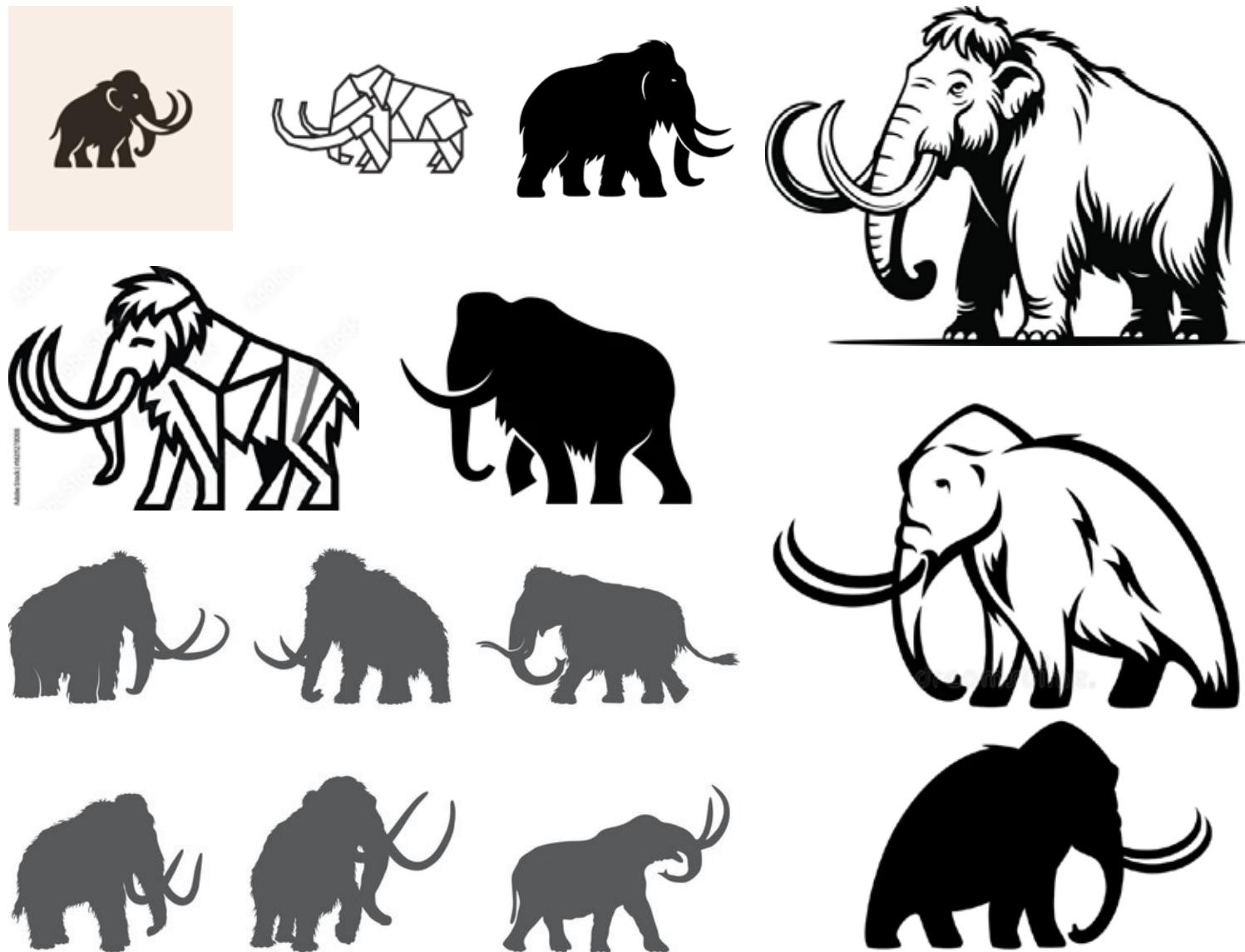
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## Visual Inspiration | Mammoth silhouettes



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## Visual Inspiration Logos | Word Marks

LIVE SCIENCE

The New York Times

TED

VISA



Disney

Kahoot!

MoMA

THE MET

Mc Graw Hill

LEGO

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## Visual Inspiration Logos | Letterforms



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## Visual Inspiration Logos | Emblems



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## Visual Inspiration Logos | Symbols



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## Visual Inspiration Logos | Pictoral



WIKIPEDIA  
The Free Encyclopedia



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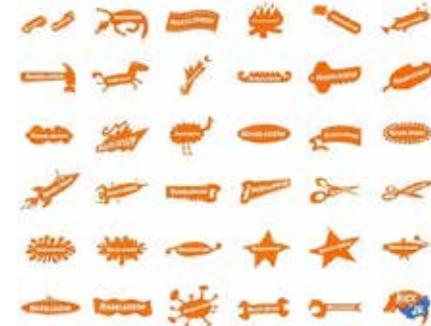
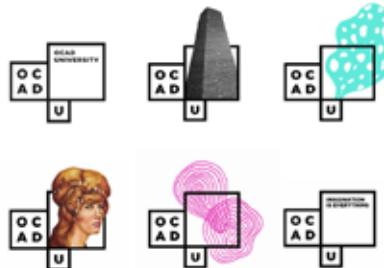
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## Visual Inspiration Logos | Dynamic



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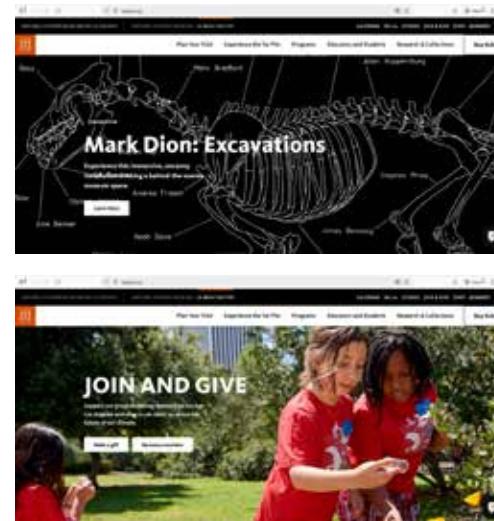
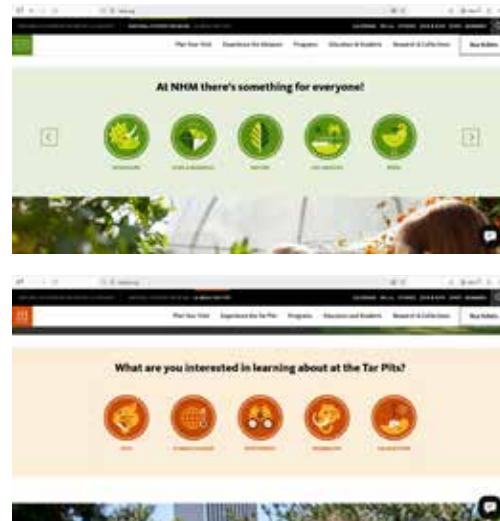
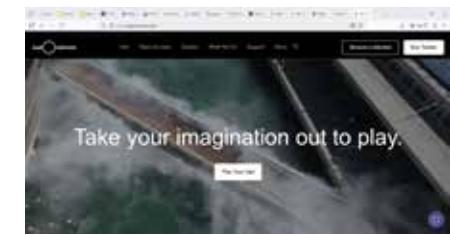
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## Visual Inspiration | Brand Examples



ONE OF THE FOUR CARNEGIE MUSEUMS OF PITTSBURGH



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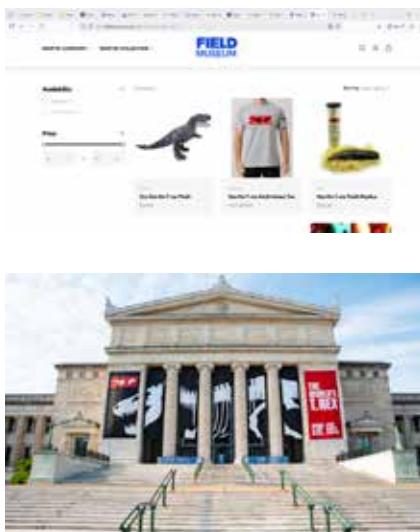
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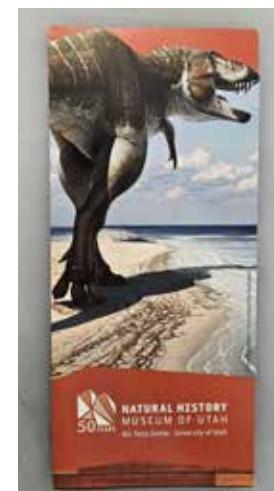
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## Visual Inspiration | Brand Examples continued



**FIELD  
MUSEUM**



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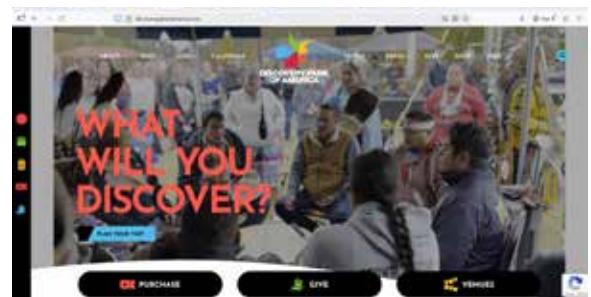
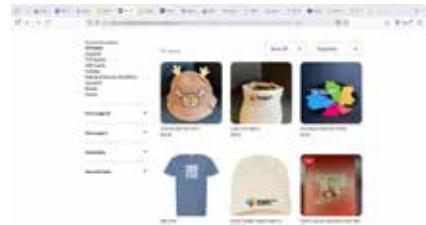
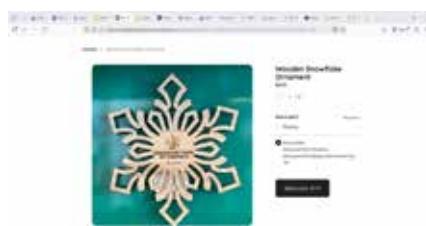
DISCOVER

DESIGN

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## Visual Inspiration | Merch



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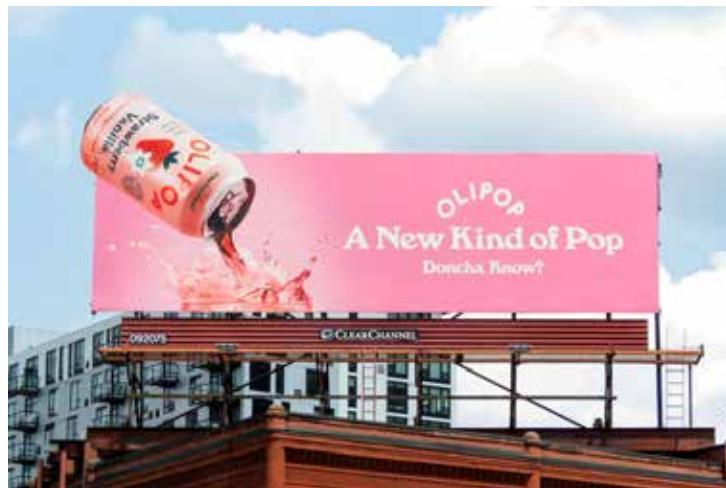
**DISCOVER**

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## Visual Inspiration | Billboards



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## Visual Inspiration | Geology Kits



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## Visual Inspiration | Patches



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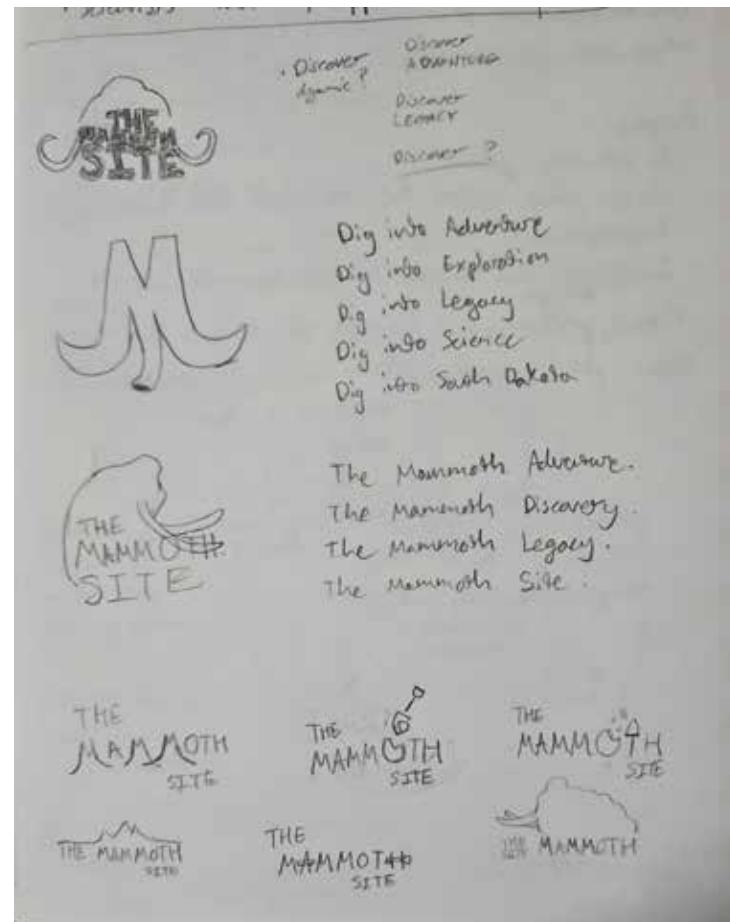
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## Sketches | Logo



