Gaia Bioplastics: A Design Exploration of Bioplastics Through a Brand Campaign

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Gaia Bioplastics: A Design Exploration of Bioplastics Through a Brand Campaign

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Bridgewater State University

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Prof. Alain Blunt, Thesis Advisor
Single Use Plastic Pollution

1950
2.3M tons produced

Production is expected to double by 2050

2015
488M tons produced

Half of all plastics ever produced were made in the last 15 years

Every year, 8 million tons of plastic waste goes into our oceans

57,000 Blue Whales

Microplastics: Once at sea, sunlight, wind, and wave action break down plastic waste into small particles, often less than one-fifth of an inch across. These so-called microplastics are spread throughout the water column and have been found in every corner of the globe, from Mount Everest, the highest peak, to the Mariana Trench, the deepest trough.

Garbage Patch

Today we have 5 ‘islands’ of garbage in our oceans. Together, they are double the size of Texas.

Animals

Nearly every 700 species seabird eats plastic have been affected by plastic.

We Can do To Help

Limit your use of single use plastic

Bring reusable bags when going grocery shopping. Opt for bioplastic water bottles, or even better bring your own reusable bottle.

Speak to your local officials

Working with local government officials, voting, beach clean-ups, and speaking up for the voiceless are all ways you can help save the planet.

Abstract

The world is drowning in petroleum-based plastics. Plastics and their by-products have created an environmental crisis by polluting our oceans and negatively affecting human health and diverse ecosystems around the world. Alternative bioplastics sourced from plants, especially hemp, seaweed, and lignin (organic polymers in wood and bark), offer promising solutions. Still, bioplastics currently make up only one percent of the global plastics market. My undergraduate scholarship in Graphic Design aims to build a consumer awareness campaign of bioplastics and promote their viability through branding, logos, and advertising designs. Based on research into hemp, seaweed, and lignin-sourced bioplastics, I have developed a brand called Gaia Bioplastics with different logo variations for each of the three types of bioplastics. I have also designed visuals for advertising bioplastics, including infographics and product designs, that illustrate the sources and advantages of the products. In addition, I have provided website designs that educate consumers in appealing ways about the social and environmental benefits of substituting bioplastics for the plastics based on oil and gas. I aim to share the results of this interdisciplinary design project with start-up biomaterial companies working with hemp, seaweed, and lignin materials.
My motivation is to create a campaign that influences change. Through the use of my design discipline, I aim to create provocative designs that will change the way people see plastic. The implementation of attractive design, my goal is to generate attention and buzz about bioplastics. During my Spring 2019 semester, I created my honors contract that was an ad campaign about the harmful effects that humans make to our oceans. I created two posters that demonstrated rising sea levels and plastic pollution effects on marine life. During the final years of my college career, I aim to depict a story of how passionate I am about the environment and find ways to efficiently change our everyday lives to become a more sustainable planet.

I live in Hull, Massachusetts, where the land consists of multiple islands connected by sandbars. I grew up loving the beach and spending most of my days there and have always envisioned raising my kids by the beach. However, between intense storms, rising sea levels, and general climate change education, I now fear it will be impossible for me to raise my kids there. Climate change is a significant concern to me, and this is how I started my passion projects towards protecting the environment and the awareness of climate change.

In my undergrad thesis, I wanted to explore the possible futures of bioplastics. I want to create a step in the right direction in the only way I know how - through good design that educates. I know this will not be the final solution to this massive problem that we have, but I genuinely believe that this will be the right direction for mankind. Next time you drink out of a water bottle or finish your shampoo bottle, I want you to notice a bioplastic substitute would have no adverse effects on your experience while reducing the impact of plastic pollution.
Plastic is cheap and versatile, making its presence extremely prevalent in the 20th century. Plastic has been a lifesaver for people when it comes to convenience, technology, and medical equipment. With a broad perspective of how plastics have changed the world we live in today, I question: where do they come from, where do they go when we toss them away, and is there any way we can change this pattern we are currently on? Traditional plastic is made from petroleum oil or crude oil. In order to create conventional plastics, we have to extract oil out of our Earth. Petroleum oil is a finite resource, and as it depletes, we will see a rise in the price of traditional plastics. When throwing away plastic, it usually ends up in landfills, the ocean, our ecosystem, and so forth. Only 10% of traditional plastic is appropriately recycled (Sanclements, 6). Traditional plastic is in our ecosystems, such as our oceans, and it is creating a severe problem for marine life. The plastic pollution problem is created by humans, due to lack of education and resources regarding the disposal of this long-lasting material properly. We are now living in the age of plastics.
Answering the Plastic Crisis

