



# Plastic Pause



The Plastic Pause is a multi-faceted approach established to stop single use plastic waste contaminating our water sources.

The friendly 'pause' terminology fits with the brand values, making less daunting to those who do not feel that the individual has power to change one of the world's biggest problems.

There are multiple elements in order to most effectively target and include people from various different backgrounds and stages. Having more areas to target within the UK means that adoption rates will be quick

Each component has it's own sub brand in which a range of strategies will be utilised to best manage the initiative.





# Plastic Diet

The design of an app that tracks the plastic you buy and therefore consume. Incentives will be earned through buying better products with less or no environmental damage. These purchases will be rewarded and better behaviours will be incentivised, bringing single use plastic production to a friendly-termed pause.

The app will be paired with a 3D printed market made from revalued plastic waste saved from our oceans and repurposed. This will Revolutionise the market experience through the adoption of futuristic technologies to make shopping experiences easier, quicker and cheaper for consumers.

Awareness of individual power will become apparent and adoption of better purchasing behaviours will rise.



The design of a circular economy in which harmful tyres are switched to environmentally friendly alternatives through an incentivised system. The removed tyres will then be revalued into improving roads and infrastructure; making a stronger, longer lasting and less harmful system.

A filtration system will also be designed in the strengthening of roads. The purpose being the collection of road debris and microplastics; saving it all from directly contaminating our oceans and then revaluing it so it never reaches the water and does not add to the existing problem.



The design of a plastic-free festival. This experiential event is designed to encourage and raise awareness of the problems caused by plastic waste whilst providing and increasing adoption of better alternatives.

Coasting will implement experiential use of augmented reality through the collectable item of a coaster to interest festival goers as well as live music and awareness-raising activities and tents.

The annual festival will never leave any waste trace and their will be a takeaway element of an app run by incentives and the physical coaster made from recycled plastic which will provide tips and tricks in leading more plastic free lives.

# Logo



**Plastic Pause**



*Part of the Plastic Pause* 





# Colours



Each sub brand has it's own primary colour with a secondary companion which gives lighter harmony within the palette but enough contrast between different brand elements.

## Plastic Pause

Deep Ocean Blue; an authoritative darker blue, a formal jacket embracing the more bright and playful colourings of the sub brands



#1F3059



#6376B8

## Plastic Diet

Passionate, Healthy Blood Red; Connotes the fight for a better & more desirable life



#E62144



#EB5C62

## Coasting

Beach orange, sun bleached sky & a crisp wooden coaster colour



#EB5D12



#F0813F

## Tyrecycle

Green Connotations; Renewable; New Life (Reduce, Reuse, Recycle)



#16A279



#65B493

# Typeface

**A** **b** **c** **d** *e* *f* *g* *h* *i* *j* *k* *l* *m*

# Tisa Sans Pro

## Tisa Sans Pro

Light	Quick brown fox jumps over the lazy dog
Regular	Quick brown fox jumps over the lazy dog
Medium	Quick brown fox jumps over the lazy dog
<i>Medium Italic</i>	<i>Quick brown fox jumps over the lazy dog</i>
<b>Bold</b>	<b>Quick brown fox jumps over the lazy dog</b>

## **Bold Headline - 24pt**

### *Medium Italic Sub Heading - 18pt*

#### *Regular Paragraph - 12pt*

Hilitium quis aut preium et lab incipsam, qui quis re voluptasit apellor sequid que ipiet venduntiorro voloreius cullessit harchil imil inum fugit volor sequos renihitas is magnis alistiae qui quasinis explibusdae.

This typeface provides the perfect amount of maturity in order for the brand voice to be taken seriously but is also playful enough and rounded to best attract audiences.

# Brand Values

 *Encourage*

 *Educate*

 *Passion*

 *Simple*

 *Community*

The Plastic Pause will be inviting and friendly but mature enough to be taken seriously and adopted by numerous generations and across diverse backgrounds.

This brand will invite people to engage through raising awareness and an educational basis. Encouraging people to adopt different life choices that the initiative will provide.

The brand will be introduced through simple, understandable and relatable graphics in order for high rates of multi-cultural and cross-generational adoption.

# Brand Personality





# Customer Personas



Oscar is skeptical of his ability to cause an influential impact concerning this global issue.

He needs encouragement and to be given more awareness of the issues and alternatives to use.

He loves music and is interested to see what Coasting festival will teach him, as well as having a memorable and fun experience.



Henrietta is an environmentally and health conscious mother with two young children. She is always looking for friendly alternatives but is increasingly frustrated with the little amount of choice in products she needs to buy.

She would change her shopping habits straight away if they provided completely friendly and easier alternatives.



Gavin knows of the health and environmental impacts caused by plastic waste but has never seen an initiative that was successful or big enough to create much meaningful change or impact.

He believes that most power resides in government choices but if he knew his actions would make a definite change he would use Tyrecycle right away.



