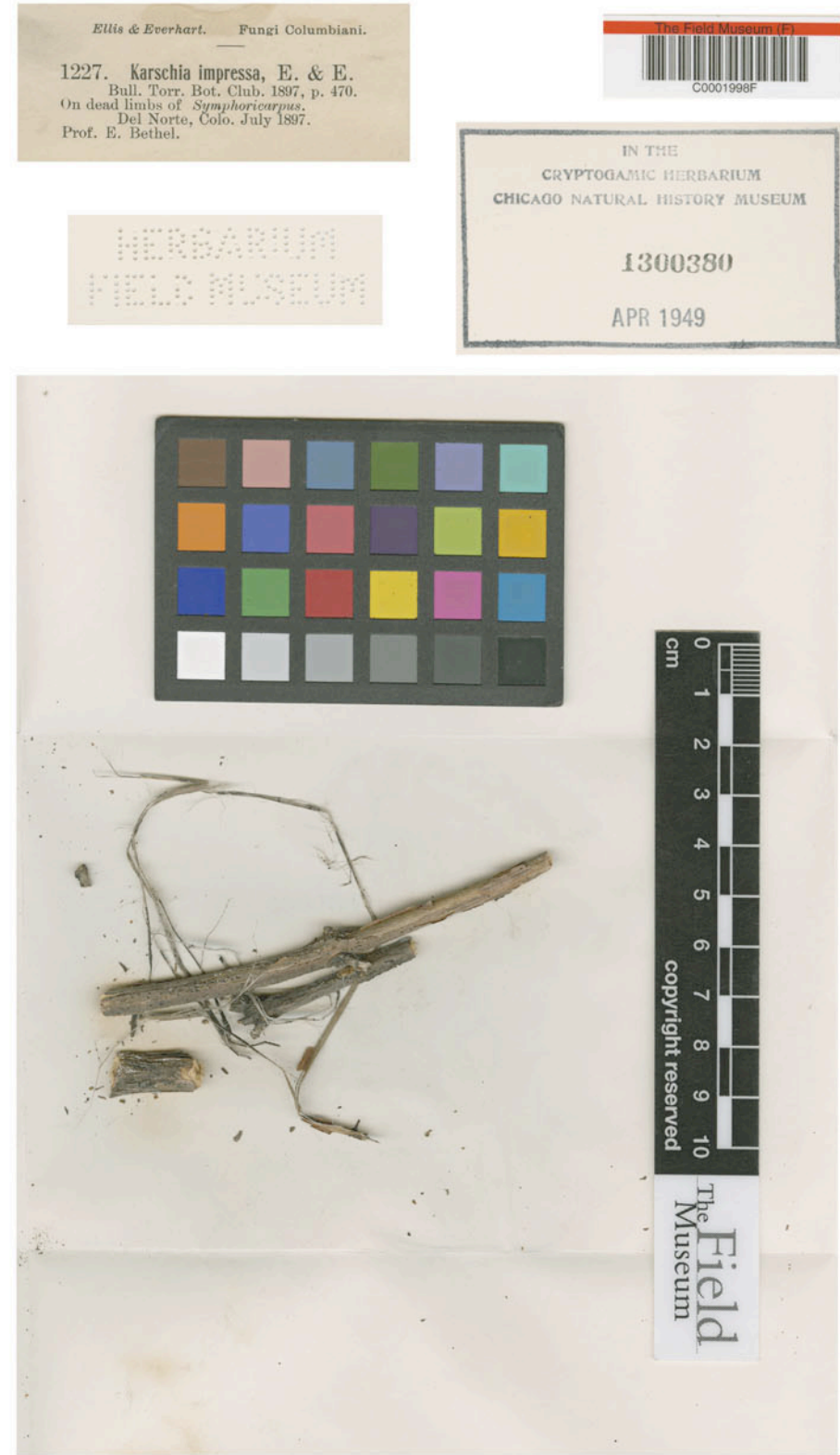


Field Museum Identity System





Archived vType

General Information

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Current Identity

