



RESCUE. REHABILITATE. RELEASE.

SENIOR THESIS 2019

Branding and Environmental Graphic Design

KK Palmerino

Why branding and EGD?

Over the past few years, I have gained a lot of interest in creating brand identities. I knew I wanted to research more information about the development and execution of identities but I also wanted to incorporate an aspect of design that I had not yet explored.

Environmental graphic design is something that I have always wanted to experiment with but I had not yet had the opportunity to. I found that the relationship between branding and EGD was very unique and I chose to further explore those topics for my thesis by rebranding the Johannesburg Zoo.

Why re-brand a zoo?

Zoos have always been one of my favorite places to visit growing up. I love learning about new animals and seeing all of the exotic wildlife that they have to offer. However, I am also aware of the negative connotations surrounding zoos.

After reading David Hancock's, [A Different Nature: The Paradoxical World of Zoos and Their Uncertain Future](#), I became even more aware of the negative aspects of zoos and animal enclosures. This inspired me to re-brand the Johannesburg Zoo and introduce an aspect that emphasizes the rescue, rehabilitation, and release of animals back into the wild. By incorporating branding, EGD, and this new component to the zoo, I found this project to be very informative, creative, and an interesting topic to pursue.

PROJECT PROPOSAL

What is the goal of this project?

- Completely rebrand the Johannesburg Zoo in South Africa.
- Introduce a new policy at the zoo that only allows for animals to be kept there if they are in need of medical attention or are not able to survive in the wild due to their past injuries. All of these animals will also be native to Africa.
- Include an interactive app for visitors to use during their visit and be updated on the recovery/release of each animal.

Why is this needed?

- The Johannesburg Zoo's current designs are outdated, unclear, and lack hierarchy. They could benefit from a structured, cohesive brand that would attract more visitors and present themselves in a more professional way.
- By rehabilitating and releasing the animals back into the wild, the new Johannesburg Zoo will be challenging the stereotype that zoos are inhumane and mistreat their animals.

Final Deliverables

- Brand Identity
- Map, Wayfinding, and Informational Signs
- Interactive App and Website Homepage
- Print Material



DESIGN
RESEARCH

TARGET AUDIENCE INTERVIEW

Teegan Innis

Marine Biologist

“Maps and brochures are helpful because they allow you to find all of the exhibits you are interested in seeing.”

“...an interactive map or short blurbs about the animals at each exhibit could prove worthwhile.”

“Many people, in my experience, tend to avoid zoos because they feel the animals aren’t treated well.”

DESIGN EXPERT INTERVIEW

Gilbert Martinez

Assistant Supervisor of Environmental Graphic Design at the Dallas Zoo

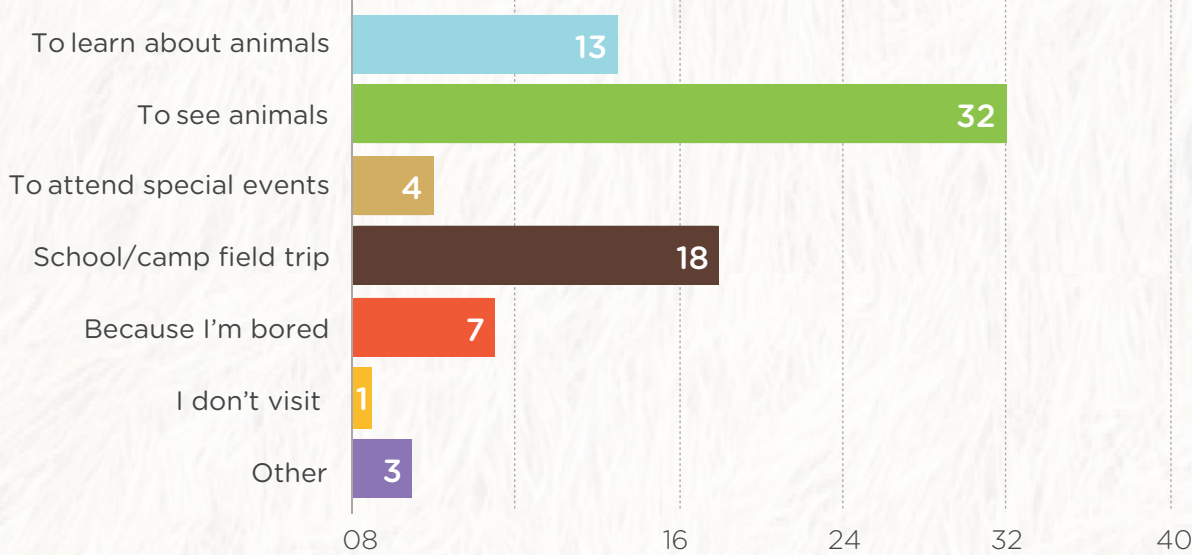
“We have to keep it minimal, bullet pointed, and straight to the punch.”

“Think of the environment and how the guest interacts with the habitats. Be sure to incorporate the interactions that guests can have with the animals.”

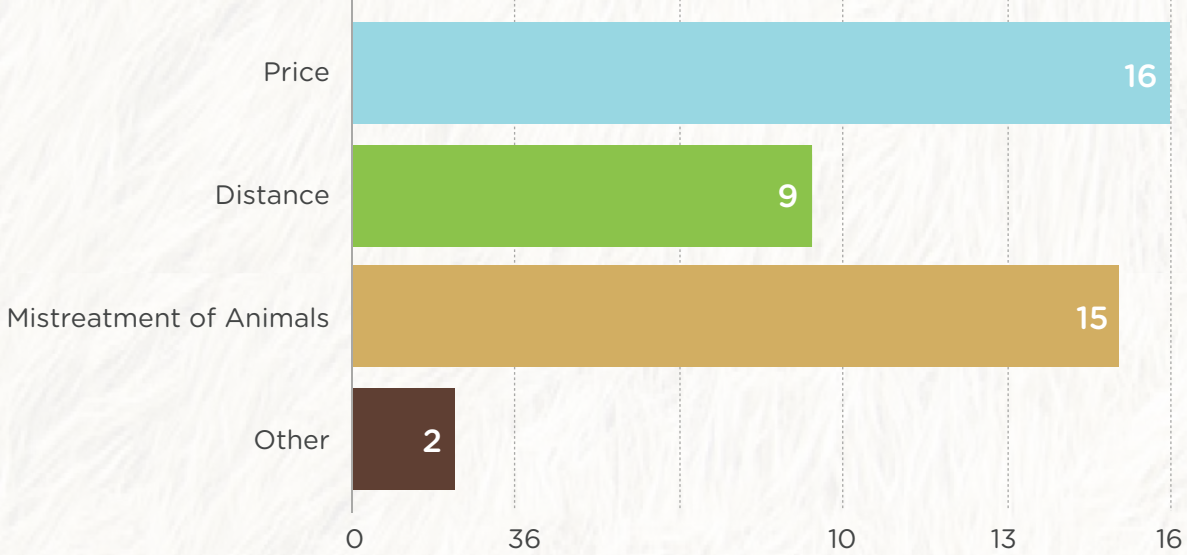
“Simplicity is your friend. Be direct and straight to the point to show the people what they want. “

