

THE MARKETING AND BRANDING  
OF EDEN ZOOLOGICAL GARDEN

by

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THE MARKETING AND BRANDING  
OF EDEN ZOOLOGICAL GARDEN

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## ABSTRACT

Growing up, I always adored playing with animals. I turned up my nose at dolls, and stuck to loving on my four legged friends. As I grew older, I kept my animal preference, to the point where I believed I was going to be a veterinarian some day. Eventually I found my passions elsewhere in the design world but I kept my deep love and fascination with animals. It breaks my heart knowing that there are animals all over the world going extinct due to predators and the changing environment. Wouldn't it be great if there were a zoo where you could see and learn more about these animals up close and personal while saving them at the same time?

This project involved the marketing and branding of Eden Zoological Garden. Eden Zoological Garden is a zoo and research center that hosts animals threatened by extinction and assists in repopulating them. This was accomplished through extensive research of zoos, animal extinction, and the correct branding to appeal to a wide age range. In addition, imagery of animals in art throughout history was studied extensively in order to best pay homage to the rich foundations of animal art. The final result included branding, stationery, tickets, collateral, advertising, a website, application, map, infographic, interior design, exhibit design, and way finding.

**INTRODUCTION:**

Growing up, I always adored playing with animals. I turned up my nose at dolls, and stuck to loving on my four legged friends. As I grew older, I kept my animal preference, to the point where I believed I was going to be a veterinarian some day. Eventually I found my passions elsewhere in the design world but I kept my deep love and fascination with animals. It breaks my heart knowing that there are animals all over the world going extinct due to predators and the changing environment. Wouldn't it be great if there were a zoo where you could see and learn more about these animals up close and personal while saving them at the same time?

**THESIS:**

This project involved the marketing and branding of Eden Zoological Garden. Eden Zoological Garden is a zoo and research center that hosts animals threatened by extinction and assists in repopulating them. This was accomplished through extensive research of zoos, animal extinction, and the correct branding to appeal to a wide age range. In addition, imagery of animals in art throughout history was studied extensively in order to best pay homage to the rich foundations of animal art. The final result included branding, stationery, tickets, collateral, advertising, a website, application, map, infographic, interior design, exhibit design, and way finding.

**METHODOLOGY:**

Descriptive research was conducted in the areas of design, advertising, branding, and wildlife conservation. Descriptive research includes studying the how, when, and why of an issue.

## ***Books***

The book, *Endangered Animals: A Reference Guide to Conflicting Issues* by Brian Miller which addresses some of the more unknown and complex factors of extinction. Conservation studies are conducted on 49 different species; Miller also provides the common name, scientific name, order, family, status, threats, habitat, distribution, natural history, conflicting issues, future and prognosis. It helps the reader draw logical and realistic conclusions about how they can participate in the journey towards animal conservation.

*The Animals' Agenda* is an educational book that encourages humans to reconsider how they affect other beings of the planet. Animal behavior expert Marc Bekoff and leading bioethicist Jessica Pierce push the reader to seek powerful and loving ways to interact with animals in a world overcome with the power of humanity.

*Second Nature: Environmental Enrichment for Captive Animals* by David J. Shepherdson, Jill D. Mellen, and Michael Hutchins is a book about the ways animals held in captivity can have a richer life. Animal behaviorists, zoo biologists, and psychologists discuss ground breaking ways to improved and innovative environments for animals in the process of repopulation in captivity.

The book *A Different Nature: The Paradoxical World of Zoos and Their Uncertain Future* by David Hancock, an architect and zoo director, beautifully illustrates the ways in which modern day zoos can be redesigned to both benefit the animal and the observer. He calls the reader to reinvent the zoo and focus on the interconnection between man and animal causing a developing empathy for the beings that share the planet with humans.

*Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition* by Alina Wheeler describes how to accurately and efficiently create a brand. Wheeler depicts a five-stage process in which a brand should be created and implemented. It features several case studies that highlight the latest trends in marketing.

*Ogilvy on Advertising* by David Ogilvy discusses how to properly operate in the world of advertising and how to write good copy. Ogilvy is the founder of Ogilvy & Mather, an ad agency that has been growing since its start in 1948, and describes what success looks like in his business, and what the future of advertising may hold.

*Color Harmony Compendium: A Complete Color Reference for Designers of All Types* by Terry Marks, and Tina Sutton is a reference book for the use of color today. This book displays how color may be applied in logos, layouts, packages, and throughout branding in general. The authors are astute designers and have extensive knowledge in the world of color. Marks is a designer and author and is known for his book, *Good Design*. Sutton has been working in the fashion industry for other 20 years, and is known for predicting new trends in color.

Philip B. Meggs' book *History of Graphic Design* provided further insight to the history of animal imagery over time. The progression of how these forms and shapes were represented is explained as well as the modern day executions. The past helps brand the present because it has an imprint upon humanity's understanding of the animal form as well as visual communication.

Alina Wheeler's book *Designing Brand Identity* describes the ways in which brands have been successful in creating a cohesive aesthetic for themselves. This is extremely helpful because it tells the do's and don'ts of brand design simply. Wheeler explains what is successful and what hurts brands more than helps.

Gardner's *Art Through the Ages A Concise Global History* by Fred S. Kleiner illustrates a more broad spectrum of art history. Kleiner provides deep insight to specific pieces of art and how exactly they contribute to the progression of art as it is known today.

### *Articles*

The article "Zoo" from the National Geographic website provided helpful information on the history of zoos and how the world has come to know the modern zoo. It defines the certain types of zoos and what exactly they have to do with conservation.

An article called "How Do Zoos Help Endangered Animals?" from the Scientific American was read to discover what involvement zoos can have with preservation and caring for endangered species. The writers at Scientific American are renowned scholars and are made up of over 150 Nobel laureates. They are economists and industrialists as well as world leaders.

The article "America's Best Zoos" from USA Today was used in order to determine how the quality of zoos is measured. It was also used to study the rigor of the competition in the United States which is where Eden Zoological Garden will be located.

"Animals in Medieval Art" which was published by the Metropolitan Museum of Art in New York City describes how the progression of animals in art history moved through the medieval times. This art history source provided greater insight to the ways that animals have been represented through time.

Forbes published an article called "The Top 10 Benefits of Social Media Marketing" which provided more information as to why different types of mediums are used for advertising. When it comes to certain target markets, different platforms must be utilized to reach an audience.

Forbes also published the article “Here’s Why Your Business Needs Its Own Mobile App” by Melanie Haselmayr. She discusses what sets apart businesses that have apps, and ones that don’t. The article states that depending on the business and mission, it may be beneficial to create an app for customers to utilize.

The article “Does Outdoor Advertising Still Work?” by Steve Olenski was also published by Forbes. The article states that outdoor advertising is still successful with the correct target market. With customers that will be traveling and commuting often, it makes sense to produce outdoor advertising.

The Smithsonian published an article by Cara Parks called “The World’s Oldest Zoo is a Modern Attraction with a Storied Past” which describes the oldest zoo in Austria called Schönbrunn Palace. This zoo has a rich history and Parks dives into its existence and purpose.

An article called “Endangered Species” by Andy Warhol was used to study the more modern uses of animal imagery throughout art history. Published by Guy Hepner, insight is given into Warhol’s intentions behind these pieces and what they represent.

Laura Fravel wrote an article called “Critics Question Zoos’ Commitment to Conservation” that was published on National Geographic. Fravel critiques the ways in which zoos treat their animals. This gave insight towards how this may be improved and how the public eye views zoo’s philanthropic heart.

The Zoological Society of London’s article “Introducing the Modern Zoo” assisted in the study of the progression of zoos over time and how the modern zoo has come to fruition. It focuses on how the modern zoo needs conservation ideals in order to attract customers and establish credibility within an audience.

Vernon Kisling's article "Zoo and Aquarium History: Ancient Collections to Zoological Gardens" goes into further detail about the life of zoos and aquariums. Kisling describes how and when the art of observing animals for entertainment came to arise.

Helen Lockhart explains why people feel this need to be entertained by animals in her article "Why Do People Visit Aquariums and Zoos". Her studies show that most visitors are intrigued with the unknown rather than worried about the preservation of these creatures, however that doesn't stop them from coming.

The AZA provided information as to the demographics of people who visit zoos in "Visitor Demographics". The article describes the gender, income and age of the most frequent zoo goers.

The article "Why Do We Care About Endangered Species" published by the Fish and Wildlife Service explains that endangered species are crucial to biodiversity. The loss of certain animals from the ecosystem may result in devastating effects for us as well as other animals.

### ***Interviews***

An interview with Christina Simmons from San Diego Zoo was conducted to find further information about real life experience in a wild life conservatory. Simmons provided helpful ways that the world of zoos could be improved. She is currently serving as the head of public relations at the San Diego Zoo Global.

### ***Surveys***

A survey of 50 subjects ranging in age and economic status was conducted to discover the extent of their awareness in animal conservation, and preferences in terms of education about certain

animals. The survey sought to discover how much the subjects knew, and how they would like to learn more about the topic.

### ***Observations***

Observation was conducted at the Fort Worth Zoo in Fort Worth, Texas, and at the San Diego Zoo in San Diego, California. These zoos are some of the top in the country, and both have a portion of their business dedicated to conservation.

## **RESEARCH:**

### ***History***

The first recording of animals in art history was in the Lascaux caves in southern France in 35,000-4000 B.C.E. (Meggs, 2). “Abstract geometric signs including dots, squares, and other configurations are intermingled with the animals in many cave paintings” (Meggs, 2). The first uses of animal imagery was simply for communication purposes. “Dr. Thomas Young proved that the direction in which the glyphs of animals and people faced was the direction from which hieroglyphics should be read” (Meggs, 14). However opposed to hunting, the concept of zoos and the conservation of animal species has an extensive history back to 8000-3000 B.C. “A early humans developed into a socially and intellectually unique species, they intensified their dominion over other species, while distancing themselves from other species through development of socially elaborate cultures ... which accelerated during the Neolithic period” (Kisling, 5). The earliest findings however were in the 3500 B.C. in Hierakonpolis Egypt (Hancocks, 8). This is also the time in which “It’s believed that the pharaohs would demand the wild animals be captured and retained for their amusement of the ruler, intimidation of enemies

or to hunt in a controlled setting as a way of showing their wealth and power” (Zoo Revolution). This type of zoo or “menagerie” continued into the second century throughout the world, and especially in Asia.

Through the 1200s in Europe, animals were still being used for entertainment but in a more destructive manner. Animals were used for events like the Roman Games where they would battle one another and fight for people’s entertainment. The oldest zoo that is still running today is Tiergarten Schönbrunn found in Vienna, Austria (Parks). This zoo housed the exotic animals of Holy Roman Emperor Francis I in 1752. Originally Tiergarten Schönbrunn was only used for the royal families’ viewing pleasure, but it opened to the public in 1765.

Menageries open to the public became more popular across places like Madrid and Paris. However, the 19th century was the first time that the modern zoo came alive complete with education. “This coincided with the Victorian fascination with natural history and increasing urbanization of the population of Europe, and these 19th century zoos proved to be immensely popular, with millions flocking to see unusual animals from far off lands” (Introducing the Modern Zoo). Since then, some zoos have opened purely for profit and entertainment, not providing proper habitats for their animals, but many zoos have more of an altruistic mission.

### ***Competition***

There is a lot of competition for zoos because they can be found in most major cities. “According to the American Zoo and Aquarium Association (AZA), there are over 10,000 zoos worldwide. In the U.S. alone, the Department of Agriculture licenses 2,400 “animal exhibitors,” of which 212 are members of the AZA, an organization that requires high standards of animal care, science, and conservation.” (Fravel). The biggest disappointment about this statistic is the that

only 8% of the zoos in the United States are required to meet the AZA's standards. One of Eden Zoological Garden's's biggest competitors would be the nation's best zoos. Some of these are, the San Diego Zoo in San Diego California, The Dallas Zoo in Dallas Texas, The Brookfield Zoo in Chicago Illinois, and The Houston Zoo in Houston Texas to name a few that are considered to be in the top ten by USA Today (America's Best Zoos).

### ***Similar Businesses***

Similar businesses to Eden Zoological Garden would include the San Diego Zoo. This zoo does an excellent job of taking care of its animals as well as making extreme efforts to care for endangered species. An interview was conducted with Christina Simmons from the San Diego Zoo. She stated that "San Diego Zoo Global offers classes and teaches people around the world" because "it is important for people to care about saving endangered species".

### ***Locations***

Locations of these zoos are all over the world. "Despite the intense interest in England about places and things wild, the seventeenth and eighteenth centuries had seen no significant new zoos there. New zoological institutions were founded in many other countries during this time period throughout Western Europe as well as Morocco, Egypt, Iran, India and Russia" (Hancocks, 33). With the large span of zoos across the world, many visitors have the opportunity to become educated on conservation and seek out these animals for entertainment which was a common trend.

