



UNDER THE ARCTIC
DIGGING INTO PERMAFROST

Marketing Kit

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The Approach

Under the Arctic: Digging into Permafrost is an immersive, interactive exhibition that opens a dialog about one of the most important issues of our time: climate change. The key experience of the exhibit is a replica of the Western Hemisphere's only permafrost research tunnel located in Alaska, where visitors can take in the sights and smells of an underground world that is usually hidden from view. Flash-frozen grasses, ancient ice formations, and Ice Age fossils take visitors on a journey that provides clues to humanity's past and future. The exhibit includes a Field Lab where visitors take on the role of a researcher and learn from hands-on experiments, design challenges, and exciting games that encourage exploration of the causes and consequences of climate change for all of us.

The exhibition strives to not only educate visitors about permafrost's fascinating characteristics, but also the impact it has on our changing climate. "It's an opportunity to make climate change tangible," said Exhibit Developer Allyson Woodard. "You get to see it, you get to touch it, you even get to smell it in the exhibit."

Under the Arctic is specially designed for students ages 9 - 14, school groups, and families. The exhibit has English audio, video, and text with content from Alaskan Native culture and ecology. It was developed by the Oregon Museum of Science and Industry (OMSI) in collaboration with Native Alaskans and the Geophysical Institute of at the University of Alaska Fairbanks and made possible by a National Science Foundation (NSF) grant.

CREATIVE GUIDELINES

Logotype

Primary Color

UNDER the ARCTIC
Digging into Permafrost

Secondary Color

UNDER the
ARCTIC
Digging into Permafrost

Primary Black & White

UNDER the ARCTIC
Digging into Permafrost

Secondary Black & White

UNDER the
ARCTIC
Digging into Permafrost

Primary Reverse

UNDER the ARCTIC
Digging into Permafrost

Secondary Reverse

UNDER the
ARCTIC
Digging into Permafrost

Dos & Don'ts



UNDER the ARCTIC
Digging into Permafrost

Do not squish or distort the logo.
The logo should always be in proportion.



UNDER the ARCTIC
Digging into Permafrost

Do not alter any of the individual elements
that make up the logo.

To ensure the quality, consistency, and integrity of the logo there are things you can do with the logo and there are things you can't. Here are some examples of what not to do.



UNDER the ARCTIC
Digging into Permafrost

Do not change the logo to more than one color, or in colors that are not specified in the selected color palette.



UNDER the ARCTIC
Digging into Permafrost

Do not place the logo on a color that makes the logo illegible. Use alternate black & white or reverse logos.

Logo Clear Zone



The logo needs space to breathe – this is called the clear zone. This gives the logo visual protection and allows it space to be without interference. A clear zone of the shovel graphic around the logo is ideal.

Minimum Size



.625"
0.45"
UNDER the ARCTIC
Digging into Permafrost

For print the minimum width is .625"



45px
32px
UNDER the ARCTIC
Digging into Permafrost

For digital the minimum width is 45px at 72dpi

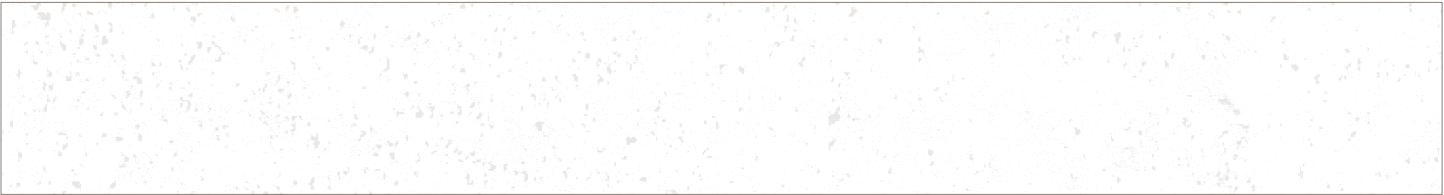
For minimum sized logos, use the secondary logo. The minimum width for print mediums is 0.625". The minimum width for digital applications is 45px at 72 dpi.

Colors

Primary Color Palette



Texture



This asset can be found in the *Under the Arctic* Marketing Kit texture folder.

