



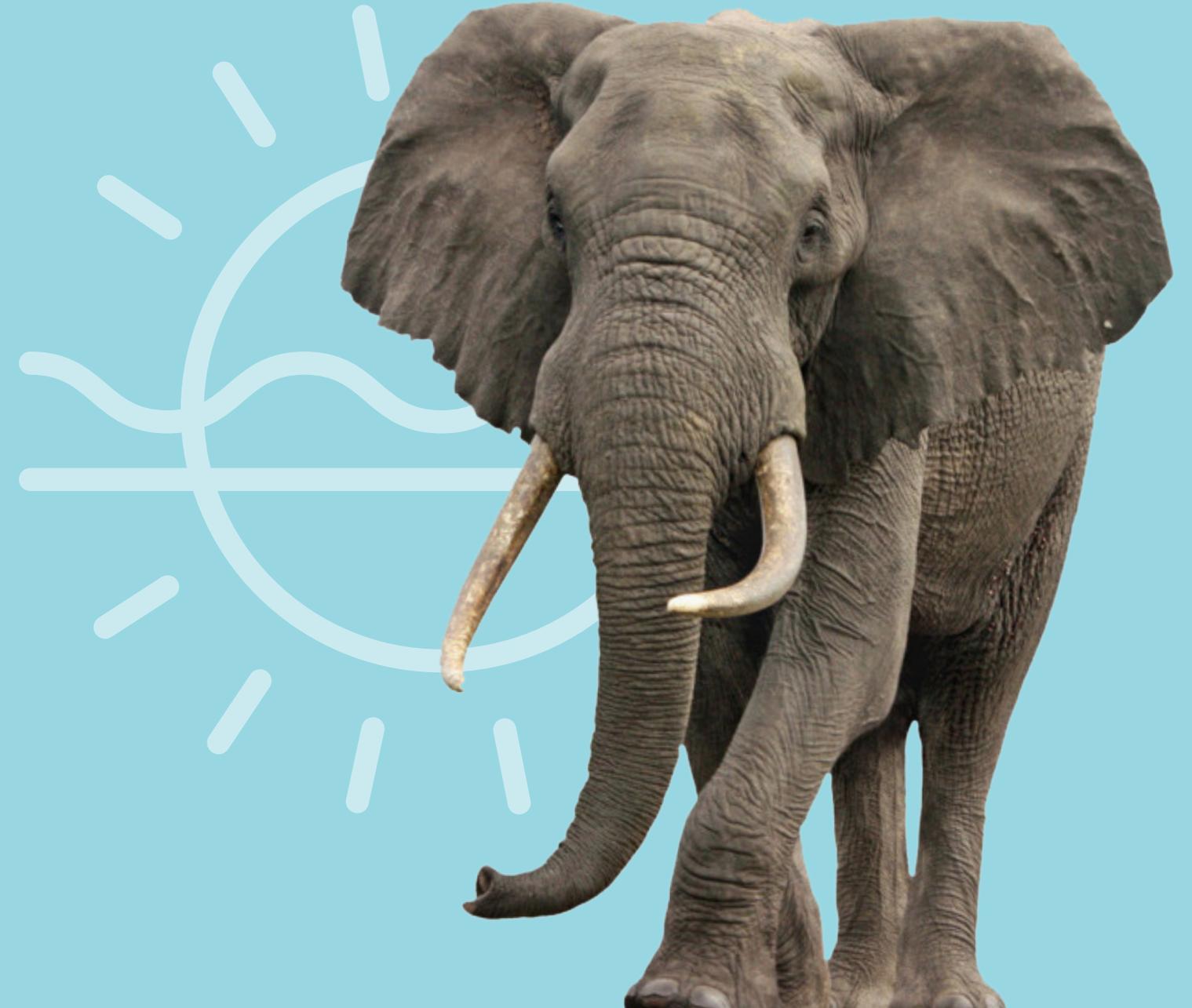
REVOLUTIONIZING CONSERVATION.

## MISSION STATEMENT

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Joburg Park is extremely dedicated to the conservation, rehabilitation, and education of wildlife. We want to provide our visitors with a unique, memorable experience where they can learn about and engage with their favorite animals from all over the world.

We aim to improve the existing negative stereotypes that are connected with zoos, as we wish to provide care for our wildlife before they are released back into their natural habitats.





## TARGET AUDIENCE

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### PRIMARY

Adults/Parents (ages 25-40)

Men and Women

Lower/Middle Class

Interests: Animals, education, and technology

### SECONDARY

Children (ages 5-13)

Boys and Girls

Interests: Animals, nature, exploring, and adventures

## BRAND ATTRIBUTES

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Conservation  
**Educational**  
Interactive  
Inspiring  
Informative  
**Engaging**

Unique  
Revolutionary  
**Humane**  
World Class  
Community  
Personal

Memorable  
Ethical  
Innovative  
Mindful  
**Rehabilitation**  
Relationships





## BRAND OBJECTIVES

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- 1.** ● To promote the rehabilitation of injured wildlife before releasing them back into the wild.
- 2.** ● To provide our visitors with a memorable and educational experience that has them thinking differently about the treatment of wildlife.
- 3.** ● To challenge and improve the current stereotypes that revolve around zoos and animal attractions.

