



**ZOO
BRANDING**

FALL 24



AC CURTIS

ABBIE DURHAM

MAKAYLA MCDONALD

TABLE OF CONTENTS

INTRO

Concept/ Vision Statment	4
Research	5-11

BRANDING

Brand Words	14
Color Palette	15
Logo/Sketches	16-17
Typefaces	18
Patterns	19
Design Elements	20-12
Identity Set	22-23
Paper Tickets	24-25
Uniforms	26
Signage/Wayfinding	27

PROMO

Ad Campaigns	30
Billboards	31
Giftshop Merchandise	32-35
Branded Bags	36-37
Brochure	38
Website	39

For this project we aimed to create a brand identity that is centered around the ideas of college, Arizona culture, and modern branding. The colors and typography express a collegiate vibe when mixed together by including bold fonts and bright natural colors that are reminiscent of Arizona landscapes.

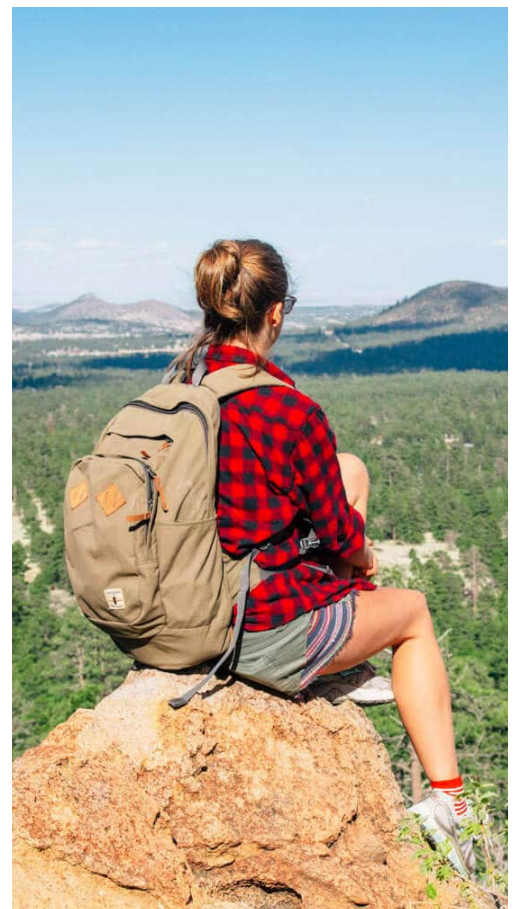
CONCEPT STATEMENT

Flagstaff Zoo values connection between people and nature by fostering conservation, education, and engagement. We imagine a dynamic, inclusive space where our focused target groups: students, families, and, retirees come together to actively participate in protecting and studying wildlife. Through our commitment to preserving biodiversity and providing innovative programs, we aim to create a place where every visitor feels empowered to be a steward of the environment and a champion of wildlife conservation.

VISION STATEMENT

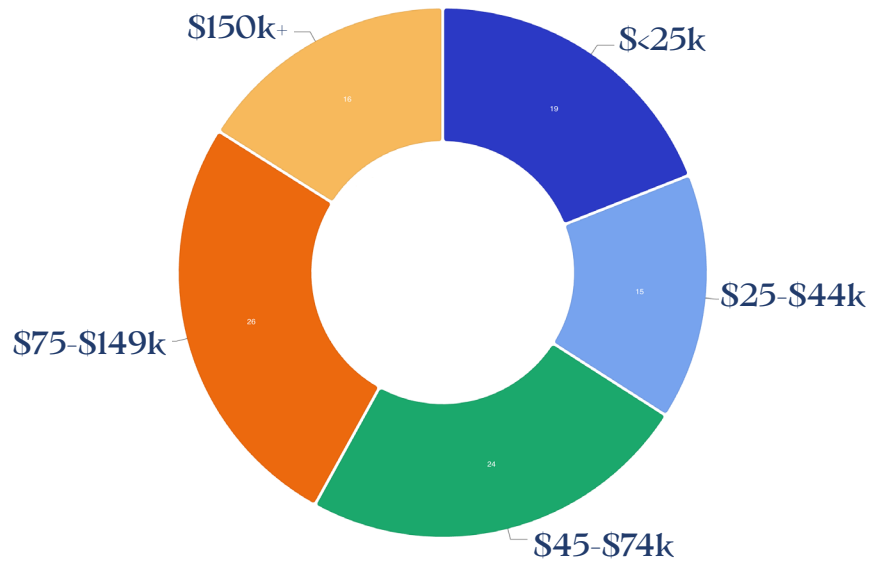


Flagstaff is a vibrant, mid-sized city located in northern Arizona, known for its stunning natural landscapes, a gateway to the Grand Canyon, and its proximity to other renowned natural wonders like Sedona and the San Francisco Peaks. The city is home to a diverse population, including a significant number of students from Northern Arizona University (NAU), as well as retirees, young families, and outdoor enthusiasts. Flagstaff's residents have a deep appreciation for nature, wildlife, and sustainability, making it an ideal location for a zoo that emphasizes



