



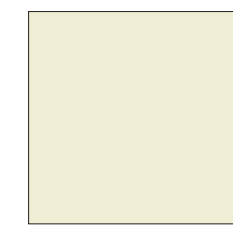
TORONTO ZOO



BRAND IDENTITY

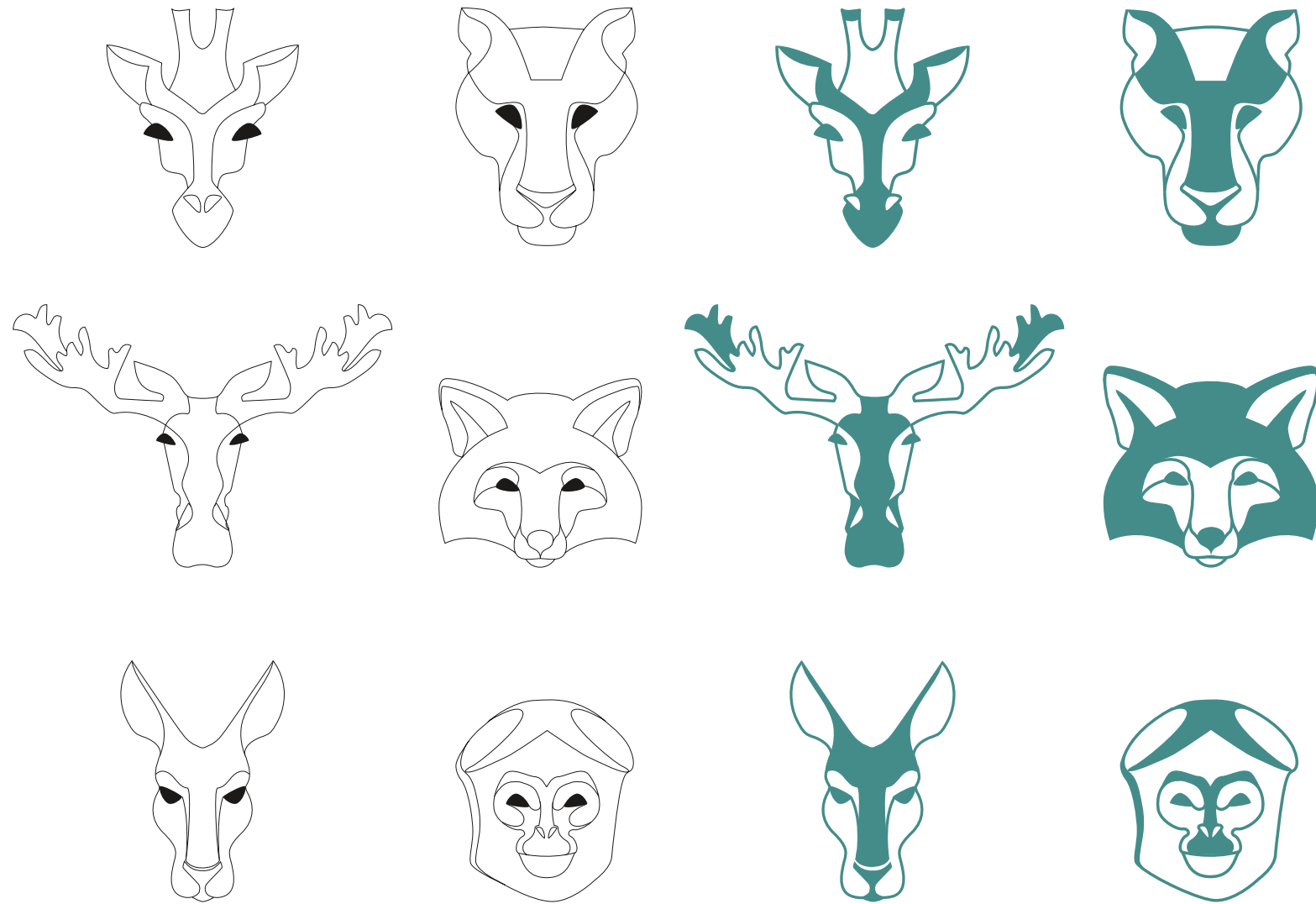


TORONTO ZOO



A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

