



PORTFOLIO

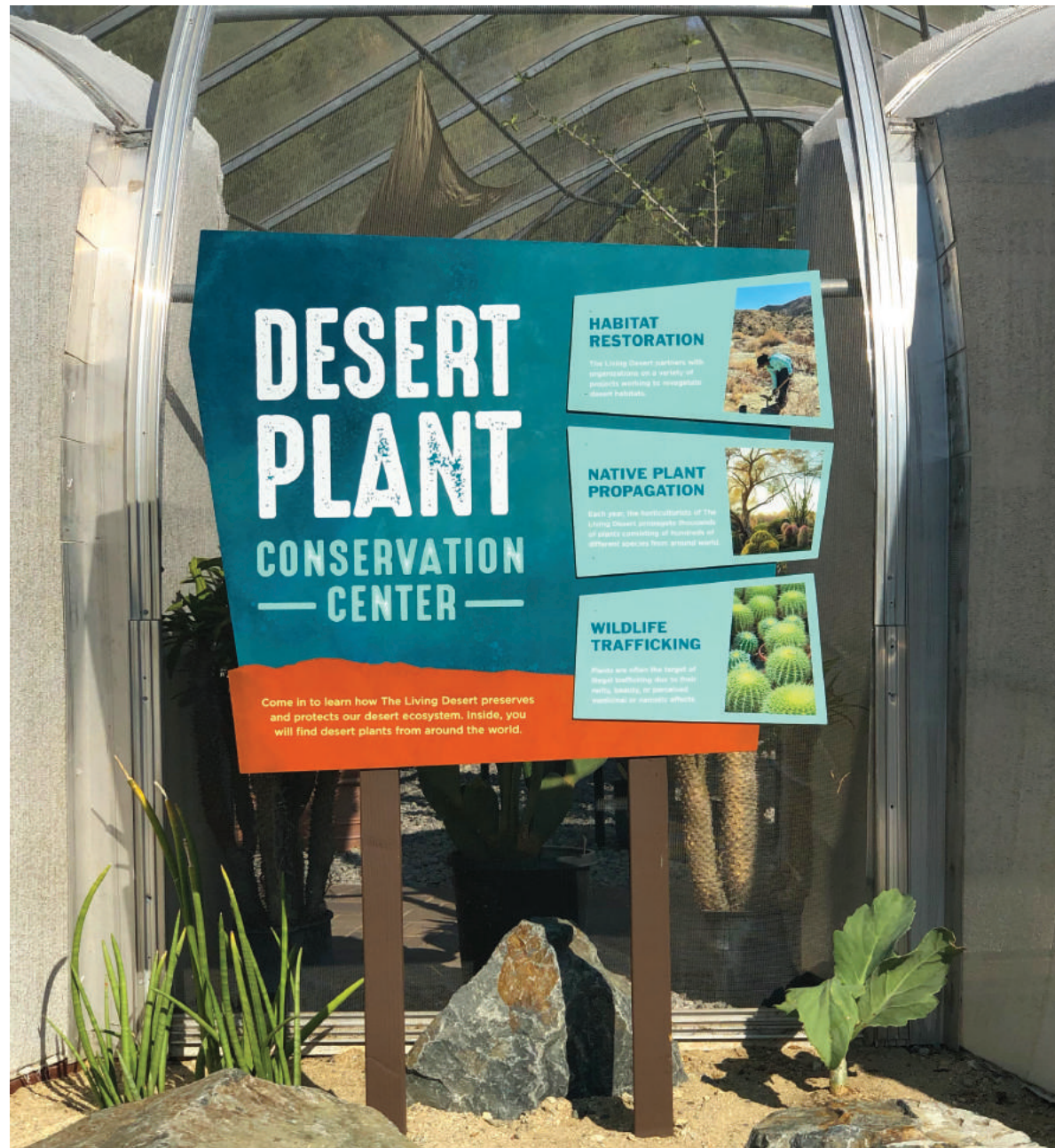
SELECTED WORKS FROM 2019 – 2021

OLIVIA LUNA

01. LOGOS



INTERNATIONAL DESERT
CONSERVATION SUMMIT
THE LIVING DESERT
ZOO AND GARDENS 2021



Desert Rose

Adenium obesum

Adeniums are known for their vibrant flowers. These adult plants started as small seeds in small pots. As the plants grown larger, they are moved into larger pots to allow their roots to expand.

PLEASE DO NOT TOUCH.

WE ARE NOT FOR SALE.

Did you know? Adeniums are succulent. All succulent plants have some sort of water storage system. In desert rose, the trunk swells to conserve moisture for times of drought.

WILDLIFE TRAFFICKING

Animals aren't the only wildlife that fall victim to illegal trafficking. Plants are often the target of illegal trafficking due to their rarity, beauty, or perceived medicinal or narcotic effects.

WHY IS ILLEGAL TRAFFICKING A CONCERN?

