



# Style Guide



## Table of Contents

Mission statement  
Why a style guide?  
Branding 101  
Writing  
Colors  
Logos  
Fonts  
Imagery  
Signage  
Architecture  
Social media

## Mission statement

The mission of the Albuquerque Biological Park is to enhance the quality of life for Albuquerque citizens and our visitors; to improve educational, recreational and leisure opportunities by providing a comprehensive environmental museum consisting of the Aquarium, Botanic Garden, Zoo and Tingley Beach.





## Why a style guide?

In short, because the BioPark is changing.

In September 2014 a comprehensive new master plan outlined a path of renewal and growth for the BioPark. And in fall 2015 the BioPark secured funding to help make this vision a reality.

With great opportunities come great challenges. In order to ensure continuity and consistency as the plan is put into action over a period of years and even decades, we developed this document of brand guidelines: colors, fonts and logos, writing approaches, signage templates and a consideration of architecture.

We hope it will help anyone tasked with maintaining and interpreting the identity of the ABQ BioPark in this new era.

## Branding 101

OK, much has been made of this term but not much of it bears repeating. As we all know, your brand is the prevailing *perception* of your organization. You either work to create your brand or it will be created for you.

In the broadest sense, our brand includes our physical facility, the reputation we have for the care and well-being of our plants and animals, the interactions we create with the public (exhibits, events and programs), things written by us or about us, and our direct graphic communications.

To strengthen our brand, we enforce and reinforce (ad nauseum) the standards described in this manual.

ART

DIRECT GRAPHIC  
COMMUNICATION

WOOD CHIPS



# Writing

## Style and approach

Boilerplate messaging

Facility names

Press releases

It all starts with writing.  
Good writing, hopefully.

## Style and approach

In addition to being a recreational resource, ABQ BioPark is a conservation-minded organization, as envisioned by Aldo Leopold at our inception and built upon over the years. Our mission statement makes clear our great love of the natural world and our intention to be responsible stewards of the animals and plants in our care. In addition, we do our best to spread the word about their threats and challenges in the modern world, and to show them the respect they deserve.

All our communications need to be derived from that attitude. The difference between a fun, playful tone and one that is disrespectful can sometimes be hard to define, but this example may help: imagine an illustration of an elephant happily splashing around in a lake versus one of an elephant dancing in a tutu. Maybe to ABBA. One is OK, the other is not. Entertainment value at ABQ BioPark can't come from a demeaning attitude, but rather from an appreciation of the unique, individual natures of all our residents.

Writing tone needs to balance our desire to engage the reader with a carefully considered limit on how far we should go in poking fun and especially, in anthropomorphizing. Headlines, for example, can often be lighthearted and even clever, but not overly so. Where to draw the line is worth thinking hard about, case by case.

# Writing

Style and approach

**Boilerplate messaging**

Facility names

Press releases

We write in AP style and make every effort to be consistent in the terms we use to describe our organization.

To the right are some of the conventions we use. These create consistency in our communications — which, duh, reinforces our brand — and are required on most publications intended for public consumption.

Internal documents, however (flyers, announcements, etc.), do not always need the City of Albuquerque info.

## Boilerplate messaging

- **Event day and date**, year if needed.  
*Example: Monday, February 7, 2011.*
  - **Event time**—follow AP Style:
    - Lowercase a.m. and p.m. and use periods.
    - Use a space between the time and a.m. or p.m.
    - Use numerals for full hours (*8 a.m. not 8:00 a.m.*).
    - Avoid redundancy, like *9 p.m. tonight* or *12 noon* (*use 9 a.m. or 9 p.m. and noon/midnight*).
    - Separate start and end times with space-dash-space.  
*Example: 10 a.m. – 2:30 p.m.*
  - **Event location**—facility and address.
    - Zoo: 903 10th Street SW, Albuquerque, NM 87102*
    - Aquarium or Botanic Garden: 2601 Central Avenue NW, Albuquerque, NM 87104*
    - Tingley Beach: 1800 Tingley Drive SW, Albuquerque, NM 87102*
  - **Ticket information** or *Included with regular admission*
  - **Phone number** to call for more information in ###-###-#### format.
  - *For general information, call 311 or 505-768-2000 (Relay NM or 711).*
  - *www.abqbiopark.com*
  - *Cultural Services Department, City of Albuquerque, Richard J. Berry, Mayor*
- also
- **BioPark logo** (see separate section to follow)
  - **City logo** with Mayor's name (= size of BioPark logo)
  - **Handicapped-accessible emblem** (smaller)
  - **Sponsors logos, if applicable.** Logos from outside entities are not permitted on official City releases, unless it is a joint release approved in advance.

# Writing

Style and approach  
Boilerplate messaging  
Facility names  
Press releases

In 2008, the BioPark adopted a new logo and four new names. Gone are the Rio Grande Zoo, the Rio Grande Botanic Garden and the Albuquerque Aquarium. Our new names were chosen, in part, to re-affirm that all the facilities are part of the BioPark.

