

2011 NJ-TSA
and the Municipal Land Use Center
Logo Design Contest

Food and Organics Recycling
New Jersey/New York (For NJ/NY)

Overview

- FOR NJ (Food and Organics Recycling New Jersey) has expanded to include New York State (FOR NJ/NY). The organization needs a new logo to reflect both states. The goal of the organization is to promote a more sustainable use of food residuals and other organics such as paper and yard waste, manures, bio-solids and incidental organics. All of these materials can be recycled, composted or utilized to generate energy or fuel.
- The organization is a coalition of NJ and NY retailers, restaurants, government officials, non-profit organizations, businesses, schools, higher education institutions, hospitals and healthcare facilities, processors, regulators, councils, haulers, recyclers and residents who are working to promote an understanding of the importance of utilizing food residuals, formally known as “waste” and other organic materials by promoting responsible resource management for a cleaner and more productive economy, environment and culture for all. For more information on FOR NJ, go to: <http://groups.google.com/group/fornynj?hl=n>

The Challenge

- Design a logo for the group, FOR NJ/NY, that reflects both NJ and NY. The logo will be used to promote the organization on stickers, t-shirts, posters, bumper stickers, window decals, and public service announcements on TV and print.

Requirements

- Logo must be submitted as a digital JPEG file; no hard copy needed
- Be able to print on an 8.5 x 11 sheet of paper
- Be original work; no copyrighted material
- Be submitted along with an explanation (Word Document or PDF) of the logo not exceeding one page

Albelis Duran
Leap Academy



- I made my design the way it is because the traditional symbol for recycling had to be included. Most of the trash trucks that I have seen say **Reduce Reuse and Recycle**. They want us to help them save the world and reduce trash, reuse it, and recycle it. We can recycle the simplest things. For example we can recycle our left over fruits. Over the time they will recombine and become soil. We can also recycle plastic bottles by reusing them or using metal bottles that we can use over and over again instead of the plastic ones.

Adar Darnov
Marlboro High School



- This logo is about the food, organics, and recycling efforts of New Jersey and New York. New Jersey and New York are symbolized by images of their states. The idea of recycling is represented by the three circular arrows, and the overall green color scheme. These are the most important aspects of the logo. They provide a clear understanding of what FOR NJ NY stands for. What makes this logo strong is that it makes a clear and concise impact.

Alexandra Tuman
Marlboro High School



- The logo I have designed expresses the ideas of the Food and Organics Recycling For New Jersey and New York clearly. The apple not only represents the big apple aka New York but also the fruits and vegetables New Jersey Produces. The arrows on the apple represent the recycling aspect of the group. The logo is easy to read and gets the idea across. The apple is the O in for and is a little different than just writing it out. This logo is appropriate for both New Jersey and New York.

Alexandra Wood
Marlboro Highschool



- My design effectively addresses the task of producing an advertisement that focusing on Food and Organic Recycling for New York and New Jersey. The symbol set behind the text is the symbol for organic recycling, which brings together the poster. Also, it clearly states “For New York and New Jersey,” which was the main purpose of the assignment.

Amanda Amabile
Marlboro High School



My logo that I designed for New Jersey and New York is showing different fruits and vegetables that can be recycled. Also in the recycle symbol I included pictures of waste that all should be recycled. I believe my logo will stand out and send the message to utilize food residuals and help the environment. Most of the food I included in my logo is organic materials that should all be recycled. WE can now have a more productive economy, environment, and culture if everyone could just recycle their food wastes. New Jersey and New York both together can definitely promote resource management especially with my logo.

Angela Zito
Marlboro High School



- In the logo I used the colors green and brown to represent organics. In the recycling logo I decided to make it look like organic compost and from the recycling logo there is natural, organic grass growing from the recycled compost.

Brittany Fallon
Marlboro High School



- The logo was designed in order to promote recycling in both New York and New Jersey. Many things such as food residuals and other organics such as paper and yard waste, manures, bio-solids and incidental organics can be recycled, composted or utilized to generate energy or fuel. This logo displays the slogan of “For NY&NJ,” along with the general icon that represents recycling to encourage people to be aware of reusable objects. The leaf represents nature which shows that people can contribute to the environment by recycling products.