Illegal trafficking of plants threatens biodiversity and the survival of many species, and increases the risk of displaced species becoming invasive in their non-native ecosystem

An invasive plant can outcompete native species for resources, which can then negatively affect the entire ecosystem. Illegally transported plants could contain other organisms or pathogens that may pose serious threats to native plants and/or crops.

Golden barrel cactus, *Echinocactus grusonii*, rare and endangered in the wild.

Our conservation scientists equipped to remove the invasive tamarisk tree at Salt Creek.

HOW IS THE LIVING DESERT INVOLVED IN COMBATING ILLEGAL PLANT TRAFFICKING?

The Living Desert is an official Plant Rescue Center (PRC), which helps the U.S. Fish and Wildlife Service care for plants confiscated by the U.S. Government.

Transported flora that is not in compliance with CITES* is seized by the US government and sent to a participating PRC for care until the country of origin requests the return of the plants.

The Living Desert is one of 80 Plant Rescue Centers across the country and has served in this volunteer role since 19XX. Generally, PRCs help alleviate the pressure of illegal trafficking on wild-growing native plants by offering people legal and ethical means of obtaining charismatic flora and help maintain the genetic diversity of these plants by propagating and possibly reintroducing native offspring.

*CITES is the Convention of International Trade of Endangered Species of Wild Fauna and Flora, which regulates the international trade in these endangered species.

Almost 84% of the 38,400 plants that the USDA confiscated nationwide between 2005 and 2010 were succulents and orchids.

KNOWLEDGE IS POWER!

Did you know that Saguaro cacti can catch a hefty price on the black market and are often trafficked for their aesthetics in landscaping? Like most succulents these cacti are slow-growing, taking 50-100 years to produce their first iconic "arm"! One conservation effort includes microchipping individual plants to combat illegal excavation and trafficking.

YOU CAN HELP PUT A STOP TO ILLEGAL TRAFFICKING.

Many people may be unaware that they are purchasing plants that are unethically sourced and are supporting illegal trafficking.

- Buy native plants by supporting local reputable plant distributors.
- Do your homework and find a distributor who is selling sustainably-sourced species.

Saguaro cacti, *Cylindropuntia gigantea*

03. MARKETING & ADS



FRONT

BACK

DISCOVER NEW WAYS TO
ZOO

"Undoubtedly the best desert-themed zoo in America"
- Condé Nast Traveler

Plus a TripAdvisor top pick!

