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NEW/RENEW

Solo's new bare brand cups and plates made from sugar cane and corn-based resin are recyclable, biodegradable and compostable.

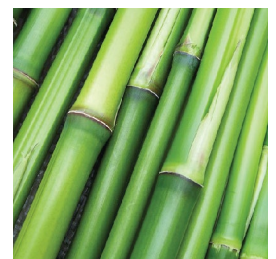
You may think that Solo Cup sells disposable tableware and food containers. What it really sells is convenience. Convenience from disposability, however, was compromised with an increasingly inconvenient perception that disposable was synonymous with wasteful, unsustainable and polluting.

Solo decided to keep the convenience, add sustainability. It developed and branded a new line of disposable products made from sustainable materials. Our assignment was to create a brand name, brand mark design and package graphics for this new line.



BRAND NAME

With its unique acronym-based brand name, bare[®] by Solo[®] enjoyed a highly successful launch. The bare name we recommended was intended to communicate on multiple levels. As an acronym, it represents Solo's environmental business initiative: *Bringing Alternative Resources for the Environment*. As a word, "bare" evokes pure and natural. As a positioning tactic, the name creates positive dissonance with mainstream disposables with its attribute of sustainable content vs. mere throw-away convenience.



BRAND MARK DESIGN

The impression of the bare word mark is relaxed, informal and organic. The name is depicted lower-case, in a proprietary, sans-serif typeface. An iconic r cues the environmental/sustainable brand benefit, with the letter's terminus representing a leaf and its stem functioning graphically as a plant stem with a green, three-leaf crown. A four-color bar underlines the reference for the brand acronym and is used as an independent motif in other brand graphic applications.



PACKAGE GRAPHICS

Minimalist package graphics are dominated by the bare word mark with the acronym reference beneath it. The type of sustainable material used in each product is featured within a leaf device.