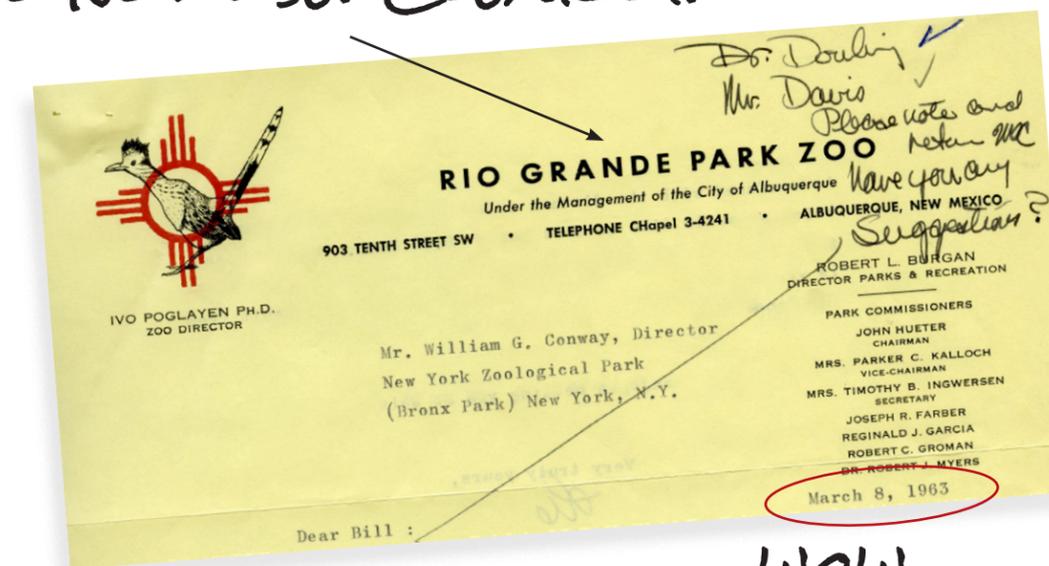
Unfortunately, not everyone in the local community, or even within the BioPark itself, has adopted these names. Please help us with this ongoing process of rebranding by using only these approved names.

## Facility names

The correct facility names are:

- *ABQ BioPark* (one word with a capital B and P; no space)
- *ABQ BioPark Aquarium*
- *ABQ BioPark Botanic Garden* (not Botanical or Gardens)
- *ABQ BioPark Tingley Beach*
- *ABQ BioPark Zoo*
- After using full names, simple names (*Aquarium, Botanic Garden, Zoo or Tingley Beach*) may be used.
- Our long name, *Albuquerque Biological Park*, may be appropriate in more formal situations.

DO NOT USE. CLEARLY.



Wow.

# Writing

Style and approach  
Boilerplate  
Facility names  
Press releases

## Press releases

All press releases are created by BioPark marketing staff with potential assistance from the topic's area expert, and sent to City Hall for approval. All press releases are written in AP style and conform to the template shown opposite.

By the way, see that part about 311, under the section on **Boilerplate?** That's important. Pretty much everything we say in a press release has to be on our website somewhere. When the public calls 311 for more info, the 311 operator cannot answer the question if the info doesn't exist on our website. (So it is also crucial that the information on our website be accurate. If you catch a mistake, please inform Marketing ASAP.)

Please also note that BioPark Marketing is charged with deciding what warrants a full press release. Sometimes other avenues of promotion are more appropriate for a given topic. Other topics may be best left as value-added surprises for our guests. Timing also matters: we don't want to dilute our impact by sending out a press release every other day. The media generally pays attention to what we have to say; we'd like to keep it that way.

FOR IMMEDIATE RELEASE  
Contact: Name  
Phone: 505-XXX-XXXX  
Email: namehere@cabq.gov



Month Day, Year

### **Press Release Headline Catches Attention in Active Voice** *Sub-Headline Adds Interest*

ALBUQUERQUE, NM— The **lead**, or first sentence, should include as much key information as possible, while catching the attention of the reader.

The **supporting paragraph** explains the lead. Keep sentences and paragraph simple and concise. Use active voice as much as possible.

“The **quote** is compelling and conveys human interest,” said Name, BioPark Title. “The quote continues after attribution.”

**More supporting paragraphs** expand on the details.

**Boilerplate** includes any admission/location information needed. The BioPark is an accessible facility and a division of the City of Albuquerque's Cultural Services Department. For more information, visit <http://www.cabq.gov/biopark> or call 311 locally or (505) 768-2000 (Relay NM or 711).

**Caption:** Include a short caption for image(s) if needed. Photo courtesy of ABQ BioPark.

###

- **Top Format:** Always use the City logo on the right side. One approved department or facility logo of equal or smaller size can be added; place directly left of the city logo.
- **Contact:** Name and phone number and/or email on two lines. Left side. Followed by date.
- **Headline:** Use title case and bold. Capitalize every word except for prepositions and articles of three letters or less. Use an action verb and present tense. (Ex: BioPark Opens Exhibit or Event Features Artist.)
- **Sub-Headline:** Short, italicized, bold, and title case.
- **Dateline:** Use the location of where the release is written/issued in all caps.
- **Length:** Limit length to one page.
- **Sign off:** Use ### centered, a couple of lines below the boilerplate or last paragraph of the body. This lets the readers know they have reached the end of the release.