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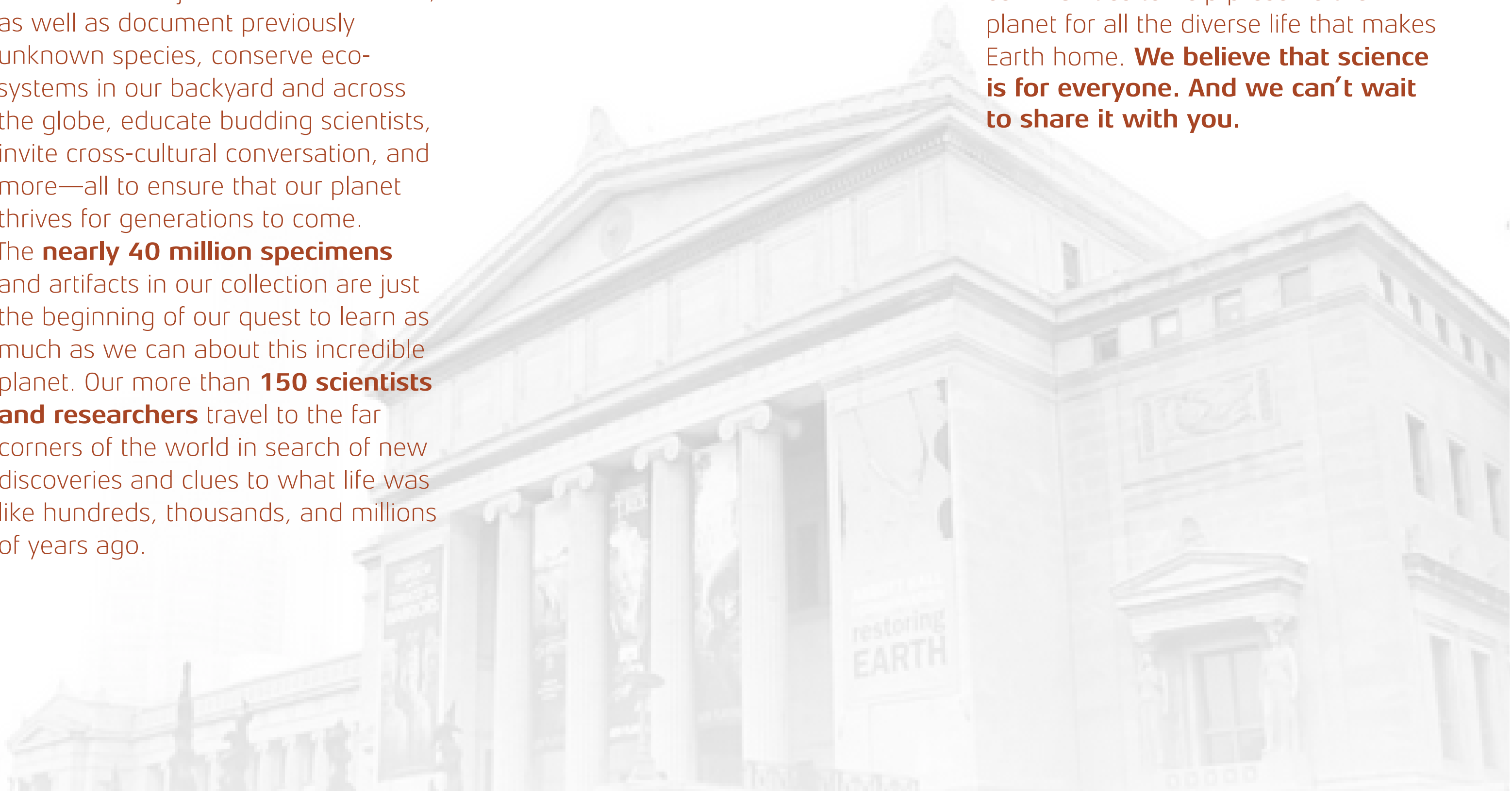
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General Information

