

An Identity Design Project at Bronx Zoo



IDENTITY RESEARCH

MISSION STATEMENT

THE BRONX ZOO PROJECT IS A TRUE PROJECT WHERE STUDENTS LEARN HOW TO ANALYZE, COMMUNICATE, AND FIELD RESEARCH ANIMALS AND THEIR ENVIRONMENT. AS A CONSERVATION COMPANY, THE ZOO SAVES WILDLIFE AND WILD PLACES THROUGH SCIENCE, CONSERVATION ACTION, EDUCATION, AND INSPIRING PEOPLE TO VALUE NATURE.

SCIENTIFIC EXPLANATION IS CRUCIAL TO INSPIRING TOURISTS AND WILDLIFE TO JOIN THE CONSERVATION WORK THERE. THE DIVERSITY OF THE BIODIVERSITY IS A PART OF A NOBLE SUSTAINABLE WILDLIFE MANAGEMENT PROGRAM. THE ZOO BRINGS MANAGEMENT BEHAVIOR TO LIFE BY TRAINING SEA LIONS PAINTING THROUGH PICASSO SEA LION PROGRAM. THEY REACH STUDENTS, EDUCATORS, FAMILIES, YOUTH, YOUNG ADULTS ALL THROUGH WORKSHOP AND EMPLOYMENT.

TARGET AUDIENCE

THE ZOO BRINGS MANAGEMENT BEHAVIOR TO LIFE THROUGH ITS PLAN. EVERY YEAR, THIS PLACE REACHES CLOSE TO ONE MILLION STUDENTS, EDUCATORS, FAMILIES, YOUTH, YOUNG ADULTS, AND ZOO AND AQUARIUM VISITORS. THEY HAVE LAUNCHED KEY INITIATIVES TO ENGAGE ALL NEW YORKERS IN SCIENCE AND CONSERVATION ARE STUDENTS, INTERNS, VOLUNTEERS, AND YOUNG CHILDREN. NEW YORK'S LEADING THE BRONX ZOO ARE FOR THE FAMILY WITH KIDS AND TRAVELERS.



HISTORY

The Bronx Zoo was founded in 1899 by William Temple Hornaday. The zoo opened on November 8, 1899. There are 22 exhibits with a total of 843 animals. William Reid Blair took over after him in 1926. From 1929 to 2021, the zoo became the largest urban zoo in the United States.



