

# The Mammoth Site

10/20/2025 - 12/14/2025

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

- Simon Mainwaring

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DEFINE  
DISCOVER  
DESIGN  
DELIVER  
PONDER

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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. A wooden staircase leads up to a platform where the skeleton is mounted. 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- Overly technical or outdated exhibits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.”

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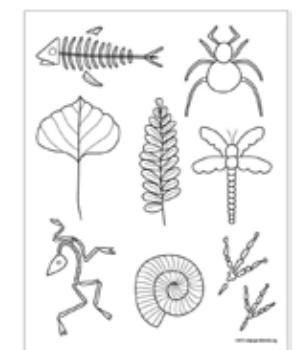
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## JTBD | Budgeting Memorable Experience Seekers Visual Appeal



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## JTBD | Budgeting Memorable Experience Seekers Visual Appeal Continued



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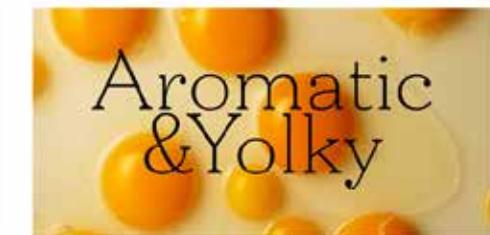
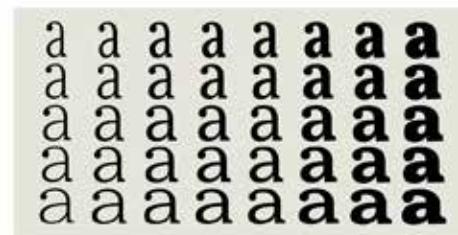
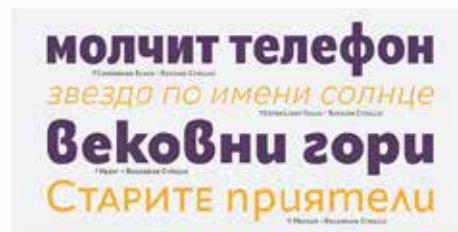
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## JTBD | Budgeting Memorable Experience Seekers Fonts



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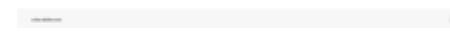
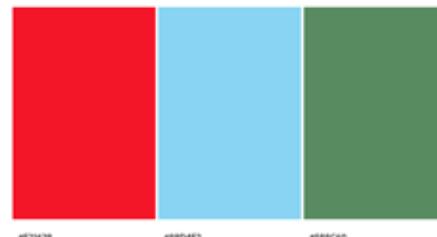
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## JTBD | Budgeting Memorable Experience Seekers Color Palettes



## 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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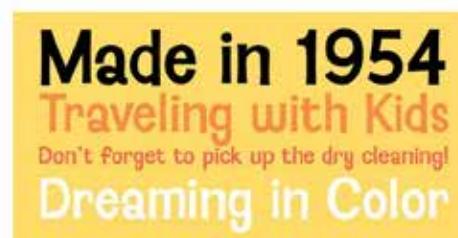
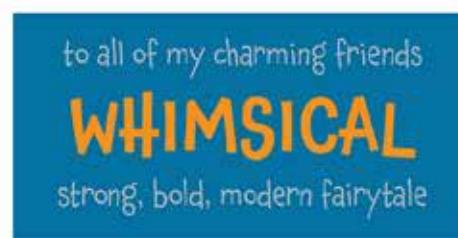
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## JTBD | The Knowledge Builders Fonts



Jumble Regular </>

# The Mammoth Site

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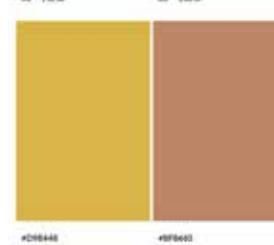
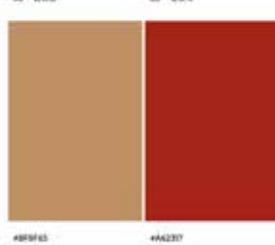
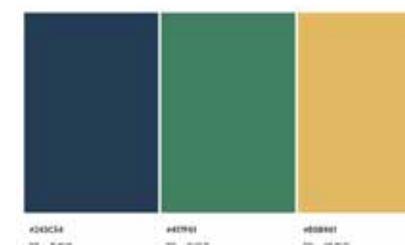
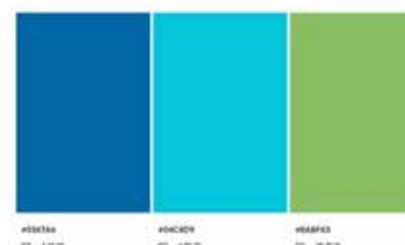
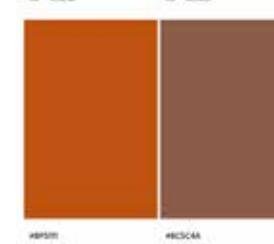
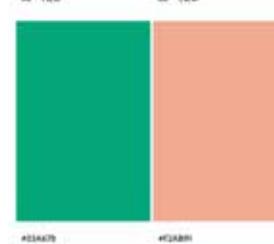
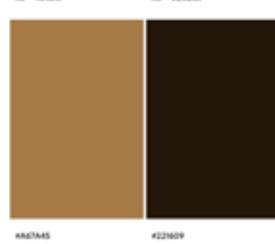
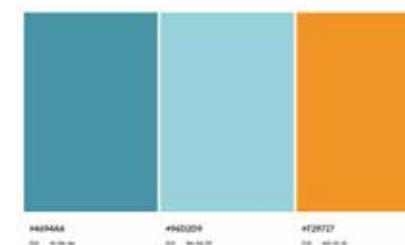
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## JTBD | The Knowledge Builders Color Palette



## 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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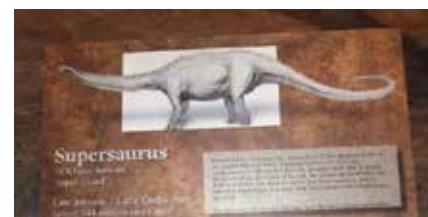
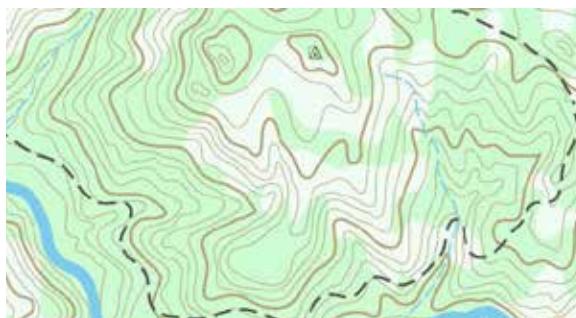
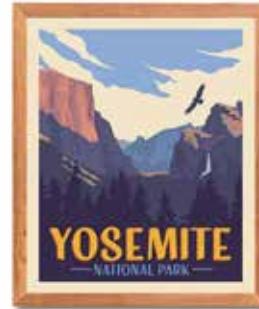
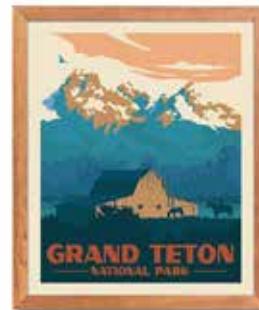
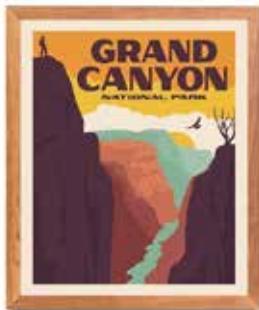
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## JTBD | The Legacy Seeker Visual Appeal



## 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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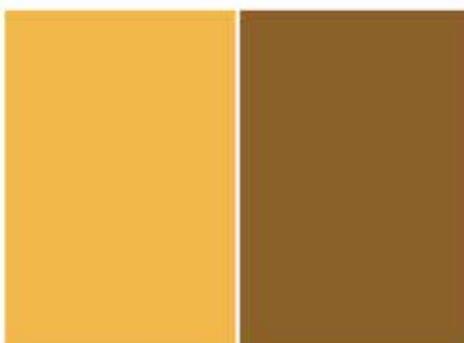
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## JTBD | The Legacy Seeker Color Palette



## 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.

### Summary

Audience: Scientists, Scholars, and Grad Students

Research & Academic Community

Goal: Seeking collaboration, excavation data, or publication access. They judge by credibility and professional tone.

### Job To Be Done

"When I'm exploring potential research partnerships, I need to know this site maintains rigorous standards, proper collections, and global collaboration opportunities."

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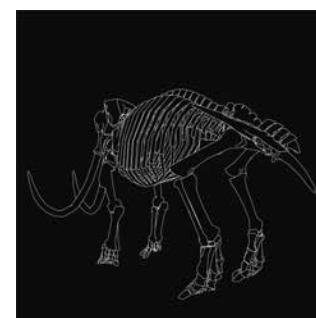
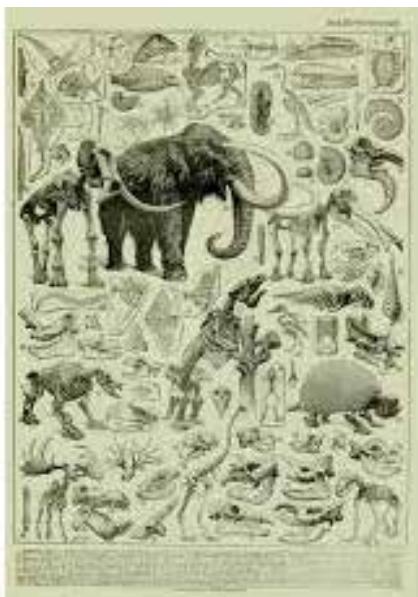
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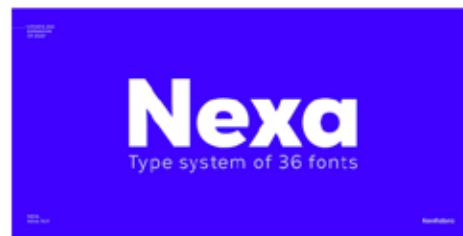
## JTBD | The Data-Driven Explorer Visual Appeal



## 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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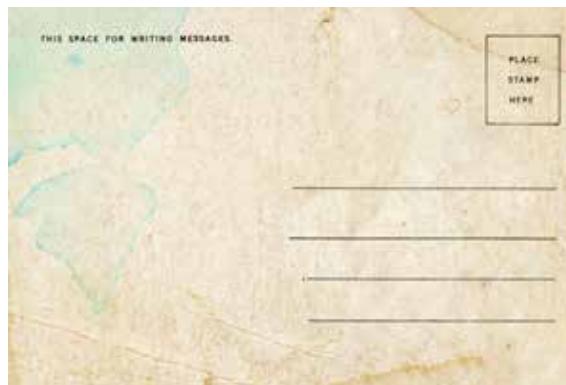
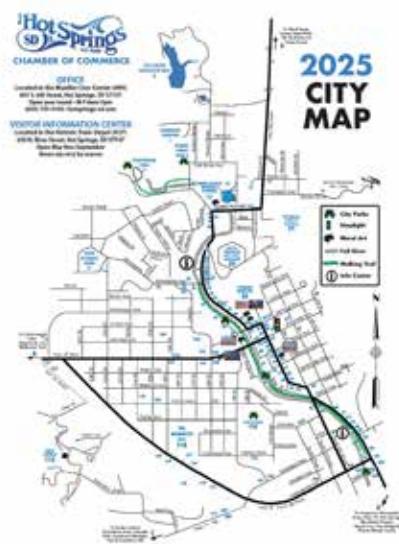
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## JTBD | The Nostalgic Local Visual Appeal



## 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



ART 335 | IDENTITY DESIGN KATELYN WARDELL 26

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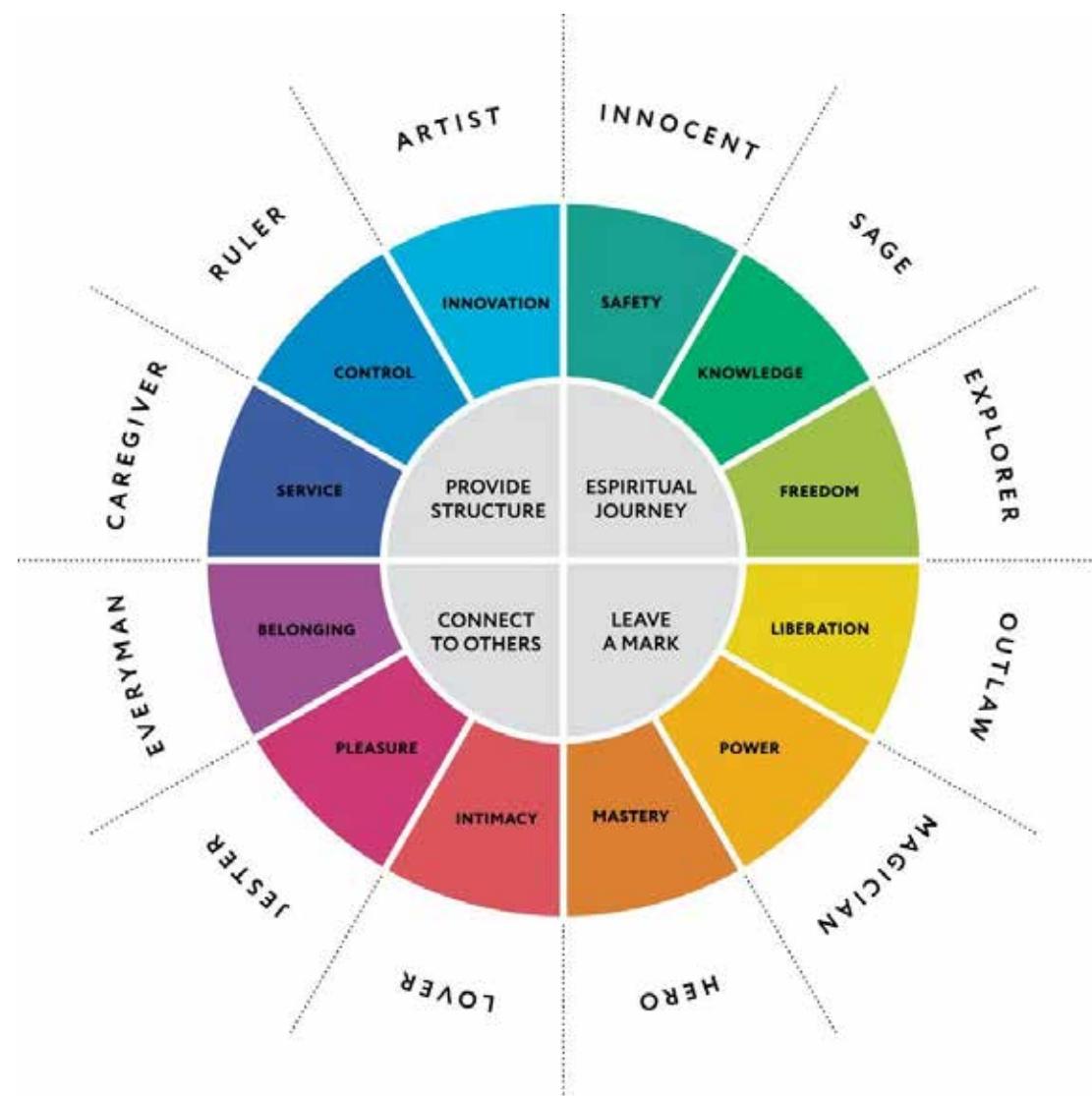
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## Brand Archetype



