

**bioloop** Recycle.  
Reward.  
Repeat.

**Brand Guidelines**  
**April 2025**

# Table of Contents

## Brand Research and Strategic Foundation. 4

- Industry and Competitor Research. 5
- Unique Selling Points (USPS). 6
- Brand Values. 7
- Brand Perception. 8
- Positioning Statement. 9

## Target Audience & Persona. 10

- Target Audience. 11
- Primary audience Segments. 12
- Persona 1. 13
- Persona 2. 14
- Secondary target audience. 15
- Persona 1. 16
- Persona 2. 17

## Brand History & Personality. 18

- Archetype. 19
- Tone of voice. 20-22
- Brand Story. 23

## Brand Identity & Visual Assets. 24

- Typography. 25-26
- Color Palette. 27-28
- Color combination. 29
- Logo. 30-32
- Moodboard. 33
- Digital presence. 34-38
- Mockups. 39-44

# bioloop

Recycle.  
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# Brand Research & Strategic Foundation

# Industry & Competitor Research

Category		PANT (Nordic Deposit)	Pfand	TOMRA (Tech Provider)	EcoVend
Location	Madrid, Spain	Norway, Sweden, Denmark	Germany, Austria	Global (HQ: Norway)	UK
Target Market	Adults 25–50, fast-paced lifestyle	General population	General population	Retailers, municipalities	Supermarkets, councils
Value Proposition	Rewards-based system (points, discounts, not €)	Monetary refund through deposit	Upfront charge, refunded after recycling	High-tech RVMs + app integration	Simple vending setup for recycling
Business Model	B2B (partnering with venues & brands for perks)	Government regulated	Mandatory deposit system	B2B2C – sells machines, software + data	B2B installation
Strengths	User engagement, partnerships, no cash barrier	High return rate, structured	High compliance, culturally embedded	Scalable, data-driven	Low-cost, easy to deploy
Weaknesses	No gov support, awareness building needed	Needs legislation	Rigid, not incentivizing beyond refund	Expensive tech, requires infrastructure	Less interactive or gamified
Opportunities	First-mover in Spain, gamification & branding	Pilot reward models outside deposits	Layer on loyalty perks	Add reward systems to expand	Mobile or loyalty integration
Threats	Education, scaling, funding	Policy change or backlash	Regulation shifts, public fatigue	High cost, local alternatives	Innovation gap vs competitors

# Unique Selling Proposition (USPs)

**NO  
DEPOSIT  
NEEDED**

Users don't prepay  
-  
zero friction

**REAL-WORLD  
REWARDS FOR  
REAL-LIFE  
HABITS**

Turn recycling into real rewards at  
favourite places (stadiums, cafés, gyms,  
etc.) with a game-like experience built for  
busy lives

**FIRST  
PFAND-STYLE  
RECYCLING  
IN SPAIN**

Untapped market with no  
current competition

# Brand Values

## INNOVATION

Bioloop tries to innovate bringing a new technology to Spain and innovating the meaning behind people's "trash"

## SUSTAINABILITY

The main idea behind the startup revolves around making the Spanish community more sustainable regarding their waste and, along those lines, the startup's business is also quite sustainable.

## IMPACT

Bioloop also takes impact as one of the startup's most important values, it is created for people who care about their environmental impact, and want to positively impact their communities with new sustainable habits.

# Brand Perception

Bio Loop is seen as **innovative, eco-conscious, and reward-focused**.

They are making sustainability easy, engaging, and valuable for both businesses and individuals.