ABOUT BRONX ZOO

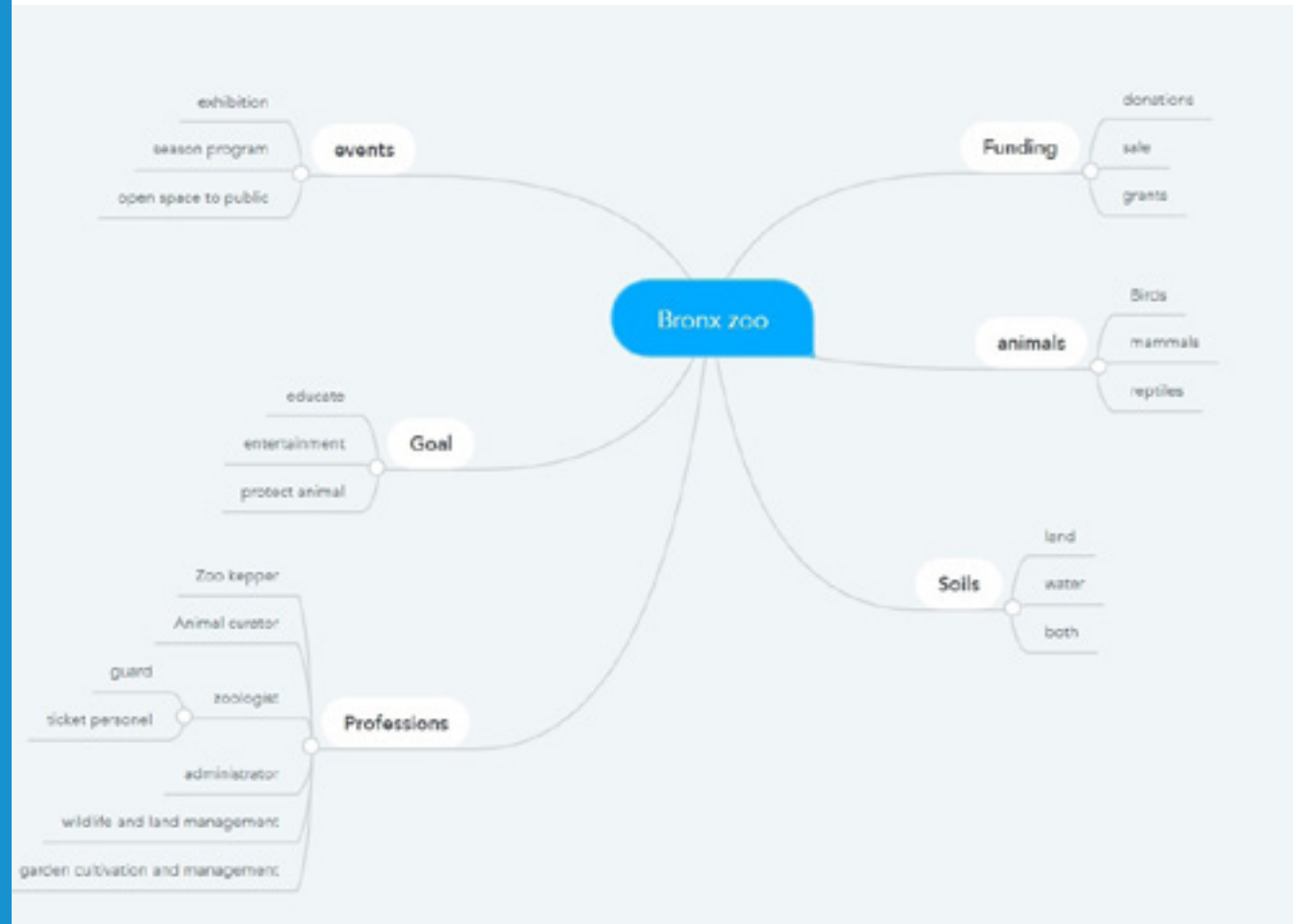
ABOUT

The Bronx Zoo, the Wildlife Conservatory Society (WCS)'s star playground, opened on November 8, 1899. Later, the zoo provided a rare opportunity for urban residents' visits in the center of the Bronx. There are few rare species being saved. The zoo has a huge number of wild animals, such as 17,000 species of mammals, birds, fish, reptiles, amphibians, and invertebrates. The Zoo's greenery is large with a garden full of fruits and veggies in 265 acres of lands. The most famous animals are toads, big cats, and tiger mountain.

