

To: Fundraising & Sponsorship Committee

From: Shirlene Courtis  
Executive Director of Development

Subject: **Campaign Logotype and Theme**

Date: 2011-12-07

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**Summary:**

The purpose of this report is to provide the Fundraising & Sponsorship Committee with the new Capital Campaign logo. The new logo will appear on Campaign materials such as letterhead, brochures and promotional materials.

**Recommendations:**

That the Campaign Logotype and Theme, "Wild for Life" be received for information.

**Financial and Impact:**

The financial costs for production of campaign collateral are covered in the existing campaign budget.

**Background:**

As part of the Campaign preparation work conducted with KCI, a comprehensive communications plan was developed. The plan includes many tactics such as key messages, specific campaign priority descriptions and proposal templates as well a calendar of activities. The key messages were presented at the Fundraising & Sponsorship Committee meeting on 2011-07-26.

Two of the tactics recommended were:

- The Toronto Zoo develop a campaign logo
- The Toronto Zoo develop a campaign theme or title

Following the direction from the campaign communications plan, we engaged the services of Lowe Roche Advertising to design campaign logo concepts and theme suggestions. Several were presented and reviewed by Division Heads. The final logotype and theme "Wild for Life" was approved.

This logo was selected because it is representative of a cohesive and forward looking organization, with large aspirations. The animals are representative of key priority areas. They are iconic, grouped together and moving in the same direction. The theme "Wild for Life" is woven through all of the written materials, key messages and project descriptions. The logotype and theme visually demonstrate these themes.

The campaign logotype and theme will be used for all campaign collateral such as letterhead, presentation folders, key messages, proposal covers, media announcements, recognition tactics, etc.

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Shirlene Courtis  
Executive Director of Development

**List of Attachments:**  
Campaign Logotype