



# The Mammoth Site

10/20/2025 - 12/14/2025

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

- Simon Mainwaring

CONTENTS

- DEFINE
- DISCOVER
- DESIGN
- DELIVER
- PONDER

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The background image shows a prehistoric excavation site. Large, weathered bones of animals, possibly mammoths or bison, are scattered across the sandy ground. A modern metal staircase with black railings leads up a dirt embankment on the right side of the image. The overall scene is dimly lit, with a brownish, earthy color palette.

# 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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### DEFINE

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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

#### Summary

Audience: Families or Tourists

Exploring Mount Rushmore or passing through

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

#### Job To Be Done

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

#### 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Overly technical or outdated exhibits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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### DEFINE

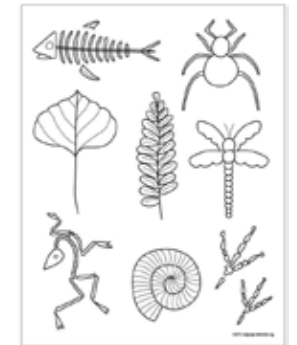
### DISCOVER

### DESIGN

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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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## DEFINE

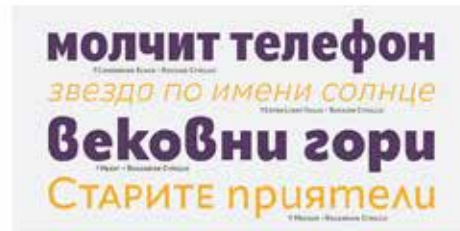
## DISCOVER

## DESIGN

## DELIVER

## PONDER

# JTBD | Budgeting Memorable Experience Seekers Fonts



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### DEFINE

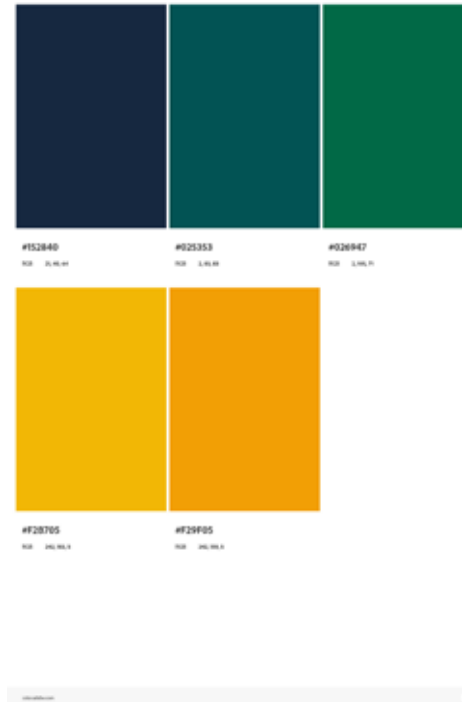
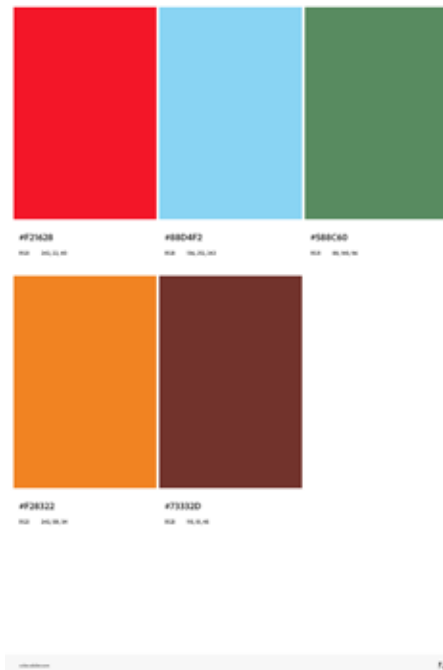
## DISCOVER

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### PONDER

## JTBD | Budgeting Memorable Experience Seekers Color Palettes





## Jobs To Be Done | The Knowledge Builders Overview



### The Knowledge Builders

#### 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.”

#### 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.

#### 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



## JTBD | The Knowledge Builders Fonts



Jumble Regular   

# The Mammoth Site



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## JTBD | The Knowledge Builders Color Palette



## Jobs To Be Done | The Legacy Seeker Overview



**The Legacy Seeker**

### 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.”

### 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.

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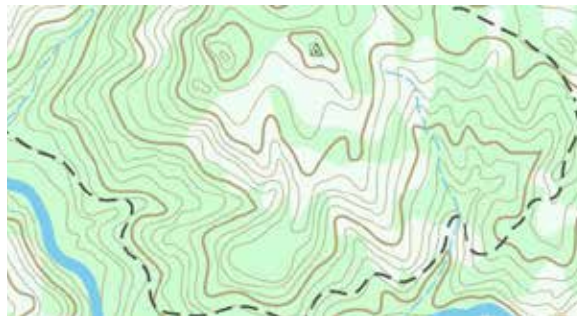
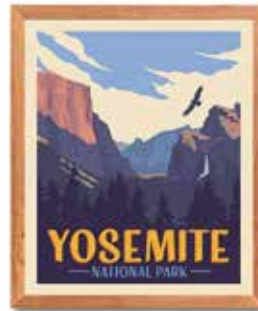
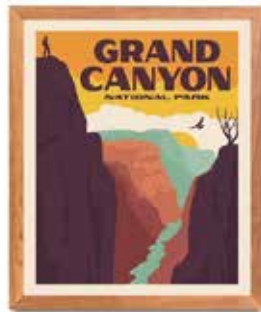
### DISCOVER

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## JTBD | The Legacy Seeker Visual Appeal



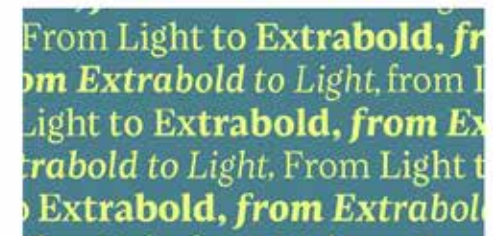


## JTBD | The Legacy Seeker Fonts



"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*



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## JTBD | The Legacy Seeker Color Palette



#254A59  
RGB 35, 74, 89

#60A4BF  
RGB 96, 164, 191

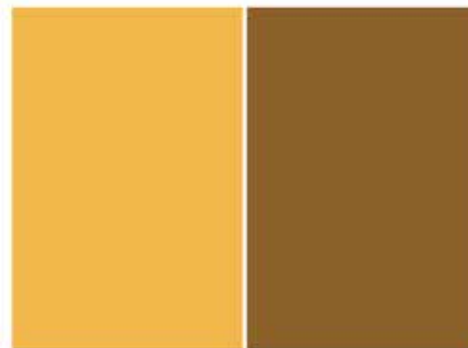
#F2D750  
RGB 242, 215, 80



#011640  
RGB 1, 22, 66

#0F398C  
RGB 15, 57, 140

#F29F05  
RGB 242, 159, 5



#F2B84B  
RGB 242, 184, 75

#8C602A  
RGB 140, 96, 42



#F2F2F2  
RGB 242, 242, 242

#0D0D0D  
RGB 13, 13, 13

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



### The Data-Driven Explorer

#### 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.”

#### Pain Points

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

Difficulty accessing data or connecting with staff

#### Emotional Drivers

Scientific credibility

Professional pride

Community recognition

#### Success

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



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### DEFINE

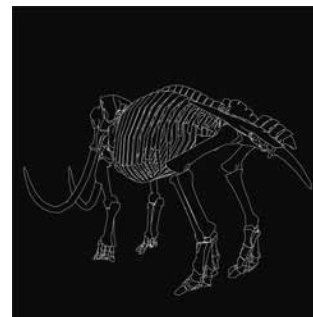
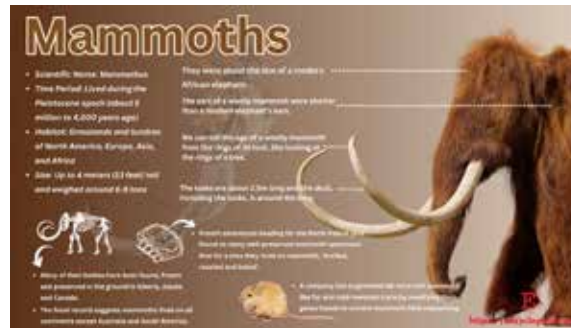
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## JTBD | The Data-Driven Explorer Visual Appeal



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## JTBD | The Data-Driven Explorer Fonts

IBM Plex Sans Regular   

The quick brown fox jumps over the lazy dog



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## JTBD | The Data-Driven Explorer Color Palette



#F28363  
RGB: 255, 131, 99  
#40201E  
RGB: 64, 32, 30  
#D7754B  
RGB: 215, 117, 75



#5F1818  
RGB: 95, 24, 24  
#E72929  
RGB: 231, 41, 41



#002340  
RGB: 0, 35, 64  
#002340  
RGB: 0, 35, 64  
#A69648  
RGB: 166, 150, 72



#A69648  
RGB: 166, 150, 72  
#000000  
RGB: 0, 0, 0



#5F8C3C  
RGB: 95, 140, 60  
#202020  
RGB: 32, 32, 32  
#A6886D  
RGB: 166, 136, 109



#725645  
RGB: 114, 86, 69  
#C08060  
RGB: 192, 128, 96



#002340  
RGB: 0, 35, 64  
#002340  
RGB: 0, 35, 64  
#008000  
RGB: 0, 128, 0



#FFFFFF  
RGB: 255, 255, 255  
#B0C4DE  
RGB: 176, 196, 222



## Jobs To Be Done | The Nostalgic Local Overview



### The Nostalgic Local

#### Summary

Audience: Community Members, Volunteers, Local Advocates

Local Community

Goal: The Mammoth Site is a source of local pride, and they want to make sure it keeps its appeal in competition to newer attractions.

#### Job To Be Done

“When I think about my town’s landmark, I want to feel proud and connected, knowing it still matters and keeps evolving.”