**BIOPLASTICS (n):** a type of biodegradable plastic derived from biological substances rather than from petroleum.

My answer to the current plastic waste crisis is to create a socially ethical company that makes bioplastics. Bioplastics are plastic made from organic materials, and therefore they can decompose, unlike conventional plastic. I want to make a compelling argument that with good design, the conventional plastics market can be penetrated, and bioplastics can become a household resource for everyday lives. The demand for bioplastics is an untapped market. With the rate we are consuming plastics, introducing bioplastics will be a logical step in the right direction to a more sustainable earth. Although this company aims to create bioplastics, I want to express that limiting the use of single-use plastics is the most efficient way of reducing plastic pollution. I look to Germany’s color-coding trash to create a more sustainable waste system. Through the creation of a new system, I will also focus on educating the public through infographics. I intend to introduce bioplastics to the following markets: garbage bags, compost bags, and single-use plastics such as water bottles, food service items, and beauty containers.

I have created a brand called Gaia Bioplastics. This brand aims to develop sustainable bioplastics that are 100% biodegradable. Through this brand, I will run a social ad and awareness campaigns and educational infographics. Gaia has three different bioplastics that it will study and produce: Lignin, Hemp, and Seaweed. Each of these bioplastics has its own sub logo with a differentiated logo and color scheme. These strategic colors help the consumer make an informed decision on what they are buying. These bioplastics can help create a step in the right direction for a more sustainable future for our Earth. Plastic is so tightly woven into our everyday lives; we barely notice how prevalent it is within our society. Therefore, with the use of a well-designed brand and social awareness campaign is crucial for the success and influencing people to switch to bioplastics.

**Glossary**

- **Carbon Neutral:** making no net release of carbon dioxide to the atmosphere, especially through offsetting emissions by planting trees.
- **Tensile Strength:** the resistance of a material to breaking under tension.
- **Biomass:** organic matter used as a fuel, especially in a power station for the generation of electricity.
- **Feedstocks:** raw material to supply or fuel a machine or industrial process.
- **Polymer:** a substance that has a molecular structure consisting chiefly or entirely of a large number of similar units bonded together.
- **Cellulose:** an insoluble substance which is the main constituent of plant cell walls and of vegetable fibers such as cotton. It is a polysaccharide consisting of chains of glucose monomers.
- **Petroleum:** a liquid mixture of hydrocarbons that is present in certain rock strata and can be extracted and refined to produce fuels.
- **Composite:** made up of various parts or elements.
During my Fall 2019 semester, I authored and designed a 60-page brand standards guide, creating an identity for my company, Gaia Bioplastics. This style guide created a personality for the Gaia Bioplastics brand and therefore helped bring this campaign to life. I envisioned Gaia as a person and asked myself essential questions: what would they look like? Where would they shop? What do they do for fun? Are they aware of the current trends? With these questions, I created a brand with a consumer profile that was personable, unique, and creative for today’s market. Mark Gobe wrote, “an identity program in the 21st century is a multidimensional expression of a brand vision brought to life in the most imaginative way” (129). By envisioning an identity for Gaia Bioplastics, I have created a logo and a set of guides that have a personality and a heart.

It is easy to say my brand has a heart due to the involvement that it has with the environment; it is also easy to deny. Identifying that a brand has a personality is the answer to solving consumer doubts about the transition to bioplastics. Giving personality to my brand through typography, photography, and illustration, ultimately created a compelling image that speaks to a broad range of consumers. We are in an age of truth, and with the consumer being more ethically aware of their purchases, I believe bringing my brand to the market will generate a significant amount of positive feedback. Today is the right time to be talking about these pressing matters. Today is the right time to be pushing back against the plastic and oil industry with more sustainable options. Today is the right time to inform consumers to become more aware of the impact of their purchase choices.