QUESTIONNAIRE

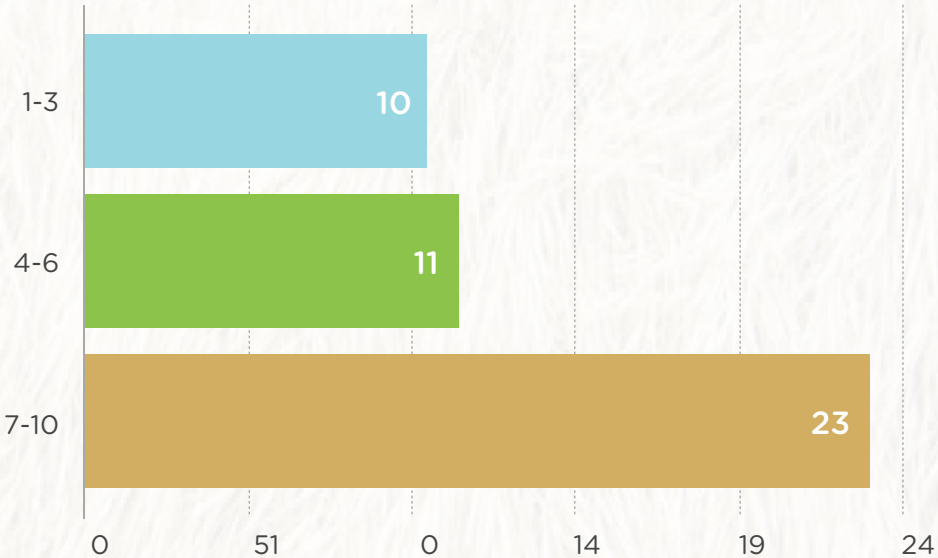
Q2 What is your main reasoning for visiting an aquarium or zoo?
 Answered: 45 Skipped: 0



Q8 Please list any factors that may prohibit you from visiting an aquarium/zoo.
 Answered: 37 Skipped: 8



Q13 On a scale of 1-10, how likely are you to read the informational signs located around the zoo or aquarium?
 Answered: 45 Skipped: 0



Q16 Would you be interested in an aquarium/zoo that only houses animals who need rehabilitation and once healed, they are returned to the wild?

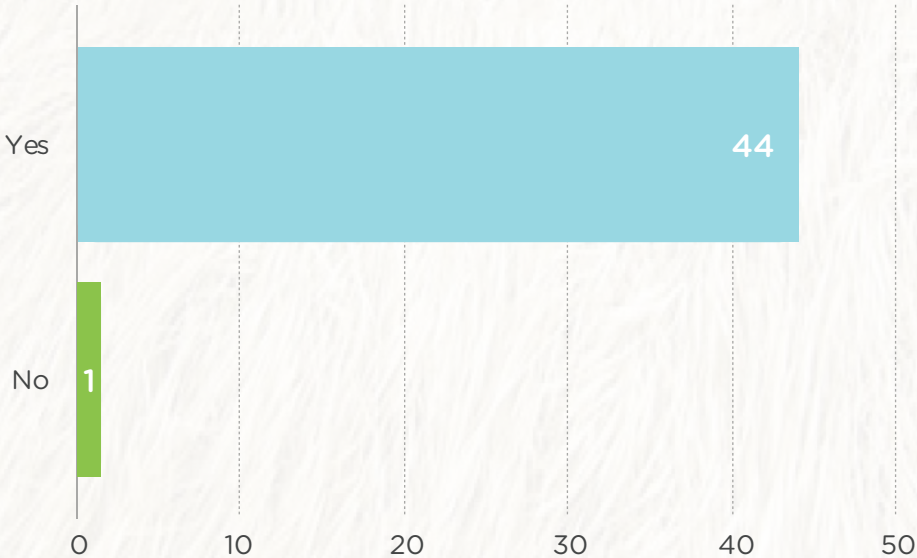
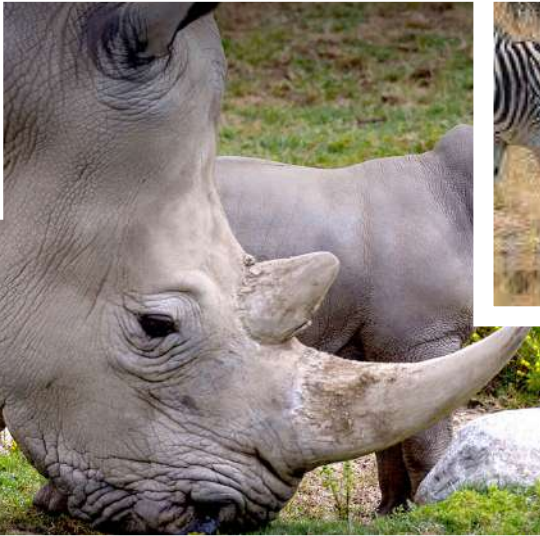


PHOTO INSPIRATION



LOGO INSPIRATION



BRAND IDENTITY INSPIRATION



COMPANY AUDIT: Johannesburg Zoo



011 646 2000 | Home | Contact |

Joburg
a world class African city

Joburg ZOO
Johannesburg City Parks

Home
About
Brand Guidelines
Visitor Info
News
Events
Animals
Support
Venues
Contact

Join our NEW Facebook page and find out what's happening at Joburg Zoo

Search for "The Johannesburg Zoo" on Facebook and click "LIKE"

Twitter
tripadvisor
g+
YouTube
News

Mother's DAY CONCERT AT JOBURG ZOO
LIVE MUSIC - GUIDED TOURS KIDDIES AREA
12 May 2019 - 11:00 - 15:00
BUY TICKETS

Fun @ the Zoo
Click here to find out more about our various Day Tours, Night Tour and Zoo Snooze.