Carlin Au
Marlboro High School

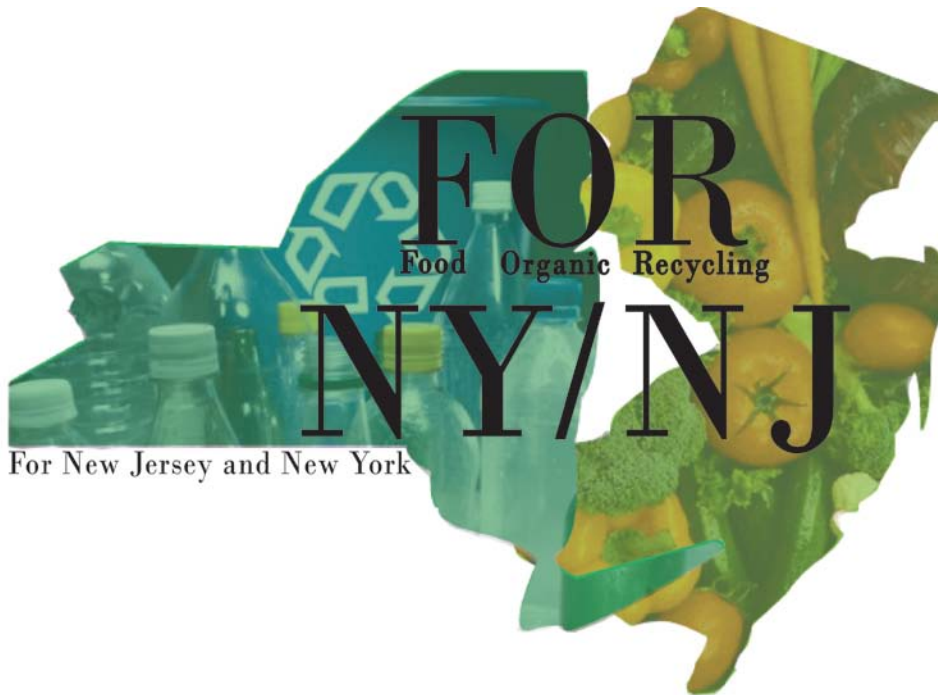


- The three pictures in this represent the cycle of food. Food comes from trees, waste comes from food, and then waste can be turned into compost to grow more trees.

David Agarunov
Marlboro High School



Denise Colombo
Marlboro High School



- My logo reflects recycling in both New York and New Jersey. The shapes of both states have fruits and bottles, both which can be recycled to help save the environment. It is very important to let the community know the importance of recycling and I feel this logo really shows the message across. People don't realize how much they can recycle during their everyday life and can really contribute to the environment in a positive way. New York and New Jersey alike can both promote recycling organic products such as fruits, vegetables, bottles, and cans that can greatly lessen the horrible effects trash has on society.

Devind Kullar
New Providence High School



- Each student brainstormed a list of words and images in their sketchbooks that combined the concepts of recycling and creating a use from organic garbage.
- They searched for images on the internet to manipulate and combine to achieve their visions.
- Their research and documentation is available upon request. We had a power-outage today during class and couldn't complete and submit the entire documentation.

Diana Osmanovic
Marlboro High School



- My logo for and Organics Recycling New Jersey/New York represents the recycling of organic foods and other organics. The arrows represent the concept of recycling. The recycling arrows are in a circular shape to resemble an apple for organics and to represent the “O” in organics.