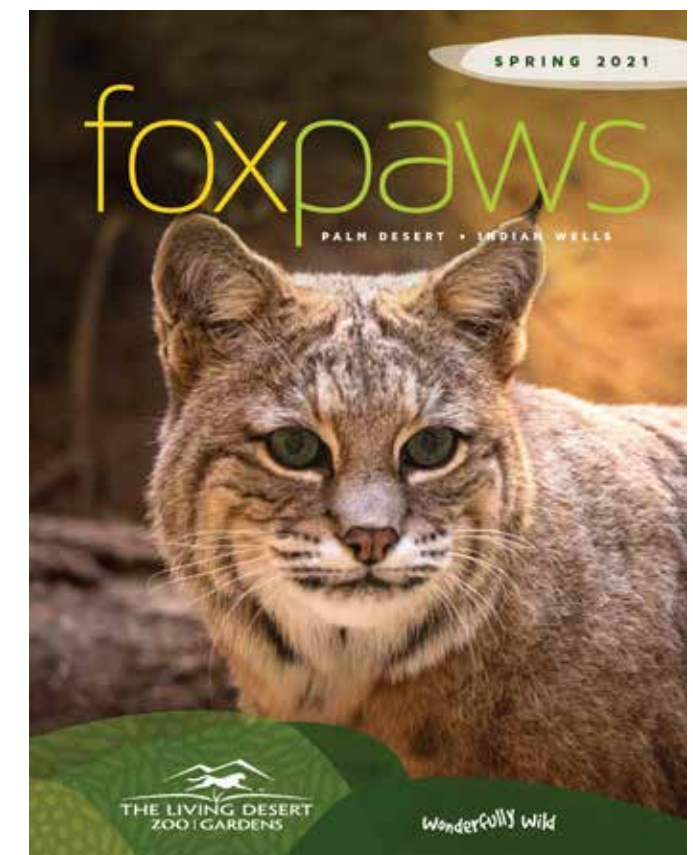
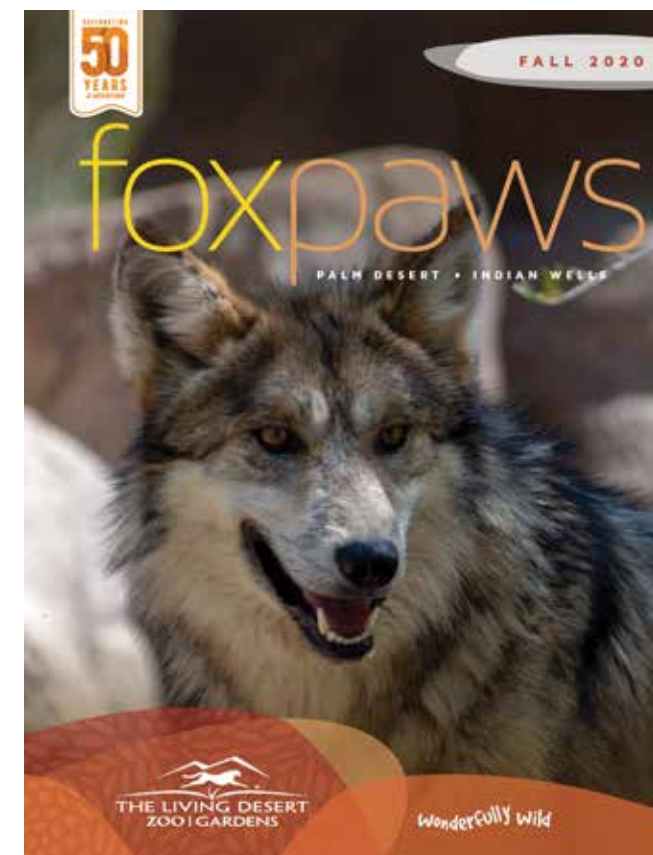
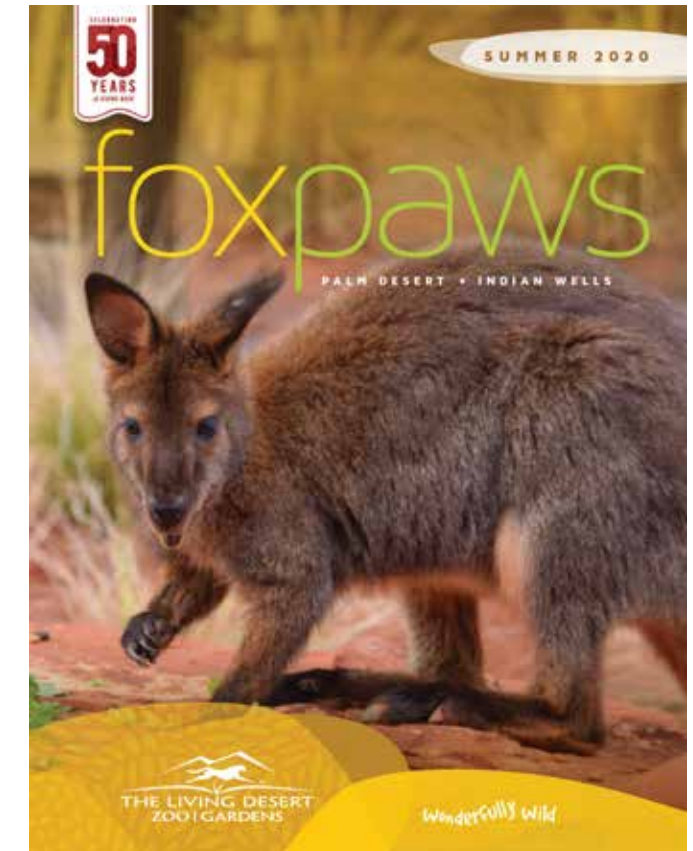