Explore the Zoo
Click here to find out more about animals, zoo information, maps, feeding times and a good zoo.

Kids
Click here to find out about education, Zoo to you, honey badgers and the holiday programmes.

Conservation
Click here to find out more about our conservation projects.

Zoo Venues & Info

ENTRANCE FEES
Adults R90
Children (3-12) R55
Pensioners R55
Open Monday to Friday & Public Holidays
8:00 - 17:00

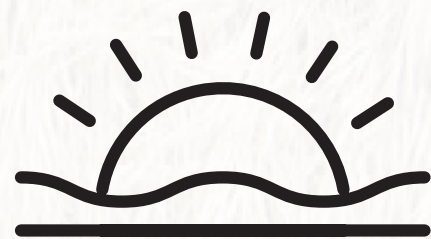
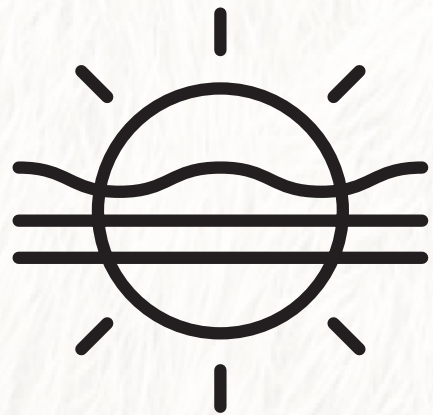
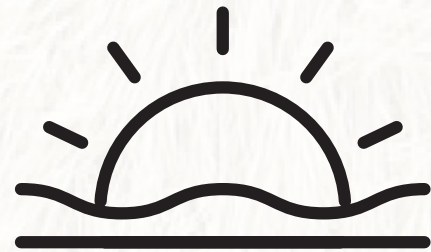
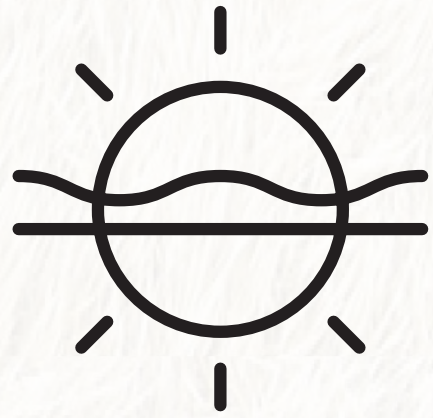
COAPE
WORLDWIDE EXCELLENCE IN PET BEHAVIOUR EDUCATION
Animal Enrichment Programme



