

Chester Zoo branding



For this activity you will need access to examples of Chester Zoo's old and new brands.

Examples have been provided via PowerPoint, and the original portfolios by the design agencies can be accessed online:

Old brand: <http://www.music.agency/work/chester-zoo>

New brand: www.how.studio/branding/chester-zoo

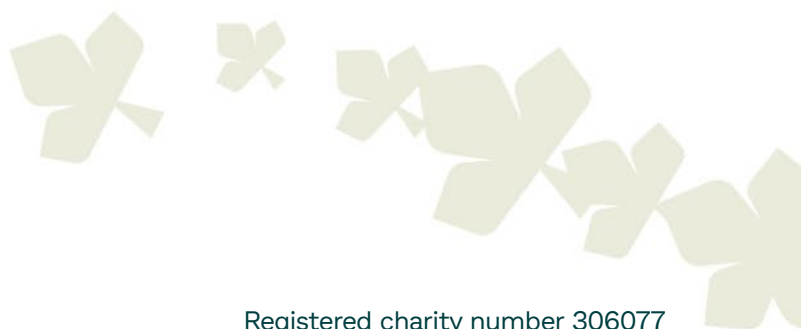
Logo – Observation

Compare Chester Zoo's old and new logo using the table below.

		
Shape		
Font style		
Imagery		

Logo – Interpretation

1. What does the shape, font and imagery in each logo communicate about Chester Zoo?
2. How has the logo changed and what does this suggest about the Zoo's brand personality?
3. Which logo do you think is more effective in communicating Chester Zoo's mission of "Preventing Extinction" and why?



Branding – Observation

Look at examples of Chester Zoo's old and new branding (including logos, fonts, slogans, tone of voice). How has the zoo shifted its focus towards a different demographic?

1. What audience do you think the old brand was targeting?

2. What audience do you think the new brand is targeting?

How does Chester Zoo's visual and verbal identity support this shift in demographics?

1. Visual identity (logos, colours, images)

2. Verbal identity (tone, slogans, messaging)

Branding – Target audience

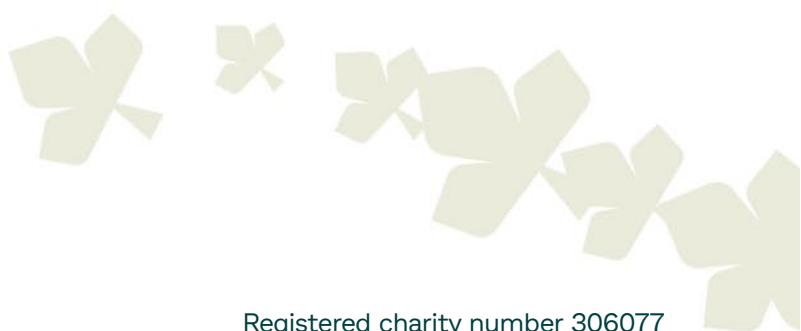
Create two detailed customer personas based on the old and new brands.

1. Old brand persona:

- Age:
- Gender:
- Occupation:
- Lifestyle:
- Interests/hobbies:
.....
- Reasons for visiting the zoo:
.....
- Other notes
.....
.....

2. New brand persona:

- Age:
- Gender:
- Occupation:
- Lifestyle:
- Interests/hobbies:
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- Reasons for visiting the zoo:
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- Other notes
-
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Branding – Reflection

1. How has Chester Zoo's shift in branding influenced who they're trying to attract?
2. Which brand persona do you think represents the more strategic target audience for the zoo today, and why?

Branding – extra activity

Create a side-by-side visual mood board showing:

- Old branding elements
- New branding elements
- Annotated notes explaining what each change signals (e.g., modernisation, conservation focus, wider audience appeal)