



316.660.WILD (9453)

5555 Zoo Boulevard
Wichita, KS 67212

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Contact: Jennica King
PR/Marketing Manager
316.266.8232
jennica.king@scz.org

Introducing Sedgwick County Zoo's New Brand Identity

WICHITA, KAN. – The Sedgwick County Zoo has announced a new brand identity as part of the ongoing implementation of the Zoo's Strategic Master Plan.

The new logo was created by branding firm Gardner Design.

“Sedgwick County Zoo is such an amazing asset to the region. We are so excited to be their strategic branding partner as they get ready to evolve even further, as a local attraction and a conservation organization,” said Bill Gardner, owner and president of Gardner Design. “This new visual brand identity conveys all of the energy, positivity, and dedication they currently possess and will grow with them as they accomplish big things in the years to come.”

Great logos don't just happen overnight. To ensure the design authentically represents Sedgwick County Zoo, Gardner Design and the Zoo partnered to first complete an extensive brand analysis process. Surveying more than 1,000 key stakeholders – including staff, board members, and visitors – they discovered key insights about the Zoo's brand personality and organizational strengths. This knowledge, combined with a deep understanding of the Zoo's Strategic Master Plan, created the inspiration and foundation for a new brand identity that will serve the Zoo well, both now and in the future.

“I love what the design team created for us,” says Dr. Jeff Ettling, executive director of Sedgwick County Zoo. “It perfectly represents our Zoo, our commitment to conservation of wildlife and wild places, and the community that we're so proud to be a part of.”

The Sedgwick County Zoo is a not-for-profit organization, accredited by the Association of Zoos and Aquariums (AZA). Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you and a better future for all living things. With its more than 200 accredited members, AZA is a leader in global wildlife conservation and your link to helping animals in their native habitats. For more information, visit www.aza.org. Sedgwick County Zoo is also a member of the World Association of Zoos and Aquariums www.waza.org. Sedgwick County Zoo has been recognized with national and international awards for its support of field conservation programs and successful breeding of rare and endangered species. It's the No. 1 outdoor family tourist attraction in Kansas and is home to more than 3,000 animals of nearly 400 different species. For more information, visit www.scz.org.

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