### ***Trends***

Before the 70s, zoos were created simply for entertainment for the public. However, after the AZA was formed, conservation became paramount. "But in the United States public demand for

a new emphasis on the quality of life for animals in zoos grew steadily more insistent, and with increasing volume” (Hancocks, 112).

## **TARGET MARKET**

### ***Demographics***

In the United States, the percentage of people who visit zoos has only increased since 2008. As of 2017, 65.5 million people visited a zoo within the last year. When it comes to gender, 60% of the guests are women. And in terms of age, they are 25-35 typically with children. The Association of Zoos & Aquariums states that “Two out of three adults visits a zoo with a child” (Visitor Demographics). The mothers are the ones who are taking their children to the zoos and purchasing their tickets. A typical zoo goers income ranges from \$50,000-\$75,000. The target market for a wildlife conservatory is almost synonymous to a typical zoo, however a conservatory may draw in more millennials that seek to see change in the lives of endangered species.

### ***Psychographics***

By nature, humans are curious and crave to learn more. People are intrigued by environments that contrast their own, and species that live differently than they do. Zoo visitors find that they attend purely for entertainment, and for their children to see exotic creatures. However, some visitors are also concerned about the impact that has been made on wild species and want to learn more about how they can be involved in conserving and increasing the number of animals threatened by extinction (Lockhart).

Specifically for a wildlife conservatory, the visitors will mostly be there to learn more about conservation. Environmental issues are the typical cause of extinction amongst endangered animals. Thus the more a certain demographic cares about this issue, the more they will care about conservation. "... because of air and water pollution, forest clearing, loss of wetlands, and other man-induced environmental changes, extinctions are now occurring at a rate that far exceeds the speciation rate" states the U.S. Fish and Wildlife Service (Why do We Care About Endangered Species?). This makes the idea of conservation in its entirety popular amongst millennials.

## **MARKETING AND PROMOTION:**

### ***Brand Identity***

Brand and identity are crucial because it establishes recognition, trust, value, and credibility. People's perception of a brand is reflected in its success, and the visual identity is the beginning of customer's opinion. Sagi Haviv once said that "identity design is not about what one likes or dislikes. It's about what works". "Design differentiates and embodies the intangibles – emotion context and essence – that matter most to consumers" (Wheeler,4). Letterheads and business cards are a large part of brand identity. Although technology is on the rise, paper correspondence is not yet obsolete. "It is regarded as credible proof of being in business and it frequently carries an important message or contractual agreement. It is still regarded as the most formal type of business communication and has an implicit dignity" (Wheeler, 170). The aesthetic of the business card makes a mark on the consumer because this is their first impression of the business.

### ***Collateral***

“The best collateral communicates the right information at the right time with a customer; discussing roasting techniques while drinking that cafe latte... making you feel more confident about that big purchase” (Wheeler, 175). In order for a customer to understand a brand, “making information accessible, a company demonstrates its understanding of its customers’ needs and preferences” (Wheeler, 174).

### ***Package Design***

A package represents a brand that is trusted enough for a consumer to bring into their home, or carry out of the store. In designing a package, the target market, location, competition, and structure must be considered. “The shelf is probably the most competitive market that exists” (Wheeler, 180). The reason people pick packages up off the shelf vary, it can be based off of need, or it can simply revolve around the design. “First I bought it because it looked cool, later I bought it because it tasted good” says Michael Grillo, age 14.

### ***Advertising***

Advertising has many different mediums, all of which convey information. David Ogilvy states in his book *Ogilvy on Advertising*, “when I write an advertisement I don’t want you to tell me that you find it ‘creative’, I want you to find it so interesting that you buy the product” (Wheeler, 182). Advertising appears in print, outdoor, and digitally amongst others. As far as outdoor boards go, Ogilvy states that they aren’t necessary, but for the millennial working class market, it would be a wise decision to include advertising that could be noticed commuting. “To the question of whether we pay attention to billboards, the study showed that 71% of us ‘often look at the messages on roadside billboards (traditional and digital combined) and more than one-third

(37%) report looking at an outdoor ad each or most of the time they pass one” (Olenski).

Different methods of advertising are necessary depending on the target market of a business.

“Advertising is influence, information, persuasion, communication and dramatization. It is also an art and a science, determining new ways to create a relationship between the consumer and the product” (Wheeler, 182).

### ***Website Design***

In this day and age, a technological presence for a brand is a necessity because of our highly digital tendencies. “Websites have made every business a global business accessible by almost anyone anywhere” (Wheeler, 166). Websites enable brands to make their presence known and allow people discover even more about a certain company than they once imagined. The presence of the website must be professional and easily navigable, “at each stage ask: is the message clear? Is the content accessible? Is the experience positive?” (Wheeler 167). Business cards act as a mobile and simple marketing tool.

### ***Apps***

For businesses that are based on experience, and provide a service or sort of entertainment, an app makes more sense. Through the app, customers would be able to keep up with updates from the business and find out about different promotions and have easier accessibility to maps and other navigation tools. According to Forbes, an app allows businesses to become visible to customers at all times, create a digital marketing channel, provide value to customers, build brand recognition, improve customer engagement, stand out against competition, and cultivate customer loyalty (Haselmayr).

### *Social Media*

In the digital age, most consumers are on social media. Especially with a target market of millennials, it is crucial for brands to appear in their life on the platforms that they utilize daily. Forbes states that businesses should be on social media because it increases brand recognition, improves brand loyalty, and creates opportunities to convert a customer to using a brand. “Additionally, studies have shown that social media has a 100% higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in your brand, representing social proof. As such, simply building your audience in social media can improve conversion rates on your existing traffic” (DeMers).

### *Environmental*

The ambiance of a business can sometimes have more of an impact on the consumer than the actual product or service that they provide. “Architects, space designers, graphic designer, industrial designers, lighting experts, structural and mechanical engineers, general contractors and subcontractors collaborate with client development teams to create unique branded environments and compelling experiences” (Wheeler, 184). In terms of zoos, this experience is crucial, it can make or break whether a customer stays at the establishment for two hours, or six. The designers of Seattle’s Woodland Park Zoo may have been the first to decide that animals were the client of highest priority. ““Woodland Park Zoo’s plan (Jones, Coe, and Paulson 1976) was based on vegetation patters to a critical degree, not just on animal species ... a forest-edge habitat was deemed essential to make a logical transition between Taiga and Tundra zones on the zoo site” (Hancocks, 113). Unlike other mediums of brand identity, environmental design involves many different mediums and variables. “Color, texture, scale, and accessible

information work together to express the brand” (Wheeler, 184). Understanding the target audience, and their needs in navigating an establishment is of highest priority. In order to create a successful experience, a brand must consider the flow of traffic, alignment of quality to speed of service, and the psychological effect of external stimulation on the energy of the environment. “Create and experience and environment that make it easy for customer to buy, and that inspire them to come back again and again” (Wheeler, 185).

## **DESIGN CONSIDERATIONS**

### ***Color***

Choosing color for a brand requires a general understanding of exactly how color effects certain parts of our brain. “The brain reads color after it registers a shape and before it reads content” (Wheeler, 150). To understand the color of a brand is to understand how the brand needs to be perceived and understood over a range of media. “Color is used to evoke emotion and express personality. It stimulates brand association and accelerates differentiation. As consumers we depend on the familiarity of Coca-Cola red. We don’t need to read the type on a Tiffany gift box to know where the gift was purchased. We see the color and a set of impressions comes to us” (Wheeler, 150). The unification of color across a brand from logo to collateral is crucial because “color creates emotion, triggers memory, and gives sensation” (Wheeler, 150).

### ***Typography***

Another central building block of a brand is typography. “A unified and coherent company image is not possible without typography that has a unique personality and an inherent legibility.

Typography must support the positioning strategy and information hierarchy (Wheeler, 154).

Brands typically use a set of typefaces for their brand each of which may be represented in different ways across different mediums. This establishes hierarchy and creates flow. “Choosing the right font requires a basic knowledge of the breadth of options and a core understanding of how effective typography functions” (Wheeler, 154).

### *Imagery*

The imagery used in a brand is representative of what the brand chooses to identify with. Ways to find the essence of a company are to ask, “what does a company do that is best in the world? What do its customers choose it over its competition? What are three adjectives that summarize how this company wants to be perceived?” (Wheeler, 134). The look and feel of a brand is what makes it immediately recognizable, it consists of color, imagery, and composition which makes the brand and entire program cohesive and differentiated. “Within the category of content style, focus, and color, all need to be considered whether the imagery is photography, illustration, or iconography” (Wheeler, 148). The imagery chosen to represent brands will be unique and should allow a business to stick out and rise above the visual clutter of its environment. Imagery in terms of zoos and animals has varied over time.

### *Animal Imagery*

Animal art dates back all the way to the Paleolithic era in the Lascaux Cave (Meggs, 6). In these caves, “the presence of what appear to be spear makes in the sides of some of these animals images indicates that they were used in magical rites designed to gain power over animals and success in the hunt” (Meggs, 6). Back then, animals were used as communication tools in an abstract and representational way. Slowly over time, they made their way to be the central figures of art pieces instead of conveyed as creatures of the hunt. Across the world they were

appearing in Asian and European art for education and aesthetic appeal. For example, “Zhao Meng-fu a goat and sheep, fourteenth century. Chops were used to imprint the names of the owners of viewers of a painting” (Meggs, 40).

In Europe with the rise of Christianity, they were represented as various figures in the bible. “The Bible is also rich in animal symbolism. The description in all four Gospels of the Holy Spirit descending on Jesus like a dove from heaven (Matt. 3:16, Matt 1:10, Luke 3:21, John 1:32) offered a ready image” (“Animals in Medieval Art”). They’ve been known to depict royalty, elegance, and wealth which became more common in the Medieval times. “It is generally assumed that the portrayal of exotic animals in medieval art must rely on descriptions in bestiaries and earlier representations. However, such beasts were sometimes sent as diplomatic gifts to European rulers or brought back as treasure from pilgrimage or Crusade” (“Animals in Medieval Art”). During the 1500s, realistic painting was on the rise in Western Europe and animals were depicted as pets or companions of their subjects. One example of this is in *Venus of Urbino* by Titian. “Titan established the compositional elements and the standard for paintings of the reclining female nude” such as the drawn curtains, soft fabric, and household pets (Kleiner, 268).

In addition they have been used to add to the composition and serve as vehicles to tell a story which became more popular through the 1800s and 1900s. For example, Picasso’s *Guernica* depicts the animals interacting with the human subjects and showing the same depth of grief. “Picasso’s use of Cubist techniques, especially the fragmentation of objects and dislocation of anatomical features, to expressive effect in this condemnation of the Nazi bombing of the Basque capital” (Kleiner, 384). Picasso’s style of synthetic cubism represents the animals in a

more abstract way that allow the figures to be conglomerated into one that aids the narrative he depicts. As history progressed, technology used to create art expanded.

Artists like Andy Warhol studied animal figures and created more abstract and geometric forms for endangered animals specifically. “Using brilliant colors — characteristic of Andy Warhol’s signature style — and poignant expressions suggestive of the animal’s fate, Andy Warhol creates a dynamic tension between art and reality” (“Endangered Species by Andy Warhol”). Across centuries, artistic depictions of animals have grown from minimal cave drawings, to detailed designs, to surreal shapes, and returned back to minimalism in today’s modern form.

#### **ACTIONS TAKEN:**

Based on the results of the research, a number of design projects were executed including brand identity, stationery package, ticket, map, among other things.

#### ***Brand Identity***

To create a brand identity that was is reflective of Eden Zoological Garden’s values and beliefs. Eden is the name of the garden in the book of Genesis in the Bible. It is known to be the location in which God created Adam and Eve as well as the sun, moon, stars, and animals. The leaf represents this garden, and a strong tapered stroke was added to create an elephant. This was then extended into other icons that could be used interchangeably throughout the brand. Additionally, a simple logotype was creating that pairs a handwritten font with a sans serif to be used on other occasions as the brand requires. By pairing a creative hand written font with a clean sans serif, the brand became authentic yet professional. Using earth tones and a diverse warm color palette

that fades to cool, Eden's brand is versatile and welcoming. The utilization of a texture with the earth tones creates a sense of depth. The pattern represents the various spots and organic patterns that are found in nature and on animal fur/skin.

### ***Stationery Package***

The goal of the stationery package was to create a letter that would be enjoyable for all members of the target audience. By leaving plenty of space for text with a faint texture in the background, and having the back provide information about endangered species, zoo goers of any age would be able to enjoy and learn by simply getting a letter from Eden in the mail. Using vivid animal imagery appeals to the pathos of the target market and draws them to learn more about different species.

