

PROCESS BOOK



– REALLY USEFUL RECYCLERS –
Inspired Autism Creations

Designed by Brittney De Gouveia | 33422994

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MISSION STATEMENT

The purpose of this process book is to identify, clarify and refine the Really Useful Recyclers brand identity. Really Useful Recyclers, formerly known as RUR, is a micro-enterprise started by two very talented young men Josh and Courtney who have disabilities. Both of these artists have extremely supportive and hard working parents who are going above and beyond to give them a meaningful life by being able to work and support the community through recycling. My mission is to represent them through an excellent brand identity that depicts their company to be inspirational, creative, earthy and thought provoking.

This booklet displays the current relevant information of Really Useful Recyclers' brand identity, visual research and competing enterprises. With this information a fresh new logo was created to fully encompass the brand identity of Really Useful Recyclers, a logo displayed on three printed touch points to promote the brand.

RESEARCH INSIGHT

Really Useful Recyclers is a micro-enterprise that is focused on promoting employment in small business enterprises and to be a role model for people who's children with disabilities can get work after school. They strive to focus on the products and on those who make them, RUR has never been about making money but about making a change through recycling. They work hard, donate to charities and have a goal of giving those with disabilities a purpose in life, to be able to work and be a part of the community through recycling materials such as newspaper into useful products and artworks.

“From a tiny seed a vision grows”
- Del Smith

ABOUT REALLY USEFUL RECYCLERS

Really Useful Recyclers was first known as The Really Useful Recyclers, co-founded by two young men Courtney and Josh. It started after the great difficulties of Courtney and Josh finding employment after school. A incredibly difficult task with the limited job opportunities for young adults with a disability. Both Courtney and Josh's parents Del and Deb saw this issue and had came together to support them and have worked hard to strive to giving them a meaningful and valued life in society. The act of recycling newspaper into art work aided in giving Courtney and Josh a purpose in the community and a growth in them as individuals.

Really Useful Recyclers was formed and inspired by Courtney and Josh's passions, the recycling robot from Disney and Pixar's movie Wall-E, and Thomas the Tank Engine, who is a valued and 'really useful' individual in the community. Really Useful Recyclers is a great micro-enterprise that has given Courtney and Josh a real purpose and has enable their abilities to grow in a working and socializing environment thats perfectly catered for their skills.



Courtney and Josh

From Maker's Market and Eco Fairs to a variety of art exhibits and museums, Really Useful Recyclers has enriched Courtney and Josh's lives and those of the wider community. Based in Perth and now with a branch in Melbourne called Purposeful PaperArt, which Josh will lead as he heads back home to Melbourne to start his new recycling business. Courtney and Josh goal to be a part of the community has been achieved with their incredible success in recycling used newspaper into art.

BRAND IDENTITY ANALYSIS

WHY CONDUCT A BRAND AND IDENTITY ANALYSIS?

The brand and identity analysis is essential to the design process because it gives me advantageous insight into the visual strategies of the competition. It ensures I don't repeat, or get the same looking brand as RUR's competitors. It also allows me to look at what works while avoiding repeating competitor's mistakes.



Two of Courtney's Dedicated Team

PURPOSE

To promote the identity of Courtney and Josh, selling their newspaper art whilst also supporting micro-enterprise business'. The identity of these two incredible young men, who they are and how far they have come to achieve a place and purpose in the local and wider community is an identity that this brand holds strongly too. Their goal is to save their community through recycling and to ensure the Courtney and Josh have a meaningful life, working hard and showing the world that people with disabilities want to work just as much as anyone else.



Recycled Newspaper Wall Art

DESIGN OVERVIEW

Really Useful Recyclers is intending to form an compassionate emotional response from the story of Courtney and Josh's progress in the making and selling of recycled newspaper art whilst living with disabilities.

GOALS

- Networking with new customers
- Networking with business'
- Community links
- Sales

VALUES

- Community
- Family
- Acceptance
- Recycling
- Micro-enterprises

TYPOGRAPHY AND COLOUR

As seen on page five the logo design of Really Useful Recyclers shows the current brand design of their business. The current logo design depicts the same almost hand drawn, basic sans serif typography for the head title, the acronym, and the subheadings. This method of having the same typography for every piece of text on the logo creates a sense of unity, but with this method it doesn't express great contrast in hierarchy of the text and symbols within the design.