My brand has a very consistent color pallet — the main color of each of my primary and sub-logos consists of different variations of green. The idea I had behind choosing green was to make a clear picture that this brand is about the environment and nature. Younger Americans correlate green with nature, health, and environmentalism (Gobe, 81). Therefore, when the consumer sees Gaia’s logo, they will automatically assume it is eco-friendly without knowing about the brand itself. I chose the color blue to have connotations to the ocean. The color is subliminal to the green eco-friendly colors, although it ties back to the idea of plastics drowning our oceans. Al Reis wrote in 22 Immutable Laws of Branding that leaders in the market have first pick on the color choice of their logo (89). My goal is to become a leader in the Bioplastics industry. Reis also writes that to become the leader, you must become first in the industry, and there is no time to waste (90). While there are already competitors, there is no clear front runner, allowing Gaia the opportunity to become one. None are making the strides that I aim to with Gaia Bioplastics.

I have used the brand based corporate identity relationship model in mind when creating my brand. In Mark Gobe’s Corporate Identity Relationship Model (brand based), he explains, “Emotional Branding enhances corporate branding with a powerful point of view that can integrate the human factor to provide a more cohesive vision consistent with the objectives of the company. It is about simplifying and clarifying the possibilities and charting new innovative paths” (140). Gaia Bioplastics is charting these new and innovative paths with the main idea of eliminating oil-based plastics and replacing them with 100% biodegradable bioplastics. This will not be a small feat. This will take time and the use of great advertising, social awareness campaigns, and education Gaia Bioplastics will be effective at speaking to the consumer.

“Creativity is overtaking capital as principal elixir of growth. And creativity, although precious, shares few of the constraints that limit the range and availability of capital and physical goods.”

–Quoted from Mark Gobe’s “Emotional Branding: The New Paradigm for Connecting Brands to People”
BIOPLASTICS
Perhaps the closest we have ever come to having a significant presence of bioplastics was when Henry Ford began a substantial research project aimed at making plastic automobile parts out of soybeans (Stevens, 5). To date, more than 18 trillion pounds of plastic have been produced, and bioplastics make up just one percent of all plastic (Gibbens, “What you need to know about plant-based plastics”). That means the majority of plastic being produced today is petroleum, or crude oil, based plastic. Petroleum is a finite substance, and to plan accordingly, we must make sure we are not utterly dependent on this resource.

I passionately believe we should take this course of action. By weaning off of plastics, it will make us better prepared for the future and help aid in creating a cleaner environment. E. S. Stevens excellently wrote, “As fossil fuels become more and more expensive, is now not the time to begin developing technologies based on alternative feedstocks?” (25).

Traditional petroleum-based plastics are nonrenewable and are not biodegradable, breaking up into smaller pieces deemed “microplastics” that stay in our ecosystem for centuries. Petroleum-based plastics are harmful to the environment by going into landfills, waste streams, and even our oceans. Bioplastics are non-toxic, recyclable, and are biodegradable, thereby having minimal impact on waste management. They can be returned to the ecosystem harmlessly in a carbon-neutral process (Stevens, 138). That is why I have come up with a company that not only capitalizes on bioplastics, but also creates educational infographics to inform and spread awareness about the harmful effects of traditional plastics and how we as humans can stop this ever so saturated market of plastic. I created the brand Gaia Bioplastics (Gaia). The name “Gaia” comes from the ancient Greek goddess of the Earth—a fitting name for a brand that strives to be kinder to nature and protect our environment.
Lignin is an organic polymer that is in the cell walls of woody plants. Troy Farah wrote that lignin might be one of the most promising bioplastics (“Bioplastics continue to blossom”). Lignin is promising because the polymer is solid and robust, and when put to the test, it has a very high tensile strength. Tensile strength is “a measure of the force required to break a test specimen when it is placed between two clamps and drawn” (Stevens, 142). Lignin is a byproduct of making paper; approximately 70 million tons of lignin is pulped every year (Farah, “Bioplastics continue to blossom”). This creates a great partnership opportunity with paper making manufactures and therefore helps facilitate lower costs in producing this product. Lignin is fully biodegradable, and with its high tensile strength, would work efficiently for trash bags and compost bags. Using lignin bioplastic reduces plastic waste during the disposal process, since it can decompose and is fully biodegradable (Sarken, “High Strength Lignin Based Plastics”).

