



# SMART TRASH CONTAINERS



by

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Summer Semester

20-8-2019

Graphic Design Senior Project

Supervised By

Mr. Hani Ramzi

Mrs. Lammis Abdayem

1

WHAT IS THE PROJECT?

This project is about making smart trash containers with specialized mechanisms and sensors, for waste recycling. There will be 6 trash bins with very viable and special volumes, Each having a special category, name, color, and identity representing its recycling role and target.



2

FLASHBACK TO THE CONCEPTUAL  
PHASE





CANS



PLASTIC BOTTLES



CRUSHED PAPER



3

PROCESS OF WORK

1 SMOOTH OBJECT TOOL  
2 MESH TOOL



1



2

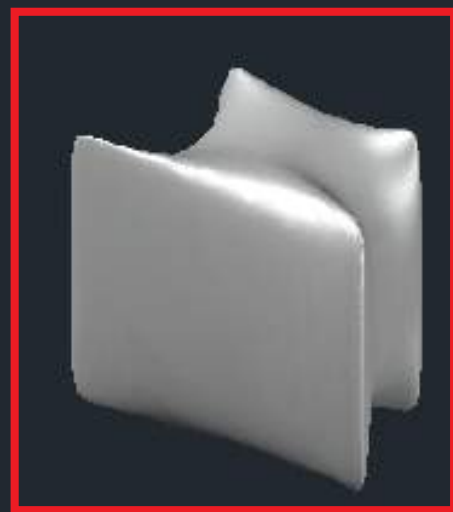


3



4

FRONT ISOMETRIC



4



3



2



1

BACK ISOMETRIC



OUR FUTURE SMART TRASH  
CONTAINERS



ORGANIC

CANS

PLASTIC

PAPERES

GLASS

LIQUID

5

HOW IT APPEARS IN REALITY

LOCATION

MUBS UNIVERSITY-SPEARS CAMPUS-SECOND FLOOR





MUBS UNIVERSITY-SPEARS CAMPUS-SECOND FLOOR



MUBS UNIVERSITY-SPEARS CAMPUS-SECOND FLOOR





MUBS UNIVERSITY-SPEARS CAMPUS-SECOND FLOOR



MUBS UNIVERSITY-SPEARS CAMPUS-SECOND FLOOR





MUBS UNIVERSITY-SPEARS CAMPUS-SECOND FLOOR





MUBS UNIVERSITY-SPEARS CAMPUS-SECOND FLOOR



MUBS UNIVERSITY-SPEARS CAMPUS-SECOND FLOOR





MUBS UNIVERSITY-SPEARS CAMPUS-SECOND FLOOR



6

PROCESS OF LOGO



**B6**  
JA3LOUK BROTHERS

JA3LOUK BROTHERS ج

JA3 OUK BROTHERS

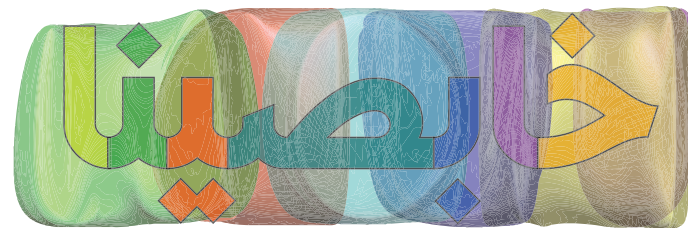
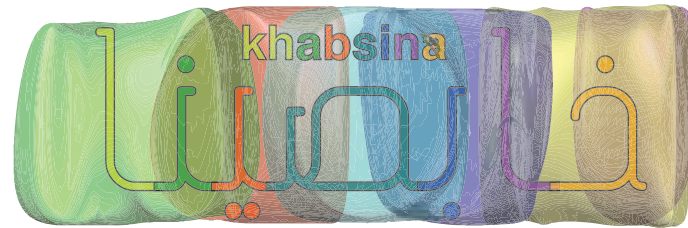
BROTHERS سماشد

BROTHERS

BROTHERS

BROTHERS

BROTHERS



BOOTA MAZBOOTA



BOOTA MAZBOOTA



BOOTA MAZBOOTA



BOOTA MAZBOOTA



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LOGO



OLD



BOOTA MAZBOOTA

NEW



WHY THE NAME “BOOTA MAZBOOTA” ?

1: "boota" means group so I chose this name because we live in the native Arabic community and also the foreign people can read this language.

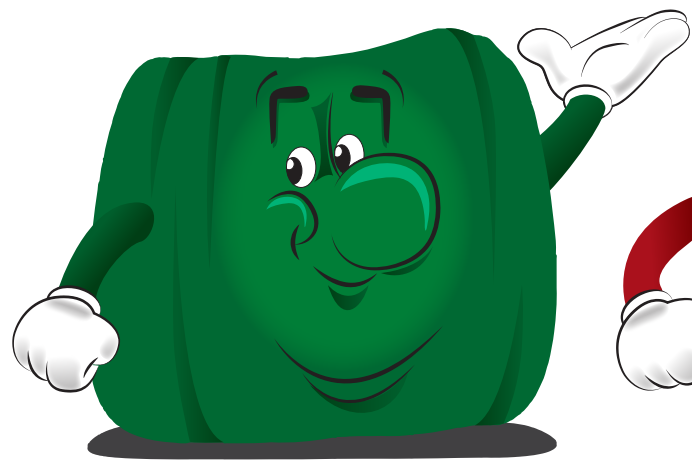
2: boota mazboota it is a group and at the same time mazboota means proper

3: I chose the font in Arabic and English with the characters in the upper and connected all with each other

4: the native Arabic language that I used it gives the project funny sense and attracts anyone to stop for reading and looking at the colors and shapes



# BOOTA MAZBOOTA TEAM CHARACTERS



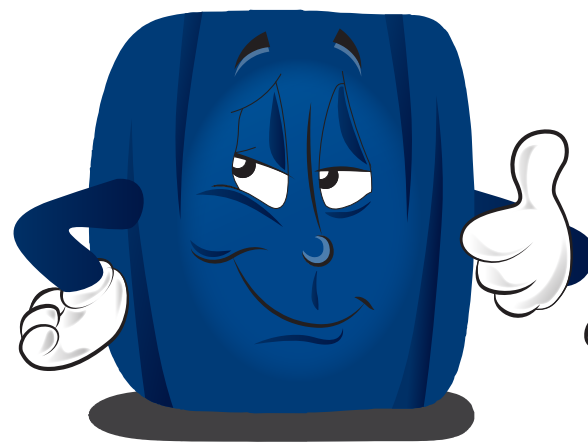
BELO BKERSHO  
(بيلو بكرشو)

ORGANIC



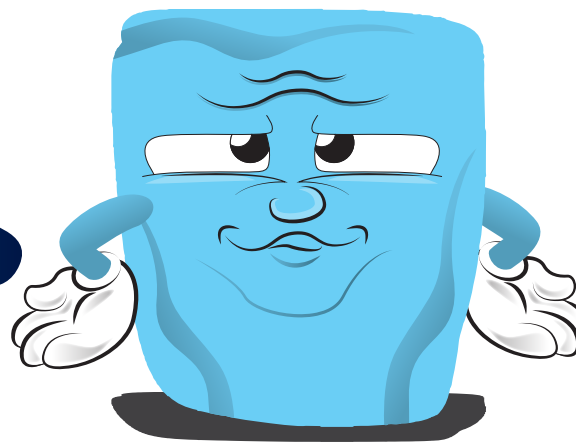
ABOU ELTANAK  
(ابو التنك)

