

HDR

SPSA Rebrand

Why Did the Southeastern Public Service Authority Go Through The Rebranding Process?

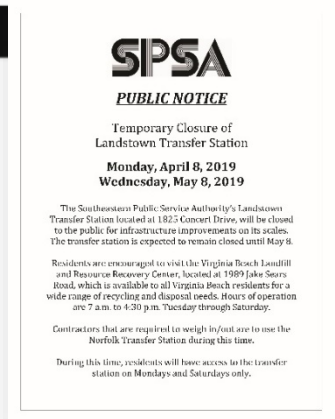
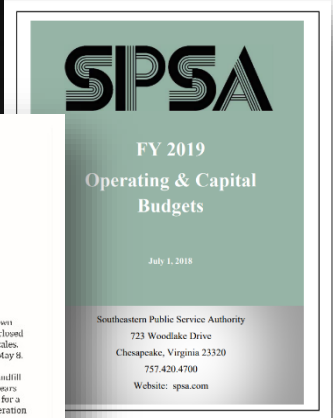
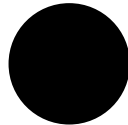
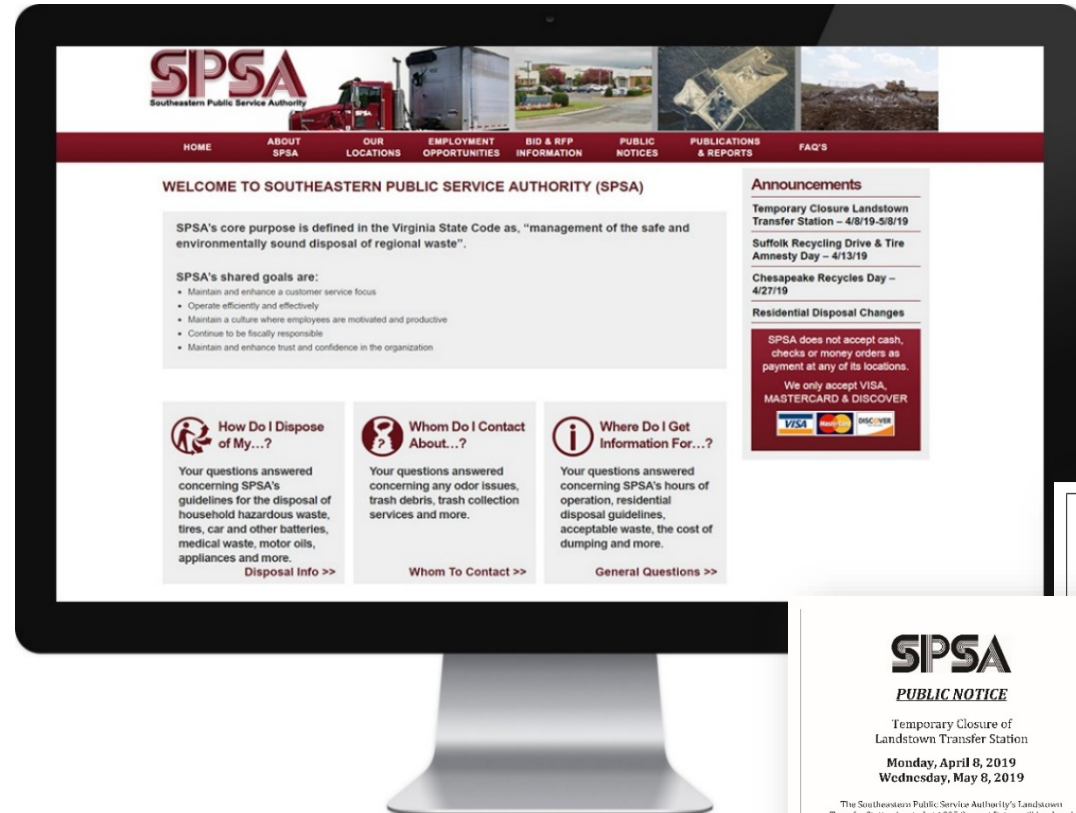


Why Rebrand ?