The Bronx Zoo is one of the most famous zoos in the world

IDENTITY RESEARCH

MIND MAP

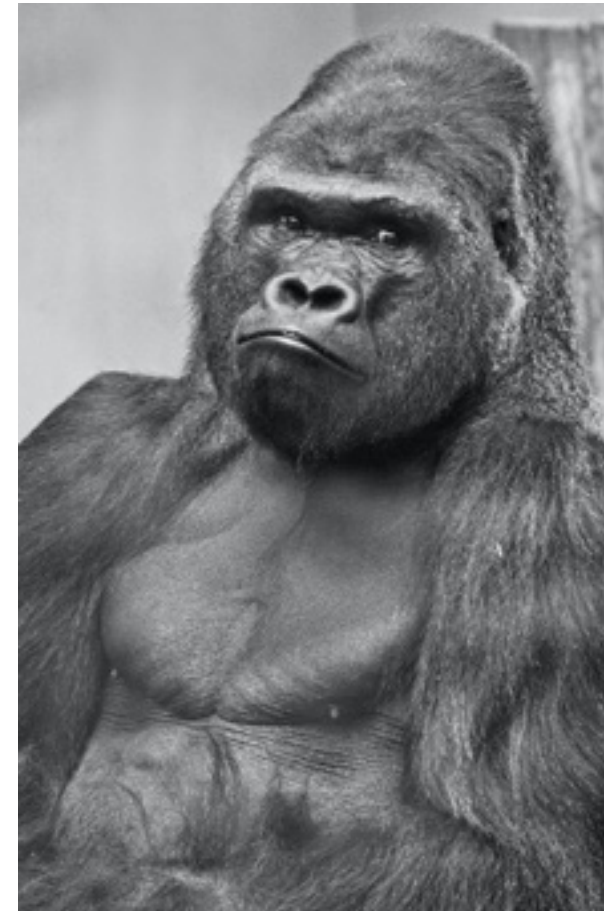


Bronx Zoo, Animals, I prefer to watch
The Zoo, because I like to watch lemurs
wandering around and Aquatic Bird

IDENTITY RESEARCH

CURRENT BRANDING

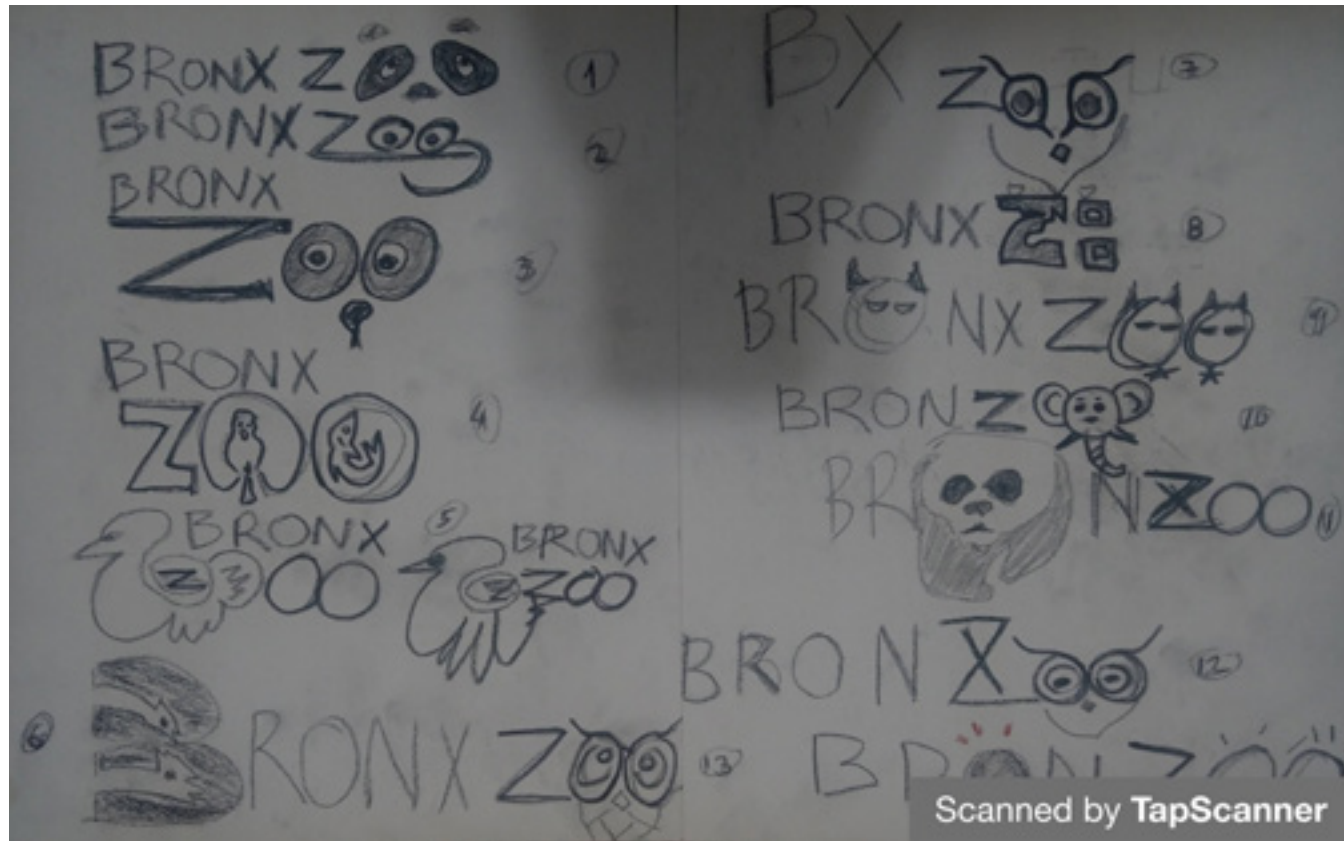
The zoo brings management behavior to life through its plan. Every year, this place reaches close to one million students, educators, families, youth, young adults, and zoo and aquarium visitors. They have launched key initiatives to engage all New Yorkers in science and conservation are students, interns, volunteers, and young children. New York's leading the Bronx Zoo are for the family with kids and travelers.



