



# *The Sound Of Savannah*

We live, We move, We sing

Naomie Kabambi | AniMall 4.0 Final Pitch Presentation



# *Introduction*

My Name is Naomie Kabambi, designer for the Obx Creative Team 2025, and I'm excited to introduce my concept: The sound of Savannah. This immersive brand experience is designed exclusively for AniMall, blending rhythm, wildlife, and wonder. From singing lions to roaring coasters. A Living melody inspired by the voice of the savannah.

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# *Target Audience*



Name: Mel Faith  
Age: 17years  
Sex: Female  
Occupation: Social Media Director. Mel is expressive, artistic, and often seeking outlets for creativity to enjoy music, digital media, performance, and creating content.



Name: Alonzo Holiday  
Age: 7years  
Sex: Male  
Occupation: Student  
Alonzo is a energetic, curious, and full of imagination who loves to run, climb, and make noise.



Name: Ryan Joy  
Age: 25years  
Sex: Male  
Occupation: Student & Model  
Ryan is someone who prioritize quality time, creative play,

# *Concept*

***What if AniMall had an immersive music themed adventure park designed by a lion with a deep love for rhythm and roar?***

Welcome to The Sound Of Savannah, a wild and wondrous musical playground where movement, sound, and imagination come together in harmony. Co-designed with a lion who lives and breathes rhythm this park invites kids and families to explore the powerful connection between animals, sound, and self-expression.

## *Introducing: Roarchestra*

At the heart of the park lies Roarchestra a musical safari of larger than life animal inspired instruments.

Xylophone Stepping Stones leap and land on melodic notes as you move across the Savannah. Drumming logs feel the beat beneath your paws with echoing rhythms straight from the jungle floor. Roar activated Sound Walls shout, sing, or growl to activate waves of sound and color.

## *Center Stage: Roar Rock*

The central feature of the park is Roar Rock a community sound stage where families can perform, jam, or join in on daily lion-led rhythm sessions. Whether it's a drum circle or a spontaneous dance party, this is the beating heart of the Savannah.

Heartbeat Drums reflect the pulse of the plains

Wind Chime Grass sings with every breeze

Tribal inspired melodies celebrate global musical traditions

## *The vibe*

It's bold, joyful and untamed

The Sound Of Savannah is all about unleashing creativity, fostering connection, and letting kids express their wildest musical selves one beat at a time

*Proposed Names: Roarchestra-Pride Beats Park-The sound of the Savannah*

# *Promise Statement*

*At the sound of Savannah we promise to give you an experience you'll carry in your heart long after your paws leave the park. Here we don't just play we live, we move, we sing. Once you hear the sound of savannah, you'll never forget your own.*

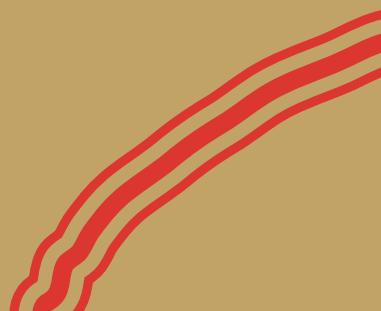


# *Brand Name*



## *The Sound Of Savannah*

Why “The Sound Of Savannah” because it captures the heart and soul of what this park is all about a place where music, nature, and imagination come together in a wild and joyful experience. The word “Savannah” connects to the lion the central character and creative force behind the park and evoke the wide open, rhythmic world of the animal kingdom. The word “Sound” speaks to the core of the experience not just hearing music but feeling it, making it, and moving with it.



# *Final Logo*



For the icon of my logo, I explored various lion faces and expressions to find one that aligns with the mission of my park. The Sound Of Savannah I chose to illustrate half of a lion's face framed by a circle behind its head, adding an abstract and artistic touch that enhances the visual impact. Unlike the typical fierce or aggressive lion imagery, I intentionally designed the lion with a different expression not of anger, but joy. The lion's wide open mouth symbolizes singing, movement, and the celebration of life. This expression captures the essence of the Savannah, vibrant, alive, and full of sound. The lion's roar transforms into a powerful melody a call to experience the rhythm and beauty of the wild.