#### 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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### DEFINE

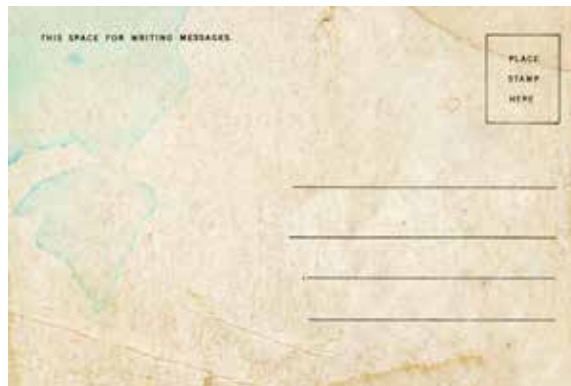
### DISCOVER

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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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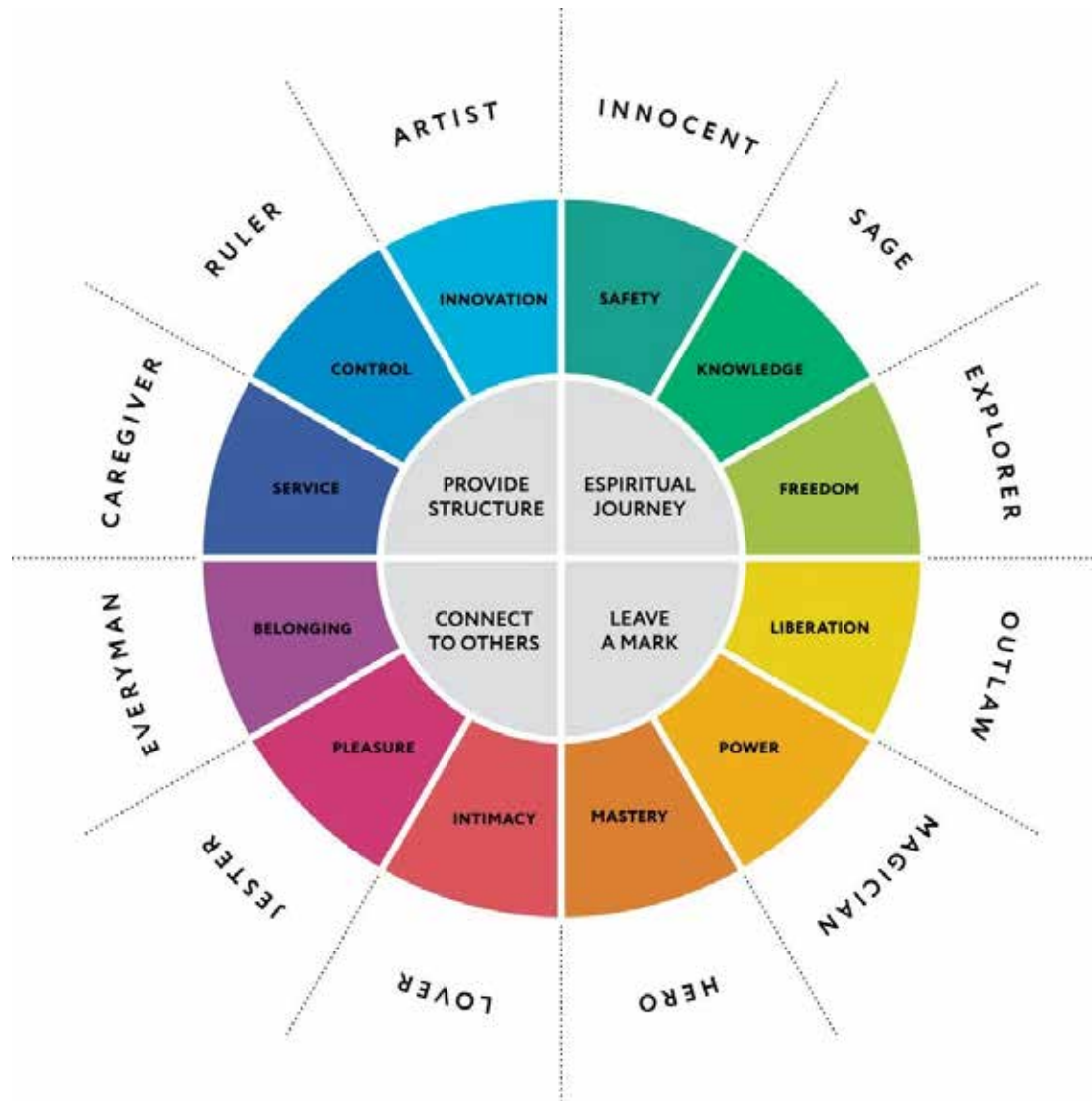
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## Brand Archetype



**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.

### 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.

### 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 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.

## Target Diagram

### We Invite **Curiosity** To Get Its Hands Dirty.

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

### **Collaboration** Fuels Every Find.

Scientists, students, and families work side by side to understand the Ice Age, proving that learning is stronger when shared.



### 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 large-scale excavation of prehistoric animal remains, likely mammoth or bison bones, in a layered earth. A modern metal staircase with railings is visible on the right side, leading up from the excavation site. The scene is dimly lit, emphasizing the textures of the ancient bones and the surrounding soil.

# DISCOVER

Digital Assets

Visual Inspirations

Sketches

Visual Experiments

Brand Experiments

Ponder



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## Photography Assets





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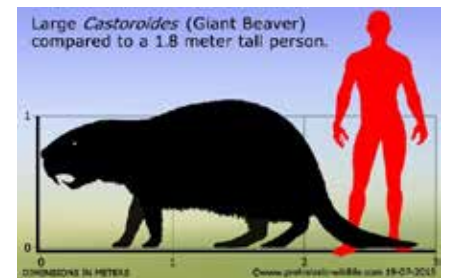
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## Photography Assets Continued



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## Photography Assets Continued





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## Photography Assets Continued



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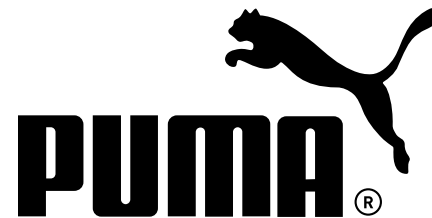
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## Visual Inspiration | Animal Logos



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## Visual Inspiration | Concept Art and Images





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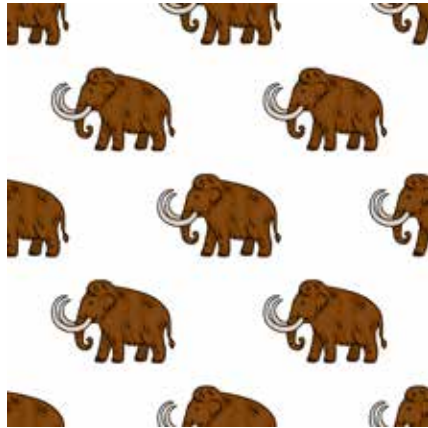
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## Visual Inspiration | Mammoth Patterns





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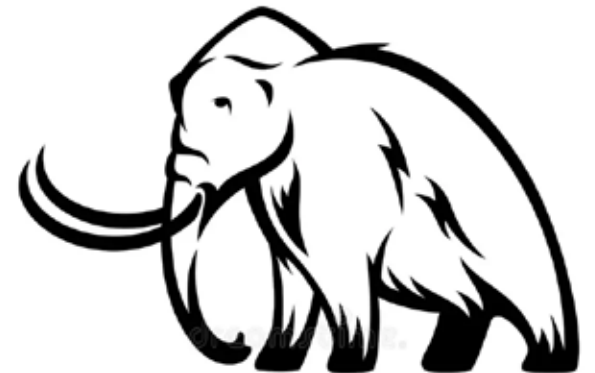
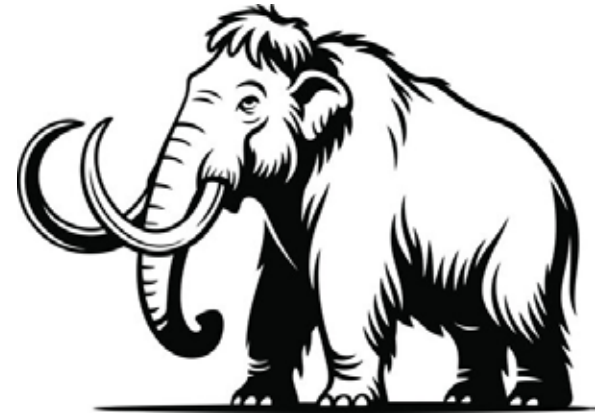
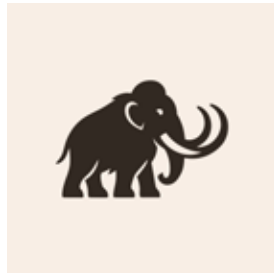
**DISCOVER**

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## Visual Inspiration | Mammoth silhouettes



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## Visual Inspiration Logos | Word Marks

LIVESCI=ENCE

The New York Times

TED

VISA



Disney

Kahoot!

MoMA

THE  
MET

Mc  
Graw  
Hill



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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 | Pictorial



WIKIPEDIA  
The Free Encyclopedia



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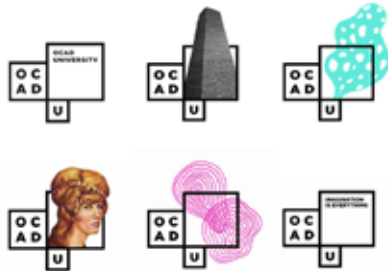
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## Visual Inspiration Logos | Dynamic



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## Visual Inspiration | Brand Examples





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## Visual Inspiration | Brand Examples continued



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## Visual Inspiration | Merch



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DEFINE

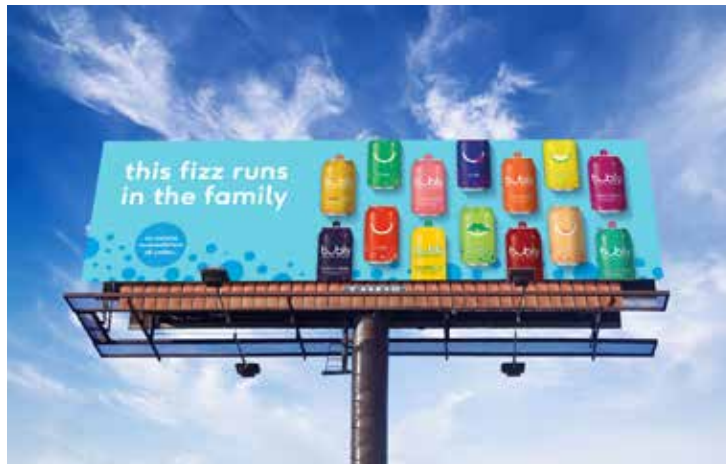
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## Visual Inspiration | Billboards





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## Visual Inspiration | Geology Kits





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## Visual Inspiration | Patches



