

MARCH 2025

# KICK GLASS

BRAND  
PRESENTATION

BRANDING KICK GLASS

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**KICK GLASS  
PRESENTATION**

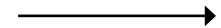
Welcome to KICK GLASS branding, where you'll find a draft of executed design concepts based on the creative direction, brand strategy, and inspiration we discussed.

Happy viewing!

**KICK GLASS**

# WHO IS KICK GLASS?

Brand strategy



# CORE VALUES CORE VALUES CORE

**KICK GLASS IS:**

## Energetic

Based on a human connection to want to do more.

## Sustainable

Providing a service that is dependable.

## Friendly

Made from eco-friendly roots, friend to others but also to our earth.

## Approachable

Friendly at the core, making recycling fun and easy.



Brand basics

# KICK GLASS CLIENTS

Brand basics

01

## **WHO THEY ARE**

Passionate individuals and organizations who believe in creating a cleaner, more sustainable world. They are the ones who go out of their way to pick up litter, who refuse to accept waste as the norm, and who seek better solutions for recycling. They understand the impact of glass waste on the environment and choose to recycle because they know every small action contributes to a larger change.

03

## **THE GOALS**

By making glass recycling easy and efficient, we strive to foster a cleaner town, support local sustainability efforts, and demonstrate that even small communities can make a big impact on the environment.

04

## **THE SOLUTION**

Our solution is to raise awareness through engaging, community-driven events like glass recycle nights at SoPro, where people can bring in glass to be recycled while enjoying a night out. We also organize group hikes and paddles to clean up trash, turning sustainability into a fun, shared experience that inspires action and lasting change.

02

## **THE STRUGGLES**

Without a glass recycling business in our small town, glass waste piles up in landfills, littering our streets and natural spaces with materials that take centuries to break down. Residents who want to recycle have no local options, forcing them to either throw glass away or travel long distances to dispose of it properly. This lack of accessibility discourages recycling efforts, leaving our community with unnecessary waste and missed opportunities to repurpose glass into something useful. A local glass recycling business would give our town a sustainable solution, keeping glass out of landfills and turning it into something that benefits both the environment and the community.

## Brand basics

### POSITIONING STATEMENT

Kick Glass Recycling is a bold, community-driven glass recycling initiative dedicated to making sustainability accessible, fun, and impactful.

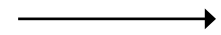
By combining creative marketing, engaging local events, and hands-on environmental efforts, we empower individuals and businesses to take an active role in reducing glass waste.

Our brand stands for action, awareness, and transformation—turning discarded glass into opportunity while fostering a cleaner, greener future for Hattiesburg. Through our dynamic approach, Kick Glass Recycling will inspire lasting change and make recycling an easy, enjoyable part of everyday life.



## KICK GLASS

Visual identity





# MOOD

Keywords

**BOLD**

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**MODERN**

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**COLORFUL**

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**APPROACHABLE**

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**TEXTURAL**

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Visual identity



# Execution

01

## TYPOGRAPHY

Heavy weight sans serif paired with high contrast serif typefaces



02

## LAYOUT

A variety of shapes and elements that keep it fresh and exciting.



03

## COLOR

A collection of bold bright colors, reflecting nature and contrasting to stand out.





# TYPOGRAPHY

**TIRED GIRLS**

# CHUNKO

Verona Serial for paragraphs. Fic testo qui blatempost, ut venditatum quam fuga. Git ape re commolu ptiatum aut magnat fugit et iundae expligenis illaborerum lamus eliquas moluptam, con rera pero velit laut et aut molene nobis preperem volupta verem enisitiat. Emolut doles

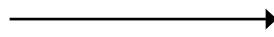
**CLICK HERE**

# COLOR PALETTE COLOR PALETTE

01

## PRIMARY COLORS

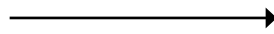
Colors that coincide with nature and glass.



02

## SECONDARY COLORS

Colors that stand out, are young and fresh and work with the primary colors.