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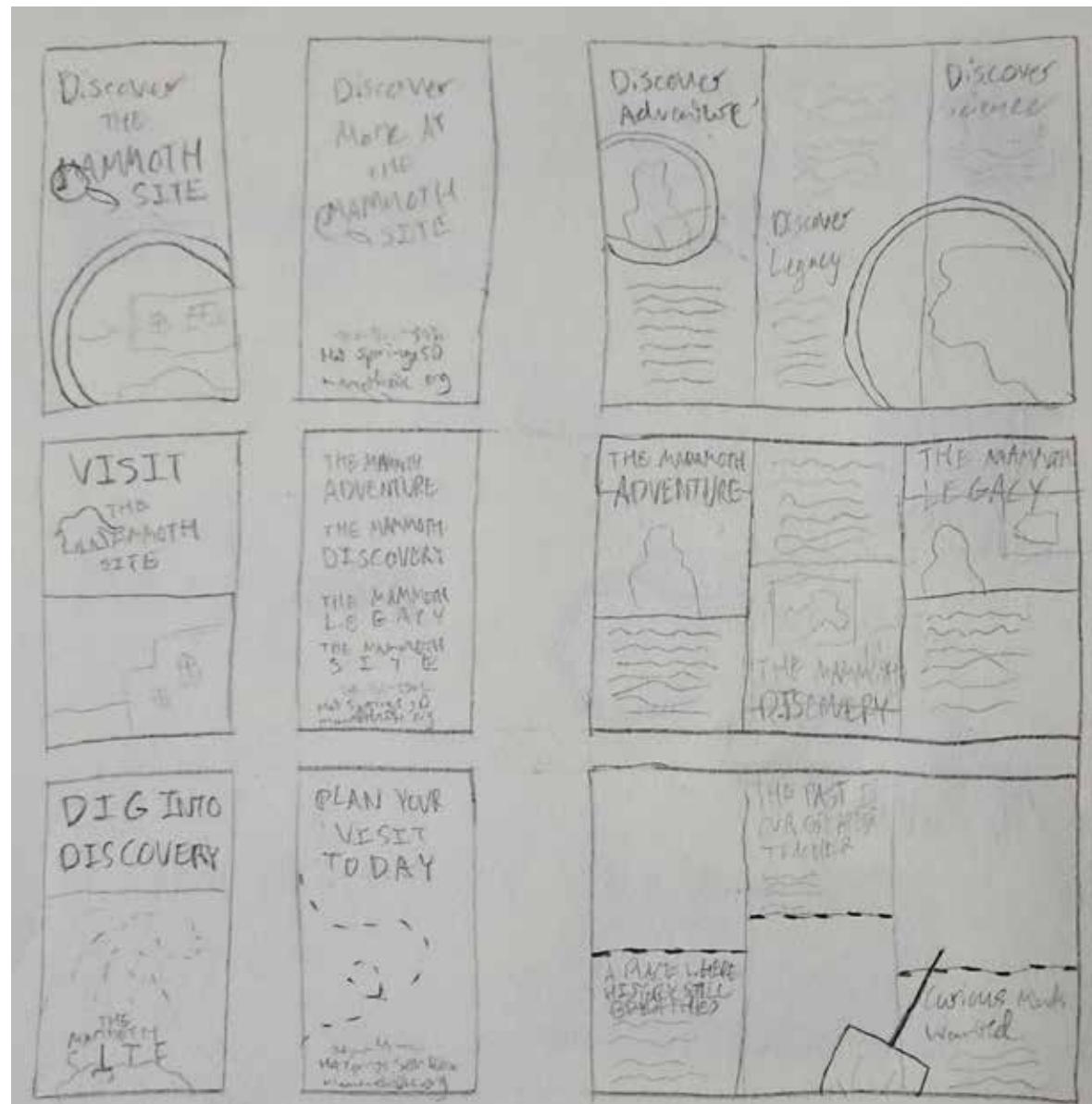
**DISCOVER**

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## Sketches | Brochure



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## Sketches | Kids Kit Box



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## Sketches | Kids Kit Booklet



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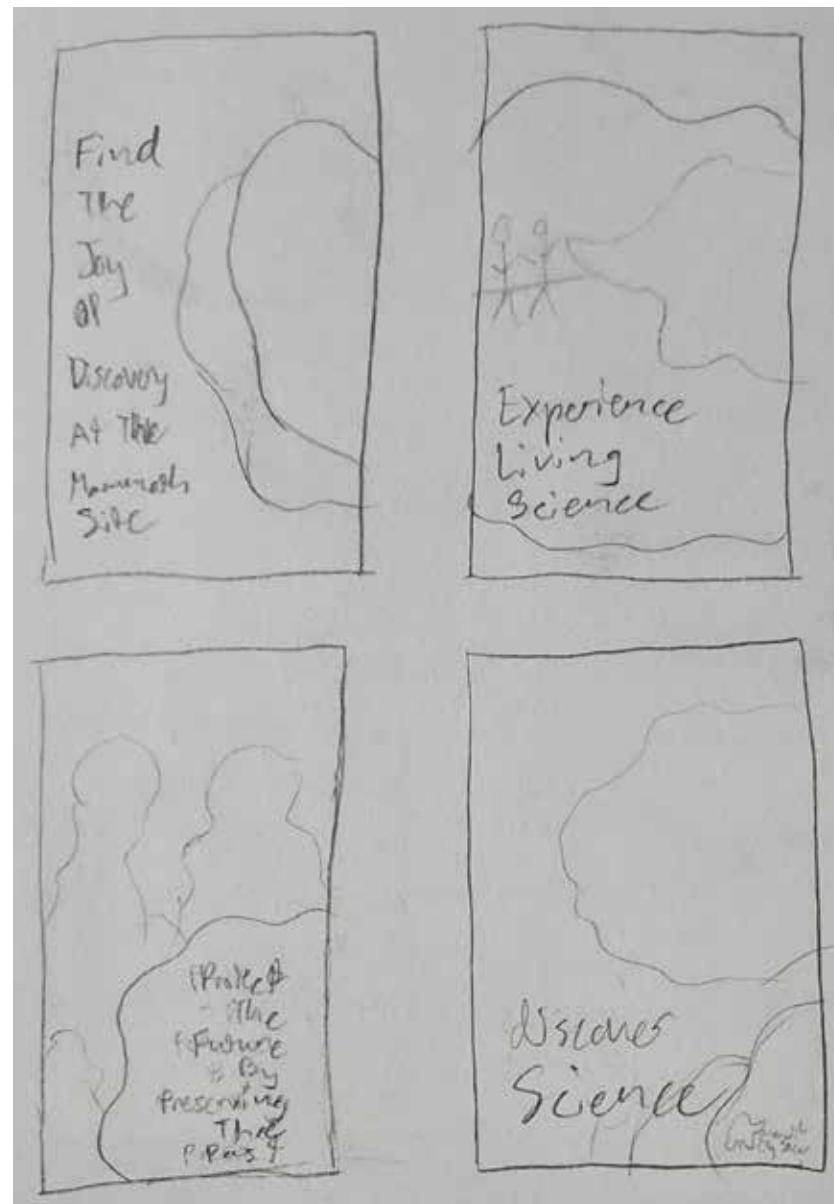
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## Sketches | Posters



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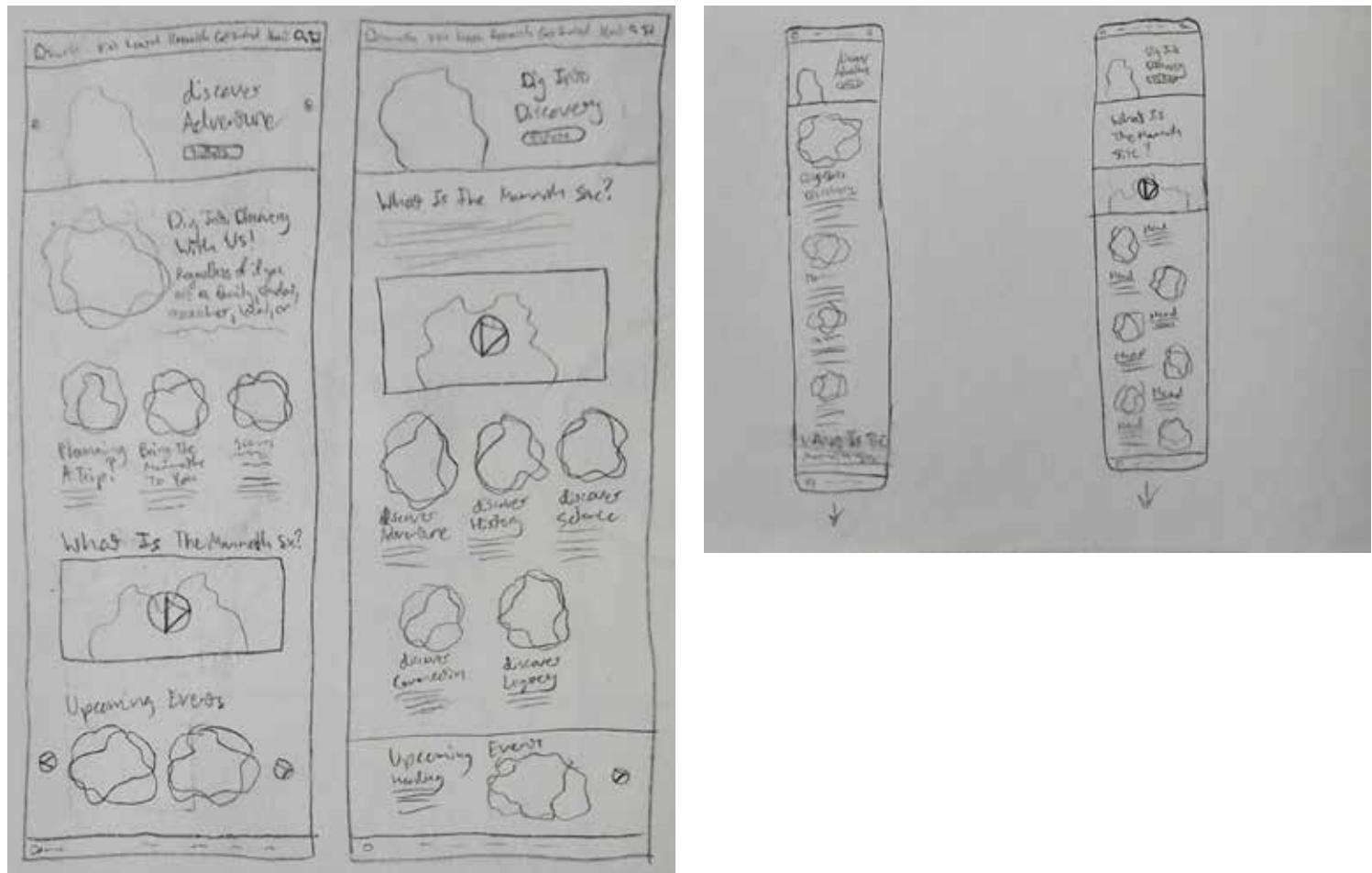
**DISCOVER**

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## Sketches | Website & Mobile



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## Sketches | T-Shirt



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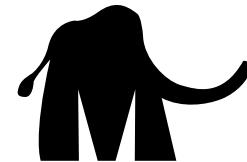
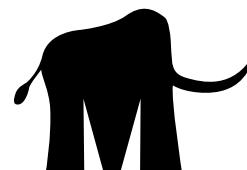
DISCOVER

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## Visual Experiments | Tagline

discover **Adventure.**

discover **History.**

discover **Science.**

discover **Legacy.**

discover **Connection.**

discover the **Mammoth Dig Site.**

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# Visual Experiments | Type Auditions

## THE MAMMOTH SITE

*ITC Avant Garde Gothic Pro*

Step into the world of the Ice Age, not as an observer, but as part of the story. At The Mammoth Site, science isn't locked behind glass. It's alive, ongoing, and happening right before your eyes.

Whether you're a lifelong learner, an adventurer, or a first-time visitor, there's always something new to uncover. Guided tours, youth dig programs, and research partnerships keep the story evolving year after year.