CANS



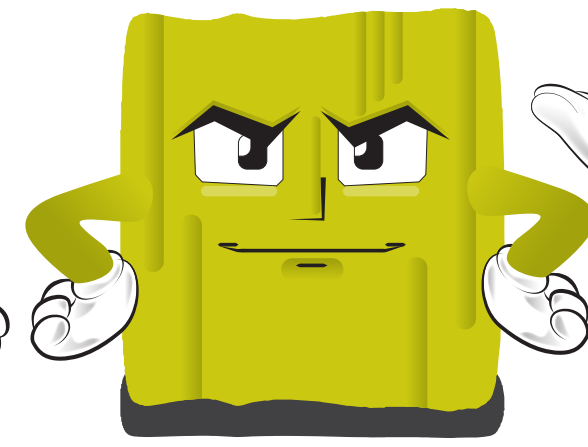
PLEXY ELDEYIB  
(بلكسي الدايب)

PLASTIC



JAALOUK  
(جعلوك)

PAPERES



ABOU ELKASER  
(ابو الكسرا)

GLASS



MABLOUL  
(مبلول)

LIQUID

10

ADVERTISING POSTERS





# نزلنا عوَسَط البلد

SMART TRASH CONTAINERS

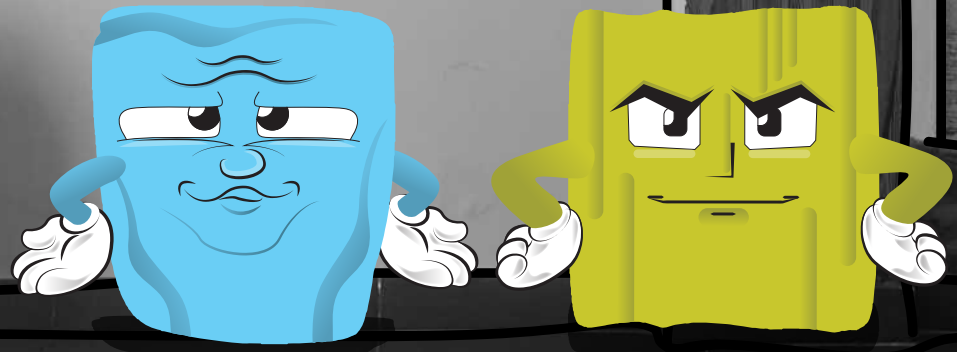
www.bootamazboota.com  
f @bootamazboota

مبلول - ابو الكسر - جعلون - بلكسي الرايب - ابو التل - بيلو بكرشو





BOOTA MAZBOOTA



مين الأخ... الديناصور؟!!

SMART TRASH CONTAINERS

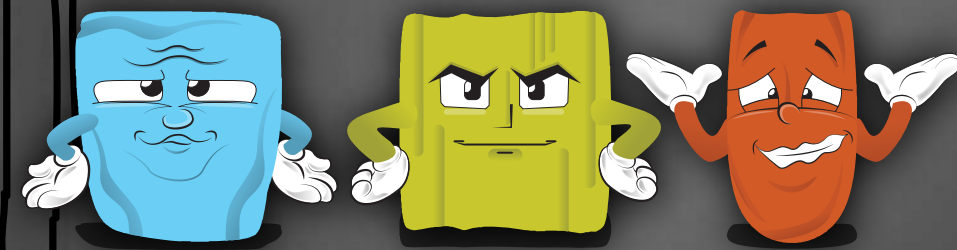
[www.bootamazboota.com](http://www.bootamazboota.com)

f@ @bootamazboota

ابو الكسر - جعلون



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ماتعب حالك... ناظرينك عالمدخل

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مهلول - ابو الكسر - جعلون



بوطة  
مزبوبة

BOOTA MAZBOOTA



# ماتعطل هم... مرافقيتك

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201



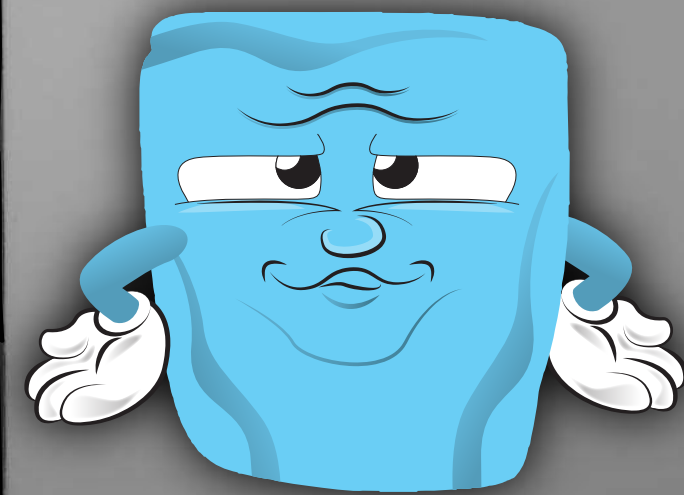
جينا على باب صفك

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بو التناك

ERN UNIVERSITY FOR BUSINESS & SCIENCE



بكل زاوية بالجامعة

SMART TRASH CONTAINERS

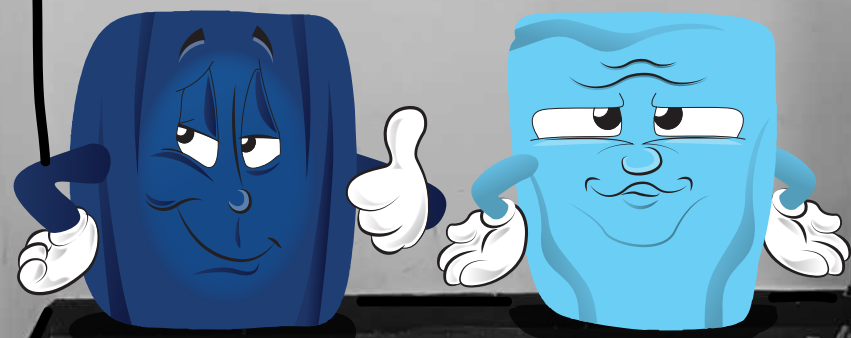
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جملون





BOOTA MAZBOOTA



معك بالنادي

SMART TRASH CONTAINERS

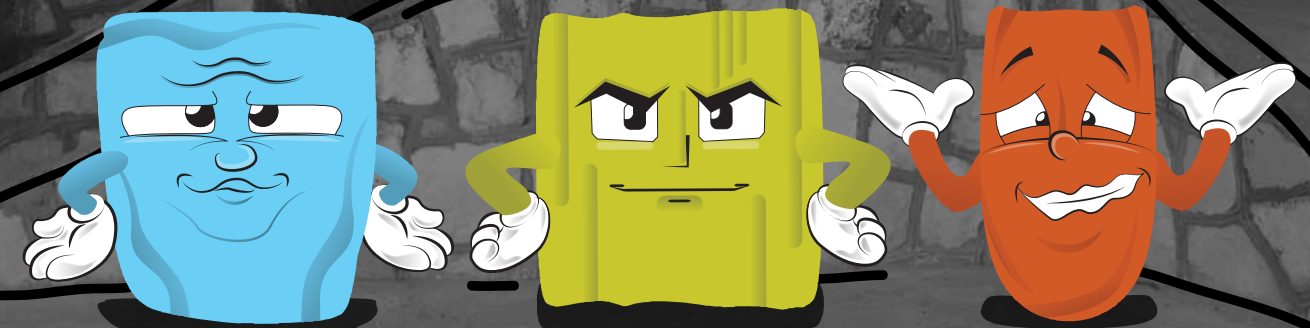
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جعلون - بلكنسي الرايب



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طلعنا على الدامور

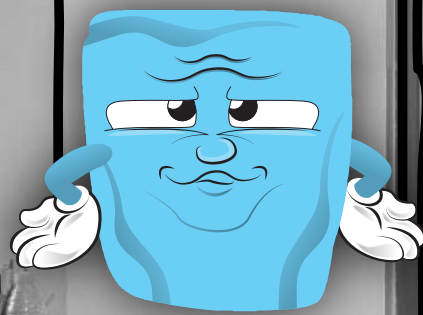
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مبلول - ابو الكسر - جعلون