## PONDER

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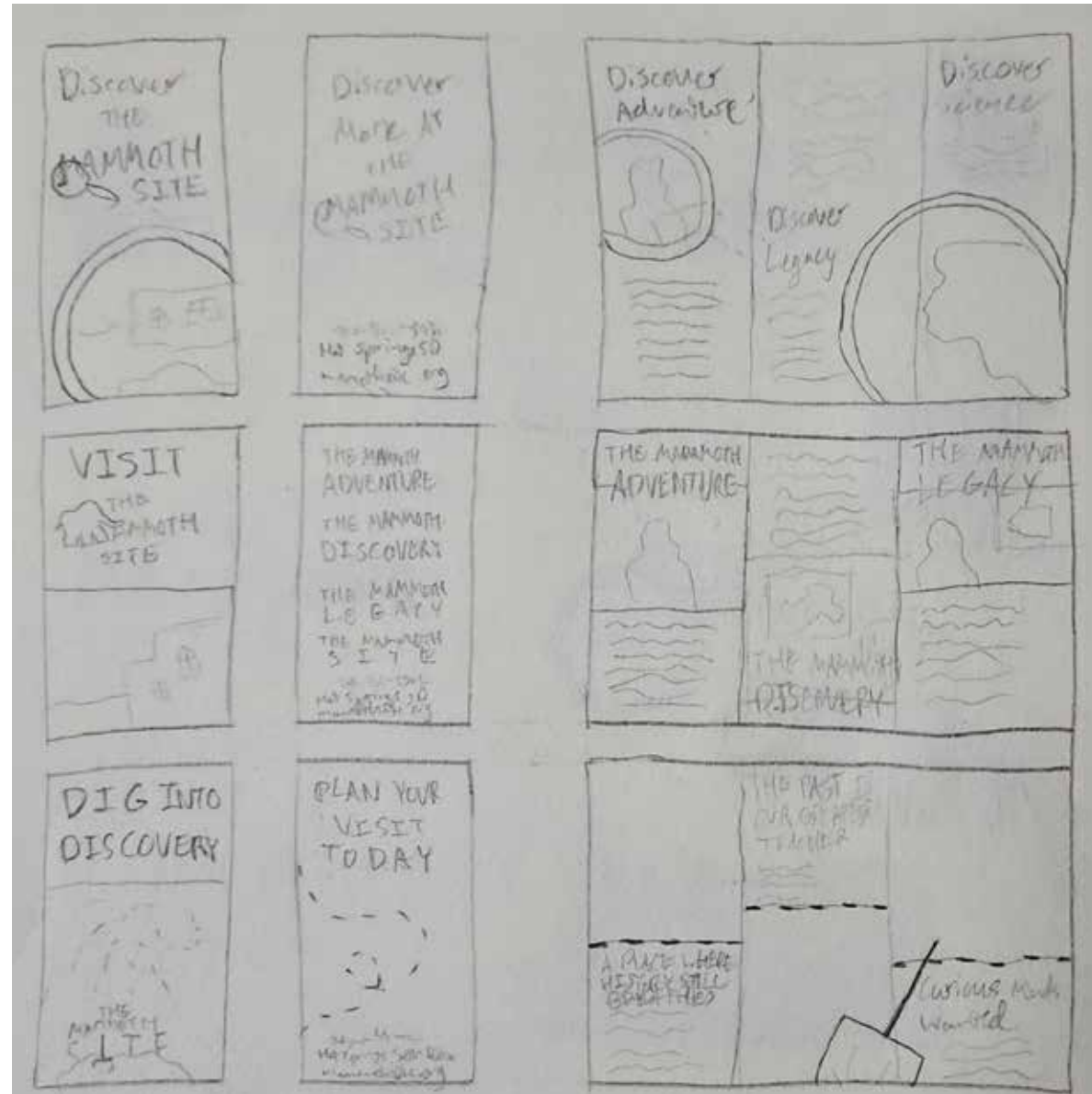
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## Sketches | Brochure



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## Sketches | Kids Kit Box





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## Sketches | Kids Kit Booklet



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## Sketches | Posters



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DEFINE

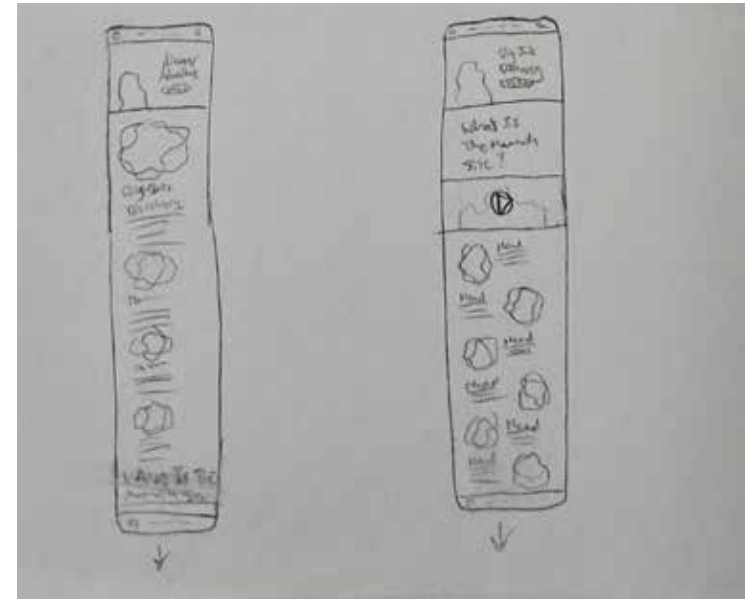
**DISCOVER**

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## Sketches | Website & Mobile



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DEFINE

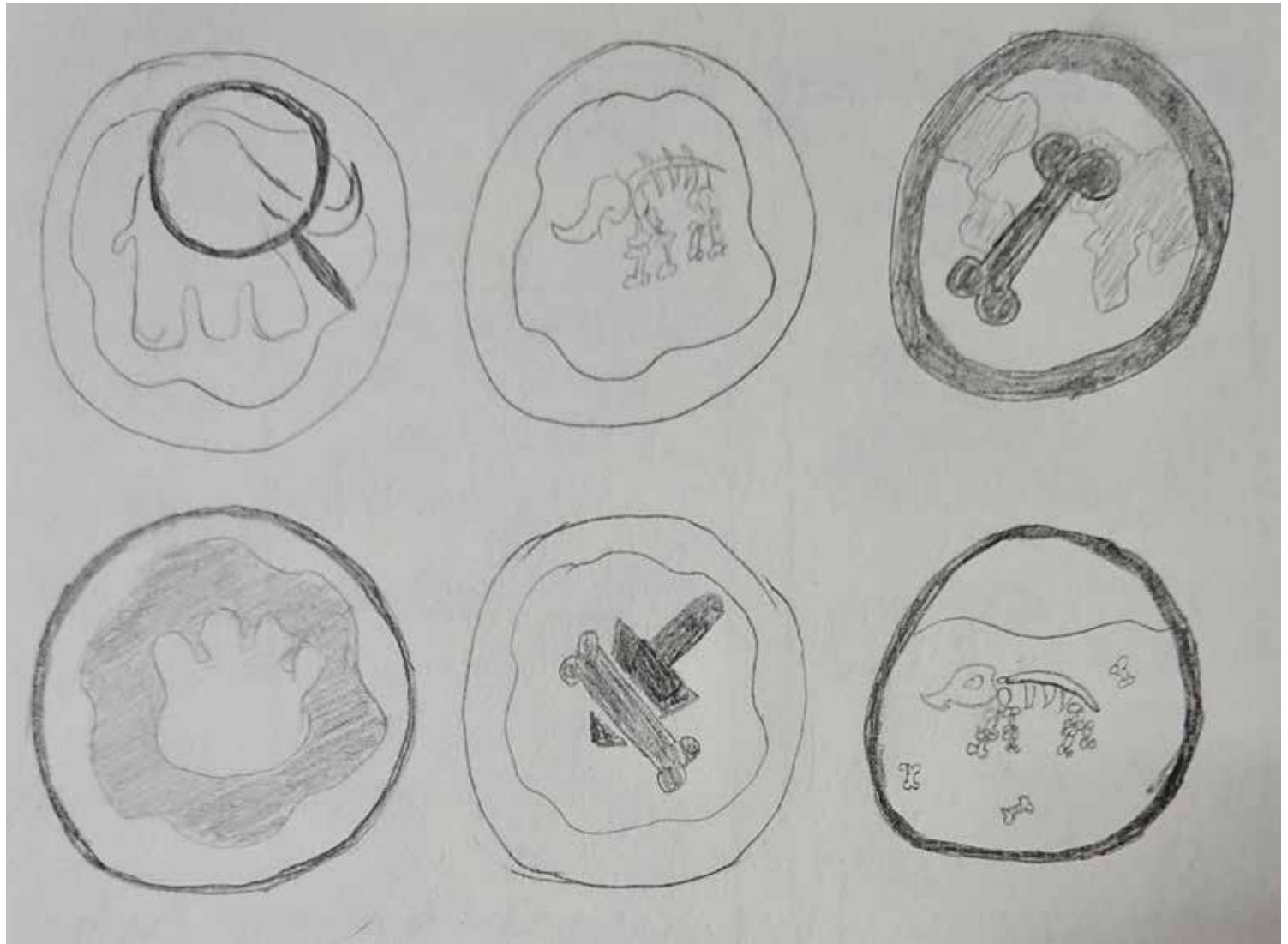
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## Sketches | Patches





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## Sketches | T-Shirt



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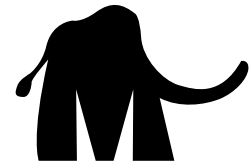
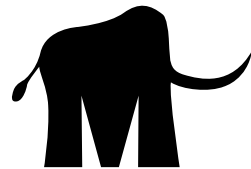
**DISCOVER**

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## Visual Experiments | Logo



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## Visual Experiments | Tagline

discover **Adventure.**

discover **History.**

discover **Science.**

discover **Legacy.**

discover **Connection.**

discover **Mammoth**

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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*

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

*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  
varix

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THE MAMMOTH SITE

*Neue Haas Grotesk Display*

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*Loretta*

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*Museo Slab*

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curious minds  
wanted

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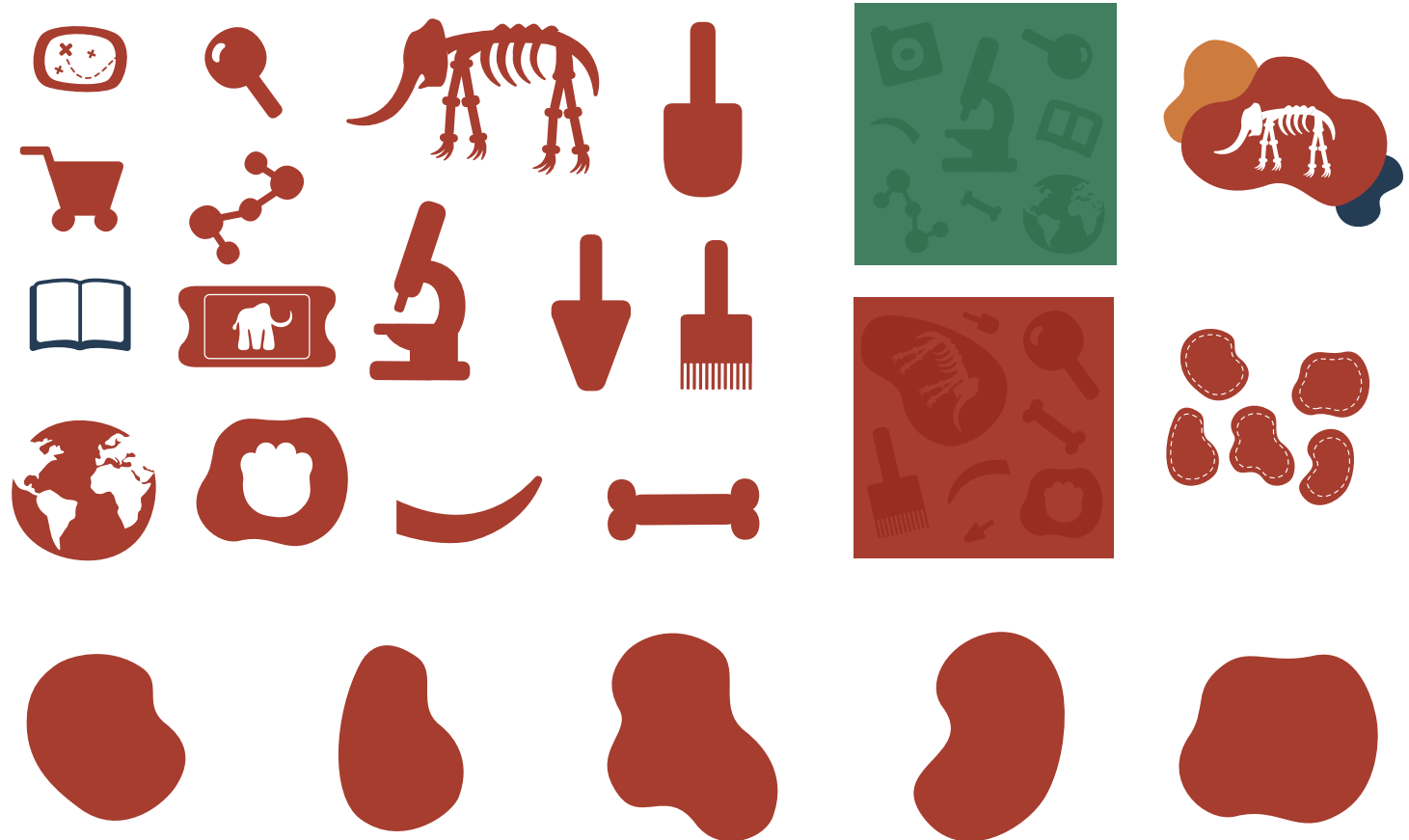
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## Visual Experiments | Icons