## THE MAMMOTH SITE

*Apparat*

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## THE MAMMOTH SITE

*Meursault*

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## THE MAMMOTH SITE

*Corbel*

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## the MAMMOTH site varlex

Step into the world of the Ice Age, not as part of the story. At The Mammoth Site, science isn't locked behind glass. It's alive, ongoing, and happening right before your eyes.

Whether you're a Lifelong Learner, an adventurer, or a first-time visitor, there's always something new to uncover. Guided tours, youth dig programs, and research partnerships keep the story evolving year after year.

## THE MAMMOTH SITE

*Neue Haas Grotesk Display*

Step into the world of the Ice Age, not as an observer, but as part of the story. At The Mammoth Site, science isn't locked behind glass. It's alive, ongoing, and happening right before your eyes.

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*Loretta*

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## THE MAMMOTH SITE

*Museo Slab*

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Whether you're a lifelong learner, an adventurer, or a first-time visitor, there's always something new to uncover. Guided tours, youth dig programs, and research partnerships keep the story evolving year after year.

## curious minds wanted

Step into the world of the Ice Age, not as an observer, but as part of the story. At The Mammoth Site, science isn't locked behind glass.

IT'S ALIVE, ONGOING, AND  
HAPPENING RIGHT BEFORE YOUR EYES.

Whether you're a lifelong learner, an adventurer, or a first-time visitor, there's always something new to uncover. Guided tours, youth dig programs, and research partnerships keep the story evolving year after year.

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DISCOVER

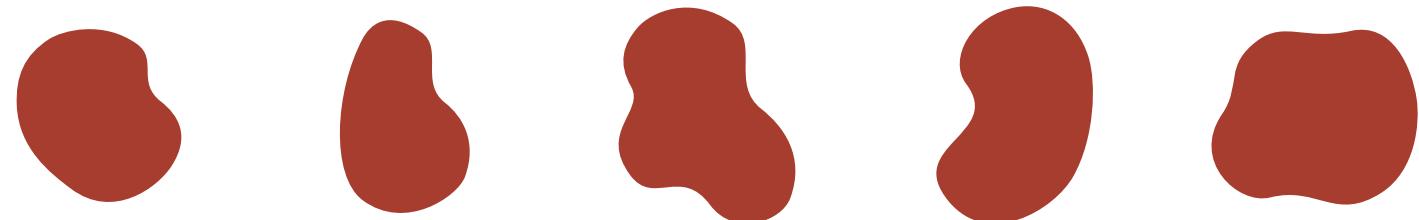
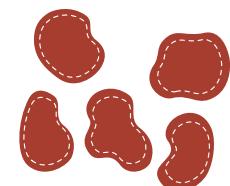
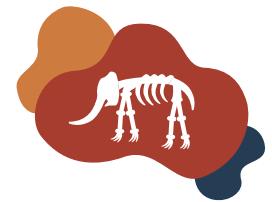
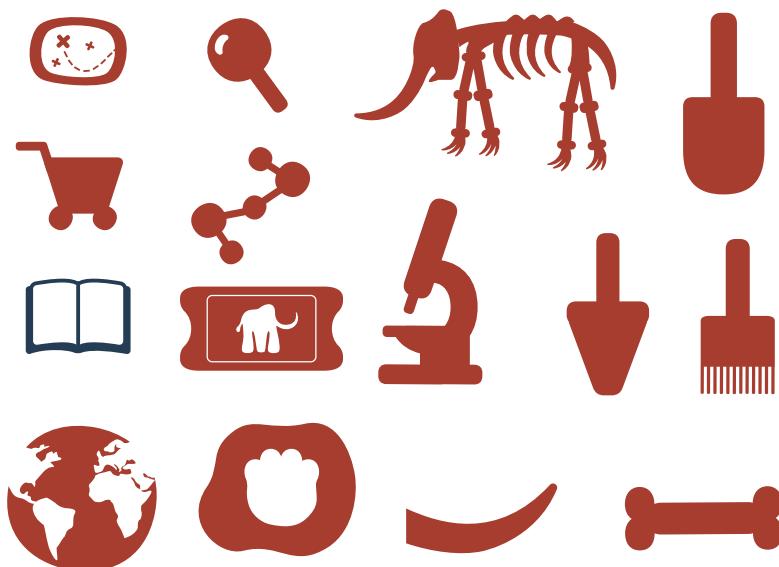
**DESIGN**

DELIVER

PONDER

## Visual Experiments | Icons

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ



CONTENTS

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The Mammoth Site website features six distinct sections:

- discover THE MAMMOTH SITE**: A large image of a mammoth tusk.
- discover MORE. get your tickets at THE MAMMOTH SITE**: Includes contact information: [mammothsite.org](http://mammothsite.org), (605) 745-6017, Hot Springs, South Dakota, Open Year-Round With Daily Guided Tours.
- discover LEGACY.**: A circular image of a fossilized mammoth skeleton. Text: "The Ice Age may be ancient, but its lessons are timeless. Every fossil uncovered helps us understand how the world changes, and how we can protect it today. The Mammoth Site safeguards these stories so future generations can continue to learn from them. Preserving the past means protecting the future."
- pricing**: Table showing ticket prices:

free	\$12.00	\$13.00
Children 3 & Under	Ages 4-12	Ages 60 & Over
- hours**: Open Daily. Hours: May 15 - Aug 23: 9:00am - 6:00pm; Aug 24 - Oct 31: 9:00am - 5:00pm.
- discover SCIENCE.**: Text: "The Mammoth Site brings together researchers, students, and families who share one simple truth: learning is better when it's shared." Below: "Watch real paleontologists at work, explore interactive exhibits, or join a hands-on program designed to spark curiosity at any age."
- discover HISTORY.**: Text: "Every bone, tusk, and fossil you see was uncovered exactly where it rests today." Below: "You're not just visiting a museum. You're walking through an Ice Age excavation in progress."

## Brand Experiment 1

## CONTENTS

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**VISIT THE MAMMOTH SITE**

**THE MAMMOTH . . .**

**ADVENTURE**

**DISCOVERY**

**SCIENCE**

**LEGACY**

**CONTACT**

mammothsite.org  
(605) 745-6017  
Hot Springs, South Dakota  
Open Year-Round With Daily Guided Tours

**PRICING**

FREE Children 3 & Under	\$12.00 Ages 4-12	\$15.00 Ages 13-59
\$13.00 Ages 60 & Over	\$13.00 Active & Retired Military	

**HOURS** Open Daily

**May 15 - Aug 23**  
8:00am - 6:00pm

**Aug 24 - Oct 31**  
9:00am - 5:00pm

**Nov 1 - Feb 28**  
9:00am - 3:30pm

**Mar 1 - May 14**  
9:00am - 5:00pm

## Brand Experiment 2

**THE MAMMOTH ADVENTURE**

Step into the world of the Ice Age, not as an observer, but as part of the story. At The Mammoth Site, science isn't locked behind glass. It's alive, ongoing, and happening right before your eyes.

Whether you're a lifelong learner, an adventurer, or a first-time visitor, there's always something new to uncover. Guided tours, youth dig programs, and research partnerships keep the story evolving year after year.

**THE MAMMOTH**

The Ice Age may be ancient, but its lessons are timeless. Every fossil uncovered helps us understand how the world changes, and how we can protect it today. The Mammoth Site safeguards these stories so future generations can continue to learn from them.

**THE MAMMOTH**

Every bone, tusk, and fossil you see was uncovered exactly where it rests today. This is an active dig site, the largest concentration of mammoths in the world, and the discoveries continue with every season.

**THE MAMMOTH**

Step into the world of the Ice Age, not as an observer, but as part of the story. At The Mammoth Site, science isn't locked behind glass. It's alive, ongoing, and happening right before your eyes.

Whether you're a lifelong learner, an adventurer, or a first-time visitor, there's always something new to uncover. Guided tours, youth dig programs, and research partnerships keep the story evolving year after year.

**THE MAMMOTH**

The Mammoth Site brings together researchers, students, and families who share one simple truth: learning is better when it's shared. Watch real paleontologists at work, explore interactive exhibits, or join a hands-on program designed to spark curiosity at any age.

**DISCOVERY**

Here, discovery belongs to everyone.

**THE MAMMOTH SCIENCE**

**LEGACY**

## CONTENTS

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The image displays three panels of a website design for "THE MAMMOTH SITE". The top panel features a large image of mammoth fossils in a dig site, with the title "THE MAMMOTH SITE" overlaid. The middle panel contains contact information: "CONTACT", the website "mammothsite.org", phone number "(605) 745-6017", location "Hot Springs, South Dakota", and operating hours "Open Year-Round With Daily Guided Tours". The bottom panel shows a photograph of children working with fossils, with the headline "CURIOUS MINDS WANTED" and a subtext about science programs.

## PRICING

FREE  
Children 3 & Under      \$12.00  
Ages 4-12      \$15.00  
Ages 13-59

\$13.00  
Ages 60 & Over      \$13.00  
Active & Retired Military

## HOURS

Open Daily

May 15 – Aug 23  
9:00am – 6:00pm

Aug 24 – Oct 31  
9:00am – 5:00pm

Nov 1 - Feb 28  
9:00am – 3:30pm

Mar 1 - May 14  
9:00am – 5:00pm

## Brand Experiment 3

The image displays three panels of a website design for "THE MAMMOTH SITE". The top panel features a large image of a paleontologist working on a fossil, with the headline "THE PAST IS OUR GREATEST TEACHER". The middle panel contains text about the site being an active dig site and its educational value, along with the headline "SCIENCE THAT INVITES YOU IN". The bottom panel shows a photograph of visitors at the site, with the headline "CURIOUS MINDS WANTED" and a subtext about science programs.

## CONTENTS

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## CONTACT

[mammothsite.org](http://mammothsite.org)  
(605) 745-6017  
Hot Springs, South Dakota  
Open Year-Round With Daily Guided Tours

## PRICING

FREE Children 3 & Under	\$12.00 Ages 4-12	\$15.00 Ages 13-59
\$13.00 Ages 60 & Over	\$13.00 Active & Retired Military	

## HOURS

Open Daily

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**Aug 24 – Oct 31**  
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9:00am – 3:30pm

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9:00am – 5:00pm



### CURIOUS MINDS WANTED

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IT'S ALIVE, ONGOING, AND HAPPENING RIGHT BEFORE YOUR EYES.

Whether you're a lifelong learner, an adventurer, or a first-time visitor, there's always something new to uncover. Guided tours, youth dig programs, and research partnerships keep the story evolving year after year.

### A PLACE WHERE HISTORY STILL BREATHES

Every bone, tusk, and fossil you see was uncovered exactly where it rests today. This is an active dig site, the largest concentration of mammoths in the world. The discoveries continue with every season.

### SCIENCE THAT INVITES YOU IN

The Mammoth Site brings together researchers, students, and families who share one simple truth: learning is better when it's shared. Watch real paleontologists at work, explore interactive exhibits, or join a hands-on program designed to spark curiosity at any age.

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## Brand Experiment 4

## Learning Summary

### Inspiration Reflection

One of the biggest things that I saw from the examples of other museums was that a lot of the really compelling brands used a bold color in a really compelling way. I also noticed that many of the color palettes for the key demographics would be for group that would take tours, like families and youth. They will be drawn to brighter colors and anything that would pop out and hold their attention.

### Color Palettes

While exploring color palettes, I noticed that a fair amount of the audiences had warmer tones

in their color palettes, which I wasn't anticipating since I was picturing a blue color palette to reflect the Ice Age. After a while, I realized that reds and a warm color palette helped bring the site to life because it brought energy with the bright reds, as well as reflected literal environment of the Mammoth Site and the real living environment the Mammoths probably lived in. I knew then that pivoting away from a directly blue color palette, but still using blue would be the way to bring life into the brand, while keeping a strong tie to the Ice Age by using a strong blue.

### Kids Kit

I know that the Kids Kit is going to be a very important element in this brand because it represents that extra step of discovery outside of the Mammoth Site. Discovery has to be able to continue and develop on its own to help grow the legacy of the Mammoth Site and keep history alive. This might require some adjusting to make the kit more tailored to kids, but should still reflect a way in which packaging could be applied in future products.

A large fossilized whale skeleton is the central focus, lying on its side. The background shows a wooden staircase and a wall with a plaque that reads "150,000 YEARS AGO".

# DESIGN

Visual Experiments

Brand Experiments

Rough Digital Comps

Refinements

Learning Summary

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**DESIGN**

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## Rough Drafts | Logo



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## Rough Drafts | Brochure



discover **Adventure.**

discover **History.**

discover **Science.**

discover **Legacy.**

discover **Connection.**

**pricing**

<b>free</b> Children 3 & Under	\$12.00 Ages 4-12	\$15.00 Ages 13-59
\$13.00 Ages 60 & Over	\$13.00 Active & Retired	Military

**hours** Open Daily

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**contact**

mammothsite.org  
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Hot Springs, South Dakota  
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**a place where history still breathes**

Every bone, tusk, and fossil you see was uncovered exactly where it rests today. This is an active dig site, the largest concentration of mammoths in the world. The discoveries continue with every season.