**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.

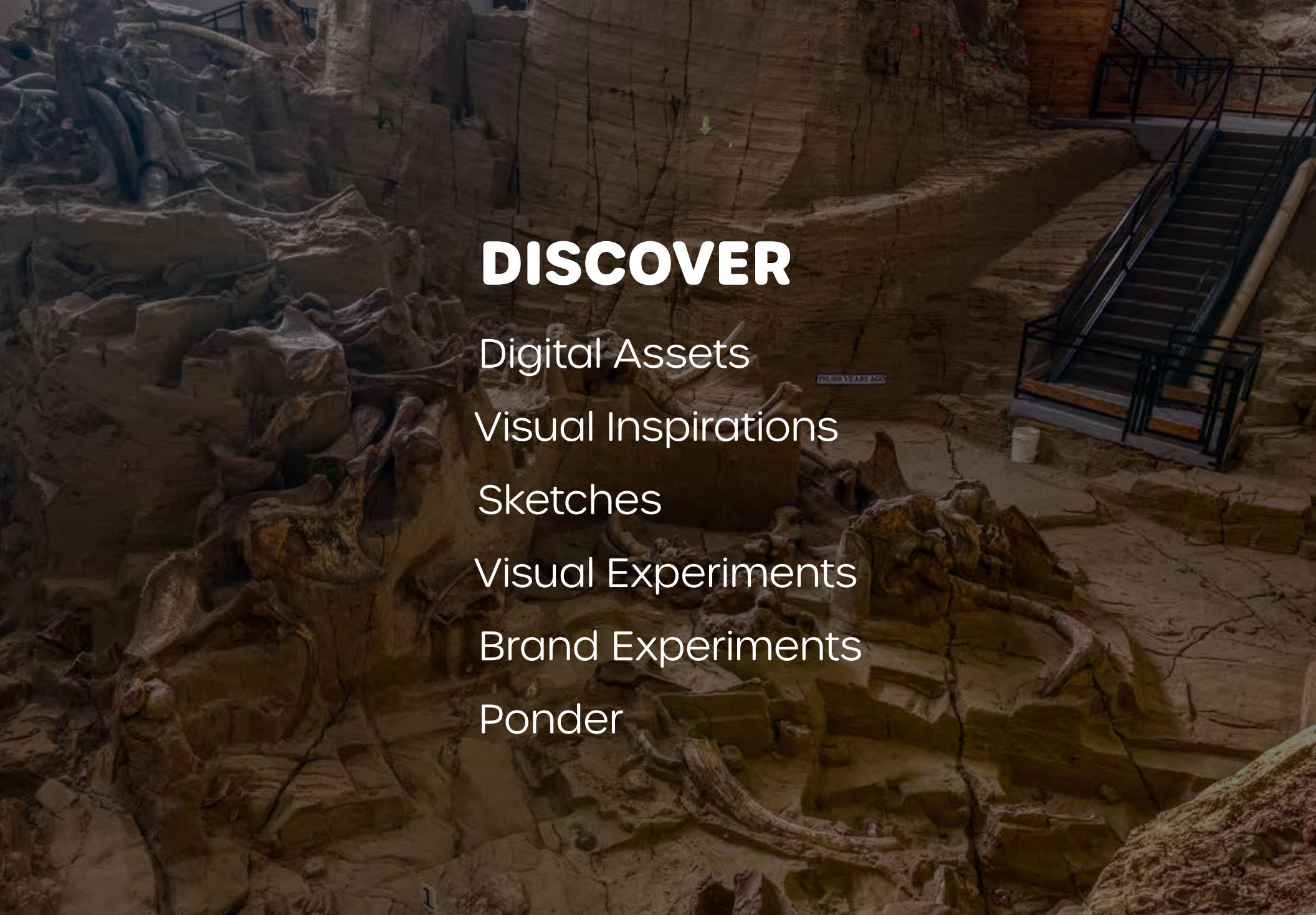
### **Key Demographic Balance**

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 one of the rock walls 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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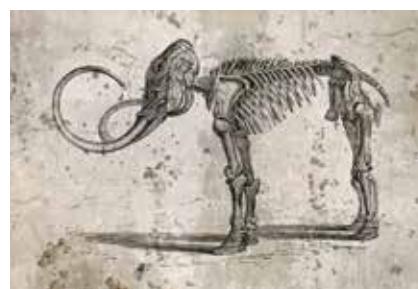
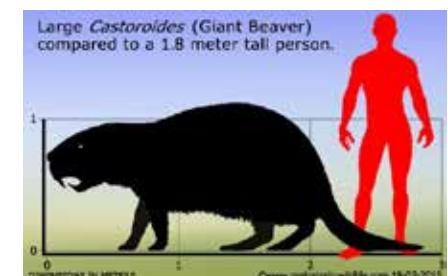
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## Photography Assets Continued



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## Photography Assets Continued



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## Photography Assets Continued



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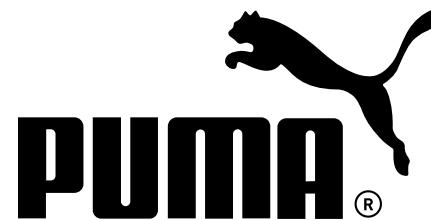
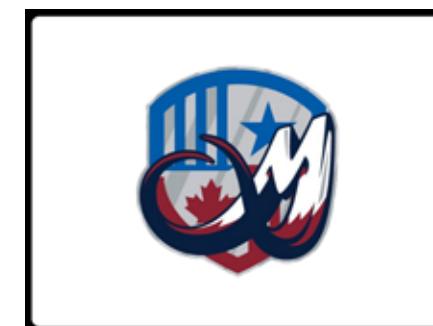
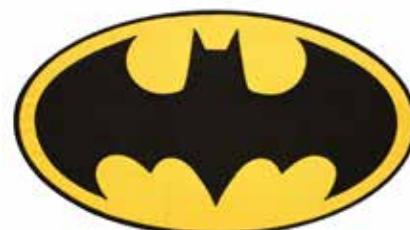
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## Visual Inspiration | Animal Logos



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## Visual Inspiration | Concept Art and Images



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## Visual Inspiration | Mammoth Patterns



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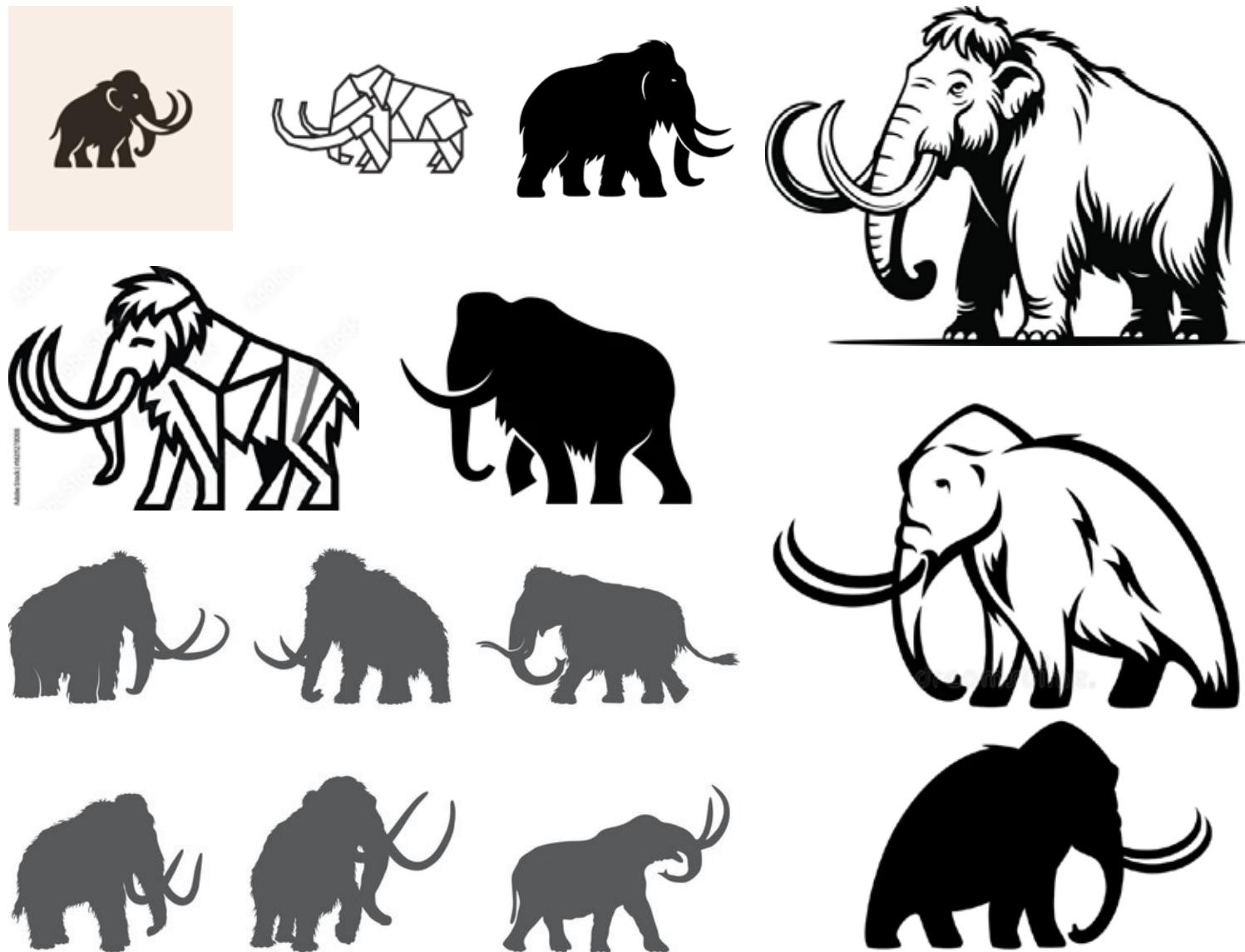
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## Visual Inspiration | Mammoth silhouettes



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## Visual Inspiration Logos | Word Marks

LIVE SCIENCE

The New York Times

TED

VISA



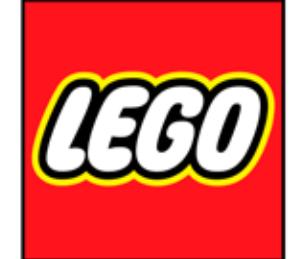
Disney

Kahoot!

MoMA

THE MET

Mc Graw Hill



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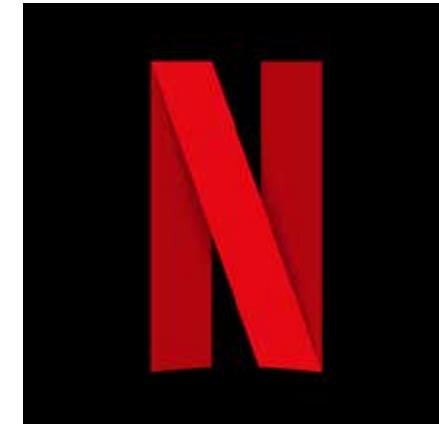
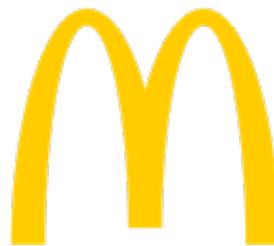
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## Visual Inspiration Logos | Letterforms



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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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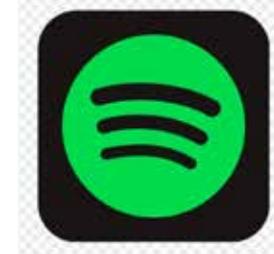
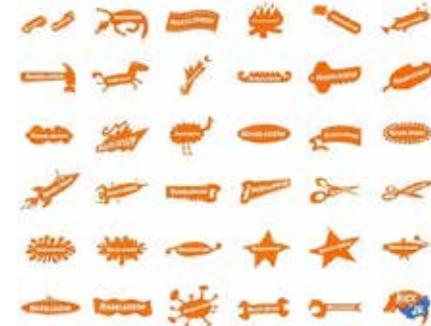
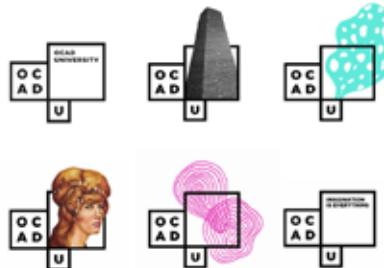
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## Visual Inspiration Logos | Dynamic



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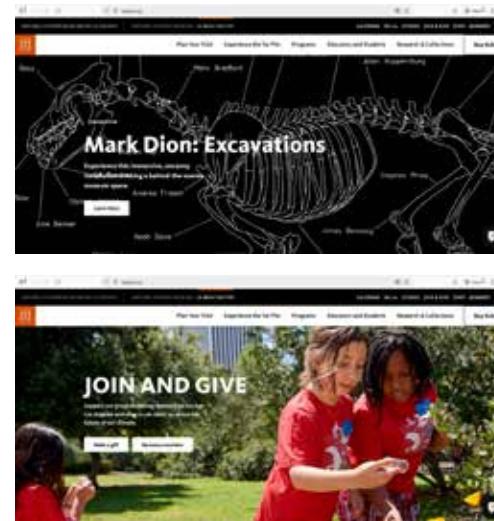
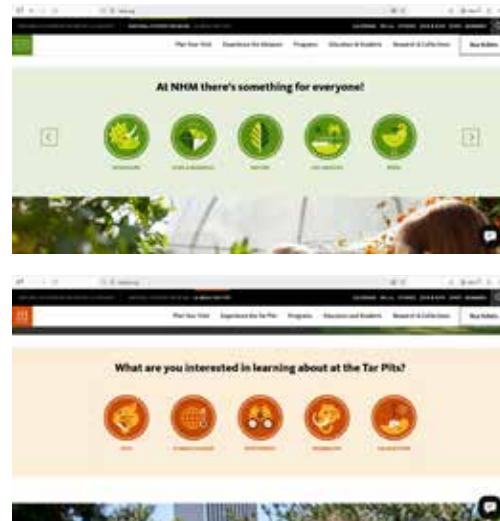
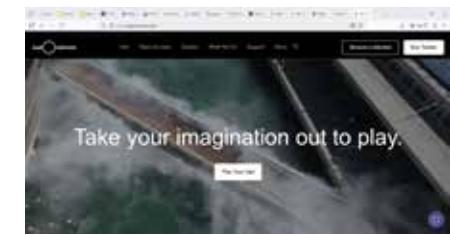
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## Visual Inspiration | Brand Examples



