



BRAND GUIDELINES



TABLE OF CONTENTS

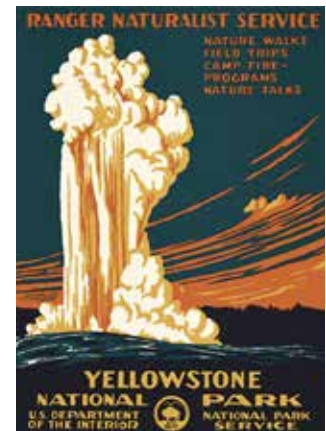
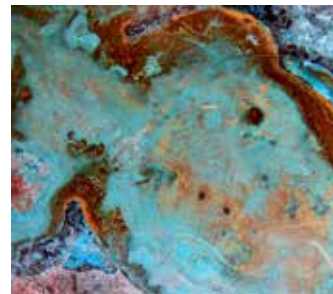
Brand Inspiration	3
Our Mission	4
Primary Logo	5
Secondary Logo	7
Logo Color Usage & Proximity	8
Logo Application on Photos	9
Unacceptable Usage	10
Typography	11
Color Palette	12
Brand Assets	13
Conservation	14
Subsidiary Logos	15

BRAND INSPIRATION

Nostalgic / Clean / Playful

The Toledo Zoo once had iconic hippos in its logo that were internationally recognizable by visitors. The iconic hippos were inspired by the groundbreaking Hippoquarium,[®] which was the first of its kind, much like many of the revitalization projects the Zoo is doing today. The goal of the new brand is to reference the rich history as the Zoo launches into a new era.

The orange, turquoise and teal were inspired by aging bronze, or the patina that covers the metal after a great deal of time. This patina adds character to an object while referencing it's past. Much like the nostalgia of the hippo heads in the Toledo Zoo logo, patina-inspired colors engage the viewer and signals a connection with the cherished past memories families have had at the Zoo.



OUR MISSION

Inspiring others to join us in caring for animals and conserving the natural world.

The Toledo Zoo's mission has three main components – inspiring others, caring for animals and conserving the natural world. The Zoo exemplifies these components in daily activities such as community outreach, educational programs, conservation programs and throughout the Zoo grounds. Part of the new brand is used to showcase our mission in everything we do. By doing so, the mission statement has become a design element to connect a design back to our overall message.

With this, there are four ways the mission statement may be used:

- A.** In its entirety – with all three components emphasized.
- B.** Inspiring – when speaking about the extraordinary accomplishments of the zoo.
- C.** Animals – when communicating how the Zoo cares for animals.
- D.** Conserving – when showcasing the Zoo's international conservation programs to help species in need.

Please note: The mission statement is most often used as an all-white element with white illustrations on a block of color.





TOLEDO ZOO PRIMARY LOGO

HORIZONTAL FORMAT

The Toledo Zoo's primary logo is a modern-take on the historic and iconic hippo logo. Because the Toledo Zoo was the first zoo to have a Hippoquarium®, a logo featuring hippopotamus heads became iconic for the Zoo. The Toledo Zoo has brought joy and excitement to families for decades and continues to bring feelings of nostalgia to those who've supported the Zoo for so many years.

This is the main logo that will be used across primary brand applications including signage, web presence, ads and other materials. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.



MINIMUM SIZE

The smallest the horizontal logo should be represented is 0.5" high for legibility.



TOLEDO ZOO PRIMARY LOGO

VERTICAL FORMAT

In cases where the horizontal primary logo does not fit nicely, the vertical primary logo may be used. This logo will be used across primary brand applications including signage, web presence, ads and other materials. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

It should be noted that to scale down the logo to fit in a small space, the primary logo will no longer suffice and the secondary logo should be utilized as according to usage on page 7.



MINIMUM SIZE

The smallest the vertical logo should be represented is 0.8" high for legibility.

TOLEDO ZOO SECONDARY LOGO

The Toledo Zoo's secondary logo can be used **sparingly** in place of the primary logo (but should **never** be used next to the primary logo). For example on social media, if the primary logo is used in the banner image, do not use the secondary logo as a profile picture.

The secondary logo is intended to be used if the logo must be scaled down in order to fit nicely in a small space provided. For example, the secondary logo works well in a small ad for an event with a lot of content. This is also demonstrated in the advertisements below.



Unacceptable logo usage: logo height is smaller than 0.5" high.



Acceptable secondary logo usage: logo height is 0.5" high.



MINIMUM SIZE

The smallest the secondary logo should be represented is 0.5" high for legibility.

A.



B.



C.



D.



LOGO COLOR USAGE & PROXIMITY

The Toledo Zoo's logo will mostly be used in full color with a white background (A), but will also appear with partial color on a black background (B) or reversed out, all-white, on a colored, black or grey background (C & D). Acceptable colors to use as backgrounds are listed on page 11.

