

Minimize.

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ZERO
WASTE
EUROPE
ACADEMY

Insight

More than 375 million empty ink and toner cartridges are thrown out every year and most of them end up in landfills. For a print cartridge to fully decompose in a landfill site, it takes 1000 years. Along with recycling cartridges, what can we do to extend the life cycle of a cartridge? Minimize usage of ink!

Summary

One of the main goals of Zero Waste Europe Academy (run by Zero Waste Europe) is to educate decision makers and waste experts about how to run Zero Waste Programmes. Zero waste lifestyle (even though similar, but not the same as minimalism) means eliminating consumption of unnecessary products.

Having in mind the field of work of ZWE Academy and a wish of minimizing all the irrelevant elements, logo was created. The color grey of the logo was chosen because this is a color which, while printing, uses only 30% of black color (with 0% magenta, 0% cyan and 0% yellow).



C: 0, M: 0, Y: 0, K: 30

Also, this sleek and professional color represents minimalism. The shape of the logo simulating starways represents growth and prosperity, starting from the fundamentals, the Academy, and striving to the main goal — zero waste lifestyle which is represented by the minus sign. This specific symbol, which is a simple, yet minimalistic sign is going to be used in further applications.

The typography that was used in creating the logo of Academy is part of DIN font family, which was already used by ZWE. The idea when creating the brand identity was to use already existing elements, such as familiar font and colors represented in ZWE identity, which are going to be used in digital promo applications.

Brand Development

As a part of the logo, the minus sign represents subtracting. In the context of the project, this small but strong sign is used as a symbol of subtracting redundant stuff. In the future, minus sign is going to be used in a way that it denies certain product not correlating with zero-waste lifestyle. Colors of the digital promo materials that are going to be used are colors represented in ZWE logo. In correlation with so colorful visuals, the fundamentals of this logo are going to be even more emphasized. Referring to printed materials (documents or brochures), only black color and it's tones are going to be used.

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MINIMIZE
waste

MAXIMIZE
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12:49 PM

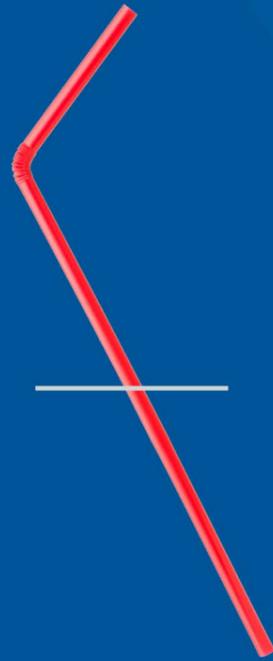
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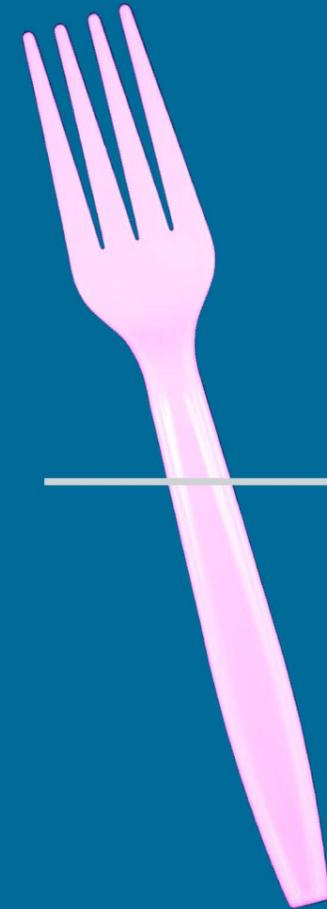
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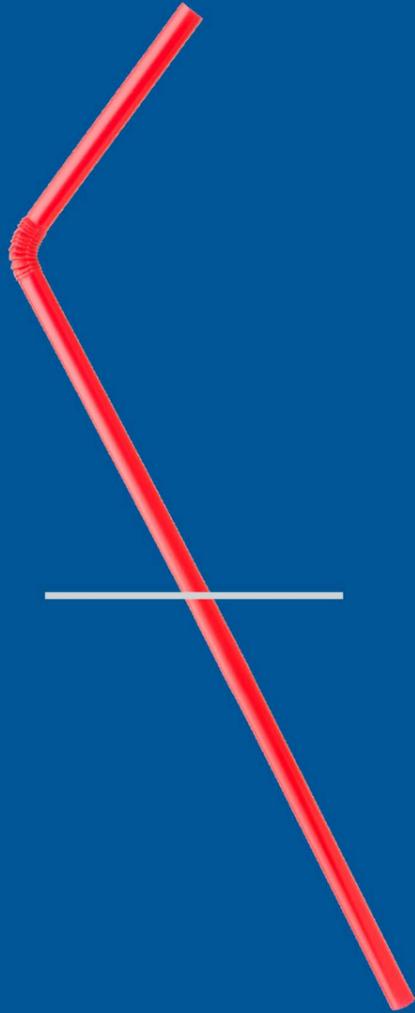
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