

The VILD Zoo

This project showcases something I would like the zoo in Copenhagen to have more of: wilderness. The rebrand was made to display how eventhough the animals are encaged and not in their natural habitats, they can still behave according to their nature and be wild. Since the zoo is in Copenhagen, I decided the name should be in Danish, but another thing I noticed about the Copenhagen Zoo was that their website is not available in English, and all the text in the signs in the zoo that were in english was much smaller and with tamer colors, making it very difficult to read, therefore I decided that the name should also include English, to show the willingness of the zoo to welcome everyone.

The idea for this rebrand was inspired by the Artis Amsterdam Royal Zoo, where I did not see cages, but natural barriers for animals not to move from their respective spaces. It felt like the animals were more free, more natural, and more wild.



COLORS
The design is based on three colors. Everytime an iteration is made, two contrasting colors are chosen to be in it, along with a white background.

Calibri Bold Ab Cc Dd Ee Ff 123456789

TYPEFACE
Besides the "VILD" letters, all text used Calibri Bold. This typeface was chosen because it tones down and contrast the more silly handwriting in VILD.

GRAPHIC ELEMENTS:
All graphic elements are a series of handdrawn sketches, that were inspired from wildlife photograohy found on the internet. These came to life through manipulation in Photoshop and vectorization in Illustrator. The idea behind these illustrations is to have a laid back messy style, that shows wilderness aswell as through the emotions in the animal's face expresions. The animals chosen were animals that one would not think of fierce, for example a tasmanian devil or a capibara, which encourages the viewer a sense of diversity and curiosity in what it actually means to be wild.



Mock ups of real life situations
One of the ways the Zoo is going to be seen in a day-to-day basis, to create a sense of familiarity with people, is by selling merch, and installing billboard in places filled with nature, with the distinctive characters and the name of the Zoo.