Emily Sartorius
New Providence High School



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Eric Anderson



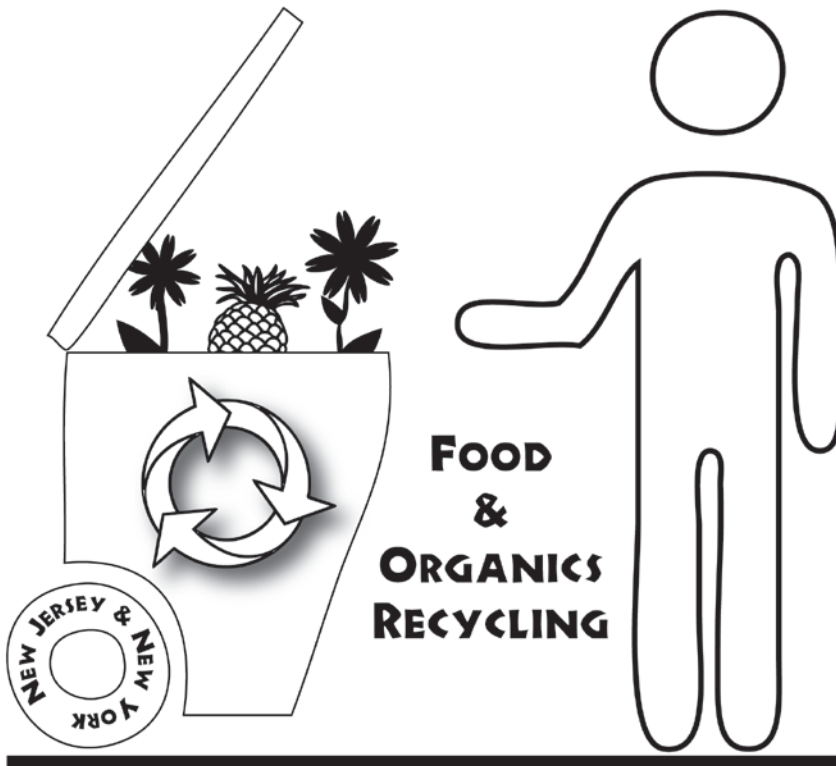
- This logo for the Food and organics recycling for New Jersey and also including New York that I made has blended together New York and New Jersey in a nice organic theme. I thought that because New York is mostly known for New York City and that's considered to be the "Big Apple" that it would be good to put it in alongside a tomato. The tomato represents New Jersey because I believe that New Jersey is known for its delicious tomatoes. It's what I've grown up knowing and really wanted to include it. Then I put in the recycling logo made of leaves to really emphasize the recycling of natural organic items. This also would include the tomato and the apple that I have in the middle of the recycling symbol.

Tatiana Padilla
Leap Academy



- My design was meant to capture the attention of many with its bright colors and ideas to make a healthy and strong change. The fruits symbolize growth and strength which is naturally implanted in the minds of brilliant students all around New York and New Jersey. These students come together and not only build up TSA but also our future. The bright minds of these students are said to be the future, so why not show our strength together in unity to make a change for ourselves and our environment. The traditional arrows forming a triangular rotation symbolize the encouragement to reduce, reuse, and recycle. The fruits are surrounded by this sign, indicating that we must cherish the youth and support them in helping them grow in knowledge and in character because in the end, they'll be our countries leaders in the future. United we stand stronger than ever, just like the hard and sturdy roots of a tree.

