

Look out for penguins in the city centre today



There will be penguins in the city centre today, all the way along the number 26 Lothian Bus route, but in particular you should keep an eye out for gentoo penguins when you get on the bus at Edinburgh Zoo. We heard that in years past the penguins used to get on the bus there and go into the city centre, but today you will have to make do with a 'wrapped' bus with images of the penguins all over it from top to bottom.

There are ten Lothian Buses number 26 vehicles which have been given the Penguin makeover. They will be joined in coming weeks by other animals on display at the zoo in a new three year deal between Lothian Buses and Edinburgh Zoo, but the penguin has pride of place on the new logo which has now been launched. This denotes the zoo as one of the leading conservation organisations in the UK and the new symbol has the strapline 'Bringing Conservation to Life'.





Edinburgh Zoo's logo has undergone a number of changes over its 100-plus year lifespan. At different stages, the logo has featured a gannet (the very first species brought to the Zoo by lawyer James Gillespie), a gentoo penguin and also a king penguin. The new logo now reverts back to a gentoo penguin but, as with all four logos, retain its established brand colours.

Sarah Boyd, Head of Operations at Lothian Buses said:

"Lothian Buses are delighted to partner RZSS again in the creation of a range of animal inspired bus designs on one of our busiest services. Service 26 is a popular route which takes residents and visitors to and from the coastal towns of Port Seton, Musselburgh and Portobello right through the heart of the city out to Edinburgh Zoo and Corstorphine.

"Starting with the penguin this week, we really hope our passengers both young and old enjoy spotting the different animals as the buses appear in service over the coming weeks."