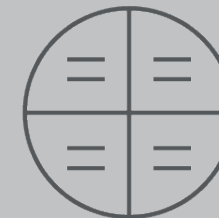
- SPSA 1.0 - Who we were
- SPSA 2.0 - Who we became
- Struggle to change our image
- Restate and Reinforce Mission and Values
- Need to Convey all the services provided by SPSA for clear community understanding
- Permitting additional Airspace at the RLF
- Educate the public about who we are, what we do and why we do it
- To clearly communicate the GREAT things that are happening at SPSA

Branding Process

Previous Brand



04



Strengths

- Satisfied residents
- Planning for 40-60 years of waste management
- Security
- Clean waste management facilities
- Issues are handled professionally

Opportunities

- Educational opportunities
- Discovering new ways to reuse materials
- Help residents learn of other means to minimize their waste impact

Weaknesses

- Current lack of way finding signage at facilities
- Little outreach to the public and residents
- Financial reputation
- Citizen understanding is limited

Threats

- Activist organizations
- Contractors that illegally dump waste
- The public's association of litter with their trucks

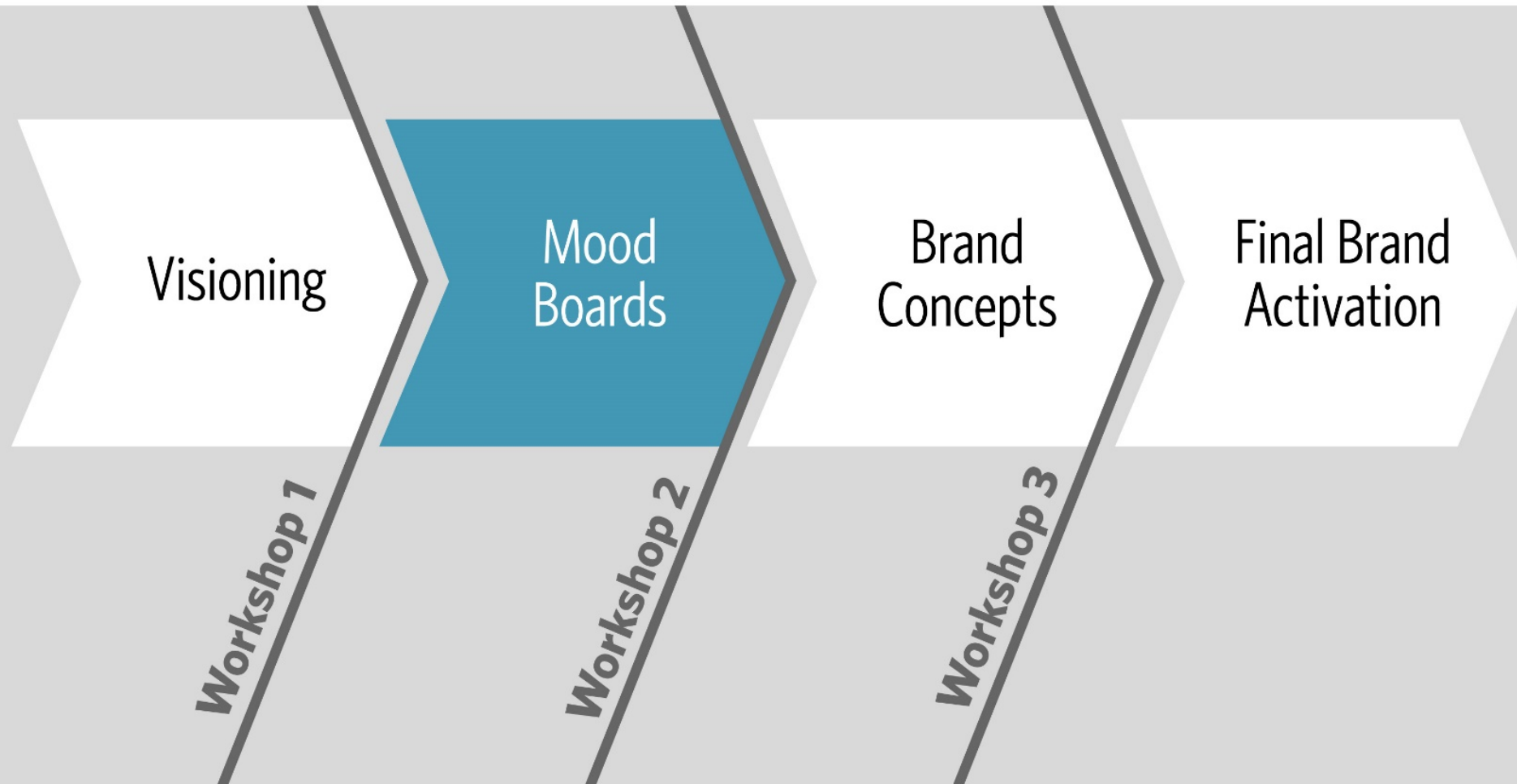