Press release  
template

# Colors & Fonts

Just in case you didn't notice: the background color for each of the first 4 pages of this guide was taken from the facility symbols in our logo. :-)

These colors (plus the brown) are a great place to start for a design palette to reinforce our brand. This is especially true for BioPark-wide promotional materials and merchandising.

Safety messages, directionals and other stock environmental signage should use the colors in the templates provided later in this guide.

Exhibit signage and interpretation, where it becomes more important to consider thematic context, is rarely limited to the logo colors.

## Colors



<b>Zoo</b>	PMS 1615C	0C, 56M, 100Y, 43K	<i>Cocoa</i>	
<b>Botanic Garden</b>	PMS 370M	56C, 0M, 100Y, 27K	<i>Green</i>	
<b>Tingley Beach</b>	PMS 202C	0C, 100M, 61Y, 43K	<i>Maroon</i>	
<b>Aquarium</b>	PMS 3292M	100C, 0M, 49Y, 46K	<i>Teal</i>	
<b>"ABQ BioPark"</b>	PMS 4625C	47C, 67M, 92Y, 60K	<i>Brown</i>	

## Fonts

ABQ BioPark logo font: Din Shrift  
 Naturally Amazing tag line: Freestyle  
 Body copy, most signage: Myriad Pro, various weights

# Logos

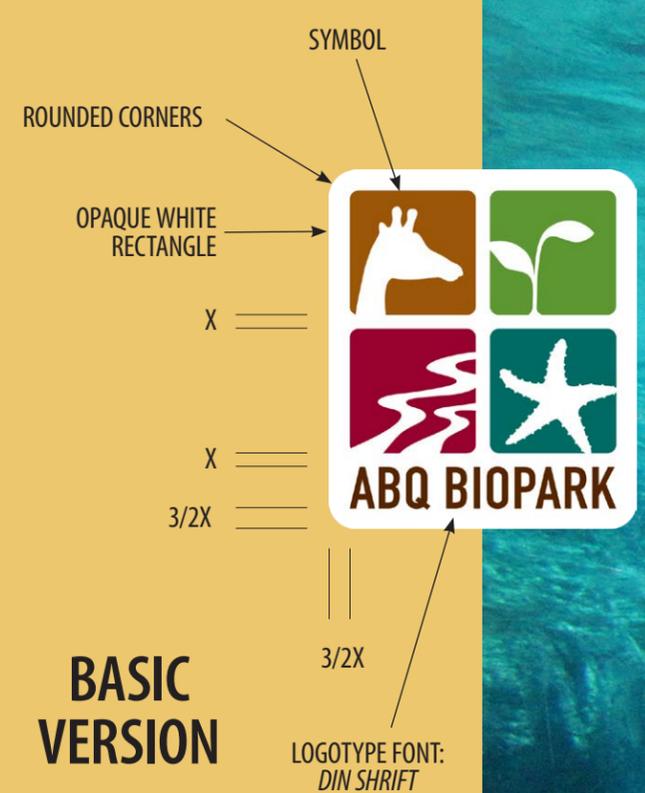
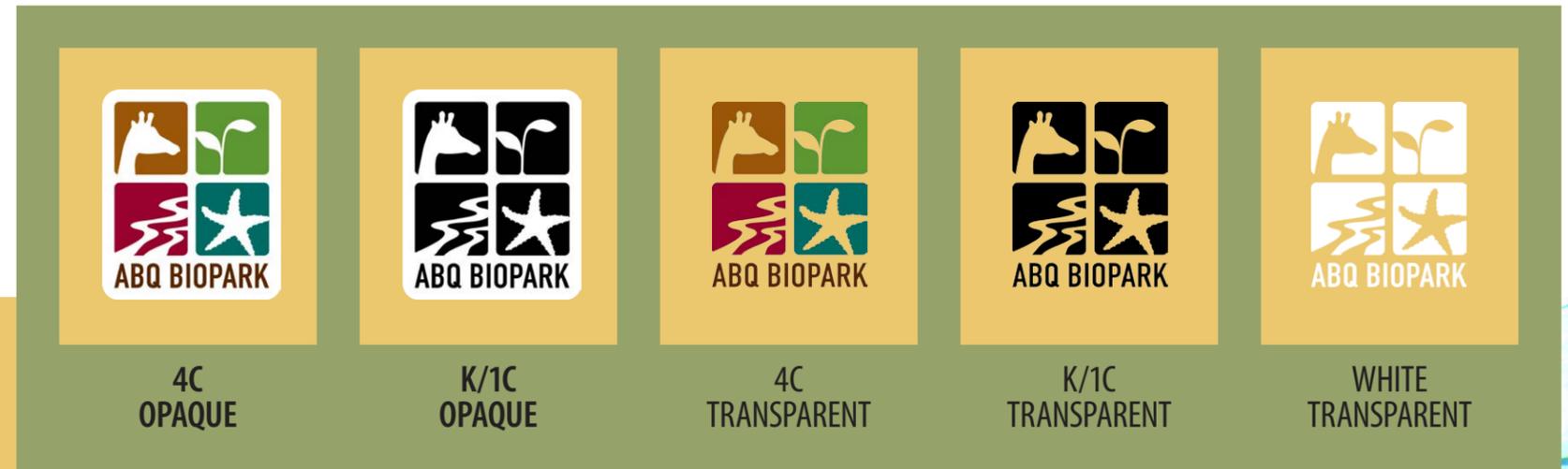
Variations  
Incorrect usage  
Area of isolation

**OK... don't mess with the logo!**  
It's really important to that branding thing we mentioned a while ago. As the most distilled representation of our identity, we're very specific about it—please only use it as described here.