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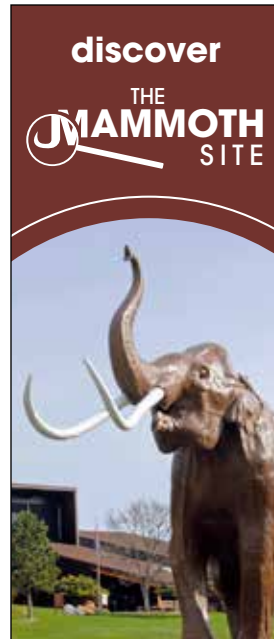
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DISCOVER

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discover MORE.  
get your tickets at



#### contact

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



#### discover 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.

Preserving the past means protecting the future.



#### discover 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.

#### pricing

free	\$12.00	\$13.00
Children 3 & Under	Ages 4-12	Ages 60 & Over

#### hours

Open Daily

May 15 - Aug 23	Aug 24 - Oct 31
8:00am - 6:00pm	9:00am - 5:00pm

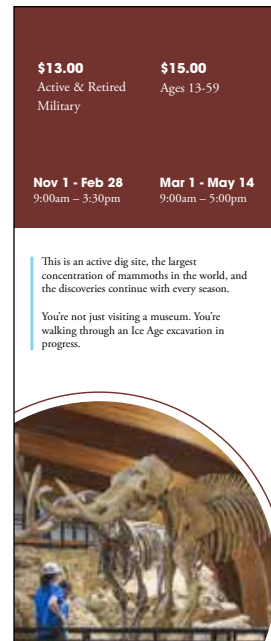
#### discover SCIENCE.

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.

#### discover HISTORY.

Every bone, tusk, and fossil you see was uncovered exactly where it rests today.



\$13.00	\$15.00
Active & Retired Military	Ages 13-59

Nov 1 - Feb 28	Mar 1 - May 14
9:00am - 3:30pm	9:00am - 5:00pm

This is an active dig site, the largest concentration of mammoths in the world, and the discoveries continue with every season.

You're not just visiting a museum. You're walking through an Ice Age excavation in progress.



## Brand Experiment 1

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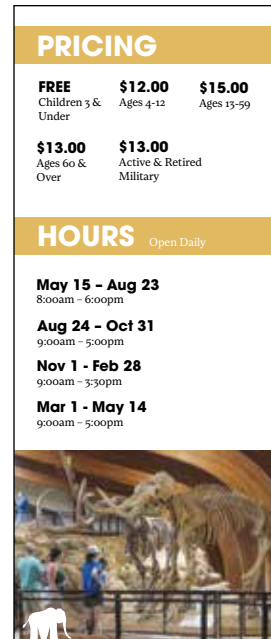
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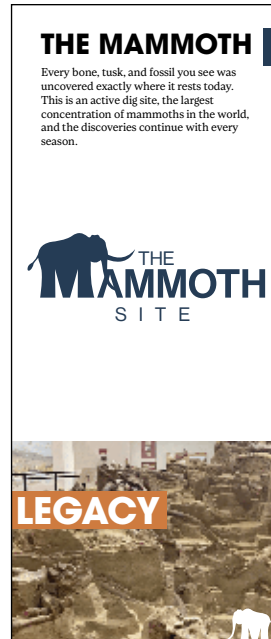
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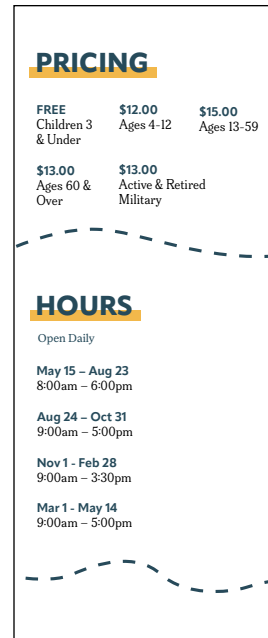
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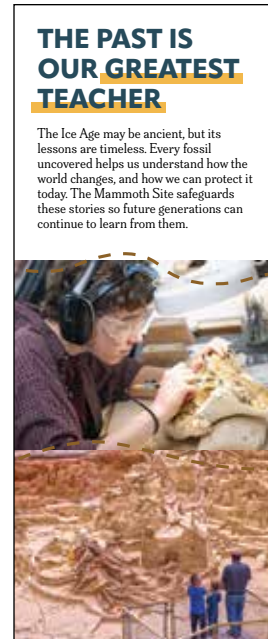
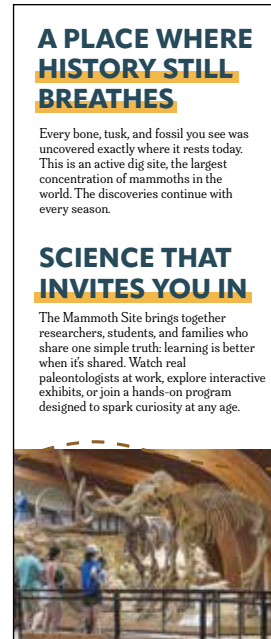
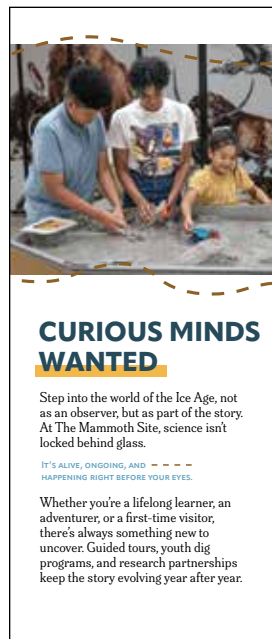
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## CONTACT

[mammothsite.org](http://mammothsite.org)

(605) 745-6017

Hot Springs, South Dakota

Open Year-Round With Daily Guided Tours

THE MAMMOTH SITE

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## HOURS

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**May 15 – Aug 23**  
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**Aug 24 – Oct 31**  
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9:00am – 3:30pm

**Mar 1 – May 14**  
9:00am – 5:00pm

## Brand Experiment 4



## CURIOUS MINDS WANTED

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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.

## 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.



## 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 large-scale excavation of a prehistoric site. In the foreground and middle ground, there are numerous large, weathered bones, likely from mammoths or bison, scattered across the sandy earth. Some bones are partially buried, while others are more prominent. In the upper right, a modern staircase with metal railings leads up a slope. The overall scene is one of a significant archaeological discovery.

# DESIGN

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## Rough Drafts | Logo





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discover  
**Adventure.**

discover  
**History.**

discover  
**Science.**

discover  
**Legacy.**

discover  
**Connection.**



### pricing

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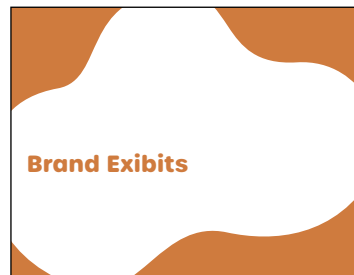
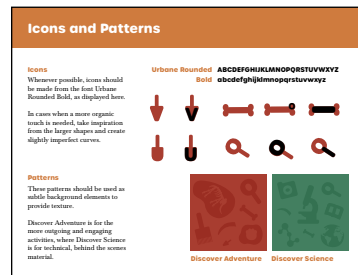
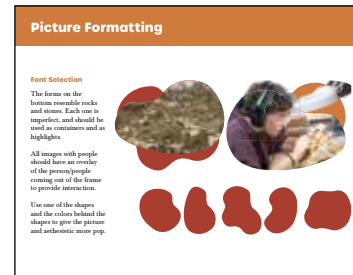
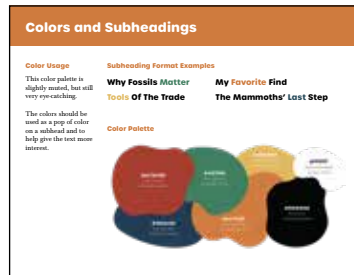
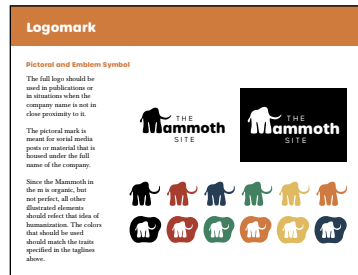
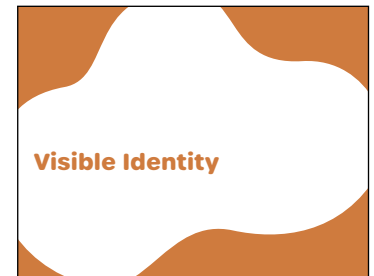
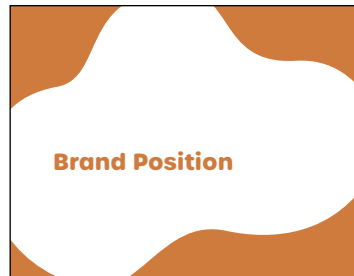
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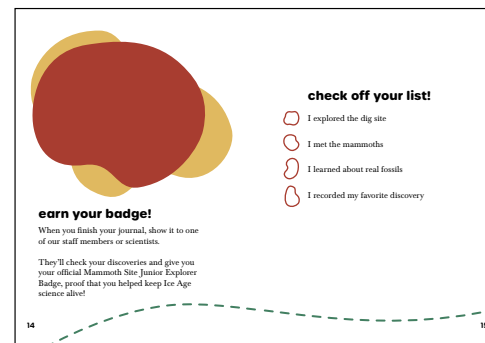
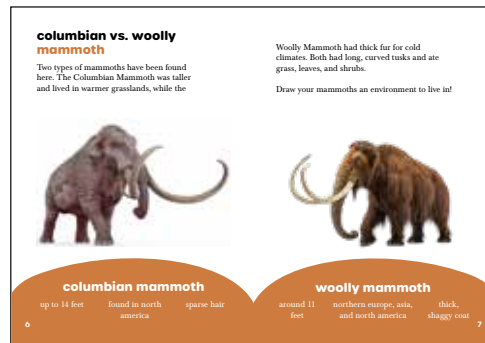
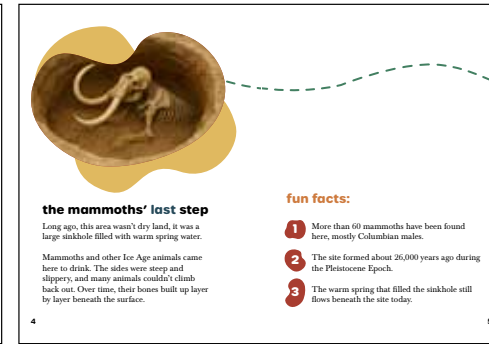
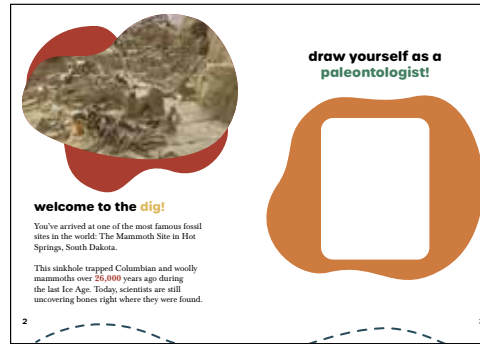
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## Rough Drafts | Poster