DESIGN DIRECTION

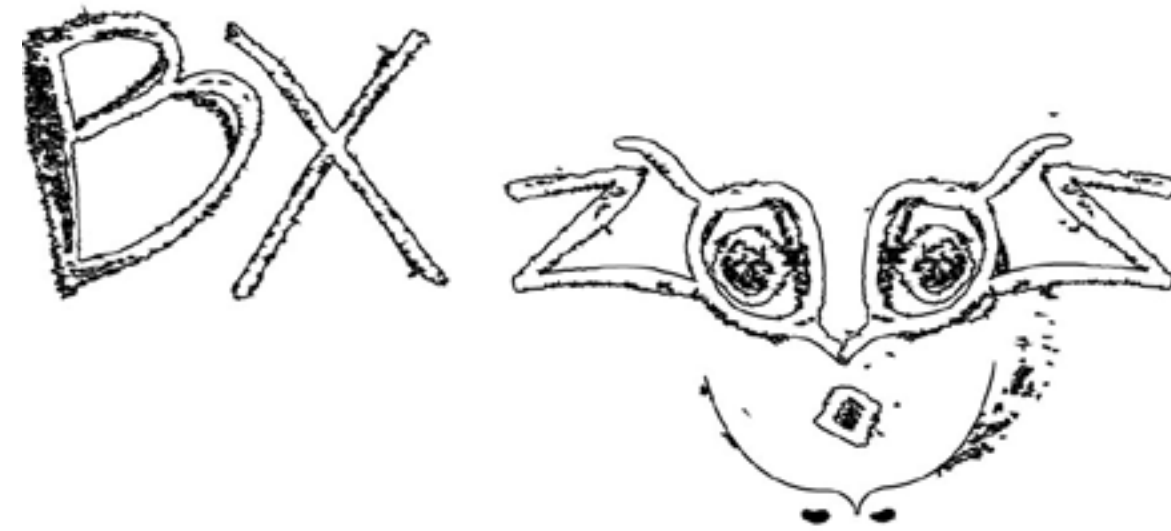
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LOGO DEVELOPMENT