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

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

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



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

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

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



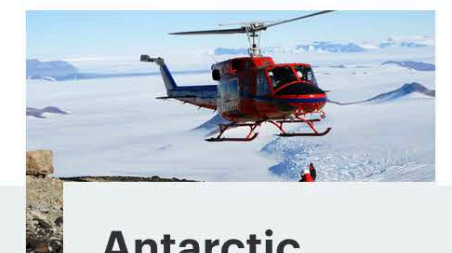
Wild Color



**Death: Life's
Greatest
Mystery**



**SUE: The T. rex
Experience**



**Antarctic
Dinosaurs**



**First Kings of
Europe**



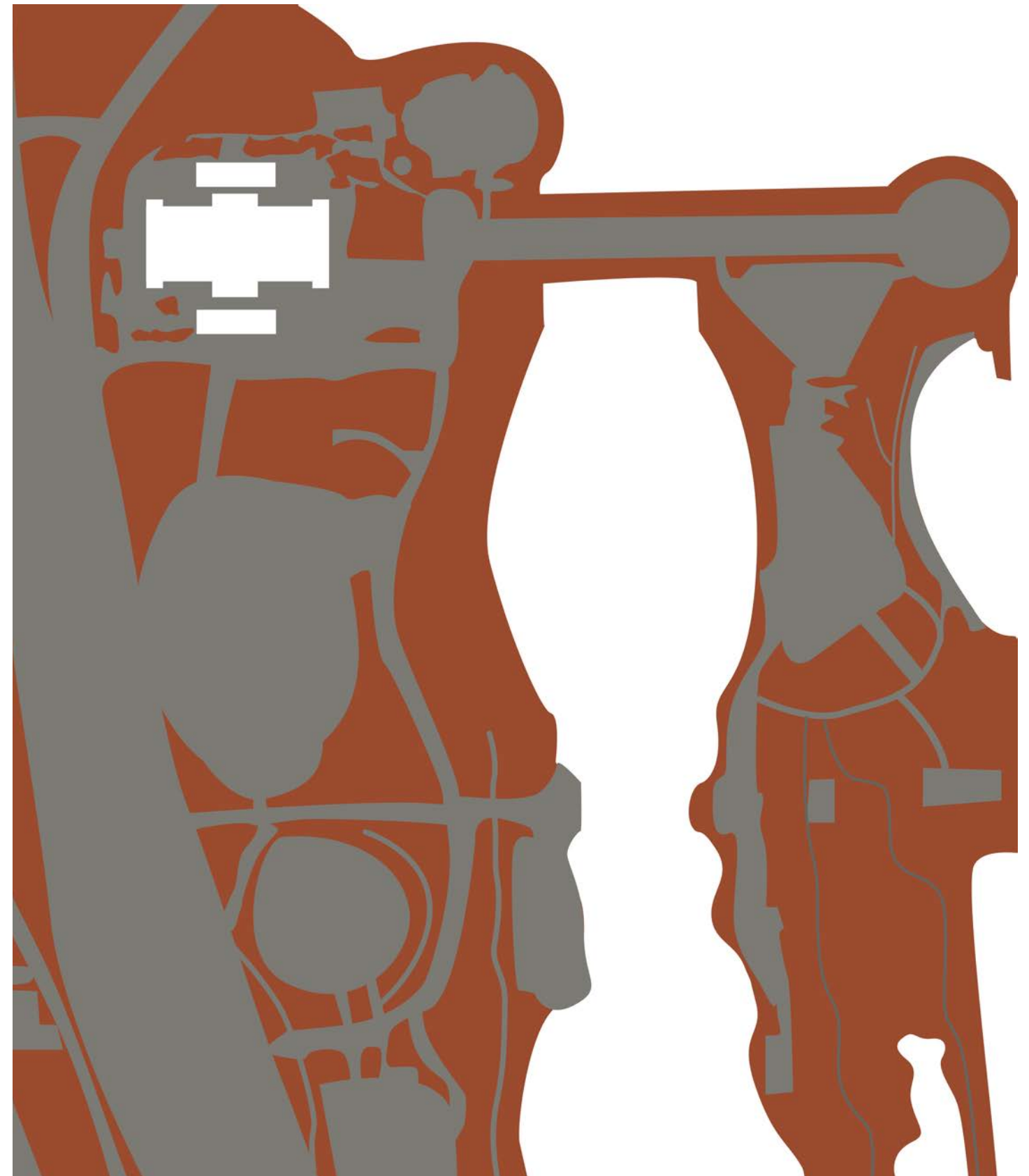
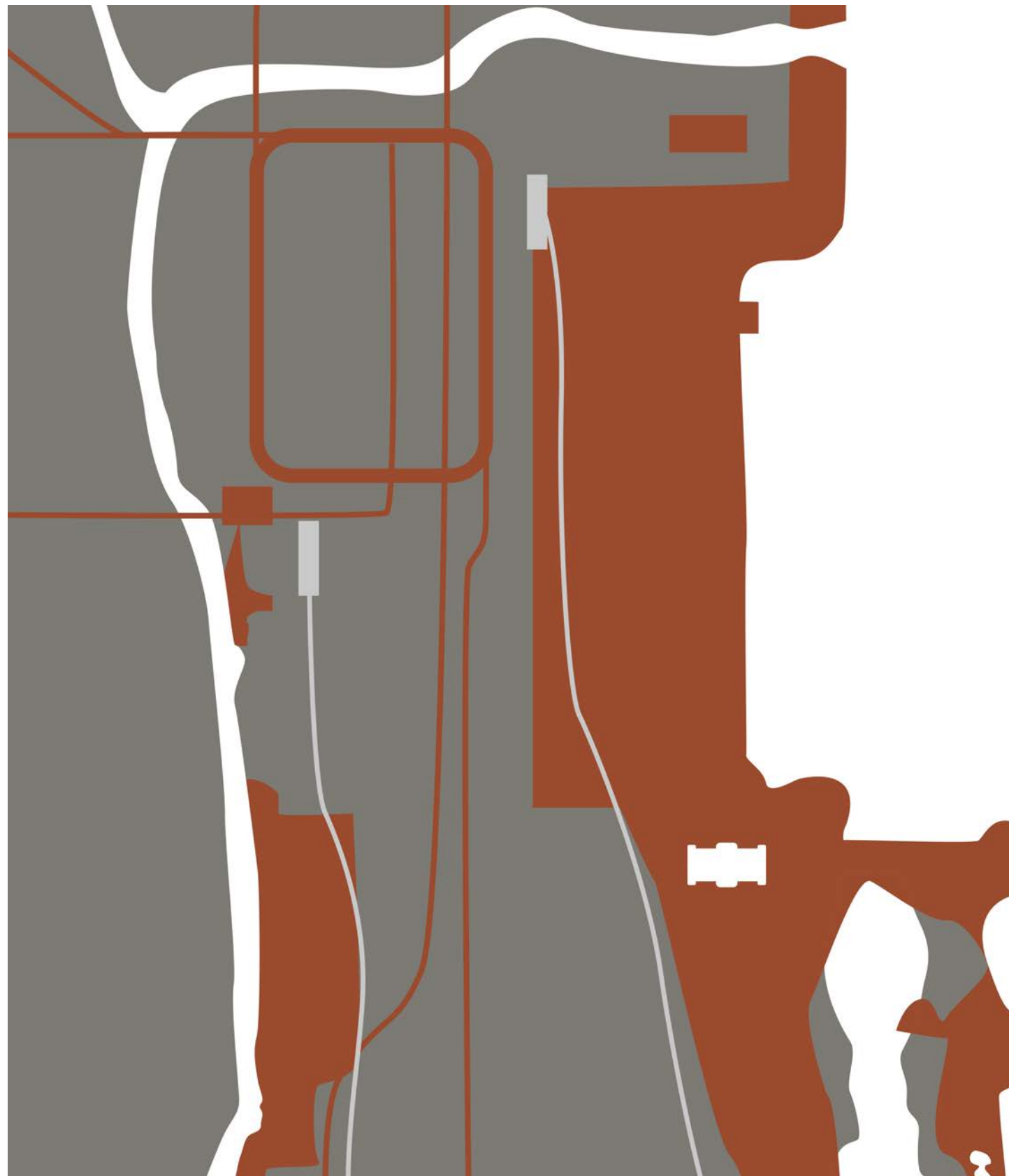
**A Celebration
of Souls**



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

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

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









Graphic Identity

The logo consists of the words "The Field" stacked above "Museum". A horizontal line is positioned between the two lines of text, passing through the middle of the word "Field". The text is in a black, serif typeface.

