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*Visual Branding Book
Spring 2020*



Santa Ana Zoo
and Family Park

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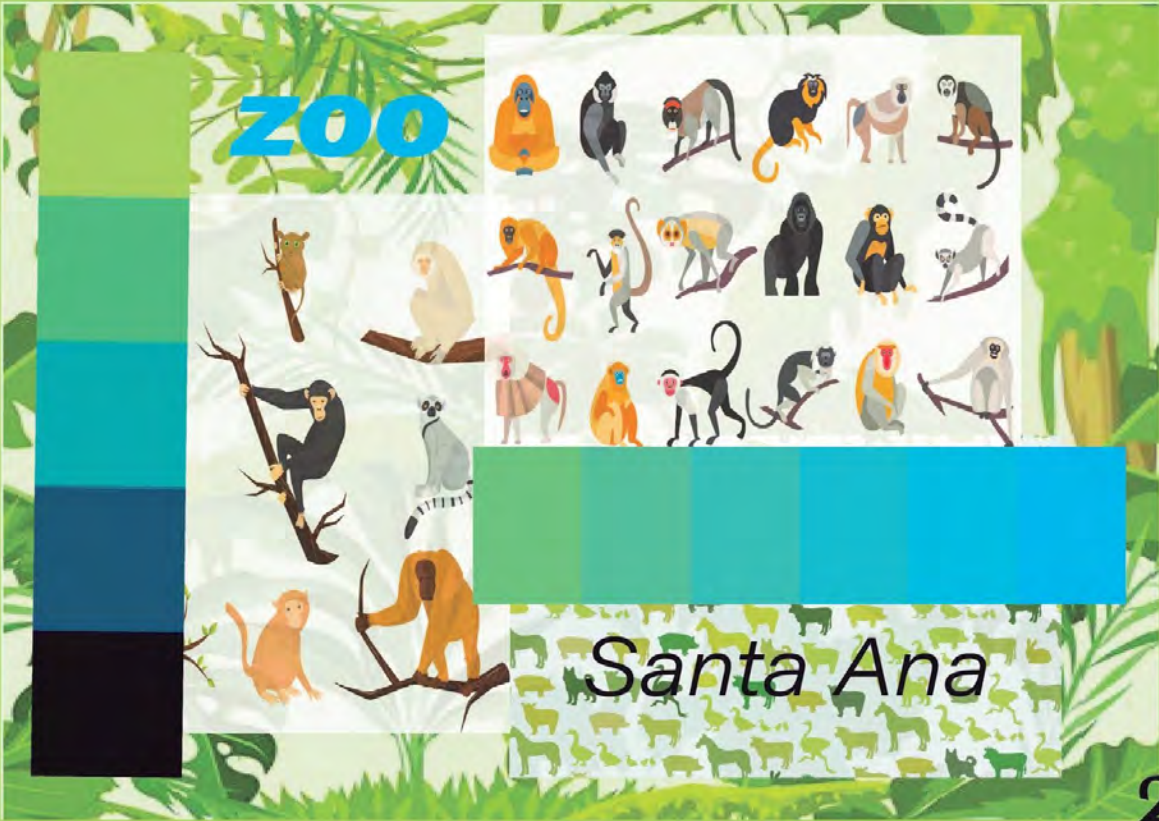
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Design Statement

The Santa Ana Zoo at Prentice Park in Santa Ana, California, is a 20-acre zoo focusing on the animals and plants of Central and South America. The Santa Ana Zoo hosts more than 270,000 people annually. The zoo opened in 1952 and is owned and operated by the City of Santa Ana. Joseph Prentice donated land for the zoo with the stipulation that the city must keep at least 50 monkeys at all times, the zoo maintains an extensive primate collection with over a dozen species from around the world. The focus of the Santa Ana Zoo is recreation, education, and conservation.

When recreate the new logo and branding for the Santa Ana Zoo, I thought about how beautiful the local zoo is and how much it teach kids about nature and animals. Also with the new logo design, I went with a more reconizable image with moderan and simple design. And as the world around starts to modernize, I want the zoo to keep up with the world and yet have the audience be focused on attracting families with kids of all ages. I want the image to be fun, invinting, and super creative when it comes to eduactional materical being presented to kids.