Heather Gofstein
Marlboro High School



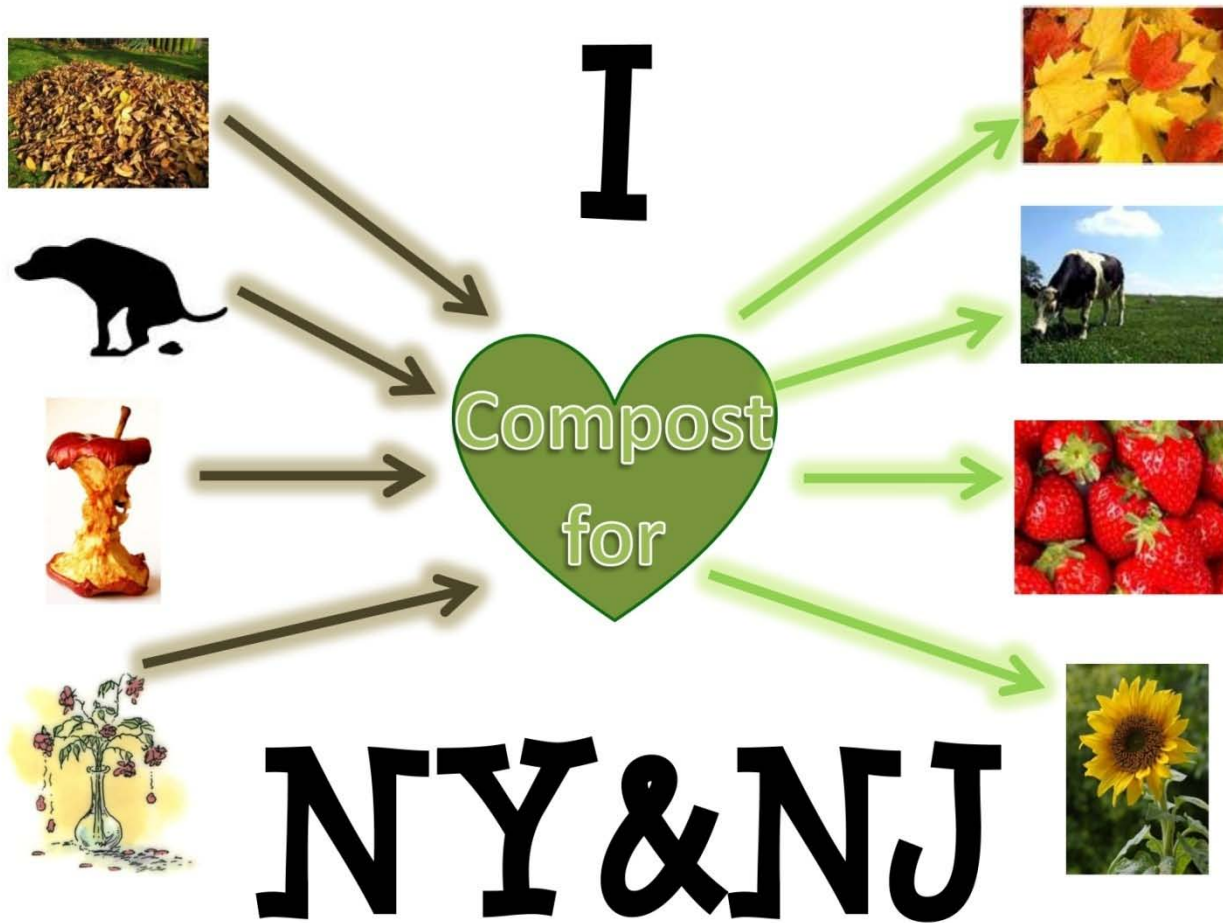
- My design originates from the idea of when people recycle they are bettering the environment. That is why there is a man standing next to the garbage pail with the recycling arrows on it. To show the disposal of organics, there are two flowers and one pineapple in the garbage. Since the organization is now expanding towards New York, the wheel reads both New York and New Jersey, the state it originated in. The design is simple, but effective as well.

Jessica Chaiken
Marlboro High School



- The logo that I have created for “FOR NJ” resembles an apple. The two recycling signs with the states New York and New Jersey inside them resemble the seeds in an apple. The apple represents the food factor of the recycling. It combines both NY and NJ in one apple, showing their unification. I used the program Adobe Illustrator and using the pen tool traced the states and apple.

Katherine Rittenbach
Biotechnology HS



Krystal Lee
Marlboro High School



- My logo design for Food and Organics Recycling New Jersey/New York (FORNJ/NY) represents the organization very well. The garbage can in the center of the logo has a green, leaf-shaped arrow circulating around it, showing that it pertains to organic recycling. This picture shows that the goal of FORNJ/NY is to recycle waste products that can be reused again, such as paper, bottles, etc. Also, the picture on the garbage disposal is the shape of New Jersey and New York, combined into one, which reflects both states. My logo should be chosen to represent Food and Organics Recycling New Jersey/New York because it contains all the components to represent organic recycling, as well as reflect the two states of New Jersey and New York.

Leticia Leon
Leap Academy



- I decided to go ahead with a basket of fruit. It shows the organic side of both New Jersey, and New York. There is a red apple on above all fruits and such because it representing New York, hence " The Big Apple " . New Jersey is writing in somewhat big letters on the bottom of the basket because it was originally, " Food and Organics Recycling New Jersey " . I Added the " New York " as if it were a last minute touch on a real fruit basket. The colors are bright, and just out there, saying "Look at me". It is a great logo that can be used on stickers, t-shirts etc. because it shows that kids can also be involved and active.

