

Zero Waste Mason

ZWM STANDARDS & GUIDELINES LOOK BOOK

The following is a 'Look Book' of the Zero Waste Mason (ZWM) Standards for George Mason University. It outlines in visuals the Design Standard and Guideline requirements for the purchasing and the set up of all new and existing waste systems and infrastructure, including built-ins, equipment, and bins on George Mason University campuses.

Sequencing, Names, & Color Coding

Interior Stations and bins set ups:

Must be co-located, and include at minimum, from left to right, "Cans & Bottles" (medium blue), "Paper" (Medium Gray), and "Trash" (Black) streams. This includes built-ins, purchased equipment, and existing bin set ups. There should be no stand alone Trash bins on campus except in bathrooms or special case locations approved by Facilities and Campus Operations (F&CO).

Exterior Stations and bin set ups:

Must be co-located and include at minimum "Cans & Bottles" and "Trash", with optional Compost bin upon approval only.

**Interior and Exterior "Compost" streams must be pre-approved by F&CO. If approved, place to the right of "Trash" stream.*

Required streams, must be co-located and in the following sequence, left to right:

CANS & BOTTLES

PAPER

TRASH

COMPOST

Optional stream, for high-volume/-visibility areas (F&CO pre-approval required):

Restrictive Hole Openings (Interior)

Required Primary streams at every waste station/bin set up:

- 1 - Cans & Bottles:** Double small (approx. 4-5") circle holes, or if not available a single small circle (~4-5") or partially closed lid saturn (~4-5"). Medium Blue color.
- 2 - Paper:** Narrow (~ 2" x 11") verticle/slanted slot hole. Medium gray, or if not available in gray, medium blue for lid, gray for label.
- 3 - Trash:** Medium (~6"x11") rectangle, diamond, or square hole. Black.

Optional primary stream

- 4 - Compost:** *Must be closed lid.* Medium green, square lid can be fitted/retrofitted over a medium (~6"x11") rectangle, square, or diamond hole. Requires *pre-approval* from F&CO.

**If purchasing stations or bins, lids/holes must match the correct stream color coding. If designing/retrofitting built-in stations, speak with F&CO Environmental Design office about design approval and how labeling can offer the requisite color coding by stream.*

Standard hole openings, by stream:



*Closed lid:



Additional opening options, by stream (if openings above not available):



*Closed lids:



Restrictive Hole Openings (Exterior)

- 1 - Cans & Bottles:** Prefer non-compacting smart solar powered bins with Medium Blue closed hopper/door with both handle and foot pedal. Speak with F&CO before purchasing new receptacles.
- 2 - Trash:** Prefer compacting smart solar powered bins with Black closed hopper/door with both handle and foot pedal. Speak with F&CO before purchasing new receptacles.

Optional primary stream

- 3 - Compost:** Requires pre-approval from F&CO. Must be closed hopper door; prefer smart solar powered bins with Green closed hopper/door with both handle and foot pedal.



N/A



For all other openings for existiiing or new exterior bins, seek pre-approval from F&CO.

N/A, must be closed hopper door.

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Icons

Primary Streams

Icons in stream color for white backgrounds.

Icons in white for inverse (to be used with appropriate by stream background color).



CANS & BOTTLES



PAPER



TRASH



COMPOST



Specialty Streams

Specialty streams require pre-approval from F&CO, and are for special drop-off locations only.



CARDBOARD



GLASS



LDPE



REUSE

Color Coding

Primary Streams



Cans & Bottles:
Medium Blue
HEX #2A3492
RGB 42, 52, 146
CMYK 100, 96, 0, 2



Paper:
Medium Gray
HEX #939797
RGB 147, 151, 151
CMYK 6, 2, 5, 45



Trash:
Black
HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



Compost:
George Mason Green
HEX #005239
RGB 0, 82, 57
CMYK 83, 19, 73, 58
Pantone 357C

Specialty Streams

Specialty streams require pre-approval from F&CO, and are for special drop-off locations only.



Cardboard:
Light Brown
HEX #A39382
RGB 158, 118, 686
CMYK 34, 51, 69, 12



Glass:
Medium Purple
HEX #5F2C8C
RGB 95, 44, 140
CMYK 78, 100, 2, 1
Pantone 268 C



Reuse/Redistribution:
George Mason Gold
HEX #FFC733
RGB 255, 199, 51
CMYK 0, 23, 91, 0
Pantone 123 C



Specialty Recycling:
Bright Blue
HEX #007DC5
RGB 0, 125, 197
CMYK 100, 40, 0, 0



Hazardous Waste:
Red
HEX #D71F26
RGB 215, 31, 38
CMYK 9, 100, 100, 2

ZWM Picture-Based Labels

Primary Stream Labels

Interior and Exterior stations and bins on all of George Mason's campuses must utilize the approved ZWM picture-based labels or horizontal headerboards using said labels (and designed/approved by F&CO) detailing guidance for each primary waste stream including on built-ins, purchased equipment, and existing bin set ups.

"Cans & Bottles" standard label: (4" x 8.25"):



"Paper" Option 1: Triangle, for slim bin lids (9" h).

"Paper" Option 2: (4" x 8.25"):



"Trash" standard label: (4" x 8.25"):



Specialty Stream - Compost label:



Specialty Stream Labels & Posters

Additional labels and posters (examples below) require pre-approval by F&CO for specialty drop-off locations.

Specialty Stream - Paper Towel Composting:



Specialty Stream - Glass:



Specialty Stream - Alkaline Batteries:



Example Specialty Stream Posters - Cardboard and LDPE (at left).

Examples: Standards & Guidelines at Work on Campus



Interiors: Stations that meet all Standards & Guidelines (above); Stations/bin set ups that meet Standards but not all Guidelines (e.g., interchangeable hole openings, sustainable materials) (below).



Exteriors: Station that meets all Standards & Guidelines (at left); Specialty Glass drop off (at right).



Need for Standard: Room for Improvement on Campus

Examples of waste issues based on pre-standard interior and exterior infrastructure.



Interior ISSUES: Lack of co-location and inconsistent bin sequencing (many times due to building occupant movement), inconsistent bins types, lack of restrictive hole openings by stream, lack of or insufficient/confusing labeling, inability to tell stream type quickly/from afar, waste overflow issues (clockwise, from top left).



Exterior ISSUES: Inconsistent exterior bin types, lack of co-location, inconsistent bin sequencing, lack of restrictive hole openings by stream, lack of covering or closure to mitigate issues from weather, bees vermin, or animals, lack of labeling, blow away litter.