**science that invites you in**

The Mammoth Site brings together researchers, students, and families who share one simple truth: learning is better when it's shared. Watch real paleontologists at work, explore interactive exhibits, or join a hands-on program designed to spark curiosity at any age.

**the past is our greatest teacher**

The Ice Age may be ancient, but its lessons are timeless. Every fossil uncovered helps us understand how the world changes, and how we can protect it today. The Mammoth Site safeguards these stories so future generations can continue to learn from them.

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## Rough Drafts | Patches



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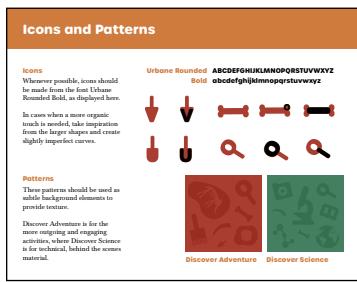
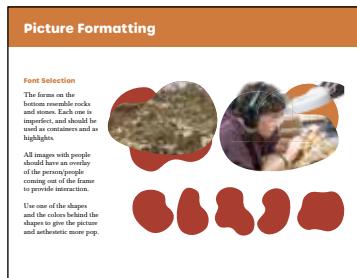
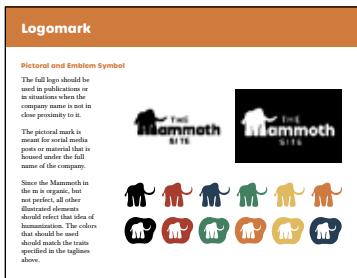
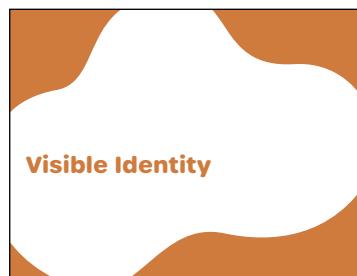
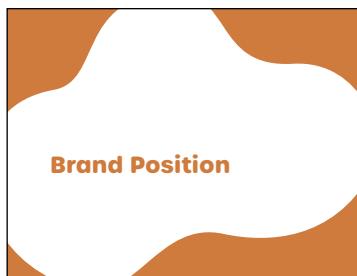
DISCOVER

DESIGN

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# Rough Drafts | Brand Guidelines



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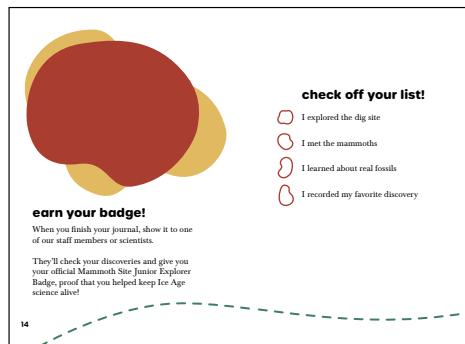
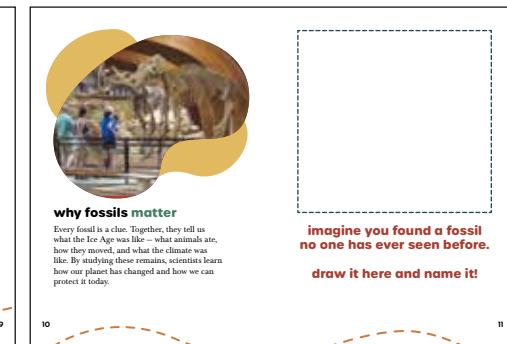
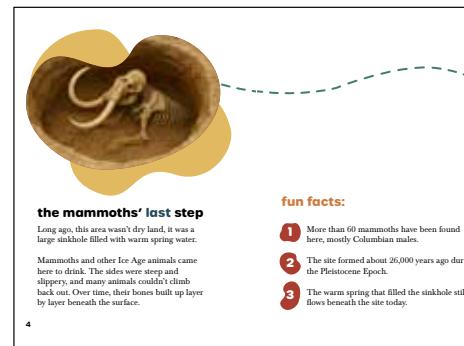
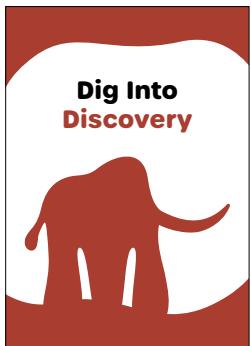
DISCOVER

**DESIGN**

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# Rough Drafts | Kids Kit Booklet



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## Rough Drafts | Kids Kit Box



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## Rough Drafts | Poster



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## Rough Drafts | Social Media



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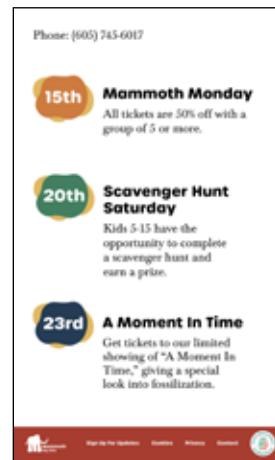
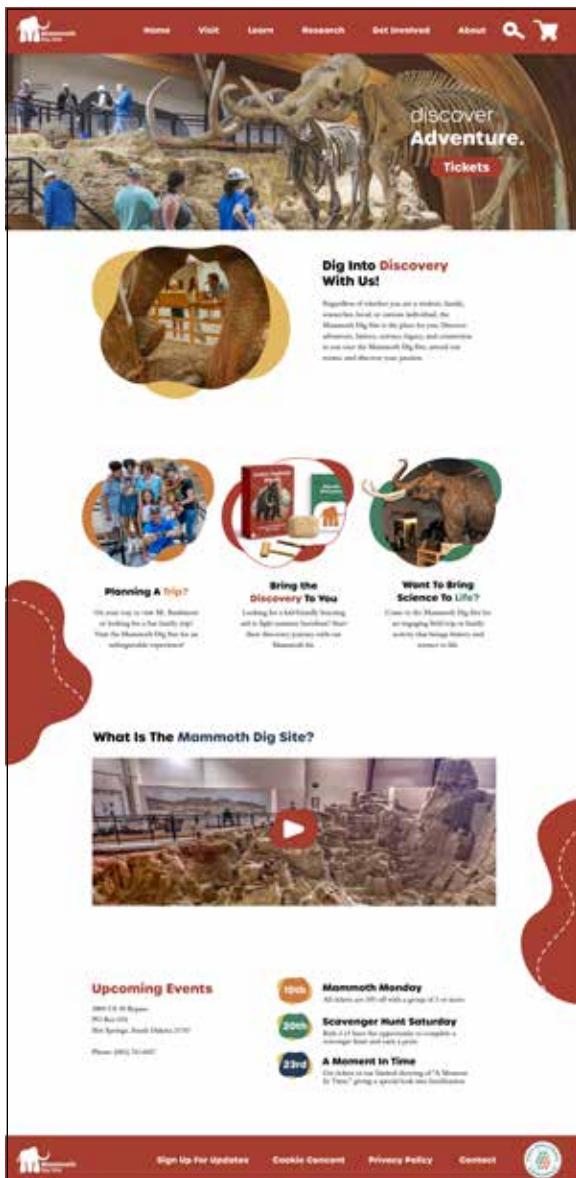
DISCOVER

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## Rough Drafts | Website



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# Refinements | Brand Guidelines First Draft

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**Typography**

**Icons and Patterns**

**brand Exhibits**

**Brochure**

**Kids Kit**

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# Refinements | Kids Kit Booklet First Draft



### Welcome To The Dig!

You've arrived at one of the most famous fossil sites in the world: The Mammoth Site in Hot Springs, South Dakota.

This sinkhole trapped Columbian and woolly mammoths over 25,000 years ago during the last Ice Age. Today, scientists are still uncovering bones right where they were found.

**2**

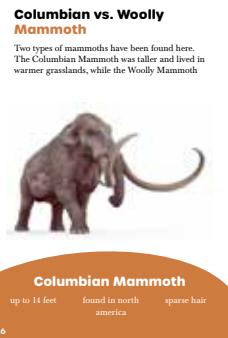


### The Mammoths' Last Step

Long ago, this area wasn't dry land; it was a large sinkhole filled with warm spring water.

Mammoths and other Ice Age animals came here to drink. The sides were steep and slippery, and many animals couldn't climb back out. Over time, their bones built up layer by layer beneath the surface.

**4**



### Tools Of The Trade

Paleontologists are scientists who study ancient life through fossils. At The Mammoth Site, they use gentle tools to uncover bones without damaging them.

**8**



### Why Fossils Matter

Every fossil is a clue. Together, they tell us what the Ice Age was like—what animals ate, how they moved, and what the climate was like. By studying these remains, scientists learn how our planet has changed and how we can protect it today.

**10**



### My Favorite Find

Every explorer discovers something unique, maybe a new fossil, a cool fact, or an idea.

Write or draw your favorite discovery from your visit.

**12**



### Earn Your Badge!

When you finish your journal, show it to one of our staff members or scientists.

They'll check your discoveries and give you your official Mammoth Site Junior Explorer Badge, proof that you helped keep Ice Age science alive!

**14**



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**DESIGN**

DELIVER

PONDER

## Refinements | Kids Kit Box First Draft



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## Refinements | Social Media First Draft



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## Refinements | Website First Draft

The image displays three versions of a website page for the Mammoth Dig Site, illustrating iterative design refinement:

- Left Version:** Features a large, irregular red shape on the left side. The main headline "discover Adventure." is in a bold, sans-serif font. Below it is a call-to-action button labeled "Tickets". A central section titled "Dig Into Discovery With Us!" includes a paragraph of text and three circular icons representing different activities: "Planning A Trip?", "Bring the Discovery To You", and "Want To Bring Science To Life?". A video player is embedded below this section. At the bottom, there's a "Upcoming Events" section with three event cards: "Mammoth Monday" (15th), "Scavenger Hunt Saturday" (20th), and "A Moment In Time" (23rd). The footer contains links for "Sign Up For Updates", "Cookie Consent", "Privacy Policy", and "Contact".
- Middle Version:** This version has a white header bar at the top. The main headline "discover Adventure." is followed by a "Tickets" button. Below it is the same "Dig Into Discovery With Us!" section with its respective text and icons. A video player is also present. The "Upcoming Events" section at the bottom is identical to the first version.
- Right Version:** This is a mobile-style layout. It features a large image of a mammoth skull at the top. Below it is a "Discover Adventure." section with a "Tickets" button. The "Dig Into Discovery With Us!" section follows. A "Want To Bring Science To Life?" section is added, featuring a video player and a paragraph of text. The "Upcoming Events" section at the bottom is identical to the first version. The footer includes links for "Sign Up For Updates", "Cookie Consent", "Privacy", and "Contact".

**Phone: (605) 745-6017**

**15th Mammoth Monday**  
All tickets are 50% off with a group of 5 or more.

**20th Scavenger Hunt Saturday**  
Kids 5-12 have the opportunity to complete a scavenger hunt and earn a prize.

**23rd A Moment In Time**  
Get tickets to our limited showing of "A Moment In Time," giving a special look into fossilization.

