

jardin des plantes

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**Else-Rose Ratzliff**

# Table of Contents

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<b>Introduction</b>	<b>1</b>
<b>Jardin Des Plantes Brand</b>	<b>2</b>
<b>Brand Toolkit</b>	<b>3</b>
<b>Poster Instructions</b>	<b>4</b>
<b>Posters</b>	<b>5</b>
<b>Website</b>	<b>6-11</b>
<b>Instalation</b>	<b>12</b>
<b>Something else</b>	<b>13</b>

# Introduction

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**The Jardin Des Plantes or Paris Botanical Gardens are located in the 5th arrondissement of Paris. Founded in 1626, the garden was not planted by Guy de La Brosse, Louis XIII's physician, until 1635 as a medicinal herb garden. It was originally known as the Jardin du Roi. Now open for free to the public the garden sees 1,586,450 visitors every year of every age, gender, and nationality! It is a beautiful and inspiring place that had an amazing potential for a communication redesign.**

# **jardin des plantes Brand**

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**The design is inspired by one of the purposes of the garden, which is to educate people about the plants living in the garden.**

## **Key Ideas For Design**

**Simple**

**Educational**

**Green**

**Rectangles**

**English Name**

**French Name**

**Scientific Name**

# Toolkit

## Colors:



#79c374



#3a7638



#1f2b17

#ffffff



#000000

## Logos:



#79c374



#3a7638



#1f2b17



#000000

## Font:

**Name: Impact**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

# Poster Instructions

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- 1. Go to the botanical gardens (Jardin des plantes)**
- 2. Walk around and take pictures of plants and their corresponding signs with the name of the plant (I have provided samples)**
- 3. Choose a plant**
- 4. Google Translate the name of the plant into English, French, and its scientific name**
- 5. Open a white poster background**
- 6. Create a rectangle that takes up the upper 2/3 of the page and make it one of the three green colors**
- 7. On the green rectangle make the three names (English, french, scientific) fit in a straight line next to each other on the poster and put these words in white, then right below that, create the line of works again with the outline being white and the inside be green**
- 8. Repeat this sequence as many times as can fit vertically while still being legible and also leave some space at the bottom**
- 9. At the bottom 1/3 of the page include the Jardin des Plantes Logo, address, and times that it is open**
- 10. Above the logo, address, and the hours of operation add the line of names in green and then add the line of names with a green outline and white inside**

**Rose Rosa Lord Byron**  
 Rose Rosa Lord Byron  
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 Rose Rosa Lord Byron  
**Rose Rosa Lord Byron**  
 Rose Rosa Lord Byron

**Rose Rosa Lord Byron**  
 Rose Rosa Lord Byron

**jardin  
des plantes** 57 Rue Cuvier, 75005, Paris  
 lundi-dimanche: 8hr-18hr Monday-Sunday: 8am-7pm

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**Sunflower Tournsol Helianthus**  
 Sunflower Tournsol Helianthus  
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**Palm Tree Palmier Cycas Revoluta**  
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# jardin des plantes Website

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**The Jardin Des Plantes website design needed to be cohesive with the posters. It also needed to include five main pages with a consistent header on each page to navigate the site for potential visitors. A home page of a slideshow of pictures of the garden. An information page about the garden and its history. A page dedicated to the plants that live in the garden and what they are. A calendar page with upcoming events and activities happening at the garden. Also, an information page containing the operating times, address, and maps.**





Rose Rosa Lord Byron  
**Rose Rosa Lord Byron**



## About the Jardin Des Plantes

### What is it?

The Jardin des plantes (French for 'Garden of the Plants'), also known as the jardin des plantes de Paris when distinguished from other jardins des plantes in other cities, is the main botanical garden in France.

### The Garden

About 4,500 plants are arranged by family on a one hectare (10,000 m<sup>2</sup>) plot. Three hectares are devoted to horticultural displays of decorative plants. An Alpine garden has 3,000 species with world-wide representation. Specialized buildings, such as a large Art Deco winter garden, and Mexican and Australian hothouses display regional plants, not native to France. The Rose Garden, created in 1990, has hundreds of species of roses and rose trees.

### History

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Sort By

## The Plants



### Rose Rosa Lord Byron

Lord Byron is an apricot Climbing rose which flowers in repeat flushes with very large, scalloped edges, coppery orange centers and apricot blends to the outer regions. Lovely, sweet rose fragrance with good health and light green foliage, producing vigorous upright stems. A modern variety with old fashioned style roses.