# Logo Variations



**The Sound  
Of Savannah**

We live, We move, We sing



**The Sound  
Of Savannah**

We live, We move, We sing



**The Sound  
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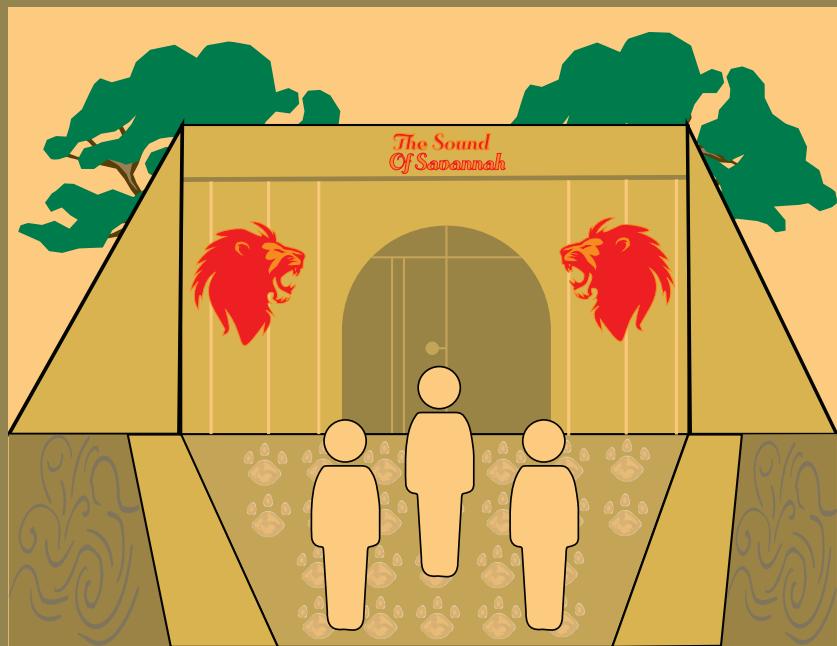
We live, We move, We sing



**The Sound  
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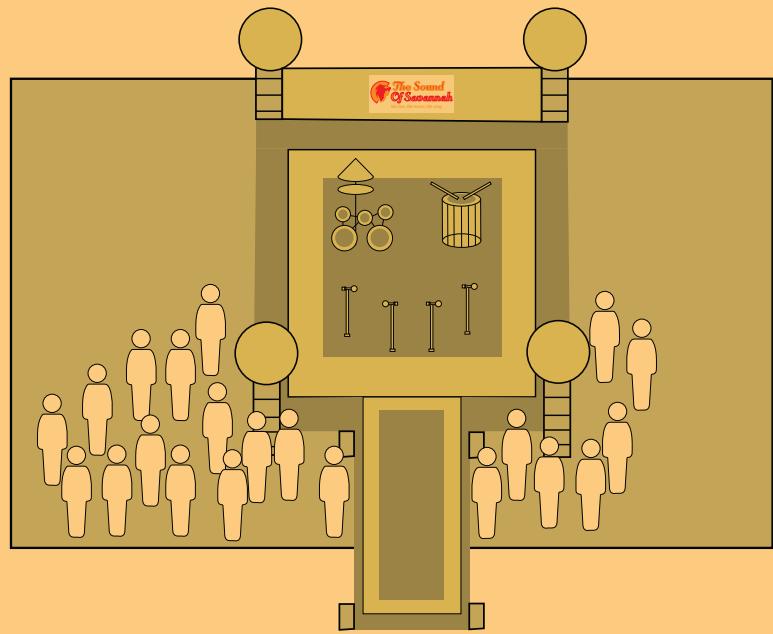
We live, We move, We sing

# *Storefront*



- The main Entrance: The central feature of the facade is a large entrance shaped like the face of a lion
- Floor Design: As guest approach the entrance, they'll walk over a patterned floor made of tiles featuring lion paw prints.
- Walls: The area above and around the entrance is decorated with abstract lion face designs.
- The logo placement: At the top center of the storefront sits the park's logo, positioned prominently above the lion's face.

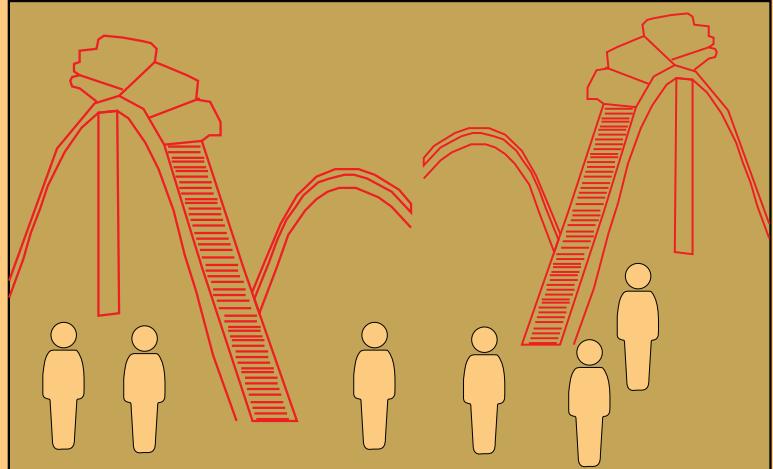
# *Storefront*



## *Outdoor Stage*

At the center of the park interior is a covered outdoor stage, framed with a stylized lion face on the back wall. This is where live performances happen people and animation animals singing, dancing, and storytelling all celebrating the sounds of the Savannah. The space is open to the public and designed to host shows that bring together nature and rhythm.