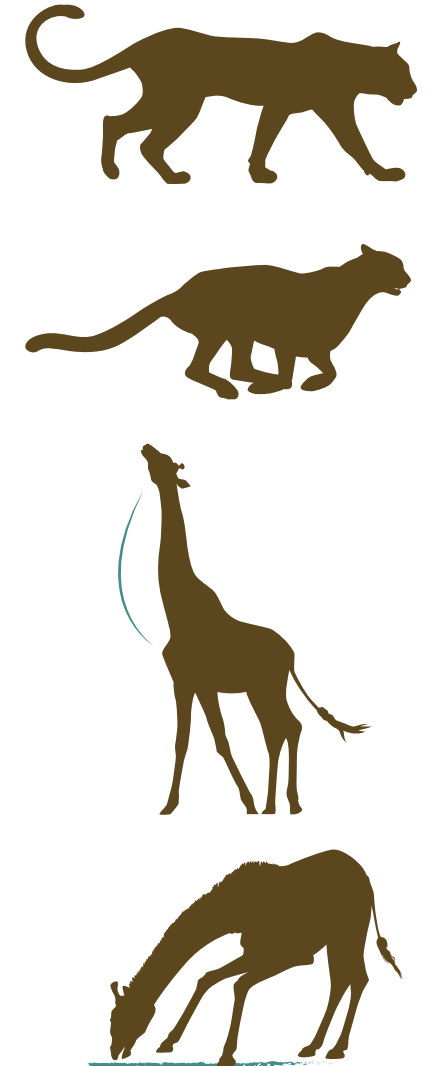
# ICONS & ILLUSTRATION



Animal icons



Miscellaneous icons



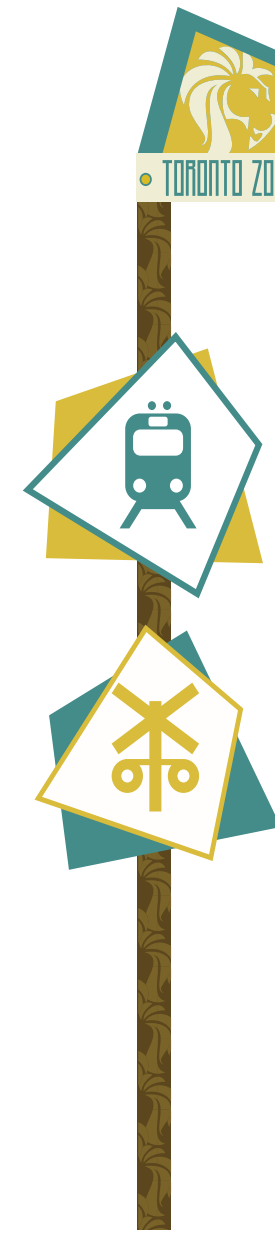
Info panel illustration