### Palm Tree Palmier Cycas Revoluta

Cycas revoluta (sago palm, king sago, sago cycad, Japanese sago palm), is a species of gymnosperm in the family Cycadaceae, native to southern Japan including the Ryukyu Islands. It is one of several species used for the production of sago, as well as an ornamental plant.



# Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Upcoming Events



## Information

### Hours:

**Monday-Sunday 8am-5:30**  
**lundi-dimanche 8-17:30**

### Address:

**57 Rue Cuvier, 75005, Paris, France**



# Instalation of New Plant Plaques

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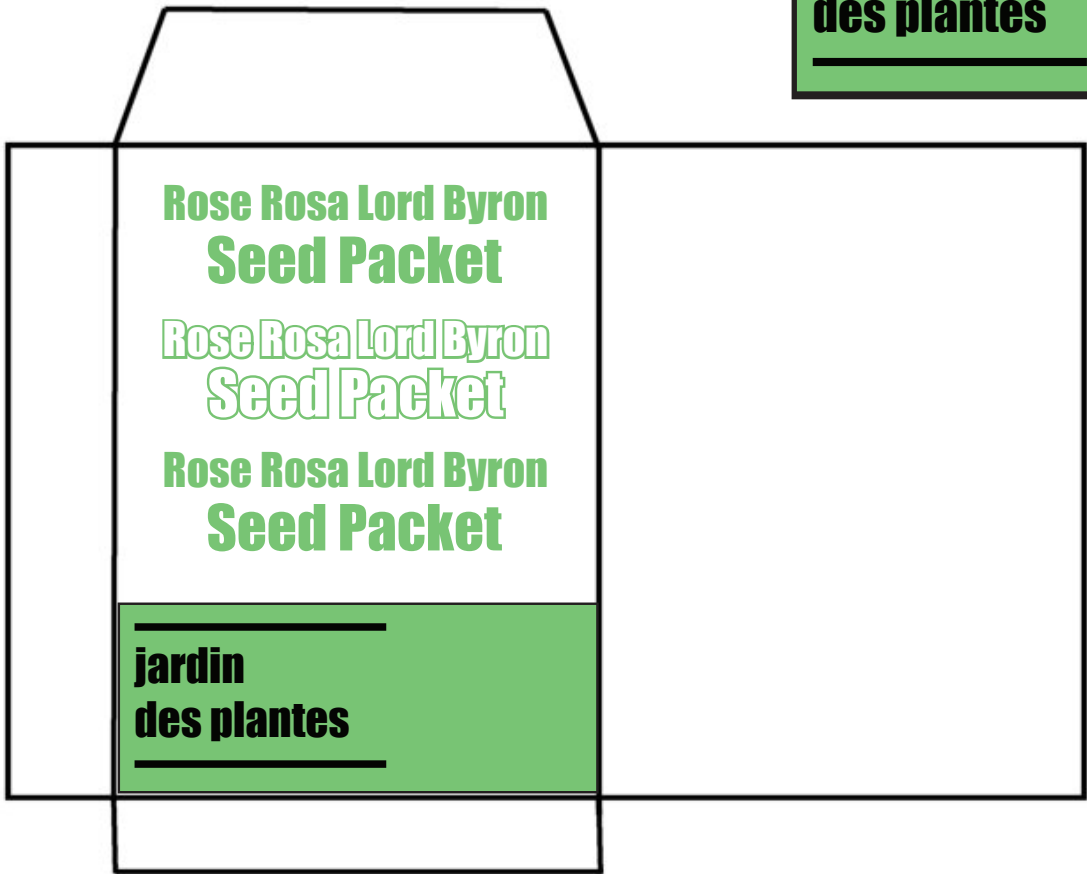
**By redesigning the information plaques, they are not only improved to be bigger and easier to understand, but also fit in beautifully with the other design elements. The wood is natural like the environment with the same font and information format as the posters. These plaques are about two feet tall and about half a foot wide.**



# Something else... Seed Packet

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Visitors should be able to take a piece of the garden home. That's why these Jardin Des Plantes branded seed packets are the perfect piece of merchandise to take home! Ranging in all different plants that are easy to grow in any back yard.



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