ONE OF THE FOUR CARNEGIE MUSEUMS OF PITTSBURGH



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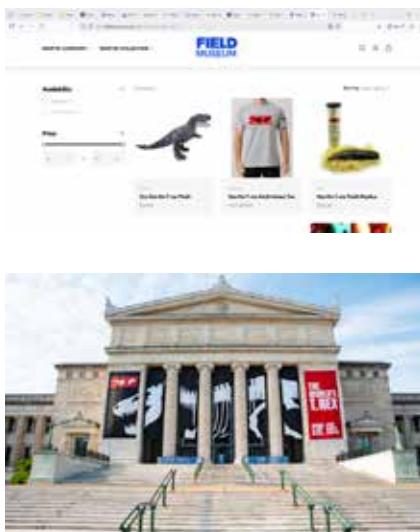
DISCOVER

DESIGN

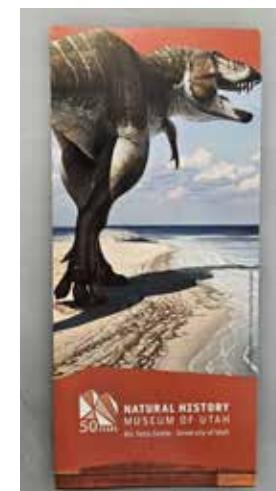
DELIVER

POUNDER

## Visual Inspiration | Brand Examples continued



**FIELD  
MUSEUM**



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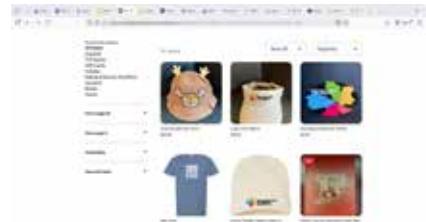
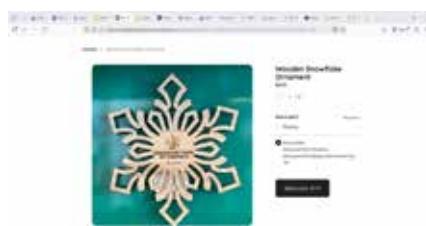
DISCOVER

DESIGN

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## Visual Inspiration | Merch



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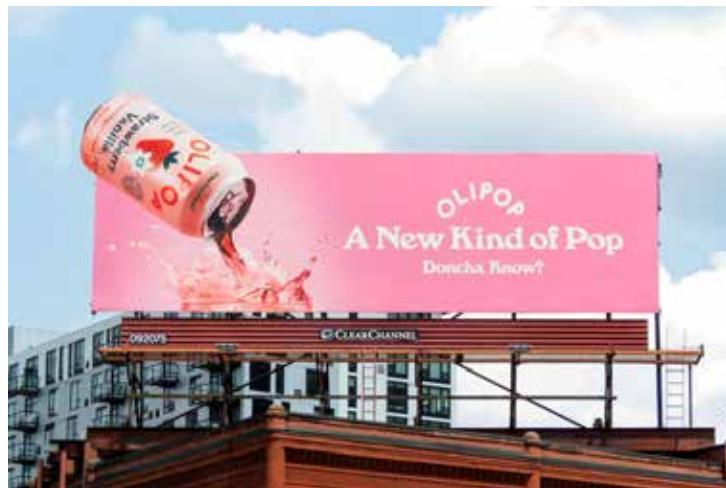
**DISCOVER**

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## Visual Inspiration | Billboards



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DISCOVER

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## Visual Inspiration | Geology Kits



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DEFINE

**DISCOVER**

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## Visual Inspiration | Patches



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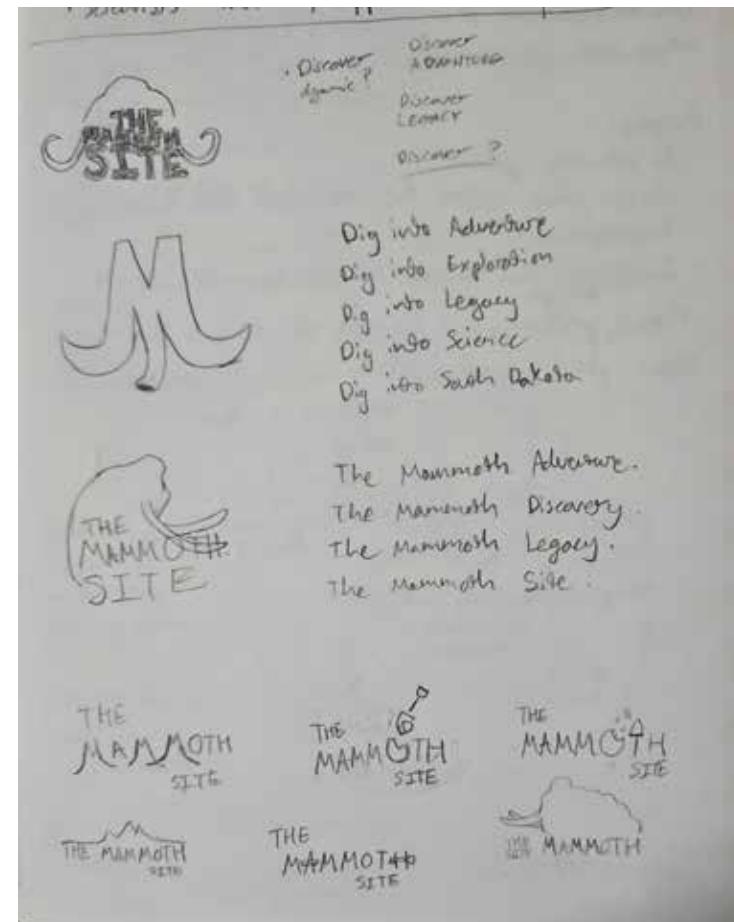
**DISCOVER**

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## Sketches | Logo



CONTENTS

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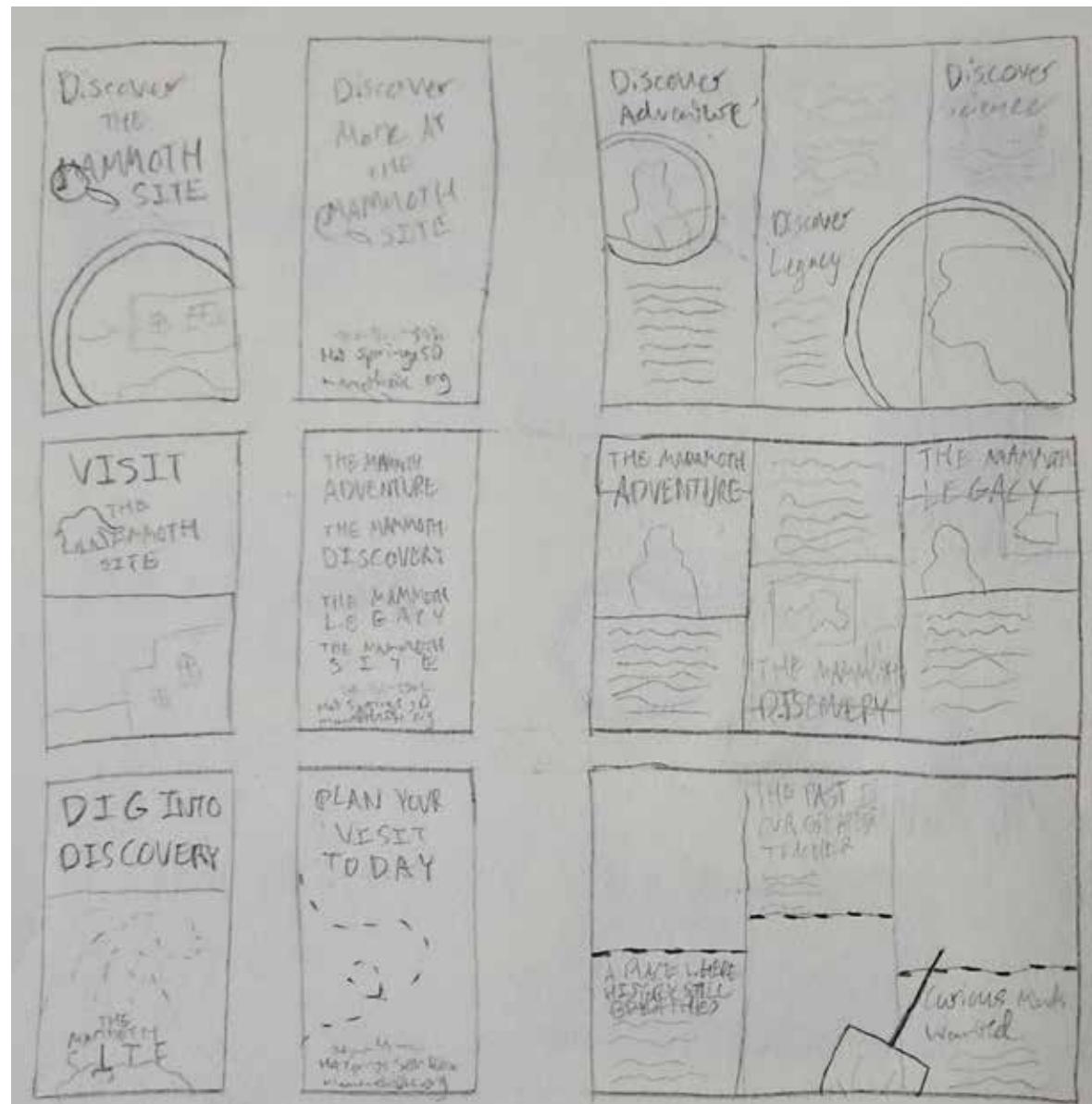
**DISCOVER**

DESIGN

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## Sketches | Brochure



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**DISCOVER**

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## Sketches | Kids Kit Box



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DEFINE

**DISCOVER**

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## Sketches | Kids Kit Booklet



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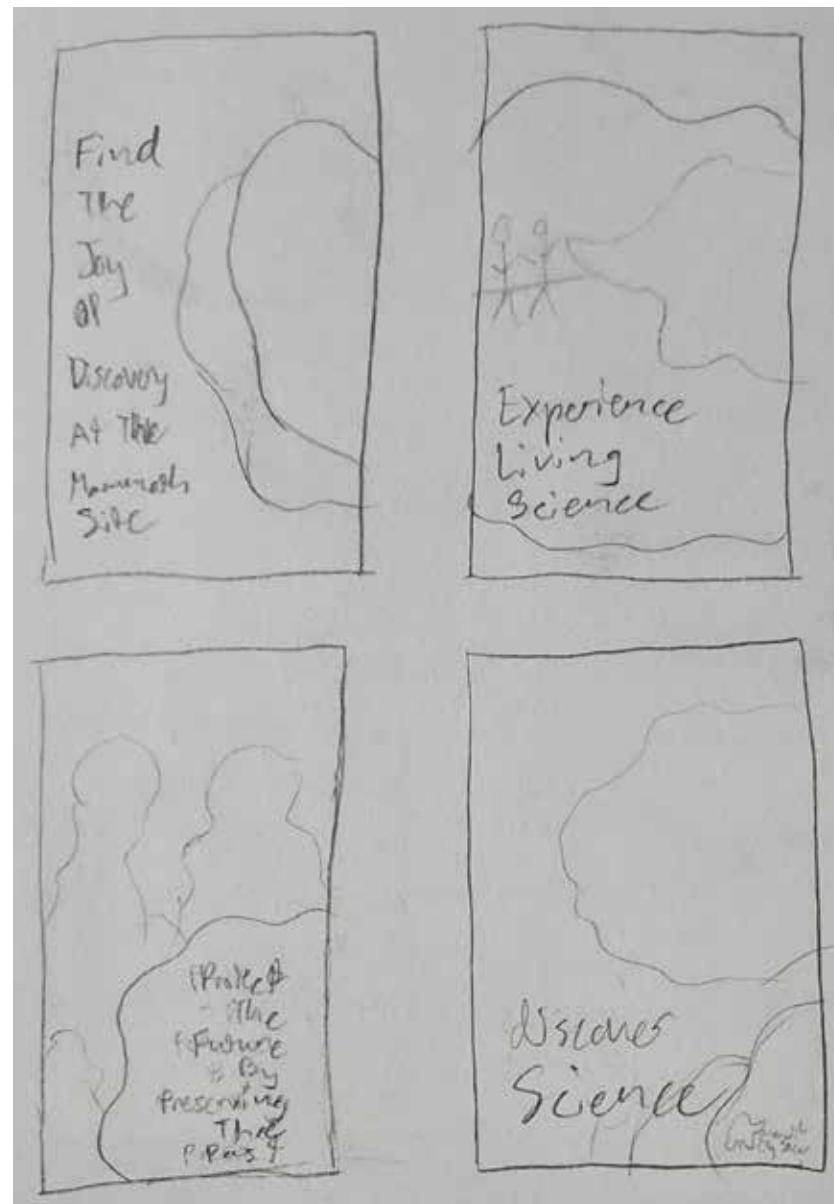
**DISCOVER**