The lignin sub logo of the Gaia Bioplastics logo is a variation of the company logo. The colors that are within the logo are green and yellow. I chose these colors to create the idea of a budding tree. The logo is green with a yellow accent of a leaf as a ‘hairpiece’ for Gaia. When putting this logo on a bioplastic, the designer has the choice of putting the whole logo or just the hairpiece itself. The colors must always stay the same. The two options are so the logo can be suitable for all different variations of mediums. The idea is to use the lignin bioplastic for trash or compost bags. The applications can also expand to any type of film that encloses food.
Hemp is the non-toxic cousin of marijuana. Hemp and liquid hemp are within mainstream media as CBD and wellness trends, and it is used for its nutritional and medicinal purposes for years. Hemp has served as a raw material for countless products such as food, textiles, and medicine (Palmer, “Why is there a need for an alternative to plastics”). The leftover stalks and leaves can be processed into all kinds of plastics (Farah, “Bioplastics continue to blossom – are they really better for the environment?”). Hemp cellulose is mainly used to make paper but has the potential to become plastic. Like lignin, hemp is a byproduct. This creates yet another promising opportunity to have partnerships with manufacturers that produce CBD. Many car manufacturers such as BMW, Mercedes, and Bugatti are recognizing the potential of these plastics and incorporating hemp bioplastics within their vehicles (Palmer, “Why is there a need for an alternative to plastics”). Hemp bioplastic is advertised as 100% non-toxic biodegradable and recyclable. Hemp also has high tensile strength, making this a well-rounded bioplastic. The areas that I would market hemp bioplastics in would be beauty containers and water bottles.

The Hemp logo is similar to the company logo, with the addition of a hairpiece of a hemp leaf. The logo can be used as its logomark or as just the hemp leaf hairpiece. This is up to the design of the plastic bottle and the placement of the logo. The colors I chose are brown and green, to represent the hemp seed and the hemp leaf. Hemp is also a great bioplastic because it is 100% biodegradable, and it supports the brand’s standards.
Seaweed is an untapped market that has the excellent potential of being a bioplastic. In the published article by N. Rajendran, he states “macroalgae like seaweeds have more potential [...] because of its high biomass, ability to grow in wide ranges of environments, cost-effective, easily cultivated in a natural environment, and can be harvested around the year” (3). This exemplifies the fact that seaweed can be a useful resource for bioplastics. The fact that seaweed grows year-round and in many places makes this a suitable investment for seaweed farming. The macroalgae form under three different divisions: Chlorophyceae (green algae), Phaeophyceae (brown algae), and Rhodophyceae (red algae).

“Today, we are at the beginning of a seaweed renaissance, where seaweed can play an essential part in the push for sustainable alternatives for food, feed, materials, and energy” (Thue, 21). As there is more demand for seaweed bioplastics, we must find a balance between consumption and overconsumption.

Seaweed bioplastic would work the best in packaging. This is because of how well this bioplastic biodegrades. Graphic and product designer, Margarita Talep is already on board with creating a seaweed bioplastic. She writes, “This truly biodegradable plastic works because it is made from 100% organic material that can easily break down after just a couple months, depending on the weather” (Steffen, 3). The main ingredient in seaweed is agar, a jelly-like substance. Seaweed also has high tensile strength, is toxic-free, and will have chemical resistance similar to many plastics today (Rajendran, 3). This bioplastic would be a great addition to the packaging industry, especially food packaging. The logo I chose for Gaia’s Seaweed Bioplastic has a hairpiece of two leaves of seaweed. The colors are reminiscent of the ocean, a technique that utilizes a similar appearance to all the logos to create consistency.
Future Planning
Marketing

Marketing is a large part of how a brand becomes recognizable. When marketing is “harnessed responsibly, it can encourage us to recycle, reuse, buy Fairtrade, eat healthily, drink sensibly, save energy, and support good causes” (Gordon, 144). Marketing for Gaia will use four different marketing strategies to create a sustainable brand. These strategies include green marketing, social marketing, critical marketing, and to design for good, Gaia will use cause-related marketing strategy. Through these strategies, marketing for Gaia will build brand awareness, brand image, and brand association. To create a sustainable company with sustainable marketing, each of these strategies will complement one another.