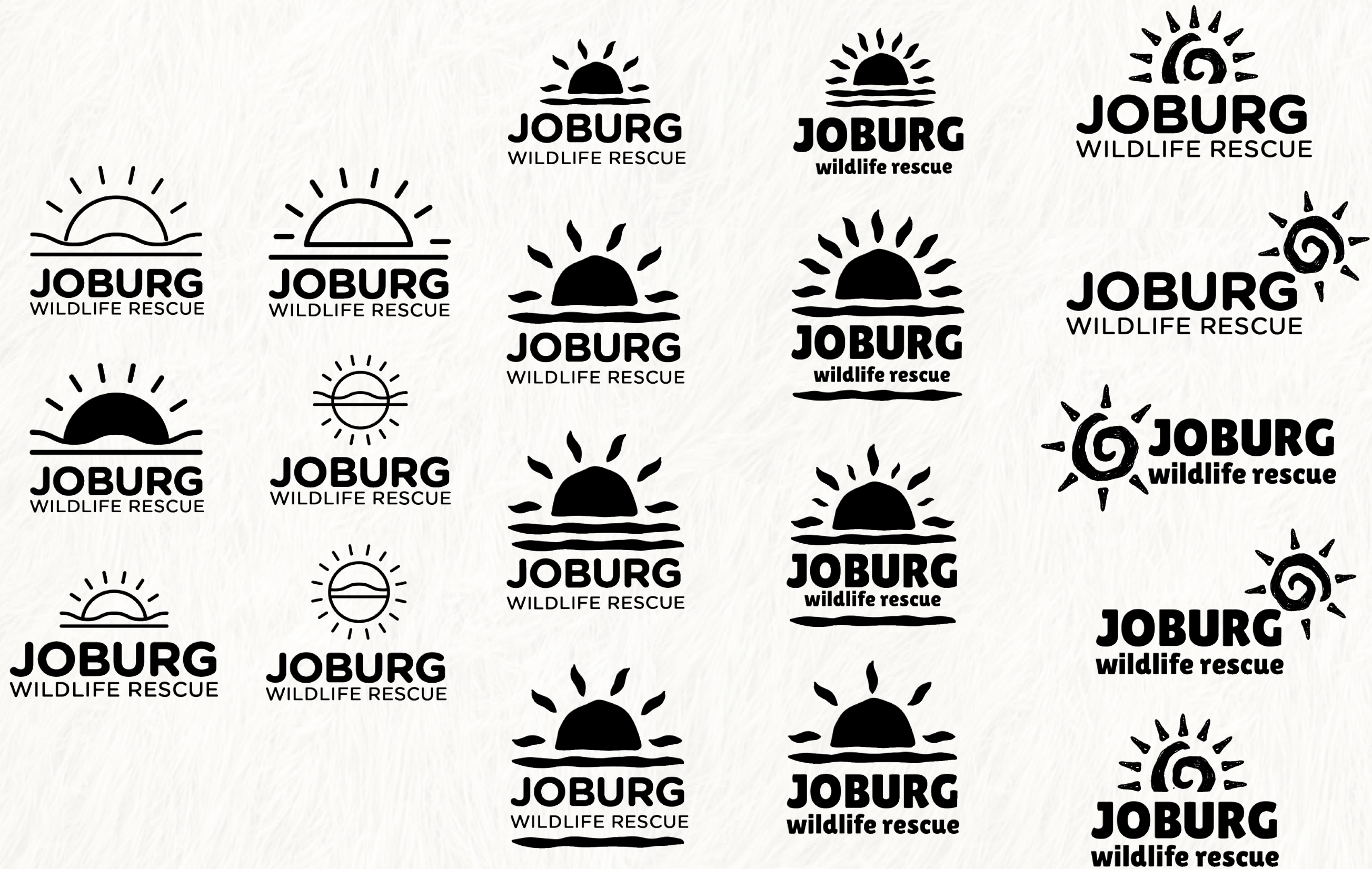
BRAND IDENTITY



LOGO DEVELOPMENT



LOGO DEVELOPMENT



LOGO DEVELOPMENT



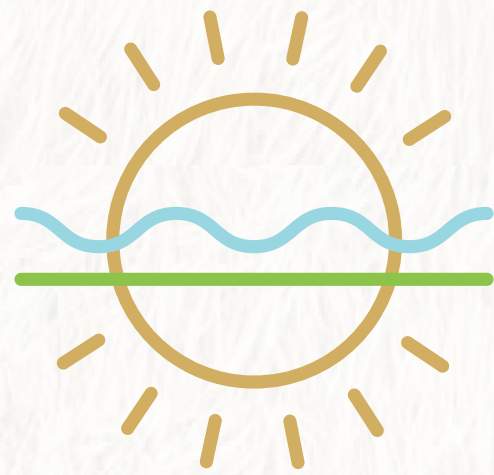
LOGO DEVELOPMENT



LOGO DEVELOPMENT

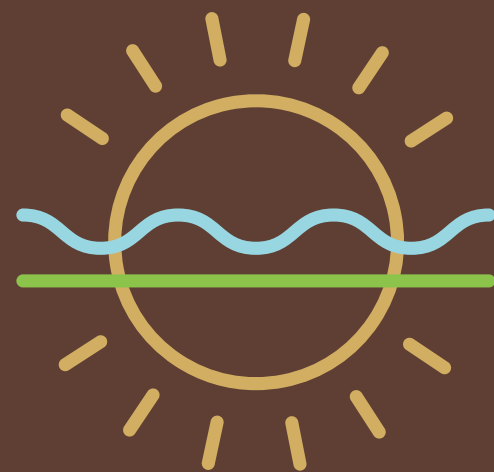


FINAL LOGO/COLOR PALETTE



#98d7e1
CMYK: 38-0-11-0
RGB: 152-215-225

#8cc34a
CMYK: 50-2-93-0
RGB: 140-195-74



#d0ac62
CMYK: 19-30-72-0
RGB: 208-172-98

#604033
CMYK: 46-67-72-45
RGB: 96-64-51

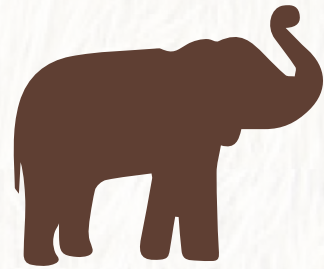


MAP/WAYFINDING

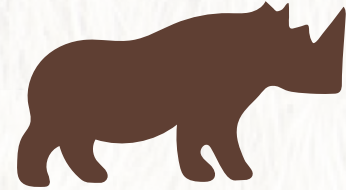
MAP COMPONENTS



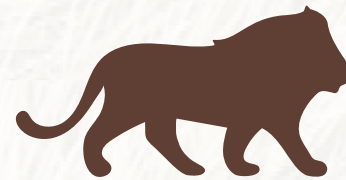
Giraffe



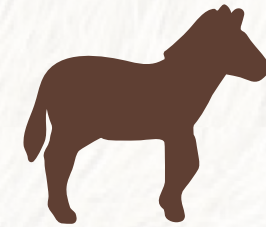
Elephant



Rhinoceros



Lion



Zebra



Hyena



Meerkat



Lemur



African
Painted Dog



Baboon



Fennec
Fox



African
Penguin



African
Boa



Alligator



Tortoise



First Aid



Food



Restrooms



Water Fountain



Information

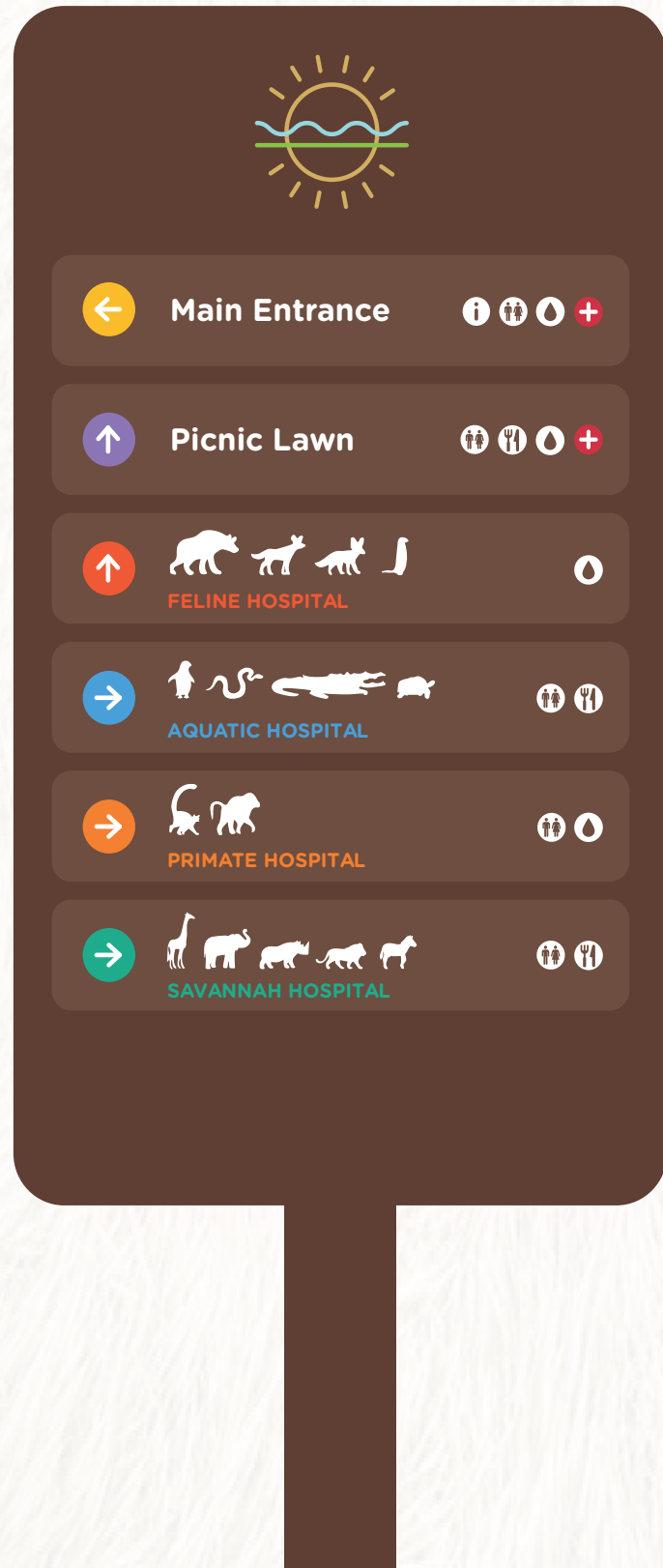


Bridge

FINAL MAP



FINAL WAYFINDING SIGNS



FINAL INFORMATION SIGN



SUKARI

AFRICAN ELEPHANT

GENDER..... FEMALE
LOCATION OF RESCUE..... ZIMBABWE
DATE OF ARRIVAL..... MARCH 2, 2019
EXPECTED RELEASE..... JULY 2019



Sukari was rescued from Zimbabwe after being found with injuries cause by poachers. Our team is working hard to get her back to full health and release her back to the wild by July 2019.