Primary Message to Your Audience

- We are more than just a landfill
- We are very capable of handling your waste efficiently and cost effective
- We are the future of your waste disposal needs
- We provide so many different services: waste transportation, gas collection, energy, transfer stations, landfills, household hazardous waste etc.

Key Words

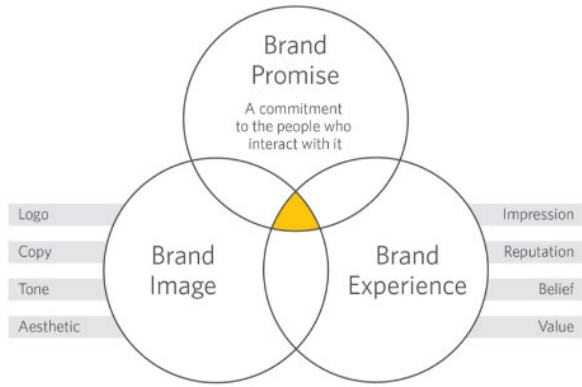
- Efficient
- Responsible
- Knowledgeable
- Generational
- Expertise
- Unity
- Visionary
- Evolution
- Longevity

The Steps



Branding Process

Brand Overview: What is a brand?



Target Audience Analysis

01

1

Member Municipalities

Norfolk, Suffolk, Virginia Beach, Chesapeake, Portsmouth, Isle of Wight, Southampton County, and Franklin

2

Residents of municipalities

Residents of Norfolk, Suffolk, Virginia Beach, Chesapeake, Portsmouth, Isle of Wight, Southampton County, and Franklin

Population: 1,068,959

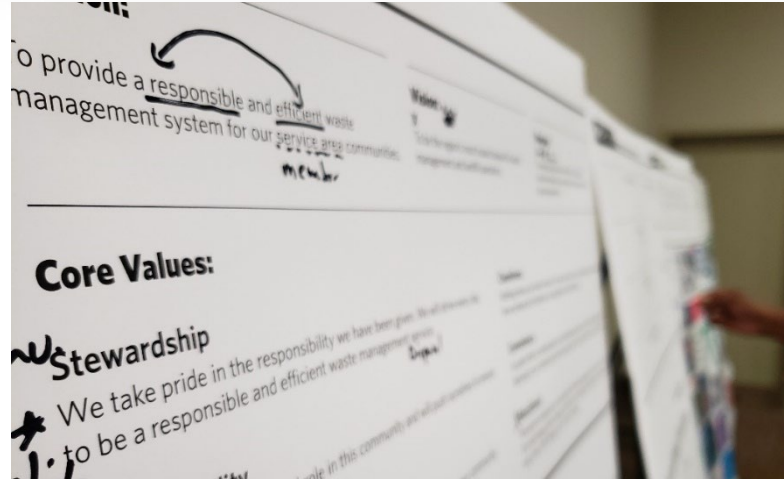
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Private waste haulers

Collection from area, industries, businesses, hotels, restaurants, apartments, etc.