The colours shown on the logo design are very muted earthy tones of yellows and browns. The yellow oval shape of the logo being brighter than the murky brown hues of the background show contrast between the background and foreground of the design. The white coloured acronym also shows a prominent contrast from the rest of the design. These colours work well together and gives a sense of a natural and recyclable feel.

GRAPHIC COMPONENT

Really Useful Recyclers have a logo and a facebook page that showcases their brand identity. The logo below was seen used in the packaging and promotional content for Really Useful Recyclers. The logo design presents the audience with all the basic information a client needs to understanding what the business does and where to contact them.

It works really well in presenting the recycling aspect of the business with the textures but I feel it is a too old fashioned design that is only for an older demographic with the unattractive murky brown tones and similar hand drawn text. I want to make a design that is for a broader demographic.



Really Useful Recycler's Logo

CRITICAL ANALYSIS

Really Useful recyclers shows an already well established brand identity, but it lacks in having the right demographic. It requires more social media coverage such as developing a website or an Instagram page instead of just promoting itself on their facebook page. At the moment the current identity isn't appealing to all ages, at the very least it should try to appeal to a majority to become a more successful business.

By modernizing this brands identity and stylizing it in a more recognizable way will make it more professionally appealing and will open the business to more clients and business networking.



EMPATHY MAP



SEE

With the design of the logo those interviewed expressed that the design was not visually appealing with its colour palette and typography. They also mentioned that the logo featured too much text within the design and should only showcase the name of the business, its logo and possibly a slogan/tag-line to make it clear and straight to the point.

SAY & DO

Really Useful Recyclers consists of materials recycled into handmade artworks, meaning it would be desired by people who value handmade products and recycled art works.

Therefore I asked those interviewed if they prefer handmade recycled products. Many of them said they don't normally due to the high cost of handmade items but a few had family members who loved recycled products and would buy from RUR.

PAIN

- Trying to find information about RUR.
- No website or buying products page.
- No official store.

GAIN

- Unique handmade art work.
- Acceptance of disability people working.
- Helping the community.

THINK & FEEL

When the audience arrives at the Really Useful recyclers facebook page they are presented with the thought that the brands identity is one that is artistic and colourful. In the interview the audience mentioned that the identity of RUR presented a put together small business that gives a sense of a friendly and supportive community.

HEAR

From the audience that was interviewed and ranged from a variety of ages groups, non of them had heard of Really Useful Recyclers. This shows that RUR needs to modernize its identity with a more professional design and more publicity by promoting themselves on multiple social media forums.

WORD ASSOCIATION



METAPHORS

Unbendable paper.

PUNS

A cardboard belt is a waist of paper.

IDIOMS

Couldn't act his way out of a paper bag.

HYPERBOLE

I'm lighter then paper.

PERSONIFICATION

The paper folded playfully to the whims of man.

EMOTIONAL

Careful, you'll get a paper cut.

SLANG

Aha! My paper beat your rock!

HISTORICAL

Originated as Latin 'Papyrus' from the aquatic plant Cyperus Papyrus.

FACTS

It takes an average of 5 liters of water to produce one piece of A4 paper.

NATASHA Lorence

PERSONA 1

AGE: 32

OCCUPATION: Small
Restaurant Owner

STATUS: Married

LOCATION: Perth

ABOUT

Natasha Lorence is the owner of a small breakfast cafe called Vegan Breakie in Fremantle, and is married with 3 kids. She started her business when the boom of eating healthy and being vegan started to become popular. Being a vegan she became highly invested in her goal of making her business with just vegan based foods/drinks. She's moved from Victoria to Perth to make her goals a reality with less competition.

Natasha hopes to make her store completely environmentally sustainable and as such she is interested in Really Useful Recyclers handmaid and sustainable artworks. Natasha is interested in some of their unique art work to decorate her store suitably. Getting one step further to her goal of an entirely sustainable business.

PERSONALTY

Extrovert ☒ Introvert

Sensing ☒ Intuition

Thinking ☒ Feeling

Judging ☒ Perceiving

MOTIVATIONS

Incentive ☒
Fear ☒
Growth ☒
Achievement ☒
Power ☒
Socializing ☒

INTERESTS

- Saving the environment.
- Family.
- Handmaid products.