She can be recognized by her long tusks, reddish hair, and two small holes at the bottom of her right ear. Her most recognizable feature is her extremely long trunk, which she uses to roll hay into a ball before eating. Sukari is often seen rolling in the mud and enjoys all types of browse, especially large logs from which she can tusk off the bark.

ANIMAL QR CODE



Scan this code on your app to learn more



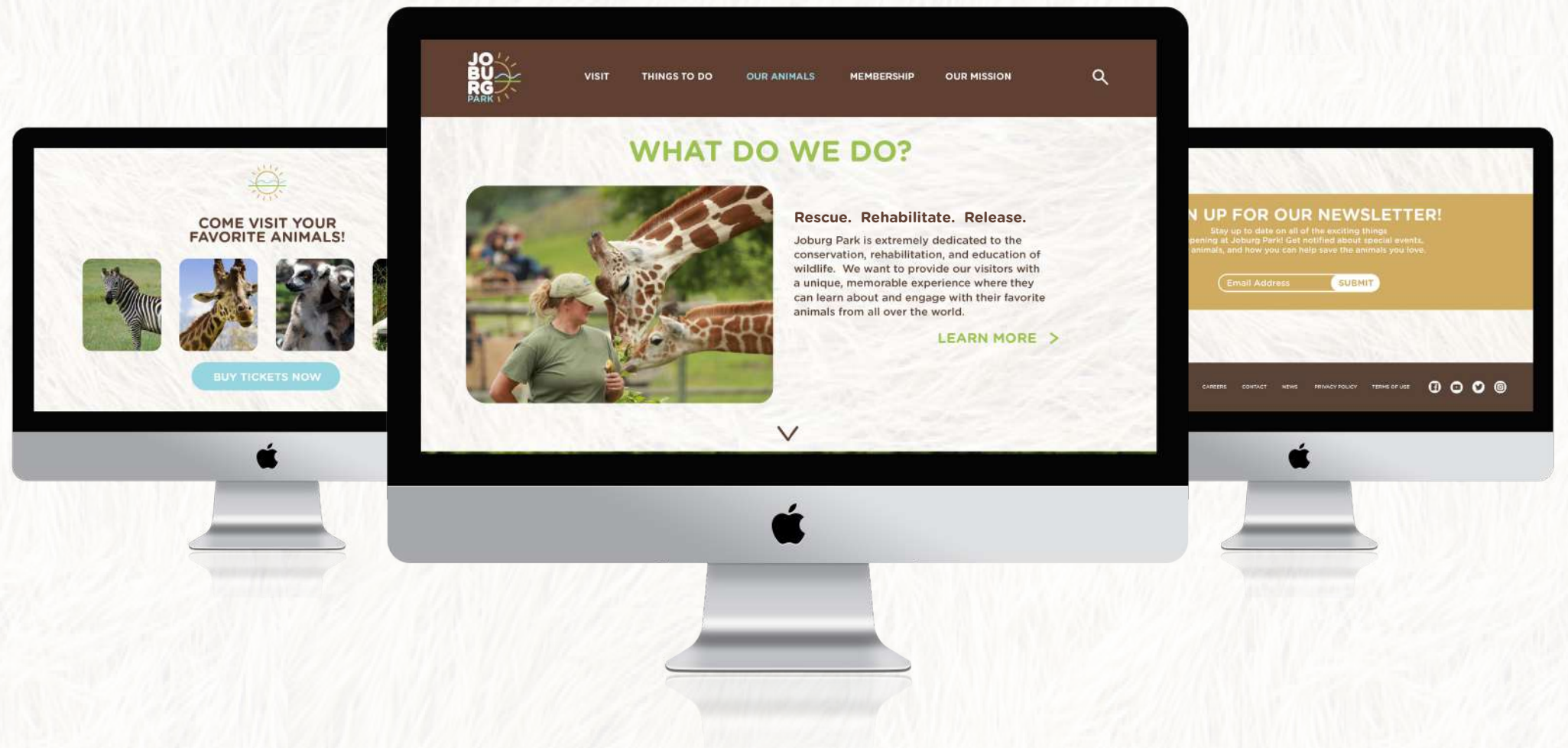
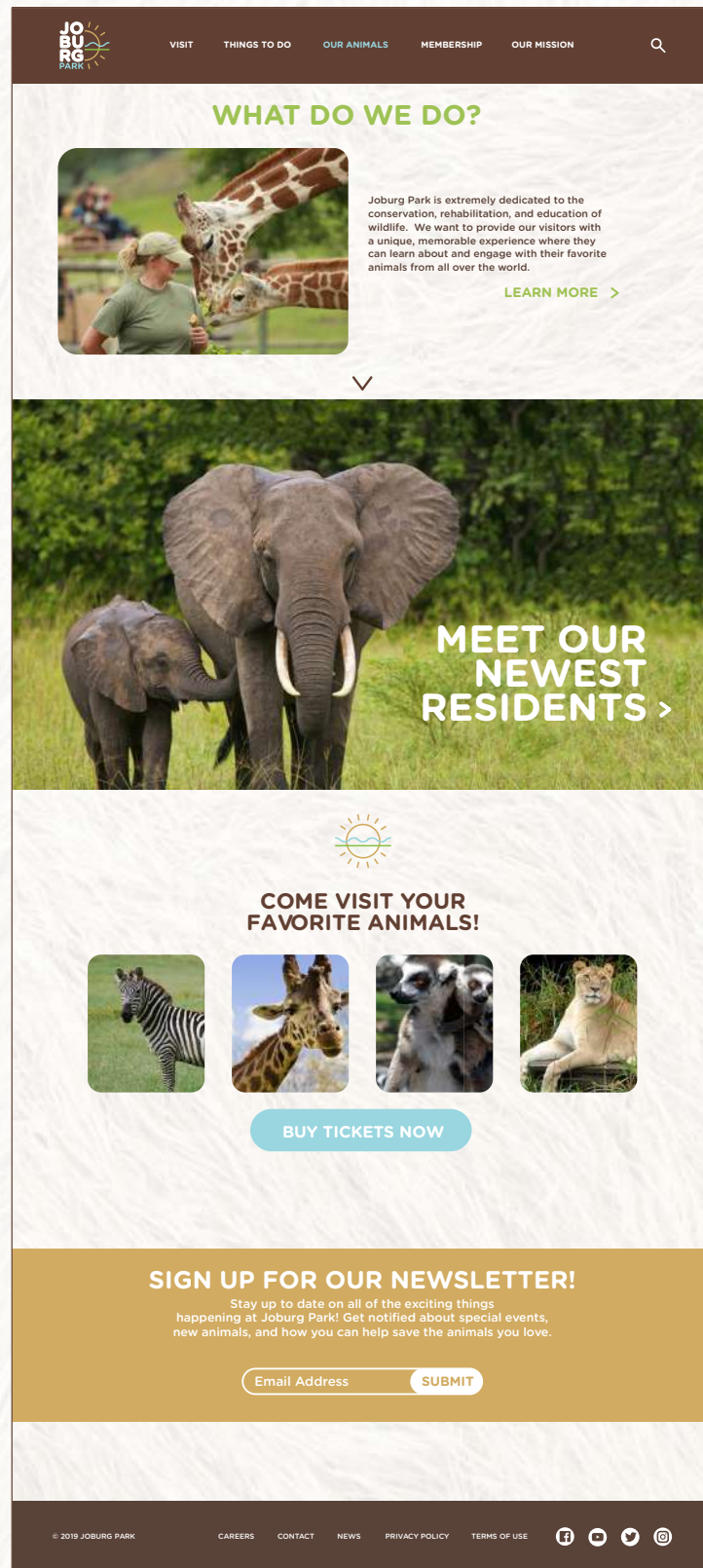
FINAL SIGN MOCK UP