### ***Tickets***

Tickets were created to be given upon entrance to the zoological garden. The tickets show bright imagery and color that display what the zoo goers will experience once they enter the conservatory. Additionally, the informational side of the ticket is simple, clear, and exciting with the use of pattern and color with simple typography.

### ***Park Map***

Attendees of Eden Zoological Garden will require a map to get around the grounds, thus a map was created. Many zoos distribute convoluted maps that are difficult to read and navigate, by using minimal typography and iconographic elements, Eden presents a clean and clear way to manage the zoo experience.

### ***Infographic***

Eden Zoological Garden is a place of experience and learning. To make information about endangered species and our planet easier to digest, an infographic was created showing where Eden has conservation projects, and why the business partakes in this mission. With such a large amount of information, it is crucial to convey information clearly with minimal type and imagery.

### ***Gift Bag***

A reusable and biodegradable gift bag was created for customers to use in Eden's gift shop. The logotype was used on this piece of collateral because of its readability and canvas material that pairs well with the paint stroke texture.

### ***T-Shirts***

T-shirts were created that customers may buy in the gift shop or order online. The various amount of color options gives the diverse target market options they may enjoy.

### ***Street Banners***

Street banners were created to welcome zoo goers into the park, or be hung around the San Francisco area. The banners use imagery of animals and typography that invites potential customers to come pay Eden a visit.

### ***Advertising***

Advertising for Eden across many platforms is imperative to draw the target market in from near or far. The first example of advertising that was executed was print. Although print is fading in the industry, this print ad would appear in magazines like the World Wildlife Fund etc.

Additionally, social media ads were created to pop up as someone was scrolling through their

feed. The imagery of animals paired with simple typography is inviting and easy to read.

Outdoor advertising was created to draw commuters in to the park. They may see it on their way to and from work, or dropping kids off at school.

### ***Outrun Extinction Event***

By hosting an event, Eden exhibits experiential marketing that creates a sense of togetherness and brand loyalty for the customers and supporters of Eden Zoological Garden. The marathon, Outrun Extinction benefits endangered species and funds go towards repopulation. Runners glide through the grounds of Eden and get to experience the zoo in a whole new way. The imagery for the event utilizes the sharper colors in the brand's color palette as well as imagery of animals running.

### ***Website***

A website was created for Eden Zoological Garden because it is the number one way for customers to buy tickets and do research about the park. With access from anywhere, zoo goers may easily navigate their way through the site. Using animal imagery and clearly marked sections, website users have an easy experience through Eden's website.

### ***Application***

An App for Eden was also created so customers may navigate their way through the park on the go. Through the app they can view a map, plan their day, or see specialty information about certain species. App design is specific in the way it must be organized. Clear and concise icons were created and minimal typography was used. To remain clear and simple, thin strokes separated different sections of the app.

### ***Social Media***

How a brand appears on social media may make or break the business. Millennials rely extremely heavily on Instagram and Facebook to find information and establish credibility for a business. Conceptual grid patterns and heavy animal imagery were used for Eden's Instagram presence to establish an aesthetic with its audience. Additionally, a Facebook page that provides maximum information was created to minimize the amount of time that customers may have to search for what they need.

### ***Exhibit Signage***

For the different exhibits, signage was created to portray the different qualities and information about the specific animals. By showing what the animal looks like, and using a brush stroke with clear sans serif typography, the information appears clear and legible. Additionally, the QR code at the bottom of the sign may provide more information about the animals through the Eden App.

### ***Way Finding***

In order to navigate the park, customers must use way finding and different signage in the environment. An example pole showing the directions of different aspects of the park was created along with an information booth. Both provide the information that the customer desires in a clear and concise way using sans serif typography and earth tones that are paralleled in the map.

### ***Interior Design***

The inside of the research center was designed and depicts an example of how three rooms may flow into one another. The research center works as a museum and center of information for the customers of Eden. In the research center, zoo goers may see different animal images, watch live

cameras of their favorite exhibits, get information on how they may save endangered species, and learn more about why it is crucial to protect the earth and its inhabitants. The white space of the interior of the research center provides a place for customer's eyes to rest. It also creates a clean sense of minimalism for the space as a whole.

### ***Conclusion***

Eden Zoological Garden will be a successful business because of the design considerations that were taken into account. The large amount of research that was conducted concerning animal conservation and branding and marketing allowed for a successful cohesive business to be executed. Eden Zoological Garden would help educate the public on the importance of saving endangered species while contributing to actively repopulating threatened animals.

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## Appendix

### Survey: 78 people, 15 questions on Qualtrics

#### How old are you?

15-22 y/o      23-30 y/o      31-45 y/o      46-55 y/o      55-70 y/o

#### How do you identify?

Female      Male      Other

#### Where do you currently live?

East Coast      West Coast      Midwest      South      Other

#### Do you like going to the zoo?

Definitely yes      Probably yes      Might or might not      Probably not      Definitely not

#### When was the last time you went to the zoo?

Within the last month      Within the last year      Within the last 5 years

Over 5 years ago      I've never been to the zoo

#### Which of these factors most keeps you from going to the zoo?

Money      Distance      Lack of interest      Time

#### What do you enjoy most about the zoo when you go?

Looking at the animals      Learning about the animals      The environment

Contributing to conservation      All of the above

#### Would you be more inclined to go to the zoo knowing that the proceeds were going directly to endangered animal research conservation?

Definitely yes      Probably yes      Might or might not      Probably not      Definitely not

#### Would you be more inclined to go to the zoo if it had endangered animals exhibited?

Definitely yes Probably yes Might or might not Probably not Definitely not

**How much do you know about animal conservation?**

A great deal A lot A moderate amount A little None at all

**How much do you care about animal conservation?**

A great deal A lot A moderate amount A little None at all

**To your knowledge, rank the following in order of which species is most endangered: (1 being the most endangered)**

Blue Whale Sumatran Orangutan African Elephant White Rhino Brown Bear

**Select all of the following that would be interesting for you to learn from:**

Signs and pamphlets Videos Infographics (charts, illustrations) Listening to a speaker **Hands on**

**Interactive digital display What forms of marketing would you be inclined to respond to?**

Facebook Instagram Snapchat Word of mouth Yelp

**Interview with Christina Simmons, San Diego Zoo**

**What does the San Diego zoo do to help endangered animals?**

“Our website displays the multiple conservation projects that we conduct across the globe”

**Do you think there is anything else they could be doing to push their mission even further?**

“Regarding endangered species - it is important for people to care about saving them.”

**Would it help if there were classes offered on the topic?**

“San Diego Zoo Global offers classes and teaches people around the world (see our web site for more info on this).”

**How does the San Diego zoo culture compare to other zoos?**

“The San Diego Zoo has one of the top conservation projects in the world.”

**What do you wish people knew about endangered species?**

“I wish they knew more about how their lives individually impact those of animals and the planet.”

**What can we be doing right now to help save endangered animals?**

“Become more educated, come see the animals, and live green.”

*eden*

ZOOLOGICAL GARDEN

BROOKE WONG | SENIOR THESIS

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## Introduction

Growing up, I always adored playing with animals. I turned up my nose at dolls, and stuck to loving on my four legged friends. As I grew older, I kept my animal preference, to the point where I believed I was going to be a veterinarian some day. Eventually I found my passions elsewhere in the design world but I kept my deep love and fascination with animals. It breaks my heart knowing that there are animals all over the world going extinct due to predators and the changing environment. Wouldn't it be great if there were a zoo where you could see and learn more about these animals up close and personal while saving them at the same time?

**THESIS:** This project involved the marketing and branding of Eden Zoological Garden. Eden Zoological Garden is a zoo and research center that hosts animals threatened by extinction and assists in repopulating them. This was accomplished through extensive research of zoos, animal extinction, and the correct branding to appeal to a wide age range. In addition, imagery of animals in art throughout history was studied extensively in order to best pay homage to the rich foundations of animal art. The final result included branding, stationery, tickets, collateral, advertising, a website, application, map, infographic, interior design, exhibit design, and way finding.

# Methodology

Descriptive research was conducted in the areas of design, advertising, branding, and wildlife conservation. Descriptive research includes studying the how, when, and why of an issue.

## BOOKS

The book, *Endangered Animals: A Reference Guide to Conflicting Issues* by Brian Miller which addresses some of the more unknown and complex factors of extinction. Conservation studies are conducted on 49 different species; Miller also provides the common name, scientific name, order, family, status, threats, habitat, distribution, natural history, conflicting issues, future and prognosis. It helps the reader draw logical and realistic conclusions about how they can participate in animal conservation.

*The Animals' Agenda* is an educational book that encourages humans to reconsider how they affect other beings of the planet. Animal behavior expert Marc Bekoff and leading bioethicist Jessica Pierce push the reader to seek powerful and loving ways to interact with animals in a world overcome with the power of humanity.

*Second Nature: Environmental Enrichment for Captive Animals* by David J. Shepherdson, Jill D. Mellen, and Michael Hutchins is a book about the ways animals held in captivity can have a richer life. Animal behaviorists, zoo biologists, and psychologists discuss ground breaking ways to

improved and innovative environments for animals in the process of repopulation in captivity.

The book *A Different Nature: The Paradoxical World of Zoos and Their Uncertain Future* by David Hancock, an architect and zoo director, beautifully illustrates the ways in which modern day zoos can be redesigned to both benefit the animal and the observer. He calls the reader to reinvent the zoo and focus on the interconnection between man and animal causing a developing empathy for the beings that share the planet with humans.

*Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition* by Alina Wheeler describes how to accurately and efficiently create a brand. Wheeler depicts a five-stage process in which a brand should be created and implemented. It features several case studies that highlight the latest trends in marketing.

*Ogilvy on Advertising* by David Ogilvy discusses how to properly operate in the world of advertising and how to write good copy. Ogilvy is the founder of Ogilvy & Mather, an ad agency that has been growing since its start in 1948, and describes what success looks like in his business.



*Color Harmony Compendium: A Complete Color Reference for Designers of All Types* by Terry Marks, and Tina Sutton is a reference book for the use of color today. This book displays how color may be applied in logos, layouts, packages, and throughout branding in general. The authors are astute designers and have extensive knowledge in the world of color. Marks is a designer and author and is known for his book, *Good Design*. Sutton has been working in the fashion industry for other 20 years, and is known for predicting new trends.

Philip B. Meggs' book *History of Graphic Design* provided further insight to the history of animal imagery over time. The progression of how these forms and shapes were represented is explained as well as the modern day executions. The past helps brand the present because it has an imprint upon humanity's understanding of the animal form as well as visual communication.

Alina Wheeler's book *Designing Brand Identity* describes the ways in which brands have been successful in creating a cohesive aesthetic for themselves. This is extremely helpful because it tells the do's and don'ts of brand design simply. Wheeler explains what is successful and what hurts brands more than helps.

*Gardner's Art Through the Ages A Concise Global History* by Fred S. Kleiner illustrates a more broad spectrum of art history. Kleiner provides deep insight to specific pieces of art and how exactly they contribute to the progression of art as it is known today.

## ARTICLES

The article “Zoo” from the National Geographic website provided helpful information on the history of zoos and how the world has come to know the modern zoo. It defines the certain types of zoos and what exactly they have to do with conservation.

An article called “How Do Zoos Help Endangered Animals?” from the Scientific American was read to discover what involvement zoos can have with preservation and caring for endangered species. The writers at Scientific American are renowned scholars and are made up of over 150 Nobel laureates. They are economists and industrialists as well as world leaders.

The article “America’s Best Zoos” from USA Today was used in order to determine how the quality of zoos is measured. It was also used to study the rigor of the competition in the United States which is where Eden Zoological Garden’s will be located.

“Animals in Medieval Art” which was published by the Metropolitan Museum of Art in New York City describes how the progression of animals in art history moved through the medieval times. This art history source provided greater insight to the ways that animals have been represented through time.

Forbes published an article called “The Top 10 Benefits of Social Media Marketing” which provided more information as to why different

types of mediums are used for advertising. When it comes to certain target markets, different platforms must be utilized to reach an audience.

Forbes also published the article “Here’s Why Your Business Needs Its Own Mobile App” by Melanie Haselmayr. She discusses what sets apart businesses that have apps, and ones that don’t. The article states that depending on the business and mission, it may be beneficial to create an app for customers to utilize.

The article “Does Outdoor Advertising Still Work?” by Steve Olenski was also published by Forbes. The article states that outdoor advertising is still successful with the correct target market. With customers that will be traveling and commuting often, it makes sense to produce outdoor advertising.