# Positioning Statement

## Target Audience:

for businesses that want to show they care about the environment and for people who want to get rewards for recycling things they'd normally throw away

## Statement of Need:

Who seek a smarter, frictionless way to recycle without the need for upfront costs or complex systems

## Product name:

Bioloop

## Category:

Smart, reward-based recycling system

## USP:

first in spain, real-world rewards for real-life habits

## Key benefits:

- No deposit needed – zero friction
- Real rewards for everyday recycling
- First Pfand-style system in Spain
- Gamified experience in high-traffic spots (gyms, cafés, stadiums)
- No direct competition – tapping into an untapped market

# Target Audience & Persona

# Target Audience



## Primary Target Audience

**B2B - Stores, venues and high-traffic public spaces**



## Secondary Target Audience

**Final customer**

# Primary Audience Segments (for primary target audience)

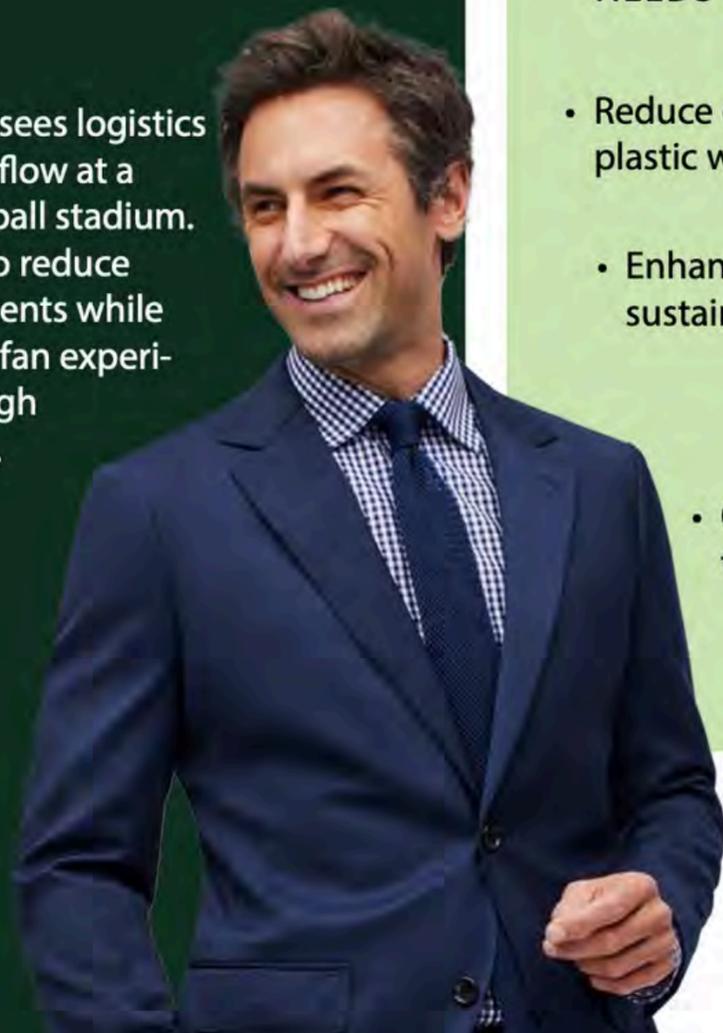
**B2B → Stores, venues and high-traffic public spaces where Bio Loop machines can be installed**

It is beneficial for these establishments to have a Bio Loop machine because:

- They are seen as **sustainable and environmentally conscious** by both customers and partners
- They gain a **unique, visible value-add** that encourages foot traffic and longer dwell time.
- They offer customers an **easy, engaging way** to take **climate-positive action** — turning everyday behavior into a shared brand value.
- They meet **sustainability and social responsibility goals** — without extra effort or complex changes to their operations.
- They become **part of a first-in-market circular solution**, helping position the business as a local sustainability pioneer.

Age: 43  
 Location: Madrid, Spain  
 Education: Bachelor in Management  
 Occupation: Stadium Operations Director  
 Income (€/y): ●●●●●

Carlos oversees logistics and crowd flow at a major football stadium. He wants to reduce waste at events while enhancing fan experience through innovation.



