

Brand manual

Fundación ZOO KOKI · Zoological and botanical park

Version 2.0 · November 2026

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1

Basic identity elements

Logo, clear space, sizes and versions.



Main logo



1.1 The minimum unit of identification

The logo is the basic way of identifying the foundation. It is always used in its original version, without modification.

Registration
Trade name no. 475.180 · owner Fundación ZOO KOKI · figurative sign · class 41 · filed 13/09/2024 · granted 02/06/2025.

Clear space



1.2 Free space around

Leave a space of size X on all sides of the logo, where X is the height of the «O» in «ZOO». No text or image may enter this space.

1.2.1 Construction

The width of the logo is 14.5 X and its height 5.5 X.

Minimum size



30 mm

1.3 Minimum reproduction size

The logo is never reproduced below these sizes, to guarantee legibility.



Print · 30 mm



Print · 20 mm minimum



Screen · 160 px



Screen · 100 px minimum

Logo versions



Positive · on a light background



White negative · on a dark background



Jaguar variation · occasional use only

Foundation seal



1.5 Use of the seal

Postmarks, official documents and correspondence. It is the foundation's own emblem; it is not used as decoration or modified.



2

Backgrounds and incorrect uses

How the logo behaves on backgrounds and what not to do.

Light and coloured backgrounds

On white · positive

On cream · positive

White negative · on a dark background

Photographic and low-contrast backgrounds



Light on a dark photo: use the logo on a solid light background.



On a light photo: never without a solid background under the logo.



On texture: use the logo inside its light box.

Incorrect uses

Examples of what must never be done with the logo.



Stretching or distorting.



Changing the colours.



Rotating.



Shadows or effects.



Enclosing in an oval or circle.



Busy backgrounds without a box.

Coexistence with other brands

How the logo is placed next to other logos.



Third-party logos



3.1 Hierarchy

The ZOO KOKI logo always takes priority. The logo of an external programme or entity is smaller, aligned on the baseline and separated by the clear space.

Example
European conservation programmes (EEP) and partner entities.

Credits and partners



3.2 Entity logos

On signage and partner materials, entities appear in a separate block, with their own space and without competing with the main logo.



Typography

Two families for the web and one for signage.

Headings and text · web

HEADINGS · FRAUNCES

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TEXT · PLUS JAKARTA SANS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

4.2 · TYPOGRAPHY

Hierarchy and weights

FRAUNCES · BOLD · HEADINGS

Visit the zoo

FRAUNCES · SEMIBOLD · SUBHEADINGS

Conservation and education

PLUS JAKARTA SANS · REGULAR · TEXT

Opening times, tickets and activities.

PLUS JAKARTA SANS · EXTRABOLD · BUTTONS

Buy tickets

Signage · Berlin Sans FB Demi

SIGNAGE AND PANELS

Aa

Berlin Sans FB Demi, the typeface for interior signage and directional signs.

Jaguar trail

Supporting text on signage, at a comfortable reading size.

5

Colour

A warm, natural and vivid palette.



Palette for the web and materials

Mostly cream and green. Gold and orange only as accents. CMYK values are indicative: confirm with the printer.

Main green

Main green
HEX #1F5A14
RGB 31 90 20
CMYK 66 0 78 65
Pantone 2427 C (solid coated)

Leaf green

Leaf green
HEX #4F9A3F
RGB 79 154 63
CMYK 49 0 59 40
Pantone 3539 C (solid coated)

Sand green

Sand green
HEX #DFE6CD
RGB 223 230 205
CMYK 3 0 11 10
Pantone 7485 C (solid coated)

Cream

Cream paper

Cream
HEX #F8F6EC
RGB 248 246 236
CMYK 0 1 5 3
No ink: paper colour

Gold

Gold
HEX #D8AB4A
RGB 216 171 74
CMYK 0 21 66 15
Pantone 6240 C (solid coated)

Orange

Orange
HEX #F2994A
RGB 242 153 74
CMYK 0 37 69 5
Pantone 4009 C (solid coated)

Text

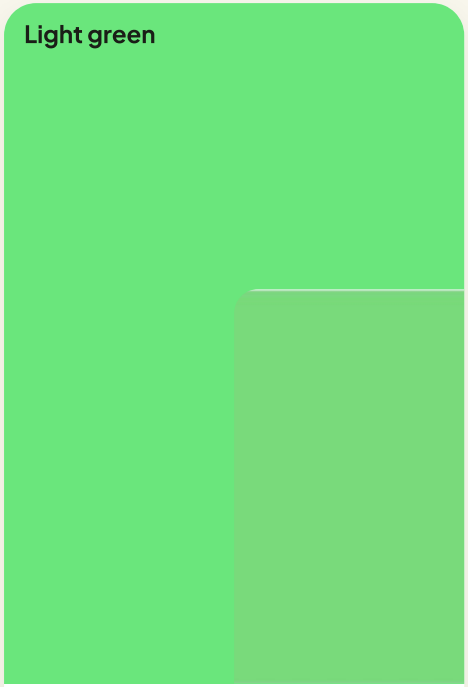
Text
HEX #1A1E17
RGB 26 30 23
CMYK 13 0 23 88
Pantone Black 3 C (solid coated)