The Smithsonian published an article by Cara Parks called “The World’s Oldest Zoo” is a Modern Attraction with a Storied Past which describes the oldest zoo in Austria called Schönbrunn Palace. This zoo has a rich history and Parks dives into its existence and purpose.

An article called “Endangered Species” by Andy Warhol was used to study the more modern uses of animal imagery throughout art history. Published by Guy Hepner, insight is given into Warhol’s intentions behind these pieces and what they represent.

Laura Fravel wrote an article called “Critics Question Zoos’ Commitment to Conservation” that was published on National Geographic. Fravel critiques the ways in which zoos treat their

animals. This gave insight towards how this may be improved and how the public eye views zoo’s philanthropic heart.

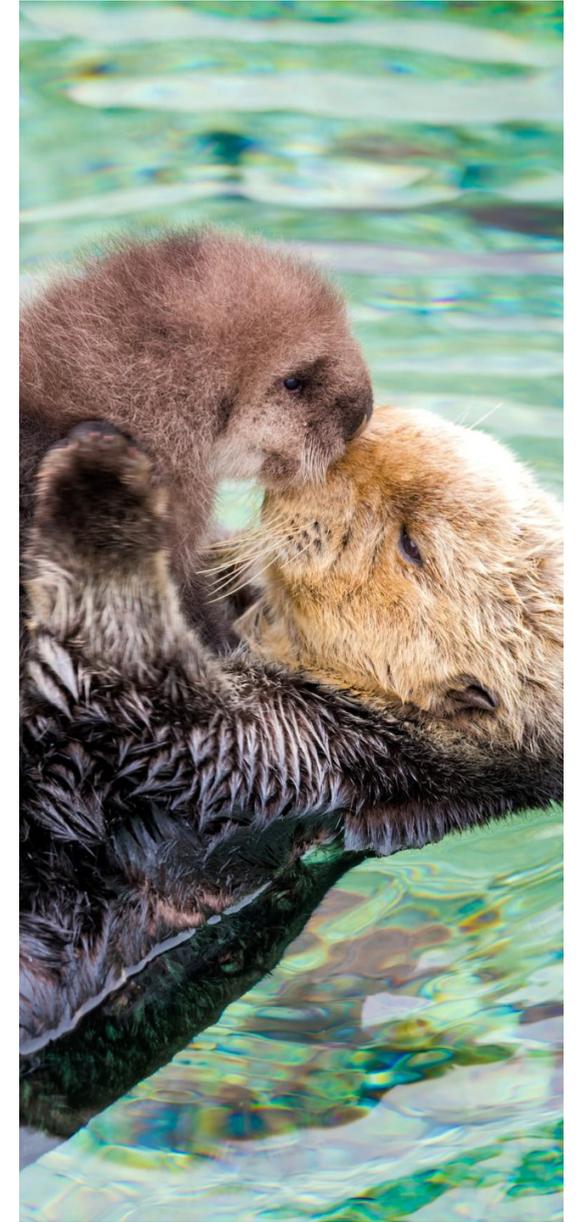
The Zoological Society of London’s article “Introducing the Modern Zoo” assisted in the study of the progression of zoos over time and how the modern zoo has come to fruition. It focuses on how the modern zoo needs conservation ideals in order to attract customers and establish credibility within an audience.

Vernon Kisling’s article “Zoo and Aquarium History: Ancient Collections to Zoological Gardens” goes into further detail about the life of zoos and aquariums. Kisling describes how and when the art of observing animals for entertainment came to arise.

Helen Lockhart explains why people feel this need to be entertained by animals in her article “Why Do People Visit Aquariums and Zoos”. Her studies show that most visitors are intrigued with the unknown rather than worried about the preservation of these creatures, however that doesn’t stop them from coming.

The AZA provided information as to the demographics of people who visit zoos in “Visitor Demographics”. The article describes the gender, income and age of the most frequent zoo goers.

The article “Why Do We Care About Endangered Species” published by the Fish and Wildlife Service explains that endangered species are crucial to biodiversity. The loss of certain animals from the ecosystem may result in devastating effects for us as well as other animals.



## INTERVIEWS

An interview with Christina Simmons from San Diego Zoo was conducted to find further information about real life experience in a wild life conservatory. Simmons provided helpful ways that the world of zoos could be improved. She is currently serving as the head of public relations at the San Diego Zoo Global.

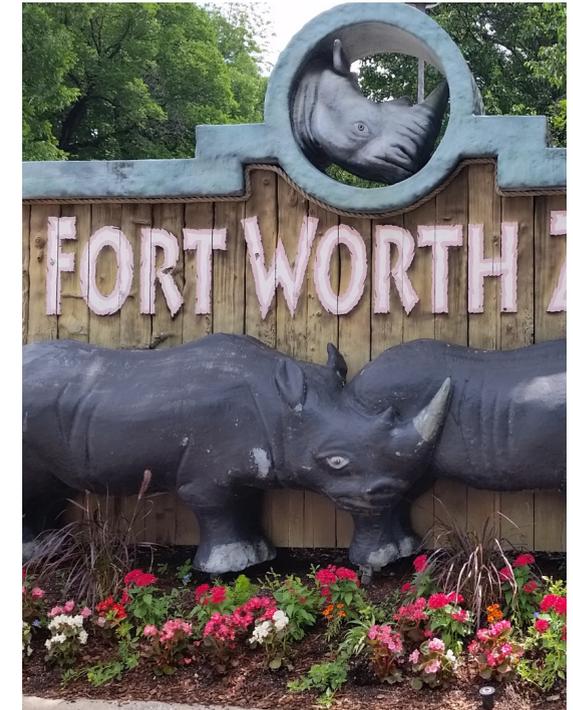
## OBSERVATIONS

Observation was conducted at the Fort Worth Zoo in Fort Worth, Texas, and at the San Diego Zoo in San Diego, California. These zoos are some of the top in the country, and both have a portion of their business dedicated to conservation.

## SURVEYS

A survey of 50 subjects ranging in age and economic status was conducted to discover the extent of their awareness in animal conservation, and preferences in terms of education about certain animals. The survey sought to discover how much the subjects knew, and how they would like to learn more about the topic.

**“San Diego Zoo  
Global offers  
classes and  
teaches people  
around the world  
because it is  
important for  
people to care  
about saving  
endangered  
species”  
– Christina  
Simmons**



## Research

The first recording of animals in art history was in the Lascaux caves in southern France in 35,000-4000 B.C.E. (Meggs, 2). "Abstract geometric signs including dots, squares, and other configurations are intermingled with the animals in many cave paintings" (Meggs, 2). The first uses of animal imagery was simply for communication purposes. "Dr. Thomas Young proved that the direction in which the glyphs of animals and people faced was the direction from which hieroglyphics should be read" (Meggs, 14).

However opposed to hunting, the concept of zoos and the conservation of animal species has an extensive history back to 8000-3000 B.C. "A early humans developed into a socially and intellectually unique species, they intensified their dominion over other species, while distancing themselves from other species through development of socially elaborate cultures ... which accelerated during the Neolithic period" (Kisling, 5).

The earliest findings however were in the 3500 B.C. in Hierakonpolis Egypt (Hancocks, 8). This is also the time in which "It's believed that the pharaohs would demand the wild animals be captured and retained for their amusement of the ruler, intimidation of enemies or to hunt in a controlled setting as a way of showing their wealth

and power" (Zoo Revolution). This type of zoo or "menagerie" continued into the second century throughout the world, and especially in Asia.

Through the 1200s in Europe, animals were still being used for entertainment but in a more destructive manner. Animals were used for events like the Roman Games where they would battle one another and fight for people's entertainment. The oldest zoo that is still running today is Tiergarten Schönbrunn found in Vienna, Austria (Parks). This zoo housed the exotic animals of Holy Roman Emperor Francis I in 1752.

Originally Tiergarten Schönbrunn was only used for the royal families' viewing pleasure, but it opened to the public in 1765. Menageries open to the public became more popular across places like Madrid and Paris. However, the 19th century was the first time that the modern zoo came alive complete with education. "This coincided with the Victorian fascination with natural history and increasing urbanization of the population of Europe, and these 19th century zoos proved to be immensely popular, with millions flocking to see unusual animals from far off lands" (Introducing the Modern Zoo).

Since then, some zoos have opened purely for profit and entertainment, not providing proper habitats for their animals, but many zoos have more of an altruistic mission.



## BACKGROUND

There is a lot of competition for zoos because they can be found in most major cities. "According to the American Zoo and Aquarium Association (AZA), there are over 10,000 zoos worldwide. In the U.S. alone, the Department of Agriculture licenses 2,400 "animal exhibitors," of which 212 are members of the AZA, an organization that requires high standards of animal care, science, and conservation." (Fravel).

The biggest disappointment about this statistic is the that only 8% of the zoos in the United States are required to meet the AZA's standards. One of Eden Zoological Garden's biggest competitors would be the nation's best zoos. Some of these are, the San Diego Zoo in San Diego California, The Dallas Zoo in Dallas Texas, The Brookfield Zoo in Chicago Illinois, and The Houston Zoo in Houston Texas to name a few that are considered to be in the top ten by USA Today (America's Best Zoos).

Similar businesses to Eden Zoological Garden would include the San Diego Zoo. This zoo does an excellent job of taking care of its animals as well as making extreme efforts to care for endangered species. An interview was conducted with Christina Simmons from the San Diego Zoo. She stated that "San Diego Zoo Global offers classes and teaches people around the world" because "it is important for people to care about saving endangered species".

Locations of these zoos are all over the world. "Despite the intense interest in England about places and things wild, the seventeenth and eighteenth centuries had seen no significant new zoos there. New zoological institutions were founded in many other countries during this time period throughout Western Europe as well as Morocco, Egypt, Iran, India and Russia" (Hancocks, 33).

With the large span of zoos across the world, many visitors have the opportunity to become educated on conservation and seek out these animals for entertainment which was a common trend. Before the 70s, zoos were created simply for entertainment for the public. However, after the AZA was formed, conservation became paramount. "But in the United States public demand for a new emphasis on the quality of life for animals in zoos grew steadily more insistent, and with increasing volume" (Hancocks, 112).

## TARGET MARKET

In the United States, the percentage of people who visit zoos has only increased since 2008. As of 2017, 65.5 million people visited a zoo within the last year. When it comes to gender, 60% of the guests are women. And in terms of age, they are 25-35 typically with children. The Association of Zoos & Aquariums states that "Two out of three adults visits a zoo with a child" (Visitor Demographics). The mothers are the ones who are taking their



children to the zoos and purchasing their tickets. A typical zoo goes income ranges from \$50,000-\$75,000. The target market for a wildlife conservatory is almost synonymous to a typical zoo, however a conservatory may draw in more millennials that seek to see change in the lives of endangered species.

By nature, humans are curious and crave to learn more. People are intrigued by environments that contrast their own, and species that live differently than they do. Zoo visitors find that they attend purely for entertainment, and for their children to see exotic creatures. However, some visitors are also concerned about the impact that has been made on wild species and want to learn more about how they can be involved in conserving and increasing the number of animals threatened by extinction (Lockhart).

Specifically for a wildlife conservatory, the visitors will mostly be there to learn more about conservation. Environmental issues are the typical cause of extinction amongst endangered animals. Thus the more a certain demographic cares about this issue, the more they will care about conservation. "... because of air and water pollution, forest clearing, loss of wetlands, and other man-induced environmental changes, extinctions are now occurring at a rate that far exceeds the speciation rate" states the U.S. Fish and Wildlife Service (Why do We Care About Endangered Species?). This makes the idea of conservation in its entirety popular amongst millennials.

## MARKETING & PROMOTION

Brand and identity are crucial because it establishes recognition, trust, value, and credibility. People's perception of a brand is reflected in its success, and the visual identity is the beginning of customer's opinion. Sagi Haviv once said that "identity design is not about what one likes or dislikes. It's about what works". "Design differentiates and embodies the intangibles – emotion context and essence – that matter most to consumers" (Wheeler,4). Letterheads and business cards are a large part of brand identity. Although technology is on the rise, paper correspondence is not yet obsolete. "It is regarded as credible proof of being in business and it frequently carries an important message or contractual agreement. It is still regarded as the most formal type of business communication and has an implicit dignity" (Wheeler, 170). The aesthetic of the business card makes a mark on the consumer because this is their first impression of the business.

"The best collateral communicates the right information at the right time with a customer; discussing roasting techniques while drinking that cafe latte... making you feel more confident about that big purchase" (Wheeler, 175). In order for a customer to understand a brand, "making information accessible, a company demonstrates its understanding of its customers' needs and preferences" (Wheeler, 174).

A package represents a brand that is trusted enough for a consumer to bring into their home, or carry out of the store. In designing a package, the target market, location, competition, and structure must be considered. "The shelf is probably the most competitive market that exists" (Wheeler, 180). The reason people pick packages up off the shelf vary, it can be based off of need, or it can simply revolve around the design. "First I bought it because it looked cool, later I bought it because it tasted good" says Michael Grillo, age 14.