Michelle Sperling
Marlboro High School



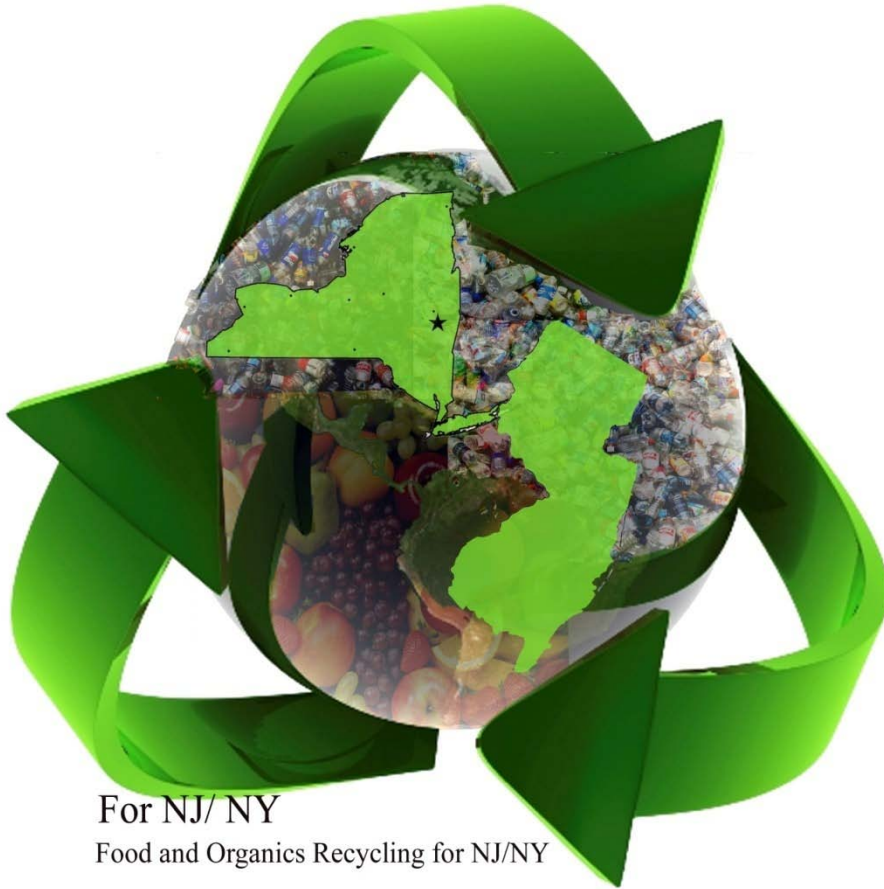
- This logo has an apple shaped to the likeness of New York and New Jersey hanging off of two tree branches. I did this to represent that these two states are included in the Food and Organics Recycling program. The apples symbolize the company's efforts to "go green" and be a cleaner and safer way to get rid of waste.

Mike Detlet
New Providence High School



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Nicole Montenegro
New Providence High School



For NJ/ NY

Food and Organics Recycling for NJ/NY

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Nicole Puccio
Marlboro High School



- While designing my logo I focussed on designing something that you do not see very often. The exterior of my logo reflects both New York and New Jersey. Meanwhile, the interior of my logo represents yard waste, organic materials and forms of energy in our enviornment. The bottom of my pyramid begins with materials that can be recycled. As you work your way up the pyramid you reach regenerated energy and fuel.