# SIGNAGE

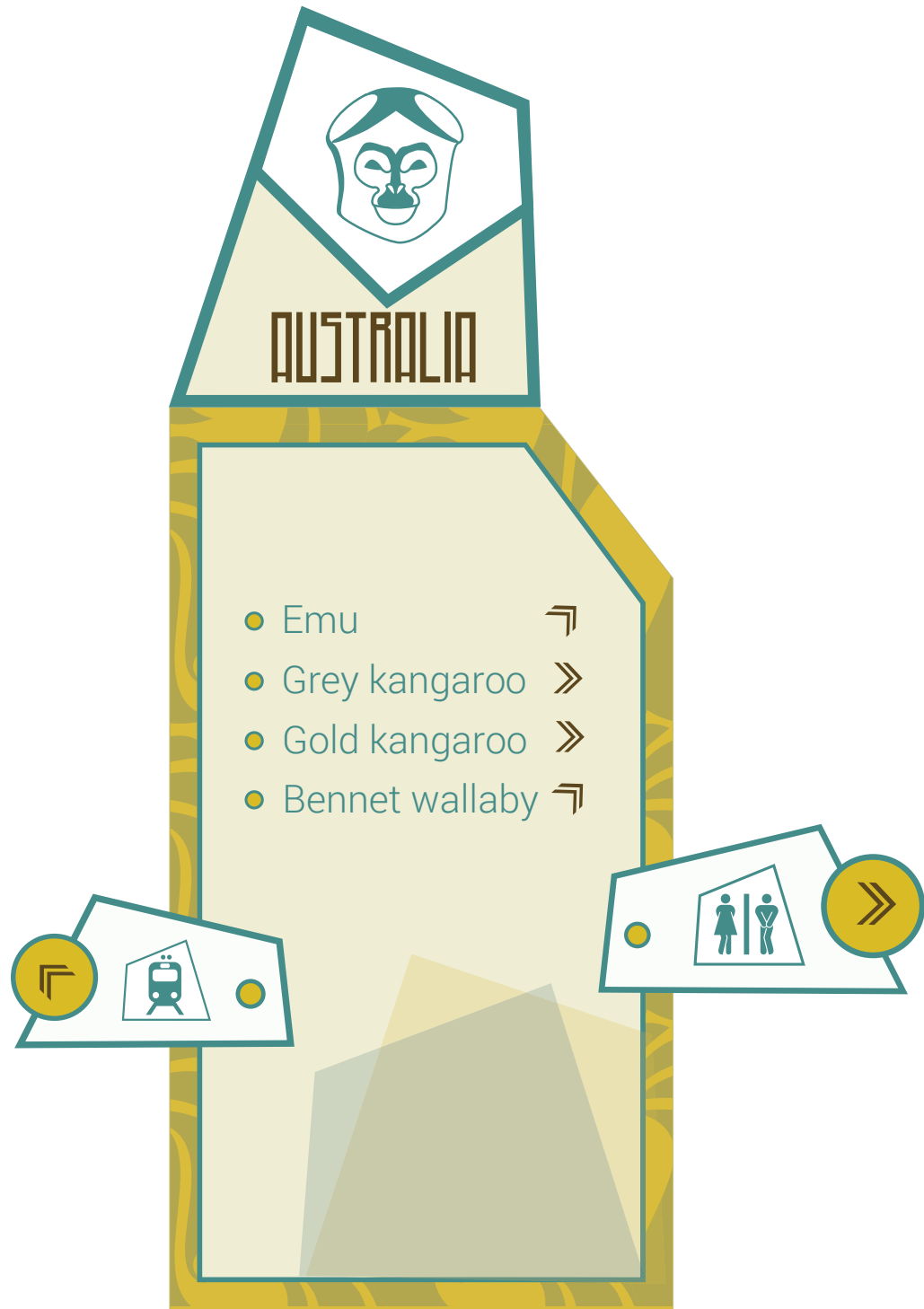
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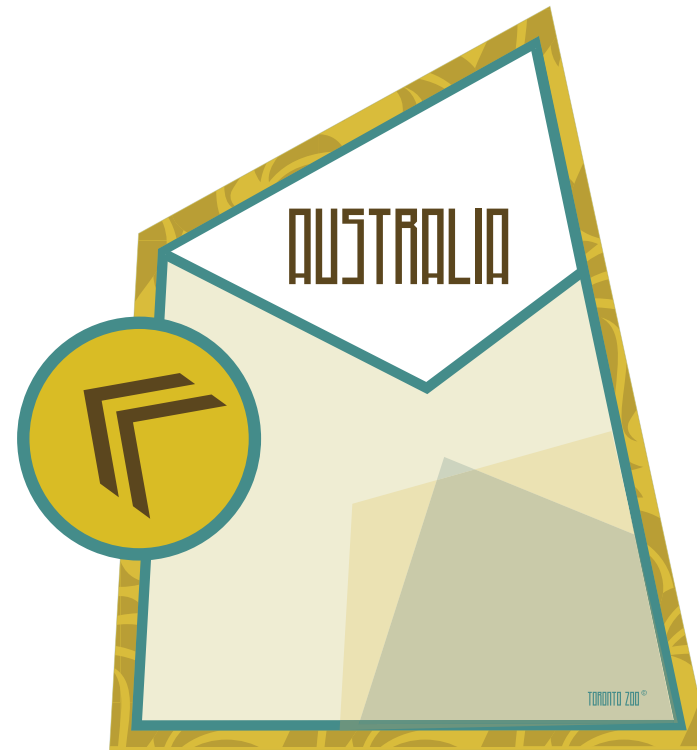
Exhibit trail marker