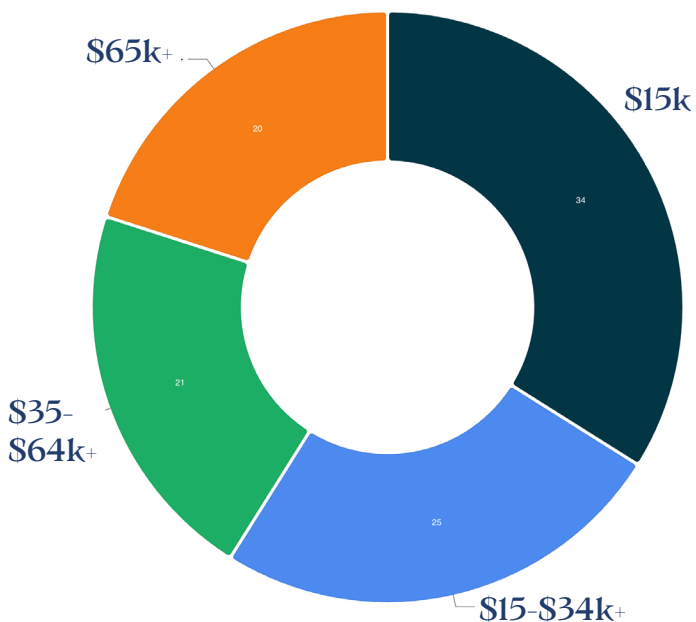
DEMOGRAPHICS

Flagstaff has a diverse range of household incomes, with a solid proportion of people in the \$45k-\$74k and \$75k-\$149k brackets. There is a significant presence of low-income households due to the student population and a relatively high cost of living compared to the income levels.



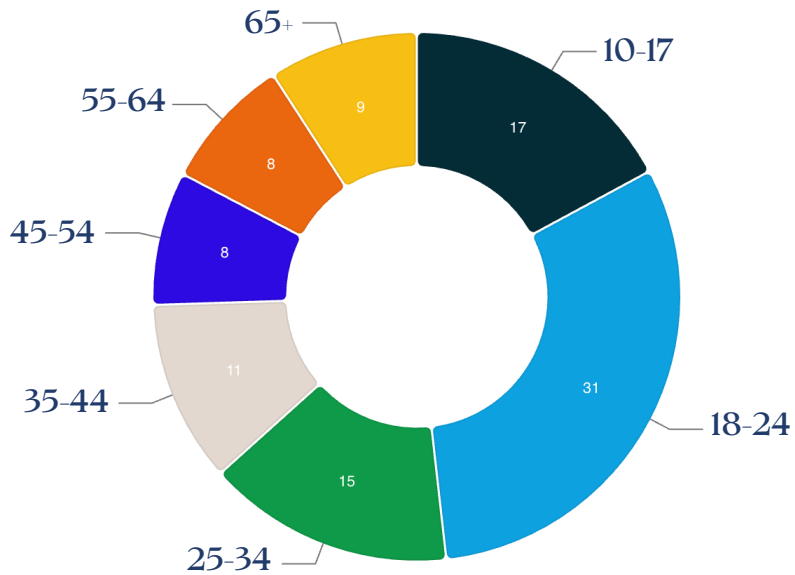
HOUSE HOLD INCOME BRACKETS

INDIVIDUAL INCOME BRACKETS



Flagstaff's cost of living, while lower than major urban centers like Phoenix or San Francisco, can still be a challenge for lower-income residents, especially given the relatively high proportion of people earning less than \$15k.

The presence of students, due to Northern Arizona University, is likely contributing to the high number of individuals in the <\$15k bracket.



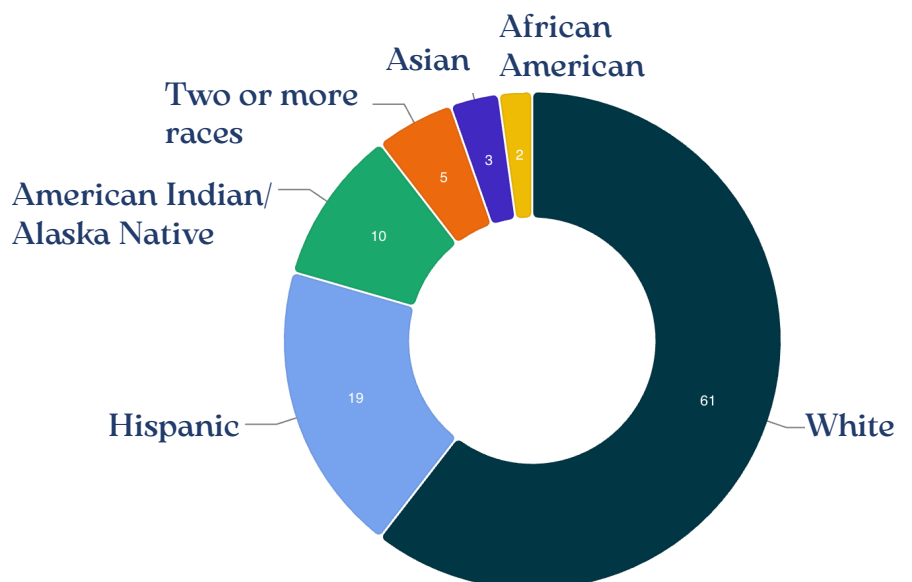
Flagstaff has a youthful population, with a particularly large percentage (31%) in the 18-24 age range, likely due to the presence of Northern Arizona University and the city's appeal to college students.

There is a balanced gender distribution, but a somewhat smaller representation in older age groups (45+), which could suggest fewer retirees or long-term residents in those age brackets compared to younger adults.

POPULATION

DIVERSITY

The diversity in Flagstaff is shaped in part by its history, educational institutions, and location. The presence of Northern Arizona University likely contributes to an influx of diverse students, and the city's proximity to Native American lands and communities helps foster a unique cultural blend.