GOALS

- Get her kids into university.
- To build a name for her self-owned business.
- Have an entirely environmentally sustainable food business.

FRUSTRATIONS

- Annoying when a nice restaurant has no food for vegans.
- Difficult to make a fully vegan food business.
- Maintaining balance between family and work.

SHEENA Zawadi

PERSONA 2

AGE: 63

OCCUPATION: Baker

STATUS: Married

LOCATION: Perth

ABOUT

Sheena Zawadi is a compassionate grandmother and mother of four children long since grown up and moved out. She is still working at her local bakery, making and decorating sweet goods to keep herself busy and to socialize with the community. Sheena enjoys volunteering at community fairs and events in her spare time.

Sheena really loves the thought of Really Useful Recyclers and what they stand for; she has a granddaughter with Autism and wants her to live a great life to her full potential without the restrictions society has placed on those with a disability. Sheena highly respects the company and enjoys the unique art pieces they produce.

PERSONALTY

Extrovert ☒ Introvert

Sensing ☒ Intuition

Thinking ☒ Feeling

Judging ☒ Perceiving

MOTIVATIONS

Incentive ☒
Fear ☒
Growth ☒
Achievement ☒
Power ☒
Socializing ☒

INTERESTS

- Baking
- Saving the environment.
- Family.
- Handmaid products.

GOALS

- Caring for family.
- Helping as many people as possible.
- Improving the community.

FRUSTRATIONS

- Quality handmaid products are disappearing and low quality mass production is increasing.
- Maneuvering through the web.
- Face to face socializing is disappearing.

“I want to make my business fully sustainable” -Natasha Lorence

“Baking sweets always brings happiness” -Sheena Zawadi

ELIJAH Rivera

PERSONA 3

AGE: 29

OCCUPATION: Student (studying Earth and Environmental Sciences)

STATUS: Single

LOCATION: Perth

INTERESTS

- Family.
- Unique artwork, not mass produced.
- Global Warming and ecosystems.

GOALS

- Finish his degree.
- Help reduce others and his own carbon footprint.
- Fix environmental issues.

FRUSTRATIONS

- People who don't care about our planet.
- Society is only working at a minuscule rate to decrease their carbon footprint.

ABOUT

Elijah Rivera is a single 29 year old student studying Earth and Environmental Sciences. Elijah is interested in these studies because global warming and all of the Earth's environmental issues greatly effects him and the 7+ billion people on the planet. These issues can't and shouldn't be ignored and Elijah wants to do all he can to help fix it.

Elijah was introduced to Really Useful Recyclers through a friend when trying to think of a gift to give to his father for his birthday. Elijah wanted the gift to be unique to make it more meaningful, and that it is environmentally sustainable. Trying to keep a low carbon footprint in every aspect of his life. Elijah is interested in Really Useful Recyclers commissioning an art piece of his fathers favorite football team the West Coast Eagles.

PERSONALTY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

MOTIVATIONS

Incentive

Fear

Growth

Achievement

Power

Socializing

BRAND IDENTITY SUMMARY

MOTTO: From a tiny seed a vision grows.

CORE DESIRE: To give those with a disability a chance to work.

GOAL: Change societies view on people with disabilities working.

GREATEST FEAR: Society never changing their stigma on disabilities.

STRATEGY: Showing the amount of progress and achievements Courtney and Josh have conquered with RUR.

WEAKNESS: Small business, not very well known, needs a website or an Instagram account to showcase art.

STRENGTH: Unique and creative designs/ideas seen no where else.

IDENTITY CHARACTER

Unique designs unlike you've ever seen and all of it is recycled to save our community.

IDENTITY ASSOCIATIONS

Market places - Newspaper - Recycling - Eco Fairs - Community - Art - Paper



SENSORY ASSOCIATIONS

SIGHT: Colour.

TOUCH: Smooth newspaper/paper feel.

HEAR: Only positive comments on the Facebook page.

TASTE: Sweet.

SMELL: Old paper smell.

VISUAL IDENTITY

- Friendly and earthy.
- Old fashioned.
- The logo can be placed on promotional items.
- Inspiring others with their methods of recycling and the unique are works.

