



GORILLA GLUE

Visual Branding Book

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Creative Brief / Design Statement

Company Name: Gorilla Glue

Brand Description:

There are over 6 other polyurethane glue companies that are selling products on the same shelf as Gorilla Glue. I have to design the packaging in a way that will drastically stand out from all these other brands but still represent the strength of the product. Gorilla glue sells multiple different types of glues for different surfaces therefore I will need to slightly vary the design depending on what type of glue is manufactured. I want to make sure that the packaging matches the new more modern logo design. This is a strong glue that needs a strong supporting package.

Project Summary:

Gorilla Glue has not changed their logo since 1999. I made the logo more aggressive to show that it is a very powerful product and now i need to match the packaging to the new design. I will more than likely have a modern shape glue bottle with very simple and clear directions and information on the bottle. I want the focus to be the new logo and type of glue. The packaging needs to compliment the new face of the company.

Target Audience:

The target audience is adults. Gorilla Glue is not a product for children or young adults. This product is a very strong and sturdy glue that should be handled by strong mature adults like contractors. I created a logo to represent a product that an adult would feel like they can trust and rely on.

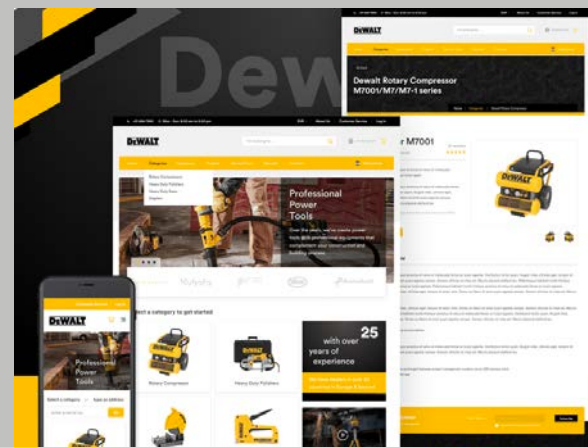
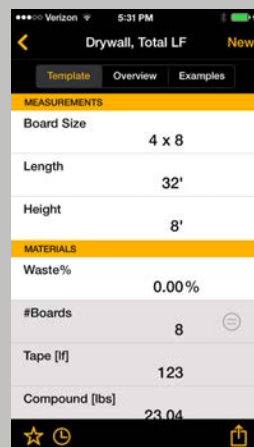
Desired Message & Tone:

I want my message to be perceived as solid aggressive strong and powerful. Gorilla Glue is one of the strongest glues that is being sold so I want my logo and packaging to show that. I want the tone to be serious and assertive.

Problem Analysis/Define:

The main problem I will have will be the scale that the logo will be shown. I will have to be careful and make sure there are not too many details since this logo will be shown at different scales on different bottle sizes. My logo will be horizontal which will cause problems if a bottle is very tall and thin. I will also have to be careful in my packaging because I do not want to have it confused with another glue company.

Mood Board





140H

STRONG

GORILLA DOES THE
HARD WORK FOR YOU



TOUGH

LONG-LASTING, ENDURES ANYTHING.



DURABLE

WITHSTANDS PRESSURE, WEAR, AND DAMAGE.



DEPENDABLE

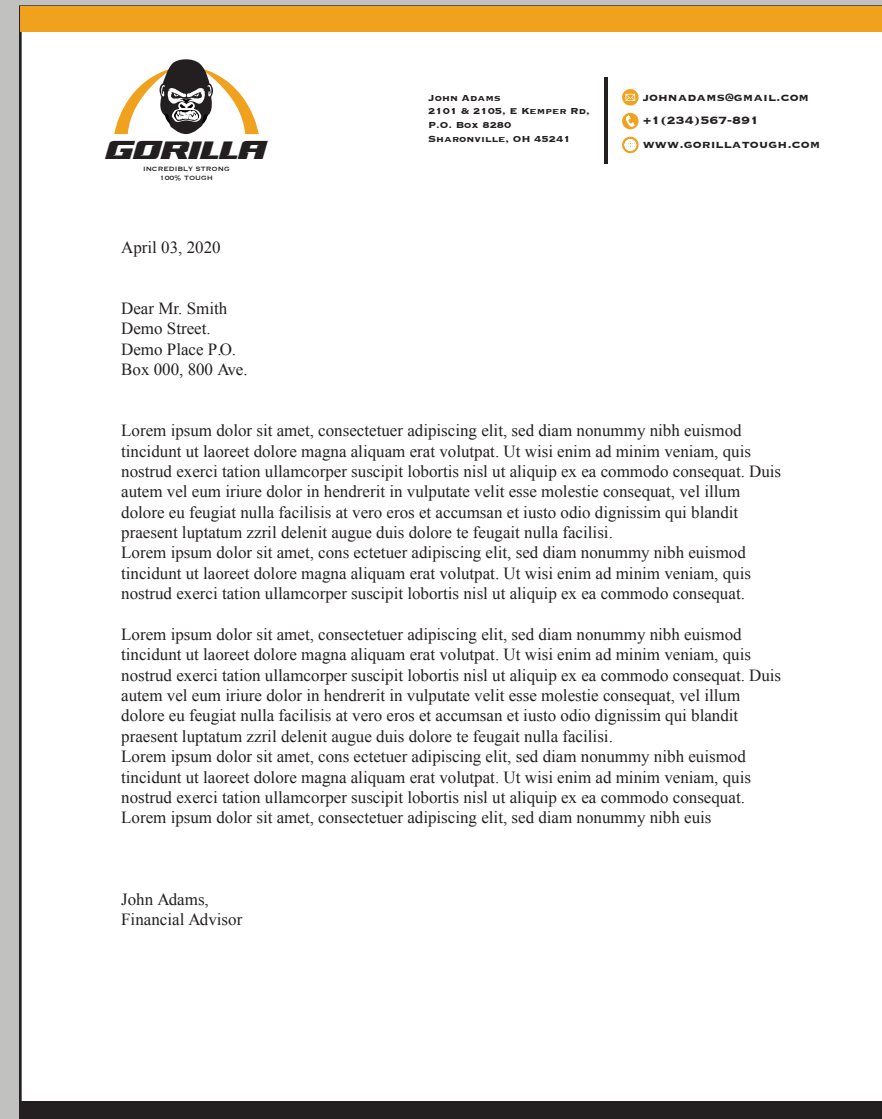
GORILLA WON'T LET YOU DOWN.



