

BLOOBIN

CHARACTER GUIDE



For all intents and purposes, final application/usage of Bloobin on any materials must go through an approval process conducted by NEA, which can take up to 10 working days.



For additional enquiries or requests for approval, please contact:
3PMCD_Enquiries@nea.gov.sg

OVERVIEW

40% of items in recycling bins cannot be recycled due to contamination, putting everyone's good efforts to waste. With a capacity of 63 million m³ and given our current rate of waste disposal, Semakau Landfill is expected to be full by 2035. The need to recycle right has never been more urgent. If not now, when? And if not us, who?

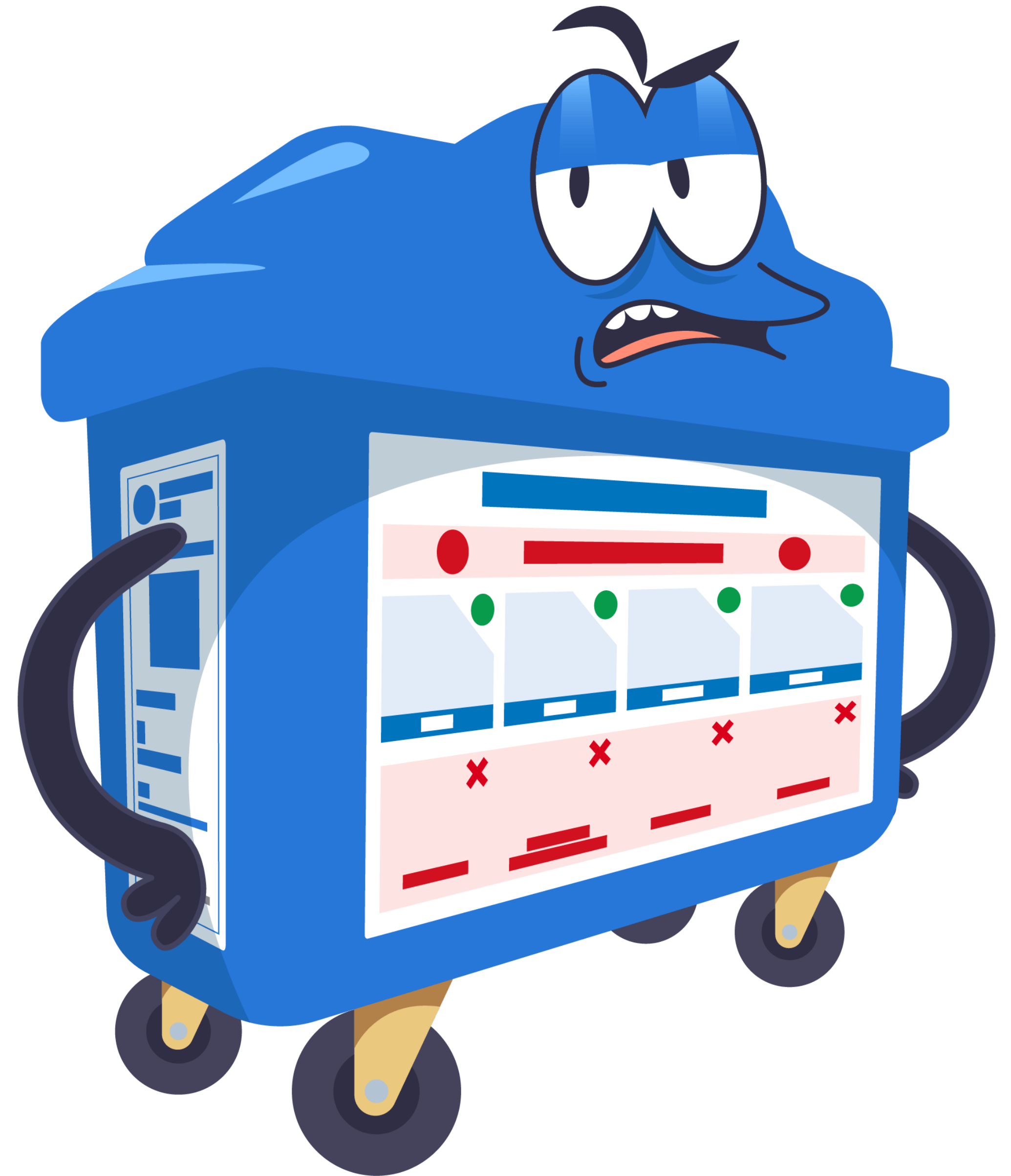
Part of the contamination stems from the blue recycling bins being treated as alternative trash bins, with items thrown in that cannot be recycled. These items include food and liquid waste, tissue paper, Styrofoam, electronic waste, furniture and items meant for reuse, such as clothing, toys and shoes.



BLOOBIN'S ORIGIN STORY

Twenty years ago, Bloobin started out as a dreamer full of hope. He believed that when everyone came together to recycle, we could create a greener Singapore with less waste sent to Semakau Landfill.

Over the years however, Bloobin became increasingly frustrated due to constant bin contamination. People had been treating the blue recycling bins as trash bins, throwing all sorts of rubbish into them and causing recyclables to be contaminated. Having had enough of the years of abuse and misuse, Bloobin is now on a mission to get everyone to recycle right. He wants everyone to join him to increase our recycling rates and extend the lifespan of Semakau Landfill.



CHARACTER DESCRIPTION

Personality:

Bloobin is done playing Mr. Nice Guy! He is a straight shooter and he is blunt. He will call out wrong actions with humour, puns and sass.

He still holds the belief that people can learn to recycle right. While he's largely a grouch, Bloobin can also be encouraging at times and may even offer a hint of smile (if he is feeling up to it) when you recycle right.



CHARACTER DESCRIPTION

Likes:

Cleanliness, Plastic, Paper, Glass, Metal, Clean Recyclables, Folded Cardboard Boxes, Caring for our Environment

Dislikes:

Dirt, Food and Liquid Waste, Tissue Paper and Wet Wipes, Styrofoam, Electronic Waste, Used Clothes/Toys/Bags/Shoes, Non-Recyclables, Being Unfriendly to the Environment



***TO*NE *OF* *VOI*CE**

Bloobin's tone of voice is gruff, blunt, no-frills, straight-forward with a hint of sarcasm, sass, and humour. He is direct and straight to the point, grumpy but wise and credible.

SAMPLE PHRASES

Blue recycling bin is not the same as general trash bin.

There is no need to sort your recyclables.

E-waste does not belong in the blue recycling bin.

WHAT BLOOBIN WOULD SAY

I've no appetite for trash.
Check and Clean your recyclables before you feed me.

No need to separate your recyclables.
I like them mixed, like rojak.

Eww, stop feeding me with electronic waste!
Save that for the e-waste bin.

CATCHPHRASES *(Audio Library)*

Please contact 3PMCD_Enquiries@nea.gov.sg to request to use the audio files.