Social marketing targets individual behavior; it is defined as “the systematic application of marketing concepts and techniques, to achieve behavioral goals for a social or public good” (Gordon, 149). This strategy identifies the individual and persuades them to change their habits. For Gaia Bioplastics, the goal is to educate the individual and persuade them to change their habits. For Gaia Bioplastics, the goal is to educate the individual to be more conscious of how abundant traditional plastic is in the world and where their waste goes. The main objective of this strategy for Gaia is to encourage the individual to dispose of their bioplastics properly. The way Gaia will use social marketing strategy will be through intensive research and ad campaigns. Gaia Bioplastics will have an event that will run in April 2021 (see timeline). The month of April will consist of releasing the first roll-out of water bottles, along with a launch event that will create buzz around the goals of this company. At the event, there will be forms so individuals can pledge to reduce their use of petroleum-based plastics. The social ad campaign will consist of posters advertising the with poster size infographics informing the public of the harms of petroleum-based plastics.

Green marketing is described as “the holistic management process responsible for identifying, anticipating, and satisfying the requirements of customers and society, in a profitable and sustainable way” (Gordon, 147). Gaia will think about its impact on the environment from production to post-consumption while balancing the need for profit margins. One step that Gaia will take is partnering with firms that use hemp, lignin, and seaweed as a byproduct, this will reduce waste removal costs for those companies and will be cost beneficial for Gaia. Gaia strives to have a cleaner planet, and its message is to stop using plastics that are unnecessary and to persuade individuals to prevent the overconsumption of single-use plastics. “A Framework for Sustainable Marketing,” emphasizes, “if performed with integrity, green marketing is brand and corporate image enhancing, and likely to engender goodwill for public and media relations” (148). Gaia pledges to remain flexible and transparent; the brand aims to improve and strive with constantly updated research techniques. The main goal is to aim to achieve a cleaner planet.

Lastly, with the help of social and green marketing, critical marketing can be applied further to change the role of society as a whole. Critical marketing is a “critique of the schema of marketing systems, paradigms, and methodologies, and even the existence of marketing itself” (Gordon, 154). Green marketing and social marketing can help restructure the ideology of a sustainable individual. Still, without the implementation of critical marketing, one is not incentivized to become a more sustainable individual or consumer. “An important task of critical theory is to simultaneously offer a critique of contemporary society while envisioning solutions to problems” (Gordon 154). One significant strategy that Gaia will be to emphasize the ethical criticism around the overconsumption of traditional plastic, in an effort to introduce bioplastics as an alternative. Gaia will be creating ad campaigns to stop the consumption of single-use petroleum-based plastics with the use of informational infographics, as seen through the report. In today’s marketing, the focus is on overconsumption of products, Gaia aims to shift this view and focus on everyday quality of life goals, such as the conscious decision of choosing bioplastics. Along with these goals, Gaia will seek to influence upstream activities such as environmental regulations, advocacy, and policy change on the federal level. This is shown in the proposed color-coding waste system.
Problem:
Traditional plastics don’t decompose. They break up into smaller pieces and stay in the water for hundreds of years. This affects marine life as they ingest plastic within the ocean, mistaken it for their food. This causes them to feel full and eventually starve themselves to death.

Solution:
Gaia Bioplastics aim to create an alternative plastic that helps stop the plastic pollution. Their mission is to educate the public on plastic pollution and the fossil fuel industry.

For more information please go to gaiabioplastics.com
#GaiaBioplastics #TheSolution #YourTrashShouldNotBeTheirFood

Plastic from Seaweed

that’s a thing?

#ItsAThing
#GaiaBioplastics
#SeaweedPlastic
Plastic from Lignin

that’s a thing?

#ItsAThing
#GaiaBioplastics
#LigninPlastic

Plastic from Hemp

that’s a thing?

#ItsAThing
#GaiaBioplastics
#HempPlastic
To emphasize a sustainable marketing strategy with the use of social, green, and critical marketing, Gaia will also use cause-related marketing to target their audiences. Examples of companies successfully using cause-related marketing are the Truth campaign and TOM’s Shoes. Gaia will apply their ideologies to create its cause-related marketing strategy. Through the use of partnerships with non-profits that help clean our oceans, and to continue spreading the message of climate change. Gaia Bioplastics’ competitive advantage is their creativity; each bottle will have an artist’s work displayed, along with promoting the idea of having a cleaner planet. Consumers have “a pressing need to have products and services that have social and environmental value” (Lii, 16). It is integral that Gaia will have social and environmental value to the consumers.