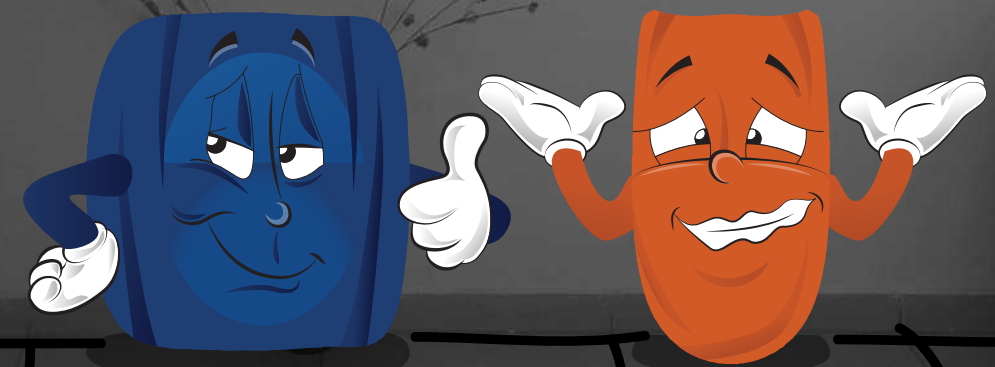


حتى على المكتب منقوت

SMART TRASH CONTAINERS

www.bootamazboota.com  
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جعلون



وين ما بتبرم بتشوفنا

SMART TRASH CONTAINERS

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ميلول - بلكنسي الدير





**وَصَلْنَا عَلَى عَالِيهِ**

SMART TRASH CONTAINERS

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جعلولن - بيلو بكرشو

**بَأْظِيق مَكَان بَتَشُوفْنَا**

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ابو الكسبر - جعلولن

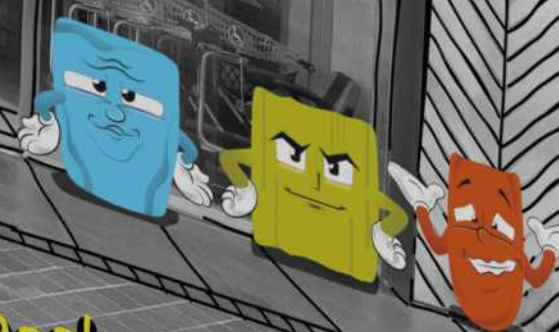
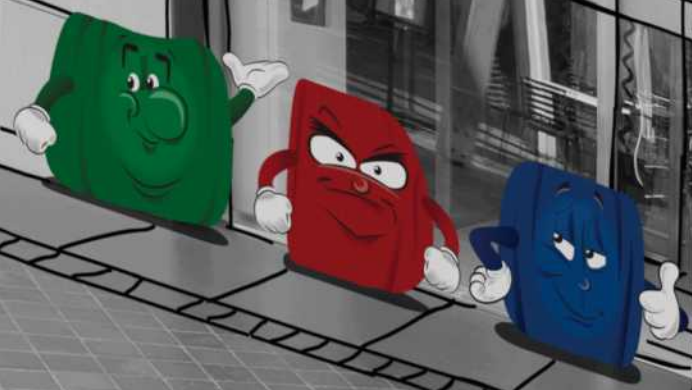
11

MOCK-UPS





بوطة  
مربوطة  
BOOTA MARIJOTI



ما تعطل هم... مراقبتك

SMART TRASH CONTAINERS

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 معك بالنادي
   
 SMART TRASH CONTAINERS
   
 www.booramabooora.com
   
 @booramabooora
   
 0509000000

RESTAURANTE GREGO



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THE CONTAINERS FAMILY  
CATALOGUE SPECIFICATIONS



BOOTA MAZBOOTA

THE CONTAINERS FAMILY

BELO BKERSHO  
(يلو بكرشوا)  
FOR ORGANIC

"مش معقول شو بحب الاكل و بضل جيعان"



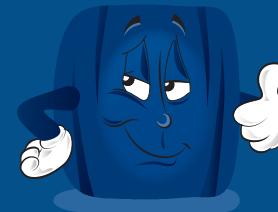
ABOU ELTANAK  
(ابو التان)  
FOR CANS

"عقلاته تنكه...على قده"



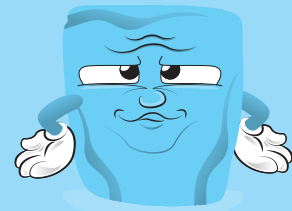
PLEXY ELDEYIB  
(بلكسي الدايب)  
FOR PLASTIC

"بدوب القلوب...مثل البلاستيك السليح"



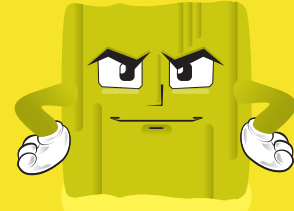
JAALOUK  
(جعالون)  
FOR PAPERS

"قد ما بعصب...وجهه مجعود"



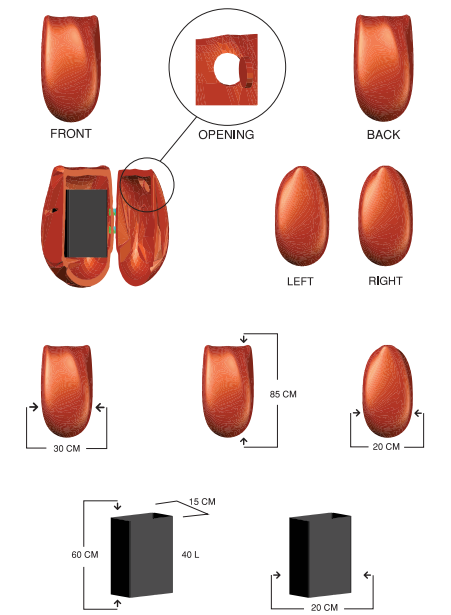
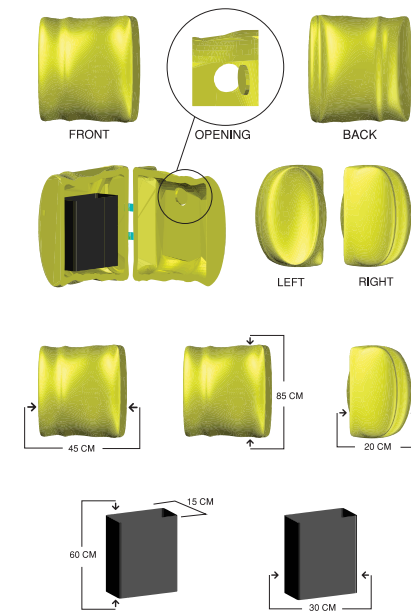
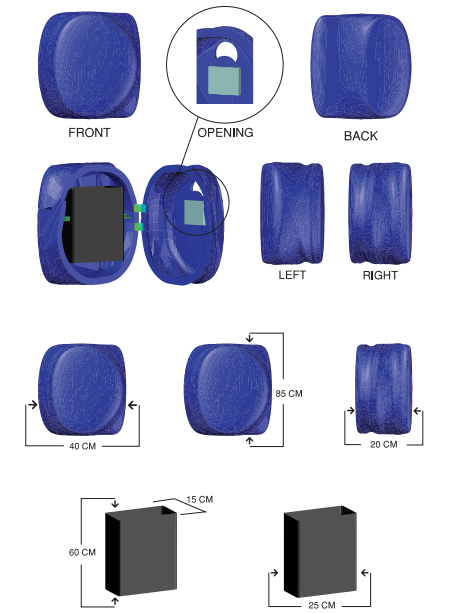
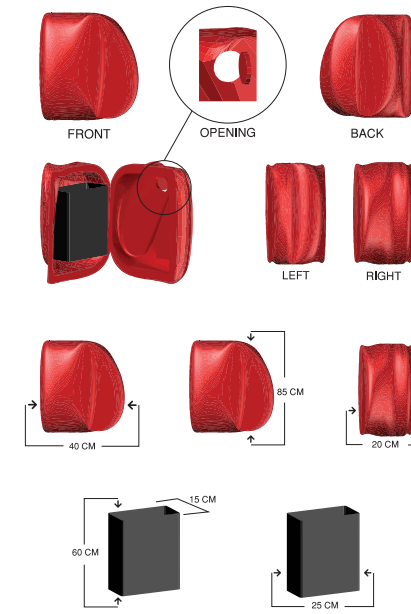
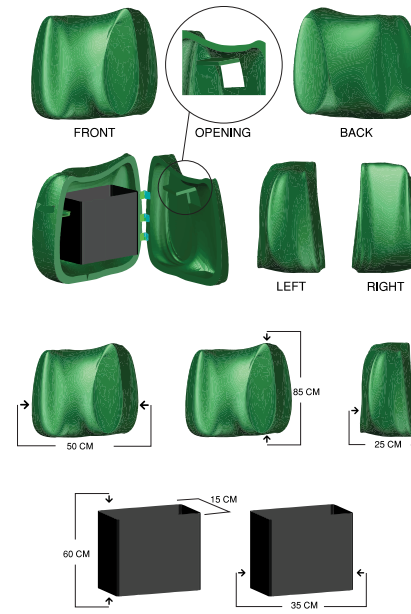
ABOU ELKASER  
(ابو الكسر)  
FOR GLASS