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## Refinements | Full Logo



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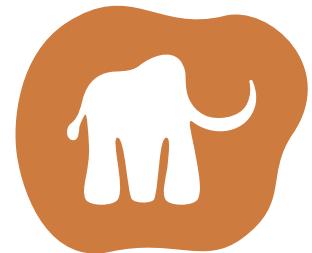
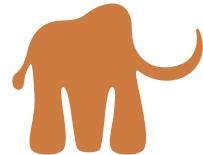
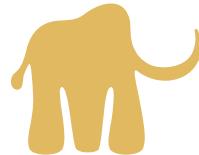
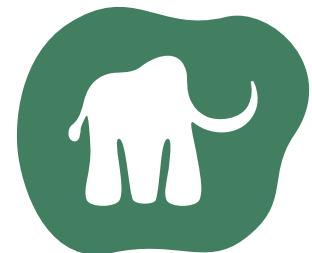
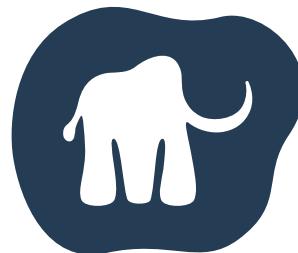
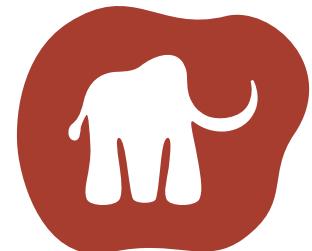
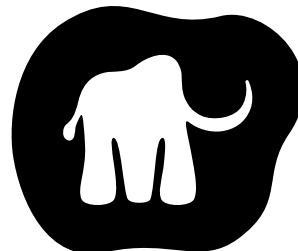
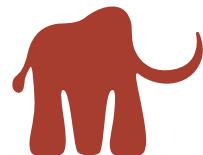
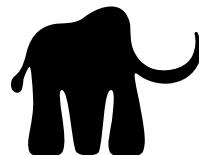
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## Refinements | Pictoral Logo



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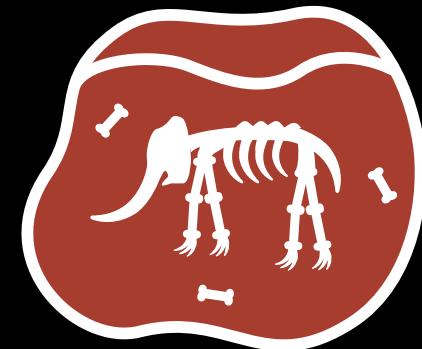
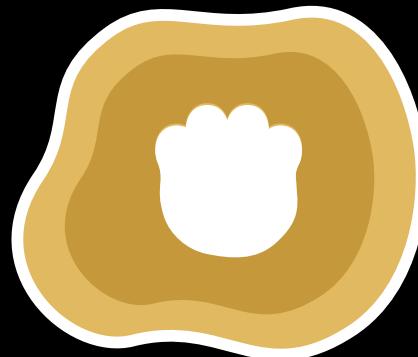
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## Refinements | Patches



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## Refinements | Brochure

**discover Adventure.**

**discover History.**

**discover Science.**

**discover Legacy.**

**discover Connection.**

**Pricing**

Free	\$12.00	\$15.00
Children 3 & Under	Ages 4-12	Ages 13-59
\$13.00	\$13.00	
Ages 60 & Over	Active & Retired	Military

**Hours** Open Daily

May 15 - Aug 23	Nov 1 - Feb 28
8:00am - 6:00pm	9:00am - 3:30pm

Aug 24 - Oct 31	Mar 1 - May 14
9:00am - 5:00pm	9:00am - 5:00pm

**Contact**

mammothdigsite.org  
(605) 745-6017  
Hot Springs, South Dakota  
Open Year-Round With Daily Guided Tours

**A Place Where History Still Breathes**

Every bone, tusk, and fossil you see was uncovered exactly where it rests today. This is an active dig site, the largest concentration of mammoths in the world. The discoveries continue with every season.

**Curious Minds Wanted**

Step into the world of the Ice Age, not as an observer, but as part of the story. At the Mammoth Dig Site, science isn't locked behind glass.

It's olive, ongoing, and happening right before your eyes.

Whether you're a lifelong learner, an adventurer, or a first-time visitor, there's always something new to uncover. Guided tours, youth dig programs, and research partnerships keep the story evolving year after year.

**Science That Invites You In**

The Mammoth Dig Site brings together researchers, students, and families who share one simple truth: learning is better when it's shared. Watch real paleontologists at work, explore interactive exhibits, or join a hands-on program designed to spark curiosity at any age.

**The Past Is Our Greatest Teacher**

The Ice Age may be ancient, but its lessons are timeless. Every fossil uncovered helps us understand how the world changes, and how we can protect it today. The Mammoth Dig Site safeguards these stories so future generations can continue to learn from them.

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MONITOR

# Refinements | Kids Kit Booklet Second Draft



## Welcome To The Dig!

You've arrived at one of the most famous fossil sites in the world: The Mammoth Site in Hot Springs, South Dakota.

This sinkhole trapped Columbian and woolly mammoths over 26,000 years ago during the last Ice Age. Today, scientists are still uncovering bones right where they were found.

## The Mammots' Last Step

Long ago, this area wasn't dry land; it was a large sinkhole filled with warm spring water.

Mammoths and other Ice Age animals came here to drink. The sides were steep and slippery, and many animals couldn't climb back out. Over time, their bones built up layer by layer beneath the surface.

### Fun Facts:

**1 60 Mammots**  
More than 60 mammoths have been found here.

**2 26,000 Year Ago**  
The site was formed during the Pleistocene Epoch 26,000 years ago.

**3 Flows Beneath**  
The warm spring that filled the sinkhole still flows beneath the site today.



## Columbian & Woolly

Two types of mammoths have been found here. The Columbian Mammoth was taller and lived in warmer grasslands, while the Woolly Mammoth



**Columbian Mammoth**  
up to 14 feet  
found in north America  
sparse hair

## Mammoths

had thick fur for cold climates. Both had long, curved tusks and ate grass, leaves, and shrubs.

Draw your mammoths an environment to live in!



**Woolly Mammoth**  
around 11 feet  
northern Europe, Asia, and North America  
thick, shaggy coat

## Tools Of The Trade

Paleontologists are scientists who study ancient life through fossils.

At The Mammoth Site, they use gentle tools to uncover bones without damaging them.

### Draw A Line To The Correct Tool



**Trowel**  
loosens the soil around fossils



**Brush**  
clears away dust and dirt



**Plaster & Burlap**  
protect bones before they're lifted



**Gps & Mapping Tools**  
record exactly where each fossil is found

## Why Fossils Matter

Every fossil is a clue. Together, they tell us what the Ice Age was like—what animals ate, how they moved, and what the climate was like. By studying these remains, scientists learn how our planet has changed and how we can protect it today.



Imagine You Found A Fossil No One Has Ever Seen Before

Draw It Here And Name It!

## My Favorite Find

My Favorite Find Was ...

Every explorer discovers something unique, maybe a new fossil, a cool fact, or an idea.

Write or draw your favorite discovery from your visit.



## Earn Your Badge!

When you finish your journal, show it to one of our staff members or scientists.

They'll check your discoveries and give you your official Mammoth Site Junior Explorer Badge, proof that you helped keep Ice Age science alive!

### Check Off Your List!

- I explored the dig site.
- I met the mammoths.
- I learned about real fossils.
- I recorded my favorite discovery.

## Thank You For Discovering The



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## Refinements | Kids Kit Box Second Drafts



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## Refinements | Poster



find joy in  
**Discovery**



protect the  
**Future**

preserve the  
**Past**



experience  
**Living Science**

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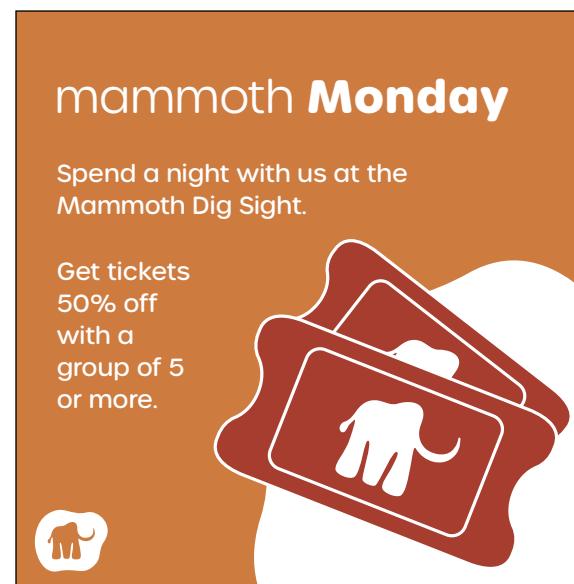
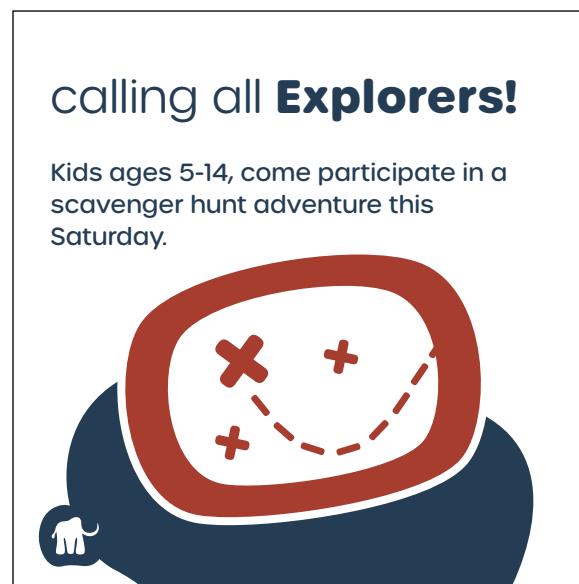
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## Refinements | Social Media Second Draft



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# Refinements | Website Second Draft

The image displays three versions of a website page for the Mammoth Dig Site, illustrating design refinements. The left version is a desktop layout featuring a large central image of people at a dig site, followed by sections for 'What Is The Mammoth Dig Site?' (with a video player), 'Upcoming Events' (listing 'Mammoth Monday', 'Scavenger Hunt Saturday', and 'A Moment In Time'), and 'Planning A Trip?' (with sub-sections for 'Bring the Discovery To You' and 'Want To Bring Science To Life?'). The middle version is a desktop layout with a similar structure but a different visual emphasis, featuring a video player instead of the 'What Is The Mammoth Dig Site?' section. The right version is a mobile layout with a sidebar for 'Upcoming Events' and a main content area for 'Planning A Trip?'.

**What Is The Mammoth Dig Site?**

**Upcoming Events**

**Planning A Trip?**

**Mammoth Monday**  
All tickets are 50% off with a group of 5 or more.

**Scavenger Hunt Saturday**  
Kids 5-12 have the opportunity to complete a scavenger hunt and earn a prize.

**A Moment In Time**  
Get tickets to our limited showing of "A Moment In Time," giving a special look into fossilization.

**What Is The Mammoth Dig Site?**

**Upcoming Events**

1800 US 18 Bypass  
PO Box 692  
Hot Springs, South Dakota 57747

Phone: (605) 745-6017

**15th Mammoth Monday**  
All tickets are 50% off with a group of 5 or more.

**20th Scavenger Hunt Saturday**  
Kids 5-12 have the opportunity to complete a scavenger hunt and earn a prize.

**23rd A Moment In Time**  
Get tickets to our limited showing of "A Moment In Time," giving a special look into fossilization.

Sign Up For Updates | Cookie Consent | Privacy Policy | Contact |

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## Refinements | Website App



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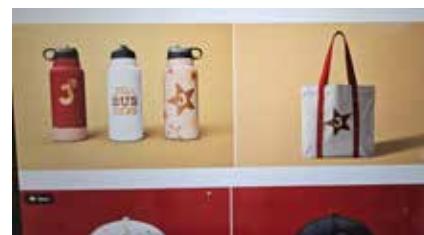
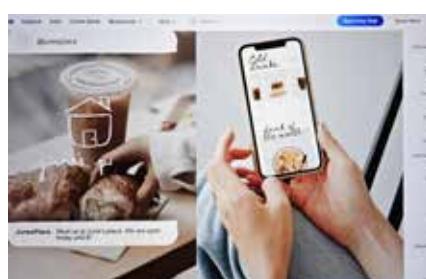
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## Reflection | Peer Inspiration



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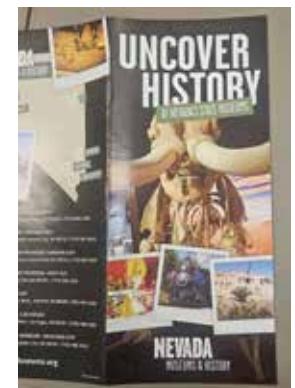
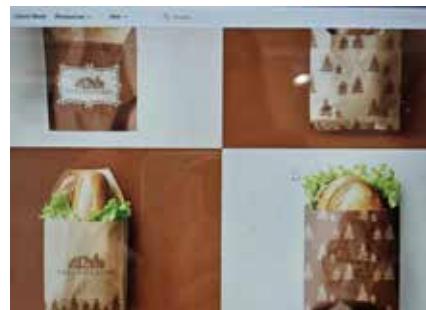
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## Reflection | Peer Inspiration Continued



## Reflection | Peer Reflection

### **Simplistic Mockups**

As I studied my peers' work, I realized that some of the most compelling designs were the ones that were mocked up in a way that made the designs the star of the mockup. They didn't have background props to distract from the actual designs. I think I have done this fairly well with my social media and website, in particular, but I will do my best to remember this as I refine things.

### **Implied Motion**

One other thing that I enjoyed was the idea of "implied motion." The website design

that featured someone pouring liquid was engaging because it helped me to transition to the content and it implied motion. I was also drawn to the billboards that made it feel like cheese was flowing down it or something was being taken out of a bag. I think this is something to keep in mind as I look for final mockups.

## Reflection | AI Feedback

### **Paula Scher Critique**

As I came to the end of my brand design, I decided to ask Gemini to critique my rebrand as if it were the famous designer, Paula Scher. I felt that because of Paula's strong typography elements and bold designs, she would be an ideal person to critique my designs and give me some ideas. The results were interesting to say the least.

### **Pros**

- I created a functioning identity system, not just a logo.
- I acknowledged the balance between family tourism and scientific discovery.

