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A New Era Begins as Jacksonville Zoo and Botanical Gardens Debuts New Brand

“For Animals. For Plants. Forever.”

Jacksonville, FLA. – Jacksonville Zoo and Gardens today unveiled its new name and logo, rebranding as Jacksonville Zoo and Botanical Gardens to better reflect its dual dedication to animals and plants. After more than 20 years with the same iconic identity, the No. 1 attraction in Northeast Florida and No. 4 Best Zoo in the U.S., has a bold new look.

The updated name places intentional emphasis on one of the Zoo’s most distinctive features, its expansive and immersive botanical gardens. With over 1,000 plant species cared for by certified horticulturists, Jacksonville Zoo and Botanical Gardens is a first-of-its-kind botanical garden that, unlike other zoos, is integrated among the animal exhibits, offering guests an experience that connects them to both wildlife and the natural beauty of plant life.

The new logo features a modern, clean design that marries the Zoo’s integrated focus on animals and plants, while the bold, contemporary typography reinforces the organization’s forward-looking mission.

“This rebrand is more than a new logo, it’s a reflection of who we are and where we’re going,” said Nikki Smith, the Zoo’s Chief Philanthropy and Marketing Officer. “We’re not just a place for animals. We’re also a thriving botanical garden, a conservation leader, and a hub for education for all ages.”

The rebrand also includes a new tagline: “For Animals. For Plants. Forever.”

That message takes center stage in the Zoo’s newly released commercial, titled “FOR,” which debuted today alongside the updated website and visual assets. The new look will be rolled out across signage, exhibits, merchandise, and all branded materials over the coming months.

Having recently celebrated 100 years at its home along the Trout River, Jacksonville Zoo and Botanical Gardens continues to evolve. The rebrand aligns with the Zoo’s long-term vision as outlined in REZOOVENATION, a transformational plan which will revitalize nearly every part of the

Zoo, starting with a \$70 million new entrance and manatee rehabilitation habitat slated to open in 2026.

To download the new logo, [visit here](#).

To view the Zoo's new commercial, "FOR," [visit here](#).

About Jacksonville Zoo and Botanical Gardens

For over 100 years, the Jacksonville Zoo and Botanical Gardens has aimed to inspire the discovery and appreciation of wildlife through innovative experiences in a caring environment. Starting in 1914 with an animal collection of one red deer fawn, the Zoo now has more than 2,000 rare and exotic animals and 1,000 species of plants, boasting the largest botanical garden in Northeast Florida. The Jacksonville Zoo and Botanical Gardens is a nonprofit organization and a portion of every ticket sold goes to the over 45 conservation initiatives Jacksonville Zoo and Botanical Gardens supports around the world, and here in NE Florida. The Zoo is proud to be an accredited member of the Association of Zoos and Aquariums. For more information, visit jacksonvillezoo.org.

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