COLLEGE TOWN

Home to Northern Arizona University (NAU)—our zoo combines the spirit of academic curiosity with a passion for wildlife conservation and education. Tailored to both students and visitors, the zoo offers a unique, interactive experience that bridges Flagstaff's vibrant college town atmosphere with the incredible biodiversity of the region.

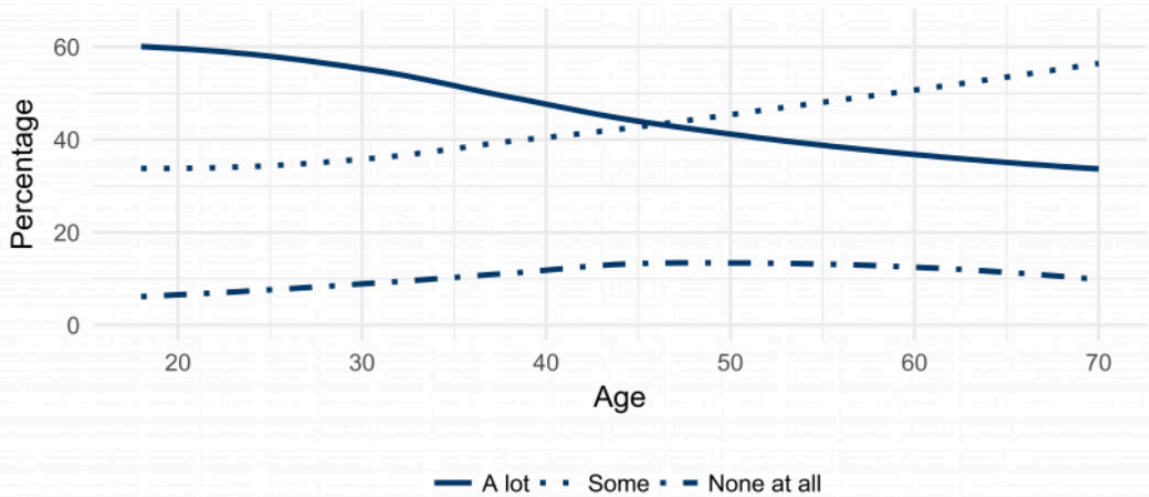
Our special programs prompt the practice and pursuit of zoology, biology, and other life science programs/degrees. We work closely with Northern Arizona University to provide up to date facilities and libraries for study and interning hours, as well as a coffee shop for students to study at.



TARGET AUDIENCE

Interest in Zoos, Aquariums Strongest among Young Adults

Three-fifths of young adults are highly interested in zoos, aquariums, and nature centers.



"How would you rate your interest in each of the following activities?" Adult Americans 18+. N = 5,550. Source: NatureofAmericans.org

Families with young children (ages 2-12)

Parents often take their kids for educational/entertaining experiences. The age group benefits from engaging with animals and learning about animals in a fun

Teens (13-19)

Teens visit for social experiences with friends or as part of a school field trip.

Seniors (ages 65+)

Although this is the least likely age group to visit the zoo, that doesn't mean they can't enjoy this environment, older people benefit from a leisurely walk with great scenery and serene gardens

EXAMPLES

Target Audience



The Mitchells

Location: Flagstaff, Arizona

Family Size: 4

Dad: Isaac, 40 years old, works as a local high school teacher.

Mom: Claire, 38 years old, works remotely as a graphic designer.

Children: Grace (8) Taylor (6) Ellery (4)

Lifestyle :

They value spending quality time together, exploring nature, and seeking out fun, educational activities for their three kids. With a focus on family bonding and learning, they prioritize experiences that combine adventure with personal growth



Daisy Johnson

Age: 21

Occupation: Senior at Northern Arizona University (NAU)

Major: Environmental Science

Lifestyle:

Daisy is an active, outdoorsy college student who values sustainability and wildlife conservation. She enjoys taking breaks from her academic workload by exploring the natural beauty around Flagstaff. Sarah is passionate about conservation efforts and has been involved in a few environmental clubs and student-led initiatives at NAU.

ZOO BRANDING

BRAND WORDS

Legacy

Connected

Academic

The colors we chose are reminiscent of the landscapes seen around Northern Arizona, specifically the Sedona region that neighbors Flagstaff. The yellow, blue and orange colors also fit the modern identity for a zoo in a college town.