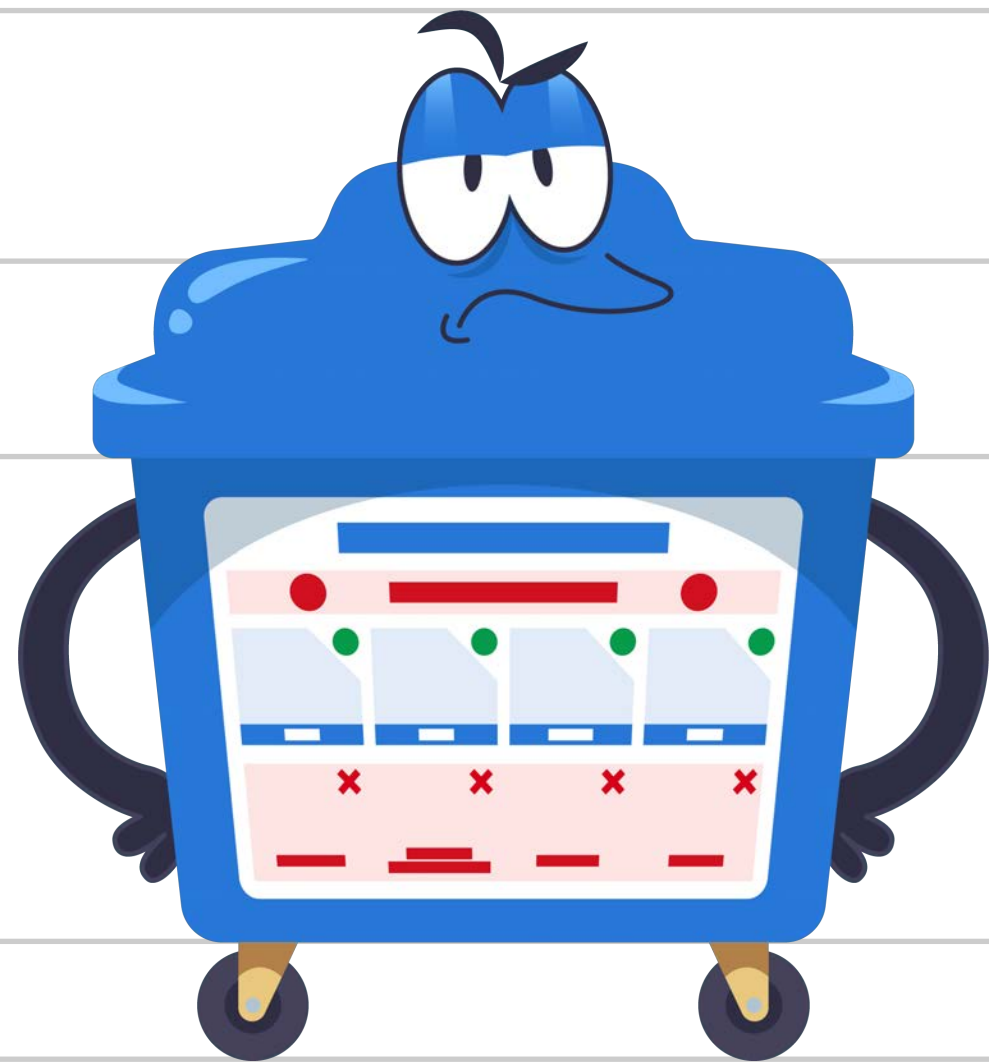
S/N	CATEGORY	QUOTE
1.	Education (General)	I have no appetite for trash. Check and Clean your recyclables before you feed me.
2.		There's a difference between recycling and recycling RIGHT. Remember to always Recycle Right!
3.		No need to separate your recyclables. I like them mixed, like rojak.
4.	Education (Contaminants)	I don't need you to remember all the good things about me. Just remember to Check, Clean and Recycle.
5.		Ewww! Stop feeding me with electronic waste! Save that for the e-waste bin.
6.		I may look like a refuse bin, but I refuse food and liquid waste. No thanks.
7.		Me when you feed me clothes, toys and shoes that should have been donated: Bloo hoo hoo...
8.		Origami can be therapeutic and I prefer my cardboard boxes folded.
9.		What's the difference between a joke and Styrofoam? Styrofoam can't be recycled.
10.		Do I look like I want routers and lamps? Recycle them at the e-waste bins instead please.
11.		Eh don't anyhow! In case you don't know, wooden chopsticks are not paper and cannot be recycled even though they both come from trees. Don't throw them in me.
12.		A little bit of rust on metal cans is still ok. But if your metal can is very rusty or dirty, it's definitely not recyclable!
13.		Mirror mirror on the wall, not mirror mirror in Bloobin. If it still can be used, then donate it!
14.		I don't run a nursery. Don't throw your pots and plants in me!
15.		I'm blue but I'm not sick. Don't give me unwanted medicine. That's for the rubbish bin!

CATCHPHRASES *(Audio Library)*

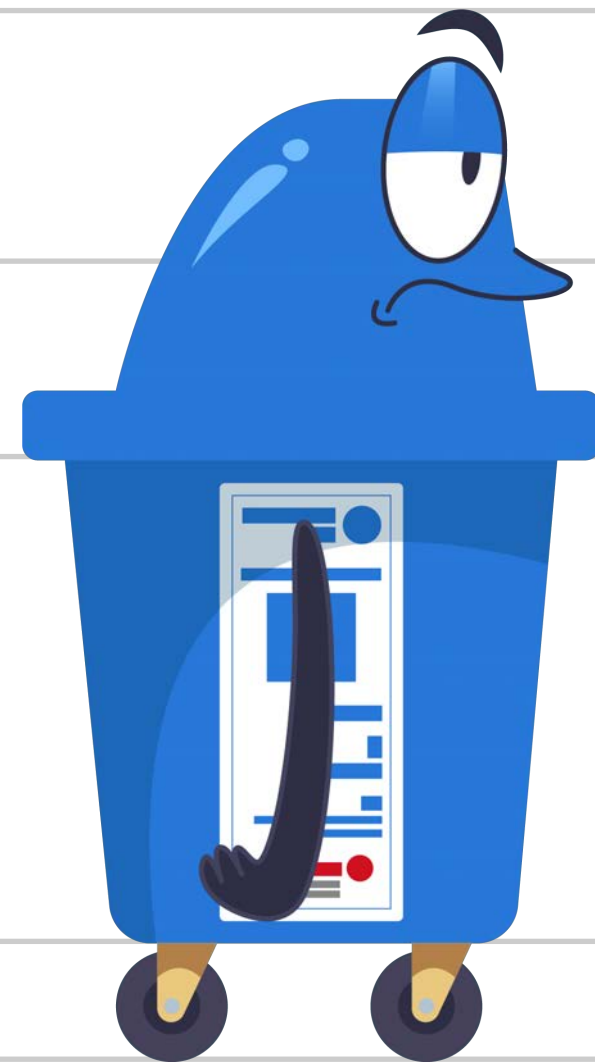
Please contact 3PMCD_Enquiries@nea.gov.sg to request to use the audio files.