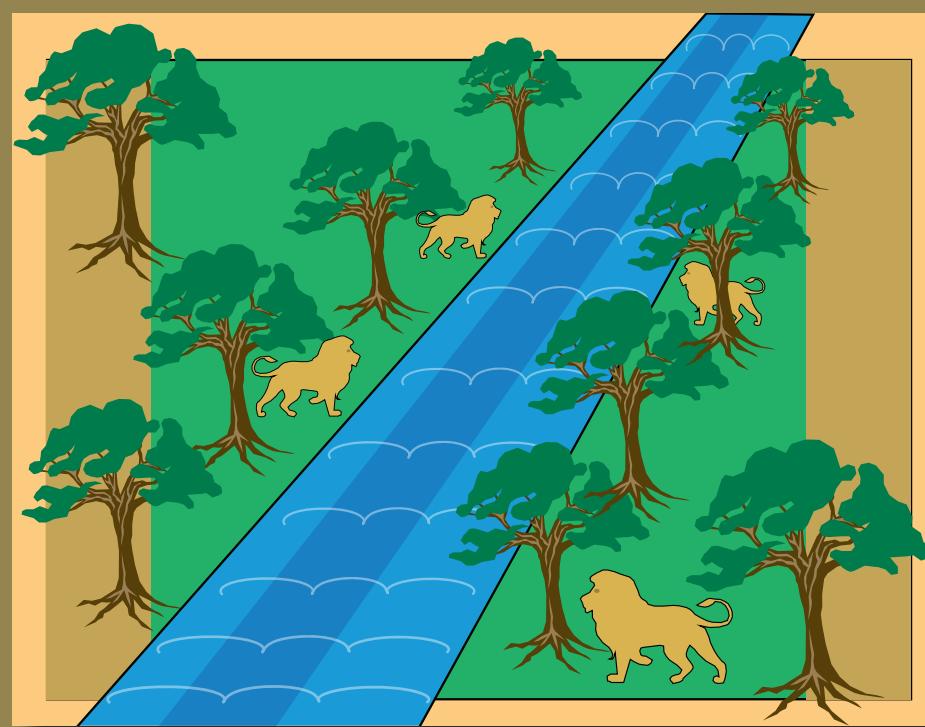
# *Storefront*



## *Roller coaster*

- A roller coaster is a main visual attraction with a giant lion face at the front of the lead car, as if the lion is pulling the ride forward with its roar.
- The design of the track curves like sound waves or a lion's tail, adding energy and rhythm to the experience.
- The coaster can pass through themed tunnels or jungle structures, creating a full sensory adventure.

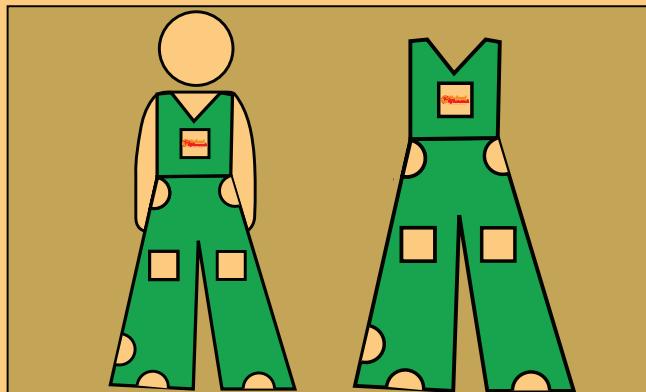
# *Storefront*



## *Safari Trail*

Beyond the tunnel, a path winds through trees and natural scenery, leading to the lion habitat area. This part of the park focuses on education and connection with nature. Guests can observe lions in a recreated Savannah environment while learning about their behavior and importance to the ecosystem. Trees and natural landscaping make this area peaceful and shaded a contrast to the musical energy of the central zone.

# *Touchpoint*



*Staff Uniform “Savannah Crew Suit”*  
To maintain a strong visual identity, every employee wears a

The staff uniforms visually connect all parts of the park. Visitors feel like they are part of a tribe or musical journey led by the lion. Employees act as guide, performers, and storytellers, with their uniforms reinforcing professionalism and brand unity.

# *Brand Identity Package*



From the moment guests arrive at The Sound of Savannah, they are immersed in a fully branded world where the identity package brings the theme to life. Visitors receive a signature lion faced bracelet that serves as both their entry pass and a symbol of their journey through the park. Staff uniforms, signage, and attraction graphics all reflect a unified visual language warm earth tones, abstract lion motifs, and rhythmic patterns inspired by the Savannah natural sounds. Whether stepping onto the roller coaster entering the lion Face Theater, or walking the safari trail, customers feel part of a cohesive and captivating story, guided by the joyful roar of the lion and the vibrant energy of the brand.

# Poster

Feeling it,  
Making it,  
Moving  
with it.

Visit us to make your day memorable

The sound of Savannah | 6771 Sand Lake Rd Orlando, FL 32750 | 389-250-0818

The Sound  
Of Savannah  
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When a customer sees the Sound of Savannah poster, they're instantly drawn in by the powerful imagery and bold lion branding that captures the energy and spirit of the park. The vibrant tagline "We live, We move, We sing" communicates a sense of rhythm, life, and excitement. The layered phrases like "Feeling it, Making it, Moving with it" invite curiosity and emotional connection, hinting at an experience that goes beyond the visual one that's immersive and musical. The clear call-to-action, "Visit us to make your day memorable", encourage the viewer to take the next step and explore this one-of-a-kind destination at AniMall.