Design for Good

Timeline

Starting in January 2021, Gaia will create partnerships with companies that use their main products (hemp and lignin) as byproducts. Gaia will also be creating a strategy for a guerrilla marketing strategy in sports events such as basketball. In February, social media platforms will have a call for artists to design their water bottle, along with partnering with a famous artist to unveil their first series. In March, Gaia will use guerrilla marketing to pass out its products at colleges and launch its first ad campaign. In April, it will be the unveiling of their first set of water bottles, along with campaigns for an event on Earth Day that will inform the public and hand out free merch. In May, Gaia will start implementing its voice politically by creating ads to educate the public on single-use plastics. June will have a competition for the top choices of art submitted by the audience. There will be voting on social media platforms bringing a sense of consumer involvement to the brand. In July, Gaia will have its first set of everyday artists that will appear on its water bottles. The water bottles will change each quarter. August and September, Gaia will be focusing on promoting its products along with advertising and conducting beach clean-ups. October will have their new set of artist-made water bottles. Also, in October, Gaia will do their last round of guerrilla marketing at events. In November and December, Gaia will reflect on their prior year and create a new timeline for 2022.
Creating partnerships

Creating marketing strategies for the upcoming year

Advocating for the environment on a political level

Creating ads and educational infographics

Social Media gamefication: contest and voting

Second round of water bottles reveal with winners from social media contest

Launch social ad campaign.

First set of water bottles launch

Earth Day event on April 22

Call for artists on all social media platforms

Partnering with famous artists to generate buzz

Guerrilla marketing at schools and sporting events

Promotion of beach clean-up

Beach clean-up event at several different locations Each weekend of the month

Third round of water bottles reveal

Guerrilla Marketing

Reflection on the year

Create a new timeline for 2022
Education

In this ever so saturated world, where ads come and go, having a brand presence is essential. “Brand presence at its best connects intimately to the consumer’s lifestyle” (Gobe, 185). With the new age of technology, advertisement is ever-changing. Being creative, innovative, and up to date on modern trends is crucial to having a successful brand. Gaia Bioplastics aims to be up to date with the contemporary trends of information and aims to be 100% transparent and to educate their consumers. That is why it is imperative to continually update the consumer with accurate facts about what the Gaia brand represents with legible infographics. One of the biggest challenges that Gaia Bioplastics faces is creating a waste system for these bioplastics. If disposed of properly, these plastics can be beneficial to eliminate the waste problem. Although many fears are that people will make uneducated assumptions about bioplastics, such as just throwing the bioplastic on the ground, thinking that is a proper way of disposal. That is why I have created these educational infographics that show the public how to dispose of bioplastics properly.

Color Coding

I have looked to Germany to implement a color-coding system that will be beneficial to the country and to the way we work our waste management system. According to E.S. Stevens, “Plastics now make up a significant part of a typical municipal solid-waste system, [...] Forty-four billion pounds of plastic enter the United States’s municipal solid-waste stream each year, equivalent to half a pound per day per person” (17). The task of improving the waste management system will have to be at a federal level. In Germany, their municipal waste system is divided up by colored bins. This is something easy to follow and can be implemented all around the country. Their containers consist of four bins at each person’s house and a non-returnable glass bin section that is in most neighborhoods (“How to Germany”). The bins differ from each district but follow the same guidelines. The black bin is for all nonrecyclable, non-hazardous waste, residual waste. The blue bins are for paper and cardboard products. The green bins are for organic waste, compost. Lastly, the yellow bins are any other recyclables such as beverage bottles, metal, empty tins (Cave, “Recycling in Germany”). By advocating a color-coding system in the United States, this will benefit Gaia Bioplastics. Creating this system will help consumers understand where bioplastics fall into the color-coding system. I have proposed Gaia’s take on a color-coding system for the United States with an informational infographic.
Color-Coding your Trash
Based off of Germany's Waste Management System