S/N	CATEGORY	QUOTE
16.	Education (Contaminants)	Don't give me your dirty tissue! I don't want to fall sick. I don't know where you've... bin?
17.		Canned drinks, plastic bottles? I can-not tolerate dirty ones. Please clean them first.
18.		It's ok if you don't invite me to your pizza party but I don't want your leftovers. Your food and dirty pizza boxes don't belong here.
19.		Getting rid of your furniture? Call your Town Council please. Don't find me.
20.		I don't run on batteries. Please give them to the e-waste bin.
21.		I don't need fans to know I'm famous.
22.		I already have many ideas. I do not need your lightbulbs.
23.		Education (Right Recyclables)
24.	How do I maintain MY figure? I follow a CLEAN diet of paper, plastic, glass and metal.	
25.	Remember ah - I only accept paper, metal, plastic and glass. But they must be clean!	
26.	It's called "aluminium can", not "aluminium cannot". Remember to rinse it before you recycle, can?!	
27.	How do I like my eggs? I don't. I do like the egg carton packaging though.	
28.	I'm full of all this knowledge because of newspapers and magazines. Give me more! MUAHAHAHAHAHA	
28.	Finished eating already? Empty and rinse your plastic container or glass jars before giving it to me, okay.	

PROFILES



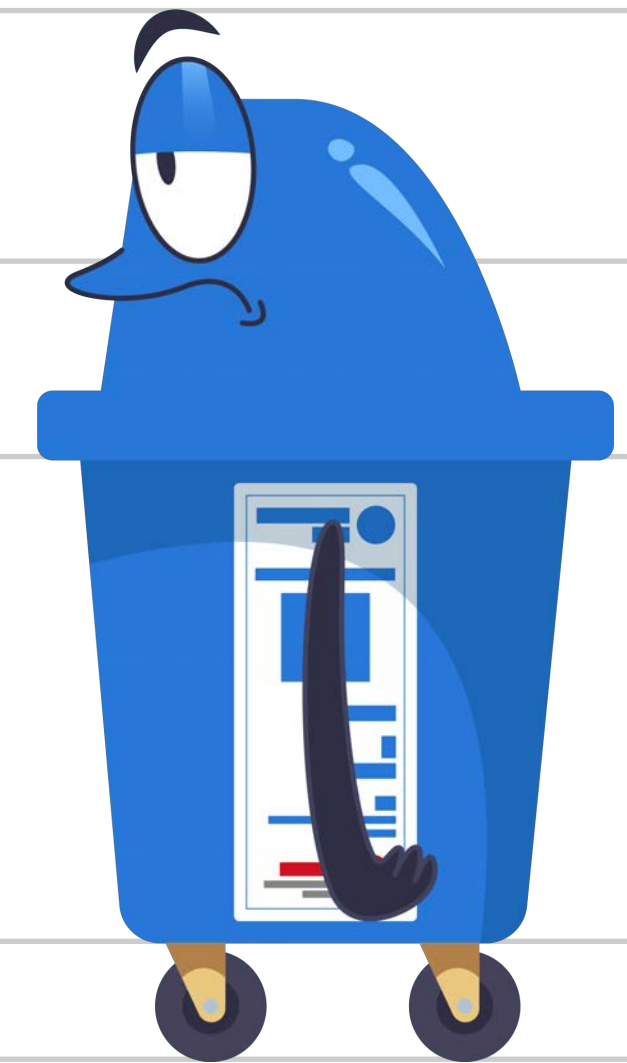
FRONT



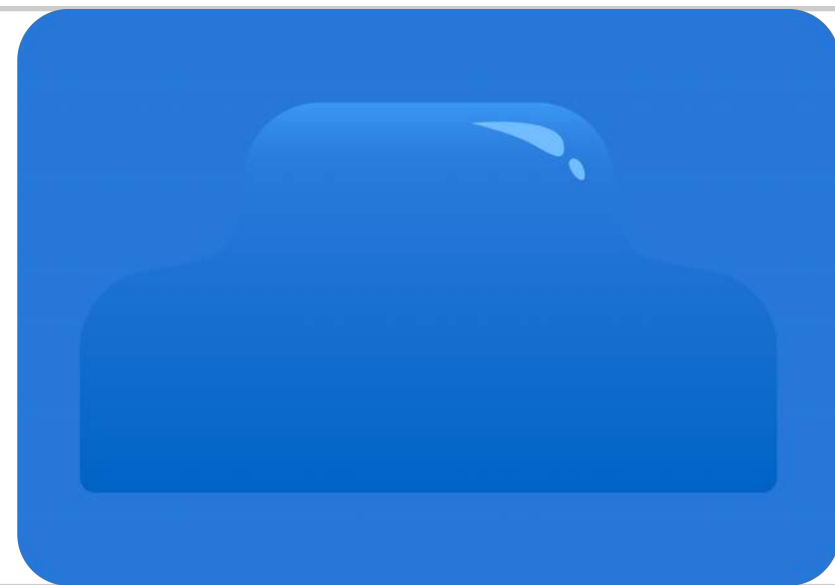
RIGHT



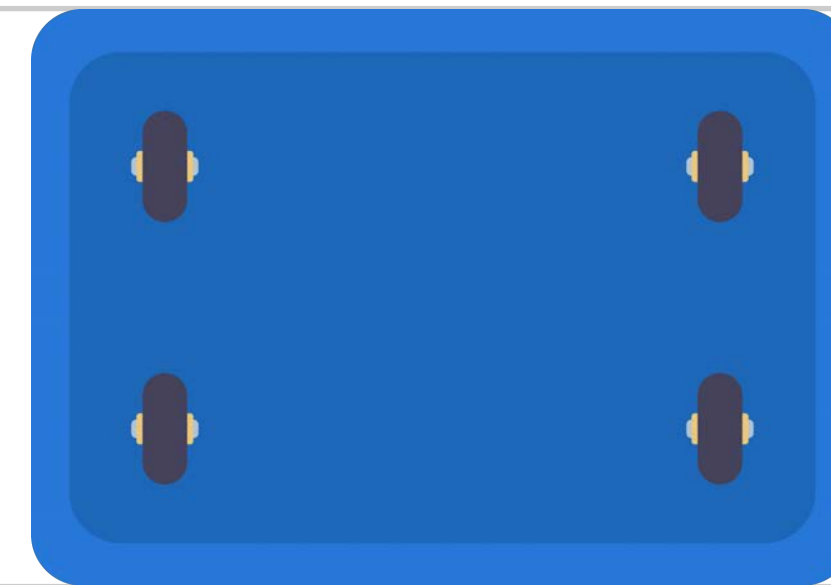
BACK



LEFT

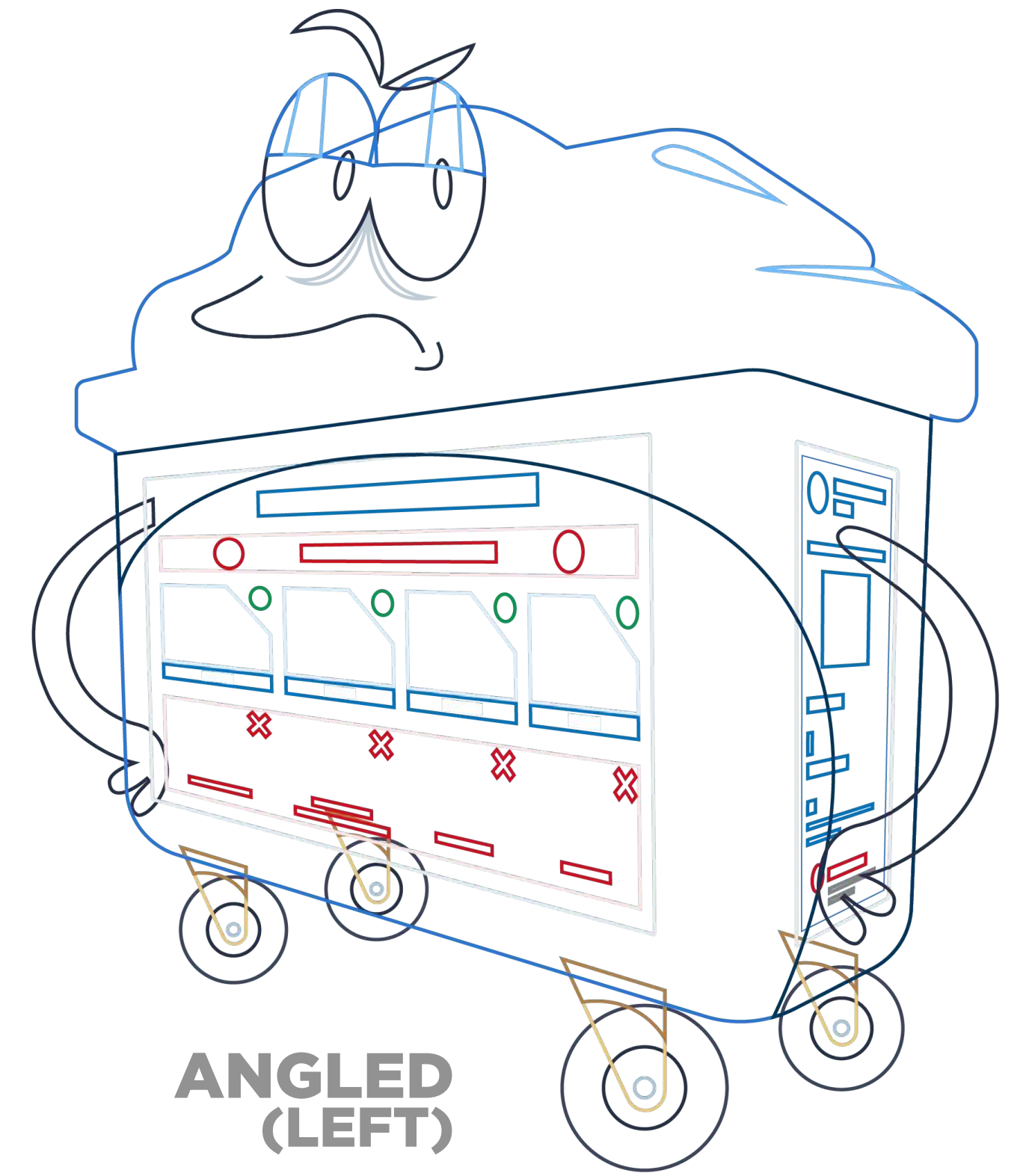
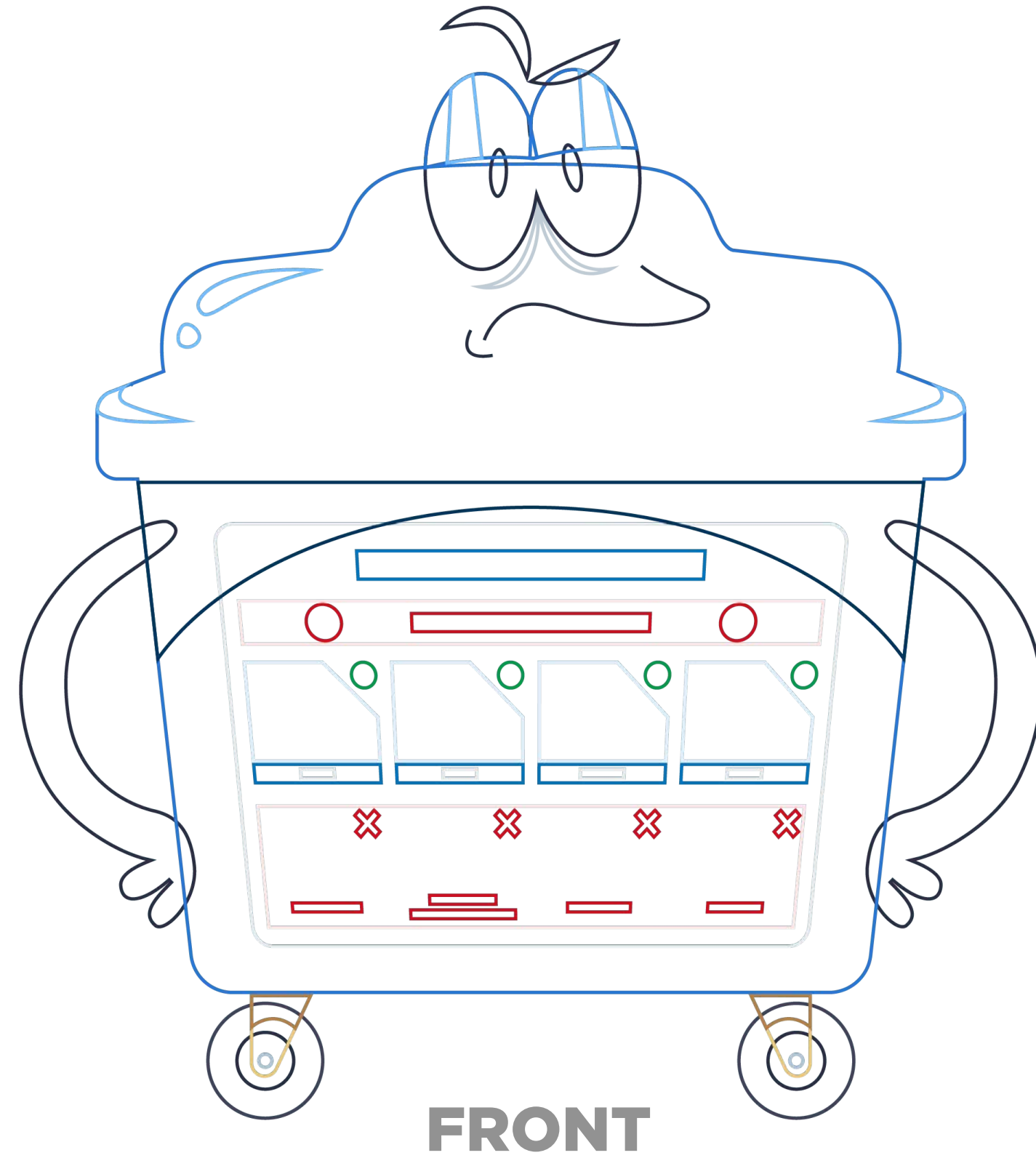
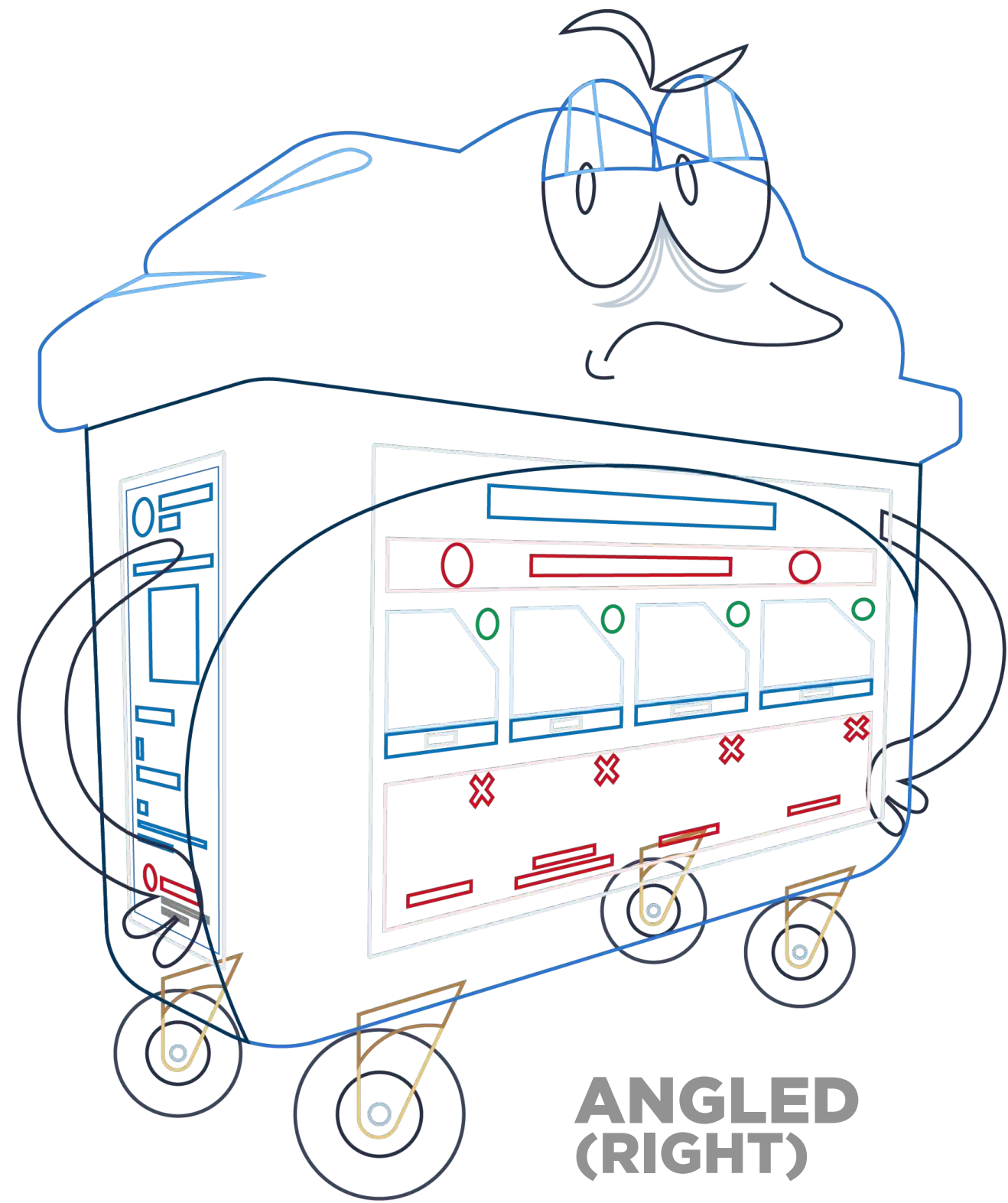


