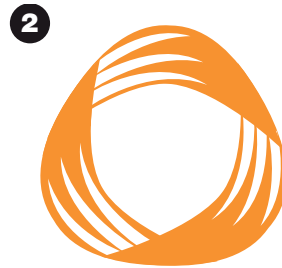


waste aware  
north east



waste aware  
north east

---

**Logos 1 & 2**

Based on a mobius strip, an never ending band which loops infinitely, fitting in with the theme of sustainability.

The strip also appears to have three sections, representing the waste hierachy - referring to the three R's of Reduce, Reuse, Recycle.



---

**Logo 3**

Also Based on a mobius strip, in this case looping twice to create a shape similar to that of three shields, once more represting the waste hierachy.

4



waste aware  
north east

5



waste aware  
north east

---

**Logos 4 & 5**

Based on Ouroboros, an ancient symbol showing a dragon eating its own tail to form a circle, symbolising ideas of cyclical, and infinity.



---

**Logos 6, 7 & 8**

Based on the saddle shape of space time, which when viewed from a front left side angle appears to form a figure of eight loop.

Logo 7 leaves a gap between the edge of the inner shape and the outer shape to form what would be the top surface of a solid band in the negative space. Logo 8 uses one solid line to form the shape.



---

**Logos 9 & 10**

Also based on the saddle shape, only this time stylised into a more clinical pointed shape.

11



12



---

**Logos 11 & 12**

Based on the theory energy cannot be destroyed or created, only changed from one form to another, which also fits well within the three Rs of the waste hierarchy. These logos are made from blocks

that when animated form different shapes before coming together to create the logo.

13



14



15



---

#### Logos 13, 14 & 15

Again based on the theory energy cannot be destroyed or created, these logos will be animated to show + symbols coming together to create the logo, with the subtle omission of one or two

pieces. Also creates awareness of the missing pieces by the use of the negative space inside the lettering.

16

waste  
aware  
north east

17

waste  
aware  
north east

---

**Logos 16 & 17**

Following on from the previous set of logos, these versions make the viewer aware of the negative space forming the shape of the letters WA, the initials of waste aware.



---

**Final Logo**

With some amendments to colour options Waste Aware North East were happy with this final logo