COLOR PALETTE

C : 98
M : 86
Y : 30
K : 17

C : 85
M : 9
Y : 85
K : 19

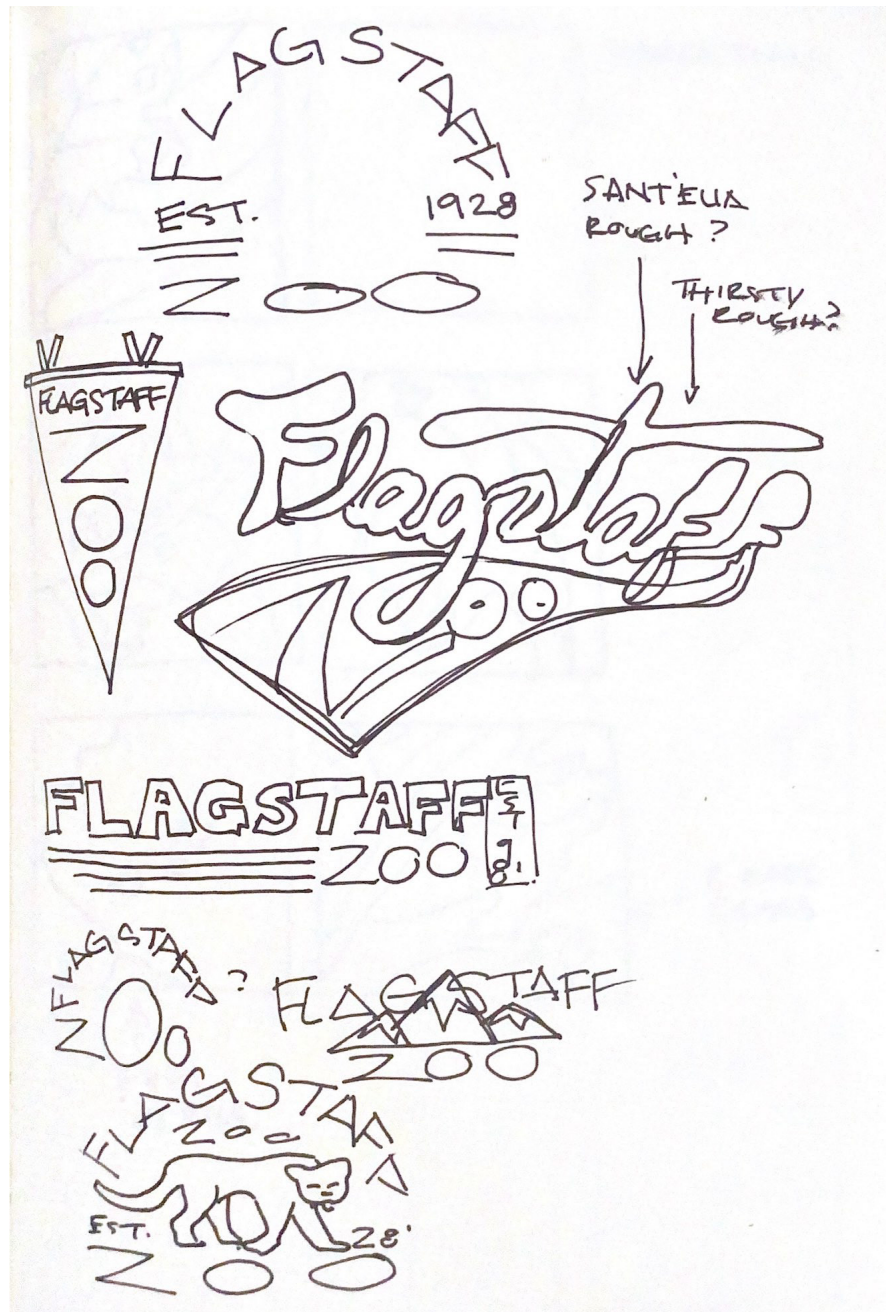
C : 0
M : 82
Y : 100
K : 0

C : 2
M : 0
Y : 24
K : 0

C : 0
M : 41
Y : 97
K : 0

C : 72
M : 66
Y : 65
K : 75

LOGO SKETCHES



FINAL LOGOS



TYPEFACES

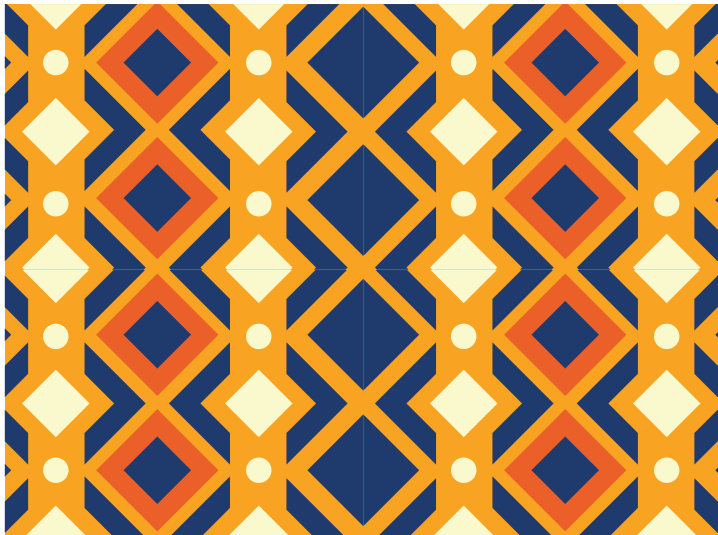
LULO (PRIMARY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITC AVANT GARDE (Secondary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PATTERNS



This pattern connects to the safari vibes mixed with western patterns made by indigenous tribes living in Arionza and surrounding states

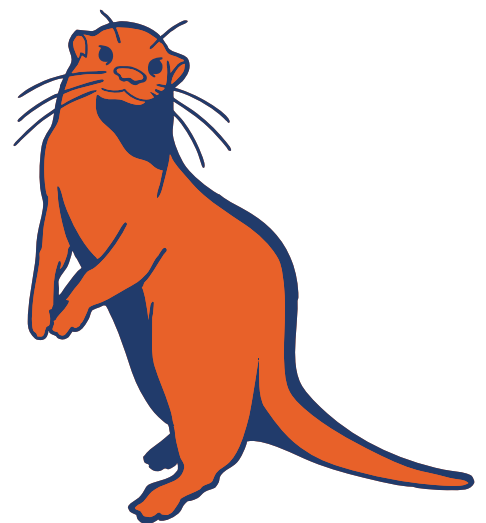
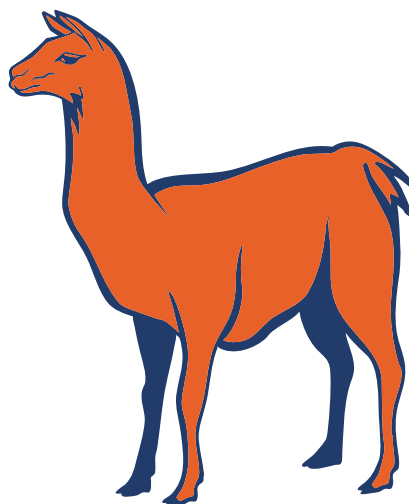
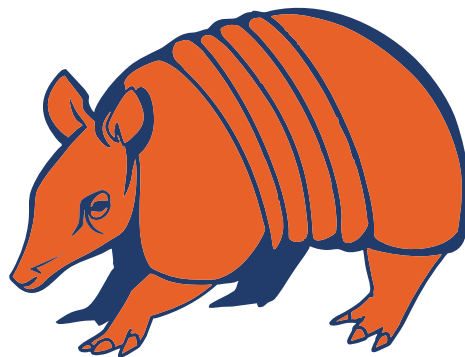