Mood Board



**Brand Essence
Statement 1-2**

**1. Learn
through**



**2. Be Fun &
Adventurous**



Brand Essence Statement 3-5

3. Come Together
to **Save** all


Wildlife

4. **Explore**
the **Science**
around you

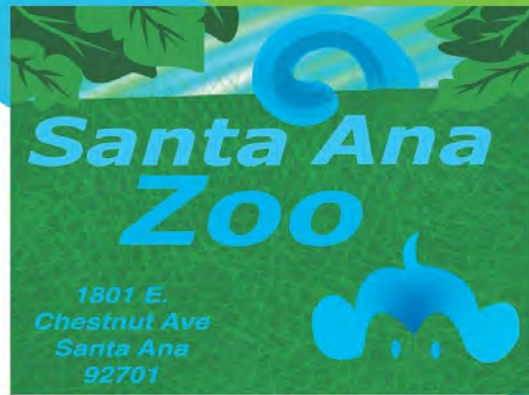
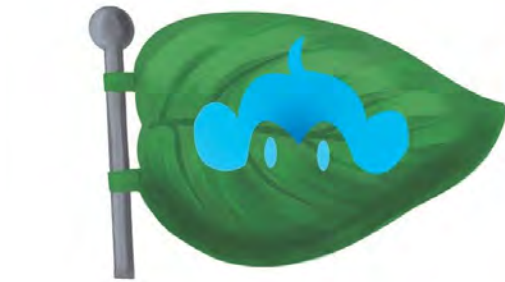
5. *Educate about
Animals from the
Past to the Present*



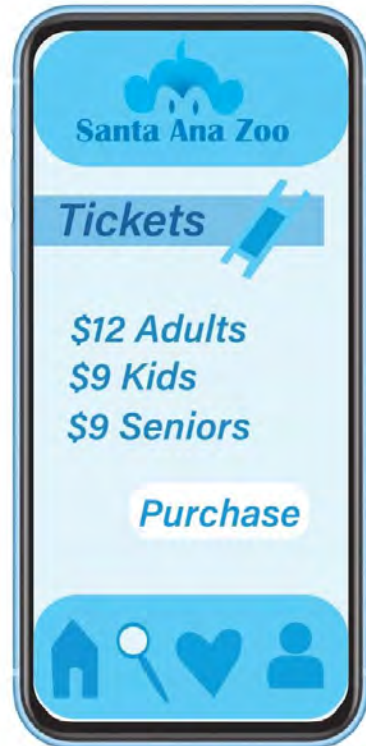
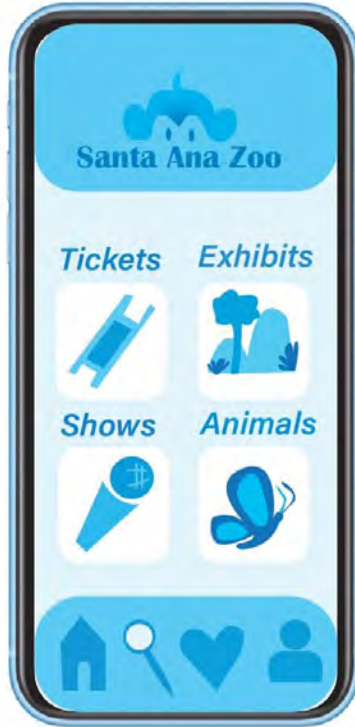
Business Card and Letter Head



Stationaries



App





Conclusion Statement



Santa Ana Zoo

In comparison to part 1 of the Branding Project, I believe I did a better job in the second part of the Branding project. I liked doing the product design along with the webpage designing. It was fun to work on all the elements that would go into a product and learning its importance. The redesign the logo for the Santa Ana Zoo was modern, simple and readable. It was enjoyable process in recreating a fun and inviting design. It has a modern twist and can be read by people of different ages. The monkey is a very recognizable icon and long side all the other stagionaries, that reinforces education, learning and fun. Any child can learn so much at a local zoo.