



VANDEN GLOBAL

Creating Brand Assets
for a Global Waste
Management Company

Refreshing the Brand of a Recycling Specialist

Leading waste management company Vanden Global asked Base Creative to conduct a rebranding exercise to reposition it for the future.

Business Strategy

Brand Strategy

- Management Interviews
- Brand DNA
- Brand Differentiation
- Brand Strategy Book
- Unique Positioning Statement

Design and Touchpoints

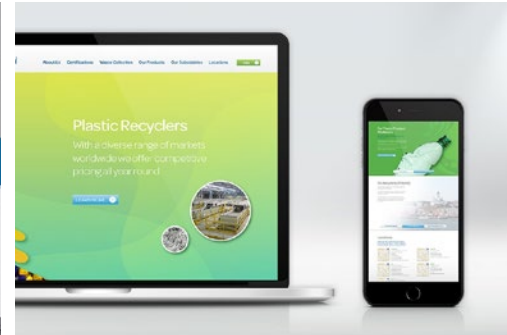
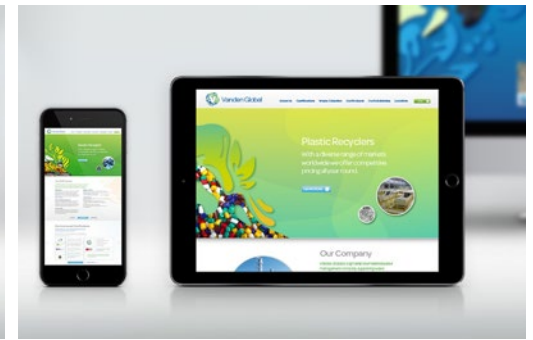
- Brand Identity
- Brand Guides
- Brand Grid
- Marketing Collateral Design
- Advertising Design
- Presentation Template

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

Vanden Global Brand Refreshment

Repositioning a Global Recycling Business



Working directly with the founders and starting with an exploration of the company's mission and vision, we positioned the brand around the idea of "Recycling Global Waste". The resulting identity is inspired by the ocean ecosystem. We also designed every part of the brand communications, from stationery to website, to be true to the brand's essence and its commitment to nature and people.

Scope of Work Business Strategy

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