

Bottld Graphic Design Competition

Create a design that inspires change!

We're inviting secondary school students (ages 11-18) to design eye-catching artwork for our plastic bottle recycling machines.

Your challenge?

Make recycling exciting, easy to understand, and something people actually want to do!

Your Mission

Design a visually striking and inspiring look for the front and sides of the machine that:



Grabs attention - Make people stop, look, and want to know more.



Tells a story - show how anyone can make a small difference by a tiny change of habit.



Highlights what makes Bottld different - we do local, verifiably recycled, low-carbon plastic bottle collection with rewards



Sparks curiosity - Make recycling feel fun, rewarding, and something worth doing!

Ideas to Get You Started

You have full creative freedom for the sides of the machine, but here are some ideas to help get you started:



Storytelling - Perhaps show a bottle's journey from waste to new life. Use characters, scenes, or creative visuals to bring the story to life.



Infographics - Maybe use bold, simple icons and symbols to show how the machine works (sorting, cleaning, shredding) or how recycling benefits the planet.



Innovative Design - Definitely think outside the box! Can you make people smile, think, or even challenge how they see recycling?

Design Guidelines

Your design has two parts:

Front of the machine - Must follow Bottld's brand colours and typography (see below).

Sides of the machine - Full creative freedom! Use any colours, illustrations, and typography (if used).



Brand colours: Use Bottld's bold orange and black, plus shades of green and yellow (Brand guidelines and digital images of the logo and permissible variations to be provided).



Shared competition entry: You can enter on your own or as a two-person team. For example, one person could design the brand-led front, while another focuses on the creative-led sides.

Rules



Brand logo: The Bottld logo must appear at least once on each side of the machine:

- The full Bottld 'word' logo must be on the front.
- Either the Bottld word logo or leaf logo must appear at least once on each of the two sides.



Images: Any images used must be copyright-free or original artwork.

AI: Use of AI is permissible. However, copyright infringements are not.

Size & Scale



Your design must match the machine dimensions provided. This means your submission must be to scale to fit the actual machine. Get a teacher to help with adjusting scale so your design will fit the machine when enlarged.

SIDES x 2 = 1751.4mm x 650.6mm

FRONT = 1751.4 x 755.1mm

Be aware that the branded front design will need to allow for cutouts for the deposit slot, screen and reward voucher slot.

See drawings and measurements provided on following pages.

What You Need to Submit

A final design for the front and sides of the machine in the correct proportions.

Your artwork can be submitted as:

- A full-colour illustration on A3 paper (drawn to scale).
- A digital file in PDF or PNG format (to scale).

Multiple entries are allowed, but each entry must be submitted separately.

All entries for each school must be submitted via the official entry form provided.

Ready to make a difference? Get designing!  

