

Branding Identity Process Book  
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Spring 2020  
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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 make a logo that will drastically stand out from all these other brands, but still represent the strength of Gorilla Glue. Bottle shapes vary depending on what type of glue is manufactured, so I will need to keep that in mind. This is a strong glue that needs a strong logo to represent it.

## Project Summary:

Gorilla Glue has not changed their logo since 1999. I want to make the logo more aggressive to show that it is a very powerful product. I will first make the gorilla's face a simpler line drawing, or I will use shapes and flat colors to depict the face. I want the gorilla's face to show anger and power. I will overall simplify the existing logo and change a few colors.

## 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. I will have to create a logo to represent a product that an adult would feel like they can trust and rely on.

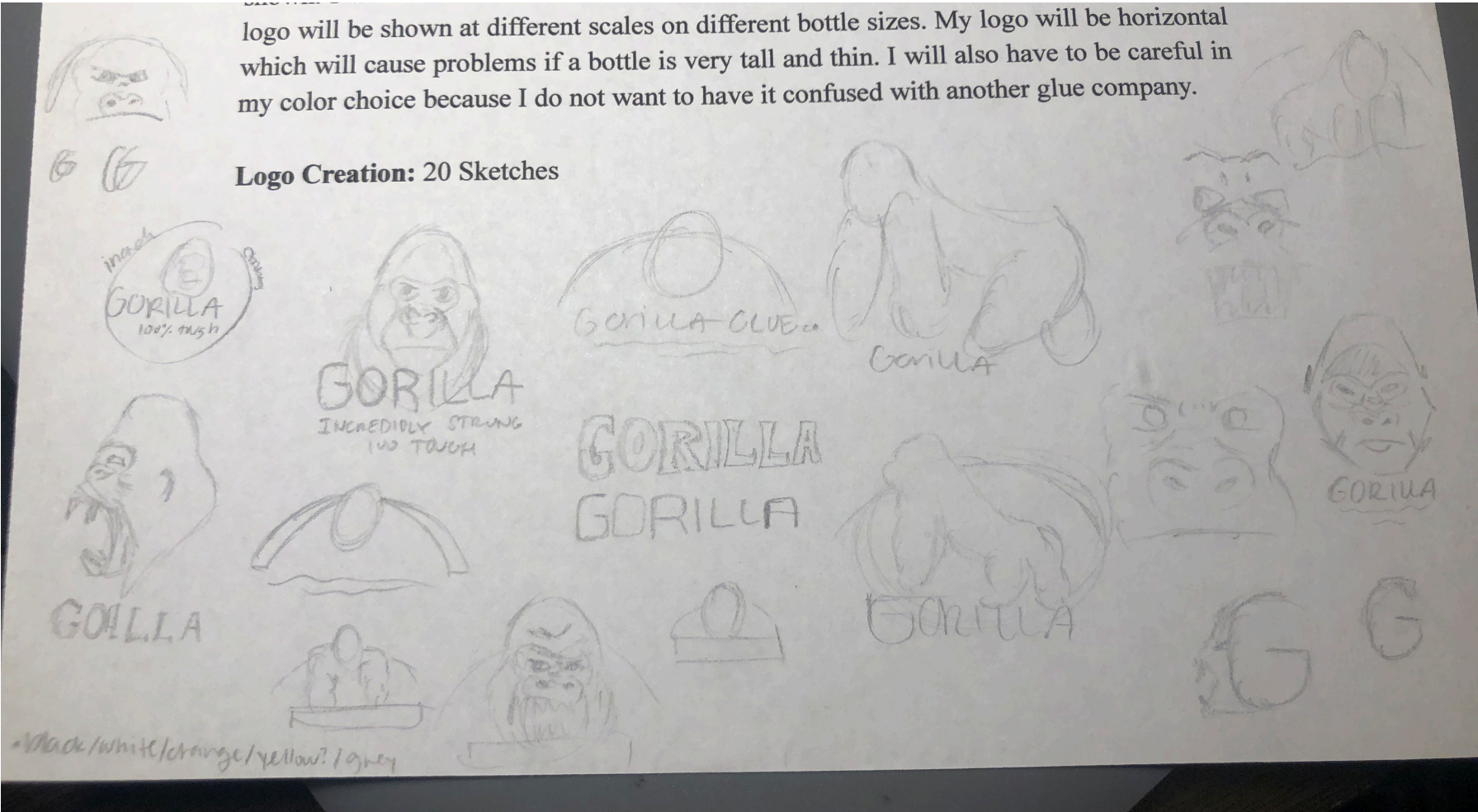
## Desired Message & Tone:

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 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 color choice because I do not want to have it confused with another glue company.

# Logo Creation (20 Ideas Sketch)



# Logo Creation (One Idea with Responsive Interaction)

Old Version  
of the Logo



## Logo Description



This is the new Gorilla Glue logo. I kept the same format from the original logo such as the gorilla's face, the circular feeling, and the slogan. The original logo has not changed since 1999, so I wanted to make it more modern and simple. I decided to keep the gorilla's face, but make it more aggressive to show the strength of the product. I also simplified it and made it black and white. I got rid of the gorilla's body because I felt like the head was more effective and simplified the logo overall. I simplified the circle from the original logo to two orange arches that lead to the text. I feel like this ties the whole logo together. I also centered all the text at the bottom of the logo because the gorilla's face and the arches lead you to the text.

# Logo Usage (dimension/safe zone/acceptable/unacceptable)



# Logo Usage (dimension/safe zone/acceptable/unacceptable)





# Icons Creation (10 Universal Icons)



***GORILLA***



***GORILLA***

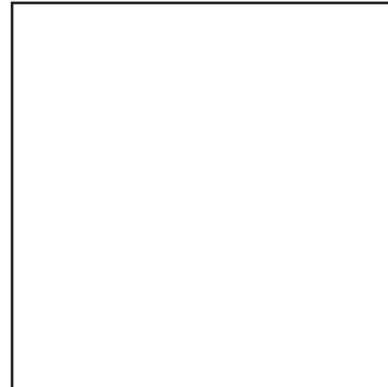


***GORILLA GLUE***

# Color Palette



C: 0%  
M: 0%  
Y: 0%  
K: 100%



C: 0%  
M: 0%  
Y: 0%  
K: 0%



C: 4%  
M: 41%  
Y: 100%  
K: 0%

# Font Family

sdprostreet-Regular Regular

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0***

Copperplate Regular

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO  
PP QQ RR SS TT UU VV WW XX YY ZZ  
1 2 3 4 5 6 7 8 9 0**

## Process Statement (Conclusion)

I decided to take this approach with my logo because the original logo feels very dated. I wanted to update the logo and give the company a fresh new look. Making this logo more simple and modern brings it into this decade. Also making the logo more aggressive really represents the strength of the glue. This glue is extremely strong and I wanted to show that in my design.