PERSONA “the Stadium Director”

# Carlos Méndez

B2B Venues

### NEEDS & MOTIVATIONS

- Reduce event-related plastic waste
- Enhance stadium’s sustainability image
- Offer fans innovative experiences

### CHALLENGES

- High foot traffic; solutions must be seamless
- Minimal setup time for new systems
- Limited staff resources during events

### STRATEGIES & SOLUTIONS

- ✓ Offer fast, gamified user experience
- ✓ Crowd-ready hardware - easy to install
- ✓ Drives both sustainability and fan engagement

### DEVICE



### SOCIAL MEDIA



### TRUST / RESEARCH



Age: 32  
 Location: Valencia, Spain  
 Education: Master's in Environmental Management  
 Occupation: Corporate Sustainability Manager  
 Income (€/y): ●●●○○

Lucía is a 35-year-old environmental science graduate who leads sustainability initiatives at a mid-sized Spanish supermarket chain based in Valencia. She's driven by the need to show measurable ESG impact while staying within tight operational budgets.



PERSONA "The Thoughtful Retailer"

Lucía Gómez

B2B  
Retailer

NEEDS & MOTIVATIONS

- Align with ESG/CSR goals
- Improve public brand perception
- Demonstrate measurable environmental impact

CHALLENGES

- Needs scalable, low-effort solutions
- Must prove ROI to management
- Avoid disrupting daily operations

STRATEGIES & SOLUTIONS

- ✓ Plug-and-play installation
- ✓ Automatic data/report generation
- ✓ No additional staff involvement needed

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



# Primary audience segments (for secondary target audience)

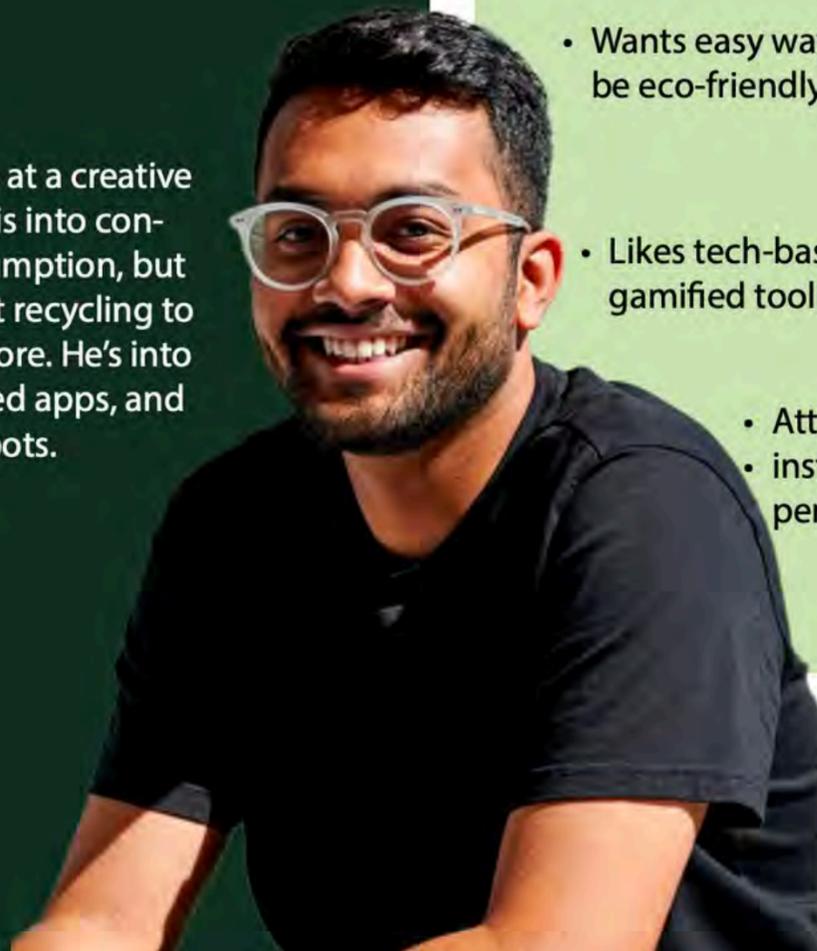
## Final Costumer

It is beneficial for them to have a Bio Loop machine because:

- They receive **real rewards** for recycling
- It turns a **daily habit into a fun**, game-like experience
- No need to pay a deposit — **zero cost, zero hassle**
- They can redeem rewards at places they already visit (gyms, cafés, stadiums)
- It makes sustainable action simple and convenient

Age: 27  
 Location: Madrid, Spain  
 Education: Bachelor in Graphic Design  
 Occupation: Creative Agency designer  
 Income (€/y): ●●●●○

Diego works at a creative agency and is into conscious consumption, but doesn't want recycling to feel like a chore. He's into tech, gamified apps, and local food spots.



PERSONA "The daily-life operator"

# DIEGO ROMERO

Customer  
daily-life operator

### NEEDS & MOTIVATIONS

- Wants easy ways to be eco-friendly
- Likes tech-based, gamified tools
- Attracted to instant local perks

### CHALLENGES

- Thinks recycling is boring
- Doesn't use coins or traditional systems
- Dislikes complicated processes

### STRATEGIES & SOLUTIONS

- ✓ Tap-and-go simplicity
- ✓ Gamification adds fun
- ✓ Reward system tied to local lifestyle

### DEVICE



### SOCIAL MEDIA



### TRUST / RESEARCH



Age: 22  
 Location: Madrid, Spain  
 Education: Bachelor in Design  
 Occupation: Student & eco-activist  
 Income (€/y): ●●○○○

Carla recently moved into her own apartment and is passionate about decorating her space. She loves stylish, sustainable products but has to be mindful of her budget.



PERSONA “The sustainable advocat student”

CARLA LOPEZ

Customer  
 university Student & Activist

NEEDS & MOTIVATIONS

- Passionate about visible impact
- Loves sharing eco content on social
- Supports local green movements

CHALLENGES

- Student budget and time constraints
- Feels excluded from big sustainability efforts
- Hard to find accessible eco tools

STRATEGIES & SOLUTIONS

- ✓ Free, fun, and visible system
- ✓ Peer-to-peer sharable - makes her an eco-ambassador
- ✓ Easy to promote in student communities = works in public/students spaces

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



# Brand History & Personality



# The Caregiver Archetype

## Tone of Voice

- warm
- empathetic
- reassuring
- purposeful
- supportive
- thoughtful

## Caregiver Costumer

- Value ease, trust, and social good
- Are motivated by purpose and community care
- Appreciate brands that help them make responsible, thoughtful choices
- Feel good when their everyday actions contribute to something bigger

## Strategy

Support people and businesses in making sustainable decisions — effortlessly and meaningfully

The Caregiver archetype guides people and businesses toward doing good without pressure, but with care. Bio Loop becomes a gentle enabler of everyday impact, turning simple actions into something meaningful and shared.

**NURTURING**

**ETHICAL**

**REWARDING**

# Tone of voice

## Brand Expression

Our language drives **bold, approachable, and forward-thinking messaging** across all Bioloop communications.

Tone of voice is how our brand personality speaks — **confident, helpful, and full of momentum.**

It reflects our vision of **making recycling smarter and more rewarding for everyone** — especially the businesses ready to lead change.

Bioloop's voice blends **innovation with clarity, always staying accessible.** We speak in a way that motivates action, sparks interest, and supports our partners without pressure. **Clear enough to trust. Smart enough to stand out.**

# Tone of voice

## Guidelines

Bioloop's tone of voice is inspiring, empowering, and smart. It brings our mission to life through a personality that's:

### Visionary but Grounded

We talk about bold ideas but always pair them with real, actionable benefits.

### Supportive and Empowering

Our tone offers help, not judgment. We're here to make things easier, better, and more rewarding together.

### Innovative but Accessible

We simplify smart tech. Our language reflects how easy, seamless, and beneficial our system is without being overly technical.