- Changing the name to the "Mammoth Dig Site" helped it become more memorable and visual.

### **Biggest Critique**

Gemini insisted that I needed a strong body copy typeface that represented the science and organized side of things. It would help to compliment my Urbane Rounded font representing the more playful side of things. I did have to tell it that I was using Baskerville, to which it said that was a good choice, but it brought up the idea that perhaps I hadn't showcased the scientific side of

my brand as well as the family/tourism side of my brand.

This has caused me to really think about what I can do to elevate my brand. I don't think that the scientific approach really goes well with social media, posters, or patches, so I need a brand application that it would go well with. I think I will make a fossil depth diagram to go with the kids kit, that will give a small look inside the scientific and professional feel that is missing from my brand.

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## DEFINE

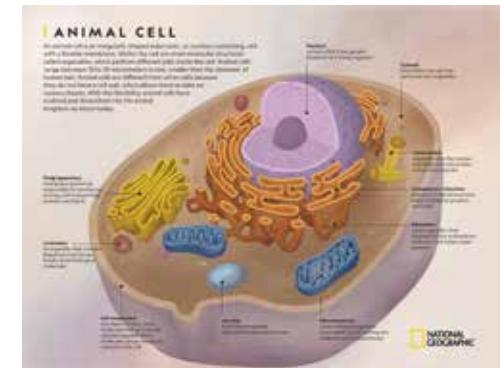
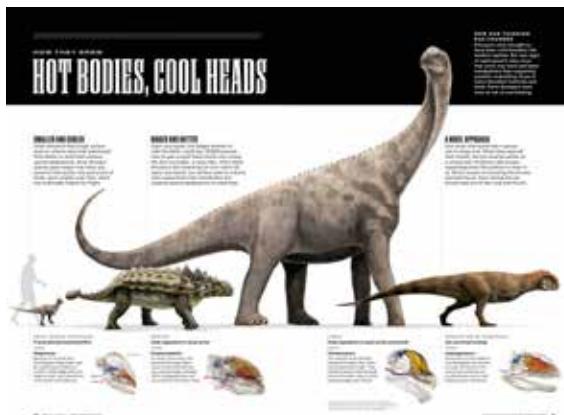
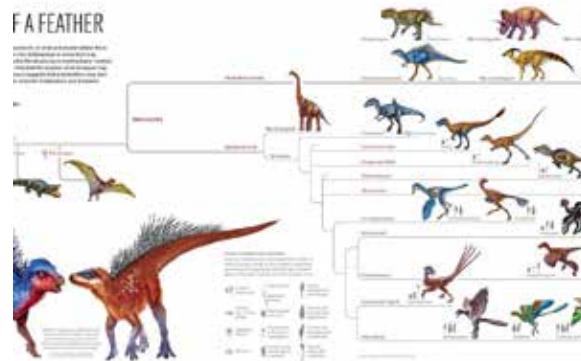
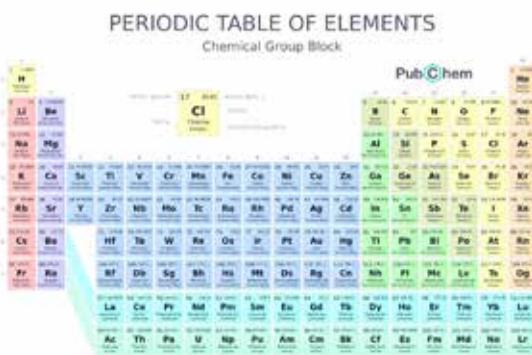
# DISCOVER

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# Reflection | Scientific Chart Inspiration



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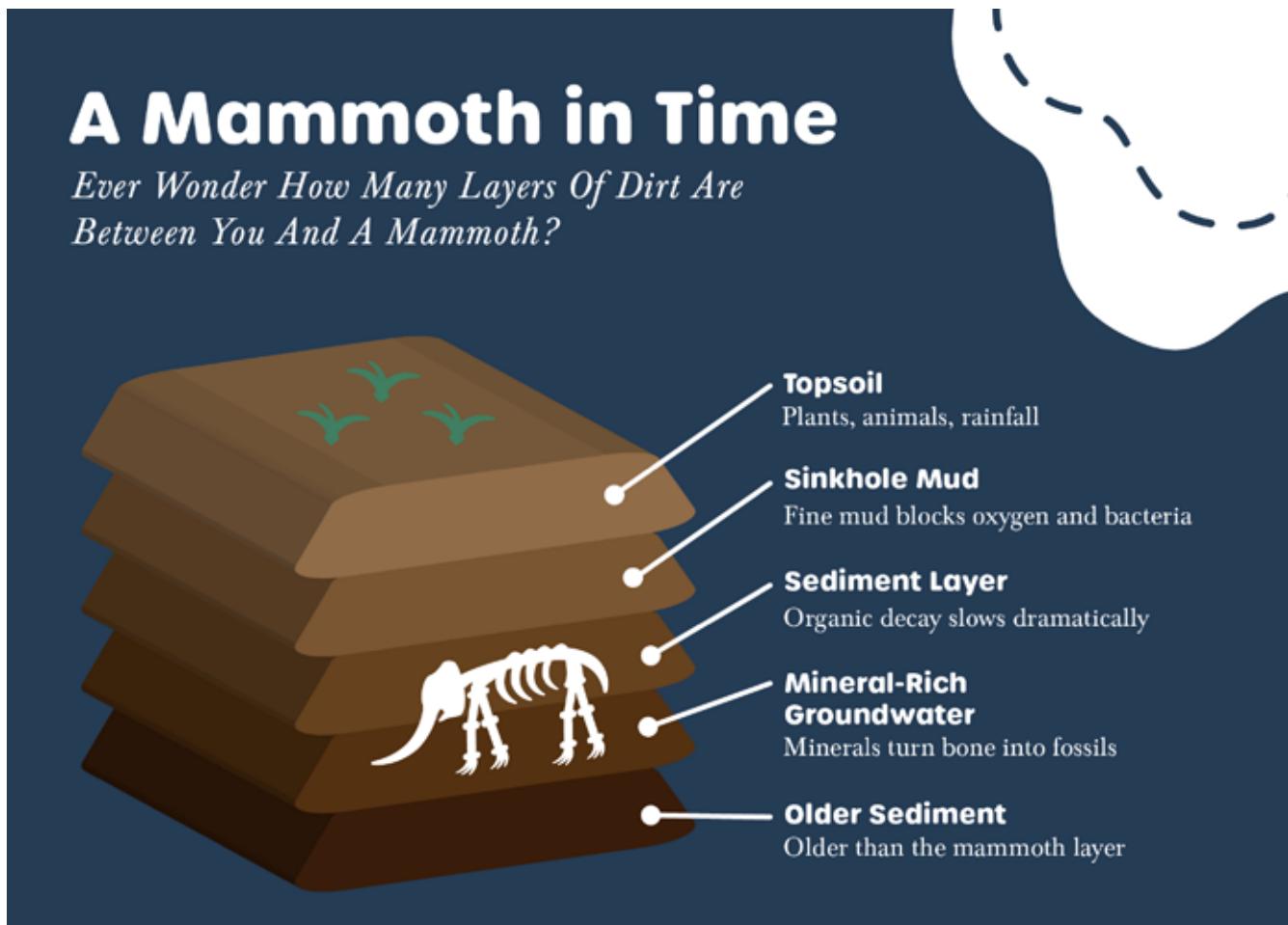
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## Reflection | Buried Fossil Diagram



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## Reflection | Kids Kit Box



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# Reflection | Brand Guidelines Third Draft

**Brand Guidelines**

**brand Position**

**Brand Values**

**visible Identity**

**Logomark**

**Logo - Do and Don'ts**

**Picture Formatting**

**Data and Infographics**

**Typography**

**Icons and Patterns**

**brand Exhibits**

## Learning Summary

### Logo

As I played with the type for the logo, I moved towards a rounded, playful look. At the same time, I was creating organic shapes and containers inspired by mud and rocks when I realized that part of this logo is that the Mammoth in the M isn't perfect, neither is any rock, or mud shape. That is part of history and science, it is messy and unique. While I did like the earlier designs I had of using the Mammoth as the M in the whole "The Mammoth Site," I realized that having a word after and before "Mammoth" was awkward and didn't flow

well. This is one of the reasons I chose to change name to be the "Mammoth Dig Site." That, as well as the fact the "Dig Site" is more of an active phrase than a passive phrase, helps to make the company more recognizable and dynamic.

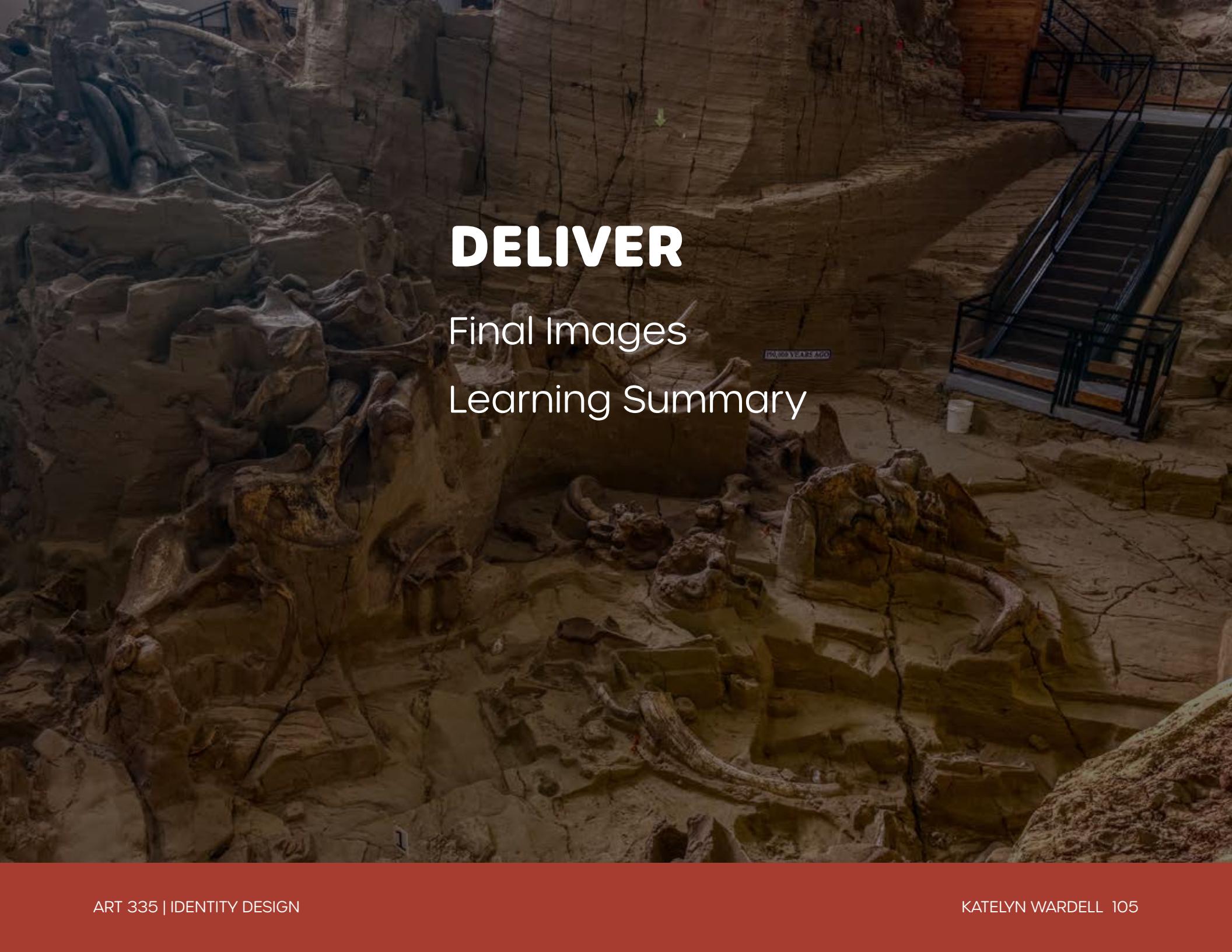
### Typography

I used Urbane Rounded for my main title and heading fonts because I wanted it to stand out and catch people's attention, but I realized that I needed a strong professional font to go with it to represent the more technical/science side of things. I chose Baskerville to add

that structured and organized element that the brand felt like it was lacking.

### Pictures and Content

At the heart of The Mammoth Site, the people are what carry on the legacy and history. Because of this, I really wanted to showcase people. Placing part of the subject outside of the container was a way to make them feel like they are interacting with the outside world and creating a bridge from the viewer's world to world of the Mammoth Site.