Visual identity

Visual identity  
**PRIMARY LOGOTYPE**

**KICK GLASS**

01

**DESCRIPTION**

I chose a large, heavy font to give Kick Glass Recycling a bold, strong presence, reflecting both the durability of glass and the impact of our mission. By adding texture, I infused the design with a sense of movement and grit, symbolizing the process of breaking down and repurposing glass. The manipulated letter “A,” shaped like broken glass, visually reinforces our focus on recycling while adding a dynamic, eye-catching element. This design keeps the brand young, fresh, and energetic, standing out in a way that grabs attention and makes sustainability feel exciting and approachable.

Visual identity  
LOGO VARIATIONS

01



02



03



04



05



# KICK GLASS

## Brand mockups

A collection of  
mockups to showcase  
the multi-faceted  
functionality of the brand



**KICK  
GLASS**

let's kick some glass



**KICK GLASS  
KICK GLASS  
KICK GLASS**

protect our waters.

paddle it out.



**KICK  
GLASS**

let's kick some glass



Protect our lands



**KICK GLASS**  
HATTIESBURG GLASS RECYCLING



**KICKING  
GLASS**

**LOCAL  
PICKUP**

**HATTIESBURG  
GLASS RECYCLING**



*protect our waters*

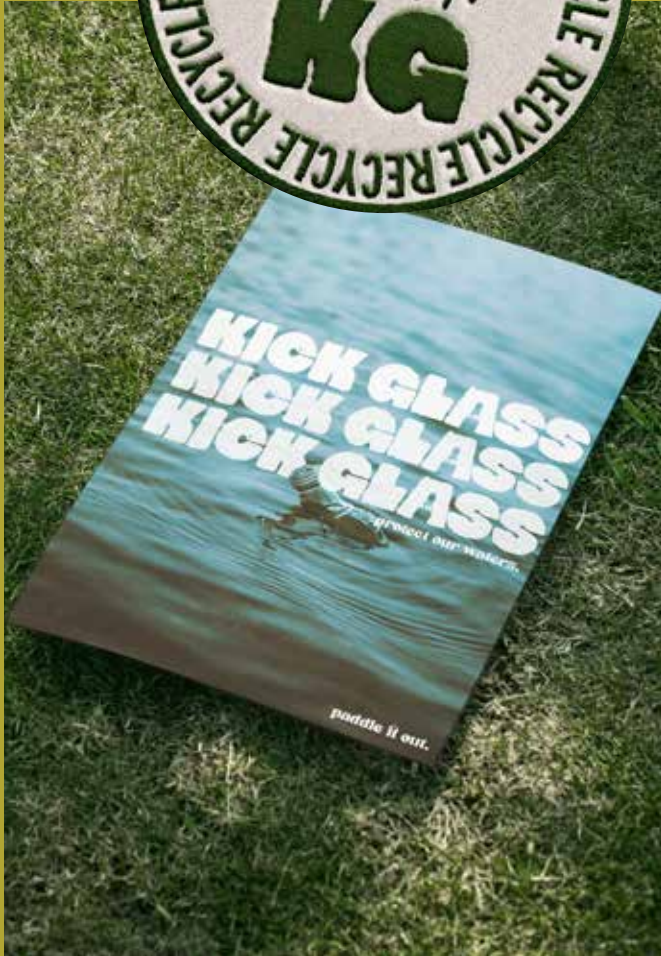


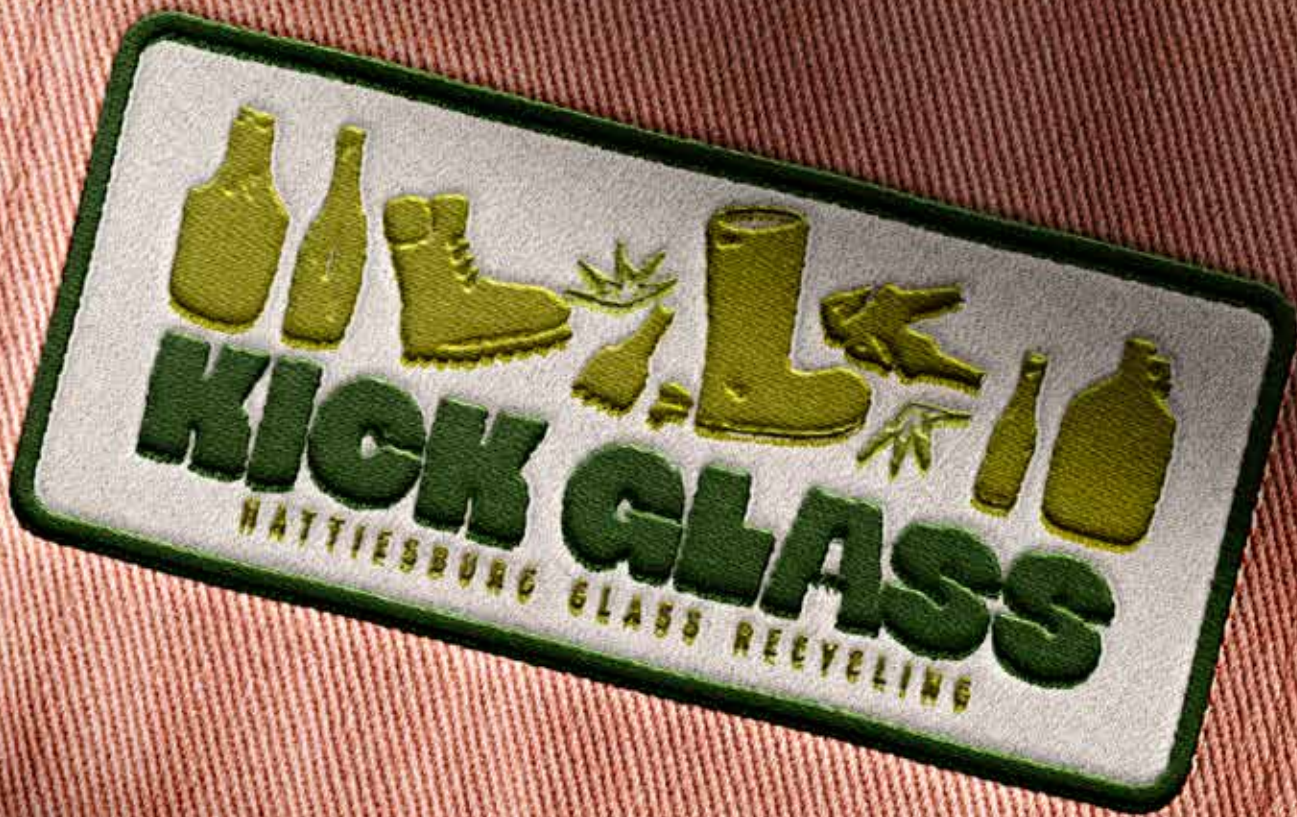
**LOCAL  
PICKUP**

**CALL 601 655 5555**

*protect our lands*

let's kick some glass





**KICK GLASS**  
HATTIESBURG GLASS RECYCLING

A man and a woman are participating in a cleanup activity near a body of water. The woman, on the left, has her hair in a ponytail and is wearing a light grey t-shirt, blue jeans, and bright orange rubber boots. She is holding a white plastic bag. The man, on the right, is wearing a dark baseball cap, a light grey t-shirt, dark pants, and brown rubber boots. He has a tattoo on his left arm and is also holding a white plastic bag. They are both leaning over a pile of trash on the ground, which includes a blue water bottle, a cardboard box, and other debris. The background shows a body of water and tall, dry reeds. The text "KICK GLASS" is overlaid in large, white, bold, sans-serif font across the center of the image.

# KICK GLASS

let's kick some glass  
**KICK GLASS**







THE END.



**KICK  
GLASS**

**KICK  
GLASS**

**KICK GLASS**  
HATTIESBURG GLASS RECYCLING