The logo must always be legible. To do so, always keep a minimum clear space around the logo. **The space in the graphic below, isolates the mark from any competing graphic elements, text or logos.**

The minimum clear space surrounding the logo is defined as the height of the E in the primary logo. This space should be maintained as the logo is proportionally resized.



Proximity example



LOGO APPLICATION ON PHOTOS

There are two ways to use the logo on a photo. Each option should be exercised with care, making sure the logo is not obstructed by the image. In most cases, the logo should be reversed out, all-white.

A. **TRANSPARENT OVERLAY:** The all-white logo can be placed on the image, only if there is a darker, transparent overlay behind the logo.

B. **BACKGROUND COLOR:** The all-white logo can also be placed in a colored, grey or black box (as mentioned on page 6), to avoid interference. This keeps the logo legible and clear of any obstructions.

TIPS:

1. Choose photos that are not too busy with too much detail.
2. A dark overlay can take the shape of a subtle drop-shadow, with the distance set to 0 and a large size/spread, or black transparent shape, set as a “multiply” transparency.
3. Acceptable background box colors are listed on page 10.
4. Always place the logo over a dark part of the photo for contrast between photo and logo.



Unacceptable usage: White logo on light colored photo without an overlay or background color.



Unacceptable usage: Full color logo on detailed image.

UNACCEPTABLE USAGE

To maintain the integrity of the Toledo Zoo brand, a few rules are necessary to follow. Overall, do not compromise the brand by rotating, skewing or distorting the logo in any way – that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of ways the logo should NEVER be used.

A. Do not squish or stretch the logo.

B. Do not resize any part.

C. Do not remove any aspect.

D. Do not use the logo variation next to the primary logo.

E. Do not make the background color box smaller than the required clear space.

F. Do not use a dramatic drop shadow.

G. Do not rotate or angle the logo.

H. Do not recolor the logo.

I. Do not convert any part of the logo to outlined strokes.



TYPOGRAPHY

Font selection and correct usage are powerful brand practices for consistency. Understanding and utilizing the brand's typographic hierarchy correctly is vital for creating visual interest and contrast within the content.

PRIMARY HEADLINE

The primary headline is used as a large type size. This draws the reader into the design and is **used sparingly as a large accent element** in the design.

ZOOJA PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ

UPPERCASE | LETTER SPACING: 0.05 em

SECONDARY HEADLINE

The secondary headline, or subhead, is **not often used as the largest or smallest text in a design**. This font can be used in pull quotes, infographics and other small blocks of text that add information to the primary level of text.

CUBANO
ABCDEFGHIJKLMNOPQRSTUVWXYZ

UPPERCASE | LETTER SPACING: 0.05 em

TERTIARY HEADLINES & BODY COPY

If the design warrants it, Proxima Nova bold and uppercase can be used as a third level headline for subsections within a secondary headline. This type style can also be used as buttons on the website.

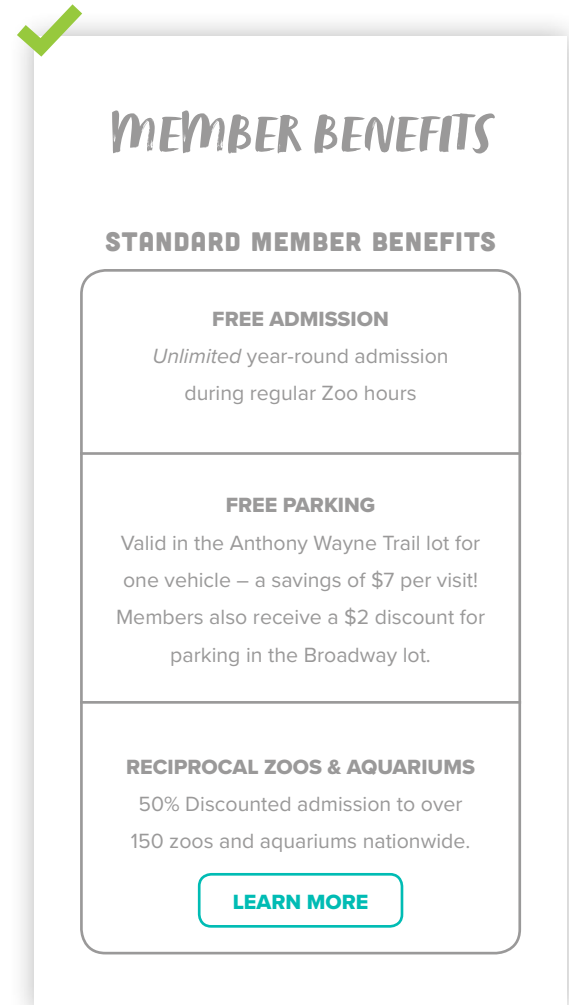
PROXIMA NOVA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sentence Case | LETTER SPACING: 0 EM

The third level of typography is the **main text of the design**, the body copy and is often the smallest text in the design. Body copy text may have effects added to it such as bold, italics and underlining.