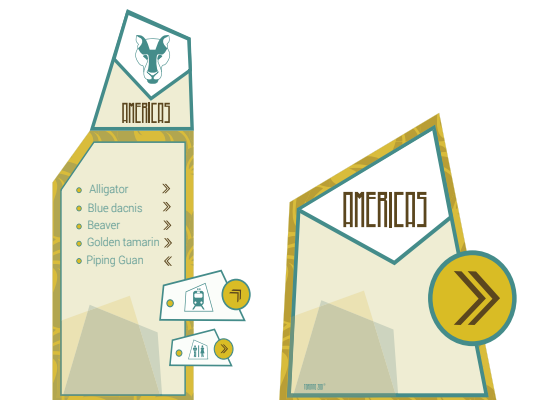
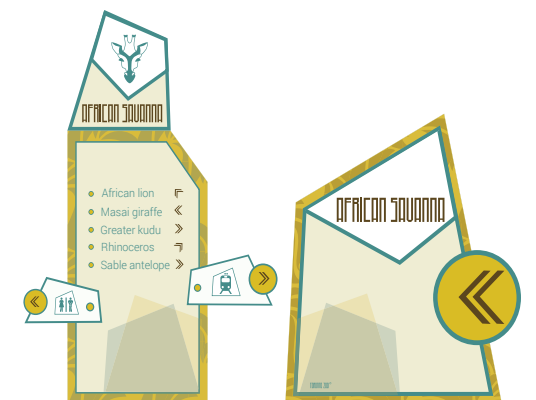
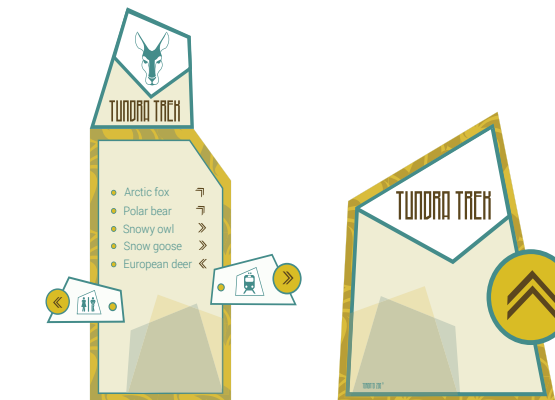
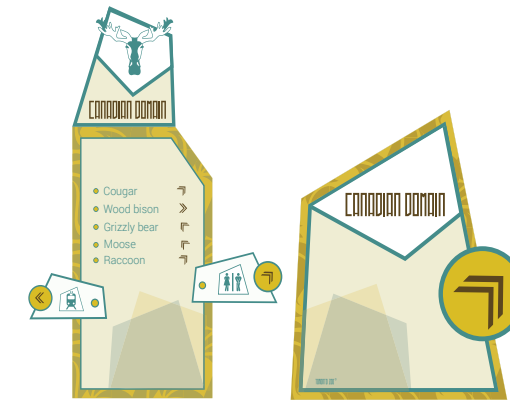
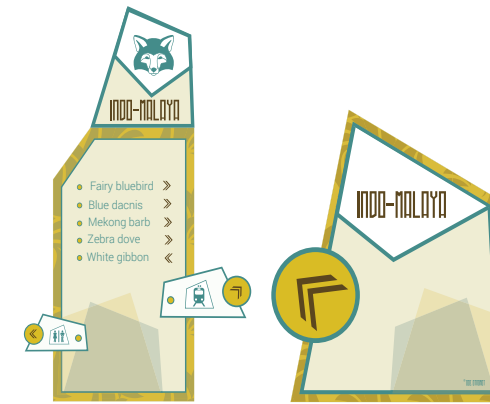
Zoo mobile trail marker