There are many configurations, but the most commonly used is the basic, or "square" logo\*, with full color or K/1C symbols, set in an opaque white box with rounded corners. These will show up well on almost any background.

The three *transparent* versions of the logo require careful consideration of how much they contrast with the imagery underneath.

\*Hey, the symbols form a square, anyway.

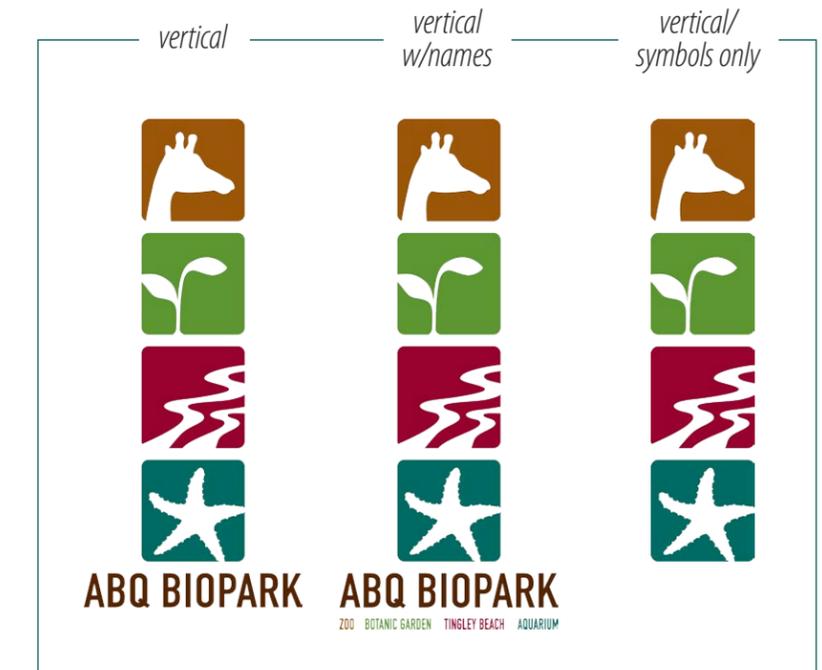
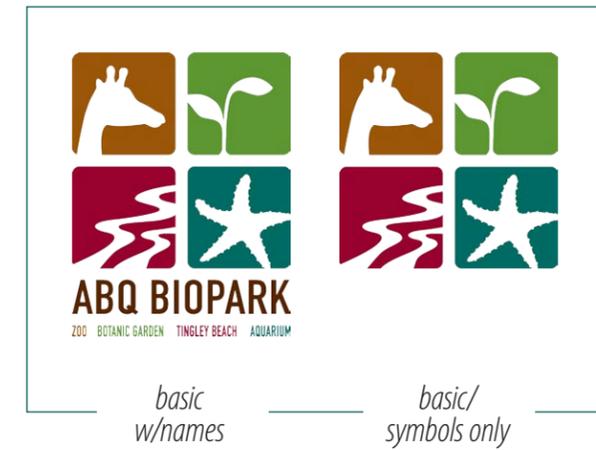


# Logos

Variations  
Incorrect usage  
Area of isolation

There are two variations to the basic logo: 1) has the addition of the four facility names in reduced type; and 2) is symbols only. The former may be used when the small type is large enough to be legible and the latter may be used when the facility is identified elsewhere.

There are also horizontal and vertical configurations. Like the basic logo, these are available in all color and transparency versions.



# Logos

Variations  
Incorrect usage  
Area of isolation

So here's a chart of all the logos, in all configurations, in all colors, with or without opaque bounding boxes. That's 45 in all.

You will find a complete set of official BioPark logos with their proper file names at:

[www.dontknowwhereyet.gov](http://www.dontknowwhereyet.gov).

Please destroy any logo that has the wrong file name, as it is probably an outdated, unofficial version.

All logos have been rasterized as RGB pngs. An example resolution (for basic logo, with name) is 825 x 975 pixels (2.75 x 3.25 inches at 300dpi). If you need a logo in CMYK, with higher resolution or in vector format, please contact BioPark Graphics.

4C  
OPAQUE



K/1C  
OPAQUE



4C  
TRANSPARENT



K/1C  
TRANSPARENT



WHITE  
TRANSPARENT



★ = most commonly used

# Logos

Variations  
Incorrect usage  
Area of isolation

But wait, there's more!

The BioPark also has the official tagline: "Naturally Amazing". Though there are no hard and fast rules for its use, it's most commonly employed in "evergreen" billboards and banners, and in ads run in promotional magazines.

Though it may be set in any color appropriate to its context, the preferred choice over light backgrounds is the brown of the logo palette: PMS 2645C. The examples here are the front and back covers of a brochure placed around the city and state and available at the BioPark.