Typography

Typography plays an important role in establishing and maintaining consistency within the marketing campaign. All marketing collateral utilizes two fonts: Rainer North and Capita.

You can purchase Rainer North here: www.myfonts.com/fonts/kimmy/rainier

You can download Capita here: www.myfonts.com/fonts/hoftype/capita

Headers

Rainer North 500: AaBbCcDd

Subheaders

Capita Medium: AaBbCcDd

Body copy

Capita Regular: AaBbCcDd

Tagline

Primary Tagline

Your expedition starts here.

The primary tagline is displayed in sentence case Capita Medium, with the tracking set to zero. A drop shadow is used when in conjunction with the hero image. Left alignment is preferred, however this might not always be possible.

Alternate Tagline

Discover what lies beneath.

The alternate tagline is displayed in sentence case Capita Medium with the tracking set to zero.

Hero Image

Primary Hero Image



Alternate Hero Image







Advertising Credit

All advertising must include the OMSI and NSF logos. The full exhibition title, organizing and national sponsor credit lines, and sponsor logos must be prominently displayed on all promotional and educational materials, advertising, signage, and web sites, as well as any other exhibition-related print and electronic collateral materials not specifically mentioned herein. The full exhibition title and organizing and national sponsor credit lines will always precede and be the same in size or larger than any local sponsor credit line and/or logo. Any questions regarding credit lines will be resolved by OMSI.

Credit Line

Under the Arctic: Digging into Permafrost was produced and is toured by the Oregon Museum of Science and Industry. The exhibit was developed in collaboration with the Geophysical Institute at the University of Alaska Fairbanks and made possible by a National Science Foundation (NSF) grant.

OMSI & NSF Logos

Color	Black & White
	
	

ADVERTISING

Your expedition starts here.



