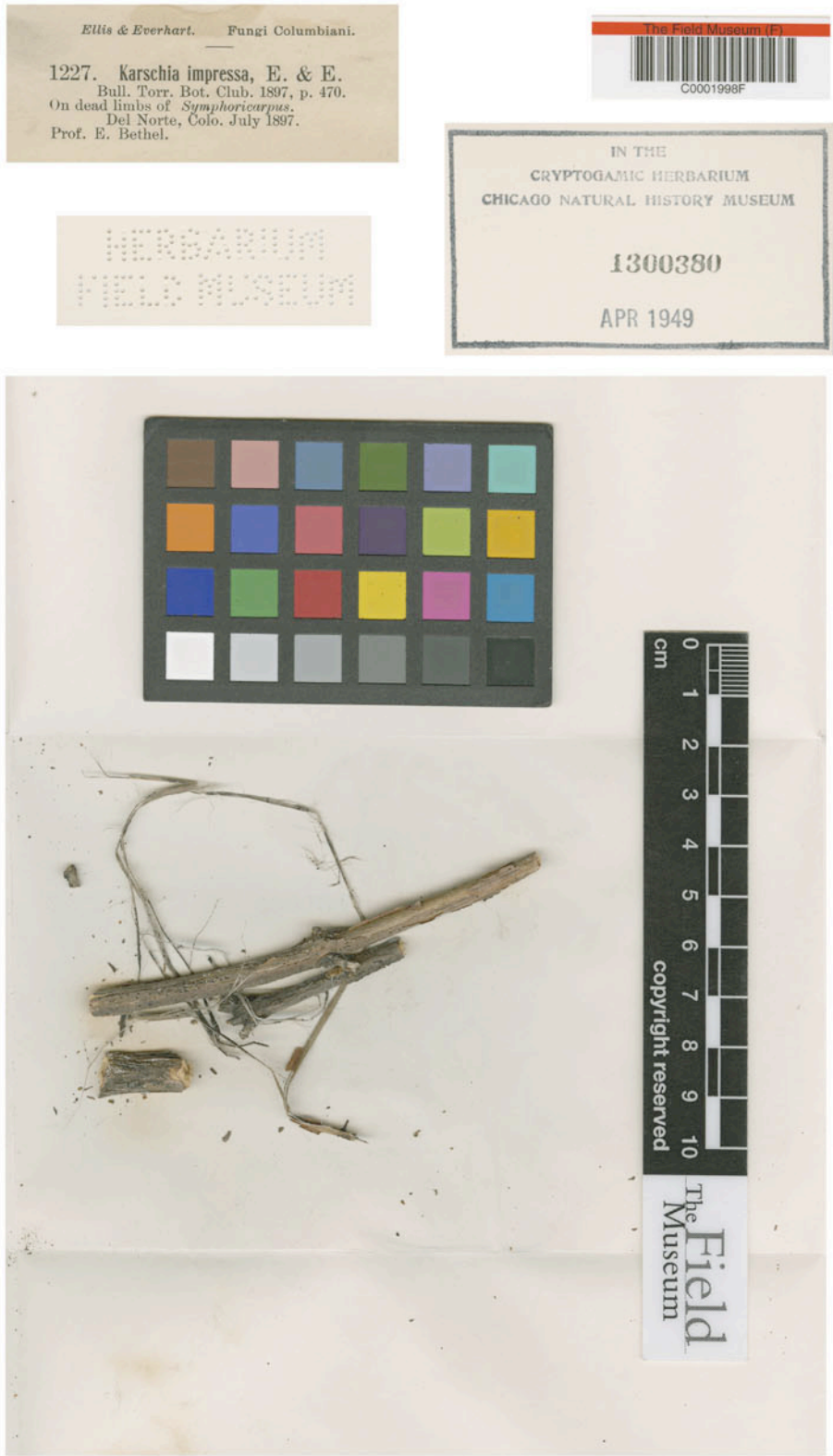


Field Museum Identity System



Archived vType

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Verbal-Visual Research and Intital Sketches

Museum
Exploration
Journey
Experiences
Animals
Collaboration
Interconnection
Search
Growth
Expansion
Mission
Ecosystems
Ecology
Dinosaurs
Fossils
Evolution
Planet
Culture
Research
Scientists
Visit

Tickets
Exhibitions
Admission
Scientists
History
Natural
Ancient
Collections
Specimens
Artifacts
Marshall Field
Quest
Community
Conversation
Science
World’s Columbian Exposition
Chicago
Archive
vTypes
Botony
Anthropology