The Night Sky pattern is meant to represent when Flagstaff was made a dark sky city, a city that limits the amount of light pollution in order to showcase the cosmos

MAIN DESIGN ELEMENTS



ADDITIONAL DESIGN ELEMENTS



IDENTITY SET



**WHERE
EDUCATION
ROAMS FREE!**

11.22.2024

Dear Stacy Gibson,

I'm thrilled to introduce you to Highlands Zoo, Flagstaff's go-to destination for adventure, learning, and wildlife conservation. Our zoo offers something for everyone—whether you're a college student, a family, or an animal lover eager to explore.

At Highlands Zoo, we focus on providing meaningful experiences for college students through internships, volunteer programs, and conservation education. Our Innovation Hub offers a space for students to engage in hands-on learning while discovering ways they can make a difference in the world of wildlife.

But it's not just for students! Our zoo is a place where all ages can connect with nature. From interactive animal exhibits to our peaceful Zen Garden, we're dedicated to creating a fun, educational experience for everyone. We also offer exciting events throughout the week that bring together community members of all ages.

We invite you to visit Highlands Zoo and enjoy the wonders of wildlife, while learning about our ongoing conservation efforts and commitment to protecting endangered species like the Snow Leopard. Thank you for supporting our mission, and we look forward to welcoming you soon!

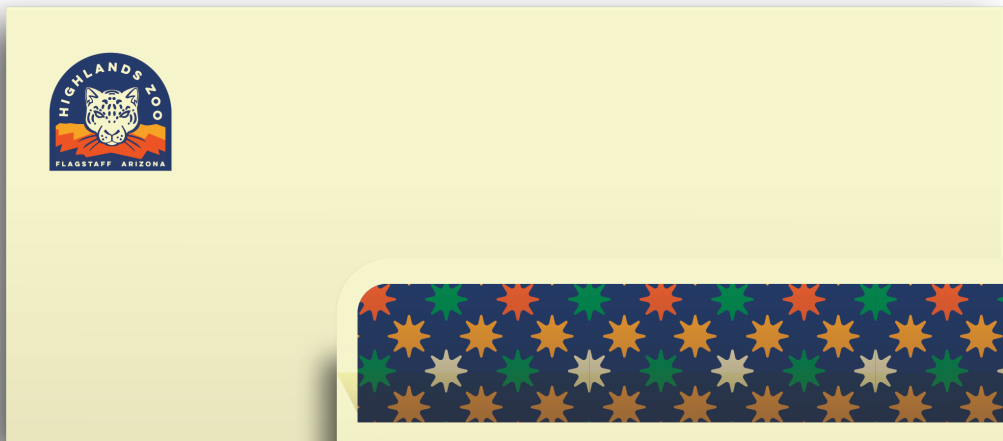
Warm regards,
Betty White
Community Engagement Manager

www.flagstaffzoo.com

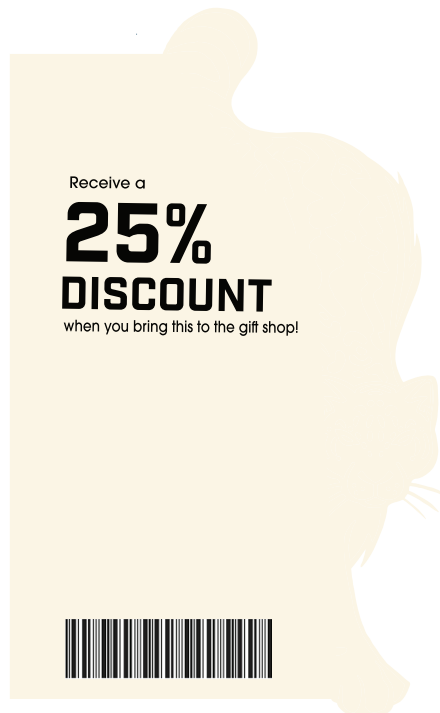
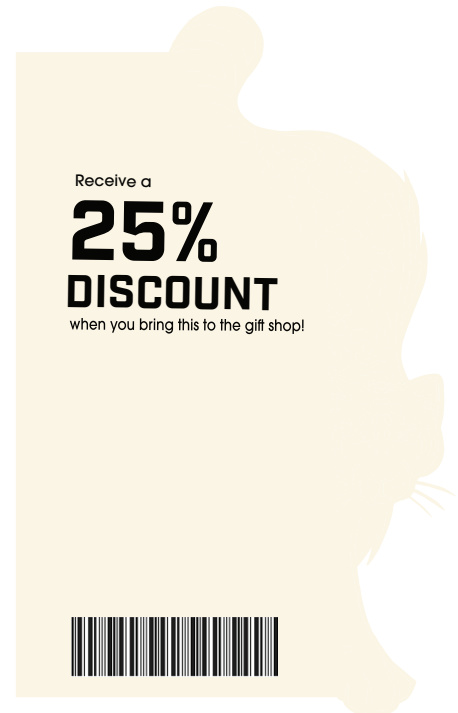
S Cedar St Flagstaff, AZ, 86011

