NEDT

New England Disposal Technology

Founded in 1995 in Sutton, Massachusetts.

Created to fill a gap in the hazardous waste management industry with a focus on service-oriented and cost-effective solutions.

Offers a wide range of services including:

- Hazardous and industrial waste transportation and disposal
- Site remediation
- 24-hour emergency spill response
- Tank cleaning and removal

Serves public and private sector clients across New England and surrounding states.

Emphasizes safety and compliance, with a strong training program and a record of over four years without a lost-time accident.

High levels of customer satisfaction

NEDT®
New England Disposal Technologies, Inc.

NEDT believes that the world would be a better place if people learned and participated in safe waste management

How do teach people of all ages about waste management and waste safety?

What sets NEDT apart from other waste management and environmental service providers?

How can an icon be created that is both informational and friendly?

BOSTON CARTING
SERVICES, LLC

PURPLE
It's Purple!!!
DUMPSTER.com

Waste Services
ReSource

heti

Bigbelly
SMART SOLUTIONS FOR CITIES

NEDT
Household Hazardous Products Collection Center

Lifecycle
Renewables

TROJANO
WASTE

PC Survivors

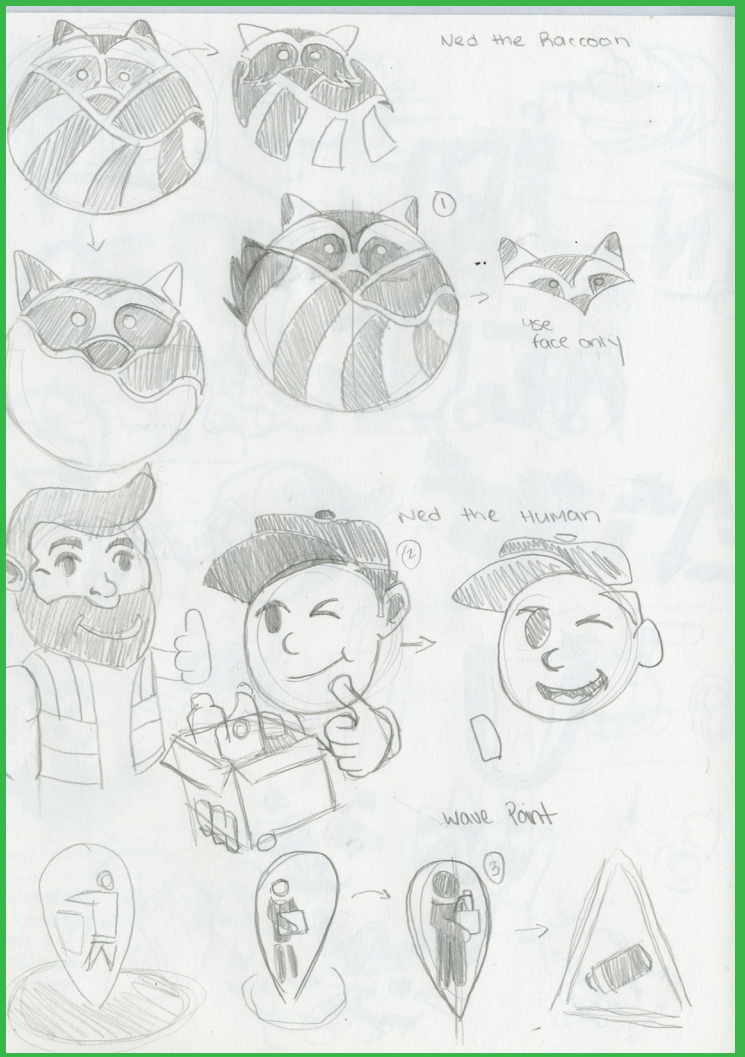
ALL AMERICAN WASTE

Concept Art

1. A symbol or character that represents a waste management company, this symbol can be abstract or a conceptual design

2. The icon can consist of black navy blue/blue and green.

3.Type consist of a bold typeface usually placed on the side of the logo



Final Three Concepts

Pros

1. Unique and Memorable
2. Quirky and Playful
3. Symbolic Potential
4. Versatile for Mascots or Merchandise

Cons

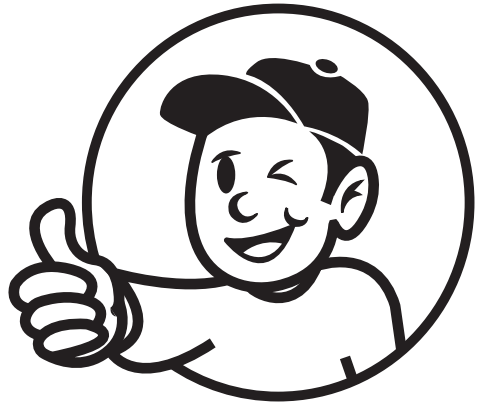
1. Risk of Negative Associations
2. Hard to Design Tastefully
3. Might Confuse People