Past Identity

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

The logo features the word "FIELD." in large, bold, blue, sans-serif capital letters. The word "MUSEUM" is written in smaller, blue, sans-serif capital letters, oriented vertically and centered between the "F" and the "LD." of "FIELD".

Identity from 2019-

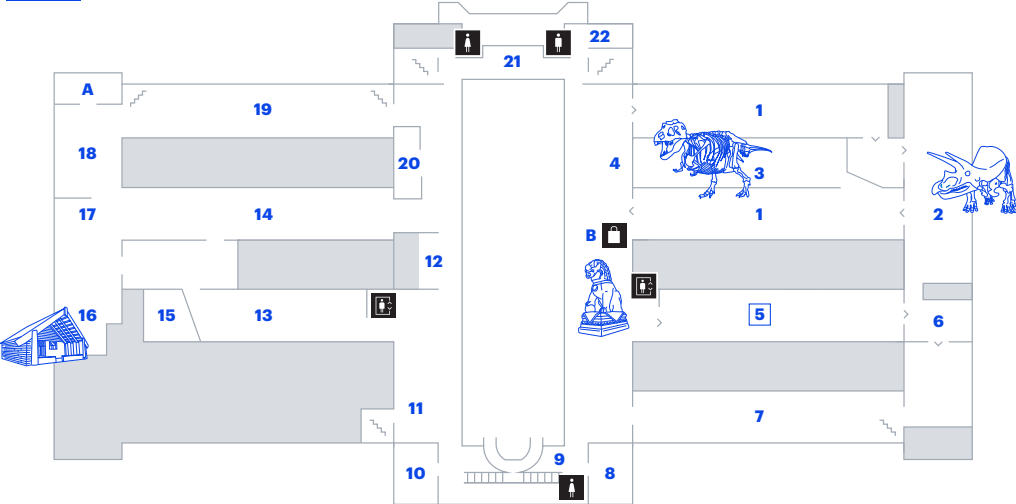
The current logomark was designed by Leo Burnett, and emphasizes the discovery and modernity. The letters are arranged in a way that is reminiscent of an archeological excavation site, and the blue color references the color of the Earth.