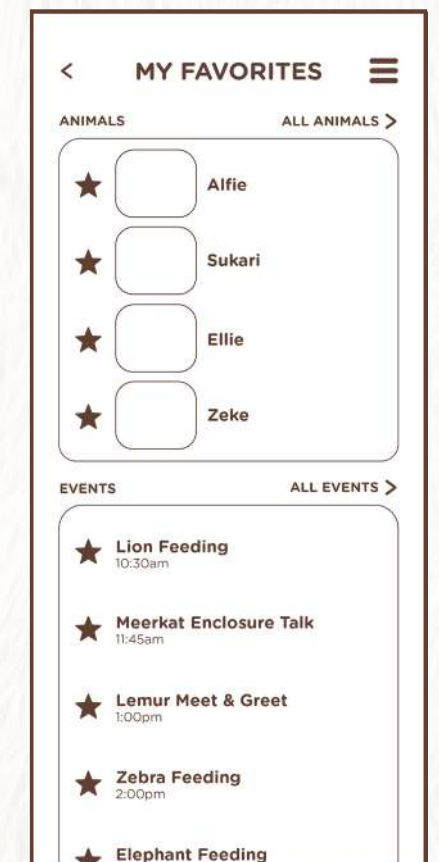
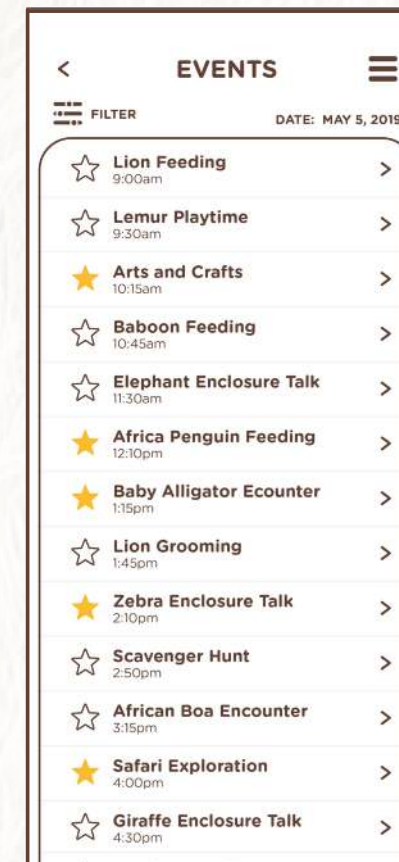
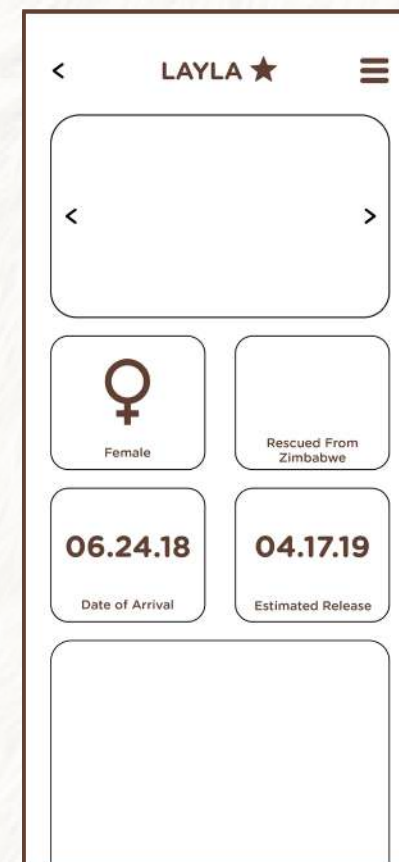
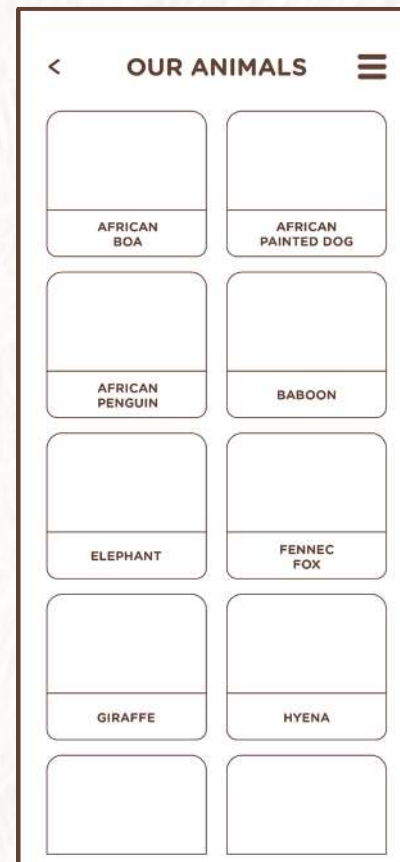
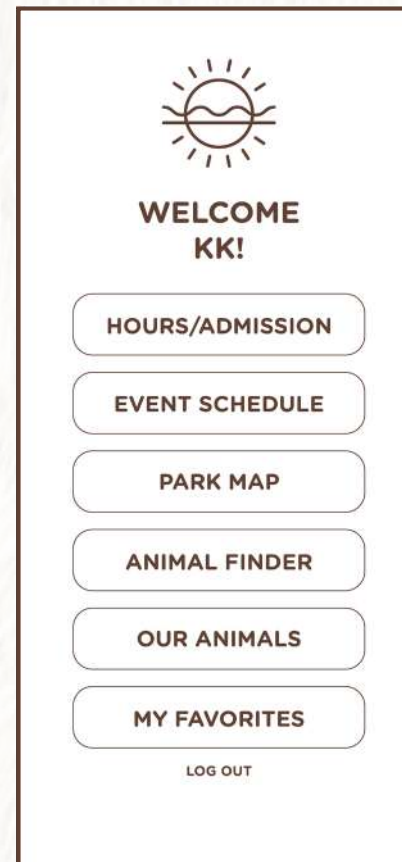
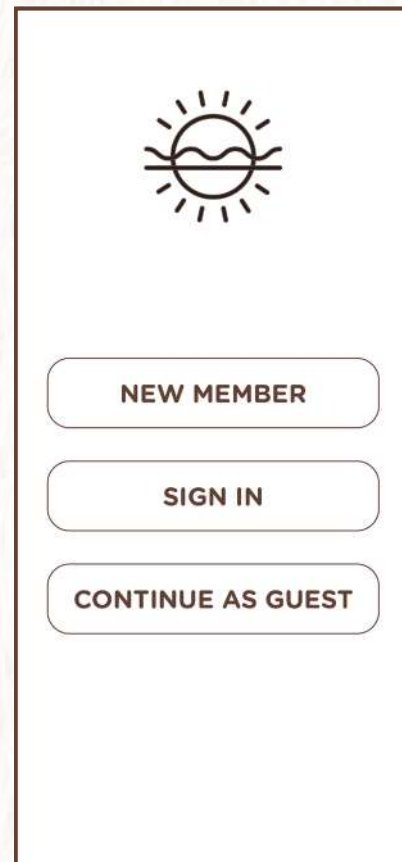
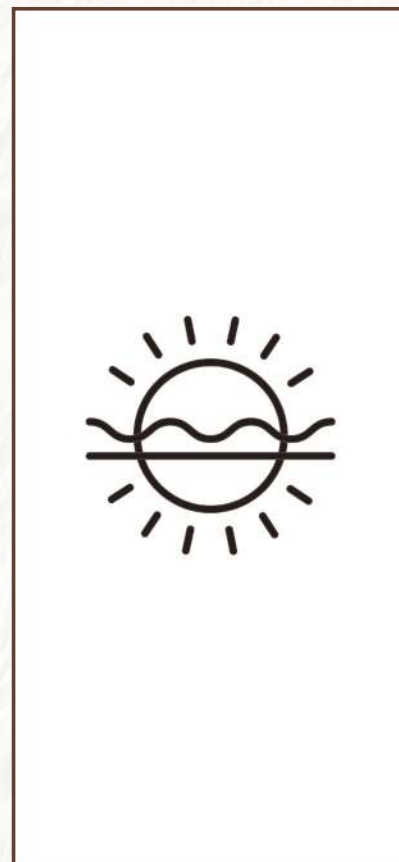