*Naturally Amazing*

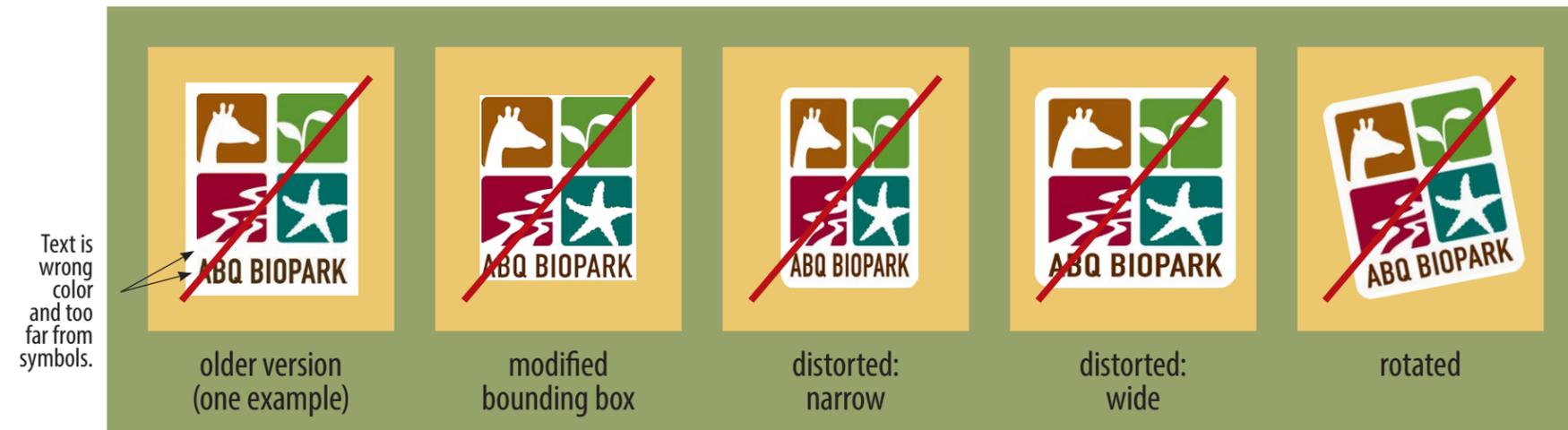


(NOTICE THE HAPPENING, ORANGE TO WHITE "INDIANA JONES" STYLE BLEND ON THE TAGLINE...)

# Logos

Variations  
Incorrect usage  
Area of isolation

This is where we demonstrate how NOT to use the BioPark logos. We had no trouble finding real life examples of this, even from some very high level designers, so anyone can be tempted. But the logo police are everywhere: you have been warned.



*\*Only official, full color, black or white (reversed) logos may be used in four color print jobs and on the web. One color logos are fine for one or two color print jobs.*

