

# Migratory Bird Sanctuary

**Brand Identity**  
**December 2020**

Migratory Bird Sanctuary is a brand identity designed for the Yellow Sea / Bohai Gulf of China's UNESCO world heritage site. The location, encompassing dozens of kilometers of wetlands, serves as a breeding ground for birds, both endangered and otherwise, passing through the area. The brand identity for the site utilizes the silhouettes of birds native to the area and draws on China's national colors of red and yellow for its palette.





**Migratory Bird Sanctuary**  
**1 Port of Huanghua**  
**Bohai Gulf, China, 061100**  
**+86-135-5592-2187**  
**www.migratorybirdsantuary.com**  
**UNESCO World Heritage Site**

Ms. Johnson, 33 Livingston Avenue, New Brunswick, NJ 08901

Dear Ms. Johnson,

I'm delighted to invite you to the grand re-opening ceremony of the Migratory Bird Sanctuary's cultural center on October 24.

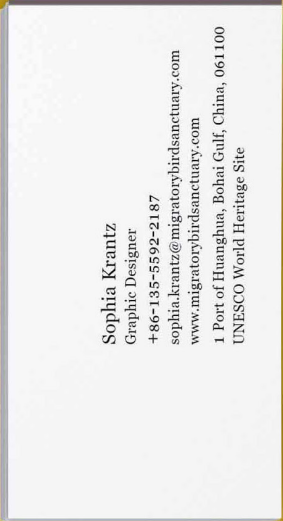
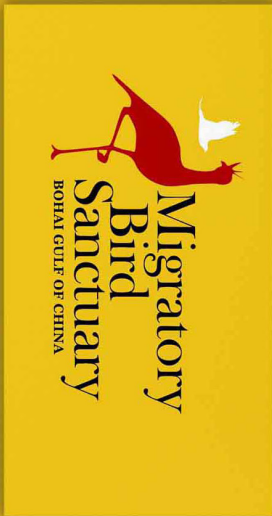
This exclusive invitation is for Members-only. The Migatory Bird Sanctuary's cultural center has had the great privilege of working with MGSA Design to kickstart an exciting re-brand. On October 24, we will unveil the results of this year-long collaboration. We invite you to celebrate with us by becoming a Member today and attend this exclusive Members-Only Event, which will provide insider access to the cultural center before it opens to the public, a cash bar, and special entertainment. Bring your best moves and dance the night away with live music and DJ sets by Natasha Diggs, DJ Spinna, and DJ Dorrian Missick!

As a Member, you'll also enjoy a discounted ticket (or tickets, depending on your Membership level) for special admission to the Migratory Bird Sanctuary and exclusive access all-year-round. Join now to save with introductory discounts on our most popular Membership levels and receive a special thank you gift. Your Membership year promises perks like unlimited free admission to all ticketed exhibitions, exclusive Members-only hours, and more.

I look forward to welcoming you as a Member at the Migratory Bird Sanctuary on October 24.  
Thank you!

Warmly,

Sophia Krantz  
Director of Graphic Design  
Migratory Bird Sanctuary





GRAND OPENING—OCTOBER 24

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### UNESCO World Heritage Site

The Migratory Bird Sanctuaries along the Coast of the Yellow Sea-Bohai Gulf of China (Phase I) is situated in the largest intertidal wetland system in the world and one of the most biologically diverse. The property is an irreplaceable and indispensable hub for birds migrating along the East Asian-Australasian Flyway, which spans some 20 countries across two hemispheres from the Arctic to South-East Asia

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