TOP



BOTTOM

OUTLINE



POSES AND EXPRESSIONS

While Bloobin's natural expression is a frown, he expresses different responses to common recycling habits he faces.

A. WHEN CONTAMINANTS ARE PLACED IN BLOOBIN	
A1. Angry	A6. E-waste hurt
A2. Arms crossed/indignant	A7. E-waste in e-waste bins
A3. Arms folded	A8. Scared
A4. Nauseous	A9. Shocked
A5. No food waste	A10. Talk to the hand



A1.



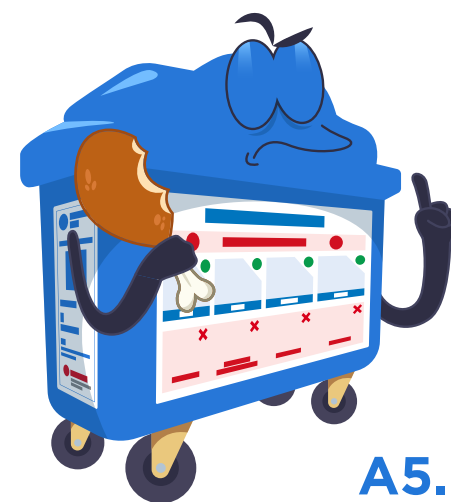
A2.



A3.



A4.



A5.



A6.



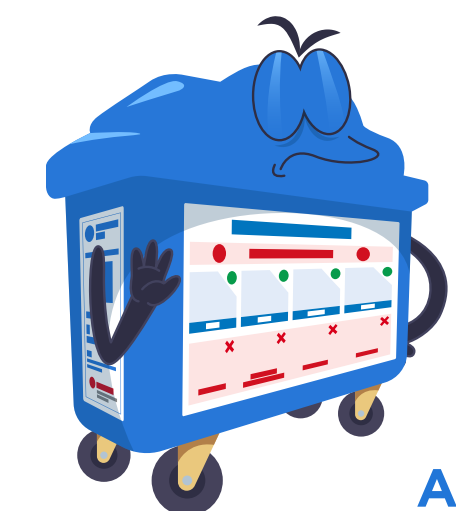
A7.



A8.



A9.

