

Bioshell

BRAND BOOK '08



» Alternatives to fossil fuels represent low carbon dioxide sources of energy. But they are not yet economically competitive with conventional sources. Over the next 30 years, they will become an increasingly important part of the world's energy solutions and may grow to supply around one-third of the world's demand for energy by 2050. Shell is the largest distributor of biofuels, and one of the biggest investors in wind energy, as well as an investor in second-generation biofuels, thin-film solar cells and hydrogen.

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SIGNATURE



» The BioShell signature is based off of the design of the Shell symbol. The yellow body object with a red border. Instead of a shell a head of wheat is used to represent the biofuel side of BioShell. The Type is the same as the Shell logo, Arial Black. The word Bio is left as just a border to separate it from the rest of the logo type.

» Wheat Symbol



» BioShell Logo

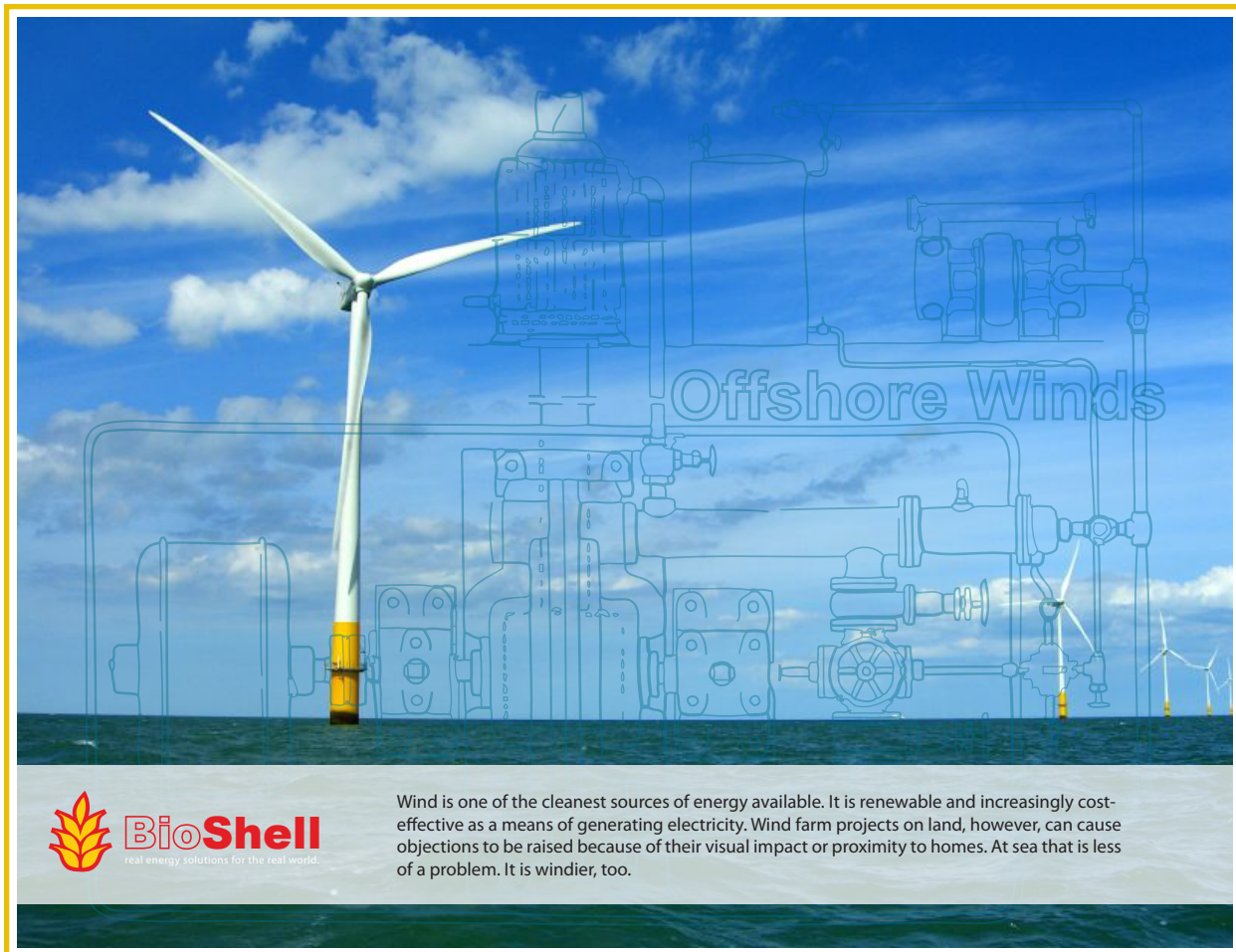


» BioShell Logo with type



» My poster series is based on large images of the different areas of BioShell's new energy sources. Using the same transparent bar to a short fact about this specific area of BioShell. In the background are drawings of technical aspects of the technology being used. The title of the poster is also drawn in the same manner and placed inside the drawing.