Regional signage



Region trail marker





## GIRAFFE

NAME : *Giraffe*

FAMILY : *Giraffidae*

ORDER : *Artiodactyla*

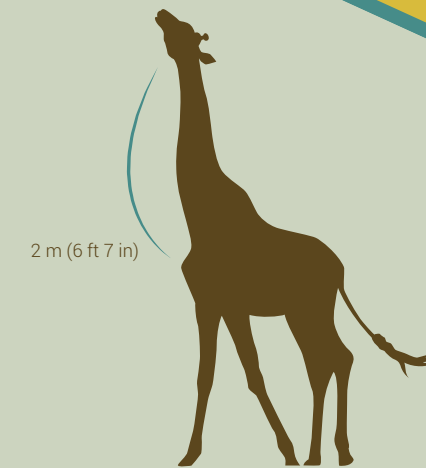
REGION : *South Africa*

PHYLUM : *Chordata*

CLASS : *Mammalia*

The *Giraffe* (*Giraffa camelopardalis*) is an African even-toed ungulate mammal, the tallest living terrestrial animal and the largest ruminant. Its species name refers to its camel-like appearance and the patches of color on its fur. Its chief distinguishing characteristics are its extremely long neck and legs, its horn-like ossicones, and its distinctive coat patterns. The nine subspecies are distinguished by their coat patterns.

The giraffe's scattered range extends from Chad in the north to South Africa in the south, and from Niger in the west to Somalia in the east. Giraffes usually inhabit savannas, grasslands, and open woodlands. Their primary food source is acacia leaves, which they browse at heights most other herbivores cannot reach. Giraffes are preyed on by lions, and calves are also targeted by leopards, spotted hyenas, and wild dogs. Adult giraffes do not have strong social bonds, though they do gather in loose aggregations if they happen to be moving in the same general direction.



2 m (6 ft 7 in)

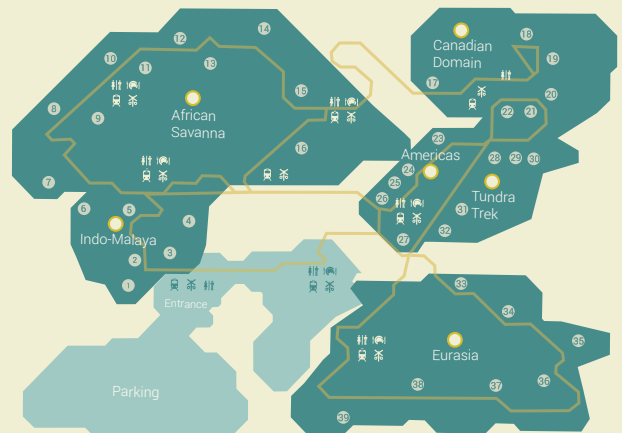
The giraffe has an extremely elongated neck, which can be up to 2 m (6 ft 7 in) in length, accounting for much of the animal's vertical height. The long neck results from a disproportionate lengthening of the cervical vertebrae.