# DELIVER

Final Images  
Learning Summary

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## Final | Logo Full



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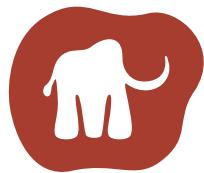
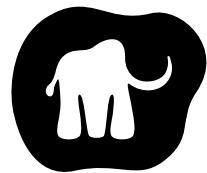
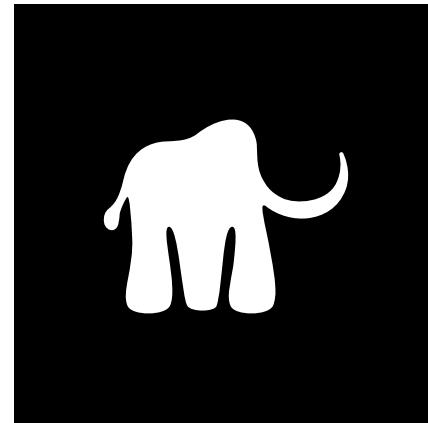
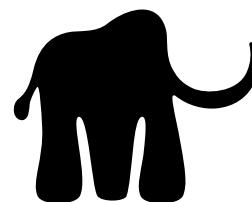
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## Final | Pictoral Logo



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# Final | Brand Guidelines

**Brand Guidelines**

**brand Position**

**Brand Values**

**visible Identity**

**Logomark**

**Logo - Do and Don'ts**

**Picture Formatting**

**Data and Infographics**

**Typography**

**Icons and Patterns**

**brand Exhibits**

**Brochure**

**Big Idea:** Mammoth Site  
The Mammoth Site is a living museum that wants to teach, explore, and learn through meaningful educational experiences. The site is a place where people can come to touch, explore, and learn through discovery.

**Core Purpose:** To inspire people with Earth's Age of Discovery. The Mammoth Site is a living museum that wants to teach, explore, and learn through meaningful educational experiences. The site is a place where people can come to touch, explore, and learn through discovery.

**Brand Attributes:** Authentic; Honest; Open; Scientific; Educational; Living History

**Brand Values:** Discovery is a catalyst for learning. We are the only active life science museum and research center. • Discovery is education, science, and preservation. • Preservation protects future generations. • Every fossil matters.

**Positioning Statement:** What: We are the only active life science museum and research center. • Discovery is education, science, and preservation. • Preservation protects future generations. • Every fossil matters.

**Secondary Target Audience:** Families and Lifelong Learners Who: We invite people to experience meaningful educational experiences. • Families, lifelong learners, and heritage seekers.

**Primary Target Audience:** Families and Lifelong Learners Who: We invite people to experience meaningful educational experiences. • Families, lifelong learners, and heritage seekers.

**Value Proposition Primary:** Families and learners don't just look at exhibits; they touch them, ask questions, and participate in real actions. The Mammoth Site is a place where families and learners can come to touch, explore, and learn through discovery.

**Value Proposition Secondary:** Families and lifelong learners experience a site where they can touch, explore, and learn through discovery. The Mammoth Site is an active dig, guided by Earth's Age of Discovery, an active dig, guided by Earth's Age of Discovery, and experts who bring problematic fossils to present.

**Picture Containers:** The forms on the bottom resemble rocks, stone, and wood. This style is imperfect and should be used as containers and backgrounds.

**Picture Overlays:** All images with people should have an overlay of the person/people's name and the date to provide interaction.

**Picture Overlays:** Use one of the shapes and the colors behind the text to make the text stand out and aesthetic more pop.

**Graphs and Visuals:** Graphs and charts should adhere to the same color palette as the rest of the brand, making sure to round the bars.

**Dashed Lines:** Dashed lines should be used to contrast the solid bar data.

**Font Selection:** Urbane Rounded Bold should be used for most headers. Use Urbane Rounded for subheadings, text, and body hierarchy. The nature in which this font should be used is bold and energetic.

**Font Selection:** Baskerville Pro should be used in the body copy to add the professional compliment to Urbane Rounded and convey structure.

**Urban Rounded Heavy**

**The Mammoth Site**

**Urban Rounded Bold**

**Urban Rounded Demi Bold**

**Urban Rounded Light**

**The Mammoth Site**

**Urban Rounded Extra Light**

**The Mammoth Site**

**Urban Rounded Medium**

**The Mammoth Site**

**Baskerville Pro Regular**

**The Mammoth Site**

**Baskerville Pro Italic**

**The Mammoth Site**

**Icons:** Whenever possible, icons should be made from the font Urbane Rounded Bold, as displayed here. In cases where a more organic look is desired, make icons from the larger shapes and create slightly imperfect curves.

**Patterns:** These patterns should be used as subtle background elements to prevent clutter.

**Discover Adventure** is the more mapping and engaging activities, while **Discover Science** is for scientific, behind the scenes material.

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# Brand Guidelines Mockup

The grid consists of 12 cards arranged in three rows and four columns. Each card features a large, stylized cloud shape at the top.

- Brand Guidelines:** A red cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- brand Position:** A dark blue cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- Brand Values:** A dark blue cloud. Content includes sections on "My Core", "Customer", "Brand", "Social Justice", and "Marketing".
- visible Identity:** A green cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- Logomark:** A green cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- Logo - Do and Don'ts:** A green cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- Picture Formatting:** A green cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- Data and Infographics:** A green cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- Hypography:** A green cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- Icons and Patterns:** A green cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- brand Exhibits:** An orange cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".
- Brochures:** An orange cloud. Content includes a logo mark of a white elephant on a blue square with the text "Monarch Big Site".

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## Final | Brochure



The brochure layout for the Mammoth Dig Site features a central masthead with the site's name and a large image of a mammoth tusk. Below this, the page is divided into several sections: a top row with five discovery themes (Adventure, History, Science, Legacy, Connection) each accompanied by a small icon; a middle row with two main sections (Pricing and Hours) and a Contact section; and a bottom row with two descriptive columns (Curious Minds Wanted and A Place Where History Still Breathes) and a third column containing three circular images illustrating the site's activities.

**discover Adventure.**

**discover History.**

**discover Science.**

**discover Legacy.**

**discover Connection.**

**Pricing**

Free Children 3 & Under	\$12.00 Ages 4-12	\$15.00 Ages 13-59
\$13.00 Ages 60 & Over	\$13.00 Active & Retired	Military

**Hours** Open Daily

May 15 - Aug 23	Nov 1 - Feb 28
8:00am - 6:00pm	9:00am - 3:30pm

Aug 24 - Oct 31	Mar 1 - May 14
9:00am - 5:00pm	9:00am - 5:00pm

**Contact**

mammothdigsite.org  
(605) 745-6017  
Hot Springs, South Dakota  
Open Year-Round With Daily Guided Tours

**Curious Minds Wanted**

Step into the world of the Ice Age, not as an observer, but as part of the story. At the Mammoth Dig Site, science isn't locked behind glass. It's alive, ongoing, and happening right before your eyes. Whether you're a lifelong learner, an adventurer, or a first-time visitor, there's always something new to uncover. Guided tours, youth dig programs, and research partnerships keep the story evolving year after year.

**A Place Where History Still Breathes**

Every bone, tusk, and fossil you see was uncovered exactly where it rests today. This is an active dig site, the largest concentration of mammoths in the world. The discoveries continue with every season.

**Science That Invites You In**

The Mammoth Dig Site brings together researchers, students, and families who share one simple truth: learning is better when it's shared. Watch real paleontologists at work, explore interactive exhibits, or join a hands-on program designed to spark curiosity at any age.

**The Past Is Our Greatest Teacher**

The Ice Age may be ancient, but its lessons are timeless. Every fossil uncovered helps us understand how the world changes, and how we can protect it today. The Mammoth Dig Site safeguards these stories so future generations can continue to learn from them.



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## Brochure Mockup



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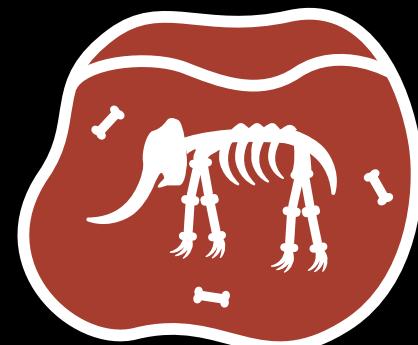
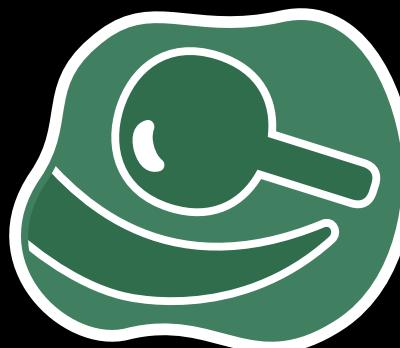
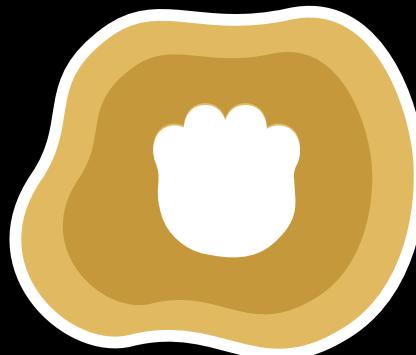
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## Final | Patches



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## Patches Mockup



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PONDER

# Final | Kids Kit Booklet



## Welcome To The Dig!

You've arrived at one of the most famous fossil sites in the world: The Mammoth Site in Hot Springs, South Dakota.

This sinkhole trapped Columbian and woolly mammoths over 26,000 years ago during the last Ice Age. Today, scientists are still uncovering bones right where they were found.

## The Mammoths' Last Step

Long ago, this area wasn't dry land; it was a large sinkhole filled with warm spring water.

Mammoths and other Ice Age animals came here to drink. The sides were steep and slippery, and many animals couldn't climb back out. Over time, their bones built up layer by layer beneath the surface.

### Fun Facts:

1 **60 Mammoths**  
More than 60 mammoths have been found here.

2 **26,000 Year Ago**  
The site was formed during the Pleistocene Epoch 26,000 years ago.

3 **Flows Beneath**  
The warm spring that filled the sinkhole still flows beneath the site today.



## Columbian & Woolly

Two types of mammoths have been found here. The Columbian Mammoth was taller and lived in warmer grasslands, while the Woolly Mammoth



**Columbian Mammoth**  
up to 14 feet  
found in north America  
sparse hair

## Mammoths

had thick fur for cold climates. Both had long, curved tusks and ate grass, leaves, and shrubs.

Draw your mammoths an environment to live in!



**Woolly Mammoth**  
around 11 feet  
northern Europe, Asia, and North America  
thick, shaggy coat

## Tools Of The Trade

Paleontologists are scientists who study ancient life through fossils.

At The Mammoth Site, they use gentle tools to uncover bones without damaging them.

### Draw A Line To The Correct Tool



**Trowel**  
loosens the soil around fossils



**Brush**  
clears away dust and dirt



**Plaster & Burlap**  
protect bones before they're lifted



**Gps & Mapping Tools**  
record exactly where each fossil is found

## Why Fossils Matter

Every fossil is a clue. Together, they tell us what the Ice Age was like—what animals ate, how they moved, and what the climate was like. By studying these remains, scientists learn how our planet has changed and how we can protect it today.



Imagine You Found A Fossil No One Has Ever Seen Before

Draw It Here And Name It!

## My Favorite Find

My Favorite Find Was ...

Every explorer discovers something unique, maybe a new fossil, a cool fact, or an idea.

Write or draw your favorite discovery from your visit.



## Earn Your Badge!

When you finish your journal, show it to one of our staff members or scientists.

They'll check your discoveries and give you your official Mammoth Site Junior Explorer Badge, proof that you helped keep Ice Age science alive!

### Check Off Your List!

- I explored the dig site.
- I met the mammoths.
- I learned about real fossils.
- I recorded my favorite discovery.