- Photos
- Sanitary Items
- Household Dishes
- Ashes and Cigarettes
- Newspaper
- Books and Magazines
- Paper
- Egg Shells
- Tea Bags and Coffee Filters
- Traditional Plastics
- GAIA Bioplastics
- Garden Waste
- Food Scraps
- Watering Can
- Aluminum
- Pots and Pans
- Clothing
- Recycling
Conclusion

With the use of brand theory, marketing, and ad campaigns, Gaia Bioplastics have the potential to become a significant brand. The main focus of this brand is to inform the public on scientific facts about the individual's overconsumption of petroleum-based plastic. This brand influences the consumer on making more ethical choices. Gaia Bioplastics is creative, yet strategic. The brand has room for growth, along with an aim for recognition. Overall, Gaia's purpose is to create a more sustainable future for all.

Creating this thesis has been a passion of mine. Completing this year-long project is something that I am very proud of. This has been my most significant project to date, and I am so thrilled to be able to say, 'I finished my undergrad with a well-developed thesis.' With the guidance of my mentor, Alain Blunt, and Dr. Jacobsen, I have created a company that not only has personality but emphasizes environmental issues that are going on today. My most substantial challenge was getting all my words down on paper. Also, with the more I researched about bioplastics, I found out that they do not decompose well in the ocean, that is when I created the proposal of following Germany's waste system. This will not only inform more people but will help provide structure for the company as a whole. Although, there were some crazy hurdles in the road to completing my thesis, I believe I gained the experience that has made my education at Bridgewater State University fulfilled.

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Thank you for everything.


Photo Sources:
https://www.nps.gov/glba/learn/nature/kelp-forest.htm
https://www.pexels.com/photo/forest-covered-in-white-fog-1423600/
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It was the summer of 2018 and I went to a local music festival. By the end of the night, there was plastic covering the ground. There were more than enough trash bins, and not enough recycling, yet plastic was all over the ground. I thought “what is the solution to this” and that is when Gaia Bioplastics was created. The word Gaia means the goddess of the earth, thus the logo mark is making a direct connection to the goddess herself. Gaia Bioplastics’ mission is to create a clean alternative to plastics. A biodegradable plastic that is an alternative to petroleum based plastics.

The use of the mark can be changed into sub logos of hemp, seaweed, and lignin and these all have their own color palettes. The type in “Gaia” is always meant to be one color, black. The type of “bioplastics” and the sub logos can be within the color palette.
OUR VALUES

100% BIODEGRADABLE

ECO FRIENDLY

ETHICAL BUYING
OUR CUSTOMER

THEY ARE CREATIVE

THEY ARE MODERN

THEY ARE AWARE
ANATOMY

Logo Mark

Logo Type

Minimum Size

1 1/2"

1"

Clear Space

BIOPLASTICS
LOGO
USAGE

Horizontal Arrangement

Logo Type only

Logo Mark only

Primary Logo

All white logo on top tint

All white logo on top black

All black logo

Gray scale

All white logo on-top color
TAGLINE USAGE

Horizontal Arrangement

GAIA BIOPLASTICS
A BETTER PLASTIC

Vertical Arrangement

GAIA BIOPLASTICS
A BETTER PLASTIC

Tagline can be used separate from the logo. It should be in Ideal Sans Book Italic. The same clear space applies when adding the tagline.
IMPROPER USAGE

a. do not stretch or distort the logo mark or logo type
b. do not change the change orientation other than what is shown
c. do not rotate the logo
d. do not use off brand colors
e. do not place elements in the logo clear space
f. do not add drop shadows
PHOTO USAGE

There are many ways to use photos, just make sure the type is not obstructed by the image. Here are some tips.