Brand/Mood Boards

05



Branding Process

Concept 01 Innovation

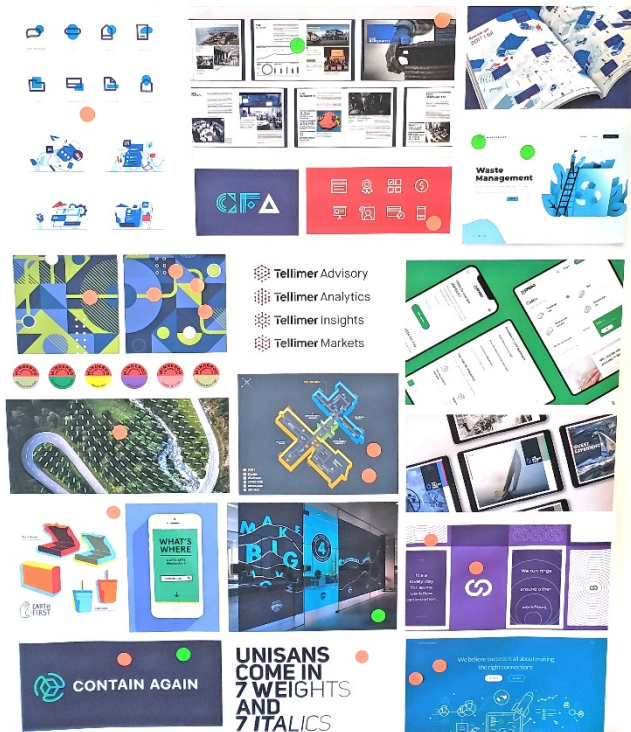
Brand Narrative:

Many people think that a landfill is simply a final resting place for our communities' trash. But it's really the beginning. From converting trash to green energy, we are safely managing your trash as an energy source.

As we strive every day to be responsible stewards of waste management and the environment we will continue to push innovative practices and state-of-the-art equipment to be stewards of our community and responsibly manage the materials you have discarded.

Modern, Adaptive, Efficient, State-of-the-art, Clean, Technical

Visual Inspiration



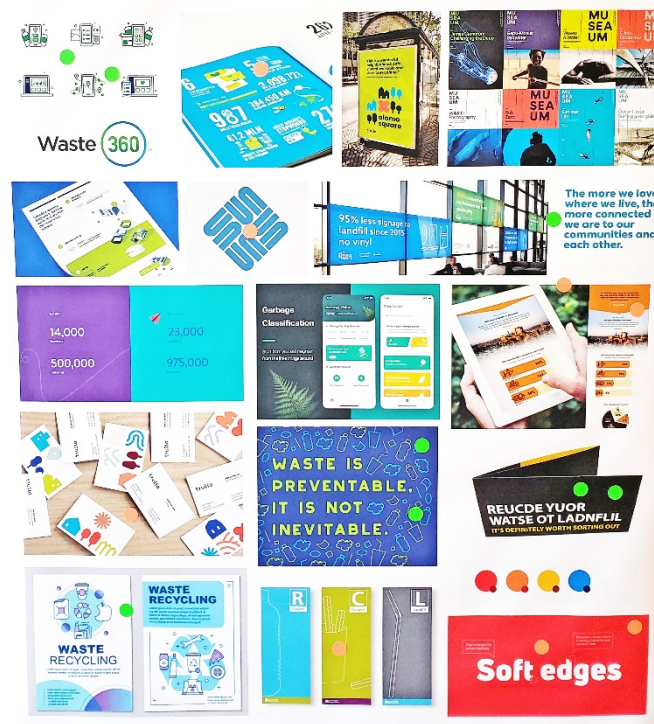
Concept 02 Educational

Brand Narrative:

Being stewards of our waste management system is a complex task. From utilizing trash for the generation of green energy, safely disposing of solid waste or simply being a convenient drop-off site, SP5A turns trash into a beautiful natural environment full of soil life. SP5A is some pretty great stuff and we think it's pretty cool. If it doesn't sound like your average landfill it's because it isn't. We want the community to be educated and proud of the work we do in our community.