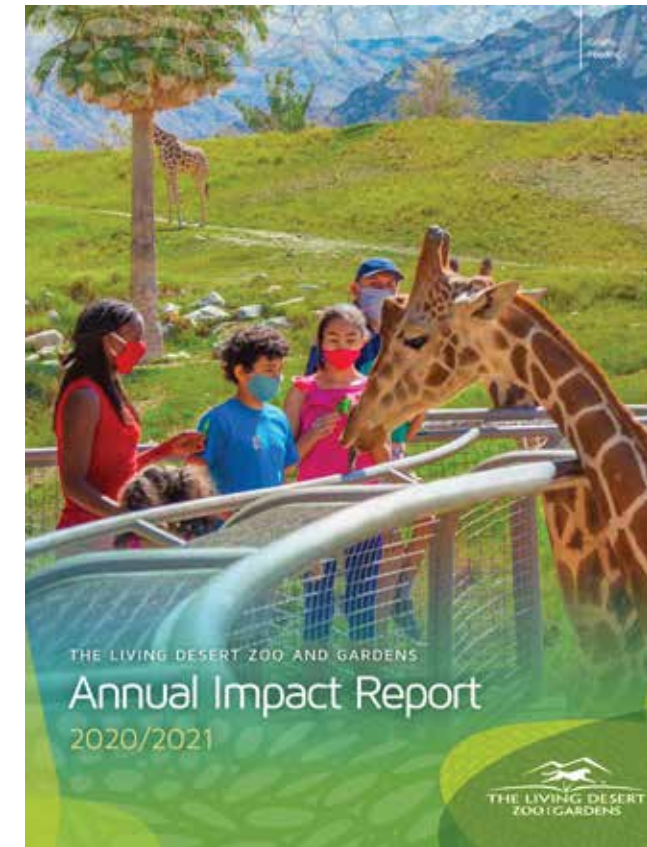
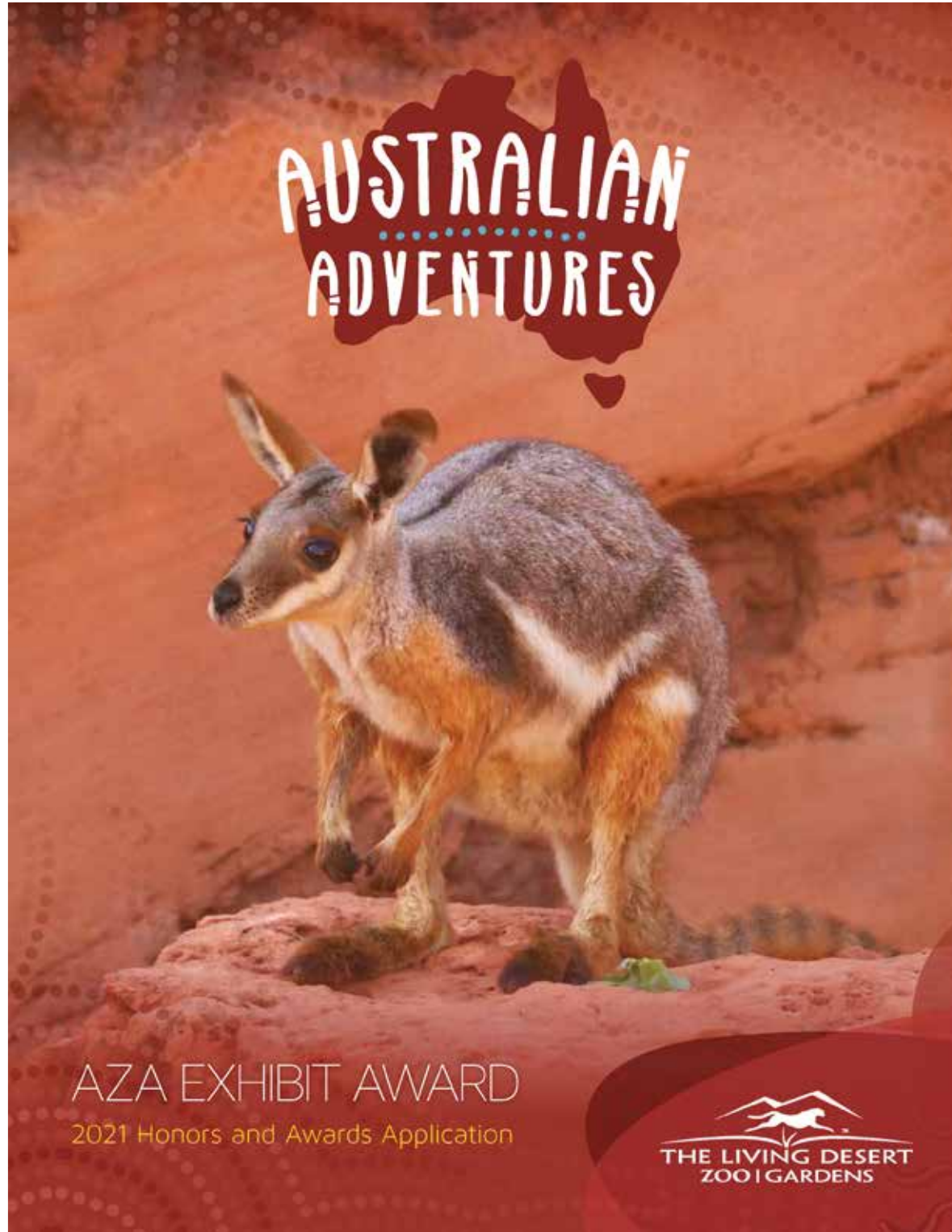
THE LIVING DESERT ZOO | GARDENS

