



4TH BIN IT, a logo from a concept. The 4TH BIN IT logo includes two main elements in its design. The first is the 4TH BIN IT text which comprises most of the logo and clearly identifies its meaning and the requisite e-waste campaign. The chosen text is a wordplay on the fourth bin concept. One day soon e-waste recycling should be seen like the 4th bin next to other trash and recycling bins - so the idea is to BIN IT or in this 4TH BIN I.T. The text is custom designed to echo the graphic portion of the logo located in the lower right corner. The graphic portion references the mobius loop icon of the traditional recycling logos and merges that idea with the icon power icon for many electronic equipment. This merger is the essence of the graphic portion of the logo. The logo's robustness allows for customization with different colors schemes or fills. The main logo's form echoes city shapes and electronic components to communicate purpose and context.