Secondary text

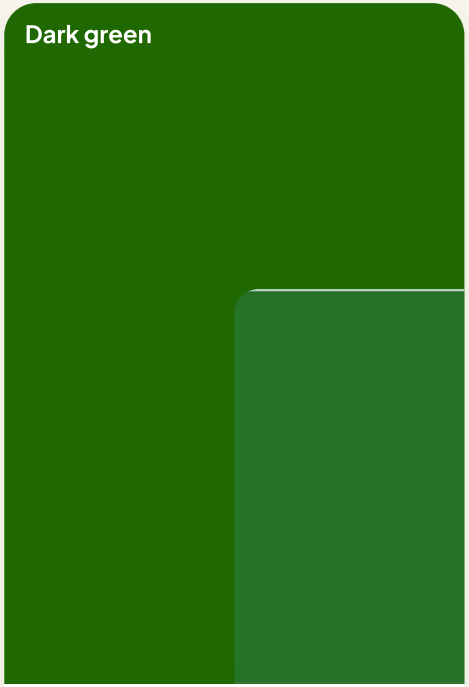
Secondary text
HEX #4B5245
RGB 75 82 69
CMYK 9 0 16 68
Pantone 418 C (solid coated)

Registered logo colours

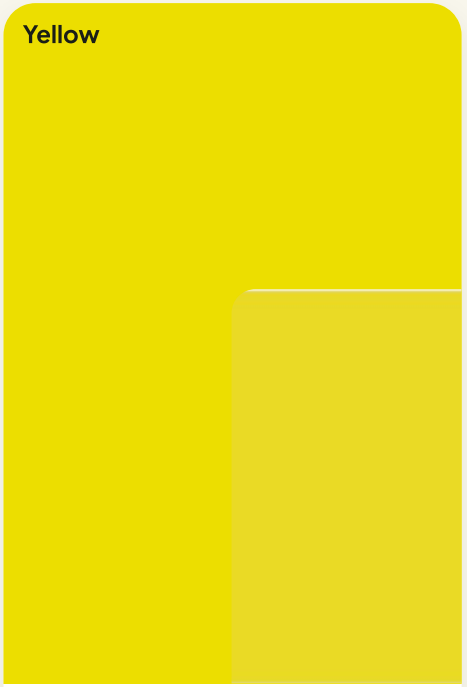
These are the colours claimed in the logo registration.



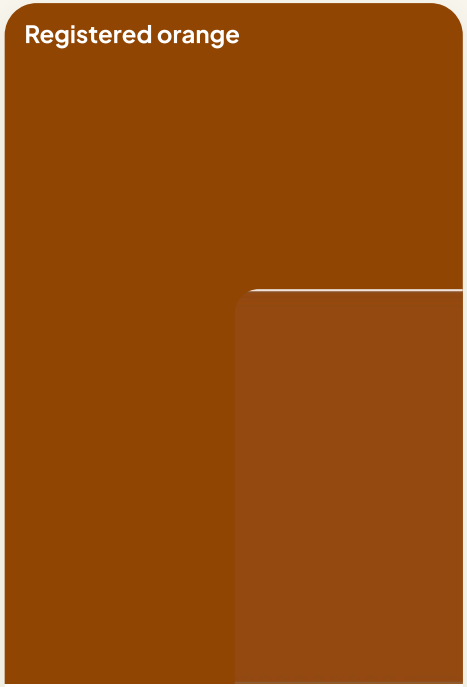
Light green
HEX #6AE67C
RGB 106 230 124
CMYK 54 0 46 10
Pantone 2268 C (solid coated)



Dark green
HEX #206801
RGB 32 104 1
CMYK 69 0 99 59
Pantone 2273 C (solid coated)



Yellow
HEX #ECDE00
RGB 236 222 0
CMYK 0 6 100 7
Pantone 604 C (solid coated)



Registered orange
HEX #914502
RGB 145 69 2
CMYK 0 52 99 43
Pantone 2315 C (solid coated)

Grey tints

100%
Grey #4B5245

60%
Grey #4B5245

30%
Grey #4B5245

10%
Grey #4B5245

For secondary text, lines and soft backgrounds. Never below 10 %.