(717) 514-8367



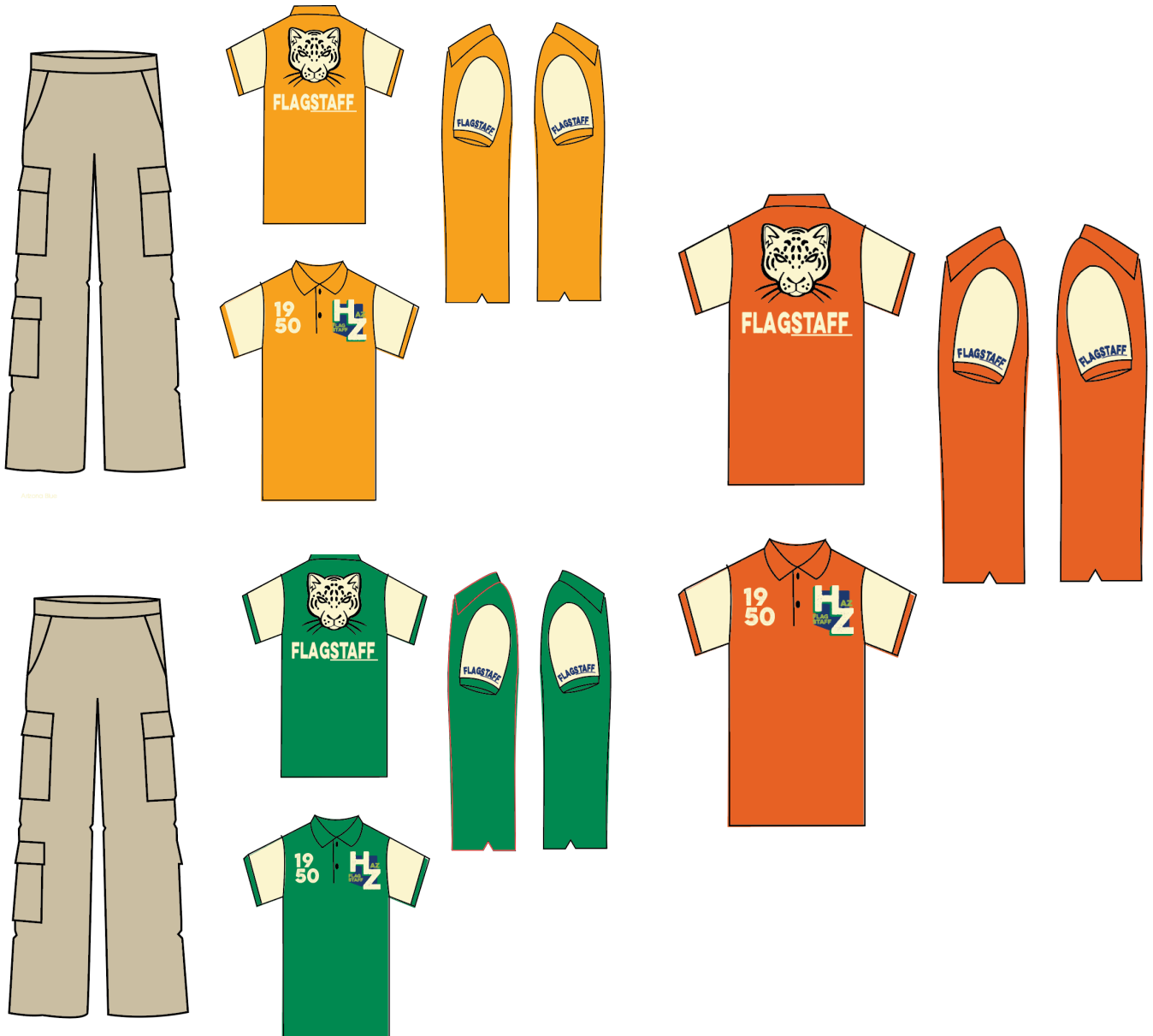


PAPER TICKETS





UNIFORMS



SIGNAGE AND WAYFINDING



PROMOTION

ADVERTISING CAMPAIGNS

**A SNOW LEOPARD
IN ARIZONA IS
MORE LIKELY
THAN YOU THINK.**



THE CAT IS OUT OF THE BAG...