UNDER_{the}ARCTIC

— Digging into Permafrost —

On View at

best logo here

Collaboration with

OMSI

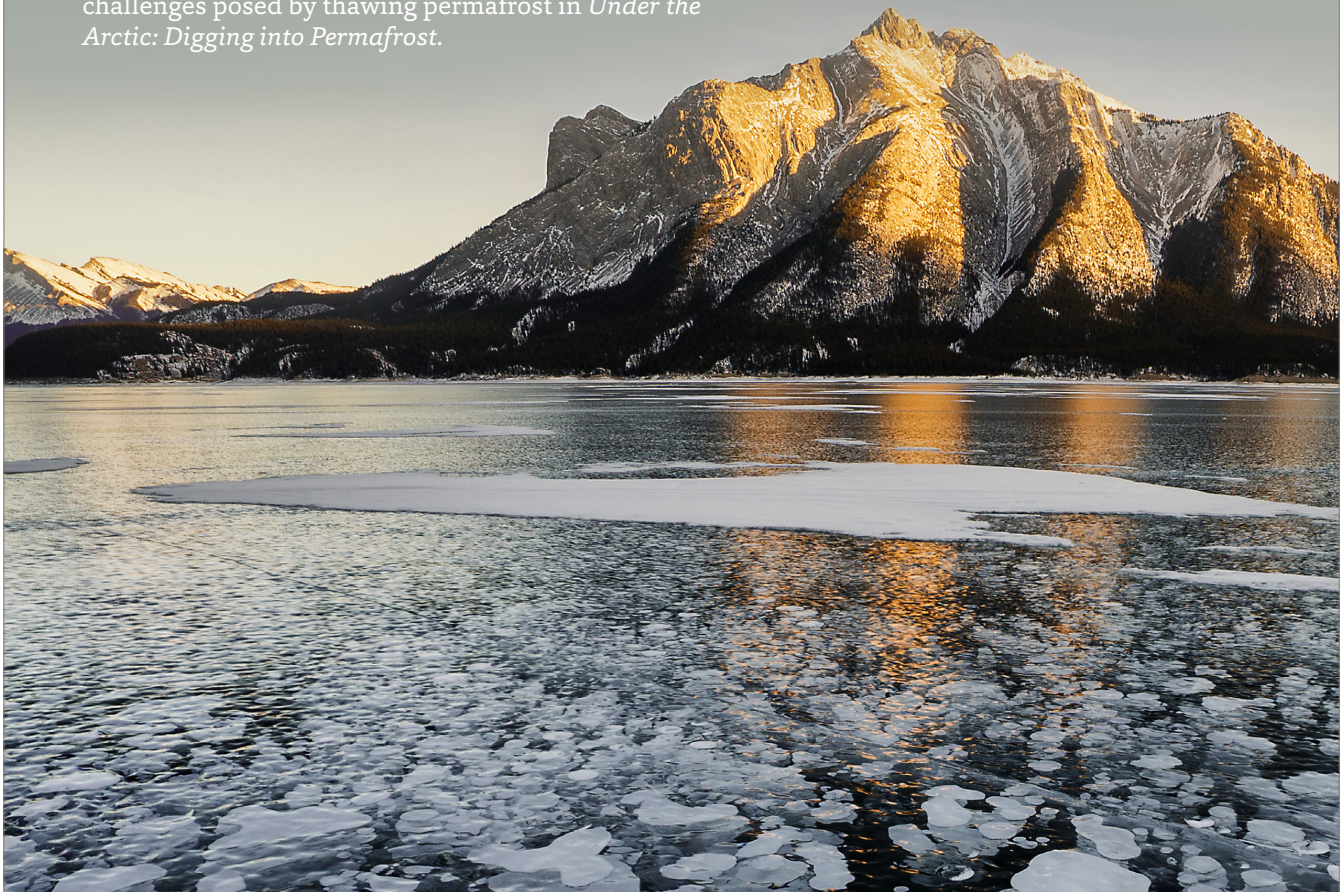
Supported by



Under the Arctic: Digging into Permafrost was produced and is owned by the Oregon Museum of Science and Industry. The exhibit was developed in collaboration with the Geophysical Institute at the University of Alaska Fairbanks and made possible by a National Science Foundation (NSF) grant.

Your expedition starts here.

Have you ever seen a mammoth tooth up close? What does the Ice Age smell like? Step into the shoes of a climate science researcher and solve engineering challenges posed by thawing permafrost in *Under the Arctic: Digging into Permafrost*.