- Be careful with light backgrounds, use all black logos on light backgrounds.
- Be careful with ‘busy’ backgrounds. Use backgrounds a blurred background.
- When using a dark background, use white text and white logo.
<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Codes</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary (Corporate) Color</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7464U Tint 60%</td>
<td>C37 M12 Y0 K0</td>
<td>R153 6198 B238</td>
</tr>
<tr>
<td>7464U Tint 30%</td>
<td>C37 M12 Y0 K0</td>
<td>R153 6198 B238</td>
</tr>
<tr>
<td>7464U Tint 100%</td>
<td>C0 M0 Y0 K100</td>
<td>R0 0 G0 B0</td>
</tr>
<tr>
<td>Tint 60%</td>
<td>C43 M0 Y61 K0</td>
<td>R150 6214 B138</td>
</tr>
<tr>
<td>Tint 30%</td>
<td>C43 M0 Y61 K0</td>
<td>R150 6214 B138</td>
</tr>
<tr>
<td>Neutral Black U Tint 100%</td>
<td>C0 M0 Y0 K100</td>
<td>R0 0 G0 B0</td>
</tr>
<tr>
<td>358U Tint 60%</td>
<td>C43 M0 Y61 K0</td>
<td>R150 6214 B138</td>
</tr>
<tr>
<td>358U Tint 30%</td>
<td>C43 M0 Y61 K0</td>
<td>R150 6214 B138</td>
</tr>
</tbody>
</table>
Secondary (Lignin) Color Specs

Neutral Black U
Tint 100%
C0 M0 Y0 K100
R0 G0 B0

Neutral Black U
Tint 30%
C0 M0 Y0 K100
R0 G0 B0

Neutral Black U
Tint 60%
C0 M0 Y0 K100
R0 G0 B0

Secondary (Hemp) Color Specs

Neutral Black U
Tint 100%
C0 M0 Y0 K100
R0 G0 B0

Neutral Black U
Tint 30%
C0 M0 Y0 K100
R0 G0 B0

Neutral Black U
Tint 60%
C0 M0 Y0 K100
R0 G0 B0
Secondary (Seaweed) Color Specs

| Neutral Black U | Tint 100% | C0 M0 Y0 K100 | R0 G0 B0 |
| Neutral Black U | Tint 60% | C0 M0 Y0 K100 | R0 G0 B0 |
| Neutral Black U | Tint 30% | C0 M0 Y0 K100 | R0 G0 B0 |
| \(283 U\) | Tint 60% | C37 M11 Y0 K0 | R153 G198 B238 |
| \(283 U\) | Tint 30% | C37 M11 Y0 K0 | R153 G198 B238 |
| Neutral Black U | Tint 60% | C0 M0 Y0 K100 | R0 G0 B0 |
| Neutral Black U | Tint 30% | C0 M0 Y0 K100 | R0 G0 B0 |
Miso
Miso is used throughout this brand standards, along with the sub title of the logo. Use Miso Regular over Miso Light to ensure legibility. Miso embodies a more unique personality that also portrays the brand’s essence.

Arial
An alternative to Miso is Arial

Ideal Sans
Ideal Sans is used to compliment Miso. It is meant to be used on long bodies of text, 40 words or more. This font is used mainly in Book, although there is 10 variations in the family and the user is free to use them sparingly. But please, always choose Book over Light.

Myriad Pro
An alternative to Ideal sans is Myriad Pro
There are 3 horizon lines. The first horizon at the 1 inch margin, second horizon at the 1/6th, third horizon at the 1/3rd. Do not stray from these.

The use of 3rds and 6ths come from the 3 sub logos of Gaia Bioplastics. Throughout this manual, the rule of 3rds and 6ths are applied. Use this when creating all promotional material such as brochures, stationary, posters and campaigns. The gutters are always on a standard .1667 inch.
LOGO ANATOMY

LOGO

Clear Space

Minimum Size

1 1/2"

1"

Logo Mark

Logo Type

BIOPLASTICS

LIGNIN

BIOPLASTICS

LIGNIN
LOGO USAGE

Horizontal Arrangement

Logo Type only

Logo Mark only

Gray scale

Primary Logo

All black logo

All white logo on-top tint

All white logo on-top color
ANATOMY

BIOPLASTICS HEMP

Logo Mark

Logo Type

Clear Space

Minimum Size

1/2"
LOGO USAGE

Horizontal Arrangement

Logo Type only

Logo Mark only

Primary Logo

All white logo on-top black

All white logo on-top tint

All white logo on-top color

Gray scale
THE BOTTLES

Due to our very creative background, the hemp water bottle would be considered a ‘blank canvas’ this could be where an artist can be hired and design a cool label that can entice the consumer to buying this product.

While the lignin water bottle would be a more typography oriented. This brand is flexible with either option. This creates room for diversity among products.