### Optimistic with Purpose

Sustainability should feel energizing. We lift the weight of responsibility and turn it into opportunity.

# Tone of voice

## Messaging

Direct and quite visual communication, so that customers can easily and quickly understand what the startup does and how. No overcomplicating.

- Waste less, win more
- Tomorrow's system, ready today
- Refill your impact
- Turning everyday actions into lasting change
- Tired of the trash talk? So are we
- Recycling that actually rewards
- It's not trash. It's a tiny win

# Brand Story

**Every bottle tells a story — and with Bioloop, it's one of smarter habits, cleaner cities, and everyday rewards.**

We've reimaged recycling for the real world — no deposits, no friction, no guilt. Just simple, satisfying action. As Spain's first Pfand-style recycling system, Bioloop brings **innovative tech to the places people already go**: stadiums, cafés, gyms, and stores. Pop your bottle in. Earn points, perks, and discounts. Walk away feeling good.

It's **sustainability with instant gratification** — turning what was once trash into tiny wins that add up to real impact. For businesses, it's a **chance to lead the change** without changing a thing. For users, it's proof that doing good doesn't have to be hard.

Because we believe small actions spark big change. And when rewards meet responsibility, everyone wins.

**Bioloop — Waste less. Win more.**

# Brand Identity & Visual Assets

# Typography

The branding uses two different fonts. The font used in the logo will be used in titles. The font used for the slogan will be the main font for average text.

Titles font

June Expt Variable

Main text font

Myriad Pro

# Typography

Hypothetical title

**Hypothetical title**

The text that will be written and most of what will be written in big bodies of text will be done with the Myriad Pro font. This specifically uses the 182 pts size on Adobe Illustrator.

# Color Palette

A brand's color palette is what makes it immediately recognizable.

Whenever Bioloop machines are placed next to other machines of the same sort it needs to be recognized by customers as familiar.

Environmentally aware businesses dedicated to recycling or similar services/products normally use the color green. This combination of colors tries to use the classical overused tone of green as a pop of color and white and a deeper tone of green as the base of the brand.

#103022

#83BE40

#FFFFFF

ROCK  
GREEN

4RS  
GREEN

BASE  
WHITE

# Color Palette

"Base White" is intended to make the brand's communication clear and transmit transparency. "Rock Green" is the main color. It transmits seriousness and professionalism, because of its cool undertone and dark shade. "4Rs Green" is the pop of color of the brand, and at the same time it is the classical tone of green that comes to mind whenever people think about recycling and sustainability.

#103022 ROCK GREEN

#83BE40 4RS GREEN

# Color Combination



## Logo

The Bioloop logo was designed to reflect the brand's focus on sustainability, connection, and circular systems. The typography is based on a standard font with a classic feel, but it includes subtle stylistic touches, like soft curves and slight variations, that give it a bit of edge without making it look too stylized. This helps strike a balance between being approachable, professional, and visually current.

The most distinctive element is the loop connecting the two "o"s in loop. This was used to represent continuity and flow, echoing the brand's core message of cycles and circularity. It also references the infinity symbol, which ties back to elements from Bioloop's previous logo, but in a more refined and original way.

The slogan "Recycle. Reward. Repeat." was added to reinforce the concept behind the logo. It gives context without being overly literal and helps communicate the brand's mission in a simple, memorable way.

bioloop

Recycle.  
Reward.  
Repeat.

bioloop

Recycle.  
Reward.  
Repeat.

## Previous logo



## New logo



**bioloop** Recycle.  
Reward.  
Repeat.



**bioloop** Recycle.  
Reward.  
Repeat.







# bioloop

Recycle.  
Reward.  
Repeat.











Name of the business owner  
Bioloop's CEO

contato@bioloop.com.es  
+34 000 000 000

bioloop

Recycle.  
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**April 2025**

**This document will be updated as further applications of the brand are created**

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