"بطجيش كل شي قدامه"



MABLOUL  
(مابلول)  
FOR WATER

بضل يشفط ماي ، قهوه ، حتى الفرام...كل شي "



FRONT

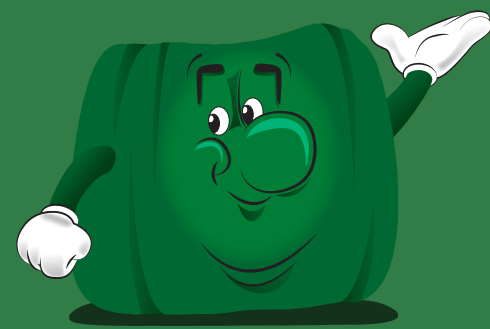
BACK

13

BROCHURES

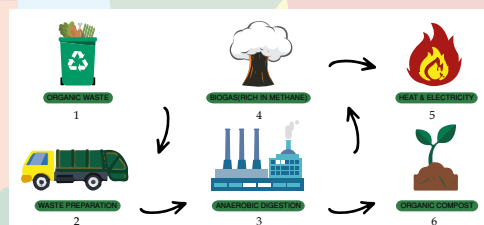
بوطة  
مزبوطة  
BOOTA MAZBOOTA

BELO BKERSHO  
(بيلو بكرشو)  
FOR ORGANIC



Recycling is the process of converting waste materials into new materials and objects. ... Materials to be recycled are either delivered to a household recycling center or picked up from curbside bins, then sorted, cleaned, and reprocessed into new materials destined for manufacturing new products.

When organic waste is dumped in a landfill, it decomposes anaerobically (in the absence of oxygen). Anaerobic decomposition of green waste causes the production of harmful greenhouse gases such as methane. ... Recycling organic waste creates compost and green energy.



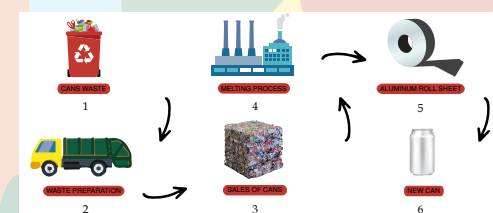
بوطة  
مزبوطة  
BOOTA MAZBOOTA

ABOU ELTANAK  
(ابو التناك)  
FOR CANS



Recycling is the process of converting waste materials into new materials and objects. ... Materials to be recycled are either delivered to a household recycling center or picked up from curbside bins, then sorted, cleaned, and reprocessed into new materials destined for manufacturing new products.

Aluminum cans are easy to convert into new cans and once again placed on store shelves. The cost to recycle a can is less than manufacturing a new can. The Aluminum Can is %100 recyclable and can be recycled indefinitely. The yearly amount of recycled aluminum cans easily exceeds 60 billion cans.



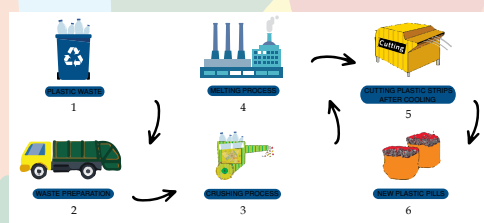
بوطة  
مزبوطة  
BOOTA MAZBOOTA

PLEXY ELDEYIB  
(بلكسي الدايب)  
FOR PLASTIC



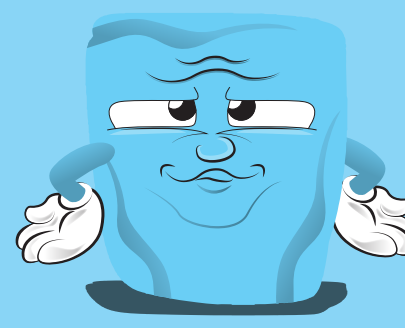
Recycling is the process of converting waste materials into new materials and objects. ... Materials to be recycled are either delivered to a household recycling center or picked up from curbside bins, then sorted, cleaned, and reprocessed into new materials destined for manufacturing new products.

Plastic recycling is very important and must be taken seriously. Plastics make up a huge amount of solid waste and take centuries to break down in landfill or the ocean. Therefore, all recyclable plastics should be recycled to reduce landfill, conserve energy and conserve the environment.



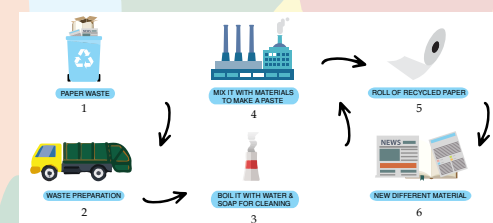
بوطة  
مزبوطة  
BOOTA MAZBOOTA

JAALOUK  
(جعلونك)  
FOR PAPERS



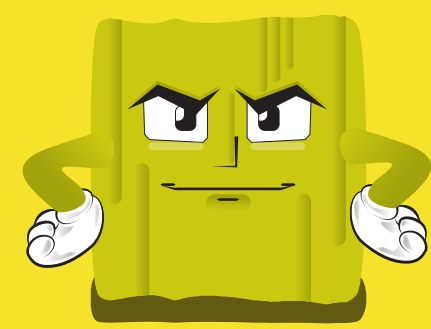
Recycling is the process of converting waste materials into new materials and objects. ... Materials to be recycled are either delivered to a household recycling center or picked up from curbside bins, then sorted, cleaned, and reprocessed into new materials destined for manufacturing new products.

Recycling paper conserves natural resources, saves energy, reduces greenhouse gas emissions, and keeps landfill space free for other types of trash that can't be recycled. Harmful chemicals and greenhouse gasses are released from rubbish in landfill sites. Recycling helps to reduce the pollution caused by waste.



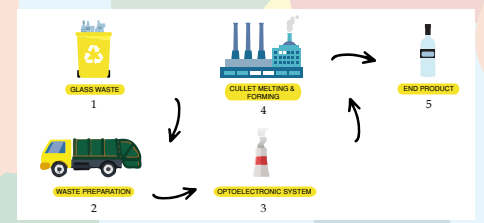
بوطة  
مزبوطة  
BOOTA MAZBOOTA

ABOU ELKASER  
(ابو الكاسر)  
FOR GLASS



Recycling is the process of converting waste materials into new materials and objects. ... Materials to be recycled are either delivered to a household recycling center or picked up from curbside bins, then sorted, cleaned, and reprocessed into new materials destined for manufacturing new products.

The cost savings of recycling is in the use of energy. ... So we can save on energy needed to melt the glass. Glass produced from recycled glass reduces related air pollution by %20 and related water pollution by %50. Recycling glass reduces the space in landfills that would otherwise be taken up by used bottles and jars.