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## Sketches | Posters



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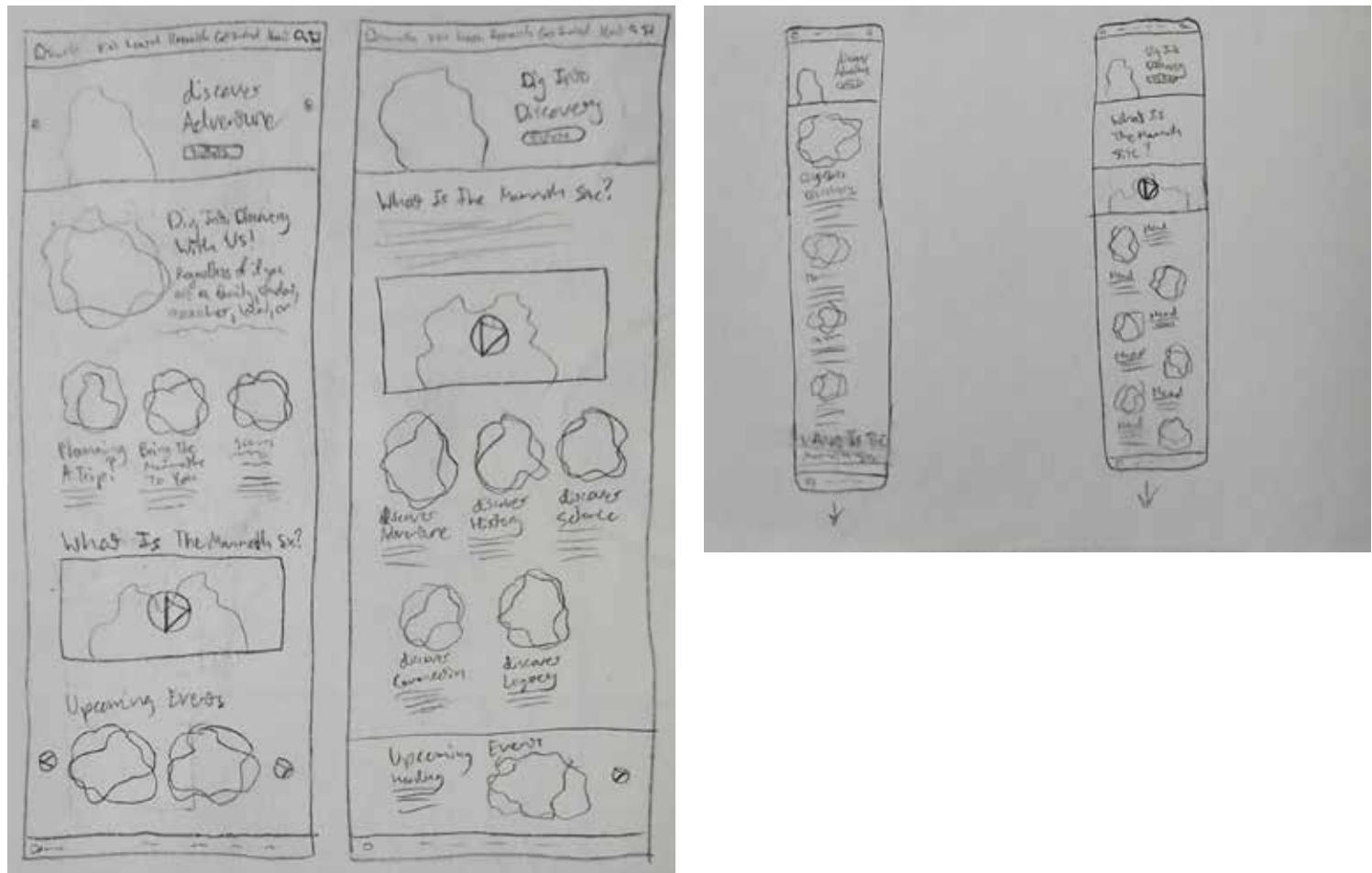
**DISCOVER**

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## Sketches | Website & Mobile



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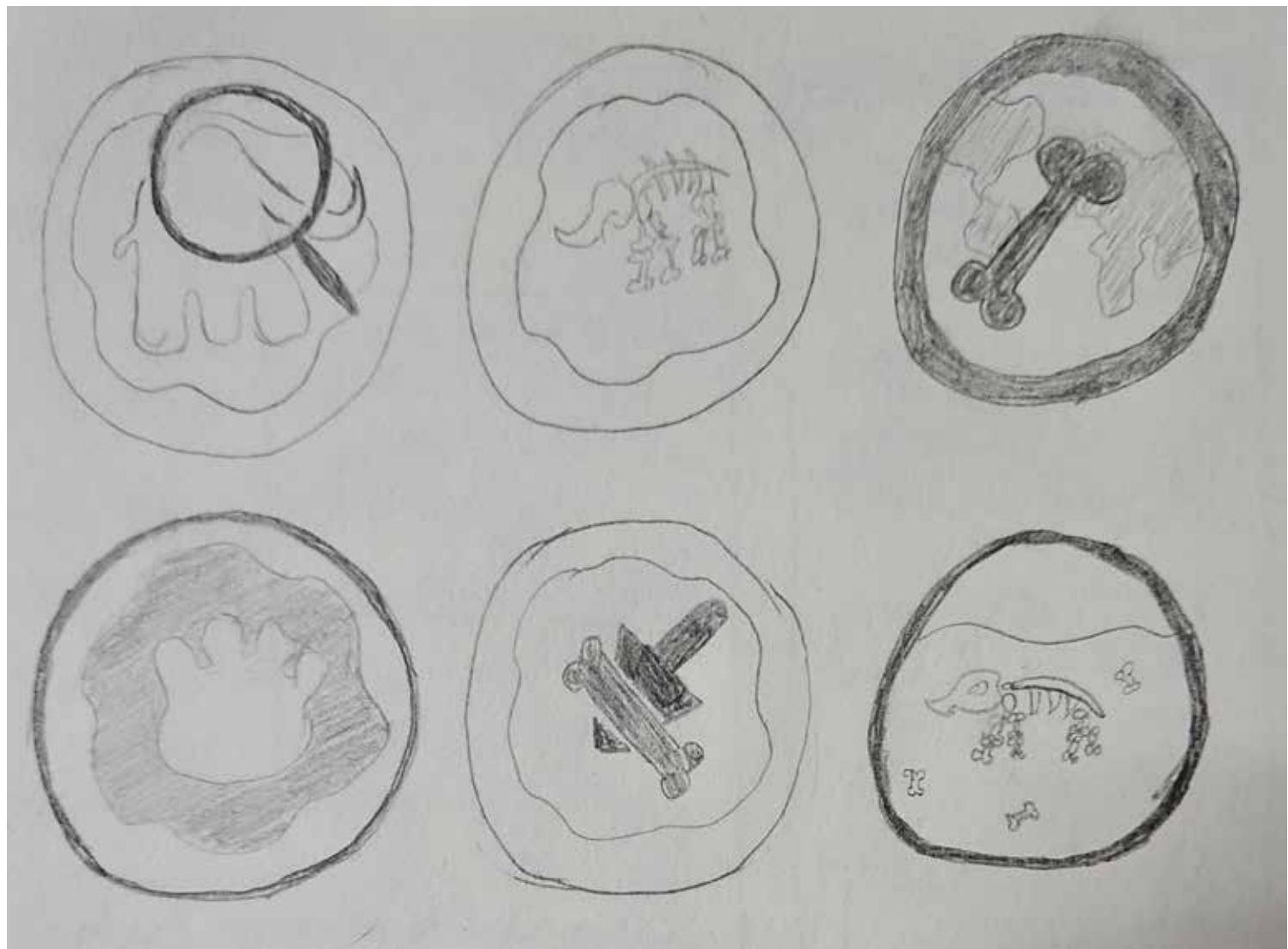
**DISCOVER**

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## Sketches | Patches



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**DISCOVER**

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## Sketches | T-Shirt



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DEFINE

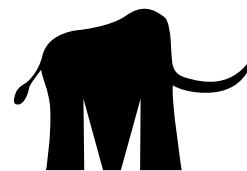
DISCOVER

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## Visual Experiments | Logo



CONTENTS

DEFINE

**DISCOVER**

DESIGN

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## Visual Experiments | Tagline

discover **Adventure.**

discover **History.**

discover **Science.**

discover **Legacy.**

discover **Connection.**

discover **Mammoth**

## CONTENTS

DEFINE

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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*

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

*Meursault*

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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.

## THE MAMMOTH SITE

*Corbel*

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 varieux

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.

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

*Loretta*

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

*Museo Slab*

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.

## 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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DEFINE

DISCOVER

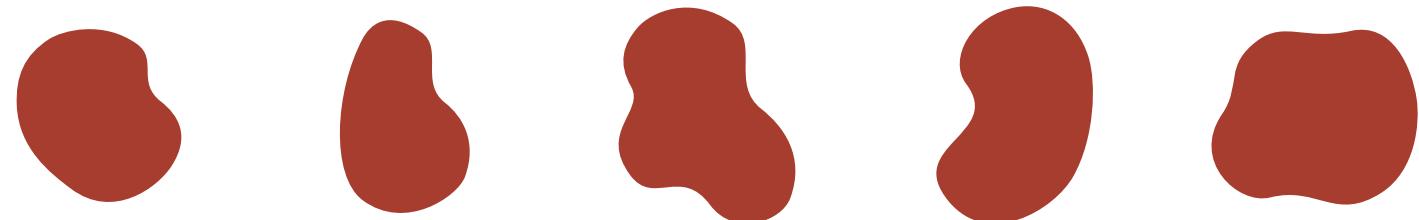
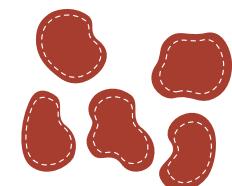
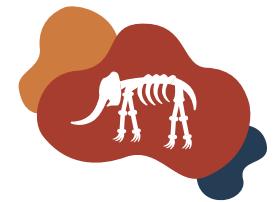
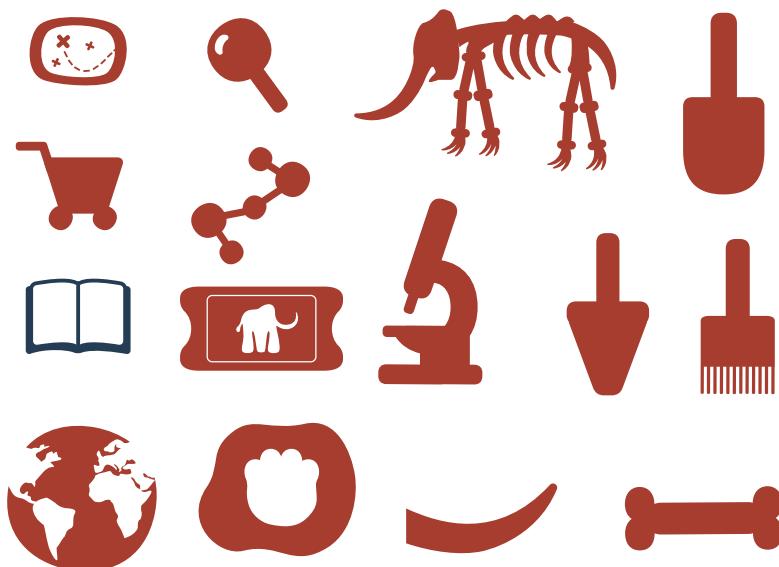
DESIGN

DELIVER

PONDER

## Visual Experiments | Icons

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ



## CONTENTS

DEFINE

**DISCOVER**

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The image displays six panels from a website for 'The Mammoth Site', arranged in two columns of three. The panels illustrate a 'Brand Experiment 1' with different visual styles and content.

- Panel 1 (Top Left):** A large image of a mammoth tusk. Overlaid text includes 'discover THE MAMMOTH SITE' with a magnifying glass icon, and a smaller image of a real mammoth's head.
- Panel 2 (Top Middle):** A dark brown background with white text: 'discover MORE. get your tickets at THE MAMMOTH SITE'. Below this is a contact section with 'mammothsite.org' and '(605) 745-6017'.
- Panel 3 (Top Right):** A circular inset image showing several mammoth fossils. Overlaid text includes 'discover LEGACY.' and a paragraph about the Ice Age and fossil preservation.
- Panel 4 (Bottom Left):** A circular inset image of children playing with fossils. Overlaid text includes 'discover ADVENTURE.' and a paragraph about science and learning.
- Panel 5 (Bottom Middle):** A table showing pricing: free for Children 3 & Under, \$12.00 for Ages 4-12, and \$13.00 for Ages 60 & Over. It also lists hours for May 15 - Aug 23 and Aug 24 - Oct 31.
- Panel 6 (Bottom Right):** A table showing pricing: \$13.00 for Active & Retired and \$15.00 for Military. It also lists hours for Nov 1 - Feb 28 and Mar 1 - May 14.
- Panel 7 (Bottom Center):** A circular inset image of a paleontologist working. Overlaid text includes 'discover SCIENCE.' and a paragraph about active research.
- Panel 8 (Bottom Far Right):** A circular inset image of a mammoth skeleton. Overlaid text includes 'discover HISTORY.' and a paragraph about seeing fossils in their original context.

## 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 SCIENCE**

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 LEGACY**

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.

## 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 fossilized mammoth bones in a dig site, with the text "THE MAMMOTH SITE" overlaid. The middle panel contains contact information: "CONTACT", "mammothsite.org", "(605) 745-6017", "Hot Springs, South Dakota", and "Open Year-Round With Daily Guided Tours". The bottom panel is a pricing table with columns for "FREE Children 3 & Under", "\$12.00 Ages 4-12", "\$15.00 Ages 13-59", "\$13.00 Ages 60 & Over", and "\$13.00 Active & Retired Military".

## Brand Experiment 3

The image displays three panels of a website design for "THE MAMMOTH SITE". The top panel features a photograph of children interacting with a scientific exhibit, with the text "CURIOUS MINDS WANTED". The middle panel features a photograph of researchers working on a mammoth tusk, with the text "A PLACE WHERE HISTORY STILL BREATHES". The bottom panel features a photograph of visitors looking at a display, with the text "THE PAST IS OUR GREATEST TEACHER".