## 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 Sight.

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



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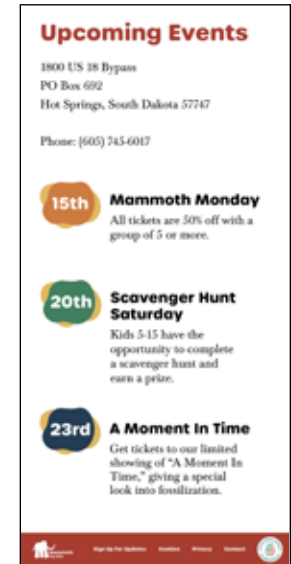
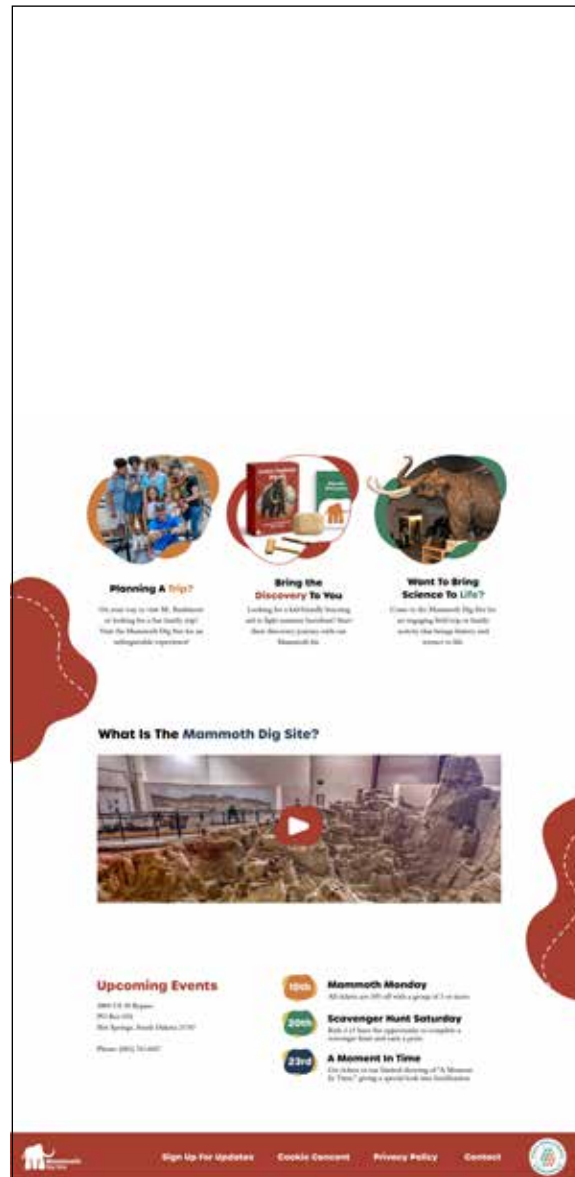
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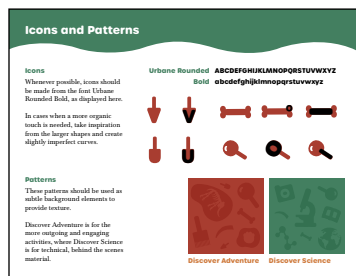
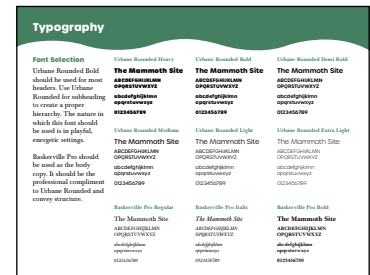
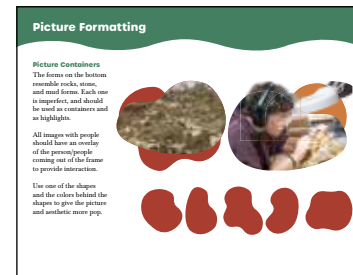
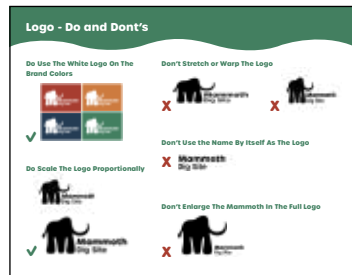
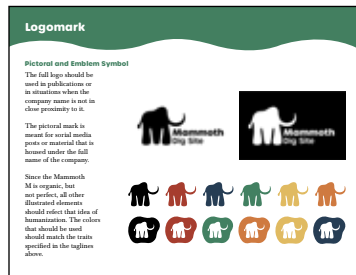
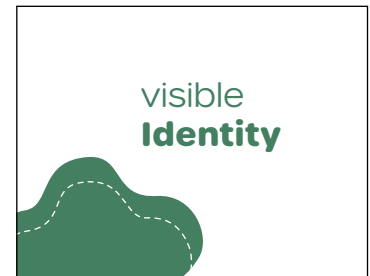
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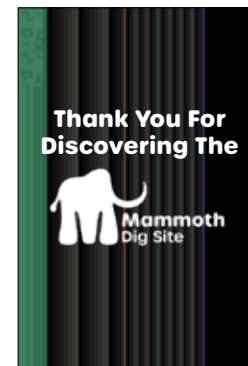
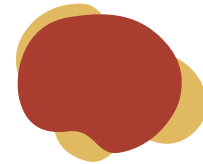
## PONDER

# Refinements | Kids Kit Booklet First Draft



### Columbian vs. Woolly Mammoth

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



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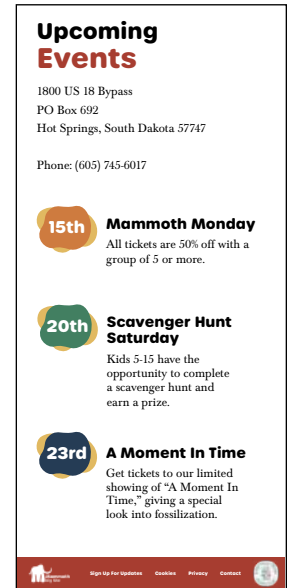
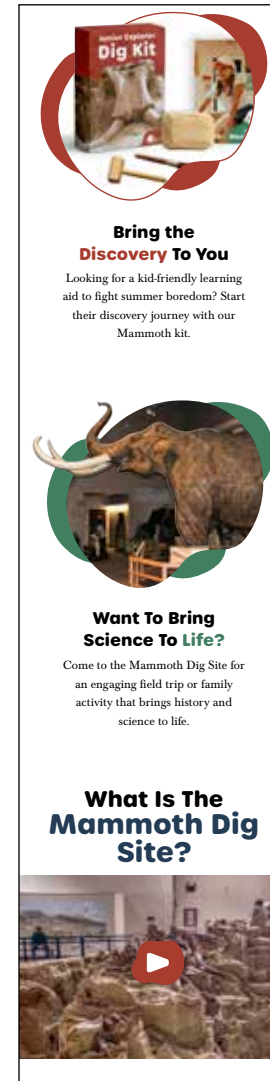
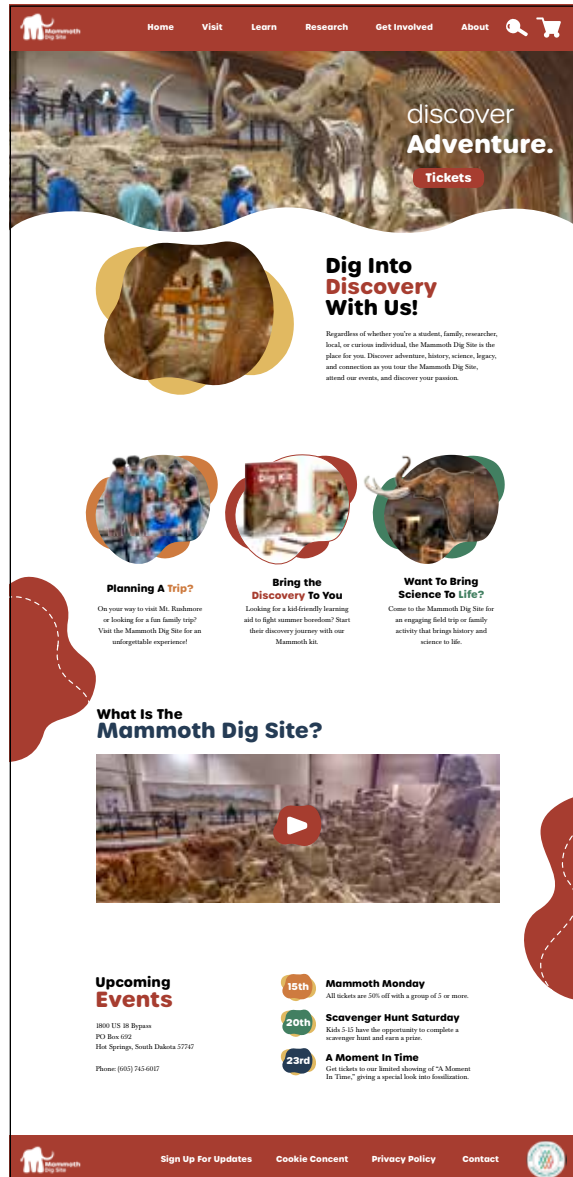
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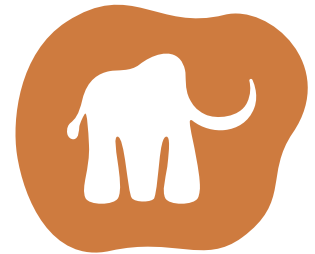
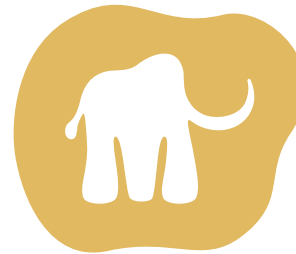
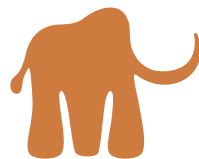
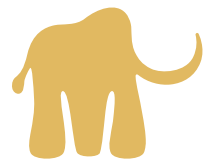
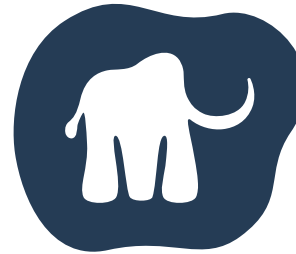
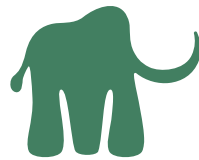
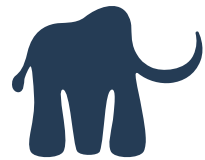
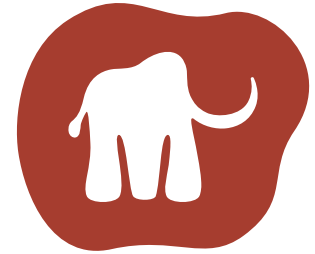
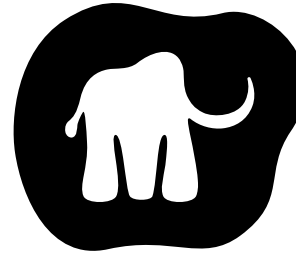
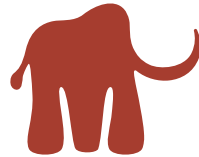
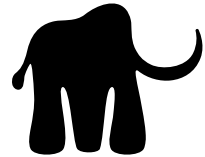
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## Refinements | Pictorial Logo