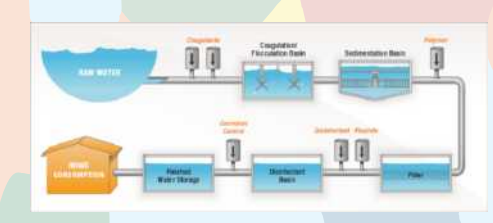
بوطة  
مزبوطة  
BOOTA MAZBOOTA

MABLOUL  
(مبلول)  
FOR WATER



Recycling is the process of converting waste materials into new materials and objects. ... Materials to be recycled are either delivered to a household recycling center or picked up from curbside bins, then sorted, cleaned, and reprocessed into new materials destined for manufacturing new products.

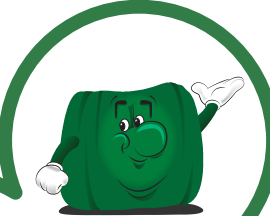
Recycling our water can offer substantial benefits to our society including: Reduction of nutrient and contaminant loads into oceans and rivers. ... Reducing demand and stress on freshwater resources such as the groundwater and rivers by providing alternative water supplies.






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TRASH BINS SIGNAGE



THROW ME



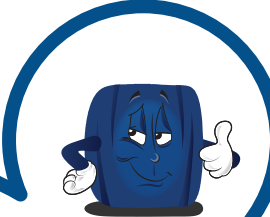
WE RECYCLE IT




THROW ME



WE RECYCLE IT




THROW ME



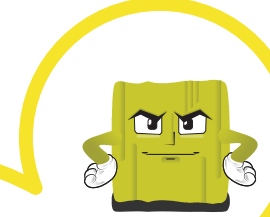
WE RECYCLE IT




THROW ME




WE RECYCLE IT




THROW ME



WE RECYCLE IT



THROW ME



WE RECYCLE IT

15

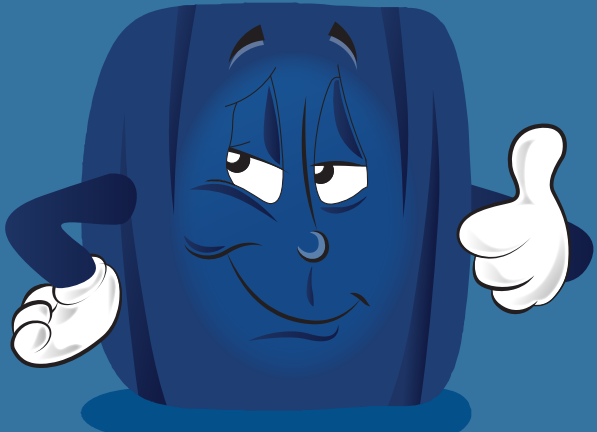
PLASTIC BOTTLE LABEL  
PLASTIC ERASER LABEL





| Amount / Teneur              | % DV / % VV* | Amount / Teneur                                  | % DV / % VV* |
|------------------------------|--------------|--|--------------|
| Fat / Lipides 0 g            | 0 %          | Vitamin C / Vitamine C                           | 250 %        |
| Sodium / Sodium 60 mg        | 2 %          | Calcium / Calcium                                | 4 %          |
| Potassium / Potassium 200 mg | 6 %          | Riboflavin / Riboflavine                         | 20 %         |
| Carbohydrate / Glucides 16 g | 5 %          | Pantothenate / Panthothénate                     | 80 %         |
| Sugars / Sucres 0 g          |              | Vitamin B <sub>1</sub> / Vitamine B <sub>1</sub> | 40 %         |
|                              |              | Vitamin B <sub>2</sub> / Vitamine B <sub>2</sub> | 120 %        |
|                              |              | Vitamin E / Vitamine E                           | 80 %         |

\*DV = Daily Value  
 \*\*V = valeur quotidienne  
 Not a significant source of fat, saturated fat, trans fat, cholesterol, fiber, vitamin A or iron.  
 Source négligeable de lipides, lipides saturés, lipides trans, cholestérol, fibres, vitamines A et fer.

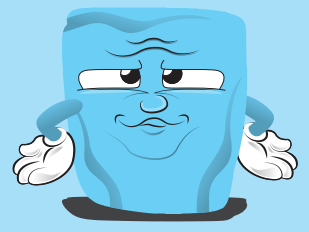


PLEXY ELDEYIB  
 (بلكسي الدايب)

**INGREDIENTS:**  
 WATER, FERROUS SULFATE, CITRIC ACID, CONCENTRATED LEMON JUICE, POTASSIUM LACTATE, NATURAL FLAVORS, CALCIUM LACTATE, ASCORBIC ACID (VITAMIN C), STEVIA EXTRACT, MODIFIED CORN STARCH, MAGNESIUM LACTATE, GUM ARABIC, VITAMINE ACETATE, CALCIUM PHOSPHATE, CALCIUM PANTOTHENATE (VITAMIN B<sub>5</sub>), INOSINAMIDE (VITAMIN B<sub>3</sub>), PHOSBORINE HYDROCHLORIDE (VITAMIN B<sub>1</sub>), SODIUM CHLORIDE, CYANOCOBALAMIN (VITAMIN B<sub>12</sub>).



BOOTA MAZBOOTA  
 PLASTIC ERASER

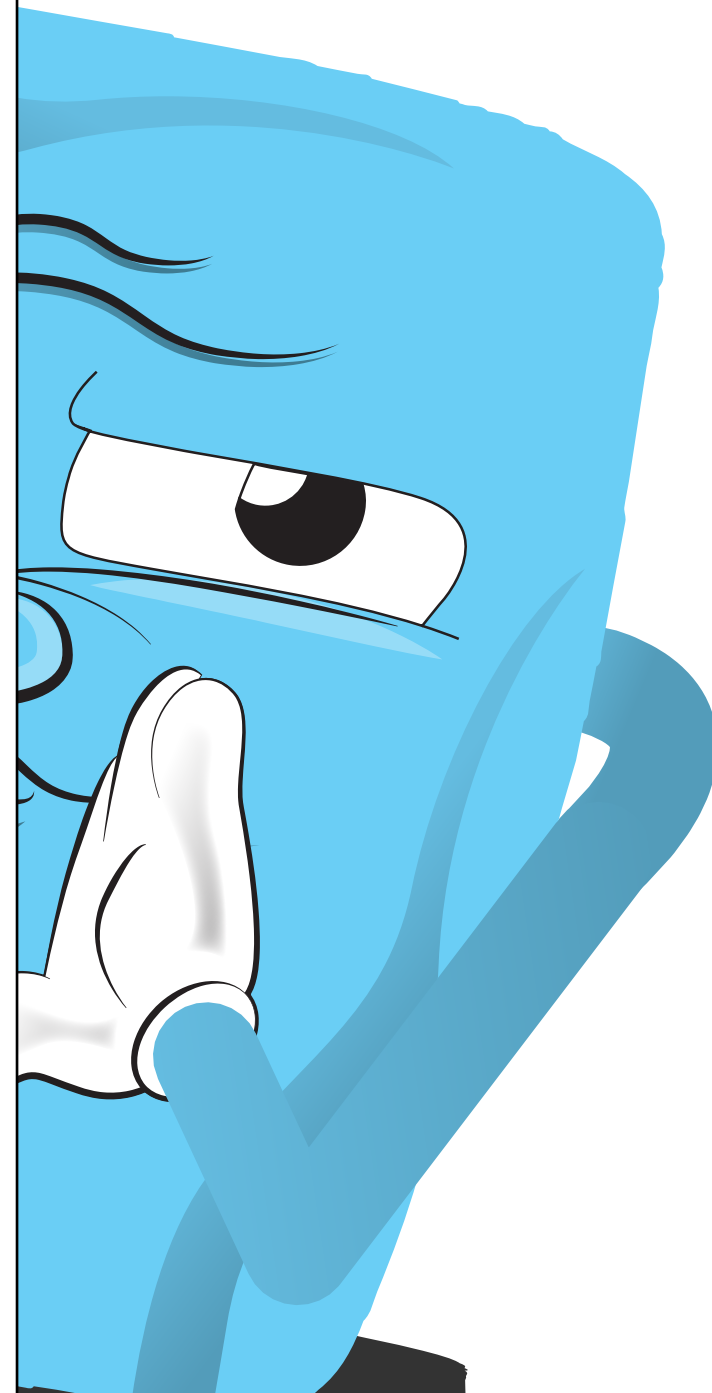


JAALOUK  
 (جعلون)

Fieder's one-of-a-kind smooth erasing and superior erasing performance is well-reputed since it has first debuted. But we're still not satisfied. We're pursuing even higher quality and constantly making improvements.