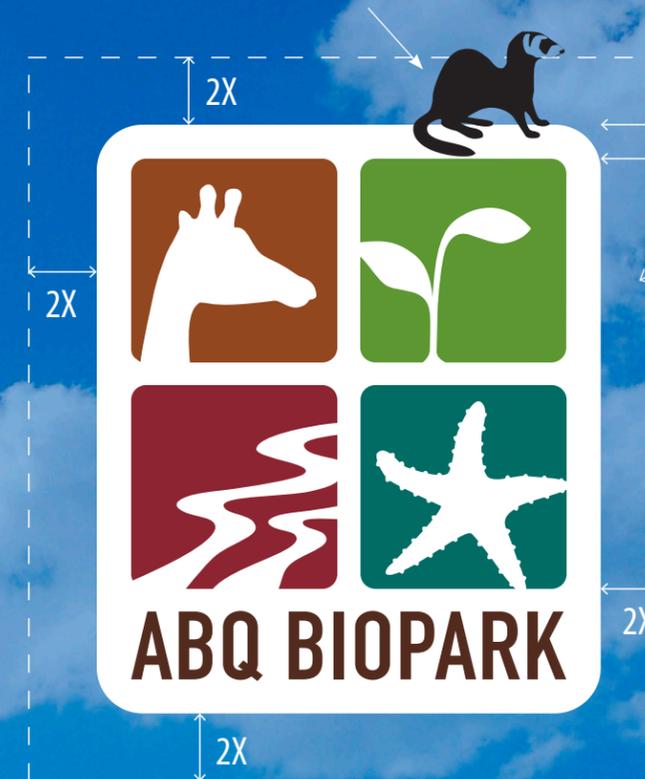
# Logos

Variations  
Incorrect usage  
Area of isolation

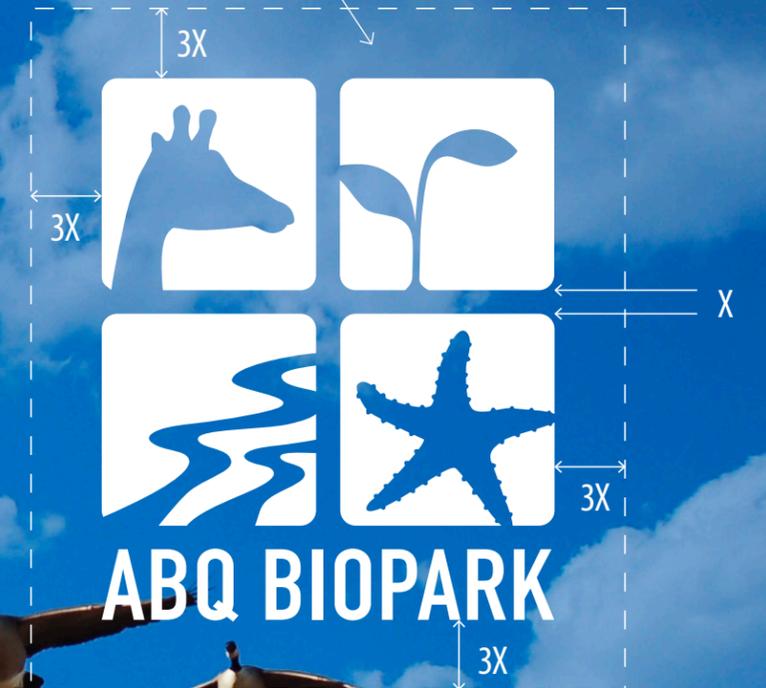
The area of isolation refers to an invisible zone surrounding the logo which should remain free of distracting elements that could dilute the logo's integrity. This applies mostly to foreground items; less so to background pictures, but watch out for too much contrast.

For the opaque version of the logo, the area of isolation should be roughly twice the width of the white border. For the transparent version, it should be roughly three times the width of the distance *between* the symbols.

SORRY—CAN'T DO THAT,  
EVEN IF HE IS PRETTY CUTE.



AREA OF ISOLATION

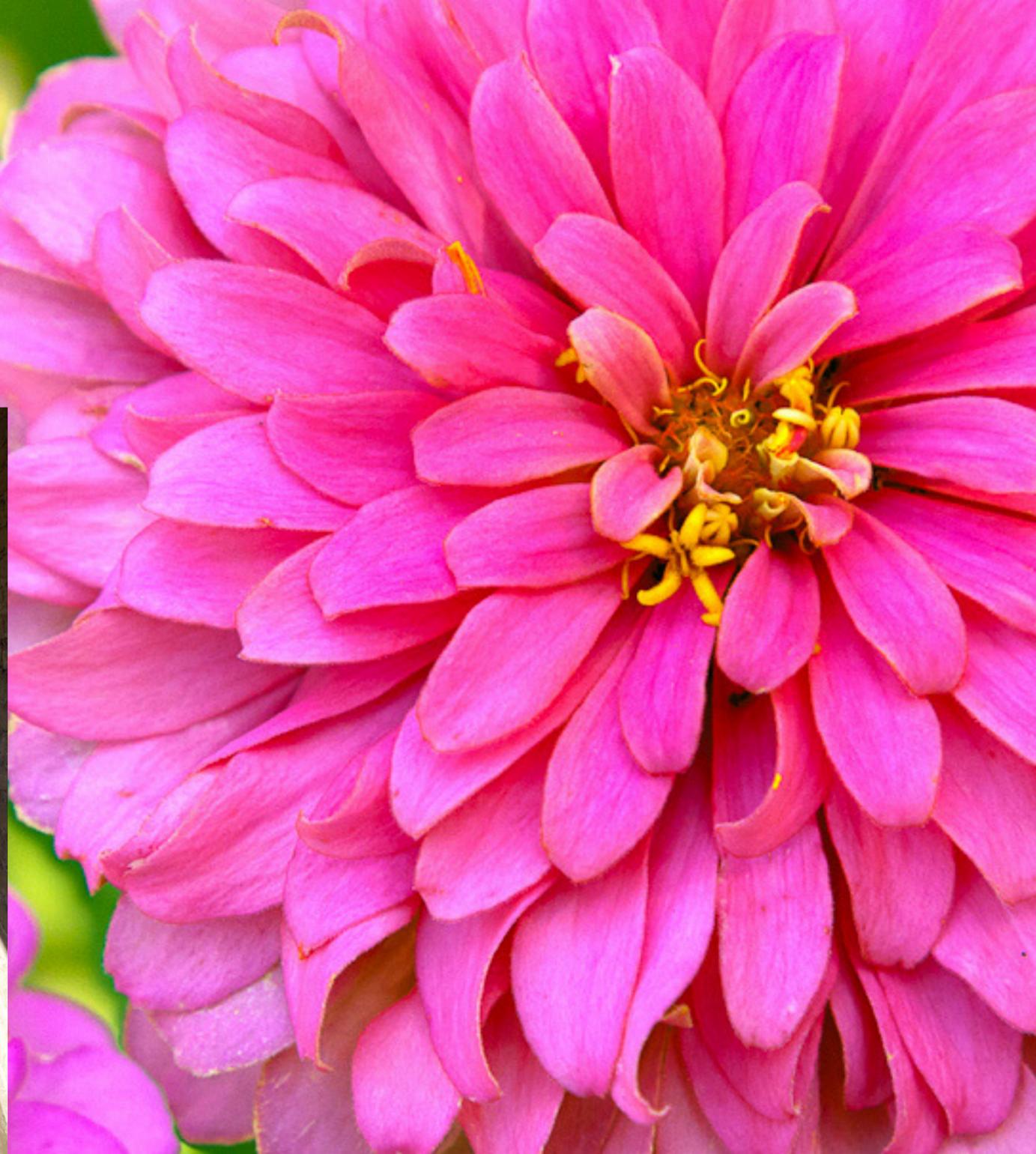


...THESE GUYS: NOT.