CULTURE & VALUES

Really Useful Recyclers believe they can change societies view on people with a disability working by showing the community just what Courtney and Josh can accomplish. They they are people, and wish to work just like everyone else.

RELATIONSHIP

Really Useful Recyclers communicates with clients through their Facebook page, at market stalls, and fairs. There are a lot of well reviewed comments on the Facebook page on the products they purchased from RUR.

“My father is my hero” -Elijah Rivera

VISUAL INVESTIGATION

WHY DO WE INVESTIGATE COMPETITIVE COMPANIES DESIGNS AND USE MOOD BOARDS?

Investigating competitors of Really Useful Recourses helps to give an overview of the level in which the design should surpass or be equal with. Presenting how a recycling design should be featured and the universal aspects of their designs to associate with recycling.

Mood boards and Sensation boards are created and used to help set what the designs tone and hue may aspire be. Mood boards showcase images of colour and textures that could influence future aspects of a layout or design.

COMPETITOR ANALYSIS



DESIGN OVERVIEW

From the portrayed identity of its touch points, this company feels and looks professional.

PURPOSE

TerraCycle is Eliminating the Idea of Waste by recycling the non-recyclable. They can collect and recycle almost any form of waste and have raised over \$44,806,327 for charity.

COLOURS & TYPOGRAPHY

In the touch points, bright colours were used. Bright lime green (energy) for the background of the logo and white for the logo and text as contrast.

A bold sans serif font in all caps to make the viewer have to focus more on the text to understand it.

GRAPHIC COMPONENTS

The primary graphic element in its identity is the logo with its bright colour. In the website the logo works well against the dark images.

CRITICAL ANALYSIS

It's a very effective identity with well presented professional graphic elements. The lime colour really makes it a stand out logo design.



DESIGN OVERVIEW

The design looks professional and stands out from other recycling brands, but will hinder the male demographic with its choice of pink.

PURPOSE

Reverse garbage gathers thrown-out materials and express their passion by turning them into creative art pieces. With classes in how to recycle rubbish into art so everyone can make a difference.

COLOURS & TYPOGRAPHY

The website shows bright colours contrasting against dark images. The colours used are feminine pinks and dark to light blues (calm).

The text is a bold sans serif font. The slogan, scaled to fit under the head title shows a clear hierarchy.

GRAPHIC COMPONENTS

The primary graphic elements in its identity is the head title with its large size and contrast of pink to blue.

CRITICAL ANALYSIS

The design is visually professional but would range in the majority of female demographics with the feminine colours.



DESIGN OVERVIEW

From the portrayed identity of its touch points, this brand feels stable and modern in its appearance.

PURPOSE

At Green Collect they don't just recycle materials, they use them to create work opportunities for communities who face barriers to employment.

COLOURS & TYPOGRAPHY

The colours used were a muted green with a light gray (industrial/modern) to show contrast in the design.

