

The March of Triceratops

Promotional package

Source materials and guidelines

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1 Introduction

Triceratops horridus, the iconic plant-eating dinosaur, is not to be missed. With three huge horns, a striking neck shield, a weight of 5,500 kilograms and a length of almost nine metres, they dominated the marshes of North America some 67 million years ago.

Naturalis Biodiversity Center, The Netherlands, has found as many as five individuals together in Wyoming, USA. Naturalis researchers and preparators, together with palaeontology students and a team of volunteers, uncovered over 1,200 bones and bone fragments. Research has shown this to be a unique find: a herd!

You are about to display the only herd of *Triceratops* in the world. To make this project as successful as possible in terms of both visitor numbers and revenue, we recommend a powerful campaign. To support your marketing activities and to maintain consistency and accuracy across all communications, we love to share our source materials, corporate identity and guidelines. This will equip you to promote March of Triceratops successfully.

We hope March of Triceratops brings you the same success as it has brought us.



2 The herd



2.1 Triceratops horridus



The name Triceratops literally means "three horn face". The popular plant-eating dinosaur had three enormous horns, the iconic neck shield and could grow up to eight meters long. Weighing in at 5,500 kg, it was over three times as heavy as a rhinoceros, and the biggest horned dinosaur to ever live. Despite the imposing presence, it was a herbivore. Their biggest enemy was *Tyrannosaurus rex*. At the end of the Cretaceous Era, 67-66 million years ago, they roamed what is now the Western United States.

Facts about the species

Name	<i>Triceratops horridus</i>
Meaning	Horrifying three horn face
Length	Up to 9 meters
Weight	5500 kg
Period	Cretaceous
Bones per animal	Over 300 bones

2.2 Expeditions



The bones of this herd were discovered in 2013. Then there were digs every summer from 2015 to 2019. Work was done in teams, with typically ten to fifteen people at the dig site for several weeks.

Facts about the find

Year	2013 (Naturalis and the Black Hills Institute)
Start of excavation	2015 (Naturalis)
End of excavation	2019 (the last pieces arrived in Leiden, The Netherlands in 2022)
End of prepping	2024
Location	Close to Newcastle, Wyoming (US)
Number of bones	Over 1,200 bones and fragments
Age	Late Cretaceous (Maastrichtien), over 67 million years ago

2.3 Research



Dinosaur movies, toys and books might give you the idea that everything about this 67 million years old dinosaur is already studied and known. Far from it! Until quite recently, only two relatively complete skeletons of this giant reptile existed. Countless questions were - and are - still open.

- Did they live alone or in groups?
- How did these animals die so close to each other, and how were they preserved as fossils?
- What did their skin look like?
- What exactly did they eat?
- Were they warm-blooded? And how quickly did they grow?
- How fast were they?
- Those horns, did they protect them from *Tyrannosaurus rex*, or were they more for show?



PhD

Jimmy de Rooij wrote his PhD thesis about the skeletons. The biggest mystery: "How come we found so many bones together?" Combining sedimentology, stratigraphy, research into the geological contexts and analysis of the bones, De Rooij found answers that indicate that they lived and died together, as a herd. The only herd of *Triceratops horridus*.

Researching the growth lines in the bones also helped determine which individual the bones belonged to. A study of the tooth enamel revealed subtle chemical details that give information about growth, diet, migration, environment and more. The research was done with prestigious research institutes in The Netherlands and abroad.

3 Source materials



3.1 Footage

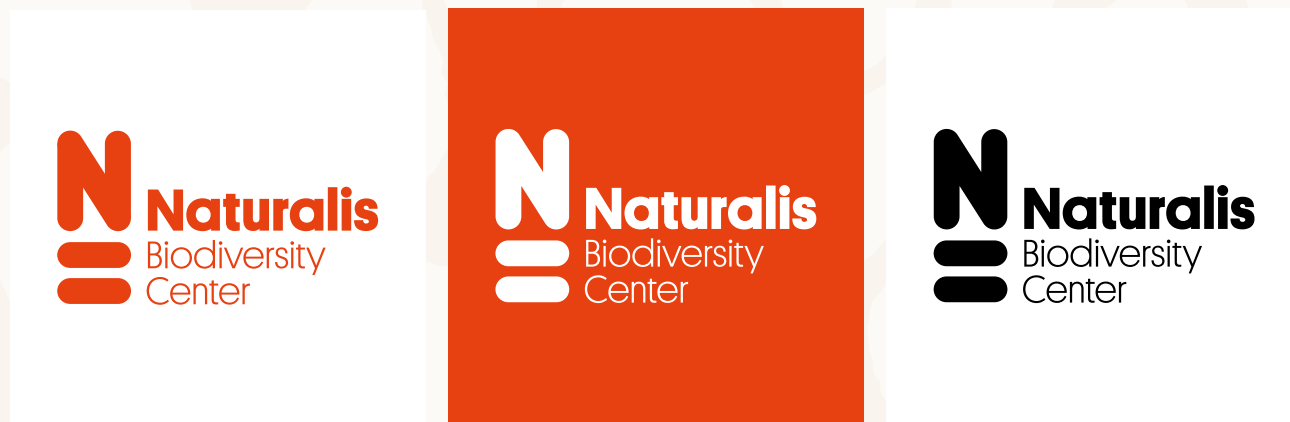


Please make use of our rich footage, containing videos, animations, drawings and photographs. All footage can be used until the end of the Public Campaign Period as described in article 4.6 of the contract.