APP/WEBSITE

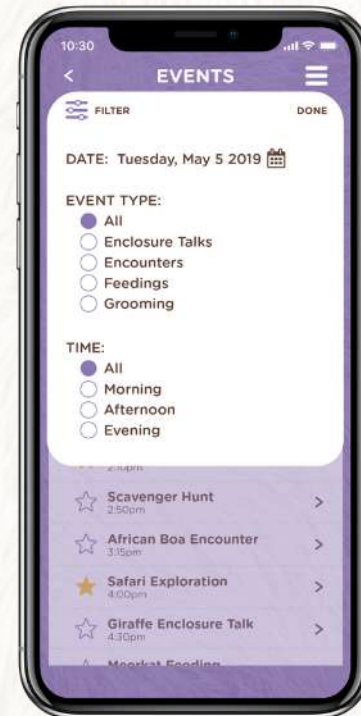
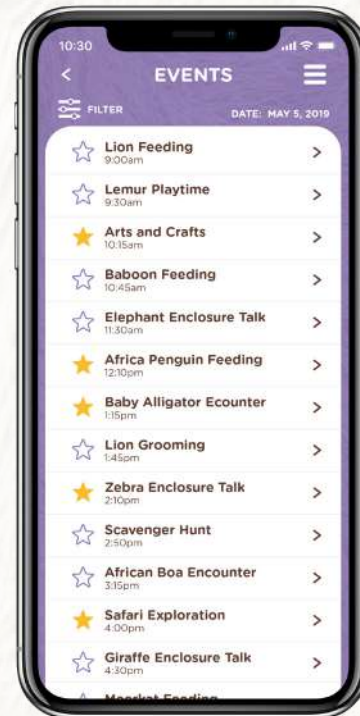
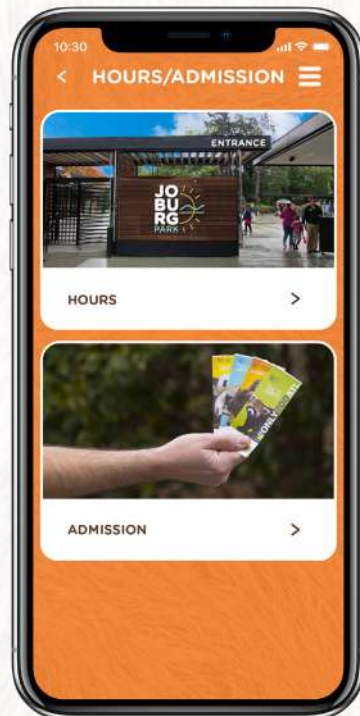
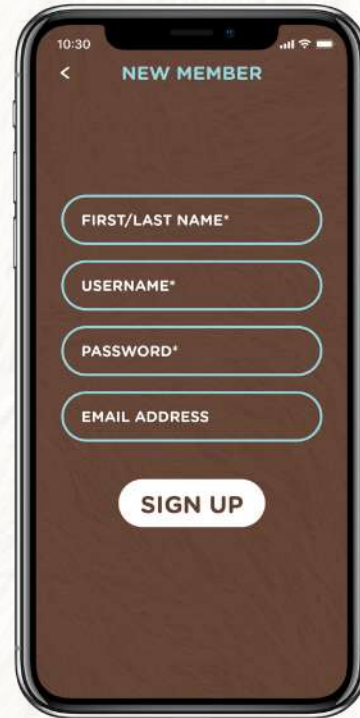
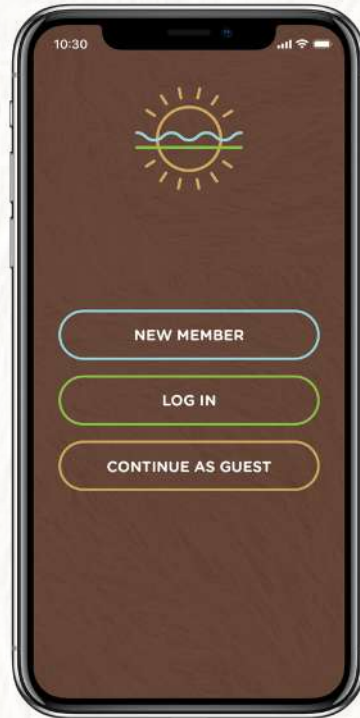
FINAL WEBSITE HOMEPAGE