## 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

**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



### 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.

### 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.

## 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.

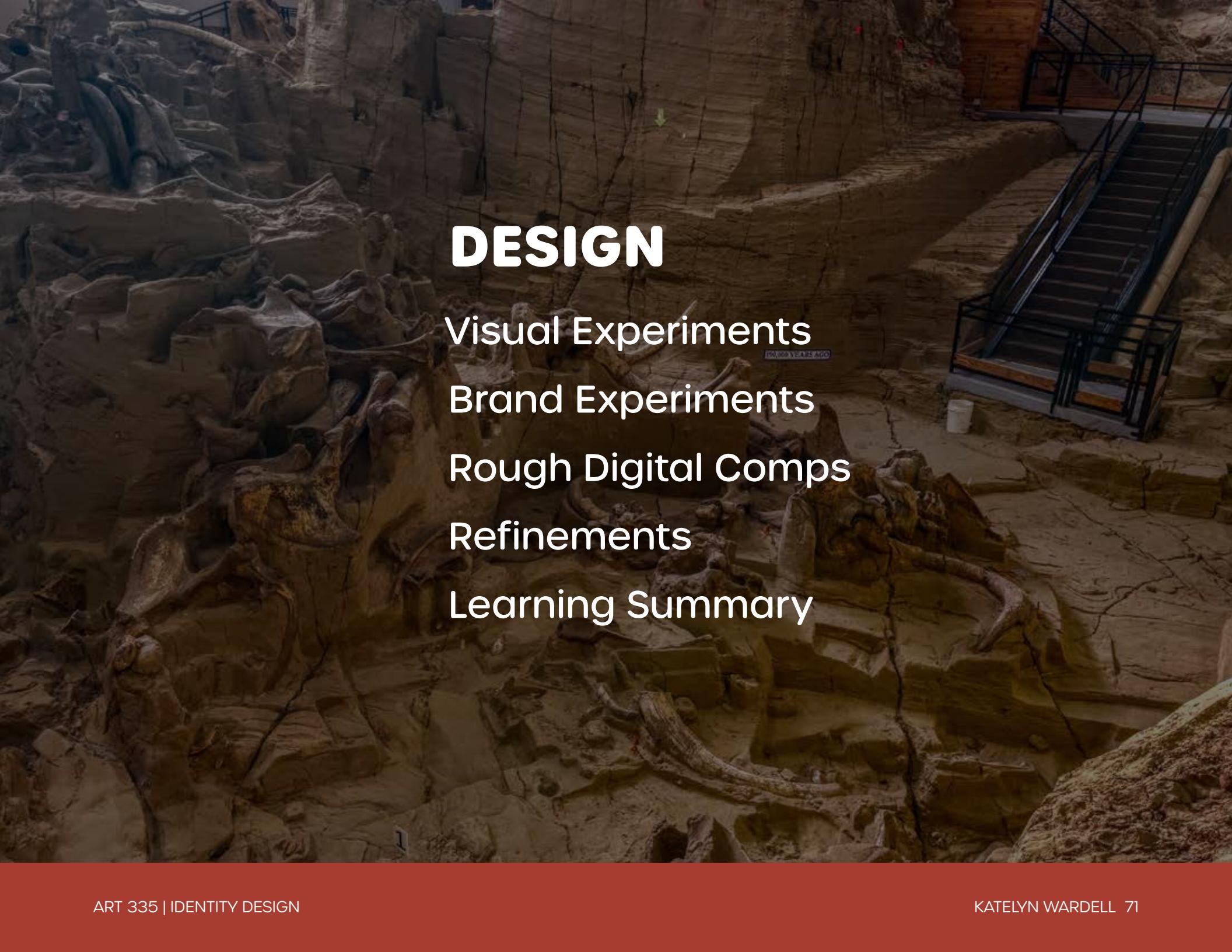
### Color Palettes

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.

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".

# DESIGN

Visual Experiments

Brand Experiments

Rough Digital Comps

Refinements

Learning Summary

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**DESIGN**

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## Rough Drafts | Logo



## CONTENTS

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**DESIGN**

DELIVER

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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

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**

mammothsite.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 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 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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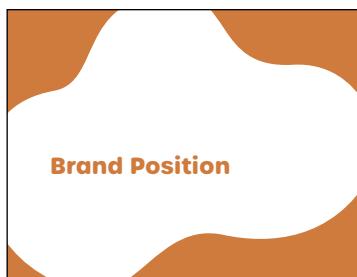
DISCOVER

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# Rough Drafts | Brand Guidelines



### Brand Values

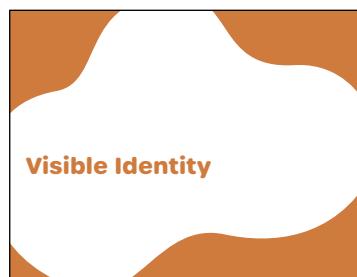
**Values and Mood**  
"Dig Into Discovery" is the main point of The Mammoth Site's mission. What is discovery? Discovery is fun, exciting, and it makes us happy!

Therefore, brand elements should feel humanistic, fun, exciting, and happy.

**Discovery is ...**

**Humanistic!**  
**Happy! Exciting!**  
**Fun!**

discover Adventure. discover History. discover Science. discover Legacy. discover Connection.



### Logomark

**Pictorial and Emblem Symbol**  
The full logo should be used in publications or on materials where the company name is not in close proximity.

The pictorial mark is meant for social media posts or material that is less formal than the full name of the company.

Since the Mammoth in the logo is organic, but the rest is bold and solid, illustrated elements should reflect that idea of being organic. Illustrations that should be used should match the traits specified in the logomark above.

### Colors and Subheadings

**Color Usage**  
This color palette is slightly muted, but still very vibrant.

The colors should be used as a pop of color on a subdued and to help give the text more interest.

**Subheading Format Examples**

**Why Fossils Matter**      **My Favorite Find**  
**Tools Of The Trade**      **The Mammoths' Last Step**

**Color Palette**

### Picture Formatting

**Font Selection**  
The forms on the bottom resemble rocks. Each rock is imperfect, and should be used as containers and as highlights.

All images with people should have an overlay of a person's head coming out of the frame to provide interaction.

Use one of the shapes to frame the photo and the shapes to give the picture and aesthetic more pop.

### Typography

**Font Selection**

Urban Rounded Display	Urban Rounded Bold	Urban Rounded Bold	Urban Rounded Extra Bold
<b>The Mammoth Site</b> ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<b>The Mammoth Site</b> ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<b>The Mammoth Site</b> ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<b>The Mammoth Site</b> ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**Urban Rounded Light**

The Mammoth Site
ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**Urban Rounded Bold**

The Mammoth Site
ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**Urban Rounded Extra Light**

The Mammoth Site
ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**Urban Rounded Regular**

The Mammoth Site
ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**Urban Rounded Italic**

The Mammoth Site
ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**Urban Rounded Bold Italic**

The Mammoth Site
ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### Icons and Patterns

**Icons**  
Wherever possible, icons should be made from the font Urban Rounded Bold, as displayed here.

In cases where a more organic touch is needed, take inspiration from the larger shapes and create slightly irregular curves.

**Patterns**  
These patterns should be used as subtle background elements to provide texture.

Discover Adventure is for the more outgoing and engaging projects. Discover Science is for technical, behind the scenes material.

### Brand Exhibits

**Dig Into Discovery**

welcome to the dig!

draw yourself as a paleontologist!

the mammoths' last step

fun facts:

- More than 60 mammoths have been found here, mostly Columbian males.
- The site formed about 26,000 years ago during the Pleistocene Epoch.
- The warm spring that filled the sinkhole still flows beneath the site today.

columbian vs. woolly mammoth

tools of the trade

draw a line to the correct tool

why fossils matter

imagine you found a fossil no one has ever seen before.

draw it here and name it!

my favorite find

earn your badge!

check off your list!

Thank You For Visiting The Mammoth Site!

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**DESIGN**

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## Rough Drafts | Kids Kit Box



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DISCOVER

**DESIGN**

DELIVER

PONDER

## Rough Drafts | Poster



## Can You Dig It?

Join Us For Summer Classes



## Digging For Credits?

Apply For Our Summer Internship Today

May 30th -  
August 8th



## Calling All Explorers!

Kids ages 5-14, come participate in a scavenger hunt adventure this Saturday.



## Mammoth Monday

Spend a night with us at the  
Mammoth Dig Site.

Get tickets  
50% off  
with a  
group of 5  
or more.



## CONTENTS

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**DESIGN**

DELIVER

PONDER

## Rough Drafts | Website

The homepage features a large central image of a group of people at a dig site. Below it are three circular icons: one showing a group of people, another showing a book and hammer, and a third showing a mammoth skull. Text includes "Planning A Trip?", "Bring the Discovery To You", and "Want To Bring Science To Life?". A video player shows a tour of the site. At the bottom, there's a "Upcoming Events" section with three items: "Mammoth Monday", "Scavenger Hunt Saturday", and "A Moment in Time".

This page has a red header with a menu icon, search bar, and logo. It features a large image of a triceratops skeleton. Below it is a section titled "Dig Into Discovery With Us!" with a video player. Text includes "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." At the bottom is a "Planning A Trip?" section.

This page features a large image of a mammoth skeleton. Below it is a section titled "Want To Bring Science To Life?". Text includes "Come to the Mammoth Dig Site for an engaging field trip or family activity that brings history and science to life." At the bottom is a "What Is The Mammoth Dig Site?" section with a video player.

This page has a red header with "Upcoming Events". It lists three events: "15th Mammoth Monday", "20th Scavenger Hunt Saturday", and "23rd A Moment In Time". Text for each event describes the activity and includes a "Get tickets" button. At the bottom is a footer with links to "Home", "About", "Privacy", and "Contact".

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# Refinements | Brand Guidelines First Draft

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

- Card 1: Brand Guidelines**  
Title: Brand Guidelines  
Image: A red cloud shape.
- Card 2: brand Position**  
Image: A dark blue cloud shape.
- Card 3: Brand Values**  
Title: Discovery is ...  
Subtitles: Humanistic!, Happy!, Fun!, Exciting!  
Text: "Values, Tone, & Mood" and "Brand Elements".  
Image: A green cloud shape.
- Card 4: visible Identity**  
Image: A green cloud shape.
- Card 5: Logomark**  
Title: Logomark  
Text: "The full logo should be used in publications or as a watermark if the company name is not in close proximity to it." and "The pictorial mark is meant to be used inside, greater or equal to, the company name."  
Image: Logo variations including a black elephant icon and a white elephant icon with the text "Mammoth Big Site".  
Image: A row of colorful elephant icons.
- Card 6: Logo - Do and Don'ts**  
Title: Logo - Do and Don'ts  
List:
  - Do Use The White Logo On The Brand Colors
  - Don't Stretch or Warp The Logo
  - Do Scale The Logo Proportionally
  - Don't Enlarge The Mammoth In The Full Logo
  - Don't Use The Name By Itself As The Logo
  - Don't Use The Name By Itself As The Logo  
Image: Examples of correct and incorrect logo usage.
- Card 7: Picture Formatting**  
Title: Picture Formatting  
Text: "Picture Containers" and "All images with people should have an overlay of the person/people's names and the date to provide interaction."  
Image: A photo of a mammoth tusk and a photo of a person interacting with a mammoth tusk.
- Card 8: Typography**  
Title: Font Selection  
Text: "Urban Rounded Bold" and "Baskerville Pro".  
Table:

Font	Sample	Weight
Urban Rounded Bold	ABCDEFHIJKLMNOPQRSTUVWXYZ	BOLD
Urban Rounded Medium	abcdefghijklmnopqrstuvwxyz	MEDIUM
Urban Rounded Light	abcdefghijklmnopqrstuvwxyz	REGULAR
Urban Rounded Extra Light	abcdefghijklmnopqrstuvwxyz	THIN
The Mammoth Site	ABCDEFHIJKLMNOPQRSTUVWXYZ	BOLD
The Mammoth Site	abcdefghijklmnopqrstuvwxyz	MEDIUM
The Mammoth Site	abcdefghijklmnopqrstuvwxyz	REGULAR
The Mammoth Site	abcdefghijklmnopqrstuvwxyz	THIN

  
Table:

Font	Sample	Weight
Baskerville Pro Regular	ABCDEFHIJKLMNOPQRSTUVWXYZ	BOLD
Baskerville Pro Italic	ABCDEFHIJKLMNOPQRSTUVWXYZ	BOLD
Baskerville Pro Medium	ABCDEFHIJKLMNOPQRSTUVWXYZ	MEDIUM
Baskerville Pro Light	ABCDEFHIJKLMNOPQRSTUVWXYZ	REGULAR
Baskerville Pro Extra Light	ABCDEFHIJKLMNOPQRSTUVWXYZ	THIN

  
Image: Examples of font usage.
- Card 9: Icons and Patterns**  
Title: Icons and Patterns  
Text: "Icons" and "Patterns".  
Image: Examples of icons and patterns.
- Card 10: brand Exhibits**  
Image: An orange cloud shape.
- Card 11: Brochure**  
Image: A brochure spread showing various exhibits.
- Card 12: Kids Kit**  
Image: A product shot of a "Junior Explorer Dig Kit" containing a hammer, brush, and other tools.

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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

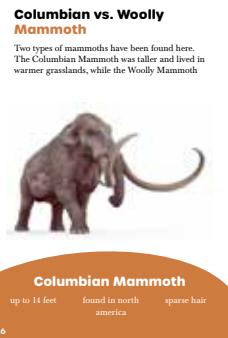


### The Mammoths' Last Step

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!

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## 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 design refinements. The first version features a large white overlay with rounded corners containing text and images. The second version shows a smaller white overlay with rounded corners. The third version includes a red circular callout for an event.

**Version 1 (Left):**

- Header:** Home, Visit, Learn, Research, Get Involved, About, Search, Cart
- Main Callout:** discover Adventure. Tickets
- Content Area:**
  - Dig Into Discovery With Us!**
  - Planning A Trip?**
  - Bring the Discovery To You**
  - Want To Bring Science To Life?**
  - What Is The Mammoth Dig Site?**
  - Upcoming Events**

**Version 2 (Middle):**

- Header:** Home, Visit, Learn, Research, Get Involved, About, Search
- Main Callout:** discover Adventure. Tickets
- Content Area:**
  - Dig Into Discovery With Us!**
  - Planning A Trip?**
  - Want To Bring Science To Life?**
  - What Is The Mammoth Dig Site?**

**Version 3 (Right):**

- Header:** Home, Visit, Learn, Research, Get Involved, About, Search
- Upcoming Events:**
  - 15th Mammoth Monday**
  - 20th Scavenger Hunt Saturday**
  - 23rd A Moment In Time**
- Callout:** Bring the Discovery To You
- Content Area:**
  - Want To Bring Science To Life?**
  - What Is The Mammoth Dig Site?**

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## Refinements | Full Logo



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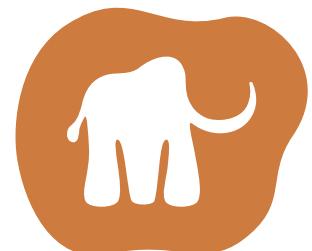
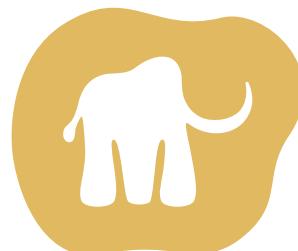
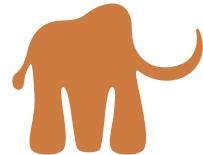
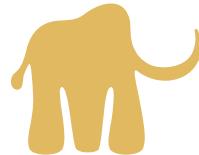
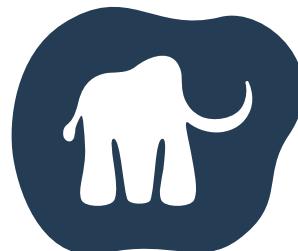
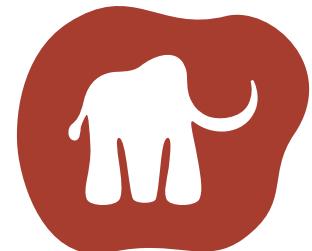
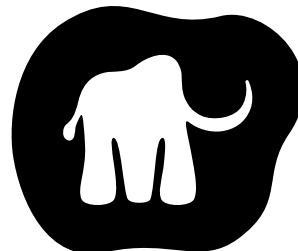
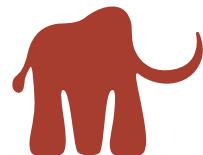
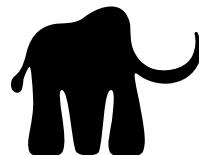
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## Refinements | Pictoral Logo



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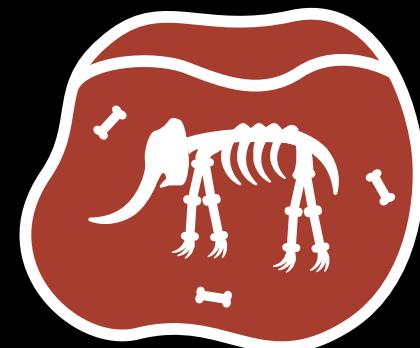
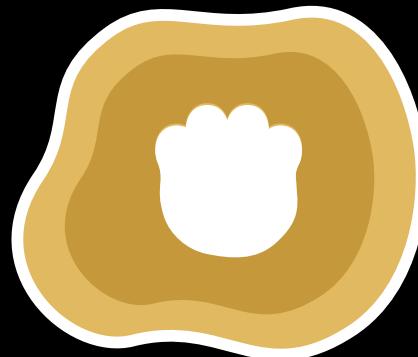
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## Refinements | Patches



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## Refinements | Brochure First Draft



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

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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# 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 Mammoths' Last Step

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

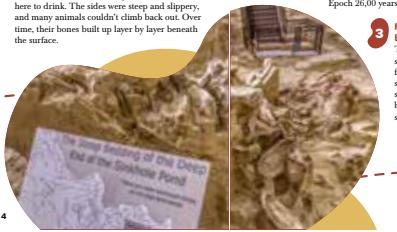
Mammoths and other Ice Age animals came here to drink. The sides were steep and slippery, and many animals couldn't climb back out. Over time, their bones built up layer by layer beneath the surface.