Welcoming, Efficient, Friendly, Responsible, Knowledgeable, Clear

Visual Inspiration



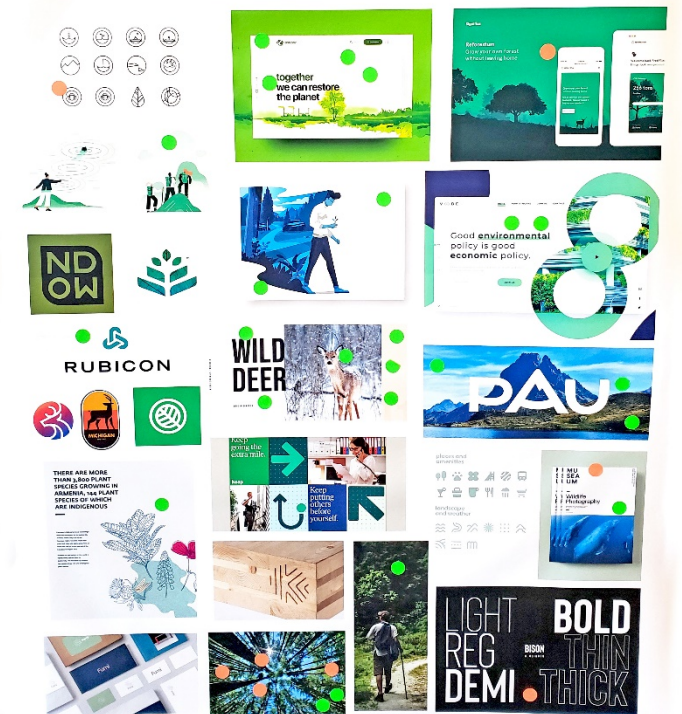
Concept 03 Environmental

Brand Narrative:

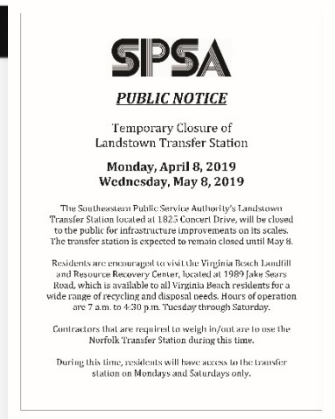
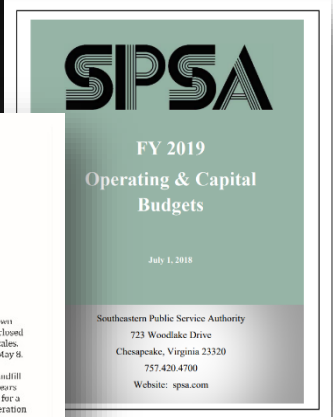
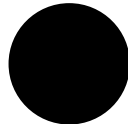
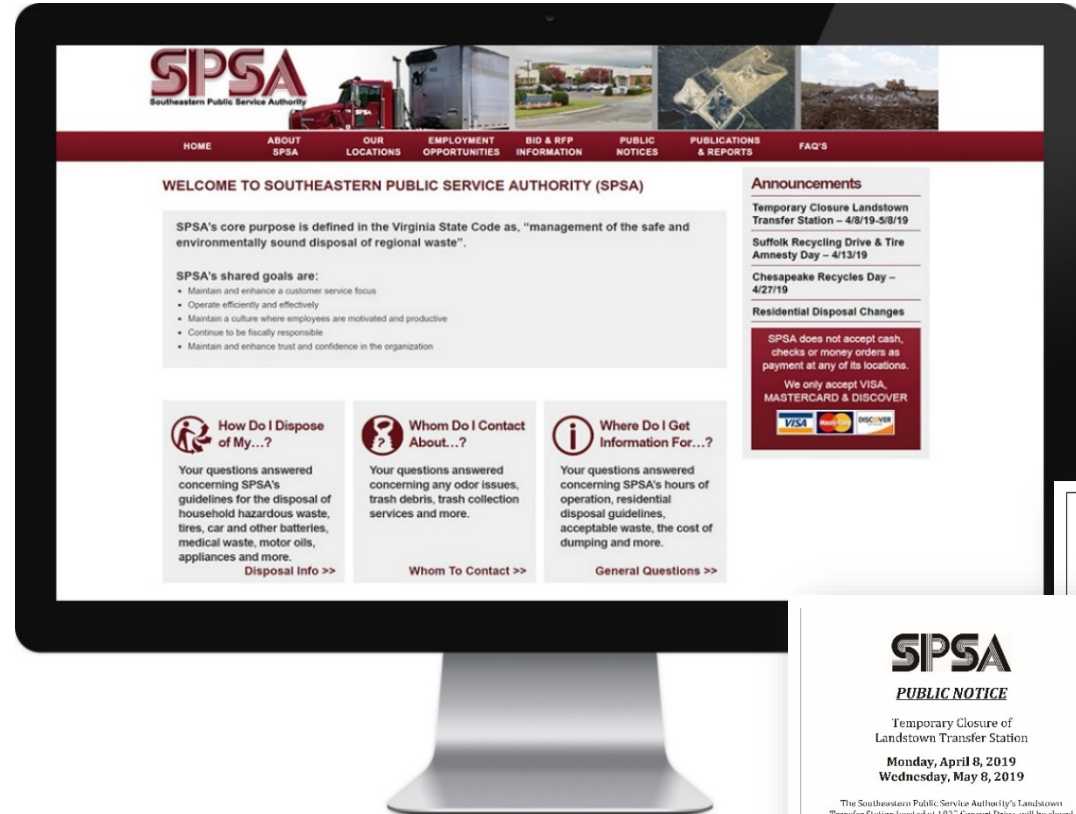
We pride ourselves on being stewards of the environment. From treating your solid as a resource for converting trash to green energy and preventing waste and litter waste from entering our waterways, to transforming tons of solid waste into beautiful outdoor spaces full of natural life, our environmental impact is something that should make our community proud.

Natural, Clean, Responsible, Modern, Friendly

Visual Inspiration



Previous Brand





Wide open font evokes an extroverted and accepting nature

Bold typeface used to emphasize stability and dependability

SPSA

WASTE SOLUTIONS

Sharp corners give a sense of importance and attracts attention

Capitalization emphasizes importance and significance

Previous Brand



SPSA
Southeastern Public Service Authority

HOME ABOUT SPSA OUR LOCATIONS EMPLOYMENT OPPORTUNITIES BID & RFP INFORMATION PUBLIC NOTICES PUBLICATIONS & REPORTS FAQ'S

WELCOME TO SOUTHEASTERN PUBLIC SERVICE AUTHORITY (SPSA)

SPSA's core purpose is defined in the Virginia State Code as, "management of the safe and environmentally sound disposal of regional waste".

SPSA's shared goals are:

- Maintain and enhance a customer service focus
- Operate efficiently and effectively
- Maintain a culture where employees are motivated and productive
- Continue to be fiscally responsible
- Maintain and enhance trust and confidence in the organization

Announcements

Temporary Closure Landstown Transfer Station – 4/8/19-5/8/19

Suffolk Recycling Drive & Tire Amnesty Day – 4/13/19

Chesapeake Recycles Day – 4/27/19

Residential Disposal Changes

SPSA does not accept cash, checks or money orders as payment at any of its locations.