## Thank You For Discovering The Mammoth Dig Site



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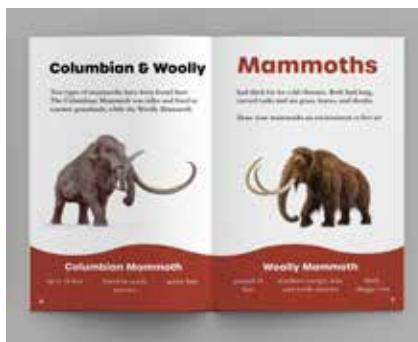
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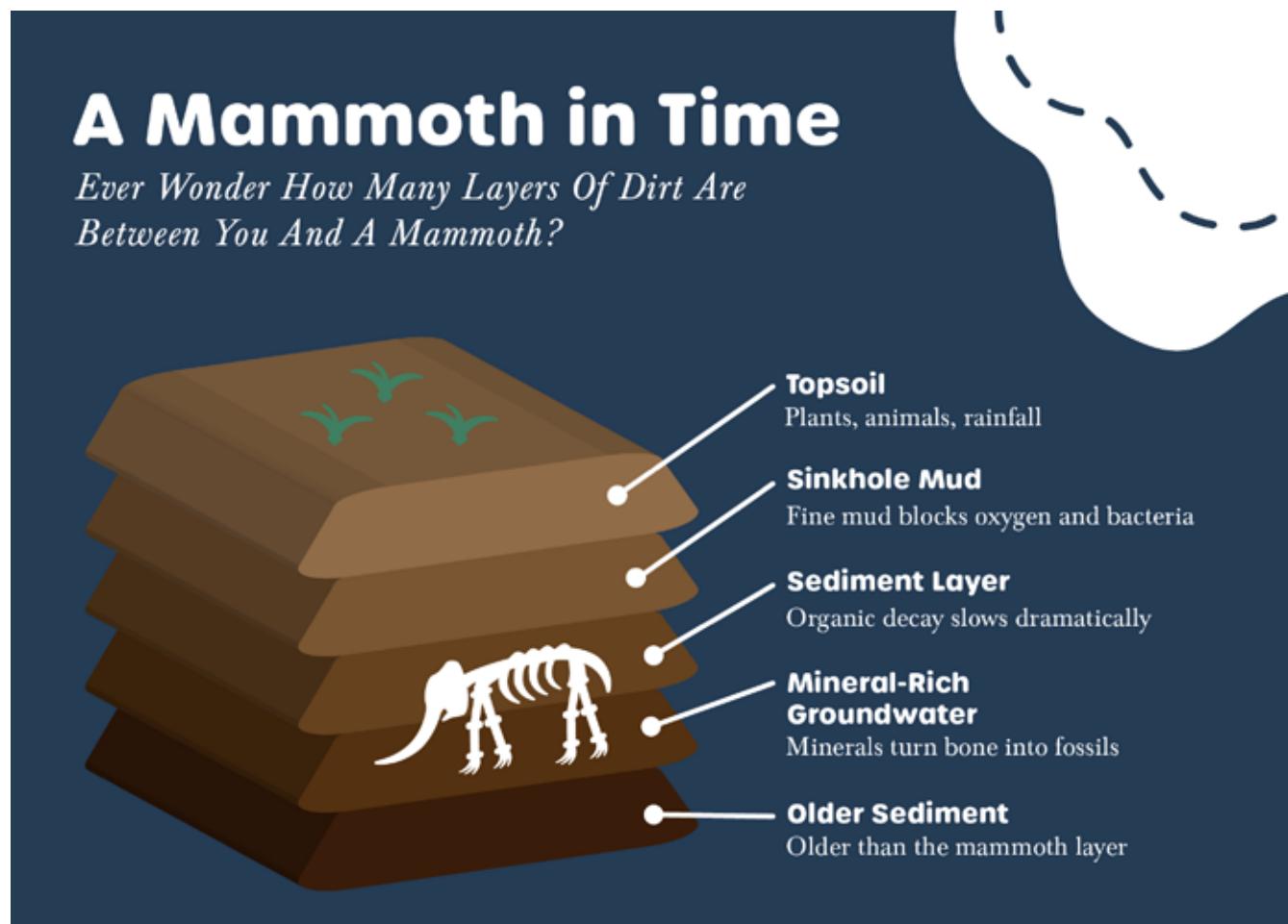
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## Kids Kit Booklet Mockup



## Final | Buried Fossil Diagram



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## Final | Kids Kit Box



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## Kids Kit Box Mockup



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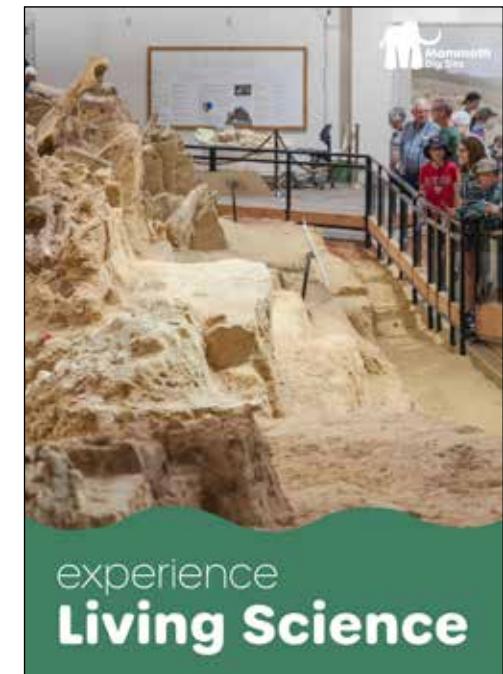
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## Final | Posters



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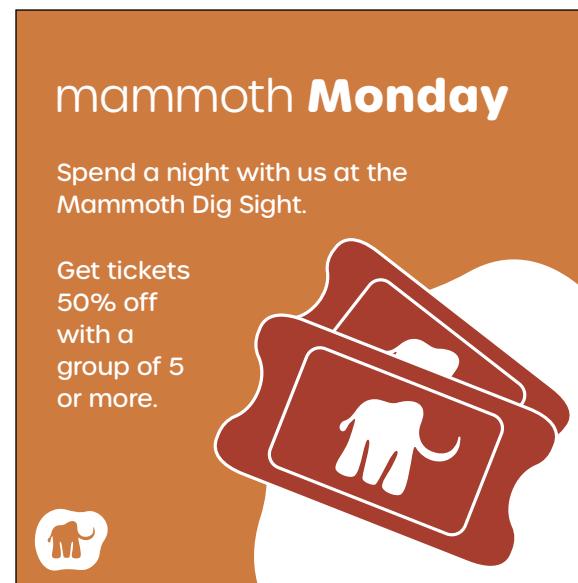
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## Final | Social Media Posts



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## Social Media Mockup



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## Final | Website Mockup

The website for the Mammoth Dig Site features a clean, modern design with a red and white color scheme. It includes sections for upcoming events, information about the mammoth dig site, and ways to get involved in discovery.

**Upcoming Events:**

- 15th Mammoth Monday**: All tickets are 50% off with a group of 5 or more.
- 20th Scavenger Hunt Saturday**: Kids 5-12 have the opportunity to complete a scavenger hunt and earn a prize.
- 23rd A Moment In Time**: Get tickets to our limited showing of "A Moment In Time," giving a special look into fossilization.

**What Is The Mammoth Dig Site?**

Come to the Mammoth Dig Site for an engaging field trip or family activity that brings history and science to life.

**Dig Into Discovery With Us!**

Regardless of whether you are a student, family, researcher, local, or curious individual, the Mammoth Dig Site is the place for you. Discover adventure, history, science, legacy, and connection as you tour the Mammoth Dig Site, attend our events, and discover your passion.

**Planning A Trip?**

On your way to visit Mt. Rushmore or looking for a fun family trip? Visit the Mammoth Dig Site for an unforgettable experience!

**Bring the Discovery To You**

Looking for a kid-friendly learning aid to fight summer boredom? Start their discovery journey with our Mammoth kit.

**Want To Bring Science To Life?**

Come to the Mammoth Dig Site for an engaging field trip or family activity that brings history and science to life.

**Upcoming Events**

1800 US 18 Bypass  
PO Box 692  
Hot Springs, South Dakota 57747  
Phone: (605) 745-6017

Sign Up For Updates | Cookie Consent | Privacy Policy | Contact |

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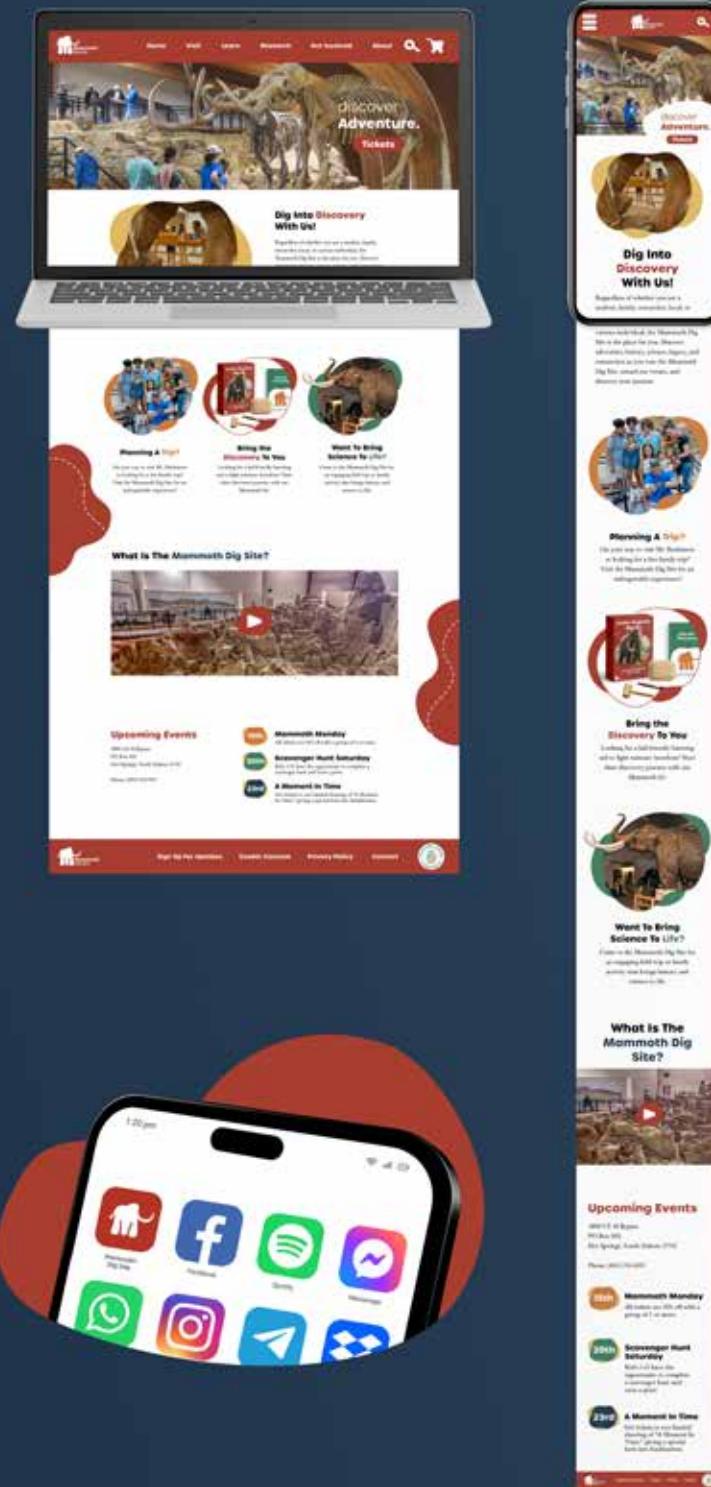
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## Website Mockup

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## T-Shirt Mockup



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## Hat Mockup



## Learning Summary

### **Brand Guidelines**

I noticed from my AI feedback experience that I needed to change my brand guidelines to reflect a more scientific and structured look, as well as the playful aesthetic I had created. I added a brand brief page, ensuring that there would be no confusion on what the brand was meant to do and how. I also added two different graphs modeling how information would be displayed with the brand aesthetics. Through this project I have learned that brand guidelines truly help the designer as well as the client. I have referred back to

it many times to see if what I am designing is completely consistent with all the other rules I have created thus far.

### **Tagline Styling**

I also made sure to use my lowercase, light “discover” very sparingly, in cases mostly when there is little-none body copy. It is mean to create contrast and help add emphasis to the bolded word. I think this works rather well for my posters, but would not work well for my Kids Kit. This is where that crucial element of balance comes in to play that makes all great brands successful.

# PROJECT PONDER

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## Project Ponder

### I Remember

I thoroughly enjoyed this project. Since I have actually been to The Mammoth Dig Site, I know what an amazing experience it is, and rebranding it gave me the opportunity to add some of that excitement for people to see before they even walk through the doors.

### Balance and Contrast

I think two of the greatest challenges in this project was using contrast and balance. I had to work hard to not only balance and contrast the designs, but the material and messages as well. I wanted to make sure all the key audiences were being incorporated into the brand, as well as balancing their likes and dislikes.

Emphasis also played a key part in this brand. Often color was used as that emphasis where there was none. This, combined with the playful font helps to give the entire brand character that is essential to The Mammoth Site feeling more human and authentic.

### Brand Guidelines

While I have mentioned this before, I think that moving from a one page style guide to a multi-page brand guideline document is extremely helpful. Creating rules and examples helps a designer to be consistent, show their thinking, and make sure that everything they have put together should actually go together.

Being able to create a pictoral mark along side a full logo was very helpful as well, and something I would like to experiment with in more branding projects.

This is one of the first times I felt that I have truly understood the audiences and the company in a way that I could create a full branding system, and I think that is because of the time I spent at the beginning researching about The Mammoth Site and understanding who they truly were. I will do my best to take my time with this step in the future, as it is essential to a great brand or rebrand.