Up to **\$6.00 OFF** General Admission

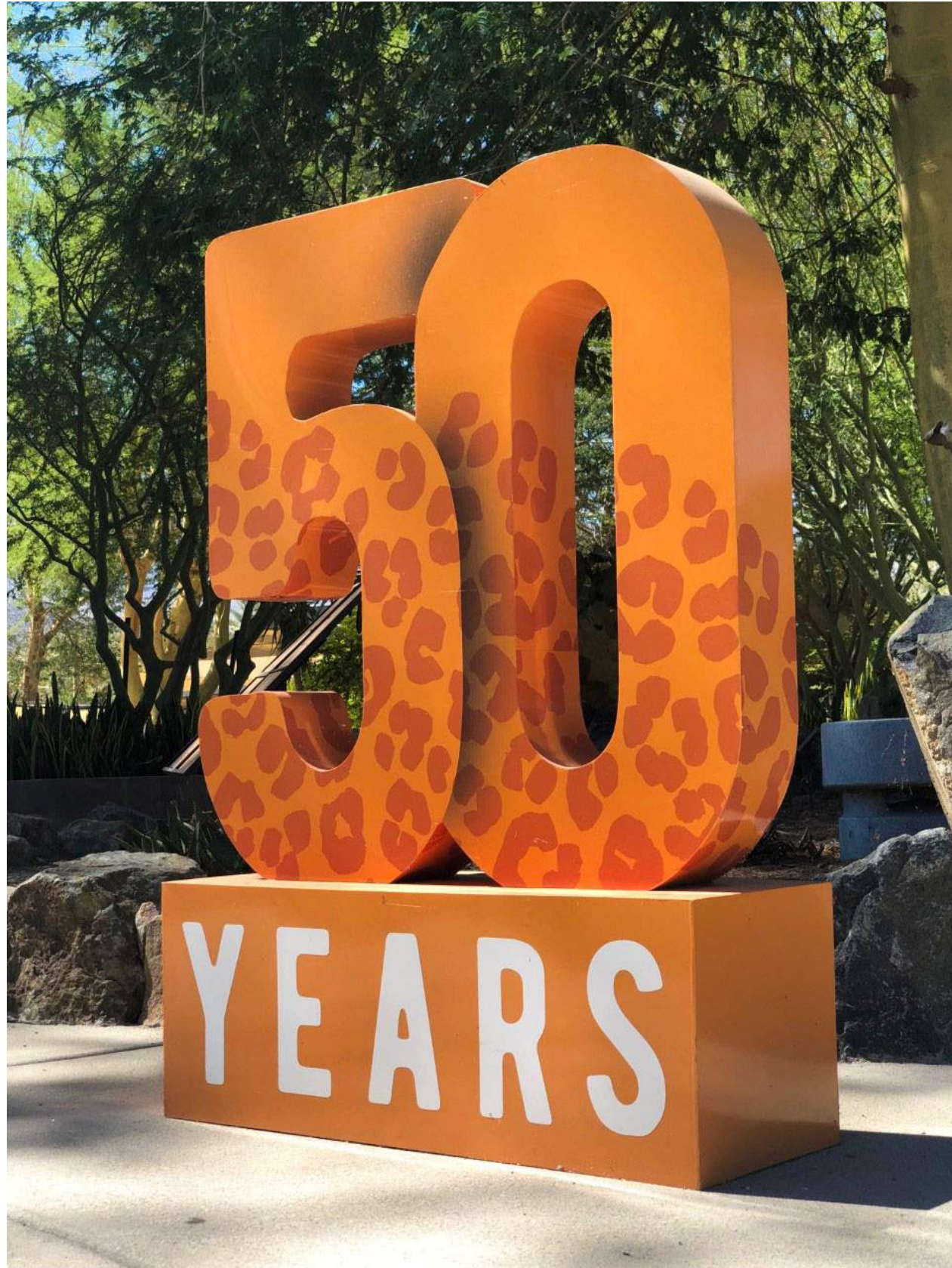
2021RC
Bring this card to receive \$1 off admission for up to six people. Valid for regular daytime admission only; must present coupon at entry. Offer cannot be combined with any other offer or promotion; no cash value. Expires 12/31/2022.

(760) 346-5694
The Living Desert • 47900 Portola Ave., Palm Desert / Indian Wells

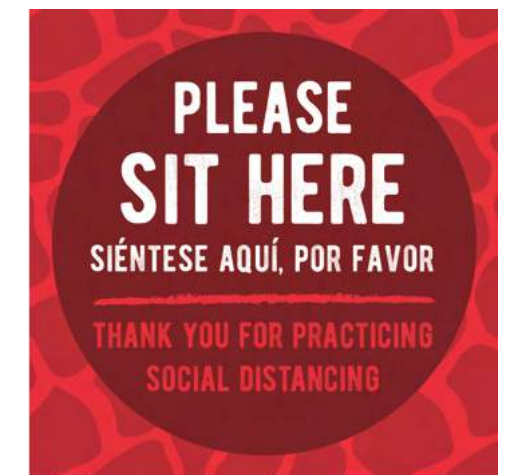
04. PUBLICATIONS (CLICK TO VIEW)



