Santa Ana Zoo
and Family Park

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Monkey

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.

I would love to recreate the new logo and branding fot the santa Ana Zoo, because I believe it to be a beautiful local zoo with so much to teach kids about nature and animals. Also with the new logo, I want a more reconizable image that could reconizable and I want to experiment with type,color and composition. The main audience would be families with kids of all ages. I want the image to be fun, invinting, and super creative when it comes to eduactional material being presented to kids.

20 Logo Sketches
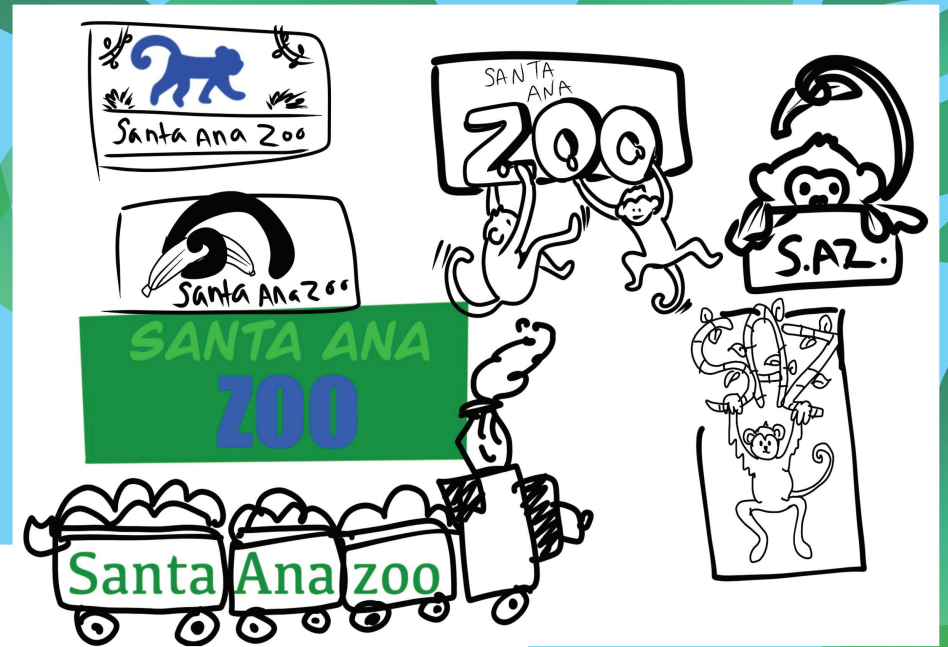
Responisve Interaction Logos

Logo Description

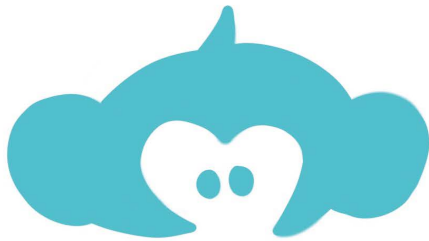**Santa Ana Zoo**
and Family Park

Since the Santa Ana Zoo is known for its 50 spieces of monkeys, I descided to make the main image of the logo a monkey. The monkeys design is very simple, with a basic shape of the head, ears and eyes. Also, staying true to the original logo's color scheme, I choose a light and bright blue to be the main color of the logo. Along with the image the type is a darker blue in two different fonts. So it can stand out more, I made Santa Ana Zoo in a bolder font and the rest f the text in thick text but less noticable then the main title. Lastly, I wanted the image of the monkey to be easily read for people of all ages.
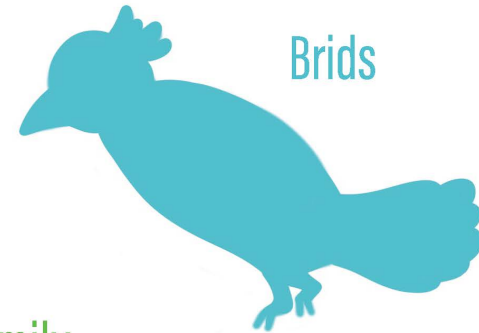
Usage Logos

10 Icons

Monkeys

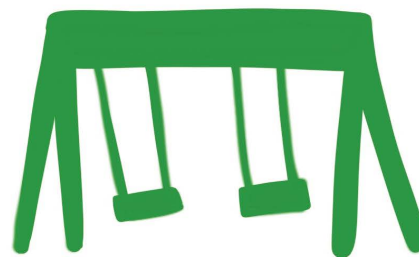Insects

Brids

Food Court

Family
Bathroom

No Feeding
Animals

Zoo Info

SAZ

Playground

Rides

RGB: 47, 0, 100, 0
#95C93D

RBG: 62.5, 5.3, 100, 0
#437A2B

RBG: 47.84, 0, 0, 0
#75D1F7

RBG: 79.22, 20, 4.31, 0
#195FAB

Hobo Std Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Britanic Bold, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Acumin Cariable Concept, ExtraCondensed medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color Palette and Font

-I chose three colors as the color palette for by design. The main color is the lighter green and the miner colors are the drak green and blue. Besides using the colors in the background of the pages, these colors are incorporated in the main logo.

- For my font choices I choose very bold text that would be easy to read and would stand out to the reader.
I used Hobo Std in the main type of the Logo design. I used Britanic Bold as the headers of each page and main title. Lastly, I used Acumin cariable Concept for the remaining text like that passages and miner text.

Final Statement

- *At the end I feel like I did a successful job in redesign the logo for the Santa Ana Zoo. It was enjoyable process in recreating a fun and invitinge design. It has a modern twist and can be read by people of different ages. The monkey is a very recognizable icon, that rein-forces the joy and fun of being at a zoo filled with amzing animals to see and learn about.*

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