Advertising has many different mediums, all of which convey information. David Ogilvy states in his book Ogilvy on Advertising, "when I write an advertisement I don't want you to tell me that you find it 'creative', I want you to find it so interesting that you buy the product" (Wheeler, 182). Advertising appears in print, outdoor, and digitally amongst others. As far as outdoor boards go, Ogilvy states that they aren't necessary, but for the millennial working class market, it would be a wise decision to include advertising that could be noticed commuting. "To the question of whether we pay attention to billboards, the study showed that 71% of us 'often look at the messages on roadside billboards (traditional and digital combined) and more than one-third (37%) report looking at an outdoor ad each or most of the time they pass one'" (Olenski). Different methods of advertising are necessary depending on the target market of a business. "Advertising is influence, information, persuasion, communication and dramatization. It is also an art and a science,

determining new ways to create a relationship between the consumer and the product" (Wheeler, 182).

In this day and age, a technological presence for a brand is a necessity because of our highly digital tendencies. "Websites have made every business a global business accessible by almost anyone anywhere" (Wheeler, 166). Websites enable brands to make their presence known and allow people discover even more about a certain company than they once imagined. The presence of the website must be professional and easily navigable, "at each stage ask: is the message clear? Is the content accessible? Is the experience positive?" (Wheeler 167). Business cards act as a mobile and simple marketing tool.

For businesses that are based on experience, and provide a service or sort of entertainment, an app makes more sense. Through the app, customers would be able to keep up with updates from the business and find out about different promotions and have easier accessibility to maps and other navigation tools. According to Forbes, an app allows businesses to become visible to customers at all times, create a digital marketing channel, provide value to customers, build brand recognition, improve customer engagement, stand out against competition, and cultivate customer loyalty (Haselmayr).

In the digital age, most consumers are on social media. Especially with a target market of millennials, it is crucial for brands to appear in their life on the platforms that they utilize daily. Forbes

**"Advertising is influence,  
information, persuasion,  
communication & dramatization.  
It is also an art and a science"  
– Wheeler**

states that businesses should be on social media because it increases brand recognition, improves brand loyalty, and creates opportunities to convert a customer to using a brand. "Additionally, studies have shown that social media has a 100% higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in your brand, representing social proof. As such, simply building your audience in social media can improve conversion rates on your existing traffic" (DeMers).

The ambiance of a business can sometimes have more of an impact on the consumer than the actual product or service that they provide. "Architects, space designers, graphic designer, industrial designers, lighting experts, structural and mechanical engineers, general contractors and subcontractors collaborate with client development teams to create unique branded environments and compelling experiences" (Wheeler, 184). In terms of zoos, this experience is crucial, it can make or break whether a customer



stays at the establishment for two hours, or six. The designers of Seattle's Woodland Park Zoo may have been the first to decide that animals were the client of highest priority. "“Woodland Park Zoo's plan (Jones, Coe, and Paulson 1976) was based on vegetation patterns to a critical degree, not just on animal species ... a forest-edge habitat was deemed essential to make a logical transition between Taiga and Tundra zones on the zoo site” (Hancocks, 113). Unlike other mediums of brand identity, environmental design involves many different mediums and variables. “Color, texture, scale, and accessible information work together to express the brand” (Wheeler, 184).

Understanding the target audience, and their needs in navigating an establishment is of highest priority. In order to create a successful experience, a brand must consider the flow of traffic, alignment of quality to speed of service, and the psychological effect of external stimulation on the energy of the environment. “Create and experience and environment that make it easy for customer to buy, and that inspire them to come back again and again” (Wheeler, 185).

## DESIGN CONSIDERATIONS

Choosing color for a brand requires a general understanding of exactly how color effects certain parts of our brain. “The brain reads color after it registers a shape and before it reads content” (Wheeler, 150). To understand the color of a brand is to understand how the brand needs to be perceived and understood over a range of media. “Color is used to evoke emotion and express personality. It stimulates brand association and accelerates differentiation. As consumers we depend on the familiarity of Coca-Cola red. We don't need to read the type on a Tiffany gift box to know where the gift was purchased. We see the color and a set of impressions comes to us” (Wheeler, 150). The unification of color across a brand from logo to collateral is crucial because “color creates emotion, triggers memory, and gives sensation” (Wheeler, 150).

Another central building block of a brand is typography. “A unified and coherent company image is not possible without typography that has a unique personality and an inherent legibility. Typography must support the positioning strategy and information hierarchy (Wheeler, 154). Brands typically use a set of typefaces for their brand each of which may be represented in different ways across different mediums. This establishes hierarchy and creates flow. “Choosing the right font requires a basic knowledge of the breadth of

options and a core understanding of how effective typography functions” (Wheeler, 154).

The imagery used in a brand is representative of what the brand chooses to identify with. Ways to find the essence of a company are to ask, “what does a company do that is best in the world? What do its customers choose it over its competition? What are three adjectives that summarize how this company wants to be perceived?” (Wheeler, 134). The look and feel of a brand is what makes it immediately recognizable, it consists of color, imagery, and composition which makes the brand and entire program cohesive and differentiated. “Within the category of content style, focus, and color, all need to be considered whether the imagery is photography, illustration, or iconography” (Wheeler, 148). The imagery chosen to represent brands will be unique and should allow a business to stick out and rise above the visual clutter of its environment. Imagery in terms of zoos and animals has varied over time.

Animal art dates back all the way to the Paleolithic era in the Lascaux Cave (Meggs, 6). In these caves, “the presence of what appear to be spear makes in the sides of some of these animals images indicates that they were used in magical rites designed to gain power over animals and success in the hunt” (Meggs, 6). Back then, animals were used as communication tools in an abstract and representational way. Slowly over time, they made their way to be the central figures of art pieces instead of conveyed as creatures of the hunt. Across the world they were appearing

**“Within the category of content style, focus, and color, all need to be considered whether the imagery is photography, illustration, or iconography”**  
- Wheeler

in Asian and European art for education and aesthetic appeal. For example, “Zhao Meng-fu a goat and sheep, fourteenth century. Chops were used to imprint the names of the owners of viewers of a painting” (Meggs, 40).

In Europe with the rise of Christianity, they were represented as various figures in the bible. “The Bible is also rich in animal symbolism. The description in all four Gospels of the Holy Spirit descending on Jesus like a dove from heaven (Matt. 3:16, Matt 1:10, Luke 3:21, John 1:32) offered a ready image” (“Animals in Medieval Art”). They’ve been known to depict royalty, elegance, and wealth which became more common in the Medieval times. “It is generally assumed that the portrayal of exotic animals in medieval art must rely on descriptions in bestiaries and earlier representations. However, such beasts were sometimes sent as diplomatic gifts to European



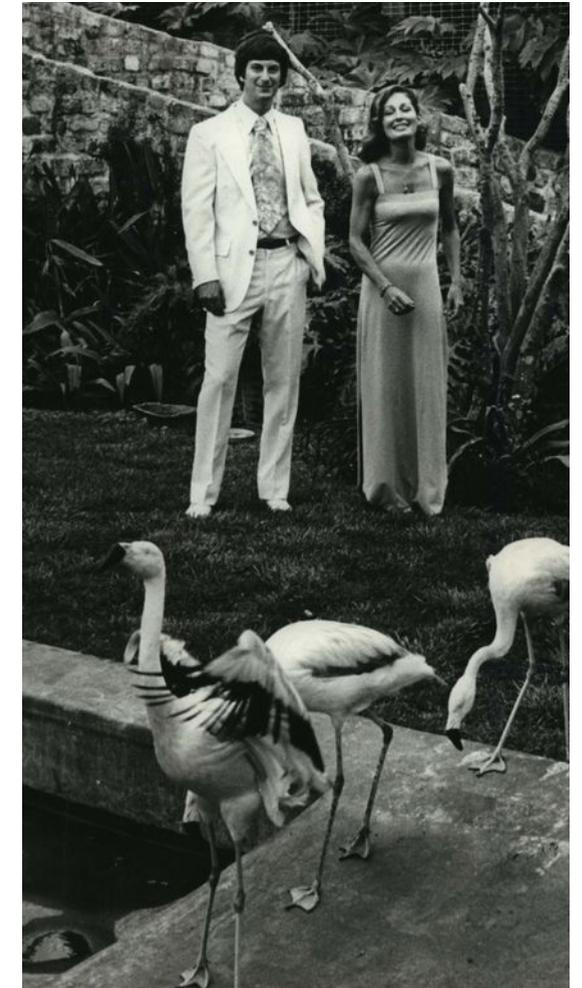


rulers or brought back as treasure from pilgrimage or Crusade” (“Animals in Medieval Art”). During the 1500s, realistic painting was on the rise in Western Europe and animals were depicted as pets or companions of their subjects. One example of this is in *Venus of Urbino* by Titian. “Titan established the compositional elements and the standard for paintings of the reclining female nude” such as the drawn curtains, soft fabric, and household pets (Kleiner, 268).

In addition they have been used to add to the composition and serve as vehicles to tell a story which became more popular through the 1800s and 1900s. For example, Picasso’s *Guernica* depicts the animals interacting with the human subjects and showing the same depth of grief. “Picasso’s use of Cubist techniques, especially the fragmentation of objects and dislocation of anatomical features, to expressive effect in this condemnation of the Nazi bombing of the Basque capital” (Kleiner, 384). Picasso’s style of synthetic cubism represents the animals in a more abstract way that allow the figures to be conglomerated into one that aids the narrative he depicts. As history progressed, technology used to create art expanded.

Artists like Andy Warhol studied animal figures and created more abstract and geometric forms for endangered animals specifically. “Using brilliant colors — characteristic of Andy Warhol’s signature style — and poignant expressions suggestive of the animal’s fate, Andy Warhol creates a dynamic tension between art and reality”

(“Endangered Species by Andy Warhol”). Across centuries, artistic depictions of animals have grown from minimal cave drawings, to detailed designs, to surreal shapes, and returned back to minimalism in today’s modern form.



# Actions Taken

Based on the results of the research, a number of design projects were executed including brand identity, stationery package, ticket, map, among other things.

## BRAND IDENTITY

To create a brand identity that was reflective of Eden Zoological Garden's values and beliefs. Eden is the name of the garden in the book of Genesis in the Bible. It is known to be the location in which God created Adam and Eve as well as the sun, moon, stars, and animals. The leaf represents this garden, and a strong tapered stroke was added to create an elephant. This was then extended into other icons that could be used interchangeably throughout the brand. Additionally, a simple logotype was created that pairs a handwritten font with a sans serif to be used on other occasions as the brand requires.

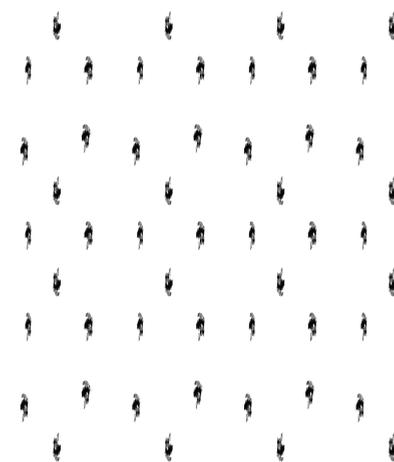
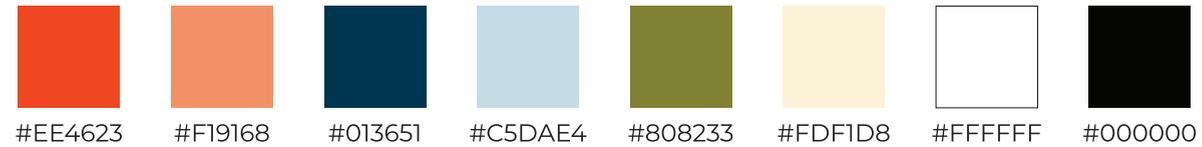
By pairing a creative hand written font with a clean sans serif, the brand became authentic yet professional. Using earth tones and a diverse warm color palette that fades to cool, Eden's brand is versatile and welcoming. The utilization of a texture with the earth tones creates a sense of depth. The pattern represents the various spots and organic patterns that are found in nature and on animal fur/skin.