Human story
Meteorites
Geology
Zoology
Birds
Minerals
Conservation
Laboratory
Diversity
Museum Campus
Planet
Flowers
Lichens
Displays
Preservation
Analysis
Taxidermy
DNA
Library
Photography
Caryartid

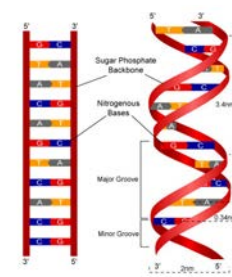
Membership
Families
Schools
Students
Learning
Illumination
Educating
Discovery
Activities
Programs
Field Trips
Tour
Virtual Tour
Films
Dining
Shopping
Camps
Passion
Scientists
Knowledge
Action

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

Exploration
Collaboration
Illumination
Research
Discovery
Passion



Culture
History
Anthropology
Conservation
Diversity



Specimens
Artifacts
Preservation

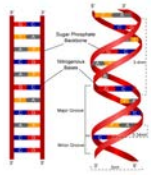


Here, the most descriptive words from the list are grouped together, and images relating to the words are gathered to form the visual research. These groupings of words and images will provide the direction for the rest of the mark development.

Exploration
Collaboration
Illumination
Research
Discovery
Passion



Culture
History
Anthropology
Conservation
Diversity



FIELD

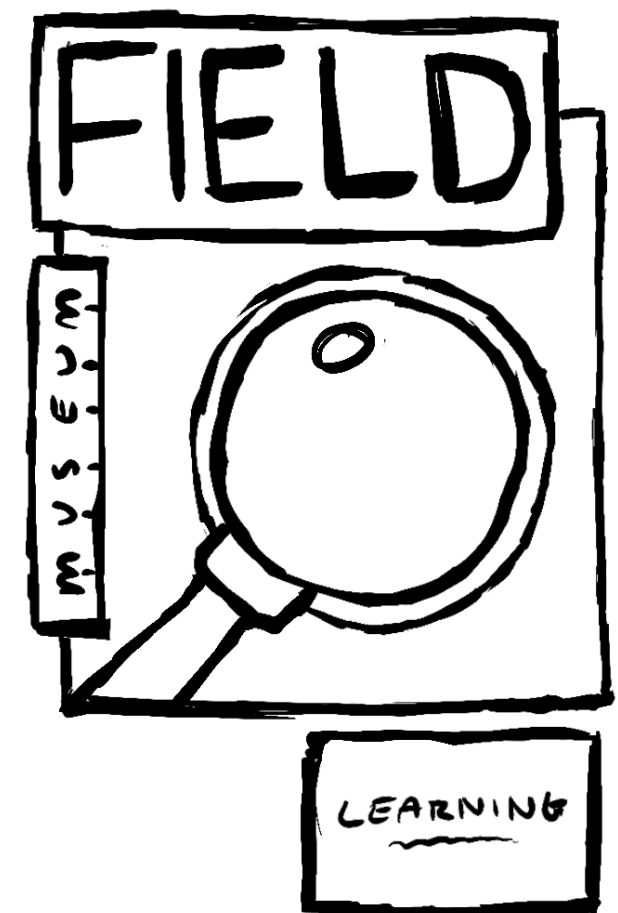
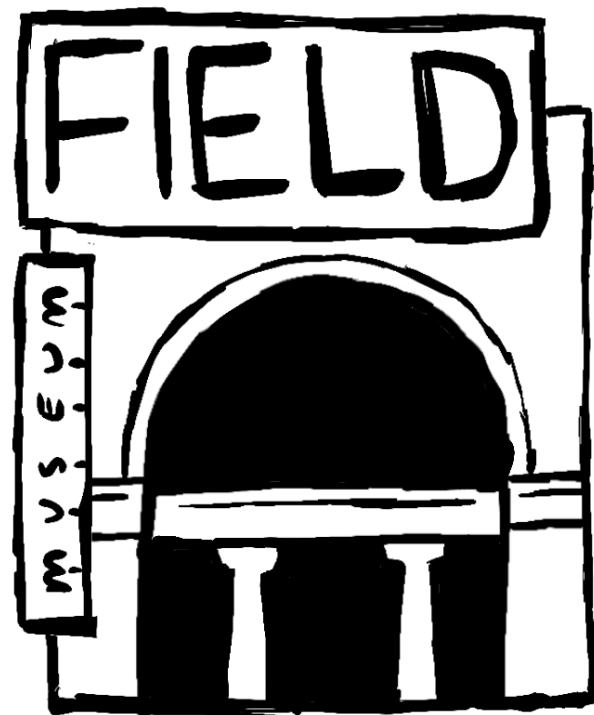
THE FIELD MUSEUM