Pros

1. Unique and Memorable
2. Symbolic Potential
3. Eco waste symbol creation

Cons

1. Functionality
2. Misinterpretation
3. Forgettable
4. Time



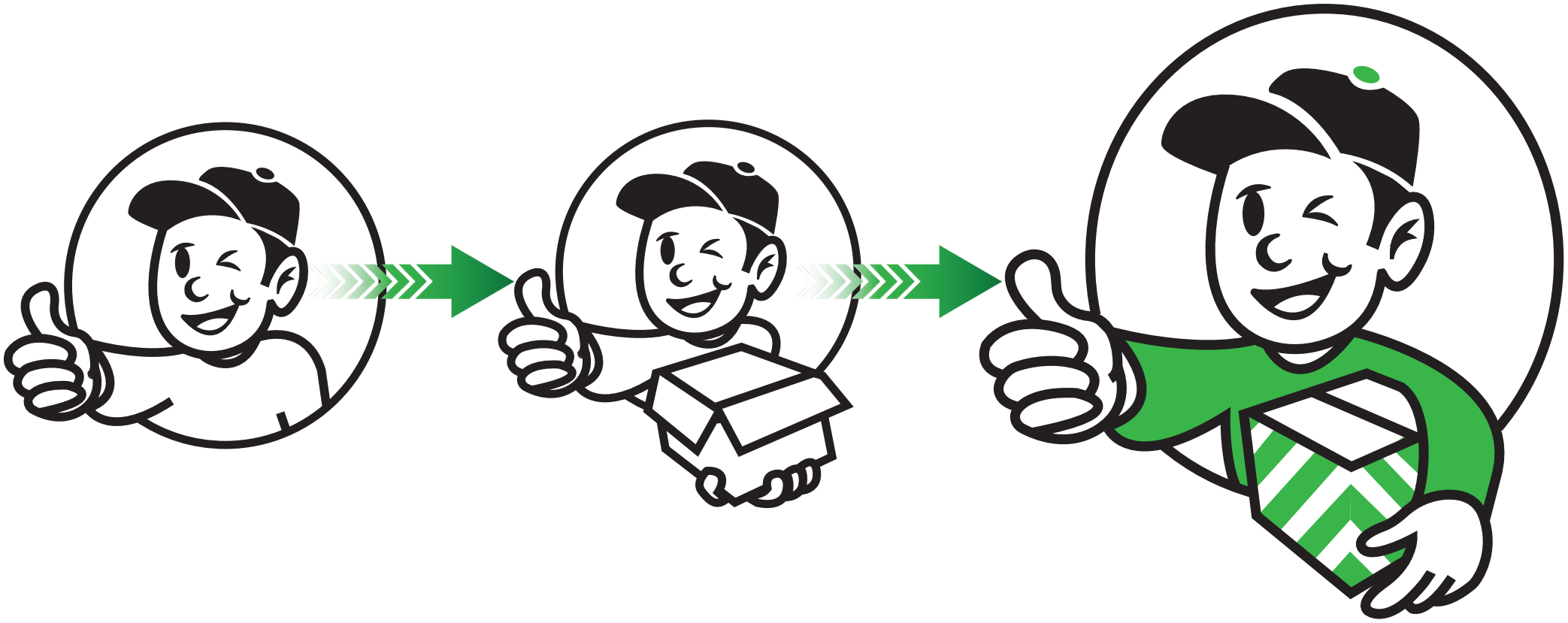
Pros

1. Reliability and emotional connection
2. Warmth, trust, and approachability
3. Reflect brand values
4. Versatile

Cons

1. Risk of cultural, or identity missteps
2. Representation

Evolution of NED



NEDT

Household Hazardous Products Collection Center

NED

Chemical Waste Management

NED

Chemical Waste Management

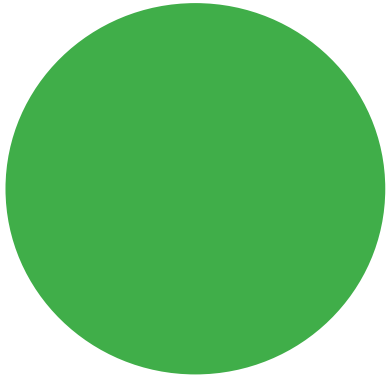
NED
Chemical Waste
Management

NED
Chemical Waste
Management

NED
Chemical Waste
Management

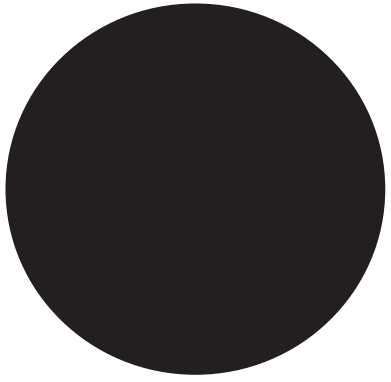
NED
Chemical Waste
Management

Color meaning



C:75 M:5 Y:100 K:0

The Green in the font and various parts of Ned’s body represents renewal, natural, and ecofriendly.



C:0 M:0 Y:0 K:100

The black represents power, knowledge and restraint

Typeface

AA

HWT ARTZ
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890!@#$%^&*()

Aa

Helevetica Bold
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz

NED
Chemical Waste
Management
866-769-1621
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Mondays & Wednesdays 9:00AM to 4:00PM
Saturdays – 9:00AM to 1:00PM
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GIVE HAZARDOUS WASTE A SAFE GOODBYE

WITH NED

TOXIC WASTE DOESN'T BELONG IN YOUR TRASH OR DRAINS.
LET NED HELP YOU MANAGE IT THE SMART WAY.
CALL NED OR BOOK ONLINE: NED.ORG

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Chemical Waste Management

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THE END