Portland State University

PDXScholar

University Honors Theses

University Honors College

2017

bowerbird : the bowerbird project brand book

Ryan Morse

Portland State University

Follow this and additional works at: <https://pdxscholar.library.pdx.edu/honorstheses>

Let us know how access to this document benefits you.

Recommended Citation

Morse, Ryan, "bowerbird : the bowerbird project brand book" (2017). *University Honors Theses*. Paper 460.
<https://doi.org/10.15760/honors.457>

This Thesis is brought to you for free and open access. It has been accepted for inclusion in University Honors Theses by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.

bowerbird

the bowerbird project brand book

Table of Contents

2	What is Bowerbird?
3	Why does a hotel recycle?
4	Our Audience
5	Why go bowerbird?
6	Our Story
8	Wordmark
11	Visual Voice
14	Typeface
17	Hotel Items
21	Using Pictures
22	Verbal Voice
24	Layouts: The Grid of Three
25	Signage
28	Hotel Bins

What is Bowerbird?

The Bowerbird Project is recycling campaign working to promote better recycling and waste habits within hotel systems. We want to provide a system that is easy and intuitive for both hotel employees and the guests who stay there.

Why does a hotel recycle?

**It's smart, cost-efficient,
and the right thing to do.**

Having a greener hotel isn't just a great ethical decision and good for public image—it's also a more cost-efficient choice that can in some instances cut costs to 60%.

Our Audience

Hotel Guests

It can be tricky for guests to know what is able to be thrown away or where to do it. Bowerbird's to help make a system that is both accessible and understandable.

Hotel Employees

We are creating a system that's easy for management, front desk, and the cleaning staff to use.

Why go bowerbird?

**We freely offer a brand,
tools, and materials to
make recycling easier.**

This includes a visual language,
branded hotel materials, signage,
recycling bins and bags.

An abstract graphic on the left side of the slide. It features a large, light gray circle with a smaller, darker gray circle inside it. A thick, dark gray arrow-like shape points from the top right towards the center of the circles. The background is white.

Our Story

What's with the bird?

The bowerbird collects and reuses materials in the woods—not just twigs and leaves, but also beautiful pieces of glass and plastic—to make a more desirable and aesthetically-pleasing nest to attract others.

Like the bowerbird, we're making a place to stay that both reuses materials, and is also aesthetically pleasing and welcoming.

Our mark

Have you seen me?

This mark is simple and clean, so that it is easily adaptable. It also has many uses. It isn't just a logo—it's more like a stamp. When you see this mark, you can associate that whatever this is on, it's made from recycled materials and it can also be recycled again.

How to use the mark

It's more than a logo

This mark is meant to communicate whether or not something is recyclable within the context of a hotel. If something is meant to be used in a promotional capacity, please use the “bowerbird recycles” lockup or our mark with the word “bowerbird” next to it.

Additionally, please always leave the directed amount of space between the mark and anything else.

Don't use the mark like this:

Do not remove parts, add colors,
distort, change its weight, etc.

Visual Voice

Minimalism is key.

We don't want to get all up in your face about recycling. Instead we want it to be easily incorporated into everyone's hotel habits and routines. To reflect that, we want our brand to have a simple, clean, and approachable aesthetic. This minimalism also helps use white space to direct the eyes and get attention faster and helps us be more easily adaptable.

Black & White

Because we want to be adaptable, the colors in our brand should reflect our idea of minimalism.

That's why black and white is the perfect color palette for us!

Branding Icons

For this system there will also be icons for recycling bins and informational materials that will help explain what is or isn't recyclable. They are designed to be similar in weight and style to the logo to fit within the system more immediately.

Paper

Aluminum

Plastic

Glass

Typeface

Sk-Modernist

This typeface is clean, accessible, and professional. Taking influence from Swiss Modernism, Sk-Modernist is a typeface that works well with our goals of being minimalistic and classy.

**AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYz
1234567890!@?
#\$%^&*()=+**

Bold, 44pt

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYz
1234567890!@#
\$%^&*()=+

Regular, 24pt

Bold can be used to break the grid system

Or fit in it ...or both!

Regular Sk-Modernist,
meanwhile, should fit in
this grid system most
of the time.

(There's also a Mono version.
We don't use it in our brand
because of how much treatment
it can need.)

Hotel Items

Something any good hotel will often provide are amenities, which can include disposable materials like plastic cups and paper notepads. The application of the Bowerbird mark will help create an easy way to identify what can be easily disposed as recycled materials.

Stationery

The application of the mark to all materials is meant to be non-obtrusive to the overall design of the stationary and amenities, while still being identifiable. The inclusion of the mark is not to distract attention, but at the same time be noticeable, informing the holder of said amenity that this material can be recycled.

Amenities

While stationary and paper are the most frequent waste found in hotels, the mark can be applied to other disposable amenities like paper cups and plastic and glass bottles.

Bottle caps

When it comes to materials like a bottle, not all parts of it are easily recycled. For something like a bottle cap that can't be recycled, we encourage a special label on top to inform our audience that they aren't recyclable

Using Pictures

While we are more than willing to provide photography of our brand in action, if you want to take photography related to our brand, we ask that it be similar to hotels and product promotional imagery: clean, bold, bright, and professional.

Layouts: The Grid of Three

Taking our theme of minimalism and not taking up too much space, we want our layouts to have lots of white space. We break up our documents into grids divisible by 3 inside standard margins and use only a third of that space for bodies of text. This rule applies only to body text and not images or large titles.

Layout Examples

Do you have any paper you need to be shredded?

We can do that for you at the front desk!

Have you seen me?

If you see me, please recycle me!

Many of our hotel items are made from recycled materials. When you see me, it means that what you're holding is made of recycled materials and can be recycled again

Before you recycle, please remember:

- Don't recycle anything dirty or greasy*
*unless you clean it out
- Take off any lids or caps
- Paper and coffee cups cannot be recycled
- Plastic bags cannot be recycled

Verbal Voice

Friendly

Open

Simple

Accessible

Not Condescending

The verbal voice of Bowerbird is friendly and communicative without ever being condescending to our audience. Bowerbird's message should never be too wordy—if our audience is paying via their time, we want to be clear and concise.

Signage

Using the grid system established, this signage tries to inform our intended audiences about our project, provide tips and insight to what is or isn't recyclable, and what can be done with shredded paper (a common hotel problem).

Have you seen me?

Many of our hotel items are made from recycled materials. When you see me, it means that what you're holding is made of recycled materials and can be recycled again.

If you see me, please recycle me!

Before you recycle, please remember:

Don't recycle anything dirty or greasy*
*unless you clean it out

Take off any lids or caps

Paper and coffee cups cannot be recycled

Plastic bags cannot be recycled

**Have you
seen me?**

Many of our hotel items are made
from recycled materials. When you
see me, it means that what you're
holding is made of recycled materials
and can be recycled again.

**If you see me, please
recycle me!**

**Before you recycle,
please remember:**

**Don't recycle anything
dirty or greasy***
*unless you clean it out

Take off any lids or caps

**Paper and coffee cups
cannot be recycled**

**Plastic bags cannot
be recycled**

Hotel Bins

Take off any lids or caps

Paper and coffee cups cannot be recycled

Plastic bags cannot be recycled

To help make the recycling experience more efficient, we include recycling bins both in hallway and entrance areas as well as smaller ones for hotel rooms. The use of black and white bins helps to quickly differentiate the trash from the also easily identifiable recycling bins.

All hallway bins will also be near a “Before you recycle” sign.

Room Bins

Bin Bags

Much like the bins they will inhabit, the recycling and garbage bags will be easily identifiable for when they are taken out of the bins by both staff and custodial.

Thank you!