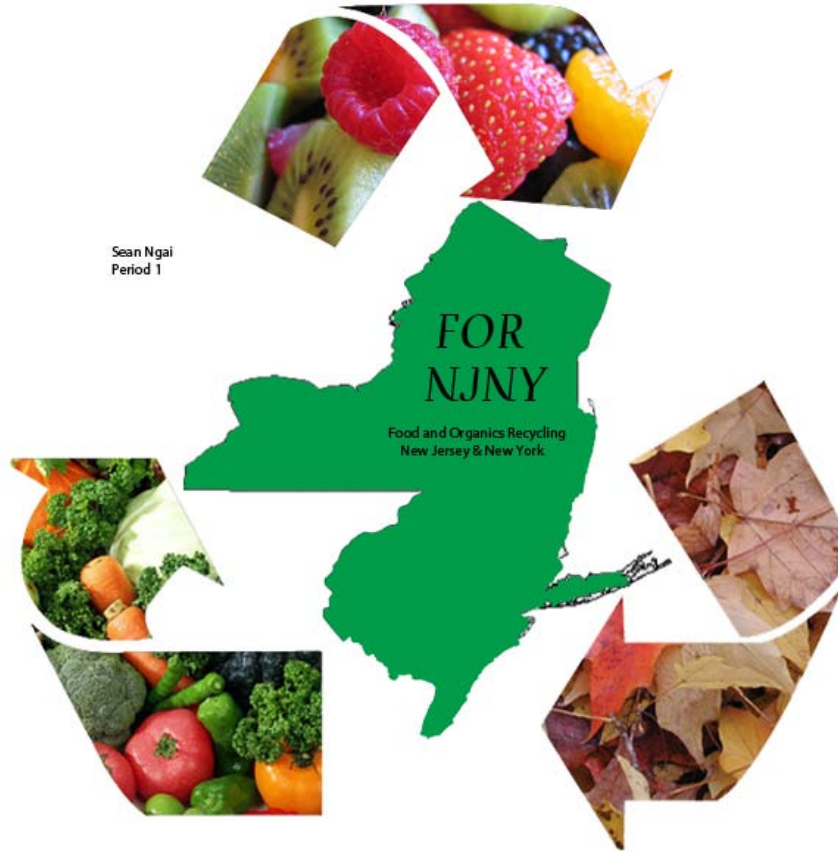
Rachel Weinberger
Marlboro High School



- My logo represents the organization for Food and Organics Recycling for New Jersey/ New York. It shows the Earth with only the states of New Jersey and New York on it. An arrow is surrounding the circle with all of different foods and organics in it.
- The arrow represents the act of recycling. At the bottom left, the abbreviation for the organization, FOR NJ/NY, is expressed. The logo overall explains the goal and of this organization.

FOOD AND ORGANICS RECYCLING FOR NEW JERSEY/ NEW YORK

Sean Ngai
Marlboro High School



This is my logo for the Food and Organics Recycling New Jersey and New York. The recycling sign has been made into three arrows which represent what the organization does. They recycle leftover foods, which is the fruit and vegetables, and they recycle organics such as the leaves. The state in the middle is a combined New Jersey and New York to represent the addition of New York to the organization.

Sonia Kalra
Marlboro High School



The paper, banana peel, and the leaves in the transparent garbage can represent the types of objects that can be recycled. The energy saving light bulb in the center of the garbage can represents the compost conducting electricity. The fact that the garbage can is clear represents that it is clean and environmentally friendly.

Stephanie Lehman
Marlboro High School



- My logo shows recycling in New Jersey and New York. I first used the “I heart NY” logo and changed the heart into a recycling logo. I added the states’ names and an outline of the states. Food Organics and Recycling was added into the middle of my logo.

Steven Tretyakov
Marlboro High School



- I have designed a logo for the Food and Organics Recycling organization. My design is a more professional logo for formal use. I blended different shades of green for the theme of recycling. I combined the “Y” and the “J” inside of the big “N” for a design appeal. The interlocking of the recycling sign with the “Y” and the “J” shows the combination of the two states added to the organization. The FOR goes across vertically in its own separate shade showing the abbreviation of “Food and Organics Recycling.” Once again this is a more professional looking logo with clean edges and beautiful design.

Taylor Chaskelberg
Marlboro High school



- My logo incorporates the new organic logo with recycling. It shows that New Jersey and New York is involved in recycling. I put the garbage can inside the logo because it shows the idea of recycling and keeping our world green.

Food and Organics Recycling
NY & NJ

Troy Carney
Marlboro High School



- This logo presents FORNJ/NY in a similar fashion to that of the previous logo; however, several major changes have been made. First, to symbolize the union of the two states, the logo has been changed from New Jersey alone to both New Jersey and New York. For aesthetic purposes, a certain organization of fruit (different than the fruit inside the original logo) has been used. The word colors compliment the fruit colors. One major difference between this logo and the previous one is its compact design. Unlike the previous logo, which stretched out to the right, this logo's dimensions are closer to a square; in this way, the logo can fit snugly on the corners of pages, can make up the majority of a billboard while leaving room for other designs, etc. For these reasons, I believe that my logo would be a great upgrade from the previous logo.

Victoria LoPresti
Marlboro High School



- My logo shows the process of Organic Recycling. First it starts off with an arrow of food. Then next is an arrow of soil. The soil is made after the food gets recycled. Then finally the soil is used to grow trees. This logo is a true example of what New Jersey and New York are trying to do for the environment.

Zachary Miller
Marlboro High School



- I wanted incorporate New York and New Jersey as bounding so I used the hand holding each other in the background and instead of the O I used recycling symbol for the O. To represent organic and recycling

Thank you to all of the participants!