Display: *Holland*

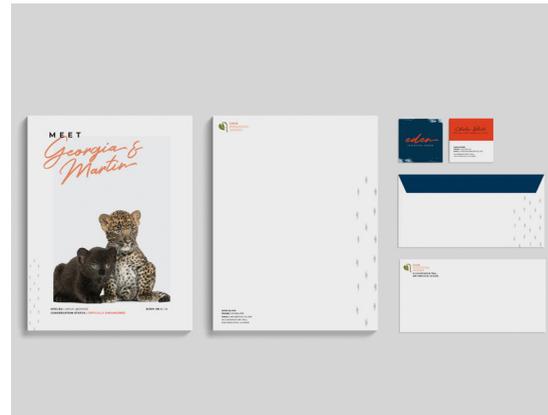
SUBHEAD: MONTSERRAT

Body: Montserrat Medium  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz0123456789



## STATIONERY PACKAGE

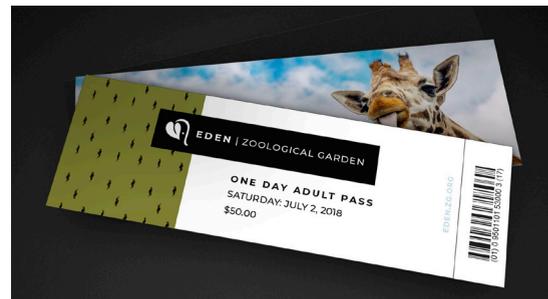
The goal of the stationery package was to create a letter that would be enjoyable for all members of the target audience. By leaving plenty of space for text with a faint texture in the background, and having the back provide information about endangered species, zoo goers of any age would be able to enjoy and learn by simply getting a letter from Eden in the mail. Using vivid animal imagery appeals to the pathos of the target market and draws them to learn more about different species.



Stationery Package

## TICKETS

Tickets were created to be given upon entrance to the zoological garden. The tickets show bright imagery and color that display what the zoo goers will experience once they enter the conservatory. Additionally, the informational side of the ticket is simple, clear, and exciting with the use of pattern and color with simple typography.



Ticket



Park Map

## PARK MAP

Attendees of Eden Zoological Garden will require a map to get around the grounds, thus a map was created. Many zoos distribute convoluted maps that are difficult to read and navigate, by using minimal typography and iconographic elements, Eden presents a clean and clear way to manage the zoo experience.

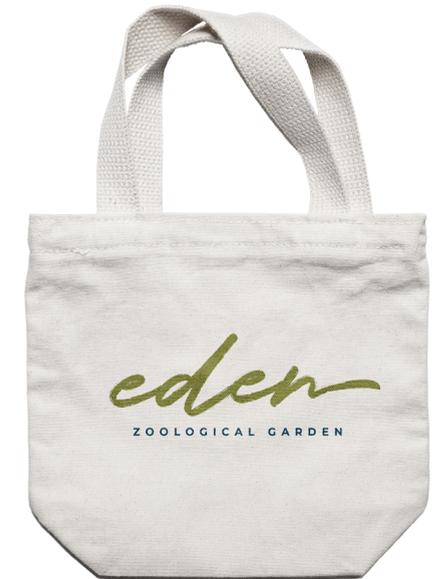


## INFOGRAPHIC

Eden Zoological Garden is a place of experience and learning. To make information about endangered species and our planet easier to digest, an infographic was created showing where Eden has conservation projects, and why the business partakes in this mission. With such a large amount of information, it is crucial to convey information clearly with minimal type and imagery.

## GIFT BAG

A reusable and biodegradable gift bag was created for customers to use in Eden's gift shop. The logotype was used on this piece of collateral because of its readability and canvas material that pairs well with the paint stroke texture.



Gift Bag

## T-SHIRTS

T-shirts were created that customers may buy in the gift shop or order online. The various amount of color options gives the diverse target market options they may enjoy.



T-Shirts

## STREET BANNERS

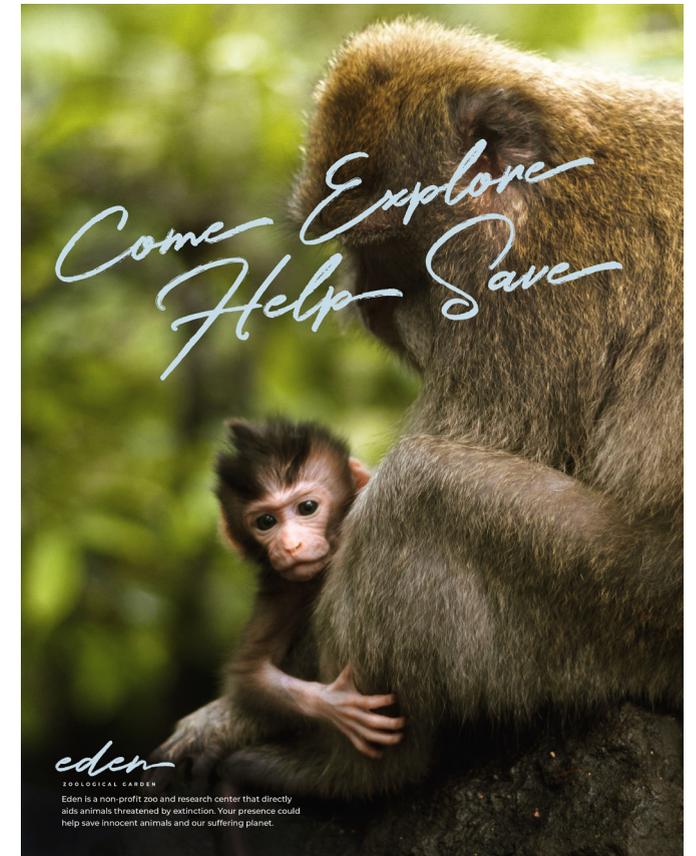
Street banners were created to welcome zoo goers into the park, or be hung around the San Francisco area. The banners use imagery of animals and typography that invites potential customers to come pay Eden a visit.



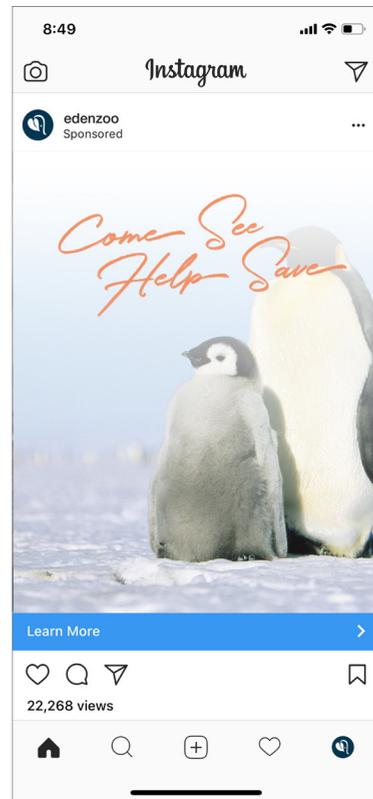
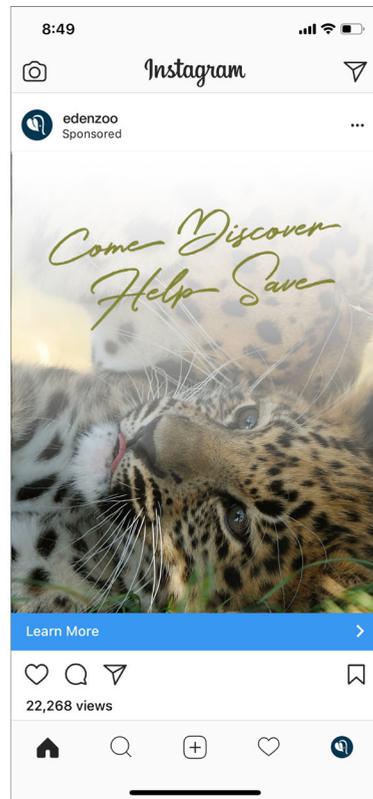
Street Banners

## ADVERTISING

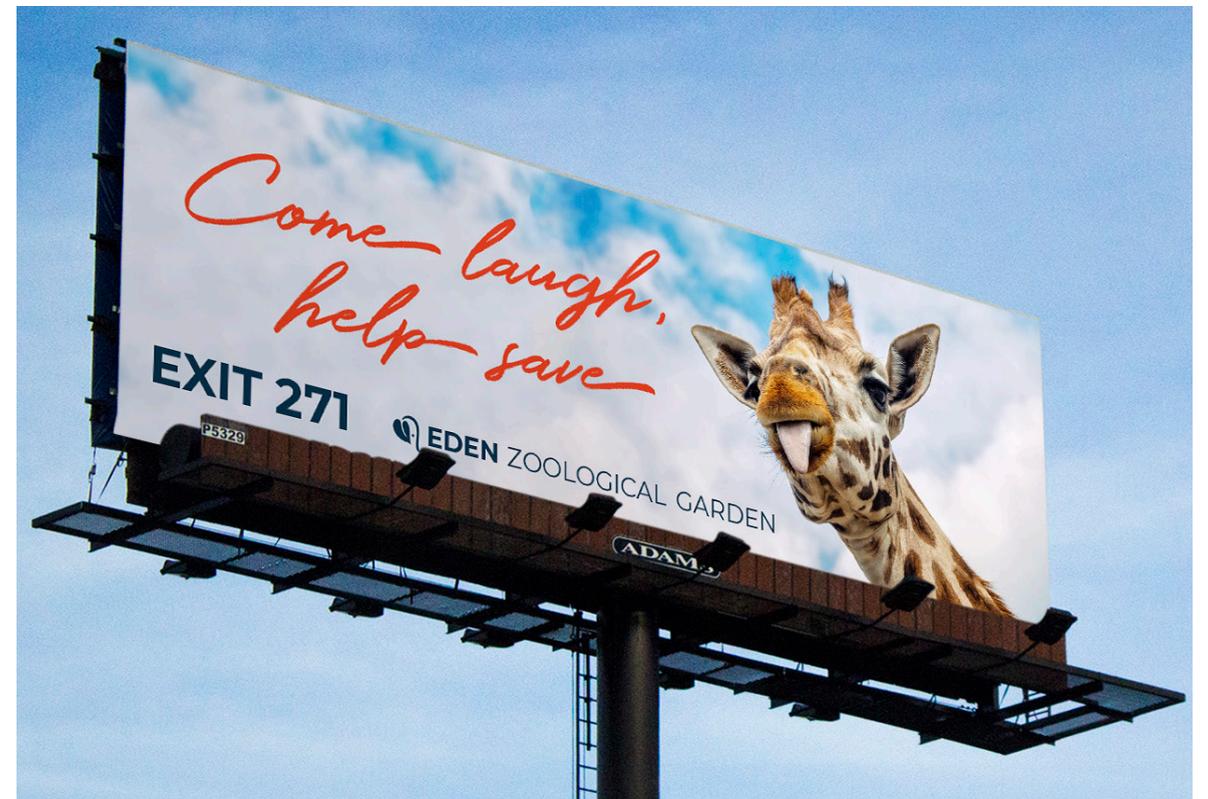
Advertising for Eden across many platforms is imperative to draw the target market in from near or far. The first example of advertising that was executed was print. Although print is fading in the industry, this print ad would appear in magazines like the World Wildlife Fund etc. Additionally, social media ads were created to pop up as someone was scrolling through their feed. The imagery of animals paired with simple typography is inviting and easy to read. Outdoor advertising was created to draw commuters in to the park. They may see it on their way to and from work, or dropping kids off at school.