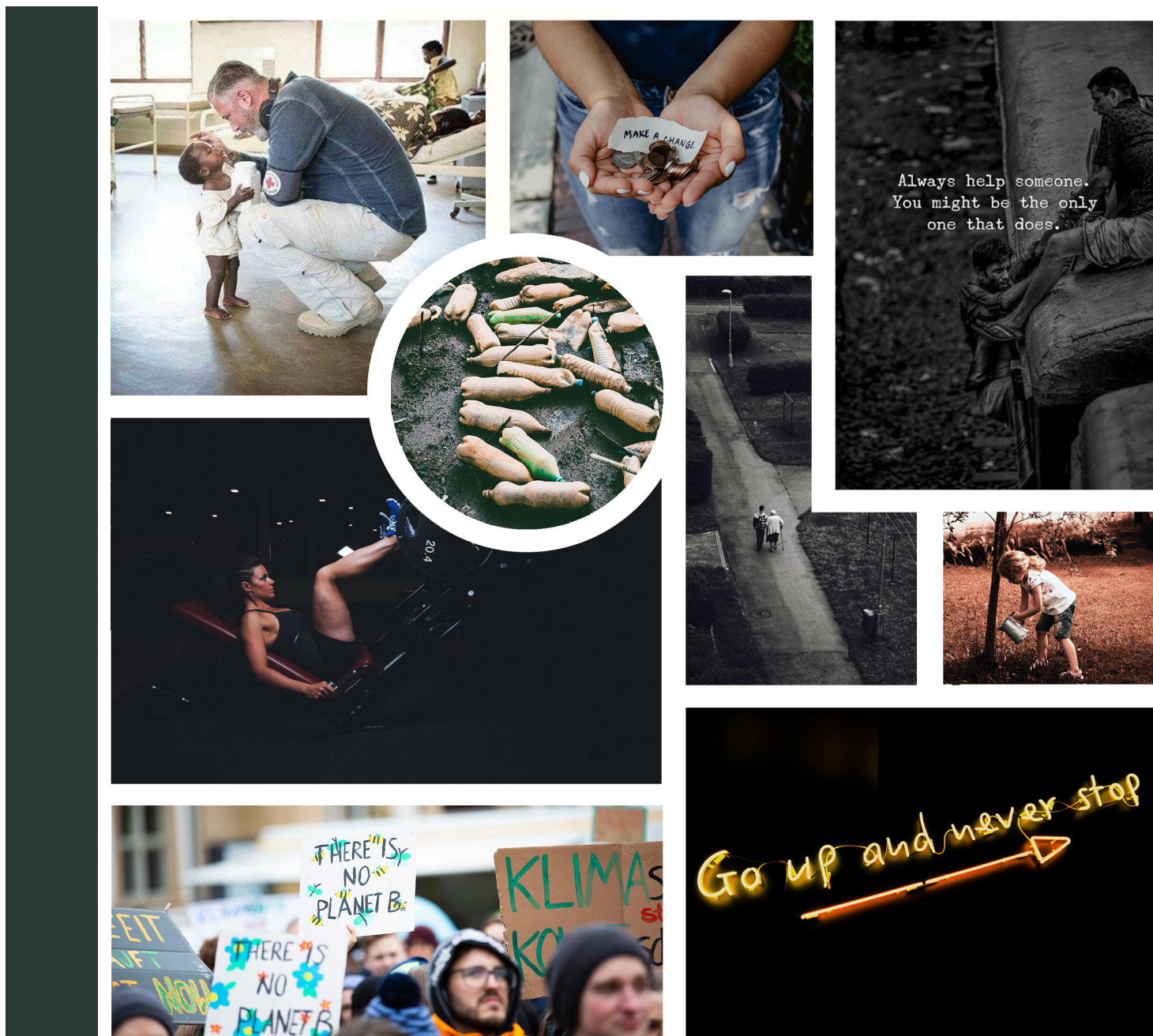
A simple sans serif, all lower case font was used for the design logo to give a clean and fresh feel.

GRAPHIC COMPONENTS

The primary graphic elements in the logo would be the colour green bringing focus to the word. The simplicity of the logo is very appealing.

CRITICAL ANALYSIS

Its identity is overall clean and well displayed. Showing the professionalism within the company. Its a very visually appealing and calming identity.



SENSATION BOARD

This sensation board was constructed to inspire the feeling and act of change. Designed to give the audience a sense of wanting to 'make a change', to be compassionate, to support others, and help change the world for the better by supporting recycling brands.

Make a change by being compassionate to the earth and to all that live on it. People should keep moving forward but should always endeavor to help those around them, and supporting small micro-enterprises is just one step to making a big impact.



MOOD BOARD

This mood board showcases examples of textures, colours and typography that I will draw inspiration from to put into the development process of my logo design. Natural elements and tones were the key concept of this mood board. Depicting cool calming colours of natural deep greens, loyal navy blues with earthy brown hues.

These tones were used to link with the recycling aspect of the company and the blues representing the deep seated loyalty in RUR's customers and its strong family support.

TYPOGRAPHY DEVELOPMENT

RUR	<i>Chapline Personal Use Only</i>
RUR	<i>Herey Script</i>
RUR	<i>Lucy the Cat</i>
RUR	<i>Sketch</i>
RUR	BIGNOODLETHING
RUR	Oswald
RUR	Bondoni MT

Really Useful Recyclers
 REALLY USEFUL RECYCLERS
 Really Useful Recyclers
 Really Useful Recyclers
 Really Useful Recyclers
 Really Useful Recyclers
 Really Useful Recyclers

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1001FONTS

I chose to find fonts from the 100Fonts website due to its large range of free to use typography in all manor of style and design.