UNDER^{the}ARCTIC

— Digging into Permafrost —

On View at

Collaboration with

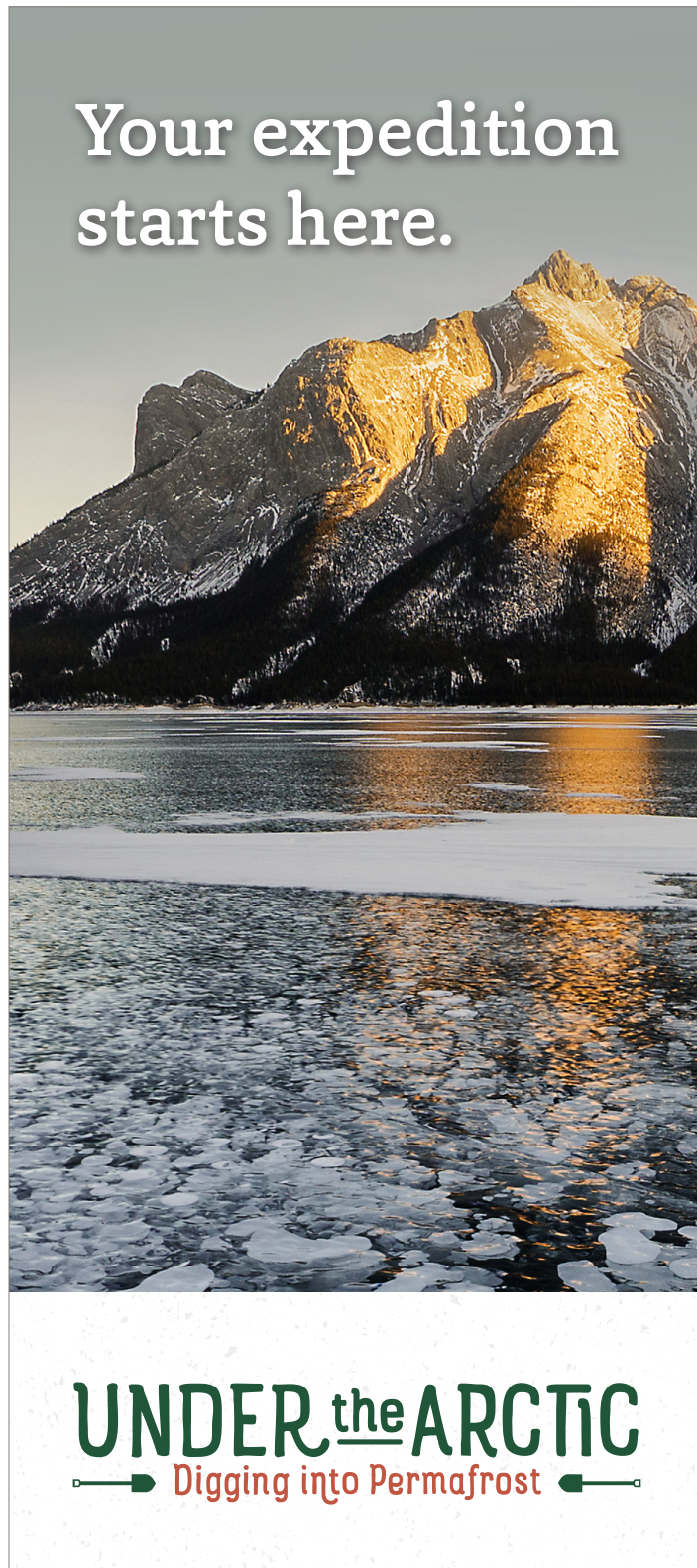
Supported by

host logo here

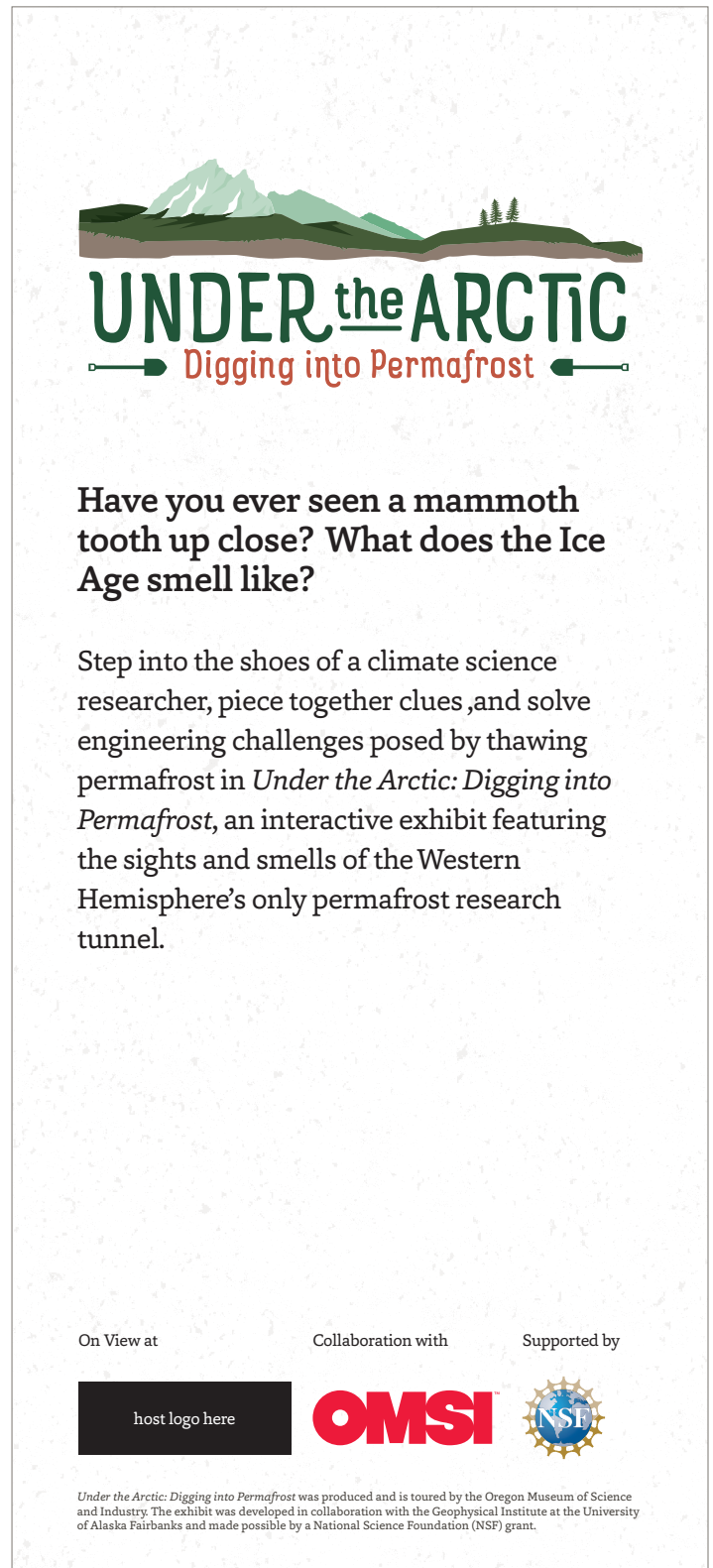


Under the Arctic: Digging into Permafrost was produced and is toured by the Oregon Museum of Science and Industry. The exhibit was developed in collaboration with the Geophysical Institute at the University of Alaska Fairbanks and made possible by a National Science Foundation (NSF) grant.

Front



Back



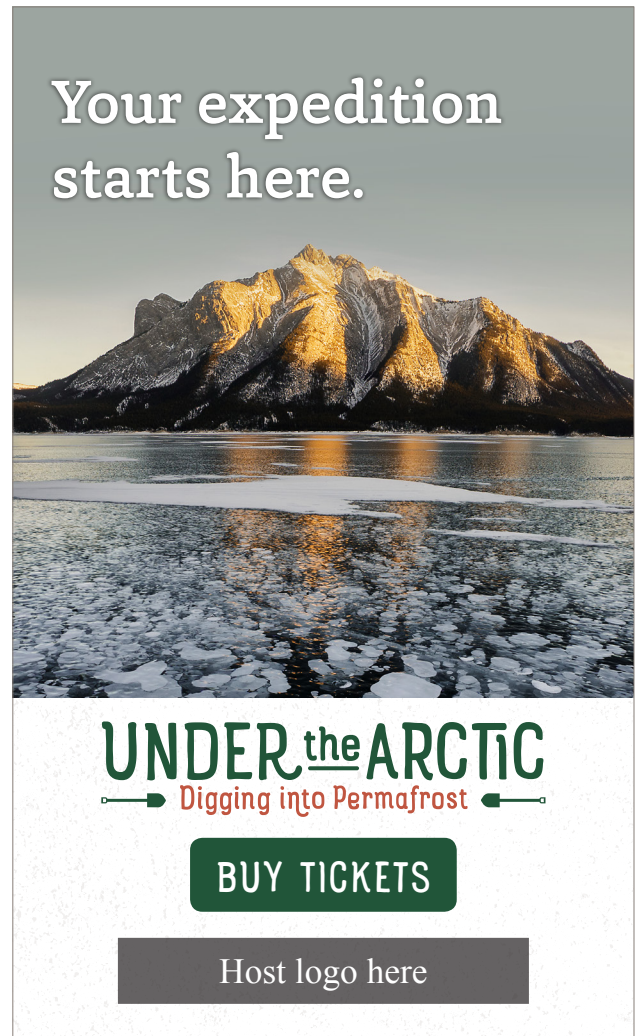
Digital Ads (Various sizes)



320px x 50px



300px x 250px



240px x 400px

Alternate Imagery & Tagline

Alternate Hero Image & Tagline Example



PRESS MATERIALS

Sample Exhibit Descriptions

100 Words

Have you ever seen a mammoth tooth up close? What does the Ice Age smell like? Step into the shoes of climate science researchers, piece together clues, and solve engineering challenges posed by thawing permafrost in *Under the Arctic: Digging into Permafrost*. This interactive exhibit weaves together real narratives from people whose lives have been impacted by the changing global climate, highlighting the resiliency and ingenuity of everyday communities. Incorporating the sights and smells of the Western Hemisphere's only permafrost research tunnel, and Ice Age fossils, *Under the Arctic: Digging into Permafrost* is an immersive exhibit experience for all ages.

50 Words

What does the Ice Age smell like? Step into the shoes of a climate science researcher and solve engineering challenges posed by the changing global climate in *Under the Arctic: Digging into Permafrost*, an immersive exhibit experience highlighting the sights and smells of the Western Hemisphere's only permafrost research tunnel.