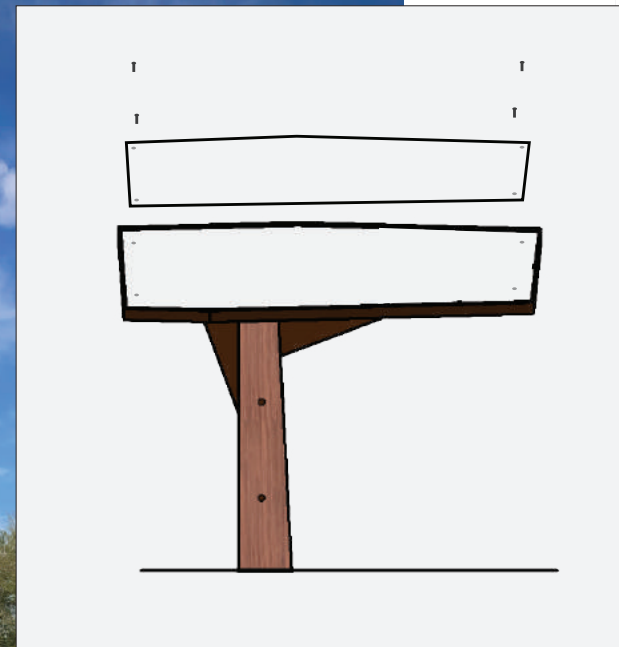
05. 50TH ANNIVERSARY BRANDING



06. COVID SIGNAGE



07. INTERPRETIVE SIGNS



NATURAL HABITATS

INTENTIONAL DESIGN INSPIRED BY NATURE

Placing species together in one habitat can help foster dynamic natural behaviors. The Living Desert Zoo and Gardens creates realistic environments that mimic an animal's natural habitat as much as possible where animals and plants coexist with each other.

Some of the design considerations for the habitat include differences in topography, natural barriers, and exclusive areas where each species can retreat from others. Elements like the waterhole, trees, and hills all help animals engage in stimulating and healthy behaviors.

As an integral part of their care, the Animal Care team at The Living Desert regularly observes animal behaviors. Tracking animal movements helps keepers create movement patterns that support overall health and mental wellbeing.

Can you spot some of these unique habitat features?

SEE IF YOU CAN SPOT US IN OUR MIXED SPECIES HABITAT!

- BLACK RHINO** HE HATES TO BE SEEN AND ONLY APPEARS WHEN HE FEELS SAFE TO BE SEEN.
- SPRINGBOK** HE LOVES TO RUN AND IS ALWAYS ON THE MOVE.
- WATERBUCK** HE ONLY DRINKS AT THE WATERHOLE AND ONLY WHEN HE FEELS SAFE TO DO SO.
- GREAT WHITE PELICAN** HE ONLY FEELS SAFE TO LAY HIS EGGS WHEN HE FEELS SAFE TO DO SO.

Habitat Generosity Supported by THE PATRICK M. MCCARTHY FOUNDATION

HABITAT PROTECTION HELPS SPECIES

The Living Desert supports conservation measures in seven countries in Africa where species are monitored and protected. These areas have worked to stop poaching, illegal land clearing, and mining, while also implementing restorative efforts like replanting cleared land, removing destructive non-native species, removing damaging structures like dams, and treating polluted water and land.

It is important to support and work with communities to protect habitats in ways that benefit them economically and socially, while also protecting the habitat.

The Living Desert works with a dozen conservation organizations across Africa to support a community-based approach to conserve habitats. To help save ALL the species, we must save their habitat!

WORKING WITH OUR PARTNERS

The Living Desert works with Kenya's Zebra Trust (ZTZ) to evaluate how successful their community work with the Samburu people of Northern Kenya has been by designing and interpreting the results of several social and community studies. These projects have enabled Kenya's Zebra Trust to better tailor their habitat conservation work for each community.

PROTECTING HABITATS BENEFITS ALL SPECIES, INCLUDING:

- BLACK RHINOS** HE LOVES TO BE SEEN AND ONLY APPEARS WHEN HE FEELS SAFE TO BE SEEN.
- CAPE VULTURE** HE ONLY FEELS SAFE TO LAY HIS EGGS WHEN HE FEELS SAFE TO DO SO.
- KLIPPSPRINGER** HE ONLY FEELS SAFE TO LAY HIS EGGS WHEN HE FEELS SAFE TO DO SO.

HELPING NATURAL POPULATIONS INCREASE

Many of Africa's most iconic species are at risk due to habitat loss and fragmentation, poaching, hunting, and climate change. The population of black rhinos had been greatly reduced to fewer than 2,500 on the entire African continent by 1993 – a sharp decline from 70,000 in 1970. In over 25 countries, they had been lost all together from the population.

African scientists and community members collaboratively monitor and manage these natural treasures and work to stabilize their numbers. The Living Desert helps these African conservation leaders expand and improve their efforts.

The Black Rhino Range Expansion program has helped reintroduce these animals to new areas in South Africa with the support of the Black Mamba Anti-Poaching Unit and in Kenya with OI Projects Conservancy. In 2018, African Parks reintroduced black rhinos to Zakouma National Park in Chad, marking the first time in 50 years black rhinos had been in that country.

