

MODULE 5

Graphic Design

zoological institutions, rewilding, safaris,
living landscapes parks

Clear visual communication systems that change how audiences connect with conservation missions through authentic, nature-inspired design.



CLIENTS & INVESTORS

Designed for institutions and private investors seeking rebranding, educational graphics, or visual systems that elevate visitor experience.

Ideal for investors who believe in the power of design to communicate values and deepen human connection with nature.



DELIVERABLES & PROCESS

1. **Wayfinding & Interpretive Signage** – directional systems and educational panels
2. **Visual Identity & Branding** – logos, color schemes, typography, and illustrations
3. **Visitor Communication Materials** – maps, brochures, and digital/print assets
4. **Implementation Support** – material guidance and coordination with printers



IMPACT & GAIN

- Enhances mission communication through intuitive navigation and engaging storytelling for unique visitor experience.
- Strengthens organizational credibility with consistent visual language.
- Increases educational value and emotional connection with nature through clear, compelling communication tools.



INVESTMENT & TIMELINE

Timeline: Upon request

Investment range: Upon request

MODULE 5 | Graphic Design | ALL ANIMAL FACILITIES

Visual identity revamp – Warsaw Zoo

A complete **zoo brand transformation** featuring geometric design, immersive graphics, and rich vegetation-inspired visuals. From **animal logos** to **educational boards**, **wayfinding systems**, and **marketing materials** - every touchpoint received a cohesive redesign that **turns navigation into discovery** and **education into enchantment**. This comprehensive visual identity elevated visitor engagement while giving the zoo a **fresh, modern, forward-thinking image**.

OLD ZOO MAP



NEW ZOO MAP