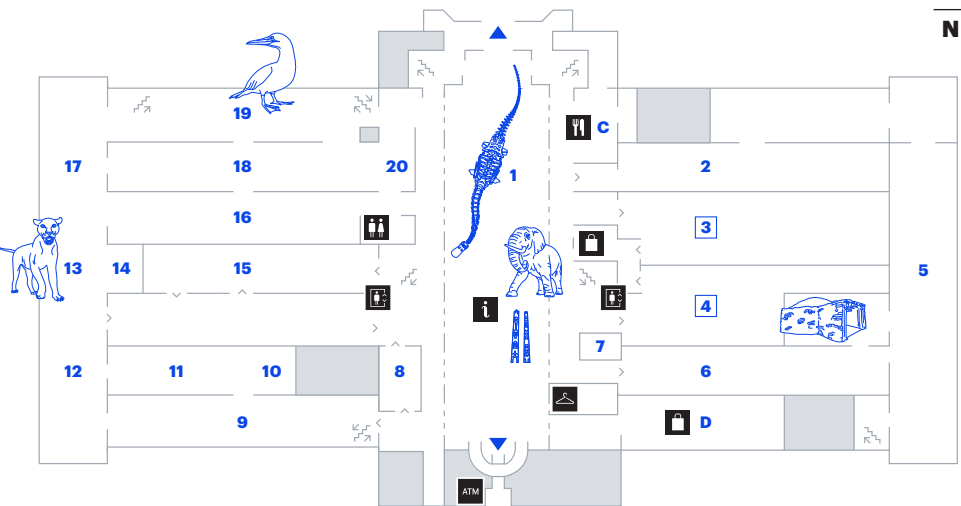
Map

U Upper Level



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

M Main Level



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



LARGE COLLECTION OF FOSSIL METEORITES GIFTED TO THE MUSEUM

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

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

1,127,606
NEW RECORDS ADDED TO
COLLECTIONS DATABASE

17,724
SPECIMENS DIGITIZED DURING
THE WEDIGBIO COMMUNITY
SCIENCE EVENT






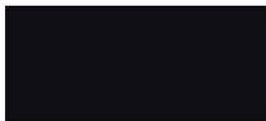



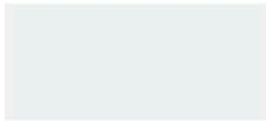






620
NEW BOOKS ACQUIRED
BY THE LIBRARY

RATS GROW BIGGER ON THE RAINIER SIDE OF MOUNTAINS

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

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



| | | | | | |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| Field Blue #0a46e6 | Link Blue #3D57CC | Hover Blue #032c99 | Success Green #53B59E | Warning Red #D44235 | Field Black #0F0F14 |
|  |  |  |  |  |  |
| Field Gray Darker #333336 | Field Gray #6a6a71 | Field Gray Light #C9CACC | Field Gray Lighter #F0F3F3 | Field Orange #F29F77 | Field Purple #B274A7 |
|  |  |  |  | | |
| Field Blue Light #3d57cc | Field Green #37816e | Field Yellow #F5D689 | Field Aqua #6EB3D5 | | |



Included with
General
Admission



On display until
Jul. 29



Appropriate for
all ages



[Download](#)
educational
resources

Get Tickets



Friday, January 19
6PM - 12AM



The Field Museum
400 S. Lake Shore
Drive
Chicago, IL 60605



Best suited for
ages 6+
[See more dates](#)

Examples of Identity Approaches



**Museo de La Plata
(La Plata, Argentina)**

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



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

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



Natural History Museum (London)

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

American Museum
of Natural History

American Museum of Natural History
(NYC, New York)



Melbourne Museum
(Melbourne, AU)



Te Papa Tongarewa
(Wellington, New Zealand)



Natural History Museum
(Vienna, AUS)

MUSÉUM
NAL HIST
NATURELLE

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

New Identity

Museum
Exploration

Journey
Experiences
Animals

Collaboration

Interconnection
Search
Growth
Expansion
Mission
Ecosystems
Ecology
Dinosaurs
Fossils
Evolution
Planet

Culture

Research

Scientists
Visit

Tickets
Exhibitions
Admission
Scientists

History

Natural
Ancient
Collections

Specimens

Artifacts

Marshall Field
Quest
Community
Conversation
Science
World’s Columbian Exposition
Chicago
Archive
vTypes
Botony