HEAD TITLE FONT DEVELOPMENT

Choosing to experiment with cursive bold sans serif and serif fonts. Experimenting with the contrast between fonts that are cursive and fonts that are sleek and modern.

SUBHEADINGS FONT DEVELOPMENT

Experimenting on different subheading typography varied in the same fashion as was done for the head title development. Choosing to explore the same fonts for the subheading to visually see the typography in action. Only natural calming colours were added to the fonts to link with the theme of nature and recycling.

Bondoni MT
 Oswald
 Prata
 Bree Serif
 Herey Script
 Lucy the Cat
 Sketch

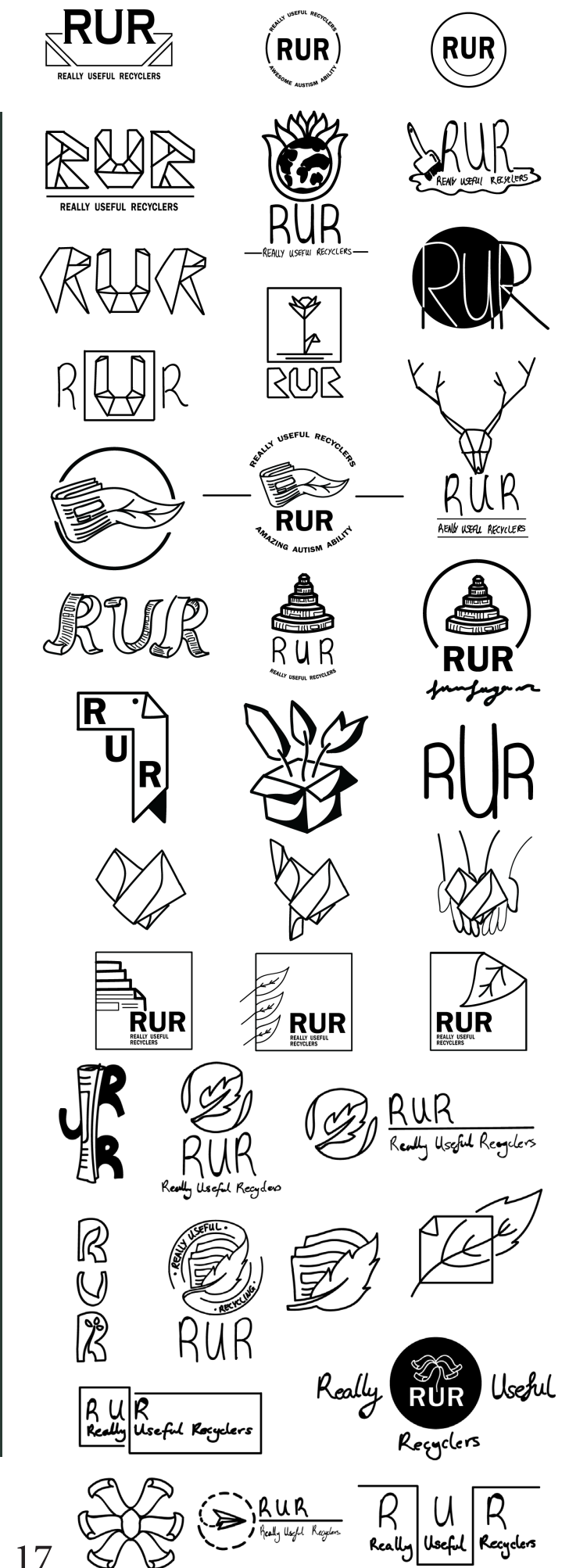
SKETCHES

VISUAL EXPERIMENTATION

The design sketches focused on the idea of recycling and nature. Depicting paper in various forms and layouts to showcase what the material RUR prominently recycles. Nature was expressed throughout many of the sketches as well, showcasing a calm and natural feel to them.

IDEAS

- Nature
- Community
- Circles = Earth's shape/Unity.
- Wood
- Paper
- Newspaper
- Leaves
- Recycling



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DESIGN DEVELOPMENT #1

ICONS



DESIGN RATIONAL

In this design rational, I wanted to make a professional and modern design with a folded paper look to the acronym (RUR) in each design. Presenting experimentations of what I depicted Really Useful Recyclers' brand identity should be.

