

Redesign the Recycling Logo

Recycling Week

The recycling symbol is one of the most recognisable international logos. It was designed in 1970 by Gary Anderson for a competition held in America to raise awareness of environmental issues.

Imagine there is a similar competition being held for young people to design a replacement symbol. Notice how simple and bold the design is and see if you can achieve a similar effect.



Start by writing down some words, ideas or concepts that you might associate with recycling.

E.g. Environment

Next, choose 5 words and sketch an image which might represent each one. An example has been done for you.

Environment					

Now think about any ways you can combine, adapt or simplify any of your images for use in your final design. Remember that your symbol needs to be clear enough to be recognised all over the world. Sketch any ideas on scrap paper and produce your final design below – then see how it would look on a recycling bin!

My Design	What My Design Would Look like in Use