INCREASING NATURAL POPULATIONS BENEFITS ALL SPECIES, INCLUDING:

- BLACK RHINOS** HE LOVES TO BE SEEN AND ONLY APPEARS WHEN HE FEELS SAFE TO BE SEEN.
- SPRINGBOK** HE LOVES TO RUN AND IS ALWAYS ON THE MOVE.
- GREAT WHITE PELICANS** HE ONLY FEELS SAFE TO LAY HIS EGGS WHEN HE FEELS SAFE TO DO SO.
- CATTLE EGRET** HE ONLY FEELS SAFE TO LAY HIS EGGS WHEN HE FEELS SAFE TO DO SO.

INVOLVING COMMUNITIES TO STOP RHINO POACHING

The Living Desert supports the protection of rhinos in South Africa. We work with and support the all-woman Black Mamba Anti-Poaching Unit in northern South Africa near Kruger National Park. Since their founding in 2013, the Black Mambas decreased rhino poaching by 82%, and lion poaching by 88% and have continued it every year!

80% OF THE WORLD'S RHINOS EXIST IN SOUTH AFRICA

The Living Desert works with the Black Mambas to be more effective in changing how communities living near the park view and support conservation. Our evaluation research spurred them to fundamentally restructure the Black Mamba program so that it will better involve community members working towards conservation together.

We provide financial support to the Black Mamba's successful efforts to prevent illegal killing of rhinos and other wildlife in South Africa. We also financially support their Bush Babies Environmental Education Program for school-aged children in South Africa, which ensures that the next generation will treasure nature.

Community based conservation projects like the Black Mambas Anti-Poaching Unit are central to The Living Desert's conservation work in Africa and we are privileged to work with such amazing and dedicated people!

REDUCING POACHING BENEFITS OTHER SPECIES, INCLUDING:

- WATERBUCK** HE ONLY DRINKS AT THE WATERHOLE AND ONLY WHEN HE FEELS SAFE TO DO SO.
- KLIPPSPRINGER** HE ONLY FEELS SAFE TO LAY HIS EGGS WHEN HE FEELS SAFE TO DO SO.
- CAPE VULTURE** HE ONLY FEELS SAFE TO LAY HIS EGGS WHEN HE FEELS SAFE TO DO SO.

08. ANIMAL IDS

BANDED MONGOOSE



LEAST CONCERN NEAR THREATENED VULNERABLE ENDANGERED CRITICALLY ENDANGERED EXTINCT IN THE WILD EXTINCT

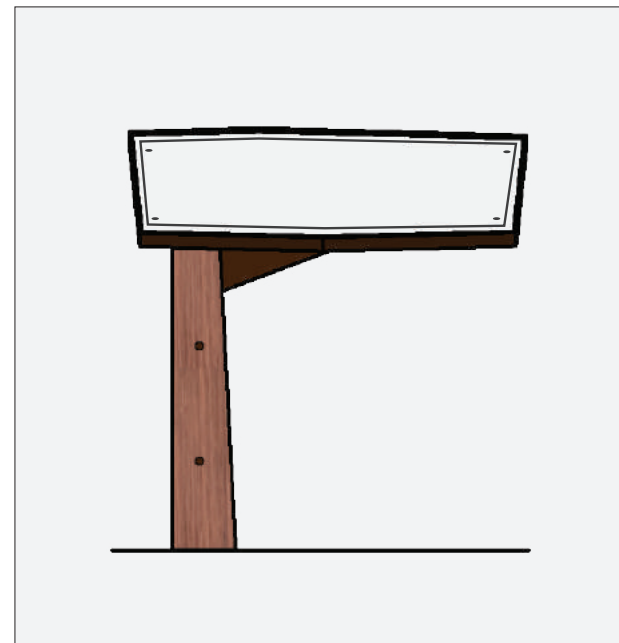
- Scientific Name: *Mungos mungo*
- Range: Desert ecosystems south of the Sahara
- Habitat: Grasslands, brush lands, woodlands, and rocky country
- Wild Diet: Insects, invertebrates, small reptiles
- Weight: 3.5 to 5 lbs.

Did you know...

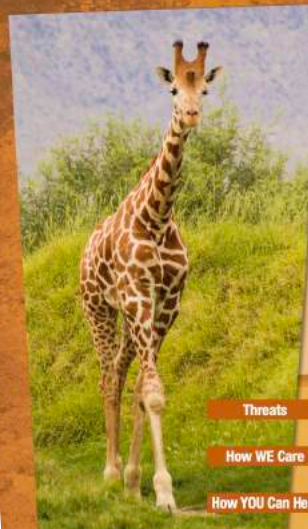
- ▶ Banded mongoose are social animals that live in packs of 10-20 individuals, often inside large, abandoned termite mounds. They get their name from the distinctive dark bands across their back and tail.
- ▶ Banded mongoose are skilled communicators. They use a vocabulary of calls and chirps, along with scent-marking to communicate with others.
- ▶ When approached by a predator, banded mongoose group together to create the appearance of a larger animal to scare off the intruder.



