



INCREDIBLY STRONG
100% TOUGH

Design Brief

Gorilla Glue is a family owned company that sells polyurethane glue.

They have not changed their logo since 1999, and it is time for a new look. The new Gorilla Glue logo is more aggressive and modern to show the strength in their product. The anger in the gorilla's face shows power and durability.

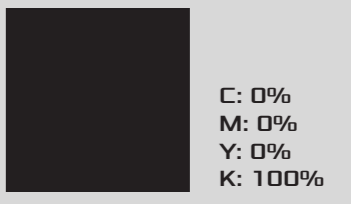
Overall the new logo has some traits from the original, but has been taken to the next level. Gorilla Glue is strong, tough, and dependable.

We hope you like the new look!



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 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 Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
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