The aspect of the folded paper-like design of the icon, illustrates an approachable and pleasant look, and highlights what RUR is all about. Recycling paper.



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DESIGN DEVELOPMENT #2

ICONS



DESIGN RATIONAL

For the second design I wanted to create a logo that merged the recycling aspect of RUR with a nature based element. Demonstrating the design of an industrial newspaper transforming into a leaf, of which is one of the many artworks nature has to offer us.

This designs icon was based on being visually appealing through its simple cartoon appearance.



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FINAL ITERATIONS

WHAT DOES THE FINAL LOGO ITERATIONS ENTAIL?

From researching, investigating and finally expanding on my designs, my final logo design for Really Useful Recyclers has been chosen. In this styling part of this booklet the specifics such as the size and colour pallet of the logo design will be featured.

The logo with an included slogan will be showcased on several touch points that include a tote bag, posters, price tags and a business card to display the business' brand respectively.

CHOSEN LOGO IDENTITY

LOGO



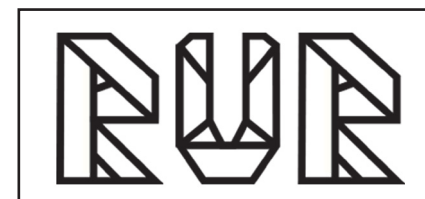
- REALLY USEFUL RECYCLERS -
Inspired Autism Creations

SLOGAN

BLACK BACKGROUND



MONOTONE



- REALLY USEFUL RECYCLERS -
Inspired Autism Creations

WITHOUT SLOGAN



- REALLY USEFUL RECYCLERS -

CHOSEN LOGO

From the design developments, the final chosen logo that I feel presents the identity of Really Useful Recyclers respectively, is one based from my first design development iteration.

TAG LINE/SLOGAN

I chose the slogan to be one that gives additional information besides what the head title already displays, giving the audience a fast and clear understanding of who Really Useful Recyclers are. Displaying the word 'autism' within the text helps communicate to the community and other disability individuals that Really Useful Recyclers is a unique business unlike any other, and supports those with a disability.



TYPOGRAPHY & COLOUR

TYPOGRAPHY

HEADER FONT: Bodoni MT Bold 25px

SLOGAN SUB-HEADER FONT: Bodoni MT Black 24px

COLOUR

The colour palette embodies CMYK toned shades of greens. The gradient of soft hued greens was manipulated to show shadows that would represent the creases of each fold within the logo designs icon. The colour green symbolizes growth, nature, and harmony. Giving the audience a sense of soothing relaxation when they view the logo.

The secondary palette represents the colours that could be used for variation of the logo or touch points.

HEADER FONT STYLE

Aa
Bodoni MT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!"'(%)[#{@}/&\^_<=>\$.:;,*

SLOGAN SUB-HEADER FONT

Aa
Bodoni MT Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!"'(%)[#{@}/&\^_<=>\$.:;,*

PRIMARY PALETTE

PANTONE 177-6 C: 57 M: 40 Y: 52 K: 0	PANTONE 177-9 C: 67 M: 47 Y: 61 K: 7	PANTONE 177-15 C: 67 M: 47 Y: 61 K: 52
PANTONE PROCESS BLACK C: 0 M: 0 Y: 0 K: 100	PANTONE 1-1 C: 0 M: 0 Y: 2 K: 0	

SECONDARY PALETTE

PANTONE 174-11 C: 65 M: 48 Y: 37 K: 22	PANTONE 33-7 C: 37 M: 51 Y: 57 K: 0	PANTONE 33-13 C: 40 M: 55 Y: 61 K: 35
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TOUCH POINT DEVELOPMENT #1



PRINTABLE
AREA SIZE
(203 x 203mm)
(1400 x 1400px)