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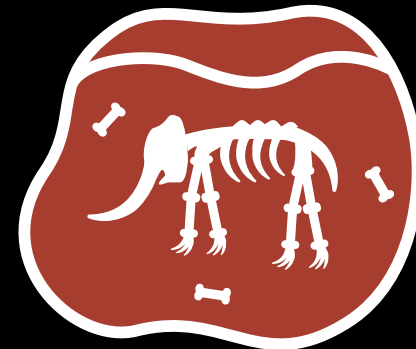
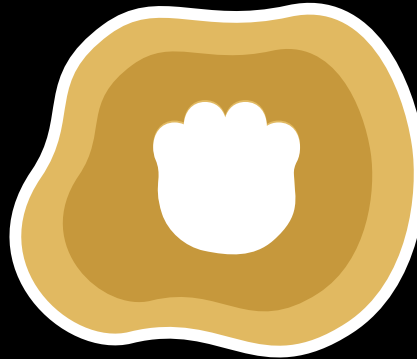
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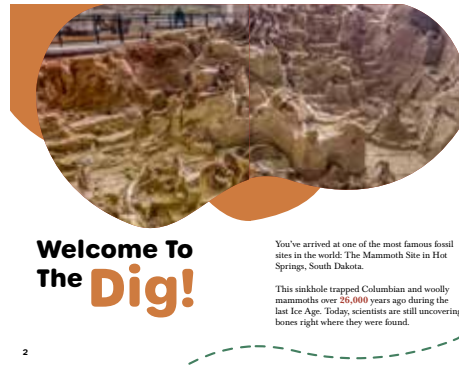
## DISCOVER

## DESIGN

## DELIVER

## PONDER

# Refinements | Kids Kit Booklet Second Draft



## 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.



**Woolly Mammoth**  
around 11 feet northern europe, asia, and north america thick, shaggy coat

## Tools Of The Trade

*Paleontologists are scientists who study ancient life through fossils.*

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



### Draw A Line To The Correct Tool



**Trowel**  
loosens the soil around fossils



**Brush**  
clears away dust and dirt



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



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



## Why Fossils Matter

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

**Imagine You Found A Fossil No One Has Ever Seen Before**

**Draw It Here And Name It!**

## My Favorite Find

**My Favorite Find Was...**



Every explorer discovers something unique, maybe a new fossil, a cool fact, or an idea.  
Write or draw your favorite discovery from your visit.

## Earn Your Badge!

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

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

### Check Off Your List!

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

## Thank You For Discovering The



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## Refinements | Kids Kit Box Second Draft



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## Refinements | Poster First Draft





## Refinements | Social Media Second Draft



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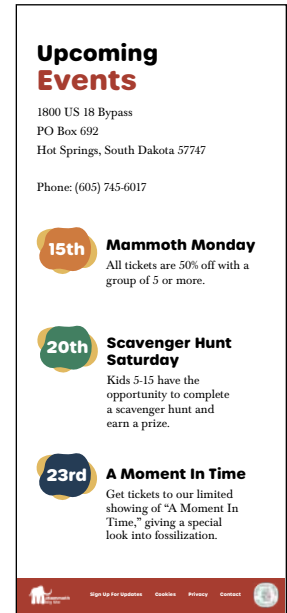
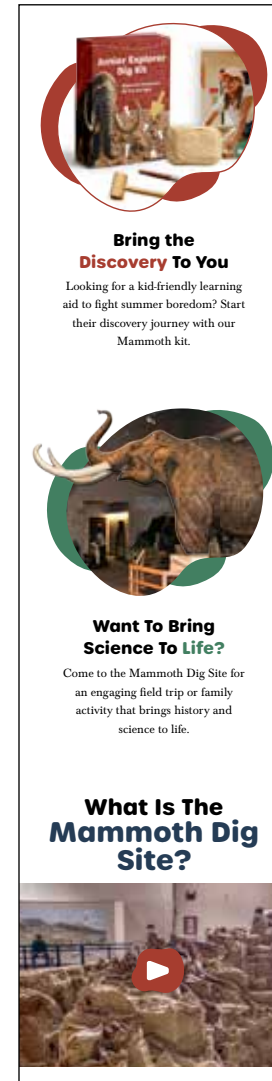
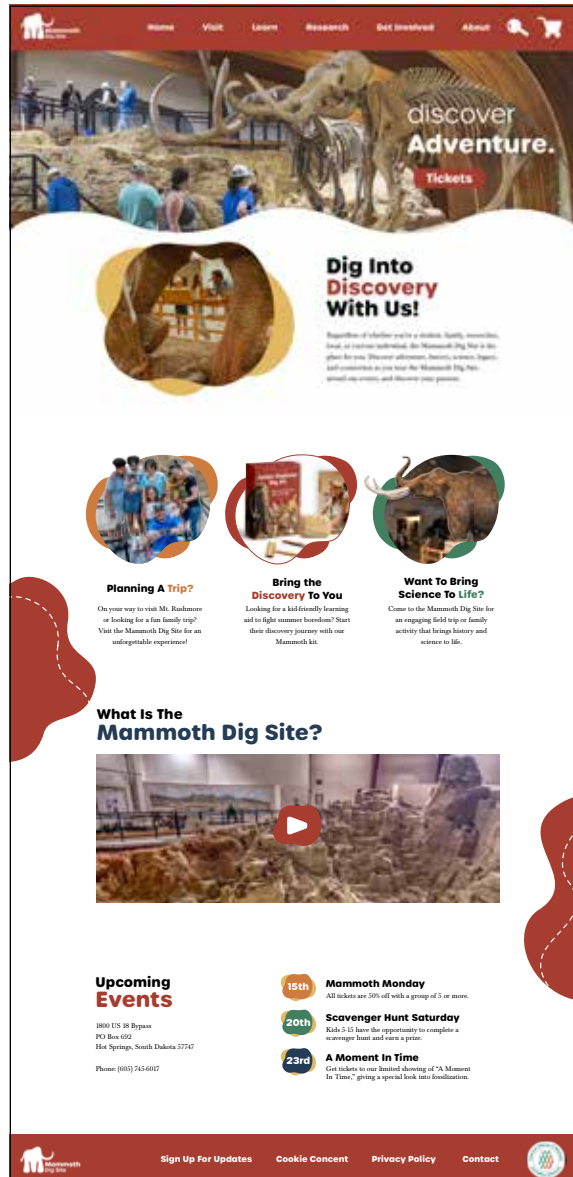
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## Refinements | Website Second Draft



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## Refinements | Website App



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## Reflection | Peer Inspiration





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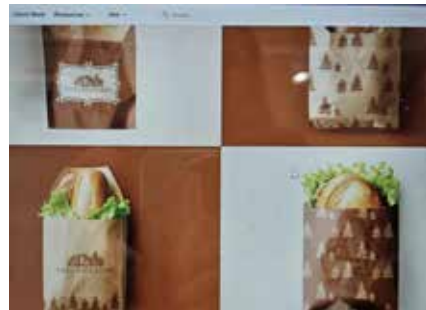
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## Reflection | Peer Inspiration Continued



## Reflection | Peer Reflection

### Simplistic Mockups

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

### Implied Motion

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

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

## Reflection | AI Feedback

### Paula Scher Critique

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

### Pros

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

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

### Biggest Critique

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

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

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

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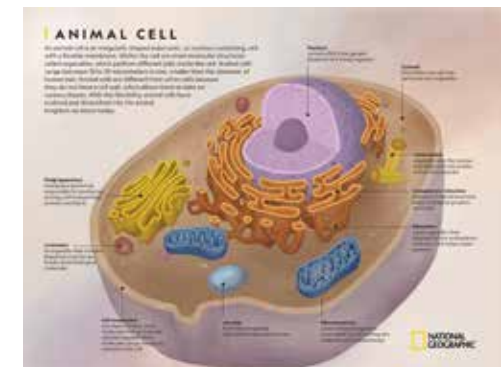
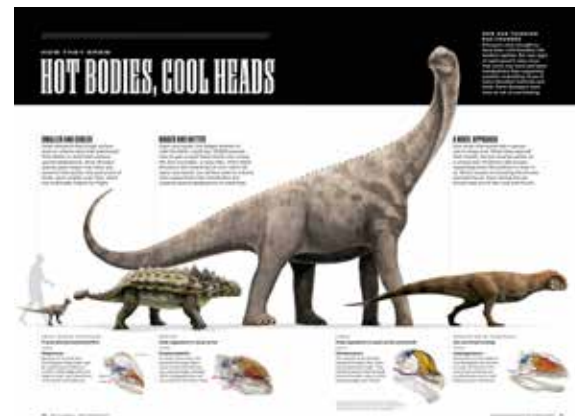
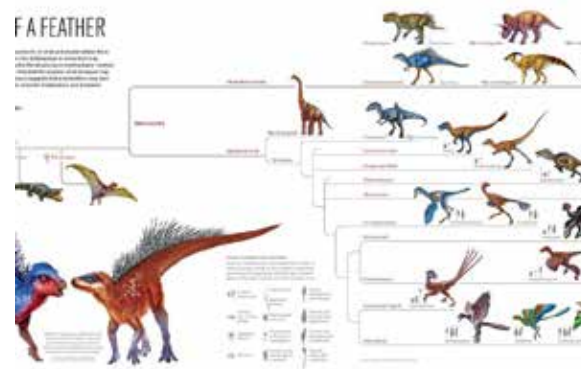
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## Reflection | Scientific Chart Inspiration

