



Santa Ana Zoo
and Family Park

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.



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1. Learn through Play



2. Be Fun & Adventerous



3. Come Together to Save all

Wildlife

4. Explore the Science around you

5 Educate about Animals from the Past to the Present

