A New Look for Go WILD Zoo

**PART 1 - Design a Logo**

Go WILD Zoo wants a new look. They have asked you to design a new logo for them.

1. Do some research. Look at other zoo logos to get some ideas. Think about colors, designs, images, typography, etc. Do more research on other considerations before you begin.
2. Create this new logo in Illustrator.
3. When done, save the logo as an AI file.
4. In addition, save it as a PNG AND JPG. A PNG file will give you a transparent background which you will need for the next project.

**PART 2 - Design a Business Card**

In addition, the director of the zoo, Miles Avene, also needs an updated business card with this new logo.

1. Using the new logo you created for Go WILD Zoo, design a business card for Miles Avene, Director.
2. Do your research. View other business cards for ideas. Plan, plan, plan. Do you want a horizontal or vertical card? Colors? Fonts? Etc.
3. The standard size for a business card is 2 X 3.5 inches.
4. Make sure to include the following items:
   * Name – Miles Avene
   * Title – Director
   * Name of business (logo) – Go WILD Zoo
   * Address – 7856 Zoolander Drive, Lincoln, NE 68526
   * Phone Number – 402.488.6789
   * Fax Number – 402.488-6788
   * Email – [mavene@gowildzoo.org](mailto:mavene@gowildzoo.org)
   * Web address – [www.gowildzoo.org](http://www.gowildzoo.org)
   * Tagline or description of organization (you come up with one).
   * Other graphic images or decorative elements (textures, shapes, gradients, etc.) – not required.

Keep in mind, a business card in some cases is the most important marketing piece that a company will have. It has the potential to make or break business deals, and is just as important as the way you present yourself during a first impression. A business card is the handshake you leave behind after meeting someone in the professional world.