Specimens
Artifacts
Preservation



Specimens
Artifacts
Preservation



Specimens
Artifacts
Preservation



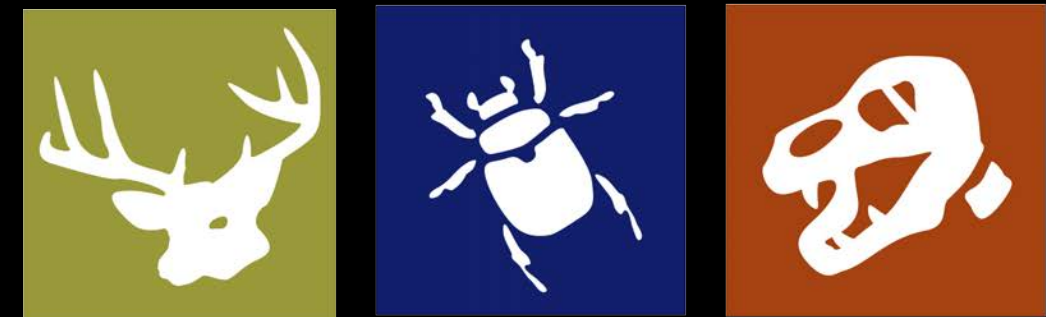
Final Mark



FIELD
MUSEUM



**FIELD
MUSEUM**



FIELD
MUSEUM

#121f6b

#2e4a21

#781205

#0a5c85

#476621

#a64212

#6ba185

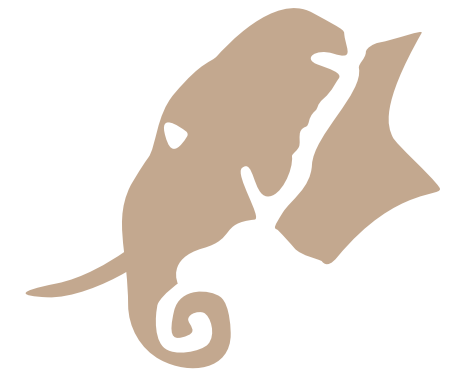
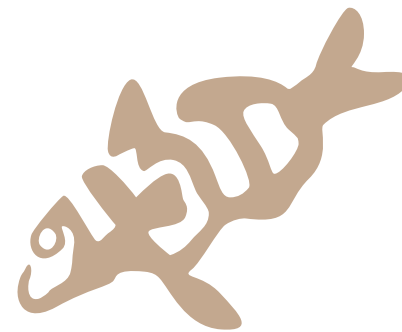
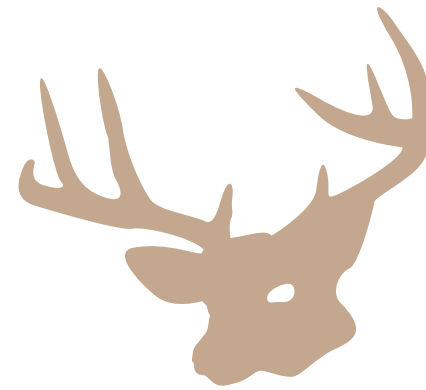
#999938