Anthropology

Human story
Meteorites
Geology
Zoology
Birds
Minerals

Conservation

Laboratory

Diversity

Museum Campus
Planet
Flowers
Lichens
Displays

Preservation

Analysis
Taxidermy
DNA
Library
Photography
Caryartid

Membership
Families
Schools
Students
Learning

Illumination

Educating

Discovery

Activities
Programs
Field Trips
Tour

Virtual Tour
Films

Dining
Shopping
Camps

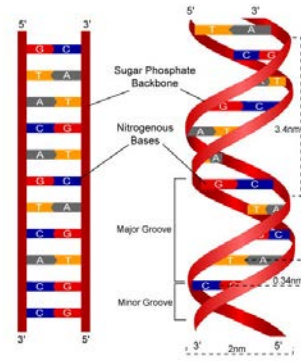
Passion

Scientists
Knowledge
Action

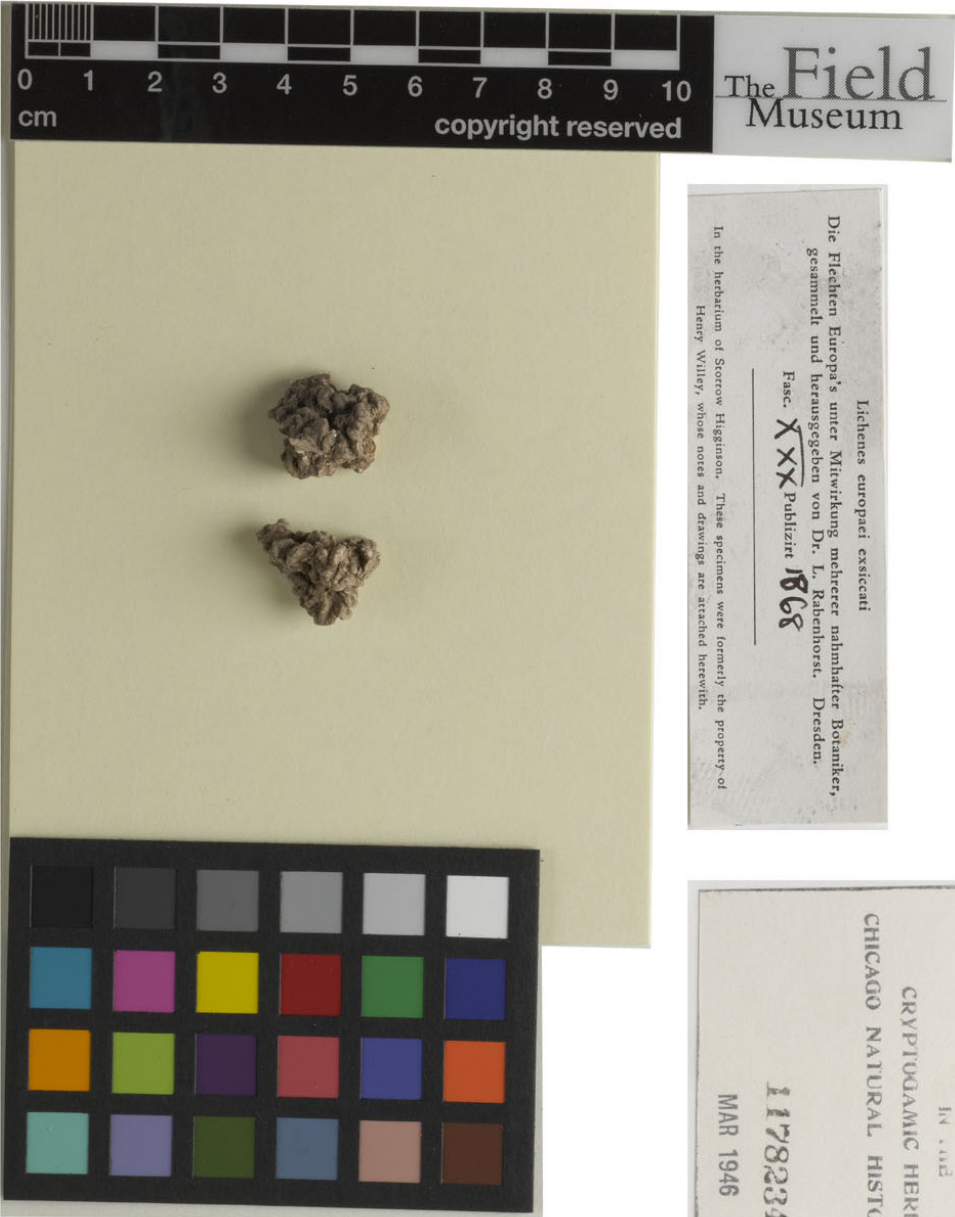
Exploration
Collaboration
Illumination
Research
Discovery
Passion



Culture
History
Anthropology
Conservation
Diversity



Specimens
Artifacts
Preservation



825. *Chlorangium esenleium* Pitr.
in Hedwigia 1868, No. 1, Seite 7.
Auf Kreidebergen des Don-Flusses ungefähr unter dem
48 1/2 ° nördl. Br. (Russland). Pitra in Charl'ow.



Conclusion

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

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