We only accept VISA, MASTERCARD & DISCOVER

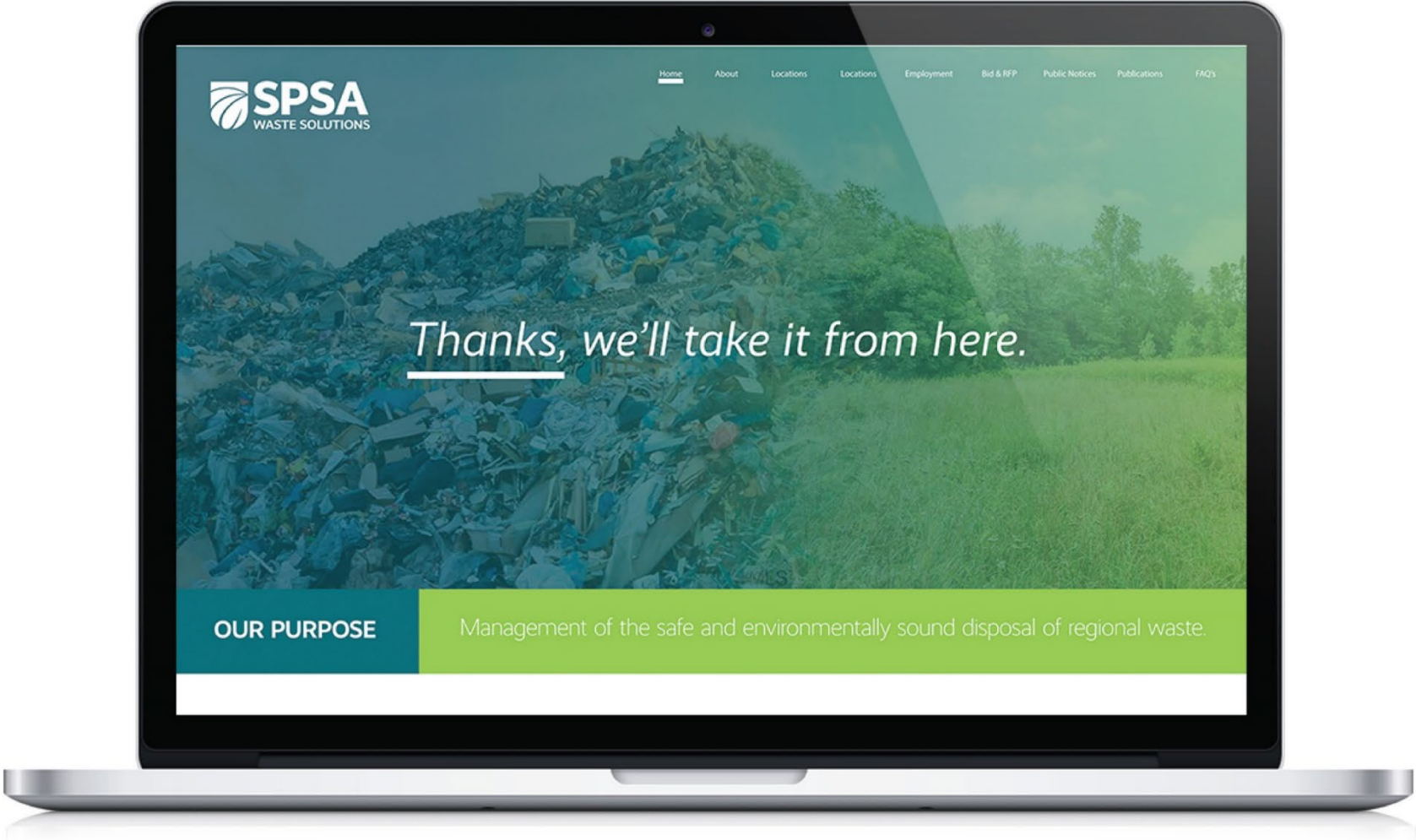


Rebranded materials

- Signage
- Stationary/templates
- Uniforms



Website Redesign



Website Layout

The image shows a website layout design tool interface. The main canvas displays a mobile view of the Southeastern Public Service Authority (SPSA) website. The website layout includes a navigation bar with links for 'About SPSA', 'What we do', 'What we take', 'Work with us', and 'Stay updated'. Below the navigation bar is a large hero image of a landfill with the text 'SOUTHEASTERN PUBLIC SERVICE AUTHORITY WASTE SOLUTIONS'. A secondary section titled 'WHERE WE'RE TAKING THE FUTURE OF WASTE' contains three columns of text: 'KEEPING COSTS LOW, TOGETHER', 'WASTE MANAGEMENT WITH A PURPOSE', and 'MAKING TREASURE FROM TRASH'. Below this is a 'FEATURED PROJECT' section for 'Regional Landfill Expansion'. The bottom section, 'ALONG FOR THE RIDE', features a flowchart titled 'How waste is moved and managed in Southeastern Virginia' showing the process from city waste pickup to transfer stations, RDF plants, and regional landfills.

Layers Panel (Left):

- Home
- Icons_treasure from trash
- making treasure from trash O...
- Group 183
- Frame
- How waste is moved and man...
- Along for the ride
- Rectangle 3.1
- Rectangle 3
- Group 125
- Where we're taking the future ...
- We're working hard to keep o...
- Group 117
- Header
- Group 184
- Rectangle 14
- Trash Transformatio...
- Mask Group
- Waste solutions
- Southeastern public service a...
- Trash Transformation PhotoAlt4
- 2019-10-21 14_38_08-Our Fac...
- Rectangle 5
- FAQ's
- Odor Control Plan & Procedures
- Our facilities
- Our facilities - Boykins

Design Panel (Right):

- Design Prototype Inspect
- Group
- X: -1, Y: 581
- W: 1444, H: 249
- Auto layout
- Constraints: Left, Top
- Layer: Pass through, 100%
- Fill: Click + to replace mixed content.
- Stroke
- Selection colors: #0099AA, 100%
- Effects
- Export

Website Layout