#bf8700

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



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





Single-Square Mark

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

Four-Square Mark

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

Nine-Square Mark

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

CANELA TEXT BOLD, ALL CAPS

Centaur MT Std Bold

Stone Informal ITC Pro

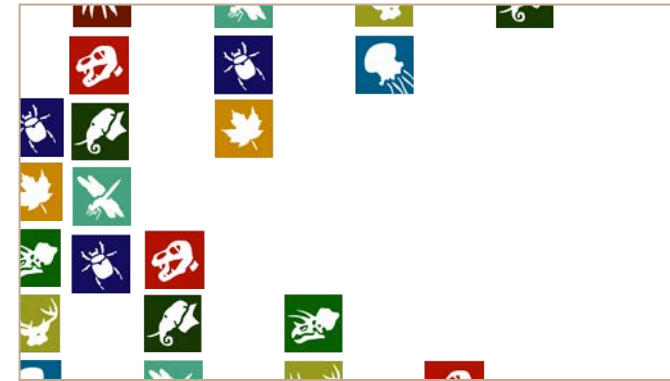
For titles, subtitles, and buttons

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

For body text

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

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



Prototypes







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Facilities



Gantz Family Collections Center



Executive Staff



Exhibitions



Negaunee Integrative
Research Center



Learning Center



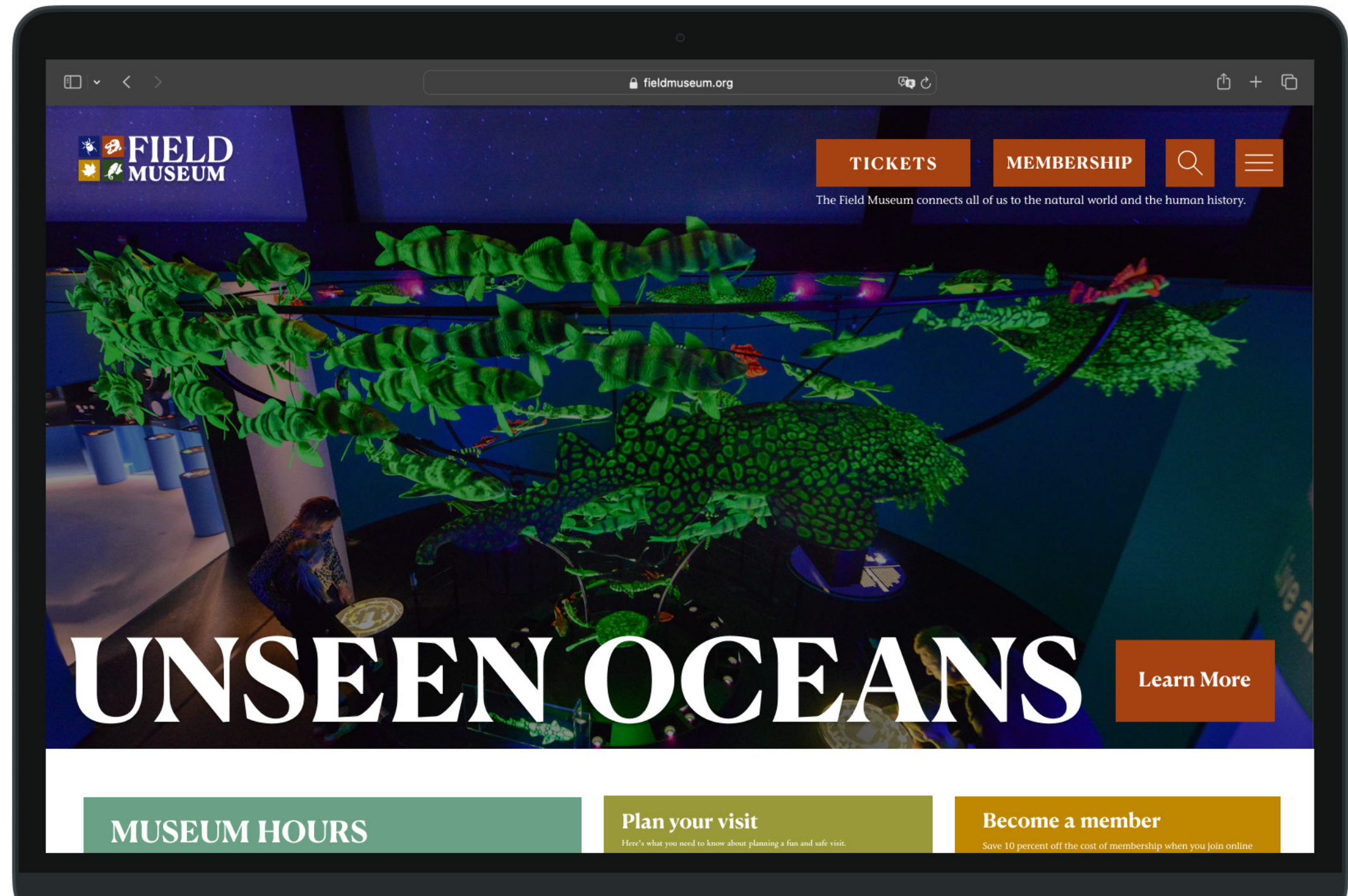
Institutional Advancement



Center Education and
Public Programs



Library and Archives











Conclusion

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

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

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