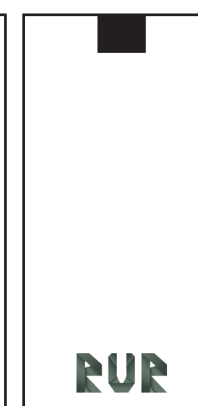
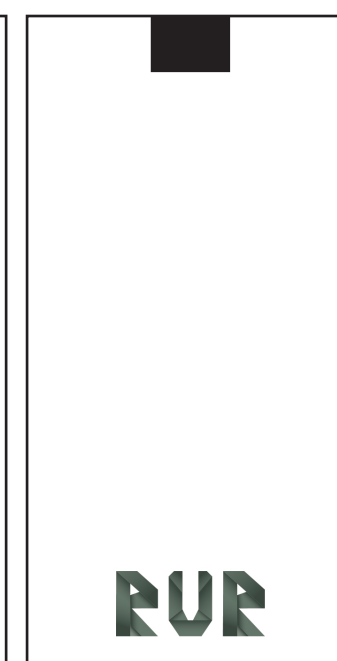
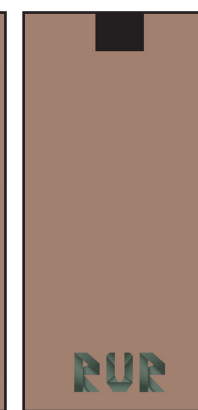
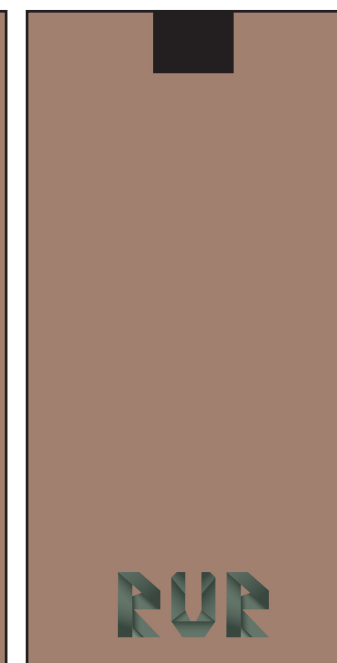
(48.3 x 38.1 x 15.2 cm)

TOTE BAG

I experimented with my logo in two variations - one with a transparent background and another with a black background, onto only one side of the tote bag. The already black touches to the bag links the brands identity to be stylish and well unified flow of the logo. The first design was chosen for its simplicity.

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TOUCH POINT DEVELOPMENT #2



(6.52 x 13.25 cm)

(4.125 x 8.25 cm)

PRICE TAGS

I initially designed only one size of price tags but later decided to place the same friendly and simple design onto two sized price tags, both sizes shown with a white and brown background design. The larger price tags are for the larger RUR art works and the smaller price tags are for the newspaper jewelry section.

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TOUCH POINT DEVELOPMENT #3



(A3 SIZE)



POSTERS

I initially only designed the first dark coloured poster (depicts great contrast from the white text against the dark background), but then designed the second poster with its airy light hues to give a fresher and clearer design. I designed these two contrasting posters to show diversity in the brand identity of RUR.

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TOUCH POINT DEVELOPMENT #4

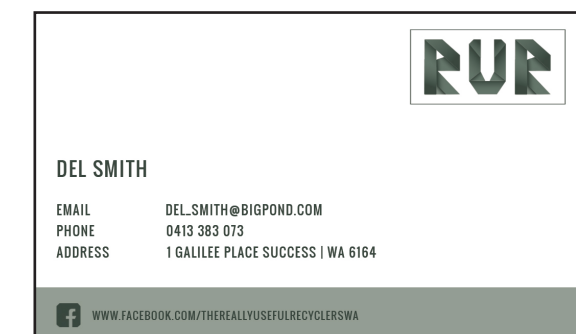


(5.125 x 8.25cm)

BUSINESS CARD

I experimented on a range of different business card designs to promote RUR's brand identity. The Business cards depict calm earthy colours of greens and brown with prominent white elements for clarity. Printed on uncoated 300gsm paper.

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T O U C H P O I N T S



TOTE BAG

Two toned tote bag prints with the logo for the team members or to sell at their market stalls.



POSTERS

Two contrasting posters for advertising their brand identity at events, charities and their market stall.



PRICE TAGS

Two coloured and sized price tags for different sized products Really Useful Recyclers sell.



BUSINESS CARD

Business cards printed with the new Really Useful Recyclers brand identity and contact details on the front.

REFERENCES

A MAJORITY OF THE PHOTOS IN THIS PROCESS BOOK ARE COPY RIGHT FREE IMAGES FROM THE WEBSITES RAWPIXEL, UNSPLASH & PEXELS.

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