PERIODIC TABLE OF ELEMENTS  
Chemical Group Block

PubChem





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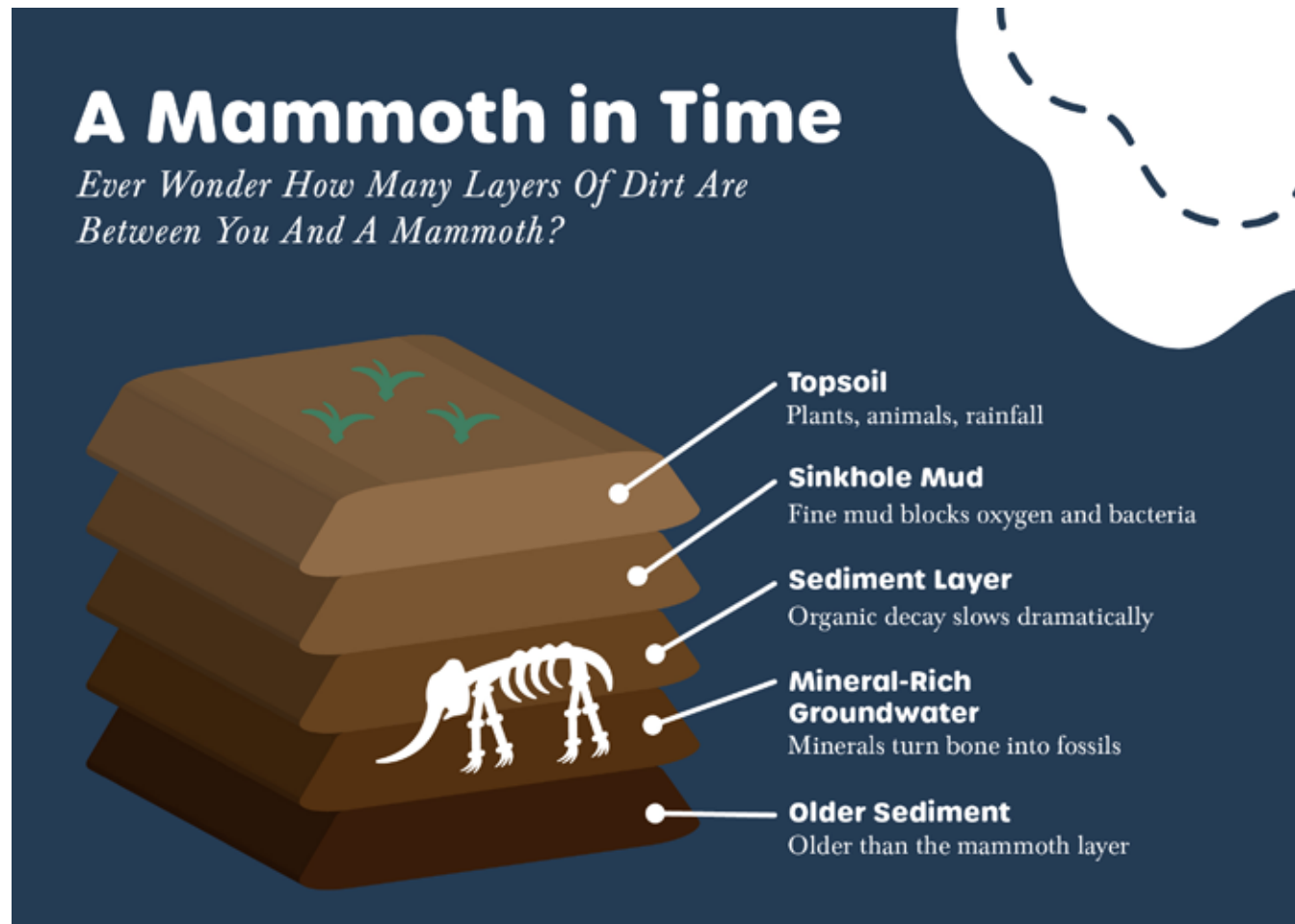
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## Reflection | Buried Fossil Diagram



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## Reflection | Kids Kit Box Third Draft



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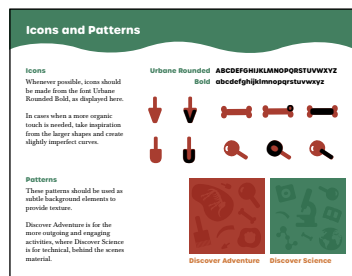
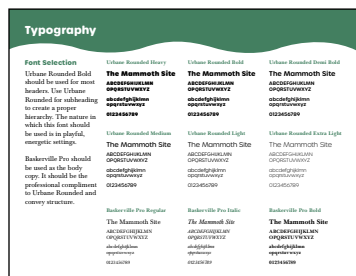
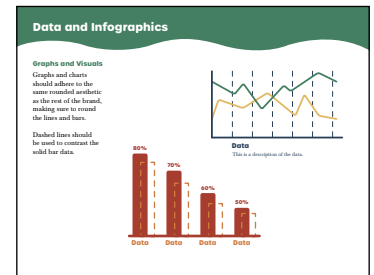
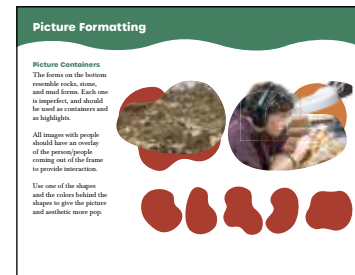
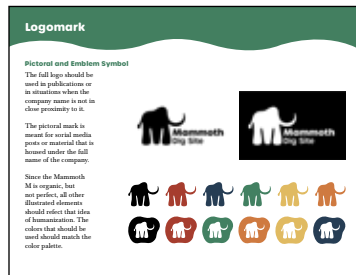
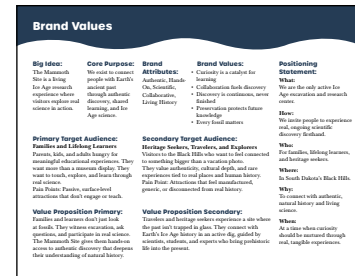
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# Reflection | Brand Guidelines Third Draft



## 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.



The background image shows a prehistoric excavation site. Large, weathered animal bones, including what appear to be mammoth or bison skulls and long, curved horns, are scattered across the sandy ground. A modern metal staircase with black railings leads up a dirt embankment on the right side of the frame. The scene is dimly lit, with a warm, brownish tone. A small green arrow points down towards the center of the image, and a small white label with the text "10,000 YEARS AGO" is visible near the center-right.

# DELIVER

Final Images

Learning Summary

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## Final | Logo Full



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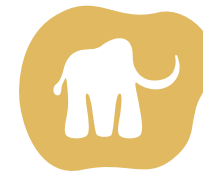
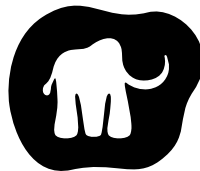
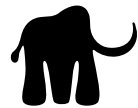
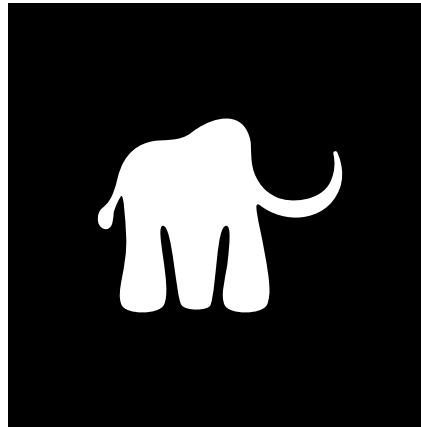
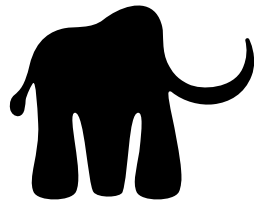
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## Final | Pictorial Logo



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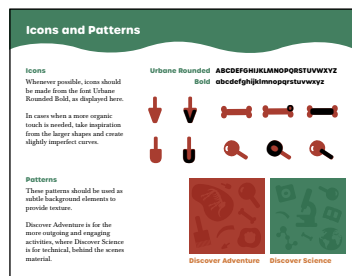
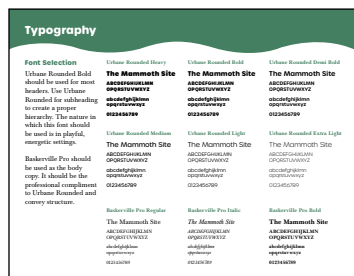
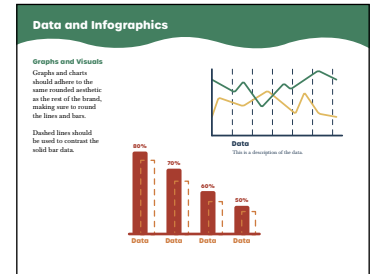
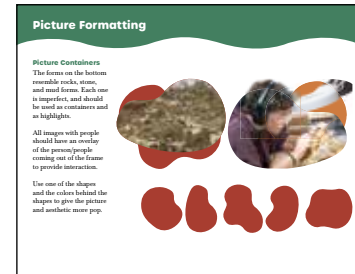
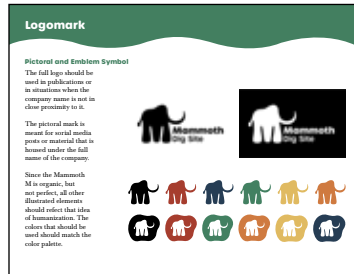
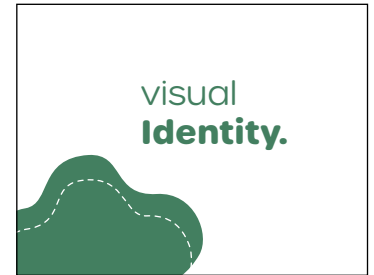
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# Final | Brand Guidelines





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## Brand Guidelines Mockup



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## Final | Brochure



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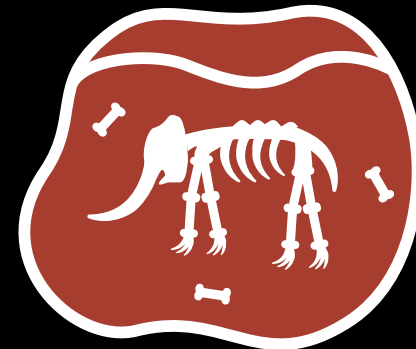
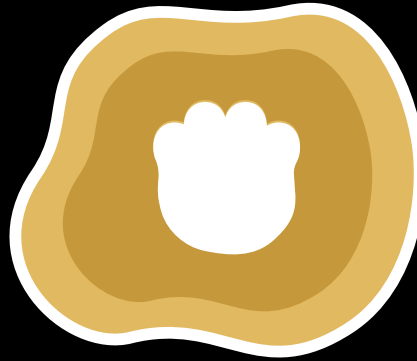
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## Final | Patches





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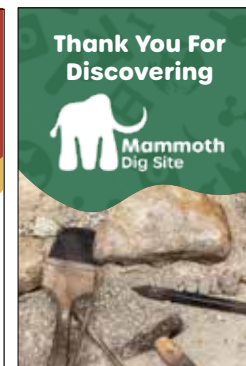
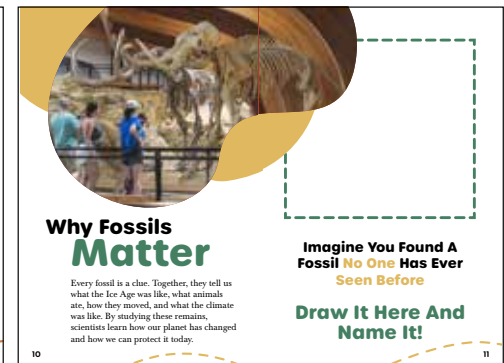
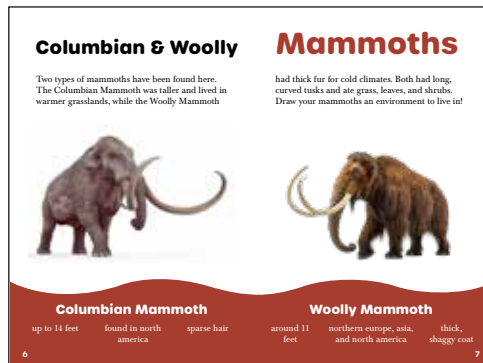
## DISCOVER