16

NOTEPAD



17

STATIONERY



Haidar Mohammad Hasan

Tel 70-866821  
bootamazboota@gmail.com  
www.bootamazboota.com  
f@ @bootamazboota



Tel 70-866821  
bootamazboota@gmail.com  
www.bootamazboota.com  
f@ @bootamazboota

18

INSTAGRAM



BOOTA MAZBOOTA

Edit Profile



41 posts

242 followers

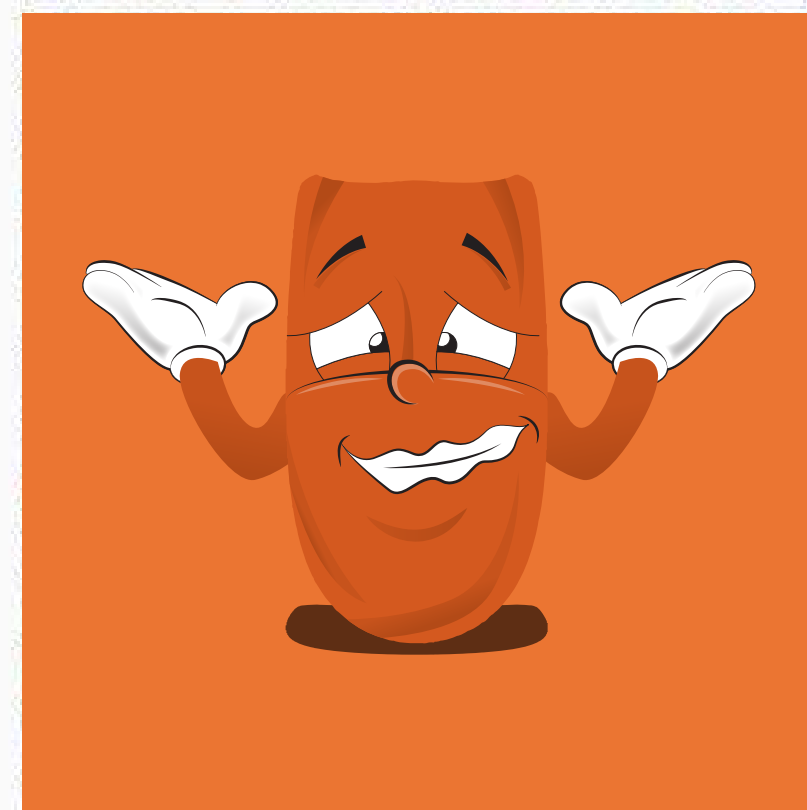
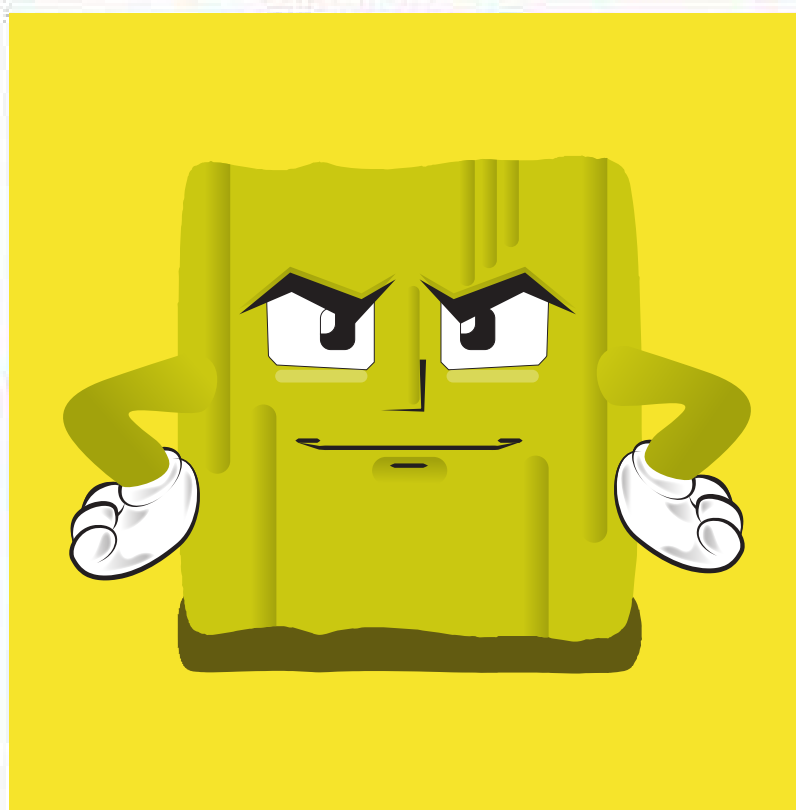
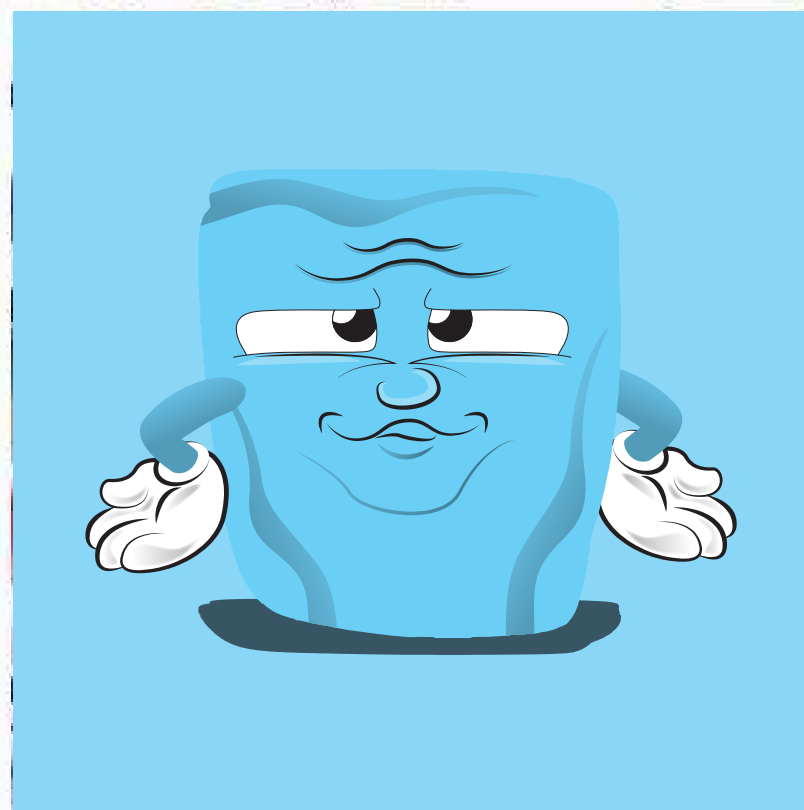
689 following

POSTS

IGTV

SAVED

TAGGED





19

FACEBOOK



**Boota Mazboota**  
@bootamazboota

- Home
- Posts
- Reviews
- See more

**Promote**  
Manage promotions



Like Follow Share ... + Add a Button

**Welcome to your new Page**  
Before you share your Page with others, try these tips that help you describe your business, brand or organisation. We'll give you more tips later.  
[See all Page tips](#)

Create **Live** Event Offer

Write a post...  
Photo/Video Get messages Feeling/Activity ...