Print Advertisement



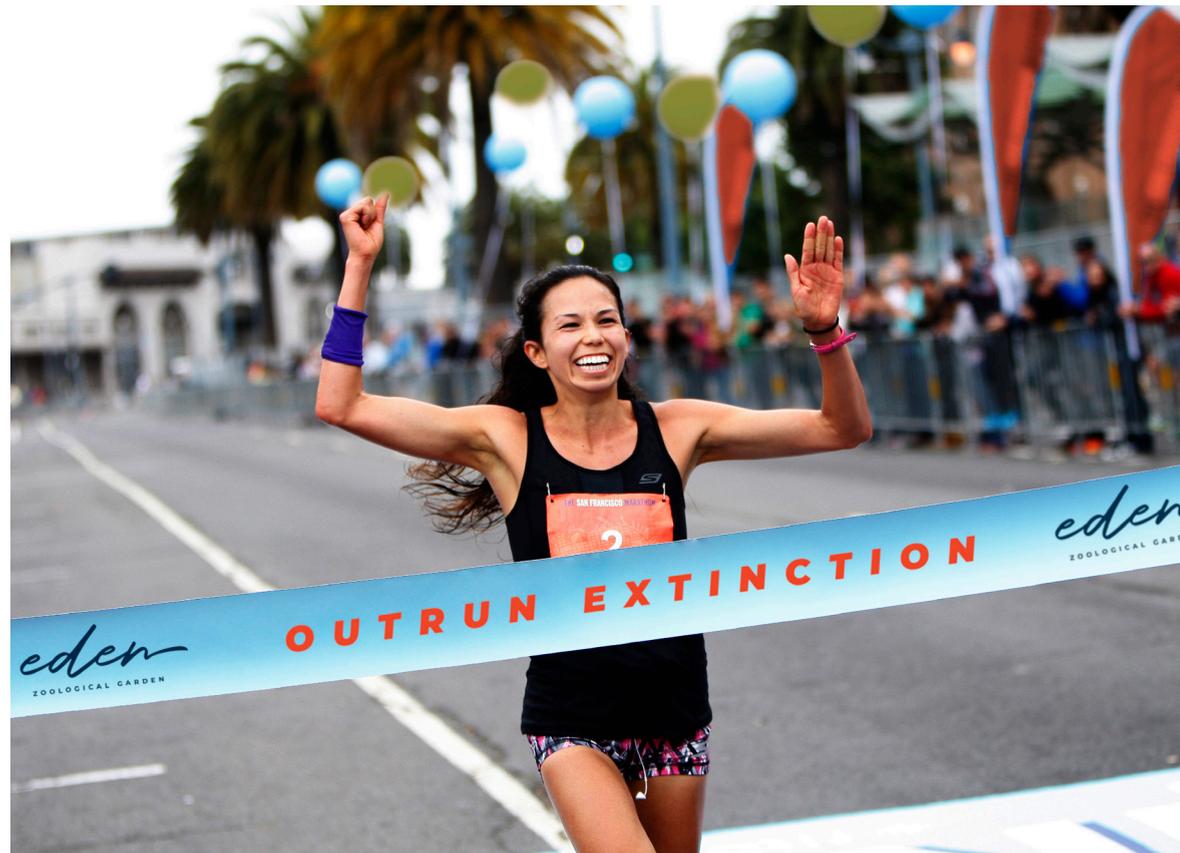
Social Media Advertising



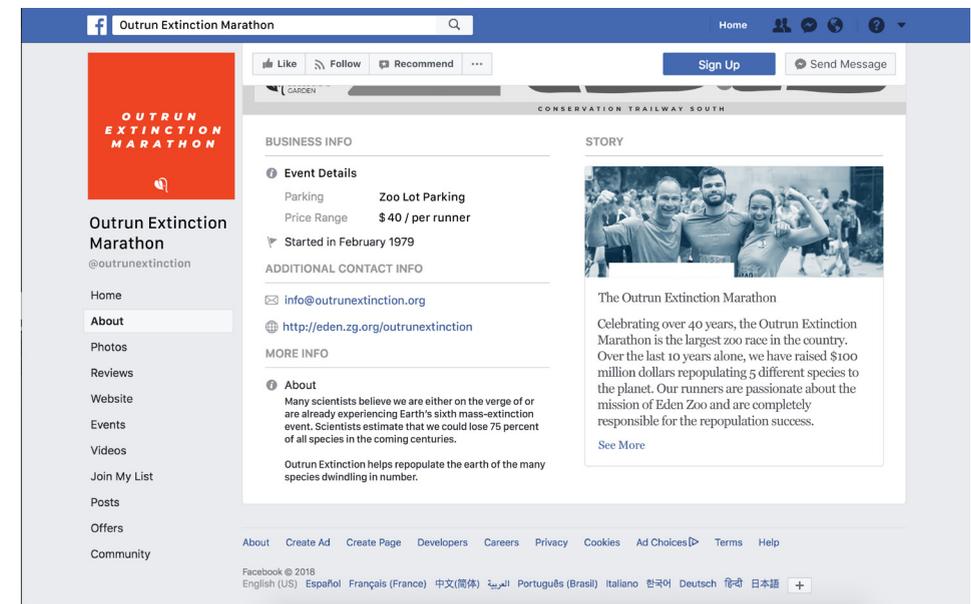
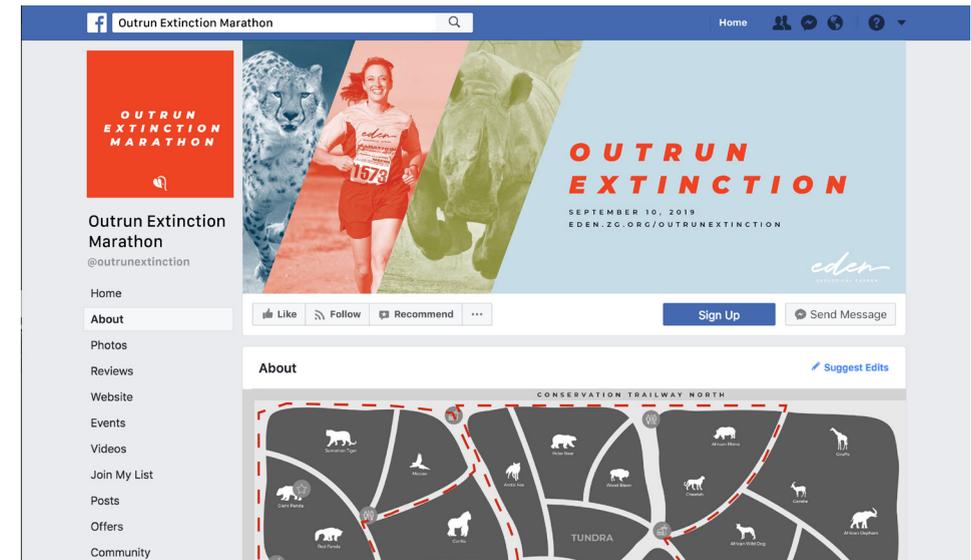
Outdoor Advertising

## OUTRUN EXTINCTION EVENT

By hosting an event, Eden exhibits experiential marketing that creates a sense of togetherness and brand loyalty for the customers and supporters of Eden Zoological Garden. The marathon, Outrun Extinction benefits endangered species and funds go towards repopulation. Runners glide through the grounds of Eden and get to experience the zoo in a whole new way. The imagery for the event utilizes the sharper colors in the brand's color palette as well as imagery of animals running.



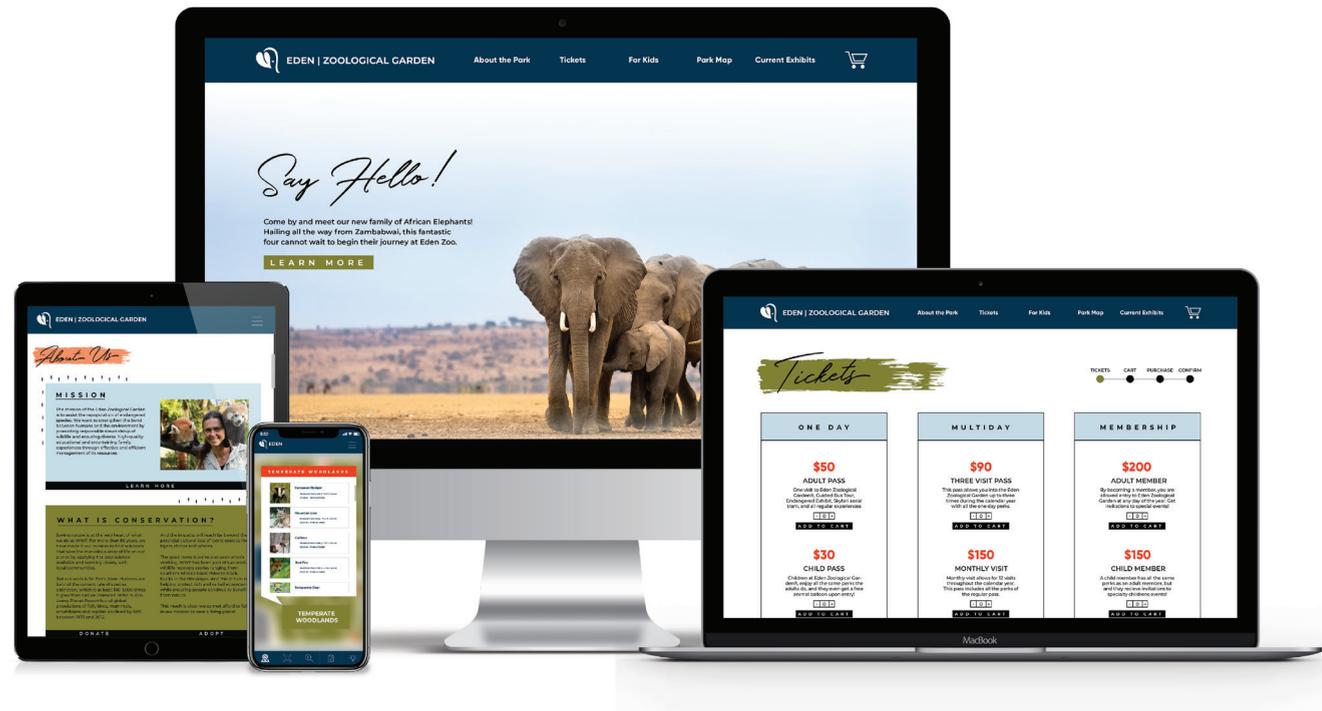
Outrun Extinction Finish Line



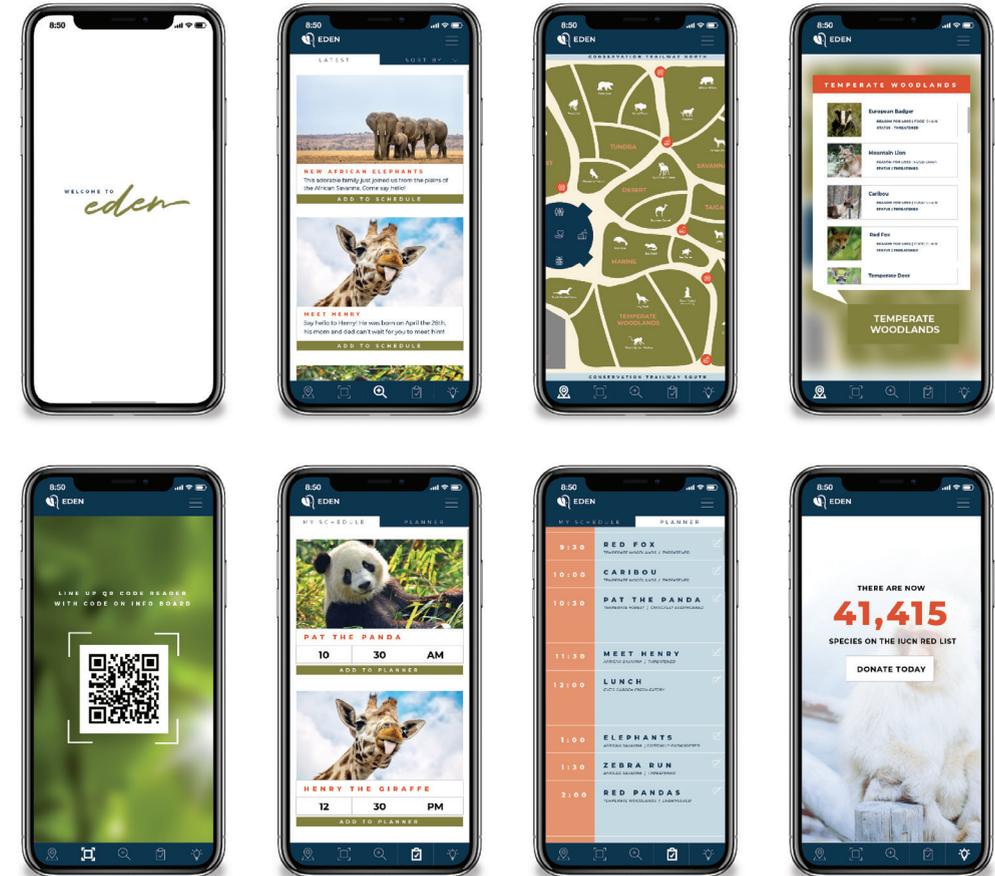
Outrun Extinction Facebook Page

## WEBSITE

A website was created for Eden Zoological Garden because it is the number one way for customers to buy tickets and do research about the park. With access from anywhere, zoo goers may easily navigate their way through the site. Using animal imagery and clearly marked sections, website users have an easy experience through Eden's website.