### 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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## Refinements | Kids Kit Box Second Draft



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## Refinements | Poster First Draft



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## Refinements | Social Media Second Draft

can you **Dig It?**

Join Us For Summer Classes



digging for **Credits?**

Apply For Our Summer Internship Today

May 30th -  
August 8th



calling all **Explorers!**

Kids ages 5-14, come participate in a scavenger hunt adventure this Saturday.



mammoth **Monday**

Spend a night with us at the  
Mammoth Dig Sight.

Get tickets  
50% off  
with a  
group of 5  
or more.



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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 features large, rounded red callout shapes. The middle version uses solid-colored circles (orange, yellow, green, blue). The right version has no callouts.

**Header:** Mammoth Dig Site

**Main Callout (Top Left):** **Dig Into Discovery With Us!**

**Sub-Categories:**

- 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.

**Section: What Is The Mammoth Dig Site?**

**Video Preview:** What Is The Mammoth Dig Site?

**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.

**Footer:** Sign Up For Updates, Cookie Consent, Privacy Policy, Contact, Mammoth Dig Site logo

**Right Column (Upcoming Events):**

### 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.

**Footer:** Sign Up For Updates, Cookies, Privacy, Contact

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## Refinements | Website App



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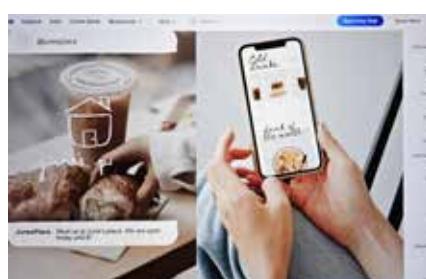
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## Reflection | Peer Inspiration



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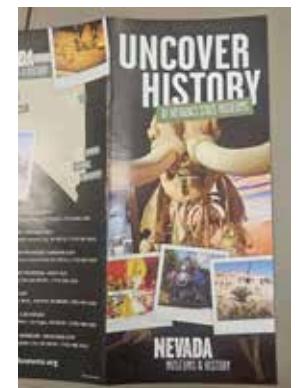
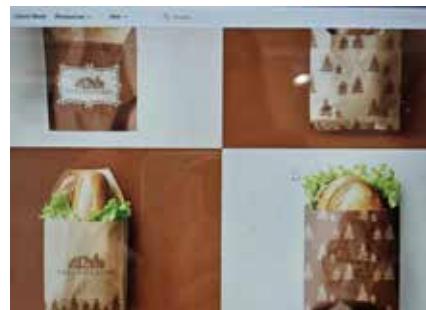
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## Reflection | Peer Inspiration Continued



## 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.

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.

### **Implied Motion**

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

## 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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## Reflection | Scientific Chart Inspiration

PERIODIC TABLE OF ELEMENTS

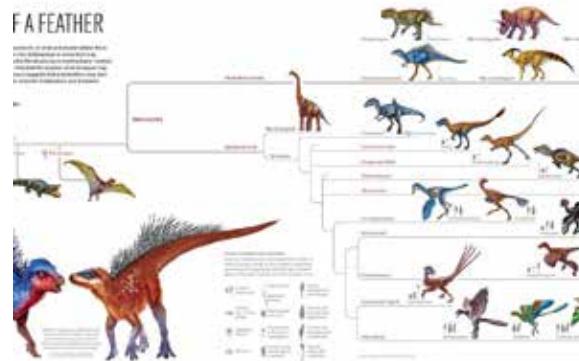
Chemical Group Block



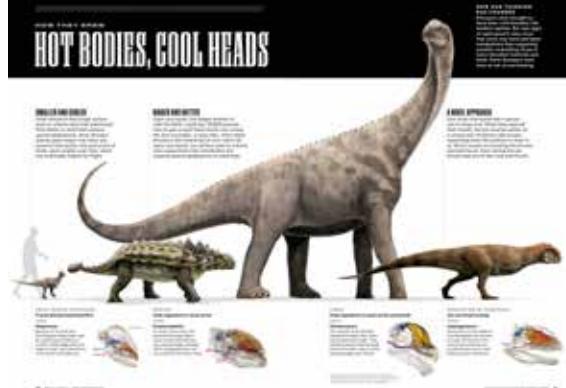
Out of Sight, Out of Mind.



F A FEATHER



HOT BODIES, COOL HEADS



Science Lab Tools



safety goggles

Science Lab Tools



bunsen burner

Science Lab Tools



laboratory coat

Science Lab Tools



test tube rack

Science Lab Tools



Florence flask

Science Lab Tools



crucible tong

Science Lab Tools



microscope

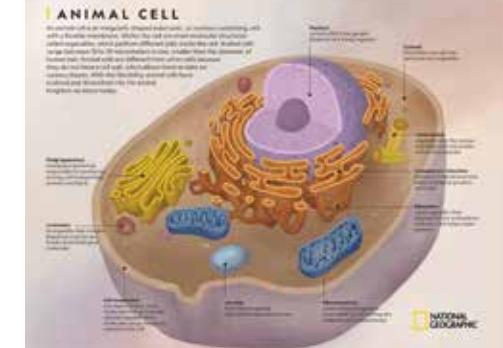
Science Lab Tools



petri dish



ANIMAL CELL



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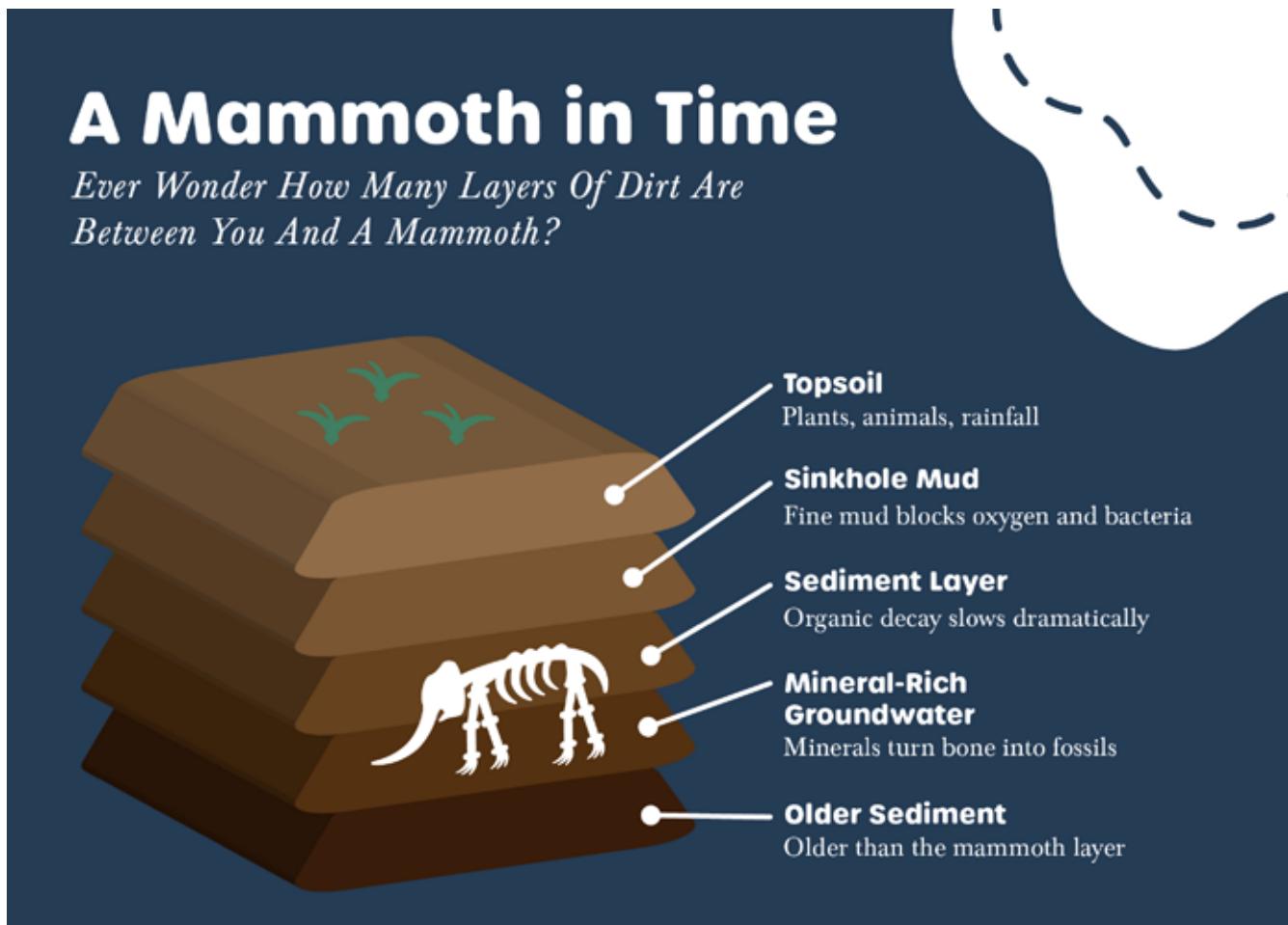
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## Reflection | Buried Fossil Diagram



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## Reflection | Kids Kit Box Third Draft



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# Reflection | Brand Guidelines Third Draft

The grid illustrates the iterative process of creating the Brand Guidelines:

- Panel 1:** Brand Guidelines (Red text on a white background with a red abstract shape at the bottom).
- Panel 2:** brand Position (Dark blue text on a white background with a dark blue abstract shape at the bottom).
- Panel 3:** Brand Values (A detailed page listing the Big Idea, Core Purpose, Brand Attributes, Brand Values, and Positioning Statement, all centered around Earth's Age.
- Panel 4:** visible Identity (Green text on a white background with a green abstract shape at the bottom).
- Panel 5:** Logomark (Explains the pictorial and emblem symbol, featuring a black elephant icon and a color palette).
- Panel 6:** Logo - Do and Don'ts (A chart comparing good logo practices like "Do Use The White Logo On The Brand Colors" with bad ones like "Don't Stretch or Warp The Logo").
- Panel 7:** Picture Formatting (Instructions for photo usage, including "Picture Containers" and "All images with people should have an overlay of the person/people's name and date to provide interaction".)
- Panel 8:** Data and Infographics (Shows data visualization best practices, including a bar chart with dashed outlines and a line graph).
- Panel 9:** Typography (Font Selection section showing Urban Rounded, Baskerville Pro, and Bookman Old Style font samples).
- Panel 10:** Icons and Patterns (Icon creation guidelines and pattern usage examples).
- Panel 11:** brand Exhibits (An orange abstract shape at the bottom of a page with the text "brand Exhibits" overlaid).
- Panel 12:** Brochure (A sample of a three-panel brochure titled "Discover Adventure" and "Discover Science".)

## 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.

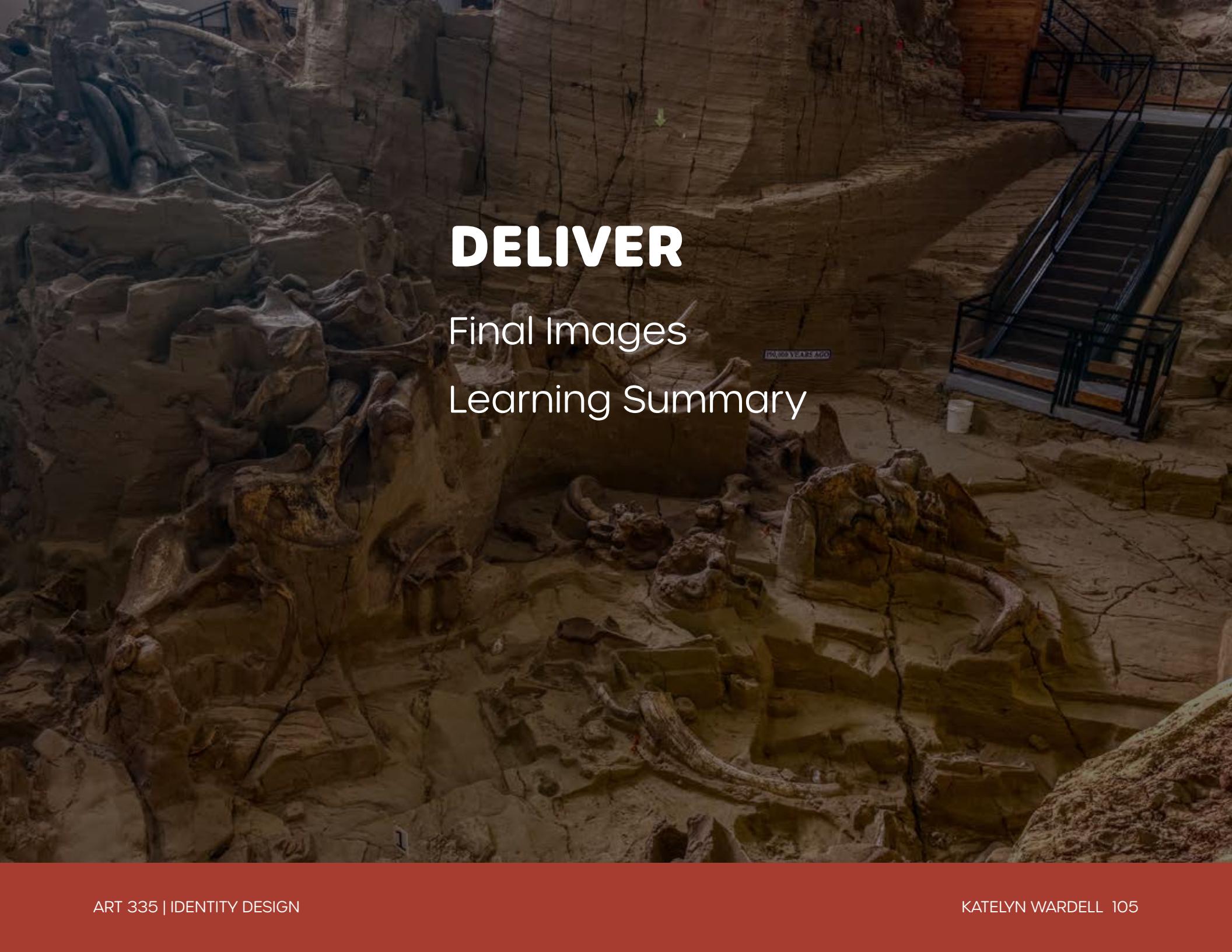
### Typography

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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PONDER