Habitat Generously Supported by
MARCY TONKIN



GIRAFFE | WATCHTOWERS OF THE SAVANNA



LEAST CONCERN NEAR THREATENED VULNERABLE ENDANGERED CRITICALLY ENDANGERED EXTINCT IN THE WILD EXTINCT

- Scientific Name: *Giraffa camelopardalis*
- Range: Often disjointed populations in Southern Africa, East Africa, and the Sub-Saharan Sahel
- Habitat: Savanna
- Wild Diet: Leaves, buds, and branches, especially from the acacia tree

- Males: HEIGHT up to 18 ft tall WEIGHT 3,000 lbs.
- Females: HEIGHT up to 14 ft tall WEIGHT 1,500 lbs.

Did you know...

- ▶ Giraffe have the same number of neck vertebrae as humans - seven! Theirs are just much larger and help to support their heavy body weight.
- ▶ Coexisting species look to the giraffe as an indicator of safety. When the herd takes to a quick gallop, there is no time to wait!
- ▶ Giraffe only need 5-30 minutes of sleep per day, which is typically achieved through many short naps, some as short as one minute!

- Threats** ▶ Giraffe are threatened by habitat loss, civil unrest and the associated incidental wildlife killing, poaching, and changes in land use such as mining and conversion to agriculture.
- How WE Care** ▶ The Living Desert collaborates in and supports community-based conservation and education interventions in Tanzania with the Wild Nature Institute.
- How YOU Can Help** ▶ Learn about and spread the word about the "silent extinction" of giraffe by using the hashtag #StandTallForGiraffe to encourage conservation of this important species.



A GIRAFFE'S SPOTS ARE LIKE FINGERPRINTS. NO TWO GIRAFFES HAVE EXACTLY THE SAME PATTERN.

WARTHOG | THE FAST AND THE FABULOUS



LEAST CONCERN NEAR THREATENED VULNERABLE ENDANGERED CRITICALLY ENDANGERED EXTINCT IN THE WILD EXTINCT

- Scientific Name: *Phacochoerus africanus*
- Range: Sub-Saharan Africa to Western Africa
- Habitat: Open woodlands and plains
- Wild Diet: Grasses, fruit, berries, roots, and insects
- Weight: 120 to 250 lbs.

Did you know...

- ▶ When threatened warthogs dash with their tails erect to the nearest burrow. Most predators are kept at bay once the warthog backs into its protective burrow and faces their sharp lower tusks outward.
- ▶ Warthogs can often be seen kneeling while they feed and forage for grasses, plants, and roots.
- ▶ Warthogs are very social animals. They greet nose to nose, engage in social grooming, and communicate through squeaks, chirps, and grunts.

- Threats** ▶ Warthog populations are decreasing due to climate change induced drought, habitat loss and fragmentation, and hunting by humans.
- How WE Care** ▶ The Living Desert helps to ensure healthy habitats for warthogs through supporting the snare-removal efforts by the Black Mamba Anti-Poaching Unit in South Africa.
- How YOU Can Help** ▶ Increase your frequency of eating meat-free meals, which helps to reduce the pressure to clear habitat for agriculture that would be needed to raise animal feed.



WARTHOGS CAN REACH SPEEDS UP TO 30 MPH.

CAPE PORCUPINE | THE PORCUPINE POINT



LEAST CONCERN NEAR THREATENED VULNERABLE ENDANGERED CRITICALLY ENDANGERED EXTINCT IN THE WILD EXTINCT

- Scientific Name: *Hystrix africaeaustralis*
- Range: Sub-Saharan Africa
- Habitat: Forests, plantations, rocky, mountainous regions, and deserts
- Wild Diet: Roots, bulbs, berries, and other vegetation
- Weight: 18 to 15 lbs.

Did you know...

- ▶ When threatened, a porcupine will raise its quills and rattle them vigorously until it charges backwards into whatever was not getting the point.
- ▶ Cape porcupines are large rodents with black and white quills. Their front incisor teeth continue to grow and are worn down by their unique gnawing behavior.
- ▶ Porcupines cannot shoot their quills. Their quills are actually enlarged hairs that are modified to be stiff, strong, and barbed. Once they enter the skin, it can be difficult to remove them.

- Threats** ▶ Cape porcupines are slightly declining in population size, largely due to habitat loss and because they are hunted by humans for food in some parts of its range.
- How WE Care** ▶ The Living Desert participates in the Species Survival Plan within the Association of Zoos and Aquariums (AZA) providing expertise with porcupines.
- How YOU Can Help** ▶ Increasing how frequently you have meat-free meals helps reduce the pressure to clear habitat for agriculture that would be needed to raise animal feed.



Quill closeup!

09. VINTAGE STAFF SHIRT DESIGN