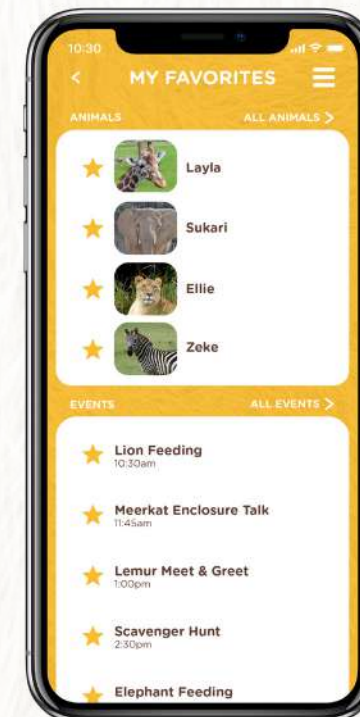
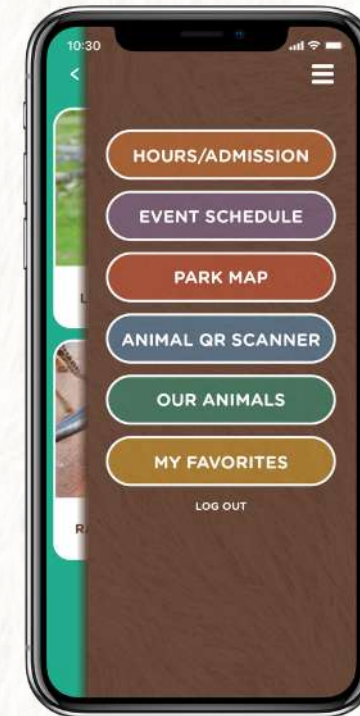
APP WIREFRAMES



FINAL APP DESIGN



FINAL APP DESIGN





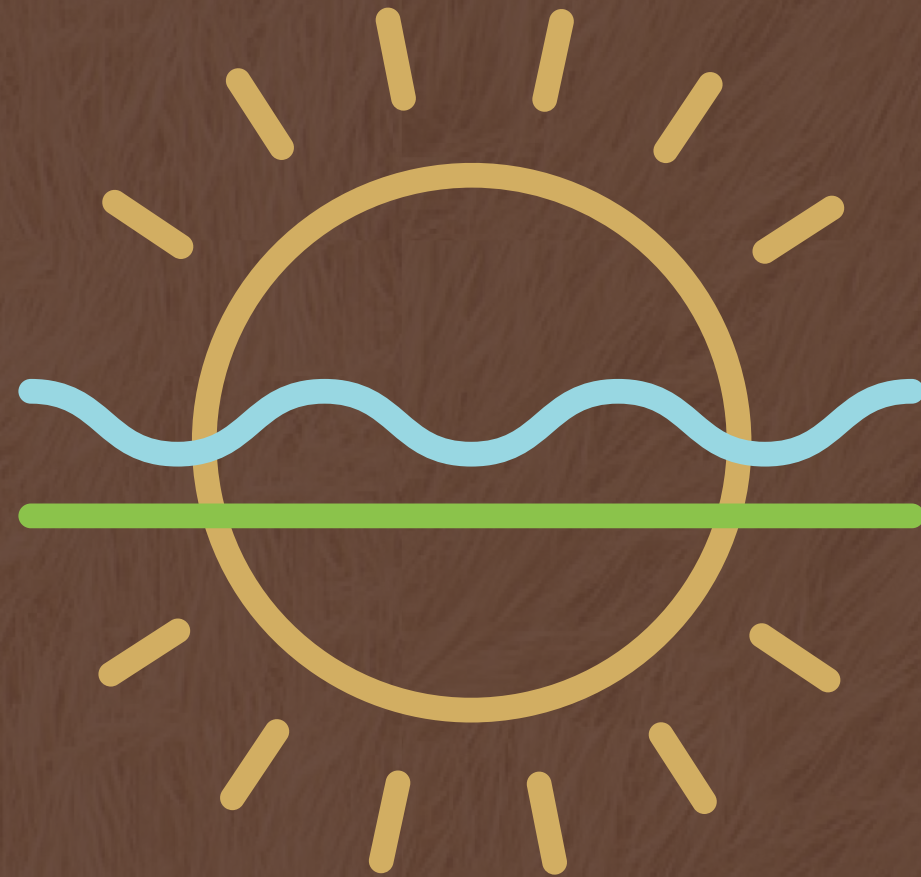
PRINT MATERIAL

FINAL PRINT DESIGNS





RESCUE. REHABILITATE. RELEASE.



QUESTIONS?