## Final | Logo Full



CONTENTS

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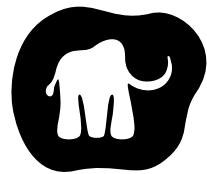
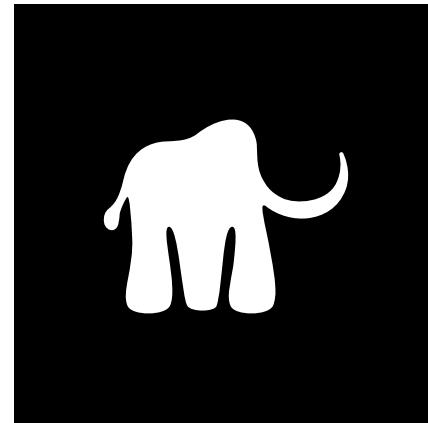
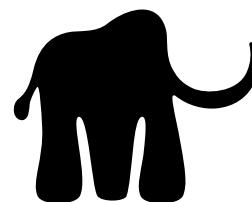
DISCOVER

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PONDER

## Final | Pictoral Logo



## CONTENTS

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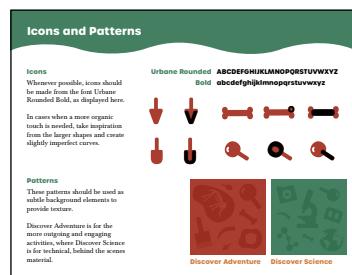
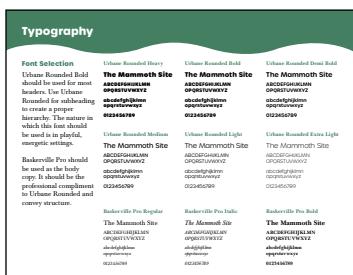
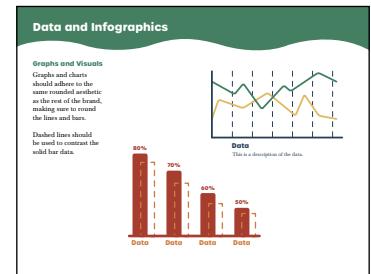
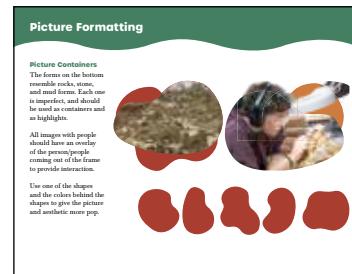
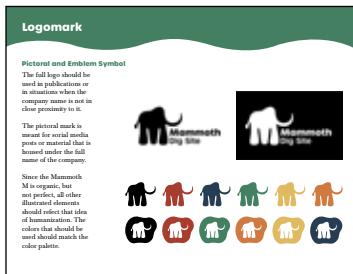
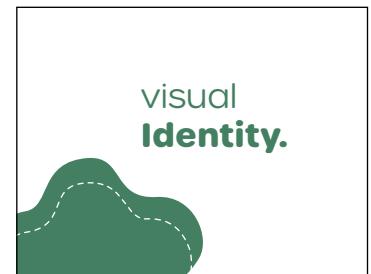
DISCOVER

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# Final | Brand Guidelines



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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 bottom.

- Brand Guidelines:** A red cloud containing the text "Brand Guidelines".
- brand Position.**: A dark blue cloud containing the text "brand Position."
- Brand Brief:** A detailed document titled "Brand Brief" with sections like "Big idea", "Core Position", "Brand Voice", and "Marketing".
- visual Identity.**: A green cloud containing the text "visual Identity."
- Logomark**: A section about the logo, showing examples of correct and incorrect usage.
- Logo - Do and Don'ts**: A section with "Do's" and "Don'ts" for logo usage, including icons for correct and incorrect versions.
- Picture Formatting**: A section about image standards, showing examples of good and bad photo usage.
- Data and Infographics**: A section about data visualization, showing a bar chart and a line graph.
- Hypothecy**: A section about typography, showing examples of different typefaces and their applications.
- Icons and Patterns**: A section about iconography and patterns, showing a grid of icons and a pattern section.
- brand Exhibit.**: A section about exhibition design, showing a trifold brochure example.

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## Final | Brochure

**Pricing**

Free	\$12.00	\$15.00
Children 3 & Under	Age 4-12	Age 13-50
\$13.00		
Ages 60 & Over		
Active & Retired Military		

**Hours** Open Daily  
May 15 - Aug 23 Nov 1 - Feb 28  
9:00am - 6:00pm 9:00am - 3:30pm  
Aug 24 - Oct 31 Mar 1 - May 14  
9:00am - 5:00pm 9:00am - 3:00pm

**Contact**  
mammothdigsite.org  
(800) 745-0882  
Hot Springs, South Dakota  
Open Year Round With Daily Guided Tours

discover **Adventure.**  
discover **History.**  
discover **Science.**  
discover **Legacy.**  
discover **Connection.**

Mammoth Dig Site

**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. Mammoth Dig Site safeguards these stories so future generations can continue to learn from them.

It's alive, ongoing, and happening right before your eyes!

**Curious Minds**

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

**Wanted**

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**

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.

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## Brochure Mockup



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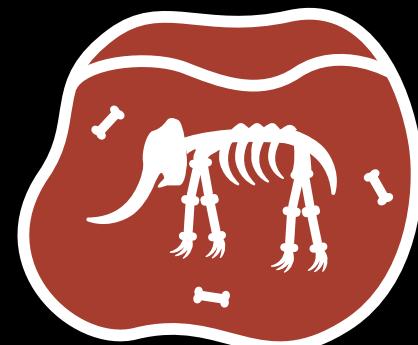
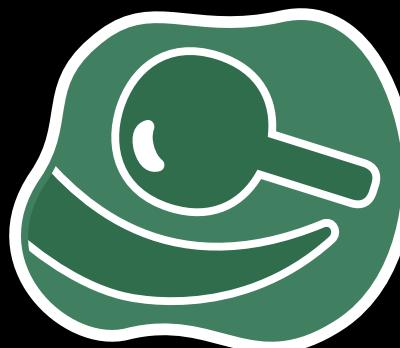
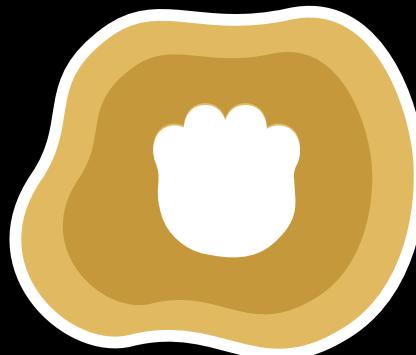
DISCOVER

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## Final | Patches



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## Patches Mockup



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## Final | Kids Kit Booklet

The booklet consists of two facing pages. The left page contains five numbered panels (2-6) and the right page contains six numbered panels (7-11). Panels 2-6 are part of a larger circular graphic. Panel 12 is at the bottom left, panel 13 is at the top right, and panel 14 is at the bottom right.

**Panel 1:** A boy digging in soil with a trowel. A green speech bubble says "dig into Discovery".

**Panel 2:** Welcome To The Dig! (with a small icon of a scientist)

**Panel 3:** You've arrived at one of the most famous fossil sites in the world: Mammoth Dig Site in Hot Springs, South Dakota.

**Panel 4:** This sinkhole trapped both Columbian and Woolly mammoths over 26,000 years ago during the last Ice Age.

**Panel 5:** 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.

**Panel 6:** Columbian & Woolly

**Panel 7:** Mammoths

**Panel 8:** Tools Of The Trade

**Panel 9:** Draw A Line To The Correct Tool

**Panel 10:** Why Fossils Matter

**Panel 11:** Draw It Here And Name It!

**Panel 12:** My Favorite Find Was ...

**Panel 13:** Earn Your Badge!

**Panel 14:** Check Off Your List!

**Panel 15:** Thank You For Discovering Mammoth Dig Site

## CONTENTS

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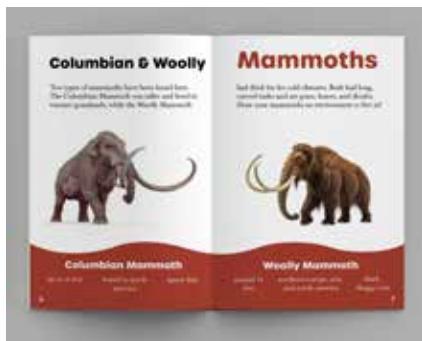
DISCOVER

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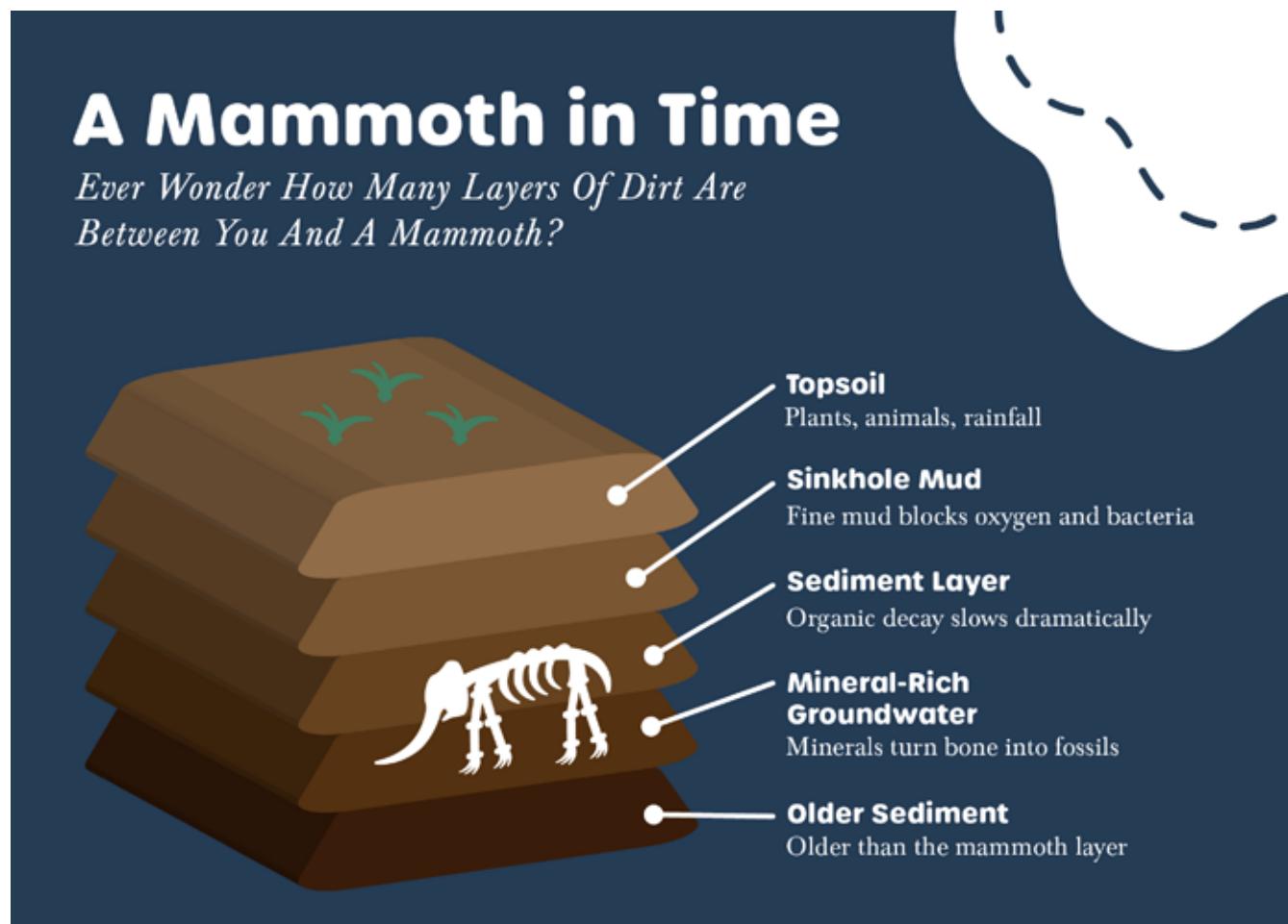
**DELIVER**