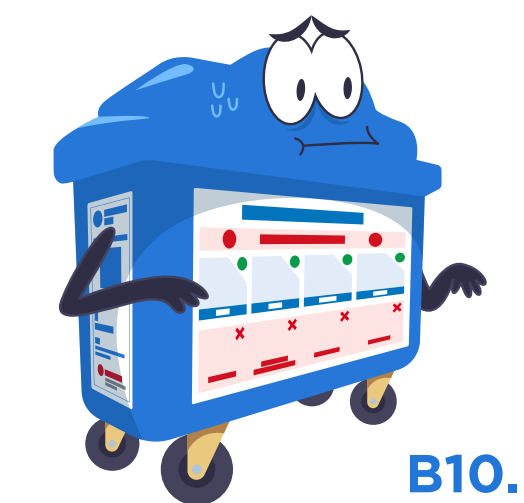
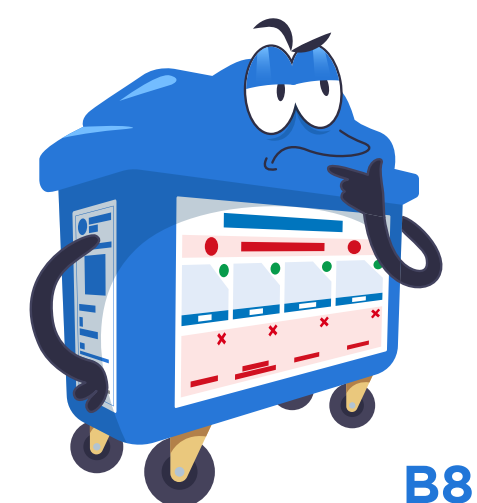
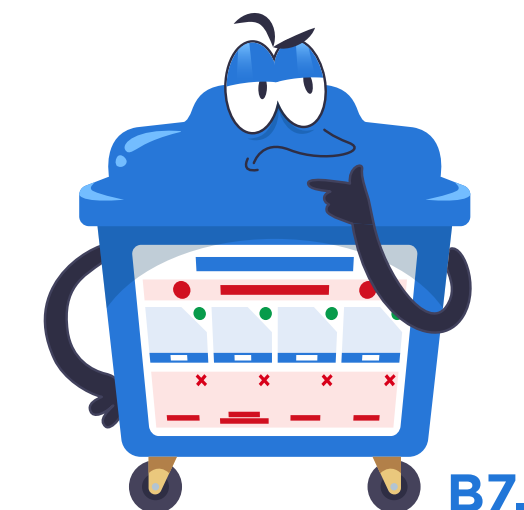
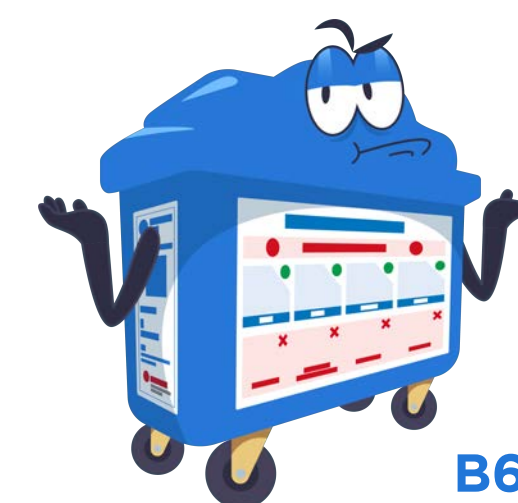
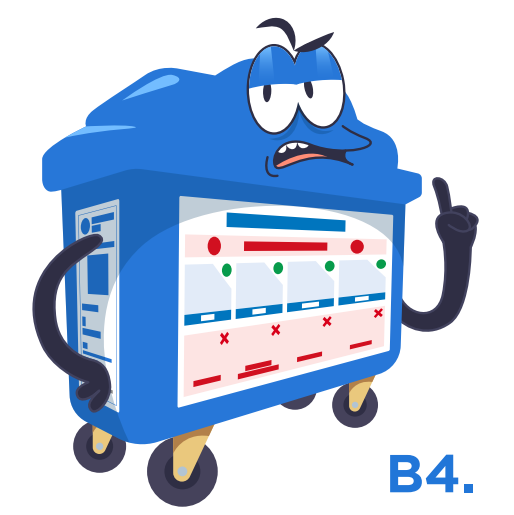
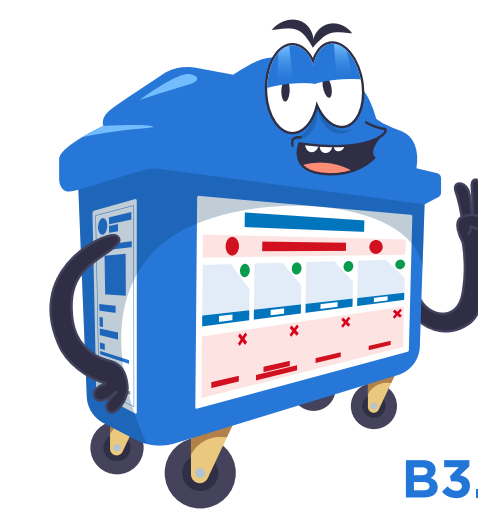
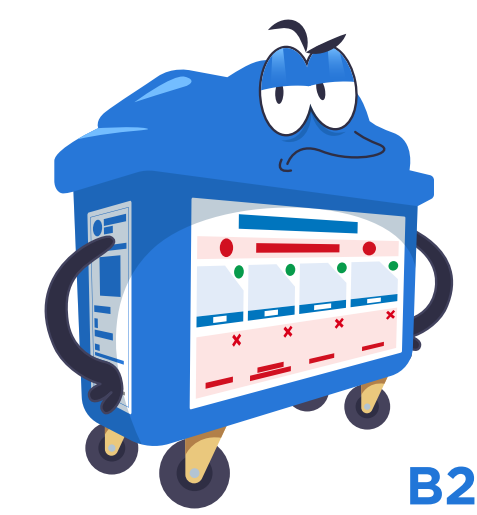
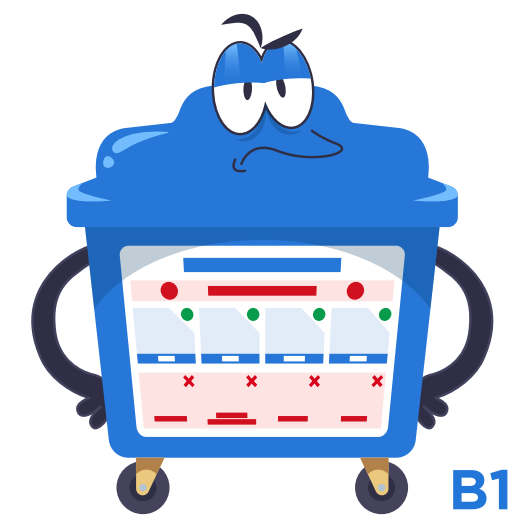


A10.

POSES AND EXPRESSIONS

While Bloobin's natural expression is a frown, he expresses different responses to common recycling habits he faces.

B. "NEUTRAL" BLOOBIN	
B1. Hands on hips, front	B6. Nonchalant
B2. Hands on hip, side	B7. Thinking
B3. Three fingers up	B8. Thinking, side angled profile
B4. Pointing and frowning	B9. Questioning
B5. Daydreaming	B10. Nervous



POSES AND EXPRESSIONS

While Bloobin's natural expression is a frown, he expresses different responses to common recycling habits he faces.