15 LOGO SKETCHES

LOGO DEVELOPMENT



Bron x o.o

NARROWING DOWN 3 SKETCHES

LOGO DEVELOPMENT



PRELIMINARY
LOGO SKETCH

1", 3" AND 6" SQUARE
SCALE

LOGO DEVELOPMENT

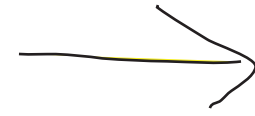


LOGO FINAL

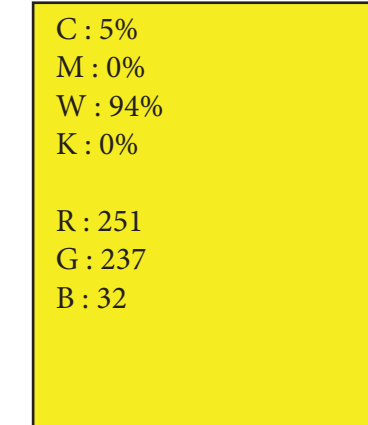
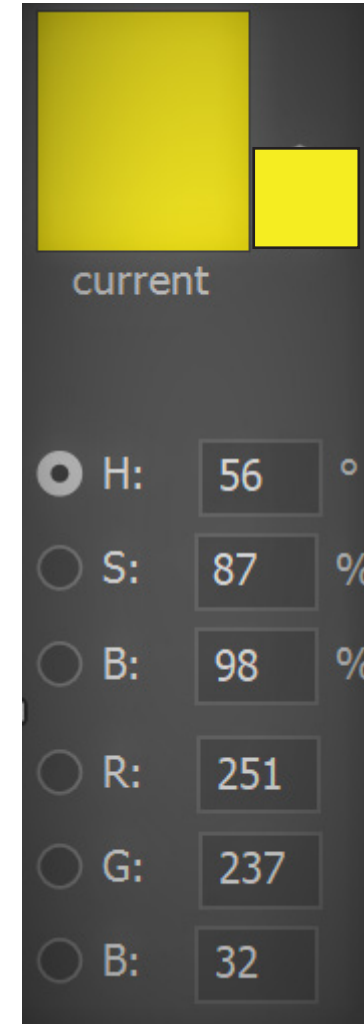
BRANDING



Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9
! @ # \$ % ^ &
*** () - + = _ / ?**



TYPE USAGE
ALPHAKIND
ONLY ONE FONT
ONLY ONE REGULAR FAMILY
Used for body copy
and subheadings



COLORS PALLETE
HEX : #F8ED37

SECONDARY COLOR

Secondary colors are incorporated in the Brochures and Promotional items



PRINT AND DIGITAL COMMUNICATION PACKAGE 1ST DRAFT



Communications Package

Standard envelope: 4-1/8 x 9-1/2 inches

Logo on the front left corner

ZOO on the back with a yellow flap

Standard paper: 8 1/2 x 11 inches

Two examples:

- 1. A4 Letter
- 2. ZOO standard Letter head

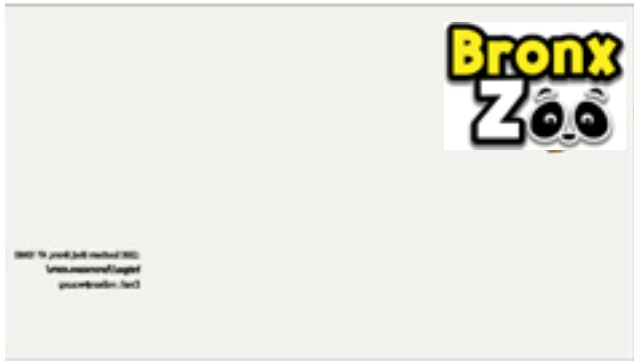
Business card: 3.5 x 2 inches

88.9 x 50.9 mm



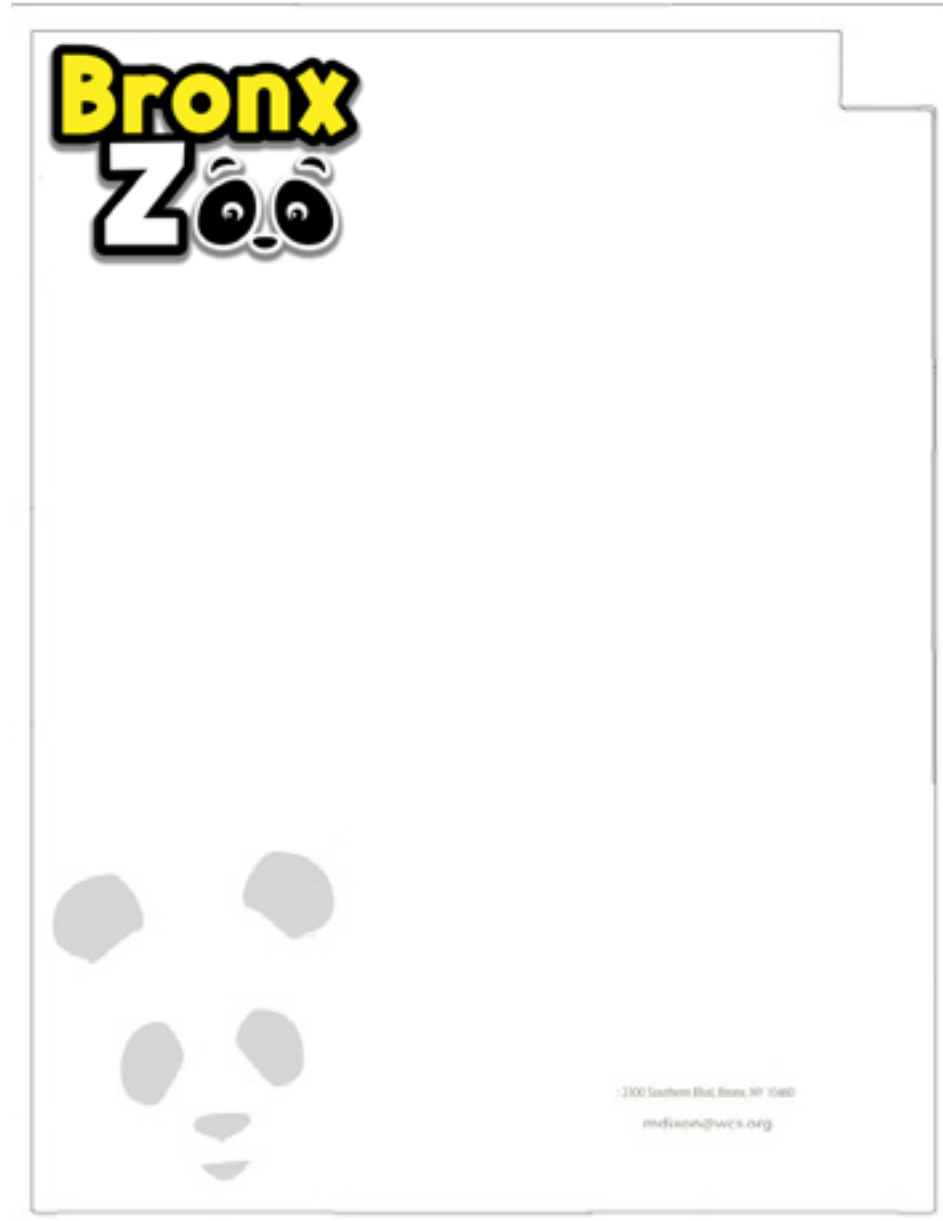
PRINT AND DIGITAL Communications Package

standard dimensions of a printed business card in the US, BRAZIL AND CANADA:



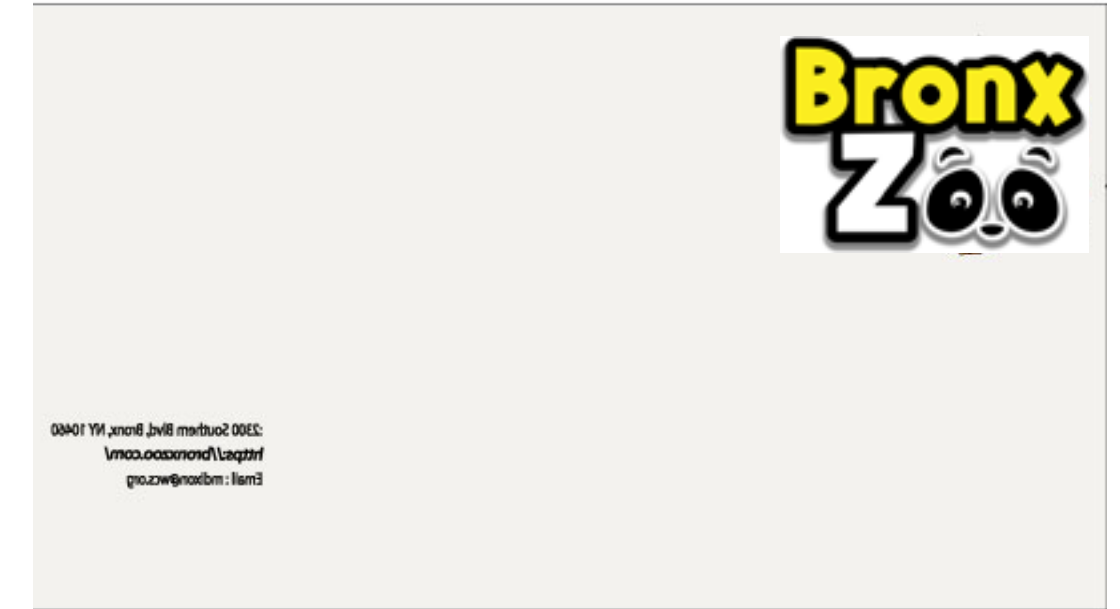
PRINT AND DIGITAL Communications Package

