

# Project 1 Brand Intro

Sara Abdo  
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# Problems

- School supplies
- Big source of pollution & waste
- Unnecessary new supplies
- Meanwhile teachers don't have any
- Recycling is hard



## Solution

A company that provides teachers with school supplies,  
by recycling their used supplies

# Reassigned

Competition

Paper♥Mate®

Scotch®

Sharpie®

FIVE STAR®  
★★★★★

Cra-Z-Art®

ELMER'S®

JANSPORT

mead®

EXPO®

artStreet®

RoseArt®

TICONDEROGA®

Crayola®

# Competition



WASTE CONNECTIONS  
*Connect with the Future*



Hmmmm



# Persona

Ms. Mary, 2nd grade teacher  
in the US, not an amazing  
income

Hasn't been teaching for long,  
tired of buying school supplies  
over and over

School supply wishlist goes  
ignored





# Brand Personality

Practical, affordable

Easy, convenient

Eco friendly

Making the world a better place

Bringing a new meaning to "back to school"





# What can be recycled?

In case you were wondering

Paper: Duh

Crayons: Yes

Pencils: Graphite yes, wood can be turned to mulch

Erasers: No

Tape: Only paper tape

Markers: Yes

Notebooks: Yes, both the wire and paper

Glue: Just the plastic bottle not the glue

# Vision Board

- Typography based
- School = writing = typography



- Low contrast fonts with illustrations that have low contrast line weight  
To show "before" when it was lame trash
- High contrast fonts paired with illustrations that have high contrast line weight  
To show "after" when it's cool new supplies
- No rainbows!! (I might cave and do rainbows)