Website



Application

## APPLICATION

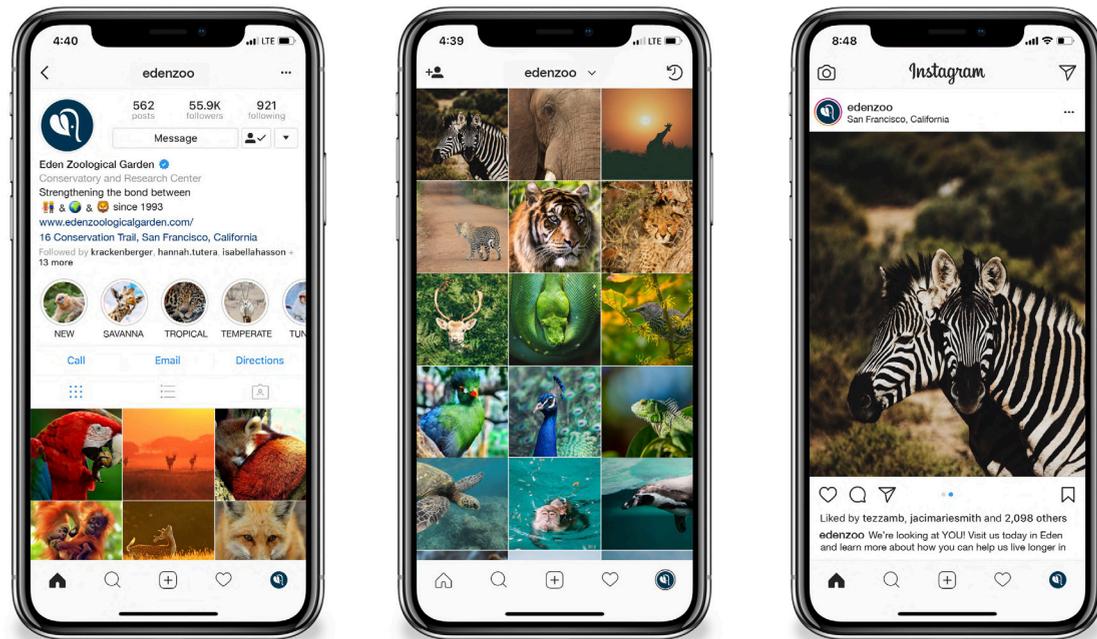
An App for Eden was also created so customers may navigate their way through the park on the go. Through the app they can view a map, plan their day, or see specialty information about certain species. App design is specific in the way

it must be organized. Clear and concise icons were created and minimal typography was used. To remain clear and simple, thin strokes separated different sections of the app.

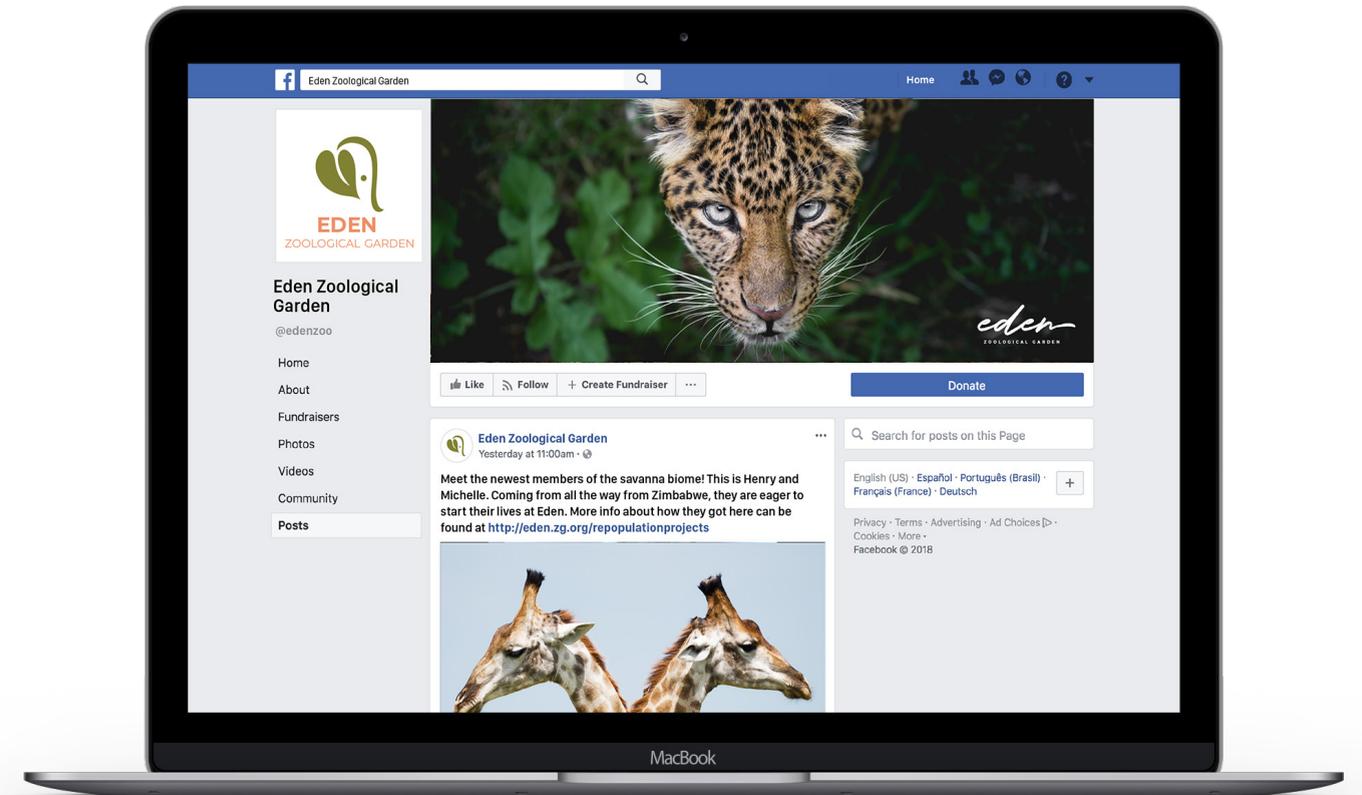
## SOCIAL MEDIA

How a brand appears on social media may make or break the business. Millennials rely extremely heavily on Instagram and Facebook to find information and establish credibility for a business. Conceptual grid patterns and heavy animal imagery were used for Eden's Instagram

presence to establish an aesthetic with its audience. Additionally, a Facebook page that provides maximum information was created to minimize the amount of time that customers may have to search for what they need.



Instagram Presence



Facebook Presence

## EXHIBIT SIGNAGE

For the different exhibits, signage was created to portray the different qualities and information about the specific animals. By showing what the animal looks like, and using a brush stroke with clear sans serif typography, the information appears clear and legible. Additionally, the QR code at the bottom of the sign may provide more information about the animals through the Eden App.

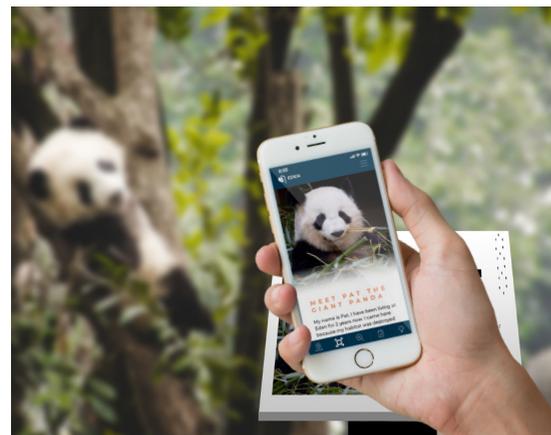
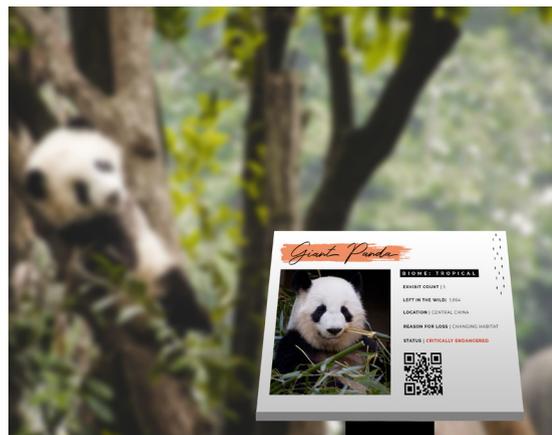
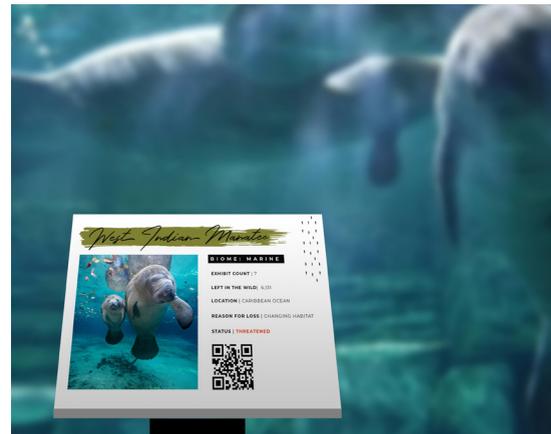
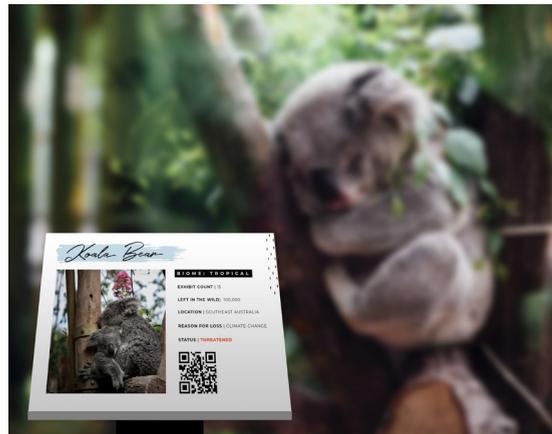


Exhibit Signage



Way Finding & Info Station

## WAY FINDING

In order to navigate the park, customers must use way finding and different signage in the environment. An example pole showing the directions of different aspects of the park was created along with an information booth. Both provide the information that the customer desires in a clear and concise way using sans serif typography and earth tones that are paralleled in the map.

## WAY FINDING

The inside of the research center was designed and depicts an example of how three rooms may flow into one another. The research center works as a museum and center of information for the customers of Eden. In the research center, zoo goers may see different animal images, watch live cameras of their favorite exhibits, get information

on how they may save endangered species, and learn more about why it is crucial to protect the earth and its inhabitants. The white space of the interior of the research center provides a place for customer's eyes to rest. It also creates a clean sense of minimalism for the space as a whole.



Research Center Interior Design



## Conclusion

Eden Zoological Garden will be a successful business because of the design considerations that were taken into account. The large amount of research that was conducted concerning animal conservation and branding and marketing allowed for a successful cohesive business to be executed. Eden Zoological Garden would help educate the public on the importance of saving endangered species while contributing to actively repopulating threatened animals.

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## APPENDIX: SURVEY

Survey of 78 people, 15 questions on Qualtrics

### How old are you?

15-22 y/o 23-30 y/o 31-45 y/o 46-55 y/o 55-70 y/o

### How do you identify?

Female Male Other

### Where do you currently live?

East Coast West Coast Midwest South Other

### Do you like going to the zoo?

Definitely yes Probably yes Might or might not Probably not Definitely not

### When was the last time you went to the zoo?

Within the last month Within the last year Within the last 5 years

Over 5 years ago I've never been to the zoo

### Which of these factors most keeps you from going to the zoo?

Money Distance Lack of interest Time

### What do you enjoy most about the zoo when you go?

Looking at the animals Learning about the animals The environment

Contributing to conservation All of the above

### Would you be more inclined to go to the zoo knowing that the proceeds were going directly to endangered animal research conservation?

Definitely yes Probably yes Might or might not Probably not Definitely not

### Would you be more inclined to go to the zoo if it had endangered animals exhibited?

Definitely yes Probably yes Might or might not Probably not Definitely not

### How much do you know about animal conservation?

A great deal A lot A moderate amount A little None at all

### How much do you care about animal conservation?

A great deal A lot A moderate amount A little None at all

### To your knowledge, rank the following in order of which species is most endangered: (1 being the most endangered)

Blue Whale Sumatran Orangutan African Elephant White Rhino Brown Bear

### Select all of the following that would be interesting for you to learn from:

Signs and pamphlets Videos Infographics (charts, illustrations)

Listening to a speaker Hands on Interactive digital display

### What forms of marketing would you be inclined to respond to?

Facebook Instagram Snapchat Word of mouth Yelp

## INTERVIEW

Christina Simmons, San Diego Zoo

### What does the San Diego zoo do to help endangered animals?

"Our website displays the multiple conservation projects that we conduct across the globe"

### Do you think there is anything else they could be doing to push their mission even further?

"Regarding endangered species - it is important for people to care about saving them."

### Would it help if there were classes offered on the topic?

"San Diego Zoo Global offers classes and teaches people around the world (see our web site for more info on this)."

### How does the San Diego zoo culture compare to other zoos?

"The San Diego Zoo has one of the top conservation projects in the world."

### What do you wish people knew about endangered species?

"I wish they knew more about how their lives individually impact those of animals and the planet."

### What can we be doing right now to help save endangered animals?

"Become more educated, come see the animals, and live green."

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