

WORLD WITHOUT WASTE



PROGRAM PLATFORM



LEGEND

NEW MBS RECYCLING LOGO



COMMITTED TO ZERO WASTE



Mercedes-Benz
STADIUM

Everyone needs to play their part.

LOGO SYNERGY



Redesigned Logo



Logo Overlay



Stadium Logo





LOGO APPLICATIONS

LEGEND

VARIOUS PLACEMENT

(Napkins, fountain ice boxes, popcorn boxes, cups)



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BIN SIGNAGE

LEGEND

CONCOURSE SIGNAGE:

With Aluminium Cup
Updated with DIN Black Font



CONCOURSE SIGNAGE:

Without Aluminium Cup
Updated with DIN Black Font



PREF BIN WRAPS:



Note: Follows rule of 3s.

CONCOURSE PRE-VIZ



Note: Follows rule of 3s.

PREMIUM BIN PRE-VIZ



PREF BIN WRAPS:



Note: Follows rule of 3s.

BIN INSERTS:



BIN INSERTS:





RECYCLE

BOTTLES & CANS



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STADIUM



COMPOST

EVERYTHING ELSE



POS



RECYCLE

BOTTLES & CANS



Mercedes-Benz
STADIUM



COMPOST

EVERYTHING ELSE



POS



TABLE TENT:





THANK YOU

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BOTTLES SIGNAGE:



SIGNAGE: VERSION 1

With Aluminium Cup
With Committed to Zero Waste



SIGNAGE: VERSION 2

Without Aluminium Cup
With Committed to Zero Waste



SIGNAGE: VERSION 3

With Aluminium Cup
without Committed to Zero Waste



SIGNAGE: VERSION 4

Without Aluminum Cups or
Committed to Zero Waste



Agency Recommended:
Committed to Zero Waste
Will be too small