» Offshore Wind | series A



» The BioShell Website is based on the same large detailed image in the background with the transparent block on top for type. Each area of BioShell's alternative fuel sources have a link to a detailed page with information about Shell's current progress in the specific area, and a history of developments made throughout the research process. There are also links to other web pages that cover the same topics by others.

» BioShell Website | home page



» BioShell billboards will be a main signage used. The billboards will use large images and transparent strips to place type in. The Wheat Symbol will be large and the BioShell logo will be as well. Not a lot of information will be given but the web site will be on them somewhere.

» Wheat Billboard

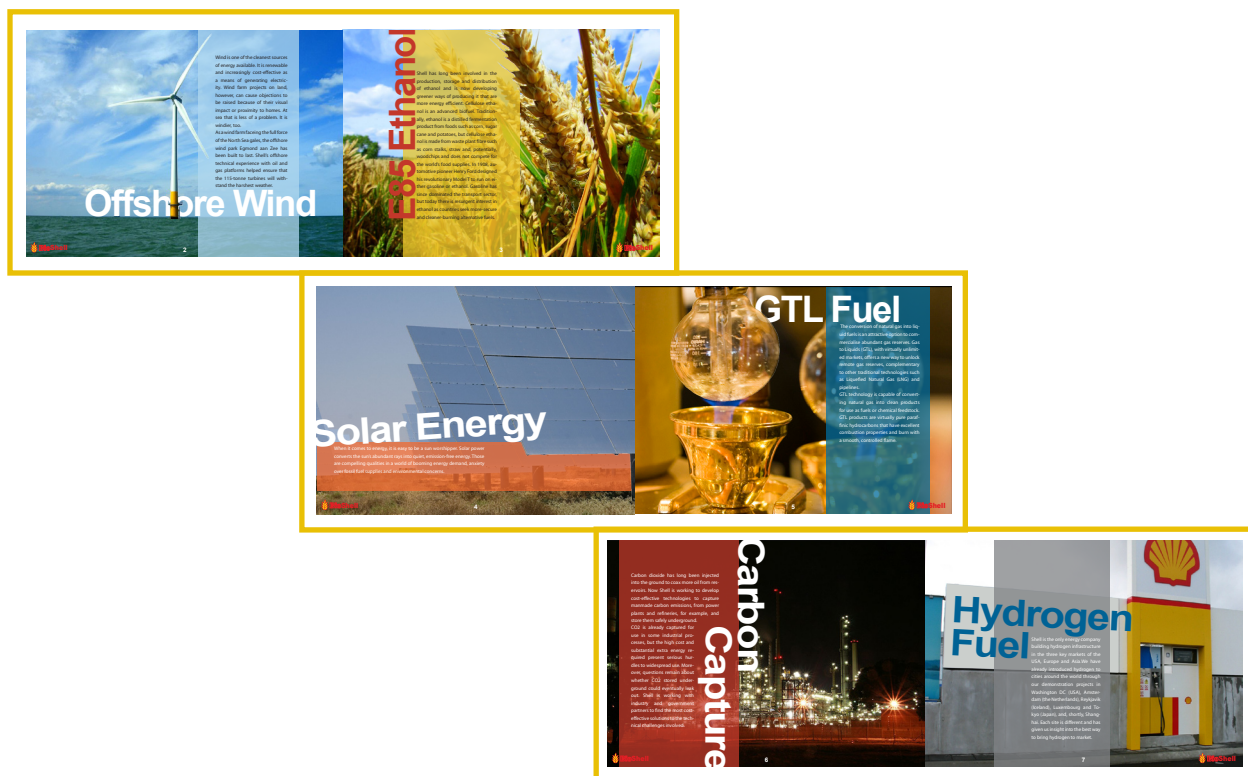


» The BioShell brochure highlights the different areas of BioShell developments and technology. Each page is dedicated to a specific area of BioShell alternative energy sources.

» BioShell Brochure | cover



» BioShell Brochure | spreads



» BioShell transportation is based on cars that are fuel efficient and paired with companies who share our view of eco-friendly operation. All BioShell vehicles run on either E85 Ethanol or GTL fuel.

» BioShell Toyota Yaris | E85 Ethanol



» BioShell VW Jetta | GTL Deisel



» Shell wants to expand BioShell's ideals to all levels of the fuel industry, helping consumers become eco-friendly and preserving th

» **BioShell Gas Card**