HEAVY-DUTY

GETS THE TOUGH JOBS DONE.

Business card/ Stationary Letterhead



Stationaries: T-Shirt



Stationaries: Hat



Stationaries: Mug




Stationaries: Notepad



Stationaries: Popsocket





App Design




















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original gorilla glue 

ORIGINA GORILLA GLUE

The product that started it all. Original Gorilla Glue built a name for itself with its incredible, industrial holding power and versatility. The water activated polyurethane formula expands into materials to form an incredibly strong bond to virtually anything making Gorilla Glue your solution for almost any project or repair.

PRODUCT FEATURES

100% WATERPROOF: Doesn't break down when exposed to outdoor elements


VERSATILE: Easily bonds wood, stone, metal, ceramic, foam, glass, concrete and much more!

INCREDIBLY STRONG: Expands 3 times into the materials to form an incredibly strong bond


TEMPERATURE RESISTANT: Bond holds through hot and



Website Page 1




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**INCREDIBLY STRONG
GLUES, TAPES, AND
SEALANTS**

For the toughest jobs
on planet Earth



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Website Page 2

GORILLA
WHERE IT BEGINS
TODAY

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OUR STORY


The Gorilla Glue Company is based in Cincinnati, Ohio and has been selling Gorilla Glue® for over two decades. The glue was first discovered being used in Indonesia on teak furniture, but consumers soon found it to be incredibly versatile and demand soared. On a mission to make products that deliver impressive results, the company has since expanded its offerings to include Gorilla Tape®, Gorilla® Super Glue, Gorilla® Construction Adhesive, and other premium tapes, sealants, and adhesives. At Gorilla, we believe in high-quality products and choose to only put the Gorilla logo on products that meet rigorous development standards.

In addition to great products, we strive to be a great company for our employees. The Gorilla Glue Company is family-owned and operated and prides itself on its family atmosphere and fun-but-serious products. Our employees are our number one asset, and our company is dedicated to providing a healthy work culture centered on family values. In fact, we've been selected as a Top Place to Work in Cincinnati for nine years in a row.

Website Page 3




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We are here to listen and help.




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Available 24/7




COMMENTS, QUESTIONS, OR SUGGESTIONS

[Email Us](#)

Call [1-800-966-3458](tel:1-800-966-3458)


Open: Mon-Friday 8am-5pm



JOIN THE GORILLA TEAM

At The Gorilla Glue Company, we pride ourselves on being a company that puts our employees first. We strive to create a work environment where employees can succeed professionally, create strong friendships and most importantly, support their families. In fact, our employees have voted us one of the Top Work Places in our home city of Cincinnati each year for the past 7 years. Join us and experience the Gorilla phenomena.

[JOIN THE TEAM](#)



INTERNATIONAL DISTRIBUTORS

Become an international distributor or find out where Gorilla products are available internationally.

[MORE INFO](#)

Mock ups: Billboard



Mock ups: Car Wrap



Process Statement

This Visual Branding Book uses a theme of construction. I chose this theme because as stated before, this company manufactures mature products. The glues produced are not for arts and crafts. These are extremely strong epoxies and glues made to hold under extreme pressure and wear and tear.

The stationaries I designed are common things a construction worker would use. For example they would wear the shirt and hat to work, use the notepad to write measurements, and use the popsocket to hold their phones securely on the job.

The app and website were designed very simple so someone can find exactly what they are looking for and not waste any time. The app is mainly for information on each product, while the website will allow someone to shop online.

Overall, this brand is a very strong and aggressive one with a logo and branding book to show that.