standard dimensions of a
printed letter head in the
US, BRAZIL AND CANADA:



PRINT AND DIGITAL Communications Package

standard dimensions of a
envelope in the
US, BRAZIL AND CANADA:



PRINT AND DIGITAL

About Us

The Bronx Zoo, the Wildlife Conservatory Society (WCS)'s star playground, opened on November 1899. Later, the zoo provided a rare opportunity for urban residents' visits in the center of the Bronx. There are few rare species being saved. The zoo has a huge number of wild animals, such as 17,000 species of mammals, birds, fish, reptiles, amphibians, and invertebrates. The Zoo's greenery is large with a garden full of fruits and veggies in 265 acres of lands. The most famous animals are tigers, big cats, and tiger mountain.



There is so much Explored in the big **GREEN FOREST**

Star Attractions



Sea Lion Feedings



Bug Carousel



Nature Trek



Penguin Feedings

What we do

Research

The zoo brings management behavior to life through its plan. Every year, this place reaches close to one million students, educators, families, youth, young adults, and zoo and aquarium visitor.

Findings

There are few rare species being saved. The zoo has a huge number of wild animals, such as 17,000 species of mammals, birds, fish, reptiles, amphibians, and invertebrates. The Zoo's greenery is large with a garden full of fruits and veggies in 265 acres of lands. The most famous animals are tigers, big cats, and tiger mountain.

Projects

The Bronx Zoo project is a TRUE project where students learn how to analyze, communicate, and feed research animals and their environment. As a conservation company, the Zoo saves wildlife and wild places through science, conservation action, education, and inspiring people to value nature. Scientific explanation is crucial to inspiring tourists and wildlife to join the conservation work there.



Star Attractions



Sea Lion Feedings



Bug Carousel



Nature Trek



Penguin Feedings

Since 2004

Protecting wildlife populations in Bronx Zoo



Tri-Fold Brochure

3 panels per side

OUTSIDE:

Inside flap

3 5/8 (3.625")

(1/16" shorter)

Back cover

3 11/16 (3.688")

Cover

3 11/16 (3.688")

INSIDE:

Panel 1

3 11/16 (3.688")

Panel 2

3 11/16 (3.688")