ARCTIC THAW: CLIMATE CHANGE AND ITS IMPACT ON PERMAFROST

Explore real Ice Age fossils, ancient ice cores, and engineering challenges posed by thawing permafrost at [organization] newest exhibit.

[City, State] — The newest addition to [organization] educational repertoire is an exhibit that seeks to educate visitors about permafrost. Now open to the public, *Under the Arctic: Digging into Permafrost* addresses the subject of climate change as viewed through the lens of a thawing Arctic using exciting interactive features such as an Alaskan permafrost tunnel replica, fossil research stations and interactive games.

The exhibit, a collaborative effort between the Oregon Museum of Science and Industry (OMSI) and the Geophysical Institute at the University of Alaska Fairbanks (UAF), transports visitors to the Arctic using the sights and smells of the nation's only permafrost research tunnel. Visitors step into the boots of climate science researchers to explore real Ice Age fossils, ancient ice cores, and engineering challenges posed by thawing permafrost.

"Climate change can be hard to wrap your head around. For a lot of people who don't experience its effects, it feels abstract or distant—like something in the future," said Allyson Woodard, an exhibit developer with OMSI. "This exhibit is an opportunity to make the impacts of climate change tangible - you can see it, touch it, and even smell it."

Permafrost is soil that has been frozen for at least two years, and it traps an enormous amount of carbon dioxide. As it thaws, carbon is released into the atmosphere, which in turn has drastic repercussions for the planet. This exhibit strives to educate visitors about permafrost's fascinating characteristics and its greater implications.

"We've thought a lot about the emotional journey in this exhibit. We know that climate change can be scary or confusing, so we've taken into consideration how to guide people to a place of hope," said Nancy Stueber, president and CEO of OMSI. "I hope that in the end, people come away with a sense of empowerment and self-advocacy—the idea that I may not be able to change the world necessarily, but there are small things I can do to contribute to the greater good."

In order to create a fully immersive environment, OMSI contracted expert exhibit sculptor Jonquil LeMaster to construct the 30-foot-long replica of an Alaskan permafrost research tunnel. LeMaster, whose extensive credits include habitats for the San Diego Zoo and installations for the Sacramento Airport, believes that the tunnel will heighten the visitor experience.

"People are the most moved when something in their world moves them," said LeMaster. "Hopefully this exhibit is powerful enough, beautiful enough, interesting enough, that anyone would look at it and be moved somehow. Is that possible? Aren't we moved by the world around us? I know I certainly am."

About University of Fairbanks Geophysical Institute

The Geophysical Institute is part of the University of Alaska Fairbanks, America's Arctic research university. Scientists at the Geophysical Institute study geophysical processes in action from the center of the Earth to the surface of the sun and beyond. Since its creation by an act of Congress in 1946, the institute has been turning data and observations into information useful for state and national needs. Located in Fairbanks, Alaska, the institute works and maintains facilities from Antarctica to Pacific islands to far northern Alaska. For more information about the Geophysical Institute and UAF, go to gi.alaska.edu.

UNDER the ARCTIC

Digging into Permafrost

About OMSI

Founded in 1944, the Oregon Museum of Science and Industry (OMSI) is one of the nation's leading science museums, a world-class tourist attraction, and an award-winning educational resource for the kid in each of us. OMSI operates the largest museum-based outdoor science education program in the country and provides traveling and community outreach programs that bring science learning opportunities to schools and community organizations in nearly every county in Oregon. OMSI is located at 1945 SE Water Avenue, Portland, OR 97214. For general information, call 503.797.4000 or visit omsi.edu.

About [Host Museum]
[Host museum boilerplate]

###

Radio Scripts

15 seconds:

Now open at [\[host museum\]](#), *Under the Arctic: Digging into Permafrost* is an exciting new exhibit that looks at climate change through the lens of a thawing Arctic with interactive features such as an Alaskan permafrost tunnel replica, fossil research stations and interactive games. For more information, visit [\[host museum website\]](#).

