



BREC's Baton Rouge Zoo

BREC's Baton Rouge Zoo, a cherished community institution since 1970, recently underwent a transformative, multi-year renovation, aimed at enhancing both visitor engagement and animal welfare. This comprehensive overhaul was part of a broader master plan to integrate the zoo more seamlessly with the adjacent 660-acre Greenwood Community Park, creating a unified and immersive natural experience for guests.

The renovation introduced several new features, as well as a modernized entrance through Greenwood Community Park. These enhancements were designed to foster a deeper connection between visitors and the diverse wildlife, while also promoting conservation education. In collaboration with design firm, Sasaki, and general contractor, LEMOINE, the project goal was to implement signage that not only guides visitors effectively, but also complements the zoo's brand identity and educational mission.





Service Offerings

Design-Build
Wayfinding
Fabrication
Installation

Product Applications

ASI Legacy Series
Electronic Message Boards
ASI LF Series
Dimensional Letters

Solution Partners

LEMOINE
Sasaki

About the Solution

ASI played a pivotal role in developing and implementing a comprehensive signage and wayfinding program for the revitalized zoo. The signage solutions included entrance monuments, directional signs, and interpretive displays, all thoughtfully designed to enhance the visitor experience. Materials were selected for durability and sustainability, ensuring that the signage would withstand the elements while minimizing environmental impact. The design also incorporated multilingual elements to cater to the zoo's diverse audience.

Through this integrated approach, the new signage system contributes to a cohesive and engaging environment, reflecting the zoo's commitment to excellence in animal care, education, and community involvement.