Panel 3

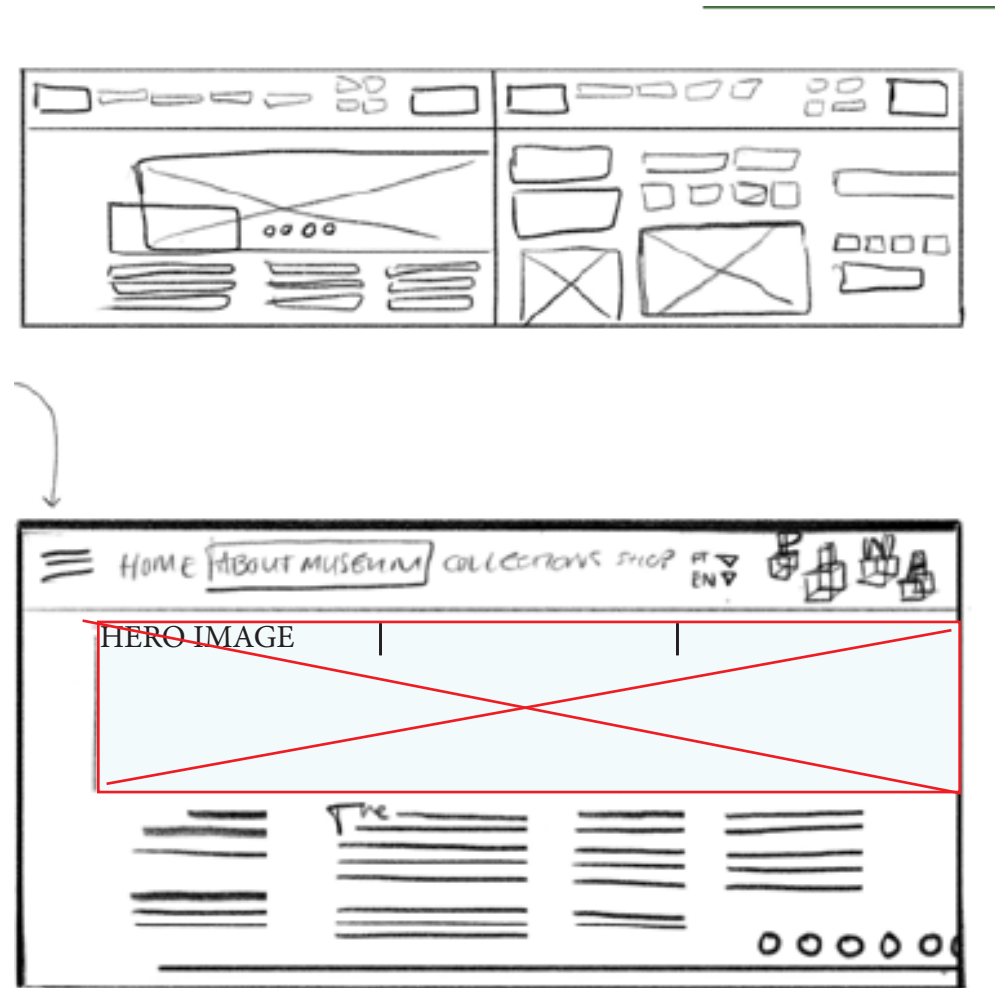
3 5/8 (3.625")

(1/16" shorter)



PRINTED AND PHOTOGRAPHED





Website landing page



Enter | Home

The first thing you see on the website landing page.

There are elements of the brochure and the communications package.

The goal was to remain consistent and be user friendly.

Navigation bar at the top

Both Plan your visit and Become a member are front and center. Along with the search bar.

Our general admissions prices are directly on the home page so there is no confusion.

As well as the current hours of operation.

Website

MUG | Deliverable



ABOUT BRONX ZOO is a brief description

how our collections became public.

The screen is animated with rotating

images of our location and ATTRACTION

EXPLORE | EXPLORAR allows for a closer

look of the perminate collections.

The images are designed to increase

in size when hovered over. As well as

provide material used and dimentions.



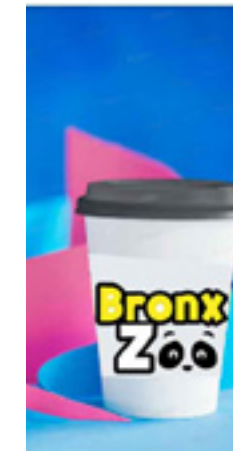
Access
Our WEBSITE from ANY
device.

HAT| Deliverable



Access
Our WEBSITE from ANY
device.

CUP| Deliverable



Access
Our WEBSITE from ANY
device.

DIRECTION SIGN| Deliverable



Access
Our WEBSITE from ANY
device.

BRANDING

Final Logo

DONT's PLACE THE GRAPHIC AND
LETTER WITH
THE SAME COLOR GRAIDENTS,
or
ALIGN THE LOGO VERTICALLY,

Ad Campaign | Digital & Print