OUR BOARD • FAQ'S • LOCATIONS & HOURS • CONTACT US • PUBLIC NOTICES

SPSA
WASTE SOLUTIONS

About SPSA What we do What we'll take Work with us Stay updated 🔍

🔊 Holiday Hours - Christmas and New Year's Day - December 24th and 25th and January 1st

SOUTHEASTERN PUBLIC SERVICE AUTHORITY

SPSA
WASTE SOLUTIONS
Thanks, we'll take it from here.

WHERE WE'RE TAKING THE FUTURE OF WASTE

We're working hard to keep our communities clean by managing waste in Southeastern Virginia through environmentally responsible practices.

SERVICE DRIVEN VALUES

SPSA operates under the Code of Virginia to provide safe and environmentally sound disposal of regional post-recycling waste at a reasonable price. We answer to the communities we serve.

WASTE MANAGEMENT WITH A PURPOSE

Our commitment to our employees, your communities, and the environment drives how we do business.

TAKING TRASH INTO TOMORROW

Our landfill isn't a dump - it's a living, breathing facility that creates energy, provides habitat, and will serve our communities' needs today and well into the future.

FEATURED PROJECT

Regional Landfill Expansion

SPSA is preparing permit applications to the Virginia Department of Environmental Quality and the US Army Corps of Engineers for the proposed expansion of the Regional Landfill in Suffolk to increase the disposal capacity for the region.

[→ Learn more](#)

OUR BOARD • FAQ'S • LOCATIONS & HOURS • CONTACT US • PUBLIC NOTICES

SPSA
WASTE SOLUTIONS

About SPSA What we do What we'll take Work with us Stay updated 🔍

Mission & Vision

Our Mission

To provide an efficient and responsible waste management system for our member communities.

Our Values

Our relationship with the communities we serve is our highest priority. We strive every day to bring you a high-quality service that you can trust at a reasonable price.

Our Vision

To be the gold standard leader in innovative waste management and landfill operations.

Our Purpose

Management of the safe and environmentally sound disposal of regional waste.

HDR