THESE GUYS ARE FAR ENOUGH AWAY...

# Imagery

Great images make  
for great designs.  
—Marcus Casman, 2016



Graphics and  
Marketing keeps  
an archive of images  
that are approved for  
distribution. Please  
contact us if you  
need an image, or  
if you've captured  
something cool we  
might like to use.

# Imagery



Images taken from the public side of exhibits are usually safe to use. Behind-the-scenes shots are frequently not. Also, we try avoid cage bars or fencing and to minimize images of human interaction—we don't want to encourage the misconception that a wild animal might make a suitable pet. And as with writing, it's critical that all published images convey an attitude of respect reflective of our mission. Awe, wonder and fun is good, too.



# Signage

Overview  
Templates  
Interpretation

All signage must be approved by Graphics before it is permanently installed. This includes all projects that have been outsourced. In such cases, Graphics will have an oversight role in their development, design approval and installation.

Urgent temporary and/or emergency signage—such as a sign informing the public of a charging rhino—must be reported to Graphics either before, or as soon as possible after the sign is put up. If a permanent sign will be needed to replace it, a work request should be submitted promptly.

Requests can be submitted online at: <https://airtable.com/shr1GbGiiQC0GtZhv>. We no longer accept printed requests.

## Signage Categories

- Environmental/Wayfinding
  - BioPark Map
  - Directionals
  - Area Signs
  - Exhibits/Buildings
  - Public Facility
- Informational
  - Species Identification (I.D.)
  - Interpretation
  - Promotional
  - Emergency/Temporary
- Regulatory
  - Rules/Safety
  - Construction
- Events
- Staff Use

# Signage

Overview  
 Templates  
 Interpretation

Graphics has developed templates for some of these sign categories, not only to ensure consistency but also to reduce design time.

On the right are the templates for Species Identification (I.D.s) at the Zoo, Aquarium and for plants around the BioPark. Tingley Beach does not currently identify species.

All templates are available to Graphics staff on our sharepoint site, in the directory: BIO/SHARE/CS-BP/SIGNAGE TEMPLATES.

## ZOO IDs

**White-necked Raven**  
*Corvus albicollis*

**RANGE:** Eastern and southern Africa.  
**HABITAT:** Mountainous regions.  
**DIET:** Omnivorous and opportunistic – eats small animals, carrion, insects, grain, and fruit.  
**LIFE SPAN:** 25 - 50 years.

**DID YOU KNOW?**

- ▶ Like other members of the family *Corvidae*, white-necked ravens are intelligent and playful, often observed performing aerial acrobatics.
- ▶ Curious yet cautious – they are suspicious of new things in their environment.
- ▶ As mimics, they can learn the sounds of other birds and mammals, even people.

**COMMON**

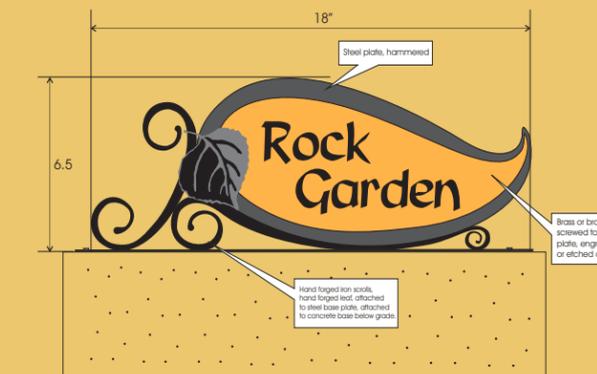
ABQ BIOPARK

ASSOCIATION OF ZOOS & AQUARIUMS

## AQUARIUM IDs

 Seargent major <i>Abudefduf saxatilis</i>	 Redspotted hawkfish <i>Amblycirrhitus pinos</i>	 Stoplight parrotfish (juv.) <i>Sparisoma viride</i>	 Planehead filefish <i>Monacanthus hispidus</i>
---	---	---	--

## BOTANIC GARDEN IDs



# Signage

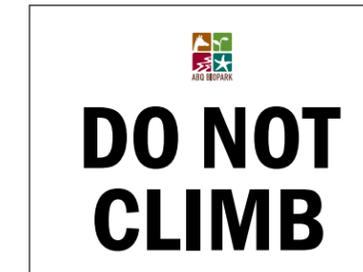
Process  
Templates  
Interpretation

Regulatory and informational signs also benefit from having templates. These are set up in several standard sizes and are also available on our sharepoint site at [BIO/SHARE/CS-BP/SIGNAGE TEMPLATES](#).

Regulatory signs do not vary much and have their authority reinforced by using very repetitive formatting. Informational signs may employ different sensibilities depending upon the area of the BioPark in which they are used; for example, the Heritage Farm has an old-time, casual feel and so the “Don’t Pick the Apples” sign below-right reflects that.