C. WHEN RIGHT RECYCLABLES ARE PLACED IN BLOOBIN

C1. Finger heart

C2. Blushing

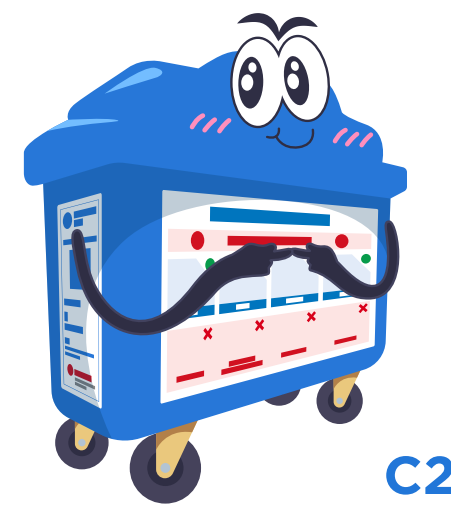
C3. Nostalgic

C4. Pointing and smiling

C5. In awe



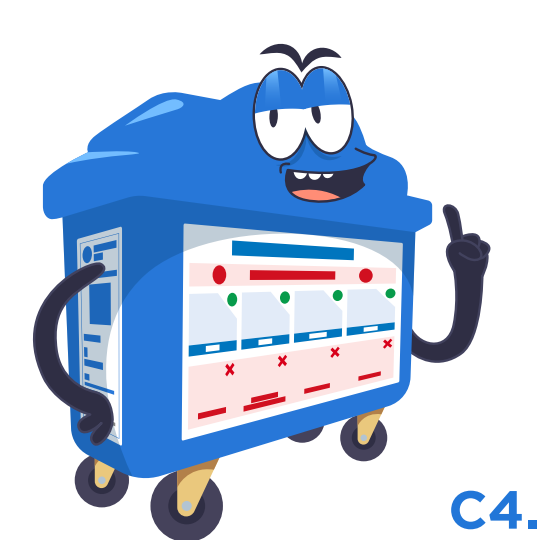
C1.



C2.



C3.



C4.



C5.

HAND MOVEMENTS

Bloobin's arm and hand gestures are designed to be easily mixed and matched in a variety of situations. Movements can apply to both left or right hands; Bloobin is ambidextrous!