...AND HEADED TO FLAGSTAFF ZOO



**THE SNOW LEOPARD
DIDN'T SHOW UP TO THE
PHOTOSHOOT TODAY**



BILLBOARDS



GIFT SHOP MERCHANDISE



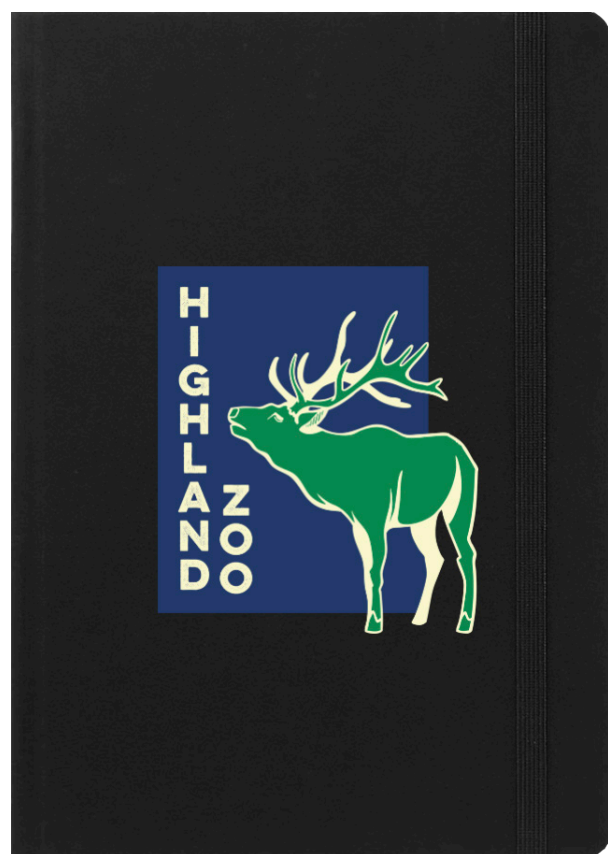
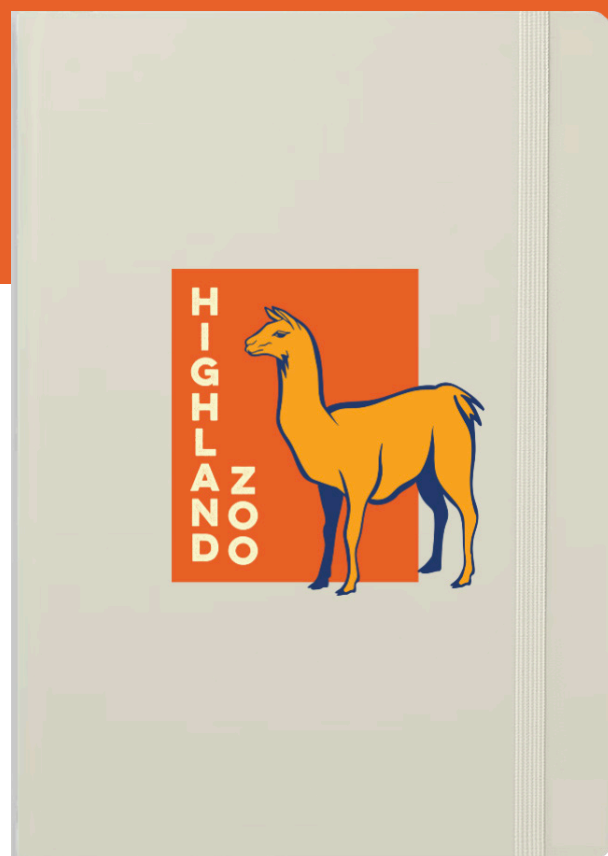
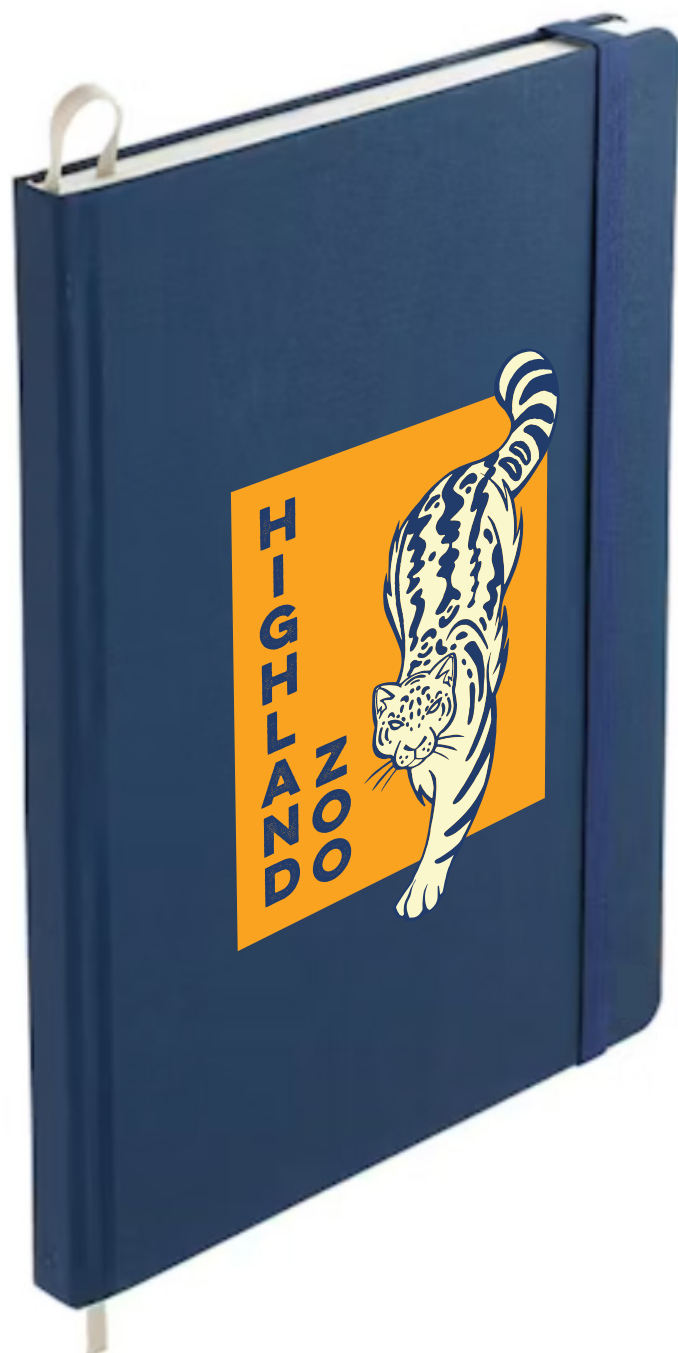
CREWNECK

BANDANAS



COFFEE MUG

JOURNALS



GIFT SHOP MERCHANDISE



PENNANTS





STUFFED ANIMALS



Each plush animal comes with a tag explaining how your purchase supports wildlife research. A portion of the proceeds helps fund conservation efforts to protect and preserve real-life animals.