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# Final | Kids Kit Booklet



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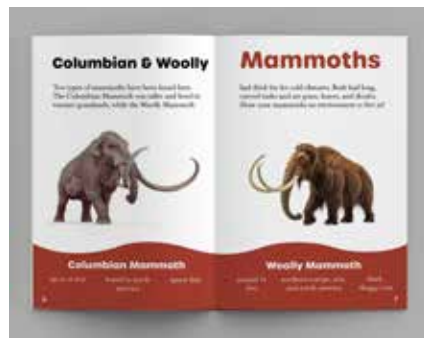
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## Kids Kit Booklet Mockup



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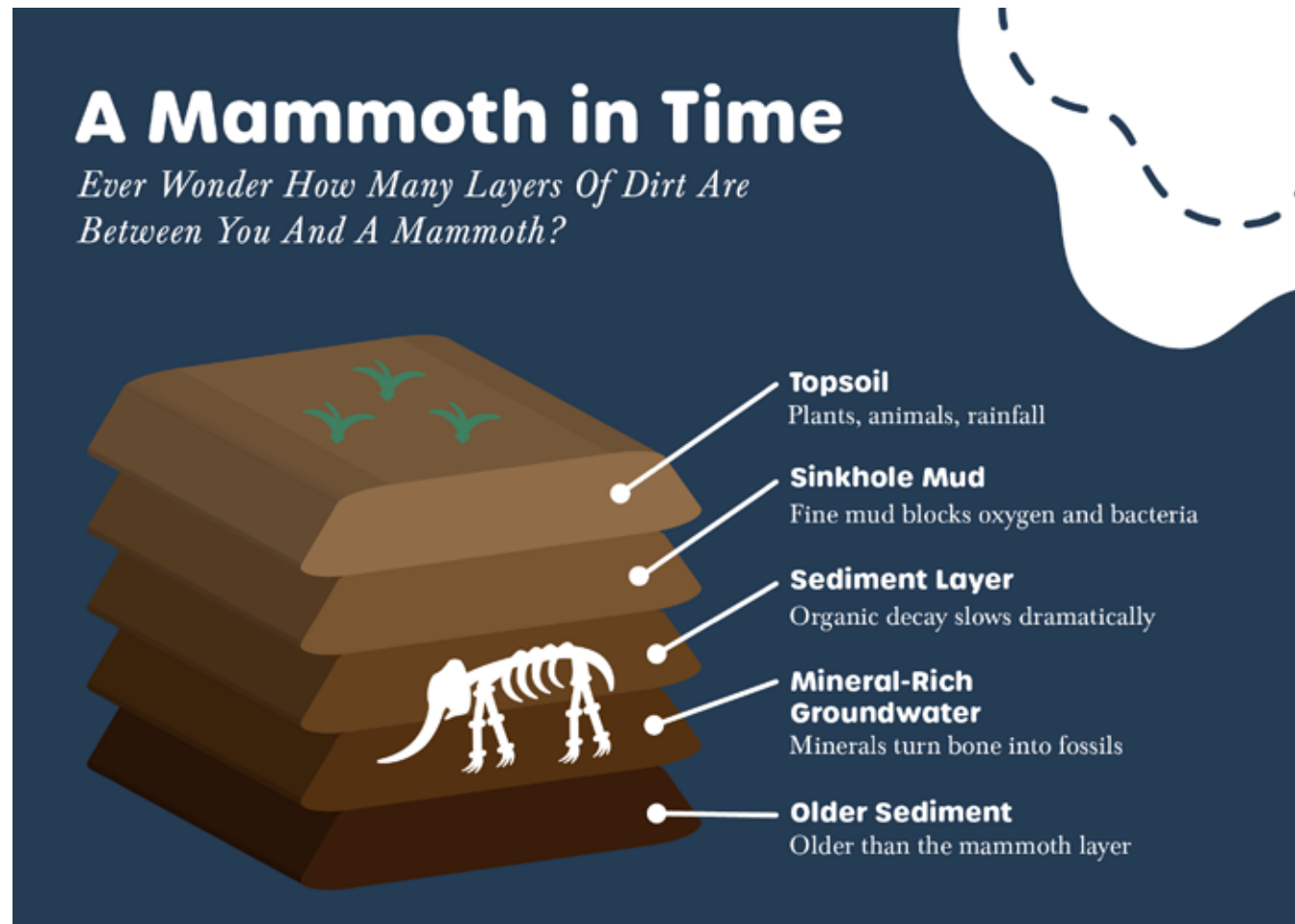
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## Final | Buried Fossil Diagram





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## Final | Kids Kit Box



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## Kids Kit Box Mockup



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## Final | Posters





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## Poster Mockup





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## Final | Social Media Posts



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## Social Media Mockup



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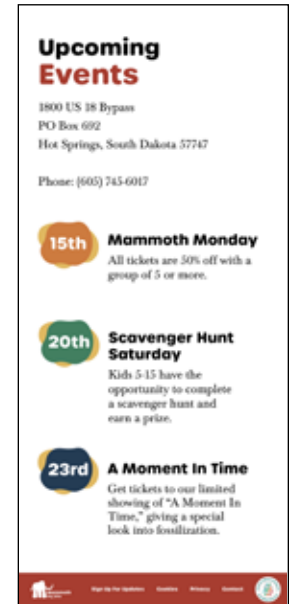
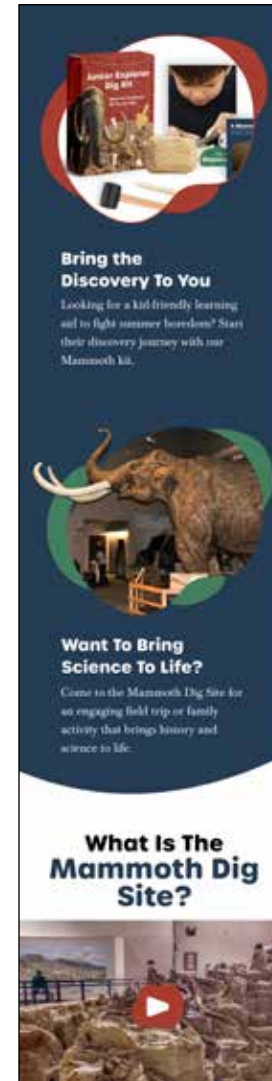
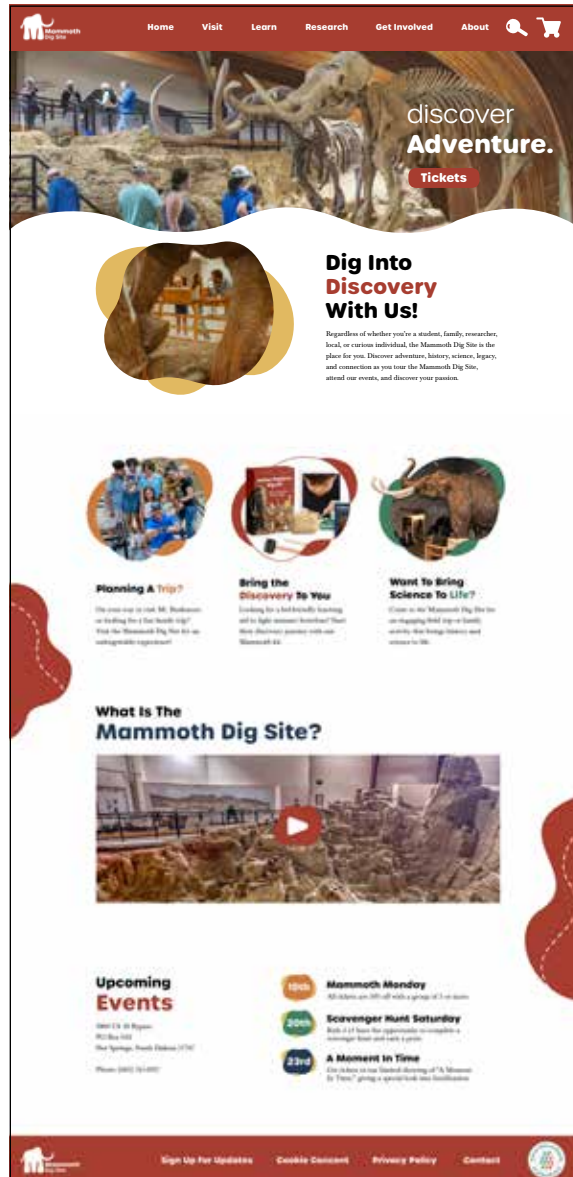
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## Final | Website and Mobile



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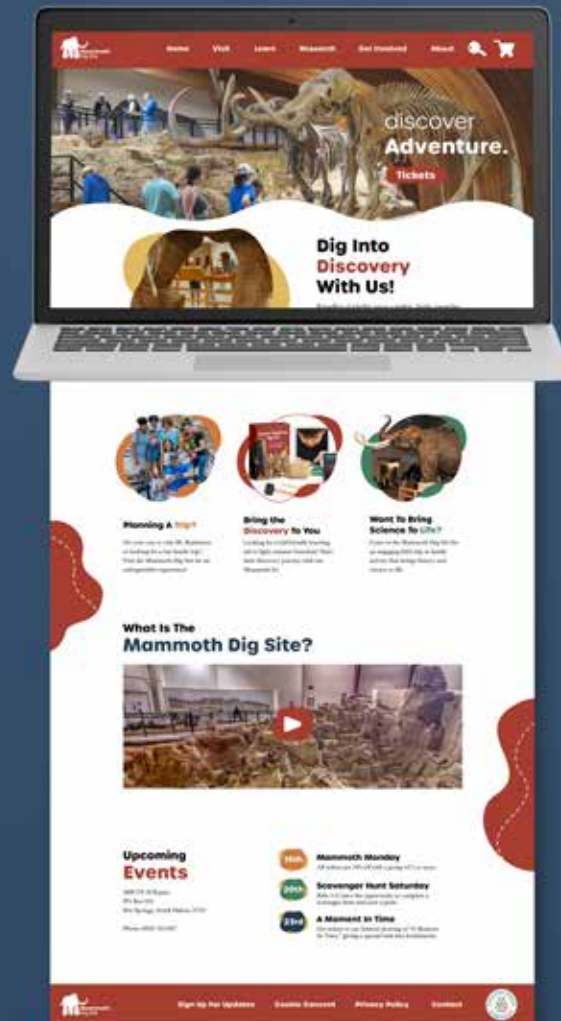
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**Website Mockup**



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## T-Shirt Mockup



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## Hat Mockup



## Learning Summary

### Brand Guidelines

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

consistent with all the other rules I have created thus far.

### Tagline Styling

I also made sure to use my lowercase, light “discover” very sparingly, in cases mostly when there is little-to-no body copy. It is meant 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.



A large museum exhibit featuring a massive collection of mammoth bones, including skulls, ribs, and long, curved tusks, arranged in a quarry-like setting. The bones are embedded in a light-colored, layered rock formation. A modern staircase with black metal railings and wooden treads is visible on the right side of the exhibit. A small sign in the center of the exhibit reads "10,000 YEARS AGO".

# PROJECT PONDER



## 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.