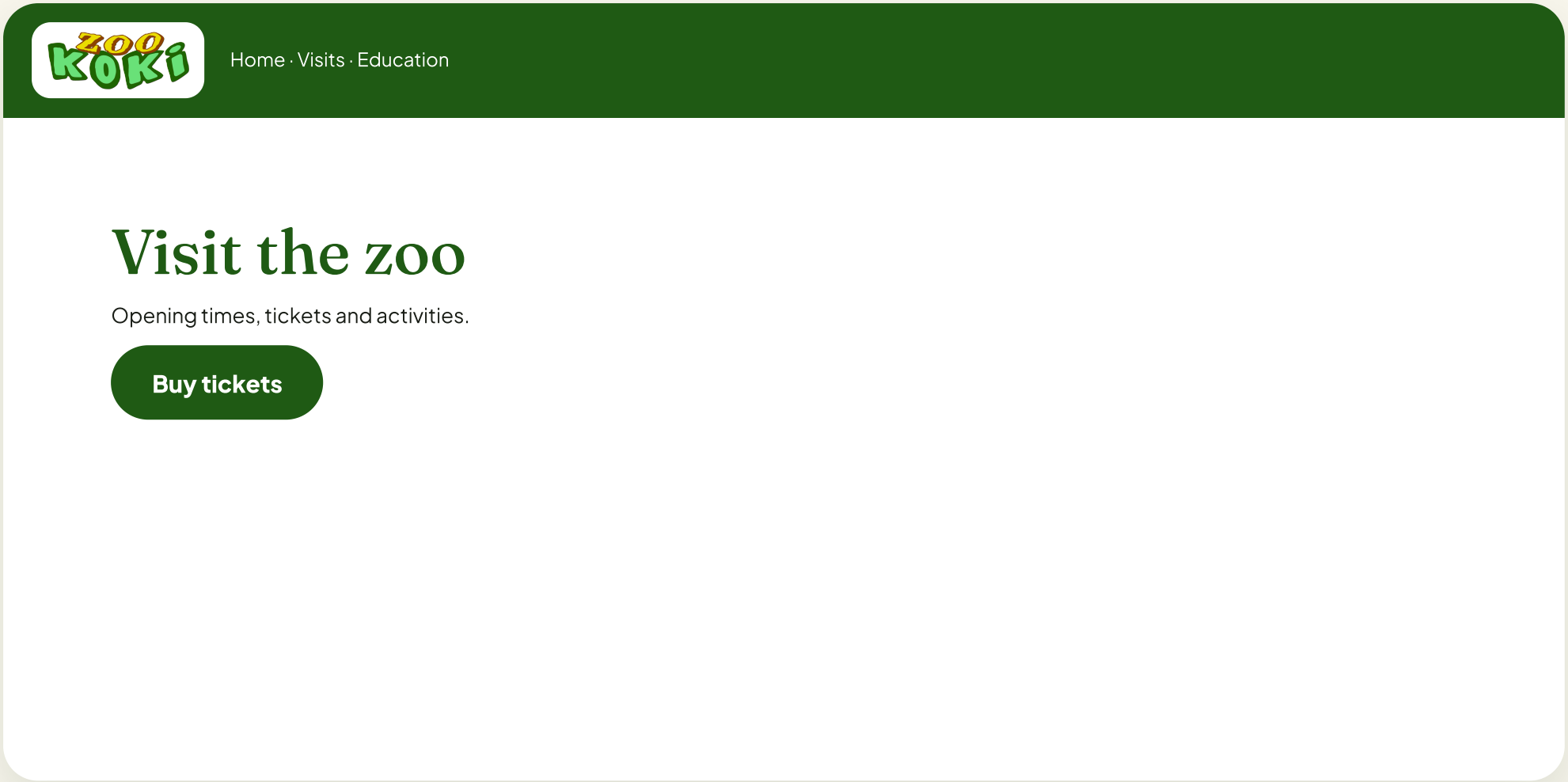
6

Graphic applications

Web, social media, documents and basic pieces.



Web


ZOO KOKI
Home · Visits · Education
Visit the zoo
Opening times, tickets and activities.
Buy tickets

Social media





Documents


ZOO
KOKI
Fundación ZOO KOKI
C/ Toledo-Ávila km 38,400 · 45526 Santo Domingo (Toledo)
info@zoo-koki.com · 925 95 89 25

Basic elements

Buy tickets

See more

EXAMPLE

Content card

Title, short text and a link.



7

Physical applications

Signage, wayfinding and postmarks.

Interior signage



Jaguar trail: title in green, number in brown and logo at the bottom right.





Wooden directional signs: Berlin Sans FB Demi and the supplier's paint colours.

Postmarks and seal



7.2 Use

The seal is used on postmarks, official documents and correspondence.

8

Questions and contact

For any question about the brand.

8.1 · CONTACT

Questions about the brand

For any question about the use of the logo, colours or typefaces, write to info@zoo-koki.com.

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Thank you

Caring for the brand means caring for the zoo.