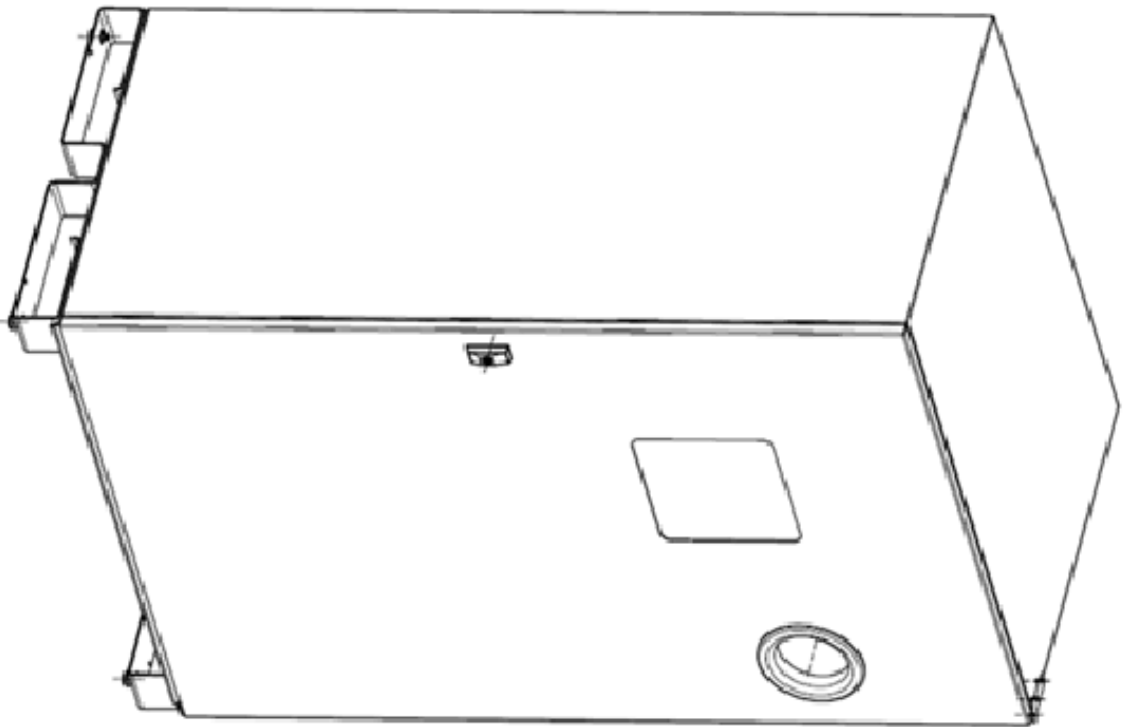
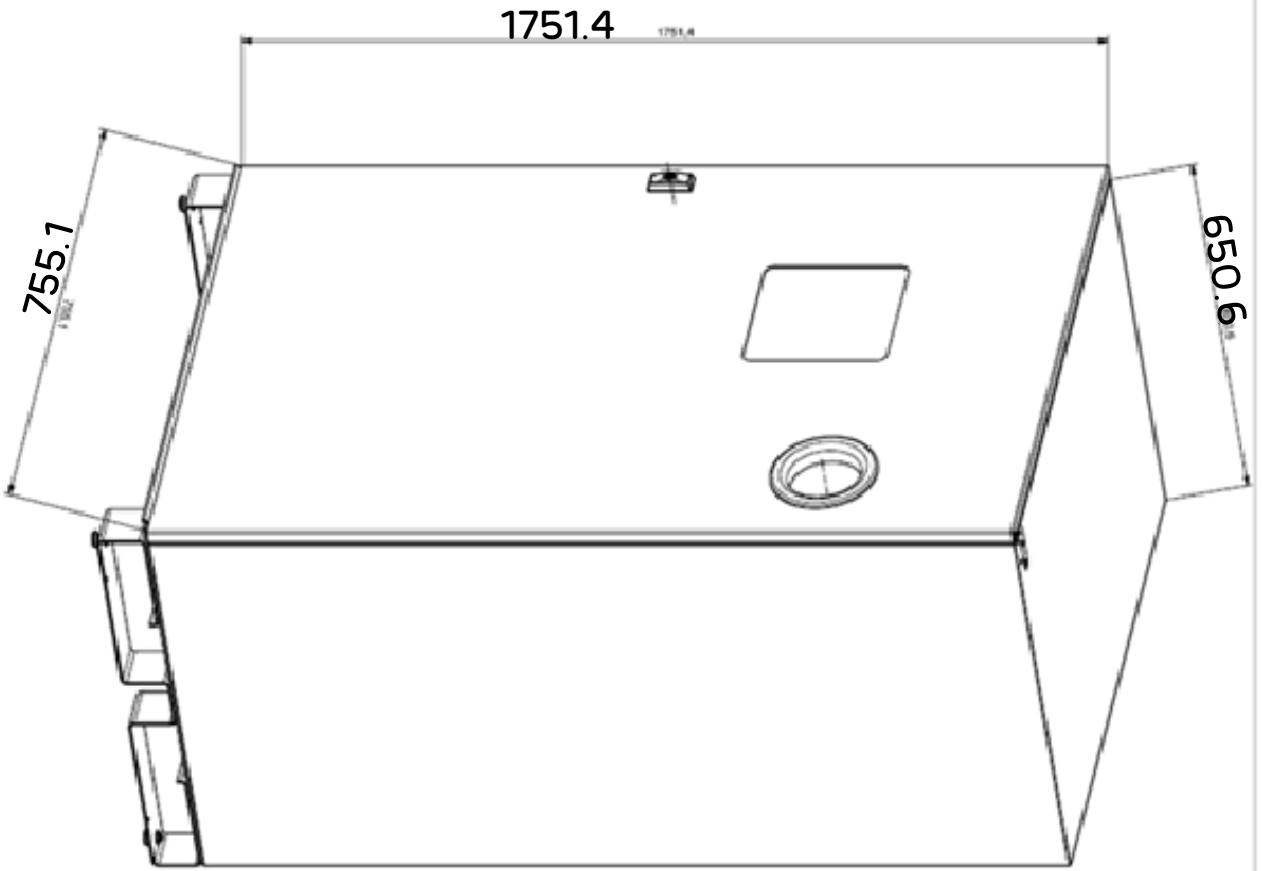
Timeline:

17th March 2025 - Competition launch

7th April 2025 - Deadline for submission of entries

14th-25th April - Judging

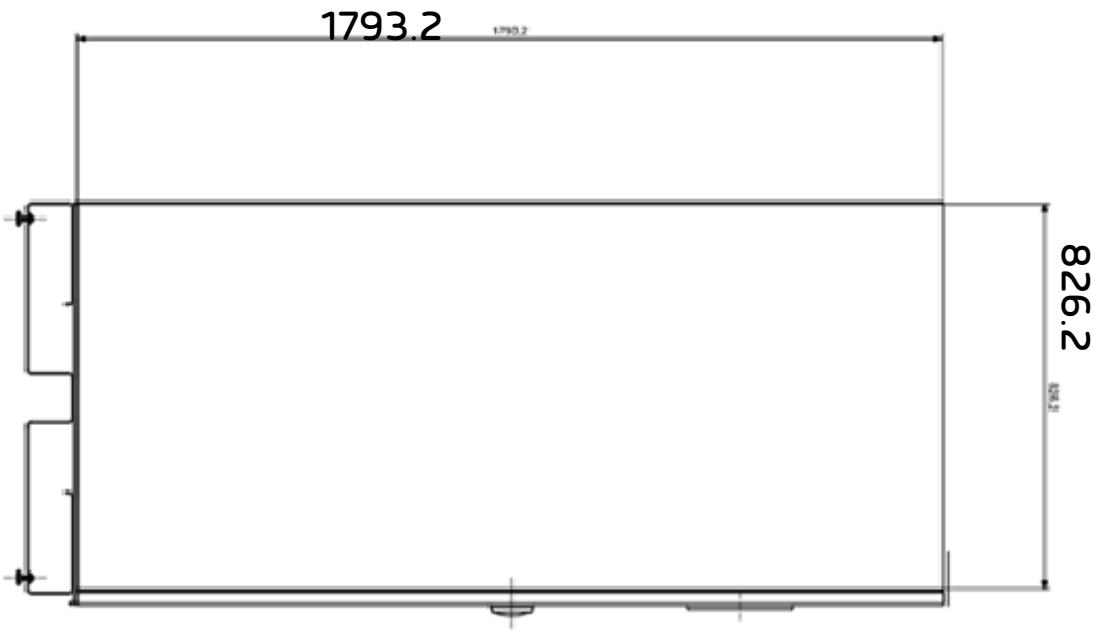
7th May - Winners Announced



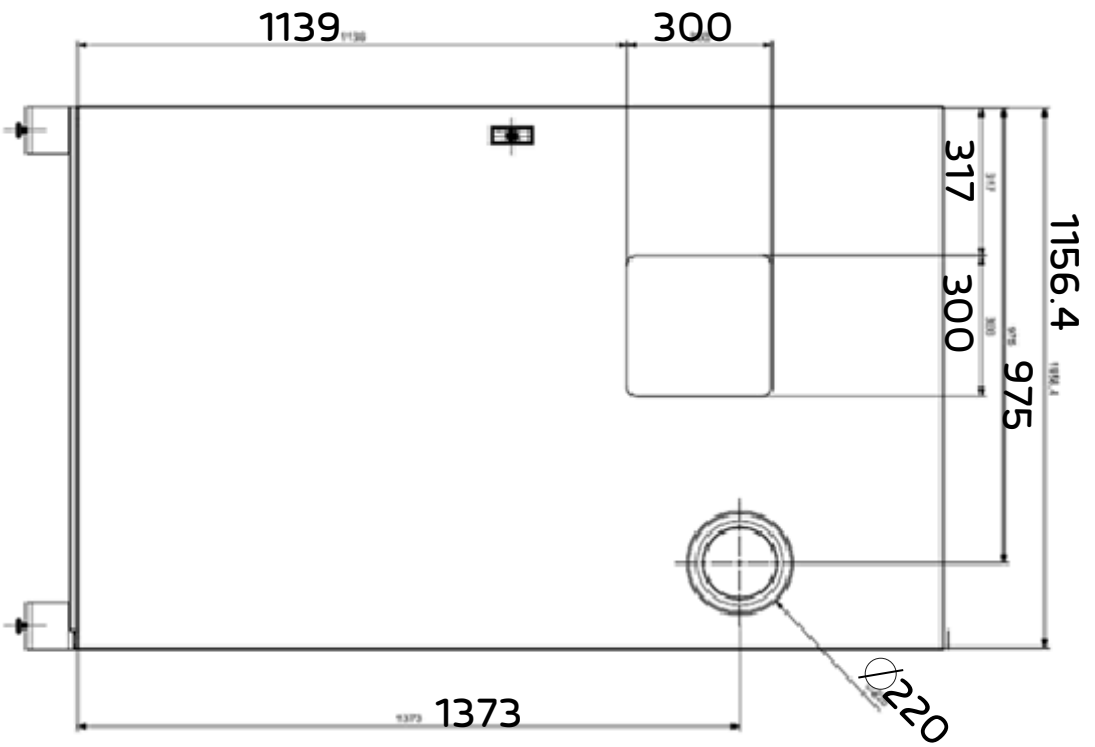
ALL DIMENSIONS ARE IN mm
 GENERAL POLYMER
 UNLESS OTHERWISE STATED
 ANGLIAN 88.2mm
 ANGLIAN 88"

CONVERTI		THE DRAWING SHALL NOT BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM.		CUSTOMER	
PROJECT NUMBER	14.02.2005	TITLE	REVERSE VENDING MACHINE FLOOR TREAT.		
DRAWN BY	LACOSTE	DATE	20/05		
CHECKED BY		NO			
APPROVED BY					REVISION
					1

LEFT SIDE VIEW



FRONT VIEW



RIGHT SIDE VIEW