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## Kids Kit Booklet Mockup



## Final | Buried Fossil Diagram



CONTENTS

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## Final | Kids Kit Box



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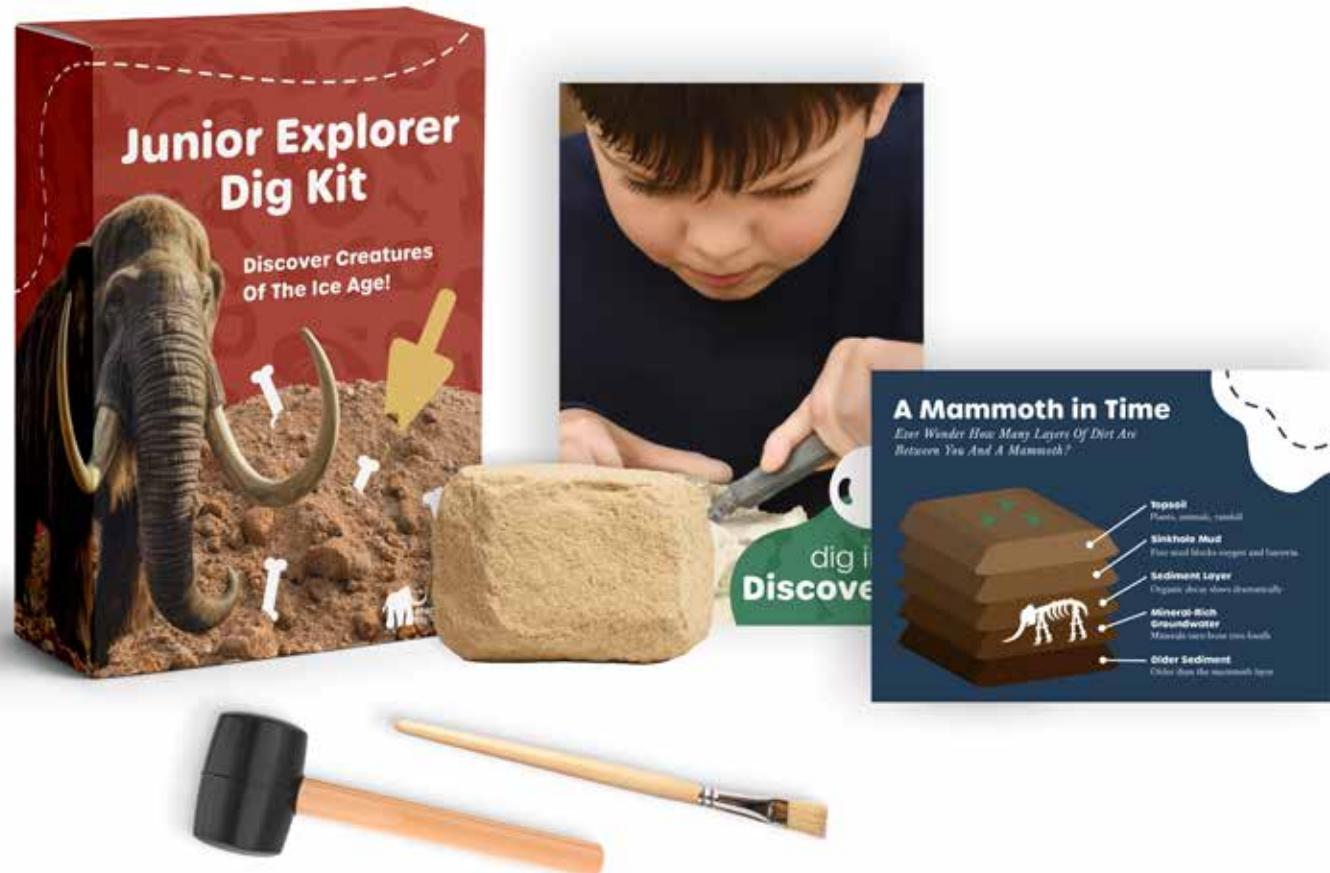
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## Kids Kit Box Mockup



CONTENTS

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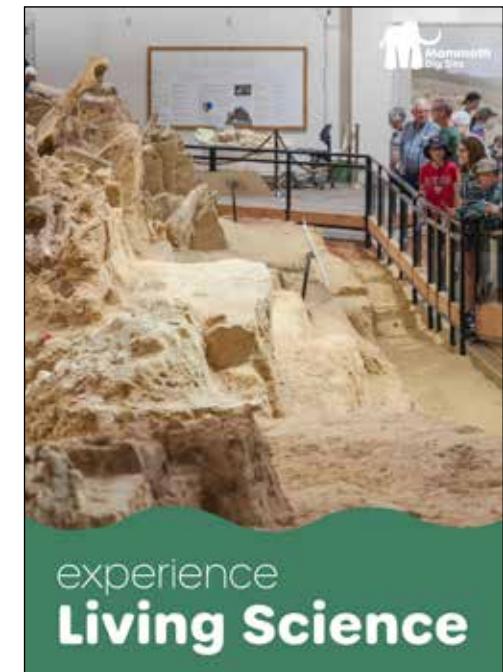
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## Final | Posters



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## Poster Mockup



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## Final | Social Media Posts



discover **Adventure.** 

digging for **Credits?**

Apply For Our Summer Internship Today

May 30th -  
August 8th



discover **Legacy.** 

mammoth **Monday**

Spend a night with us at the  
Mammoth Dig Site.

Get tickets  
50% off  
with a  
group of 5  
or more.



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## Social Media Mockup



## CONTENTS

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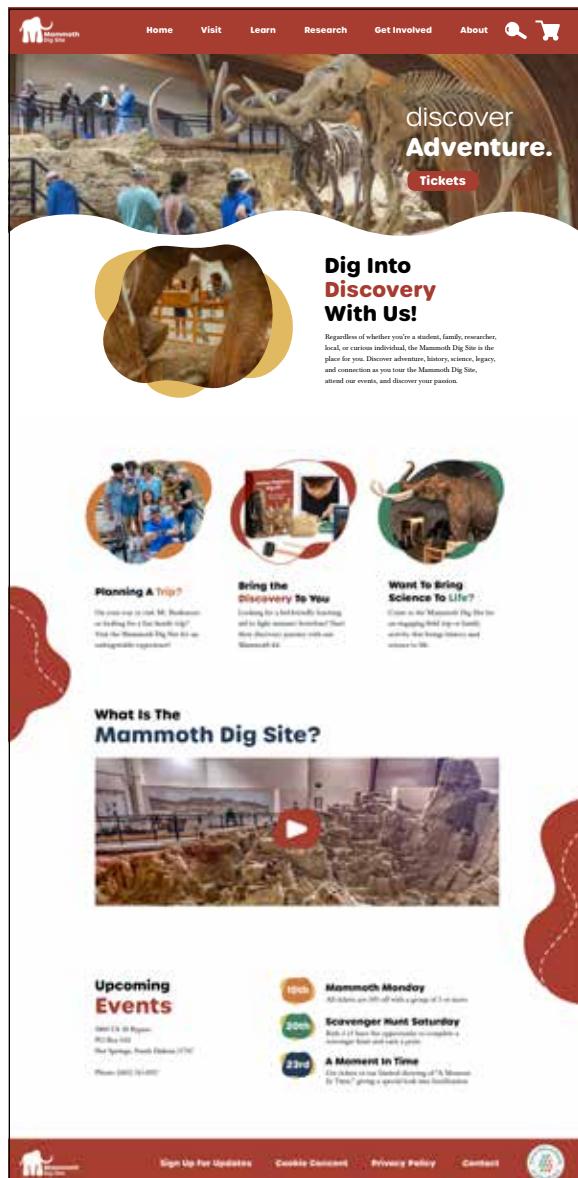
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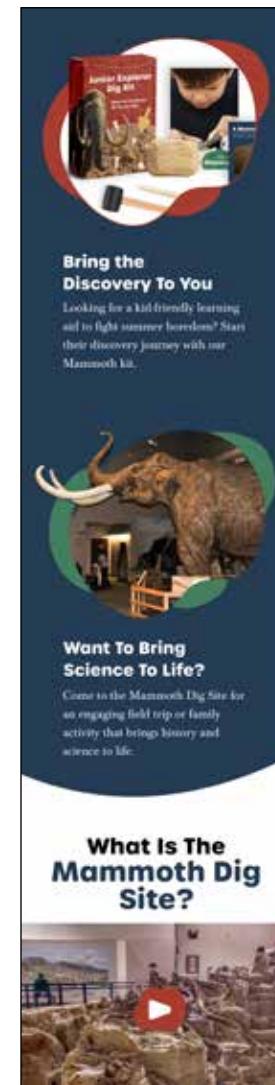
## Final | Website and Mobile



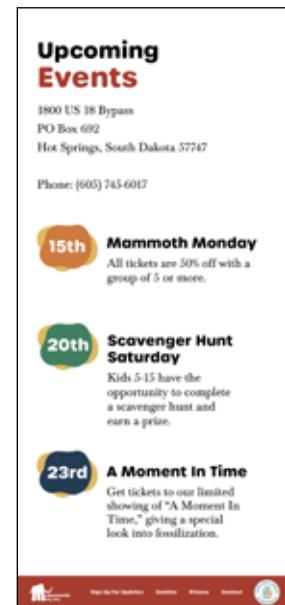
The website for the Mammoth Dig Site features a top navigation bar with links to Home, Visit, Learn, Research, Get Involved, About, a search icon, and a shopping cart icon. A large banner image shows people at the dig site. Below it, a call-to-action button says "discover Adventure." with a "Tickets" link. A central section titled "Dig Into Discovery With Us!" includes a sub-section "Bring the Discovery To You" with a video thumbnail showing a child at a workstation. Other sections include "Planning A Trip?", "Want To Bring Science To Life?", and "What Is The Mammoth Dig Site?". A "Upcoming Events" section lists three events: "Mammoth Monday" (18th), "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, along with the Mammoth Dig Site logo.



The mobile version of the Mammoth Dig Site website is a responsive design. It features a header with the Mammoth Dig Site logo and a search icon. The main content area includes the "discover Adventure." button, the "Dig Into Discovery With Us!" section, and the "Planning A Trip?" section. The "Upcoming Events" section is also present, showing the three events listed above. The overall layout is designed to be accessible on smaller screens.



This mobile screenshot shows a different view of the Mammoth Dig Site website, likely a landing page for an event. It features a large circular image of a child working on a Mammoth kit. Below it, a section titled "Want To Bring Science To Life?" includes a video thumbnail of children at a workstation. Another section titled "What Is The Mammoth Dig Site?" includes a video thumbnail of the dig site. The footer is partially visible at the bottom.



A sidebar on the right side of the mobile screen displays the "Upcoming Events" section. It lists three events with circular icons: "15th Mammoth Monday" (50% off for groups of 5+), "20th Scavenger Hunt Saturday" (kids 5-15 complete scavenger hunt), and "23rd A Moment In Time" (limited tickets for a special show). The sidebar also includes links for "Plan Your Visit", "Research", "Museum", and "Contact".

CONTENTS

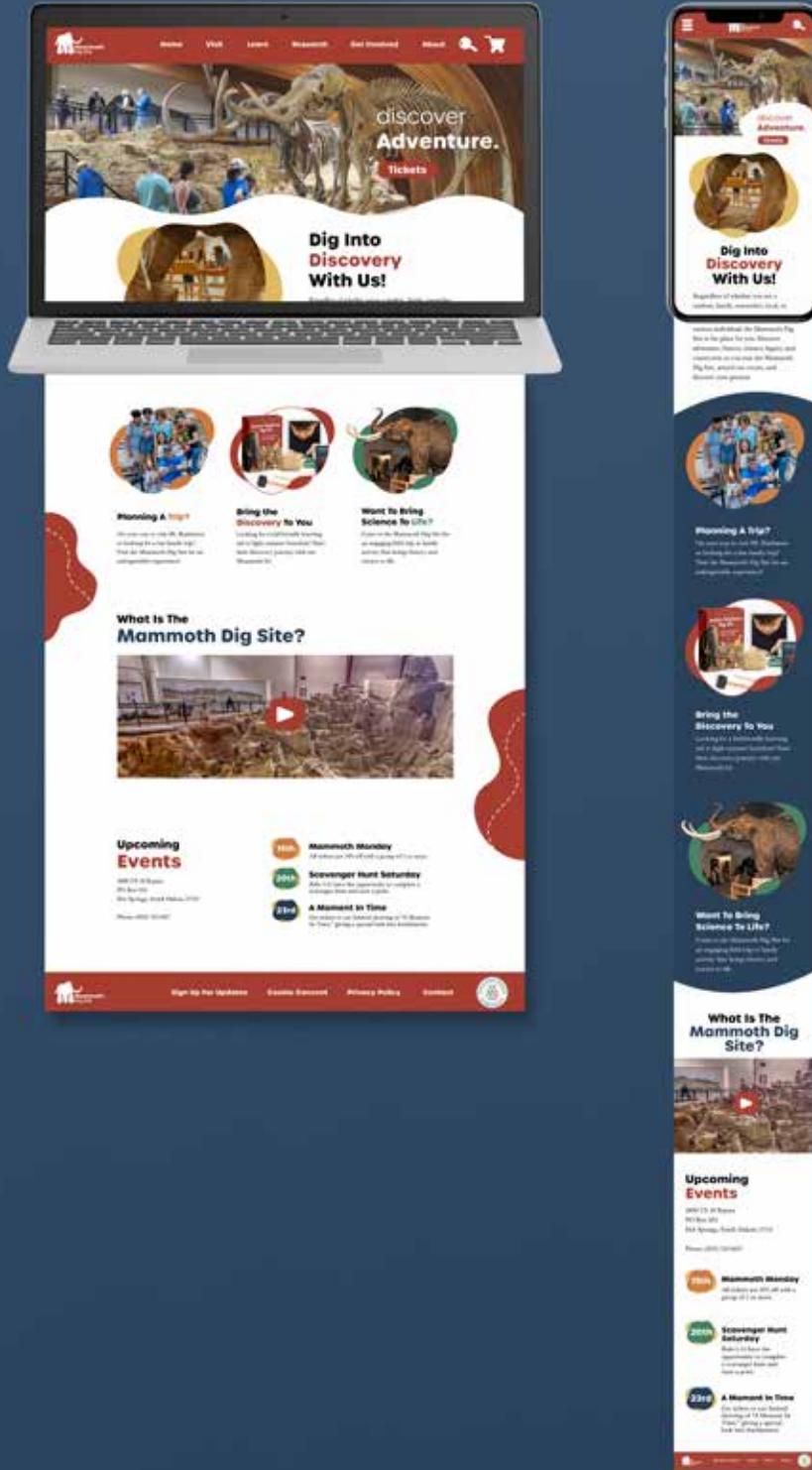
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## Website Mockup

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## T-Shirt Mockup



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## Hat Mockup



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## 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.

### **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.

# PROJECT PONDER

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## Project Ponder

### Learning Overview

- The brand is not the logo, a logo is a small piece of the brand.
- Pictures should help to elevate the brand, not fight against it.
- Understanding who the company is and what they want to achieve helps you design and create an effective solution.
- It is important to identify any target audience gaps and close that gap when doing a redesign.
- Getting outside is feedback is very important since we all have biases as designers.
- If your presentation for a project isn't professional or cohesive, no one will look at your designs.
- Being honest and brave enough to put your ego aside

and take chances to improve a brand aspect will help you become a great designer.

### Nepal Airlines Application

One thing I noticed in my Nepal Airlines Application, where I made a website based on a previous brand, was that a lack of strong visuals/photographs will really hurt your brand. When I was recreating the kids kit box, I was debating whether or not to switch the image on the booklet cover, but I realized that having a kid on the cover made it stronger and helped give kids something to look forward to. I tried to remember this principle as I used other pictures.

### 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.

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.