CONSERVATION TAG

THANK YOU FOR YOUR PURCHASE!



Your purchase helps fund vital wildlife research at the Flagstaff Zoo, where we work to protect and conserve animals in the wild. Every stuffed friend you take home directly supports our efforts to better understand the animals that share our planet. Together, we're making a difference, one cuddle at a time!

BRANDED BAGS

PAPER



REUSABLE

Our Reusable tote bags, showcase the different animals we have in our zoo. There are a total of six different options to choose from. Shoppers have the option to either buy a reusable bag of their choice or a branded paper bag



BROCHURE

About US

Flagstaff Zoo, located in Flagstaff, Arizona, offers a fun and educational experience for kids, families, students, and retirees. Just minutes from local neighborhoods and Northern Arizona University (NAU), the zoo blends academic curiosity with wildlife conservation. With a focus on discovery and relaxation, it caters to all ages while showcasing the region's incredible biodiversity in a welcoming, low-stress environment.

Student Specials

Students and faculty at NAU get 10% off at The Snow Leopard Café! Bring your student ID for a discount.

Free guided tour on the first Friday of every month for students!

Therapy animals for the students (partnership with NAU)

Key Features

"Snow Leopard Habitat"
"Conservation Education Programs"
"Study-Friendly Café"
"Interactive Animal Encounters"

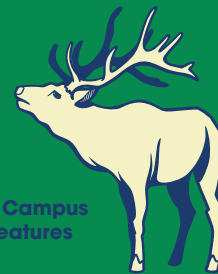


Experience the Wild at

VISIT US

We aim to foster a deeper connection between people and nature in Flagstaff through conservation, education, and engagement. Our dynamic space invites students, families, and retirees to learn, discover, and participate in protecting wildlife. By preserving biodiversity and offering innovative programs, we empower visitors to become stewards of the environment. We look forward to seeing you at Flagstaff Zoo!

HIGHLAND ZOO



CONTACT

S Cedar St Flagstaff, AZ, 86011

For more information
(717) 514-8367

Website: www.flagstaffzoo.com

From Campus
to Creatures

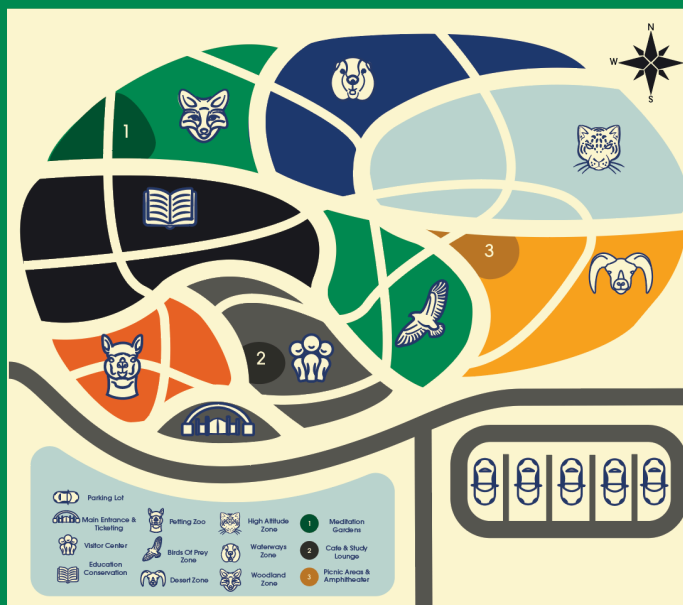
Coffee for Conservation

Due to the local atmosphere of Flagstaff and surrounding colleges, the zoo will have a brand of coffee sold at various study spots in the zoo. The proceeds of all coffee sales will go to various conservation efforts in the state of Arizona, including:



- The Peregrine Fund
- The Sonoran Desert Conservation
- Southwest Wildlife Conservation Center
- Friends of Arizona's Nature
- Desert Tortoise Council


Upcoming Events

Mon	10:00 AM - 12:00 PM	Study & Chill at Snow Leopard Lounge
Tue	9:30 AM - 11:30 AM	Wildlife Photography Workshop
Wed	12:30 PM - 2:00 PM	Yoga in the Zen Garden
Thurs	12:00 PM - 1:30 PM	Eco-Cooking Class
Fri	9:00 AM - 11:00 AM	Volunteer Field Day
Sat	9:00 AM - 12:00 PM	Eco-Volunteer Saturday
Sun	10:00 AM - 12:00 PM	Animal Adoption Experience



WEBSITE

[Tickets](#)[Map](#)[Calendar](#)[Programs](#)



WHERE EDUCATION ROAMS FREE

[Plan Your Visit Today!](#)

Explore the Wild Heart of the Rockies
Discover, Learn, and Protect at Flagstaff's Zoo

At Flagstaff Zoo, adventure awaits with hands-on animal encounters, exciting exhibits, and educational programs for all ages. From local wildlife to exotic species, we bring the wonders of the natural world to life while supporting vital conservation efforts. Join us in protecting the creatures of today and inspiring the conservationists of tomorrow!



**PARTNERSHIP WITH
NORTHERN ARIZONA**