LOGO DESIGN



## COLOR PALETTE

#98d7e1

CMYK: 38-0-11-0  
RGB: 152-215-225

#d0ac62

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

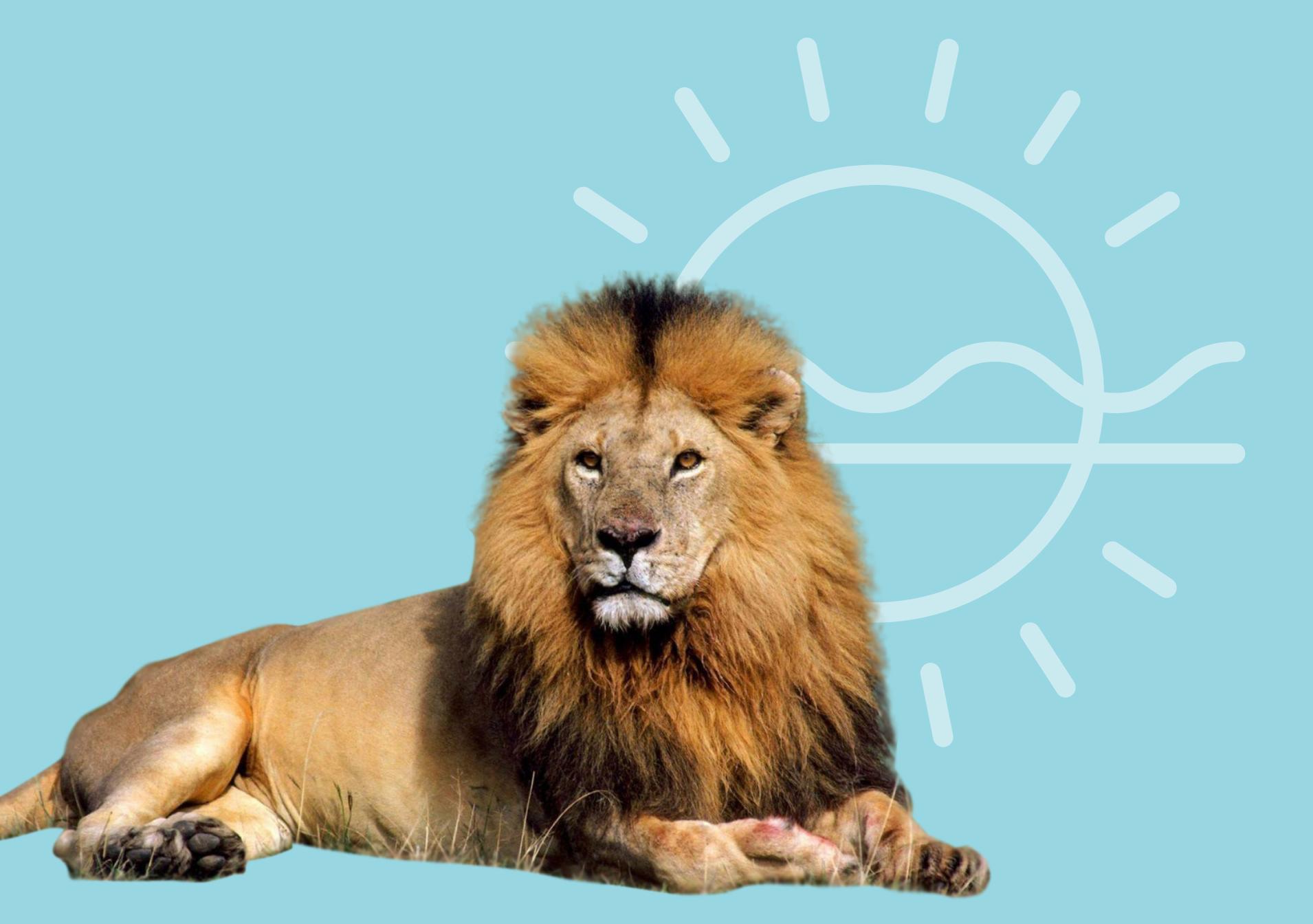
#8cc34a

CMYK: 50-2-93-0  
RGB: 140-195-74

#604033

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





## TYPOGRAPHIC SYSTEM

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HEADER

**GOTHAM ROUNDED BOLD**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!@#\$%^&\*()\_+

BODY COPY

**GOTHAM ROUNDED MEDIUM**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!@#\$%^&\*()\_+

## CLEAR SPACE RULE



Logo must have a border of at least one "J" height around each edge.





## INCORRECT USAGE



Don't move icon



Don't make Joburg Park brown



Don't make Joburg Park blue



Don't use non approved colors



Don't use one color



Don't angle logo



Don't use only half icon



Don't shrink icon



Don't rearrange colors in icon



Don't decrease stroke



Don't increase stroke



Don't remove 'park'