30 seconds:

Now open at [\[host museum\]](#), *Under the Arctic: Digging into Permafrost* is an exciting new exhibit that looks at climate change through the lens of a thawing Arctic. Visitors are transported to the Arctic through the sights and smells of the nation's only permafrost research tunnel. Step into the boots of a climate science researcher and explore real Ice Age fossils, ancient ice cores, interactive games and engineering challenges posed by thawing permafrost. For more information, visit [\[host museum website\]](#).

Photography & Captions



Under the Arctic: Digging Into Permafrost is an immersive, interactive exhibition that opens a dialog about one of the most pressing issues of our time: climate change.



Permafrost covers nearly a quarter of the landmass in the Northern Hemisphere. At *Under the Arctic* visitors learn how communities around the world are impacted by thawing permafrost.



In the immersive environment of *Under the Arctic's* replica permafrost research tunnel, guests discover and are amazed by what lies just beneath the surface!



In the immersive environment of *Under the Arctic's* replica permafrost research tunnel, guests discover and are amazed by what lies just beneath the surface!



The tunnel provides an immersive setting for visitors to experience what permafrost looks—and even smells—like.



In the immersive environment of *Under the Arctic's* replica permafrost research tunnel, guests discover and are amazed by what lies just beneath the surface!

Photography & Captions



At *Under the Arctic* guests become researchers and climate scientists in the Permafrost Field Lab with hands-on games and experiments.



At *Under the Arctic* guests become researchers and climate scientists in the Permafrost Field Lab with hands-on games and experiments.



At *Under the Arctic* guests are encouraged to touch a genuine Ice Age bison skull!



At *Under the Arctic* guests become researchers and climate scientists in the Permafrost Field Lab through hands-on games and experiments.



At *Under the Arctic* guests become researchers and climate scientists in the Permafrost Field Lab through hands-on games and experiments.

Photography & Captions



Learn about the plants and animals that populated the ancient tundra while exploring the frozen underground world at *Under the Arctic*.



There's something for everybody at *Under the Arctic*! Younger visitors use wooden models of Ice Age plants and animals for imaginative play, recreating scenes from the ancient tundra.



Visitors to *Under the Arctic*'s Permafrost Field Lab enter a space filled with engaging interactives, artifacts, and models to explore the causes and global implications of thawing permafrost.



Visitors to *Under the Arctic*'s Permafrost Field Lab enter a space filled with engaging interactives, artifacts, and models to explore the causes and global implications of thawing permafrost.



At *Under the Arctic* an exciting video game invites visitors to take on the role of an ice bubble researcher!



At *Under the Arctic* an exciting video game invites visitors to take on the role of an ice bubble researcher!

Photography & Captions



At *Under the Arctic* guests are encouraged to use the tools, maps, and notes of permafrost researchers to solve environmental challenges in the field lab.



At *Under the Arctic* guests are encouraged to use the tools, maps, and notes of permafrost researchers to solve environmental challenges in the field lab.



Visitors learn how the Arctic landscape is changing and creative ways to take community action on climate change at *Under the Arctic*, an interactive exhibit that explores the fascinating and complex world of permafrost.



The global climate is changing. Visitors learn creative ways to take community action on climate change at *Under the Arctic*, an interactive exhibit that explores the fascinating and complex world of permafrost.



In this timed full-body activity, visitors play whack-a-mole with global fossil fuel reserves at *Under the Arctic: Digging Into Permafrost*.

Photography & Captions



Guests of all ages tackle the engineering problems posed by thawing permafrost at *Under the Arctic*, an interactive exhibit that explores the fascinating and complex world of permafrost.



Guests of all ages tackle the engineering problems posed by thawing permafrost at *Under the Arctic*, an interactive exhibit that explores the fascinating and complex world of permafrost.



Visitors pose as permafrost researchers at *Under the Arctic*, an interactive exhibit that explores the fascinating and complex world of permafrost.



Visitors pose as permafrost researchers at *Under the Arctic*, an interactive exhibit that explores the fascinating and complex world of permafrost.



No one knows the story of permafrost better than the people who live on it. At *Under the Arctic* Alaska Natives share stories about the impact of thawing permafrost on their lives, highlighting the resilience of the people who live at the forefront of our changing climate.



Little details at *Under the Arctic* transport guests to the frozen north to investigate the thawing permafrost and learn about the communities who make their homes there.