TERTIARY HEADLINE: UPPERCASE AND BOLD

Body copy: Regular
Body copy emphasis: *Italics*, **Bold**, or Underlined



A vertical card titled "MEMBER BENEFITS" with a green checkmark in the top left corner. The card is divided into three sections by horizontal lines. The first section is titled "STANDARD MEMBER BENEFITS" and contains three items: "FREE ADMISSION" (with subtext "Unlimited year-round admission during regular Zoo hours"), "FREE PARKING" (with subtext "Valid in the Anthony Wayne Trail lot for one vehicle – a savings of \$7 per visit! Members also receive a \$2 discount for parking in the Broadway lot."), and "RECIPROCAL ZOOS & AQUARIUMS" (with subtext "50% Discounted admission to over 150 zoos and aquariums nationwide."). At the bottom of the card is a rounded rectangular button with the text "LEARN MORE".

The example above uses using all forms of typography.



A horizontal card with a red X in the top left corner. The text "Member Benefits" is written in a cursive, lowercase font.

Unacceptable usage: Do not use Zooja with lowercase letters.

COLOR PALETTE

Color is an integral part of brand identity.

Consistent use of the color palette is vital to reinforce the cohesiveness of the brand. Using these palettes appropriately and consistently creates an additional layer of distinction.

PRIMARY COLOR USAGE

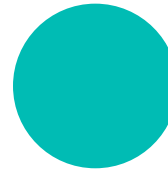
The primary set of colors are used in the logo. These are the base colors to be utilized throughout the Zoo. This includes print collateral, digital formats and on-grounds signage systems.

SECONDARY COLOR USAGE

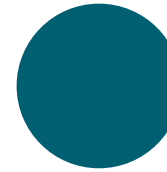
The colors in our secondary palette, or supporting palette, were chosen to complement our primary palette of teals and orange, providing additional range to the brand experience. The secondary palette colors work well as accent colors or as subtle backgrounds behind typography or graphics. Darker colors may be used behind light-colored typography.

Screens or tints of the supporting colors may be used to achieve the desired effect but should be used cautiously, as screening certain colors may result in undesirable shades.

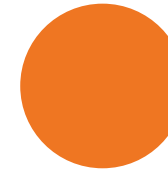
PRIMARY COLOR PALETTE



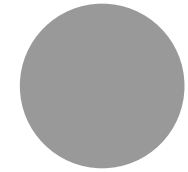
Pantone 3262 C
CMYK: 88/0/40/0
RGB: 0/176/173
Hex: #00B0AD



Pantone 3155 C
CMYK: 100/45/46/20
RGB: 0/98/113
Hex: #006271

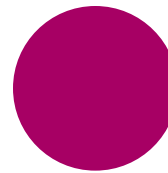


Pantone 158 C
CMYK: 2/66/100/0
RGB: 238/118/35
Hex: #EE7623

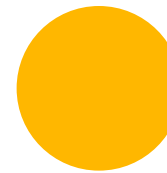


Pantone Cool Gray 7 C
CMYK: 42/35/35/1
RGB: 153/153/154
Hex: #99999A

SECONDARY COLOR PALETTE



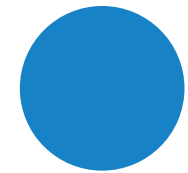
Pantone 234 C
CMYK: 33/100/33/7
RGB: 166/31/103
Hex: #A61F67



Pantone 7549 C
CMYK: 0/31/100/0
RGB: 253/183/20
Hex: #FDB714



Pantone 375 C
CMYK: 46/0/100/0
RGB: 149/214/0
Hex: #95D600



Pantone Process Blue C
CMYK: 100/35/7/0
RGB: 0/130/202
Hex: #0082CA

BRAND ASSETS

Elements that accompany the logo, color palette and typography include doodle-like drawings and photos that interact with the doodles.



CONSERVATION

Because the tone of conservation is more serious, the style/look needs to match. Whenever the Zoo's conservation efforts are presented it will be styled with a dramatic look.

The conservation look includes a close-up photo with black shading on a portion of it to focus the view to a specific important or engaging section of the image. Additional shading may also be added to the photo, as to not cover up the image, but compliment the animal. Text used in conservation pieces will be white Cubano font paired with colorful Zooja font. The Zooja text will overlap the Cubano text slightly. Any colors added to the design (image or text) must be brand colors.



SUBSIDIARY LOGOS

The logos on this page are the sub logos for the Toledo Zoo.

These logos are to be used on marketing materials and collateral as an outreach asset of the Zoo within the following categories:

- Conservation
- Education
- Zoo PAL
- Membership
- Director's Circle
- President's Circle.