RESTING ON HIPS



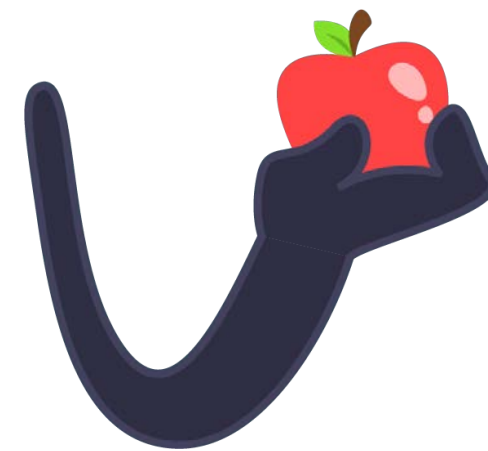
PALM OUT



SHRUG



HOLDING 1



HOLDING 2



FINGER GUN



THUMBS UP



1 FINGER



3 FINGERS



FINGER HEART



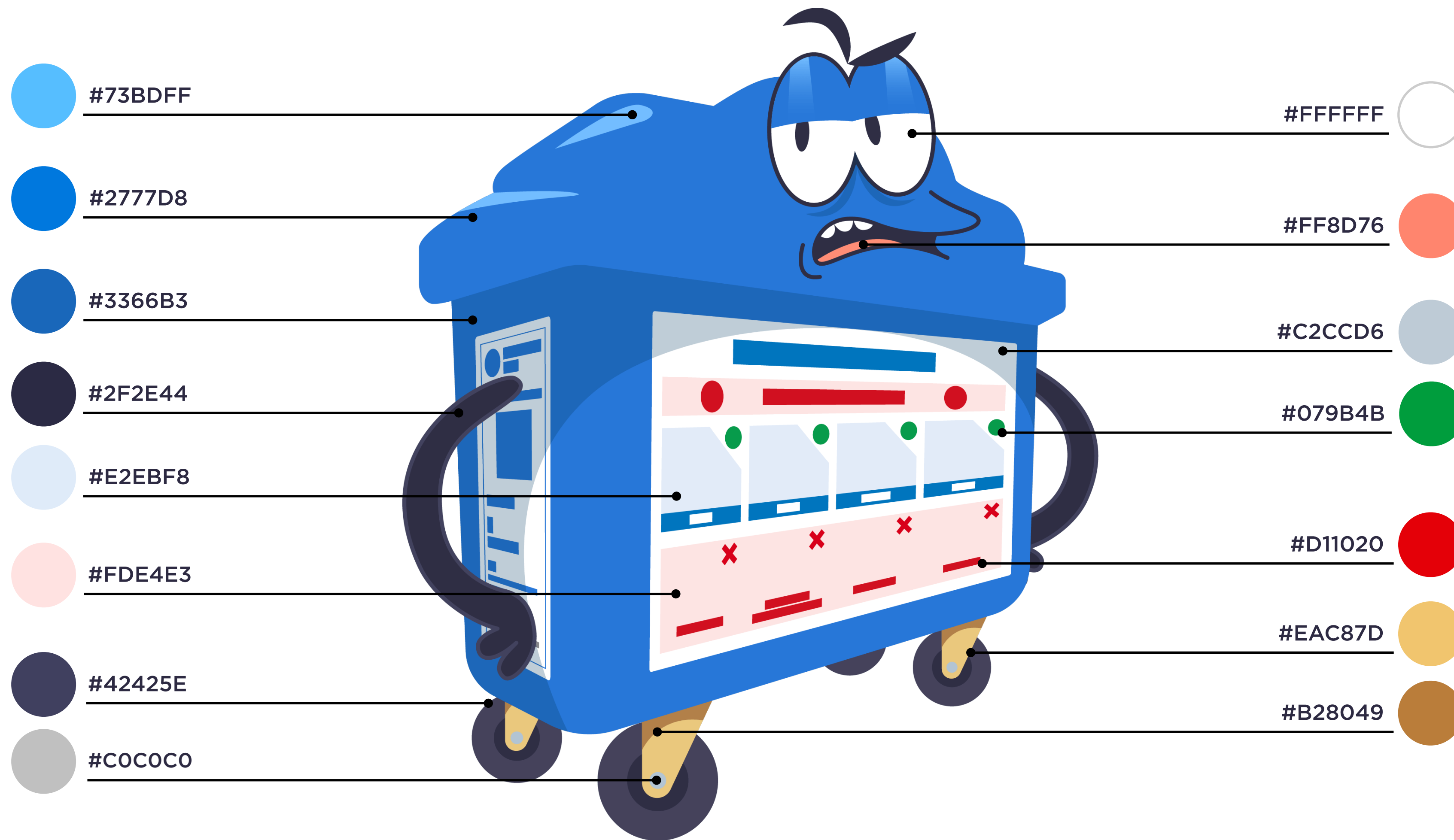
RELAXED



FLINCHING



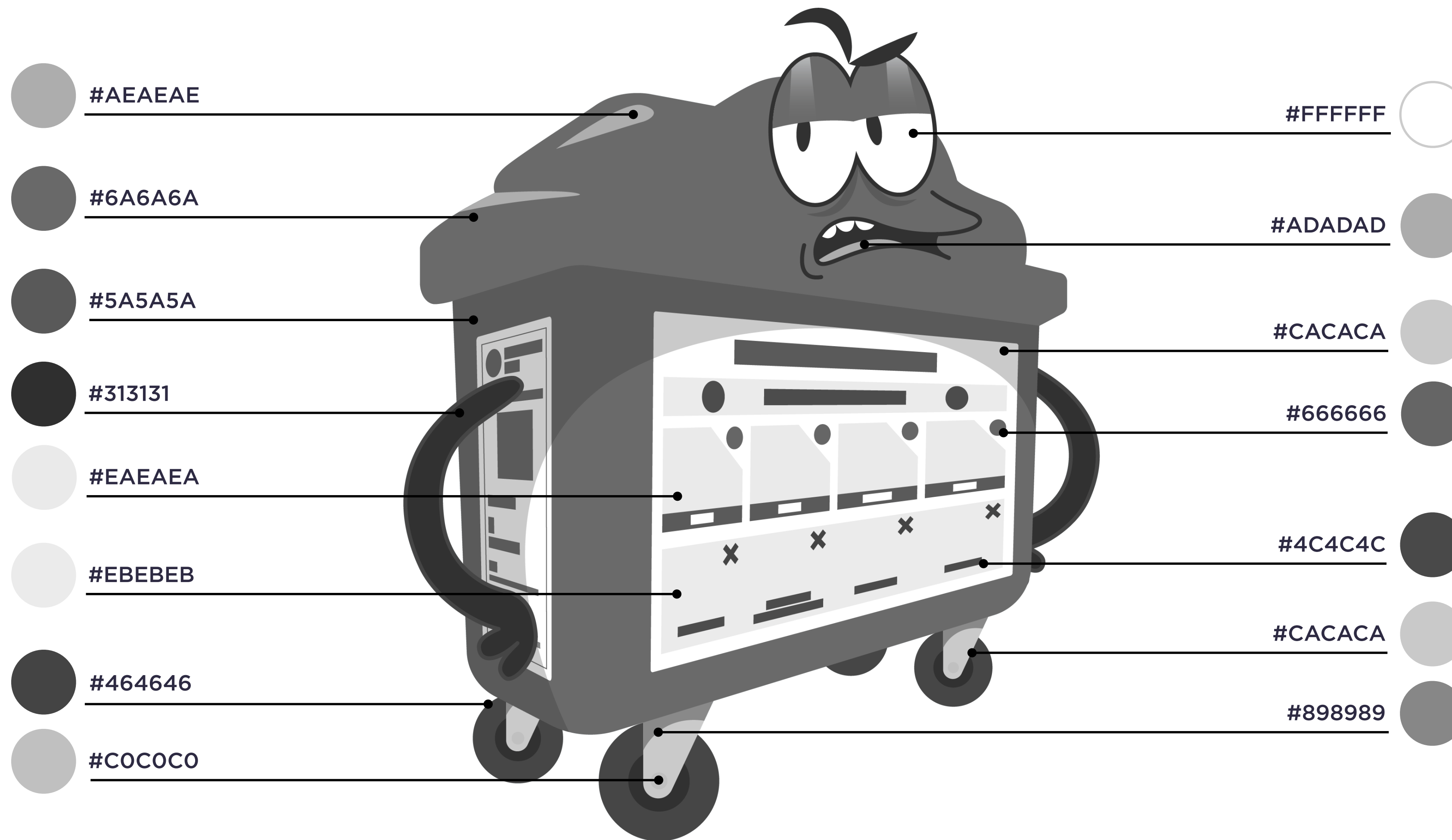
BLOOBIN'S COLOUR GUIDE



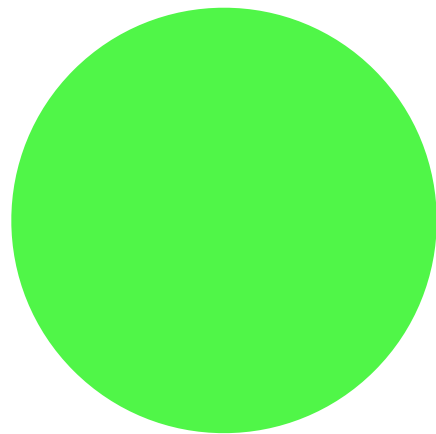
NOTE: Bloobin should always be in full colour unless absolutely required for full grayscale print only. Please refer to grayscale guide on the next page.

BLOOBIN'S COLOUR GUIDE

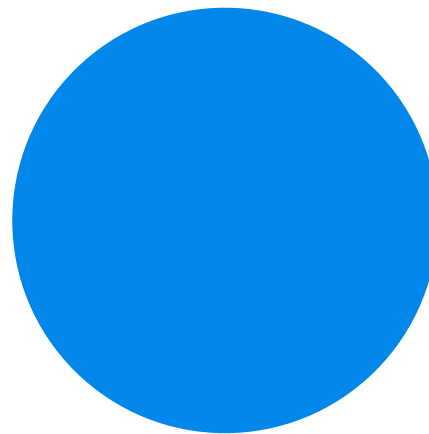
(Greyscale)



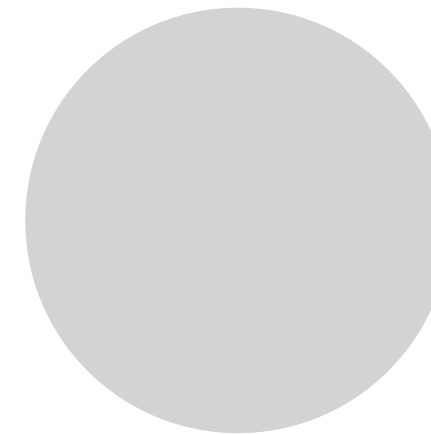
BACKGROUND COLOUR PALETTE



#50F648



#0087E9



#D1D3D4



#D1D3D4

TYPEFACE

CUSTOM BLOOBIN TYPEFACE

BLOOBIN

The word "BLOOBIN" is rendered in a highly stylized, bubbly font. Each letter is thick and rounded, with a gradient that transitions from a vibrant blue at the bottom to a bright green at the top. Small, semi-transparent circles of varying sizes are scattered around the letters, giving the impression of bubbles or splatters. The overall aesthetic is playful and energetic.

TYPEFACE

HEADER TYPEFACE

GOTHAM BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890**

GOTHAM ULTRA ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890***

BODY COPY TYPEFACE

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890

EXAMPLE

Example where Gotham Black is used as the main header typeface and Ultra Italic is used for emphasis:



**REMEMBER, THERE'S
RECYCLING AND THERE'S
*RECYCLING RIGHT.***