**Know any friends who might like your Page?**  
Help more people discover your Page by inviting friends to like it.

Search for friends to invite

|  |                |        |
|--|----------------|--------|
|  | Zainab Hadi    | Invite |
|  | Zahraa Hadi    | Invite |
|  | ام حيدر عتلوان | Invite |
|  | Asaad Al-Saadi | Invite |
|  | Hani Ghaddaf   | Invite |



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WEBSITE





BOOTA MAZBOOTA



## OUR FUTURE SMART TRASH CONTAINERS

ABOUT THE CONTAINERS



### THE GOAL

All of us know the problem of pollution, especially garbage and the difficult way of sorting it out and recycling it in our country. We should raise awareness regarding this problem in a new and an attractive way which fits the mentality and the approaches of the new generations, which might be aware for the problems, but unaware of the ways they can contribute to solving those issues.

## BOOTA MAZBOOTA TEAM



BELO BKERSHO  
(بيلو بكرشوا)

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ABOU ELTANAK  
(ابو التناك)

READ MORE

PLEXY ELDEYIB  
(بلنكسي الداييب)

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JAALOUK  
(جعالوك)

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ABOU ELKASER  
(ابو الكاسر)

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MABLOUL  
(مابلول)

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Subject

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## SHOP FROM OUR ONLINE STORE



ORGANIC CONTAINER  
★★★★★ \$50.00





## OUR IDEA

This idea is about making smart trash containers with specialized mechanisms and sensors. There will be 6 trash bins with very attractive forms, Each having a special category, name, color, and identity representing its recycling role and target.

## WHY WORK ON SUCH AN IDEA?

All of us know the problem of pollution, especially garbage and the difficult way of sorting it out and recycling it in our country. We should raise awareness regarding this problem in a new and an attractive way which fits the mentality and the approaches of the new generations, which might be aware for the problems, but unaware of the ways they can contribute to solving those issues.



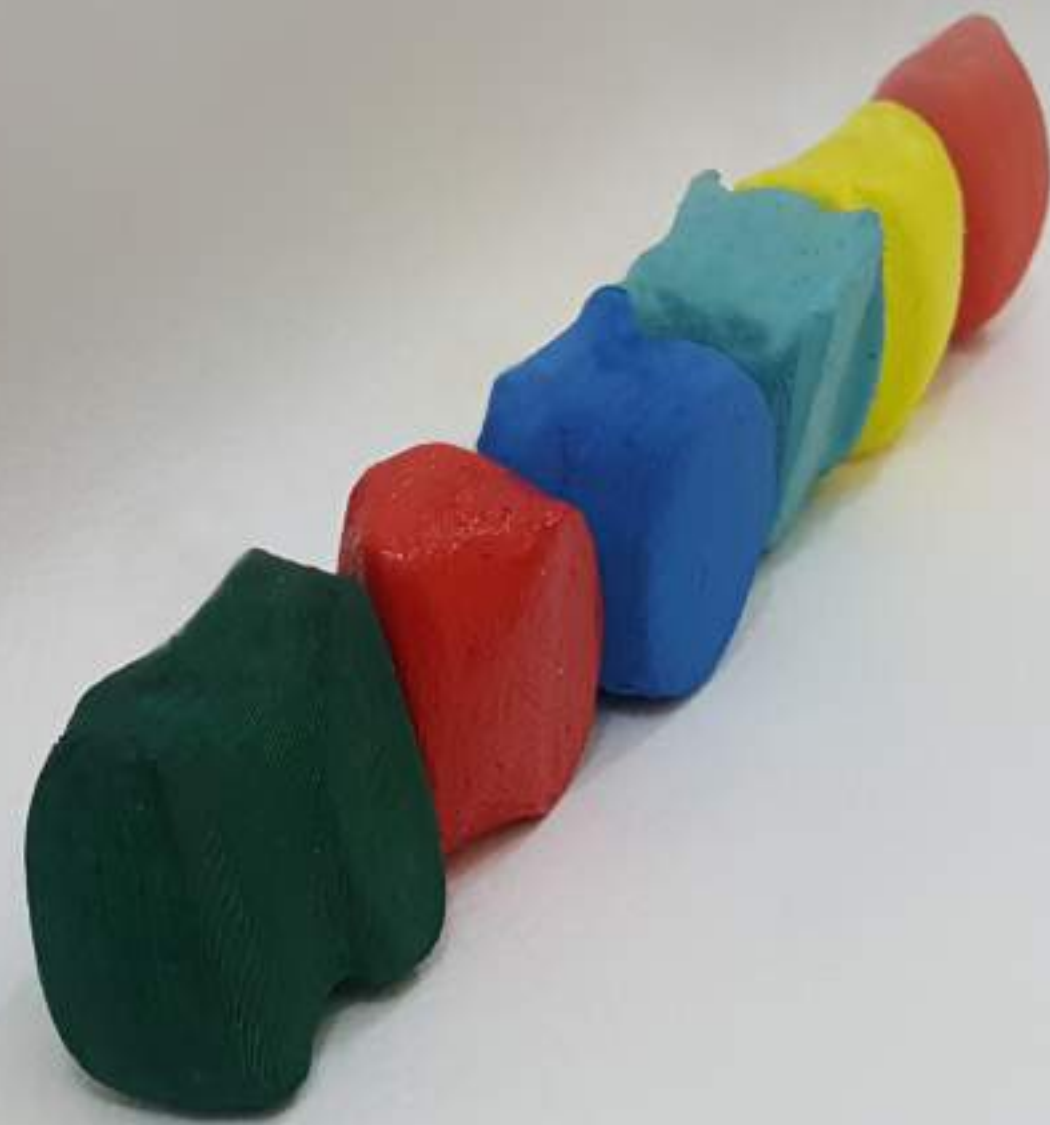
## WHERE CAN WE USE THIS ?

The right place to put or use these trash bins is in the universities, and academic sites or even at offices and on the streets, so we should use it in the places where we work and study, as starting from our own personal selves, is the bridge to teaching others.



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LAST PHOTO SESSION FOR THE SHAPES











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BRAND GUIDELINES





# BRAND GUIDELINES

by  
Haidar Mohammad Hassan

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Digital and Printed Size



THE PROJECT



## DESCRIPTION

This project is about making smart trash containers with specialized mechanisms and sensors. There will be 6 trash bins with very attractive shapes. Each has a special category, name, color, and shape representing its recycling role.

## THE USE

The right place to put or use these trash bins is in the universities, and academic sites or even in offices and on the streets, so we should use it in the places where we work and study, as starting from our own personal selves, is the bridge to teaching others, in this particular project, the MAIN aim is to start with MUBS.