Regulatory

Zoo



Informational/  
Regulatory

Heritage Farm



# Signage

Process  
Templates  
Interpretation

Construction signage is standardized as well. These templates can serve any combination of functions: to promote the project, to provide wayfinding and safety information, to thank supporters, workers and functionaries, and to offer something other than construction to look at.

There are four sign sizes. Each uses the reoccurring elements of the BioPark Master Plan logo, the blue “swoosh,” the statement “A PROJECT OF THE ABQ BIOPARK MASTER PLAN: PHASE XXX” and Myriad Pro Light or Regular for all informational copy.

The “swoosh” should always be blue (100C, 50M, 0Y, 0M) and the logo should always be placed upper right, but inclusion and placement of other graphic elements will vary by project. The example to the right shows two versions of an A-frame sign; the alternate version has reduced titling to make room for directional information. Other possible versions might, for example, emphasize the safety bar at the bottom or provide a map.

## Construction Signage



**Main Informational Sign**  
45" x 96" vinyl on MDO plywood  
Mount on posts or attach to wall/fence



**Main Informational Sign**  
28" x 72" banner  
Attach to wall/fence



**Safety/Directional Sign**  
22" x 28" vinyl on sintra/alupanel  
Use A-frame stand or attach to wall/fence



**Safety/Directional Sign Alternate**  
22" x 28" vinyl on sintra/alupanel  
Use A-frame stand or attach to wall/fence



**Temporary Safety/Directional Sign**  
13" x 19" laminated paper  
Attach to wall/fence

# Signage

Rules  
Templates  
Interpretation

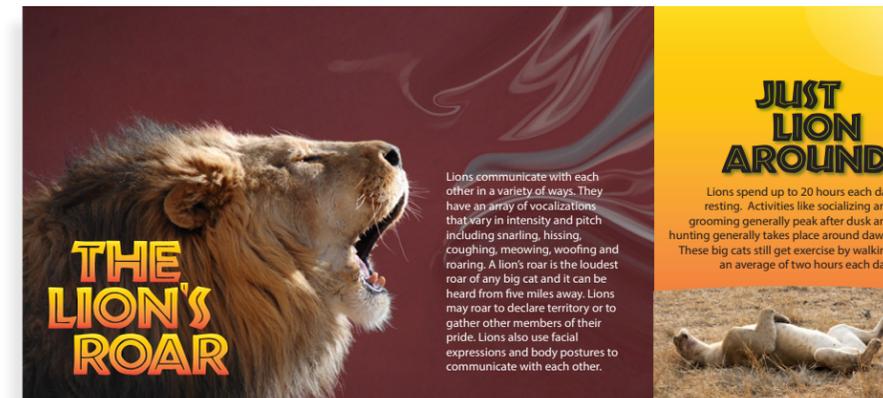
Interpretation is an important feature we offer our visitors. It's intended to create intellectual and emotional connections, to boldly go beyond simple facts to tell engaging and (hopefully) memorable stories.

## Interpretation

What follows is a schematic for the development of exhibit interpretation. Not every project will adhere to this, but it's a very good place to start.

1. Science writer, area curator and education writer decide data points and develop outline (graphic designer may also attend);
2. Science writer or area curator writes first draft;
3. Education writer may add input and/or additional copy;
4. Area curator approves draft;
5. Graphic designer develops concept from draft;
6. Science writer produces final copy;
7. Graphic designer produces final draft for review;
8. Area curator and director approve final design;
9. Area curator and graphic designer coordinate installation with horticulture, maintenance, contractors, etc.

**GOOD INTERPRETATION.**  
(IF WE DO SAY SO OURSELVES...)



**BAD INTERPRETATION.**



# Architecture

The Graphics office believes that a comprehensive guidance document should be developed by a qualified architect. This would provide long-term continuity as the master plan is implemented over the next 20+ years and help ensure an end result of a coherent customer experience, from art to aardvarks to architecture.

Colors, materials and other architectural elements and styles for new projects should always be based on this written direction, no matter who is awarded the planning contract. We are opposed to giving department heads, construction contractors and other stakeholders an undue amount of influence in such critical choices without the perspective and intention of an overarching plan.



"WELL, I KINDA LIKE IT.  
WHAT DO YOU THINK?"

# Social Media

## For all employees

The ABQ BioPark Employee Manual Handbook is required reading for all employees and goes into great detail on our social media policy. The gist of it is that we are expected to maintain the highest standard of conduct while using social media, even while off duty on our personal devices.

All postings which refer to the BioPark, whether in an official capacity or as a private citizen, should be positive in nature with images that conform to our standards. This means, obviously, no lewd or violent photos, but also no postings that demean our organization, are disrespectful of the animals and/or our co-workers, or that depict potentially controversial behind-the-scenes activities (such as emergency medical procedures or “sample” collection of pachyderms).

We are all part of this community and posts may be seen by colleagues, the general public and the media. Simply put, if you don’t want it on the news, don’t post it. Like that Friday night party pic from college—you know the one—these things can come back to haunt you, so keep in mind that you represent the City of Albuquerque.

*\*All of this applies to e-mails as well.*





IT'S ALL WORTH IT.