Giraffe bending down to drink. A rete mirabile prevents excess blood flow to the brain when the neck is lowered. Each nerve cell in this path begins in the brainstem and passes down the neck along the vagus nerve.



## TORONTO ZOO



Mo ile Station  
 Mo ile Crossin g  
 estauran t  
 as rooms

### Indo-Malaya

- 1 Indo-Malaya Pavilion
- 2 Malaysian Panda Pavilion
- 3 Malaysian Tiger
- 4 Lion-tailed Macaque
- 5 Red-headed Lion
- 6 Malayan Tiger

### African Savanna

- 7 African Lion
- 8 Cheetah
- 9 African Penguin
- 10 African Elephant
- 11 Scimitar Oryx
- 12 Masai Giraffe
- 13 Nile Crocodile
- 14 Live Acacia
- 15 Kudu Buffalo
- 16 Antelope

### Canadian Domain

- 17 American Moose
- 18 Wood Bison
- 19 American Elk
- 20 Canada Jay
- 21 Hairy Woodpecker
- 22 Woodcock

### Americas

- 23 American Alligator
- 24 Electric Eel
- 25 American Crocodile
- 26 Cougar
- 27 Coati

### Tundra Trek

- 28 Arctic Owl
- 29 Snowy Owl
- 30 Arctic Fox
- 31 Polar Bear
- 32 European Lynx

### Eurasia

- 33 Domestic Cat
- 34 Red Panda
- 35 Siberian Tiger
- 36 Arabian Camel
- 37 Snow Leopard
- 38 Amur Leopard
- 39 Caracal

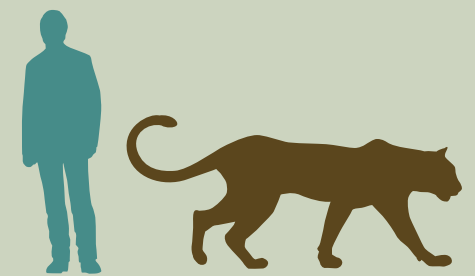


## COUGAR

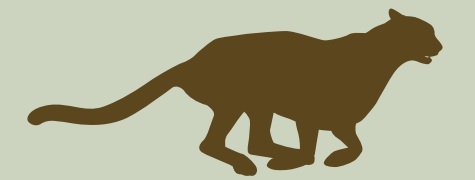
NAME : *Cougar*      FAMILY : *Felidae*      ORDER : *Carnivora*  
 REGION : *Americas*      PHYLUM : *Chordata*      CLASS : *Mammalia*

The *Cougar* (*Puma concolor*), also known as the mountain lion, puma, panther, painter, mountain cat or catamount, is a large cat of the family Felidae native to the Americas. Its range, from the Canadian Yukon to the southern Andes of South America, is the greatest of any large wild terrestrial mammal in the Western Hemisphere. An adaptable, generalist species, the cougar is found in most American habitat types. It is the second heaviest cat in the New World, after the jaguar.

An excellent stalk-and-ambush predator, the cougar pursues a wide variety of prey. Primary food sources include ungulates such as deer, elk, moose, and bighorn sheep, as well as domestic cattle, horses and sheep, particularly in the northern part of its range. It will also hunt species as small as insects and rodents. This cat prefers habitats with dense underbrush and rocky areas for stalking, but can also live in open areas. The cougar is territorial and survives at low population densities.



Although cougars resemble the domestic cat, they are about the same size as an adult human. Adults stand about 60 to 90 cm (24 to 35 in) tall at the shoulders. Cougar size is smallest close to the equator, and larger towards the poles.



64 and 80 km/h (40 and 50 mph)

A successful generalist predator, the cougar will eat any animal it can catch, from insects to large ungulates (over 500 kg). The cougar's top running speed ranges between 64 and 80 km/h (40 and 50 mph) and able to leap as high as 5.5 m (18 ft) in one bound.