PROCESS OF LOGO



BOOTA MAZBOOTA



BOOTA MAZBOOTA



BOOTA MAZBOOTA



BOOTA MAZBOOTA



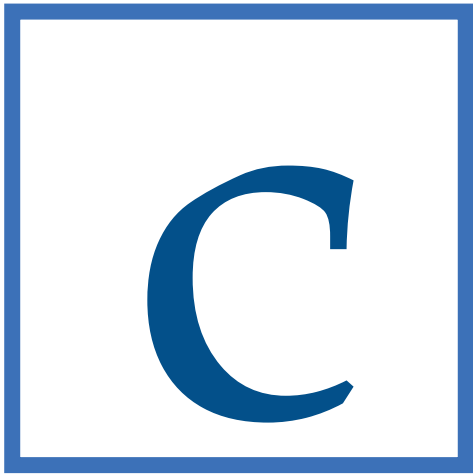
BOOTA MAZBOOTA



BOOTA MAZBOOTA



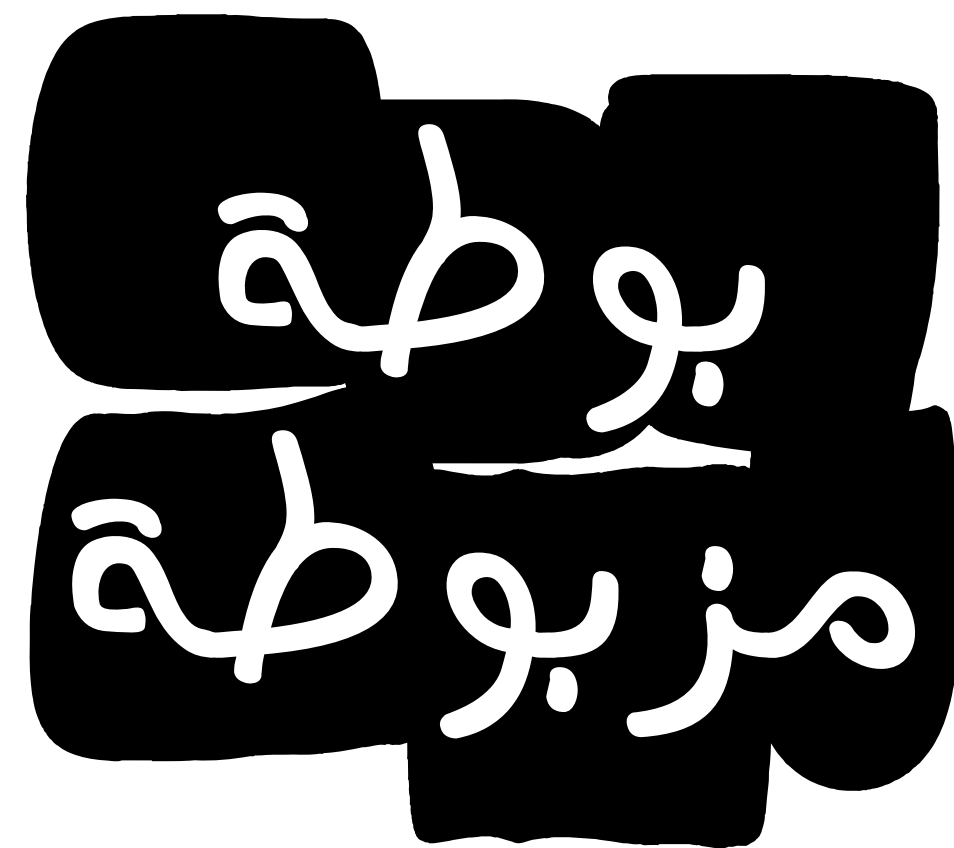




LOGO



BOOTA MAZBOOTA



BOOTA MAZBOOTA



## LOGO SPECIFICATION



1: "boota" means group so I choose this name because we live in the native Arabic community and also the foreign people can read this language.

2: boota mazboota it is a group and at the same time mazboota means proper

3: I chose the font in Arabic and English with the characters in the upper and connected all with each other

4: the native Arabic language that I used it gives the project funny sense and attracts anyone to stop for reading and looking at the colors and shapes



COLORS USED

PANTONE P15-147 C  
C 77 R 0  
M 0 G 105  
Y 87 B 52  
K 52



PANTONE P16-49 C  
C 0 R 171  
M 99 G 18  
Y 91 B 28  
K 33



PANTONE P16-105 C  
C 100 R 0  
M 68 G 60  
Y 0 B 119  
K 39



PANTONE P5-115 C  
C 51 R 106  
M 0 G 207  
Y 0 B 246  
K 0



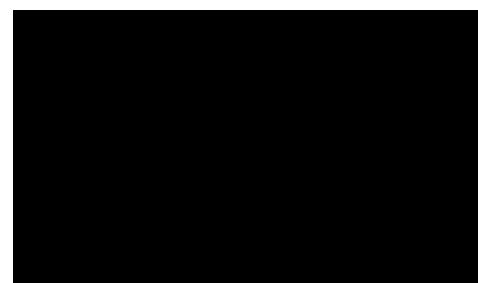
PANTONE P16-166 C  
C 11 R 203  
M 0 G 201  
Y 100 B 17  
K 15



PANTONE P16-46 C  
C 0 R 213  
M 75 G 90  
Y 98 B 31  
K 13



PANTONE P16-179 C  
C 75 R 0  
M 68 G 0  
Y 67 B 0  
K 90



PANTONE COLORS

C 82 R 50  
M 28 G 124  
Y 90 B 71  
K 15



C 17 R 193  
M 92 G 55  
Y 92 B 47  
K 7



C 100 R 3  
M 75 G 80  
Y 20 B 138  
K 4



C 41 R 138  
M 0 G 214  
Y 0 B 247  
K 0



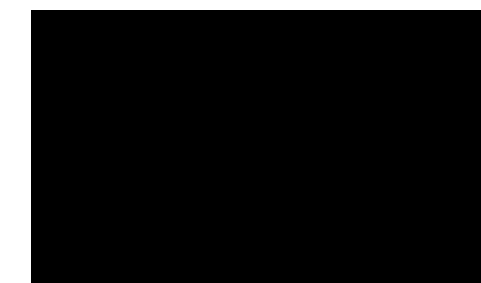
C 6 R 246  
M 4 G 228  
Y 93 B 43  
K 0



C 4 R 235  
M 67 G 117  
Y 91 B 50  
K 0



PANTONE P16-179 C  
C 75 R 0  
M 68 G 0  
Y 67 B 0  
K 90



USED COLORS



TYPEFACES



**Logo: Gisha Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**  
< « ? ! +

Main title: Helvetica Normal  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789  
< « ? ! +

Subtitle: Helvetica Normal  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789  
< « ? ! +

Text: Helvetica Normal  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789  
< « ? ! +

**Quotes: Gisha Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**  
< « ? ! +

Numbers: Book Antiqua  
123456789

logo: Dima Font  
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي  
١٢٣٤٥٦٧٨٩  
< << ? ! +

Main title: Dima Font  
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي  
١٢٣٤٥٦٧٨٩  
< << ? ! +

Subtitle: Dima Font  
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي  
١٢٣٤٥٦٧٨٩  
< << ? ! +

Text: Dima Font  
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي  
١٢٣٤٥٦٧٨٩  
< << ? ! +

Quotes: Dima Font  
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي  
١٢٣٤٥٦٧٨٩  
< << ? ! +



LOGO DOS AND DONTS



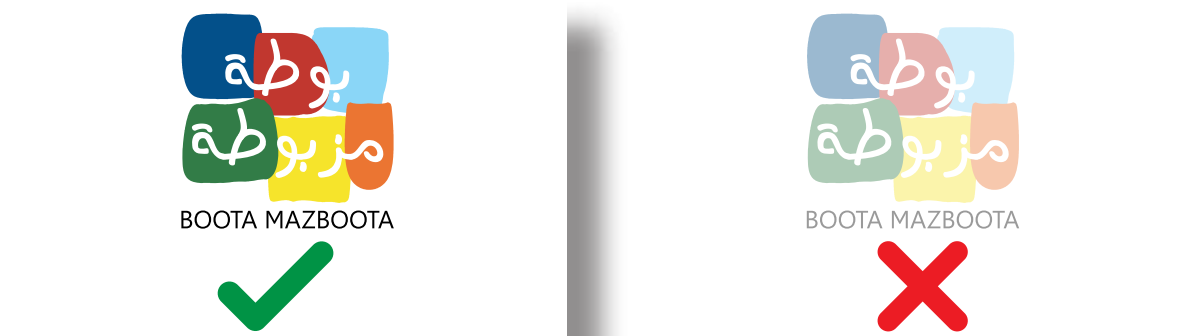
USE ANY BACKGROUND COLORS



USE ANY BACKGROUND PICTURE



USE ANY GRADIENT COLOR



ALWAYS USE FULL OPACITY



DO NOT DISTORT THE LOGO VERTICALLY OR HORIZONTALLY



LOGO CLEAR SPACE  
AND MINIMUM DIGITAL  
AND PRINTED SIZE