[All footage →](#)

3.2 Corporate identity

You can contribute to consistent branding by using our corporate logo.



Color:

- Red: To be used on white backgrounds.
- White: To be used on colored backgrounds.
- Black: To be used only when no color is available.

Size:

A minimal width of 25 mm.

[All corporate identity files →](#)



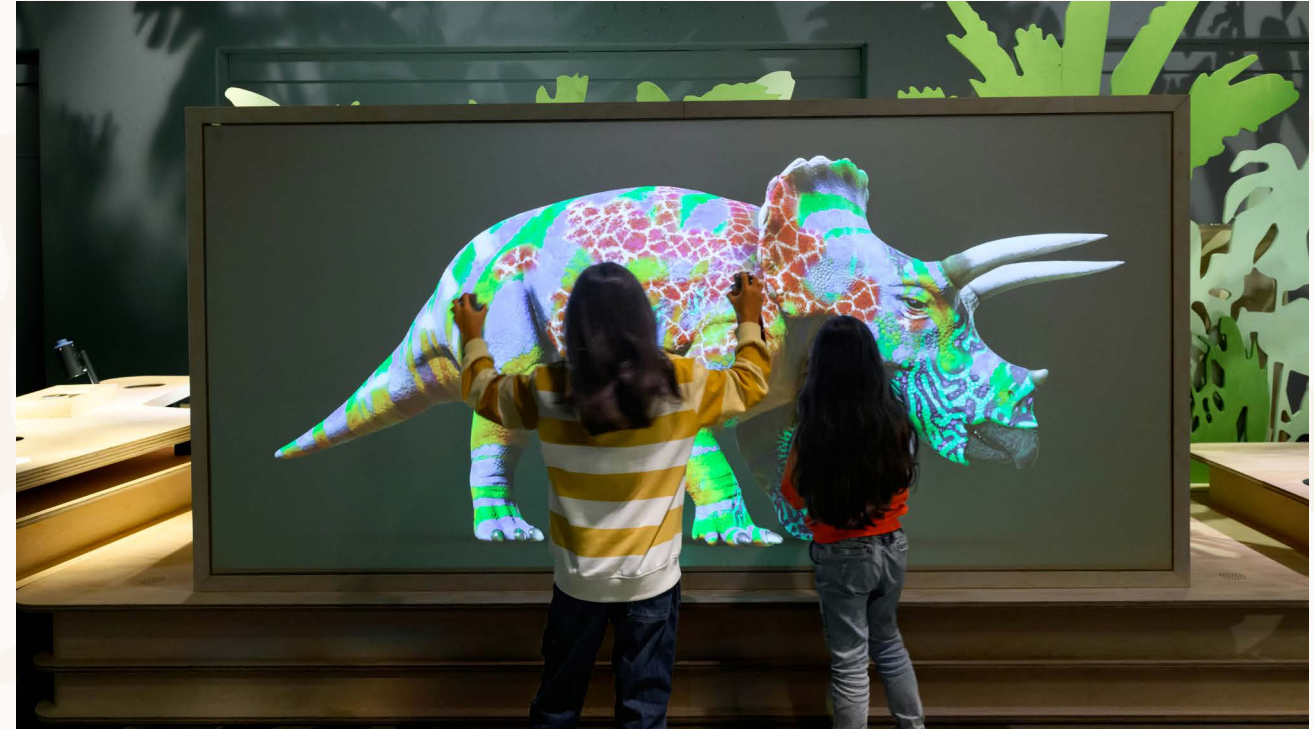
3.3 Press



In our experience, the media is very much interested in news about this herd. Our press releases can be found in our online press file.

[Press file →](#)

3.4 Credits



As stated in the contract (Article 4.8), Naturalis must be mentioned as the developer of the exhibition. You can use the following credits:

<Title exhibition> was developed by Naturalis Biodiversity Center, The Netherlands.

Where possible, also please add:

- [naturalis.nl](https://www.naturalis.nl)
- logo Naturalis Biodiversity Center

4 Naturalis Biodiversity Center

Naturalis Biodiversity Center is the Dutch national research institute for biodiversity. The institute is based in Leiden and hosts about 200 researchers, PhD's and postdocs. Naturalis closely collaborates with many universities, research institutes, industry, and government. With a collection of over 43 million specimens - one of the world's largest natural history collections - and state-of-the-art research facilities. Naturalis offers the (inter)national research infrastructures for species identification, monitoring and understanding biodiversity. The museum welcomes about 500,000 visitors per year.

[More about Naturalis →](#)



