

# Yellowbrand®

CASE STUDY:

**IMPETUS WASTE MANAGEMENT**



## ***Where there's muck there's brass***

Every now and then an opportunity arises that is just too grand to pass up. In the world of waste management, new technologies are allowing waste to become a resource. Suddenly that which used to burden authorities becomes a valuable commodity. As long as you can join the dots, conjoined capability can become alchemy.

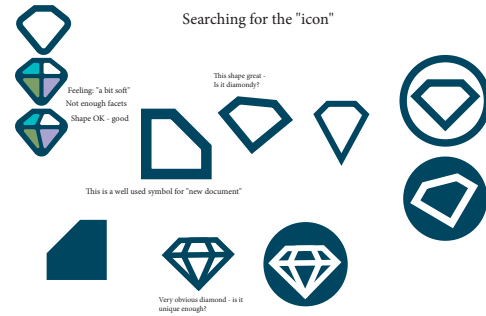
Impetus is the consolidation of five organisations' capabilities to one mutual end: processing the lowest level, most challenging waste into valueable RDF – refuse derived fuel – for power generation.

## ***The black bag gold: value from waste.***

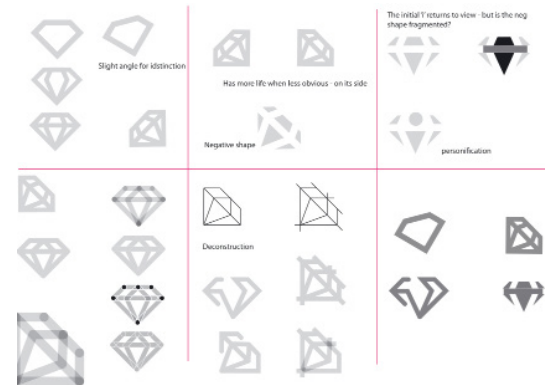
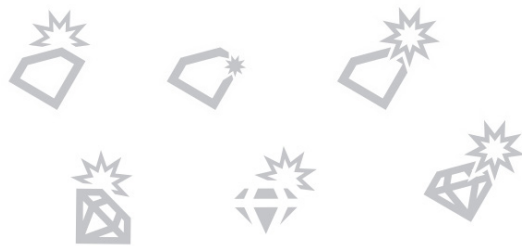
Now thats a right good idea.

- A rebrand to unite 5 companies' technological and logistical capabilities. A VC initiative.
- Ideas facilitation
- Visual brand development
- Activation and support.

# 'Value out of waste' – working ideas through to final.



Impetus - Final design proposals. 10





*Realising value from waste*

## The logo mark



Our logo is carefully constructed to keep our name and core message 'value', strongly legible in a wide range of settings.

## Deployment

Signage

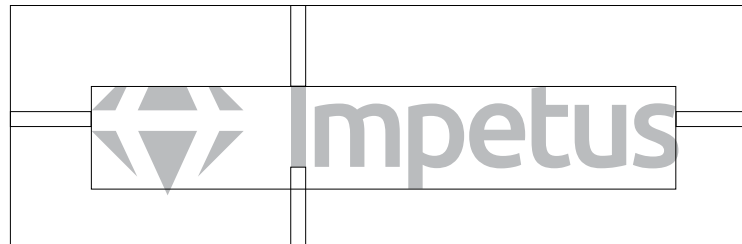


Impetus Visual brand guide

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## The logo mark

Safe area: Do not place other material closer than one capital "I" away from the logo



Impetus Visual brand guide

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# Deployment

## Stationery



Realising value from waste

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