



textile

Gorilla Mounts

Brand Summary & Color Palette Exploration

June 12, 2019

Brand Overview

WHO WE ARE:

Gorilla Mounts

www.gorillamounts.us (<http://www.gorillamounts.us/>)

PRODUCT INFORMATION:

Flat panel TV mounts

What other product specs can you provide us to include here?

WHERE WE FIT IN THE MARKETPLACE:

Price (high, mid, low?)

Unique Value Proposition points: (Largest, fastest, tested, 4x, etc.) Bryan, can you provide info here to help fill this in more fully?

KEY BRAND STATEMENTS:

"A flat panel mount that is built tough, with the highest standard in safety and quality."

"The toughest flat panel TV mounts built with heavy gauge, USA made steel for exceptional quality, strength, safety and durability."

"A redefined flat panel TV mount."

"TV viewing, redefined."

"Gorilla Mounts brings exceptional quality, strength, and safety to new heights with USA made steel, innovative design, and proven engineering." (design specifics TBD)

CUSTOMERS:

PRICE MODEL #1

- Distributors
- Small to mid-size resellers (Examples: Tech Data, Alamo, smaller stores selling TV's)
- A/V integrators

PRICE MODEL #2

- Direct to consumers through Amazon

WHO OUR CUSTOMERS ARE NOT:

- Big box stores
- Large chain brands (Best Buy, Target, WalMart, etc.)

COMPETITORS:



SANUS SYSTEMS

TONE: High end, professional, polished brand feel. Clean, content rich website. Black/gray color tones. Mount finder and customer portal capabilities on website. Consumer focused, but offer commercial solutions.



CHIEF MOUNTS

TONE: Red color w/Legrand AV, Yellow/Gray color pallet for website, modern in feel and tone, clean lines, professional. Consumer and commercial product lines. Content rich website. US and international presence. Mount finder and customer portal capabilities on website.



PREMIER MOUNTS

TONE: Red color w/Legrand AV, Yellow/Gray color pallet for website, modern in feel and tone, clean lines, professional. Consumer and commercial product lines. Content rich website. US and international presence. Mount finder and customer portal capabilities on website.

VISUAL BRAND DIRECTION:

LOGO:

Gorilla illustration, envisioning a tough looking, strong, scowling gorilla

- Would like to explore logo options with aa gorilla face from the nose and eyes up, slightly menacing
- No full body gorilla's, or full body gorilla icons
- Based on competitor presence, we recommend staying away from gray/black monochrome color palette, red, and yellow/gray color combinations to allow Gorilla Mounts to stand out among competition
- Logo will need to be created to accommodate reproduction on: product packaging, web and digital, collateral, and ideally a logo mark on the product itself

VISUAL BRAND TO EMBODY:

- Toughness
- Strength
- Durability
- Innovation
- "Not to be messed with"

KEY DIFFERENTIATING POINTS OF BRAND:

- USA Made
- Made using USA Steel

Brand Color Palette Exploration

Color choices also give your logo depth by forging a visual connection to your company's values and personality. The right combination can visually communicate the feeling your company is projecting to consumers.

More than just aesthetic appeal, colors help your brand connect with consumers on a deeper psychological level. When you choose your logo and brand's color palette, you're also selecting the emotions and associations you're seeking to evoke.

We've put together 9 different choices of color palettes based on your brand product, Gorilla Mounts, keeping in mind that this product is tough, sturdy, built to last, strong, bold, but also sleek in design. So that it's easier to get an idea of how the colors could work & feel for the brand, we've added a mock logo and product example into the palettes.

Color Palette 1 *Class Act*

GORILLA MOUNTS

#231F20

#4E4948

#E0E1E0

#2E2E30

#171717



Color Palette 2_Bold-Faced Lie

GORILLA MOUNTS

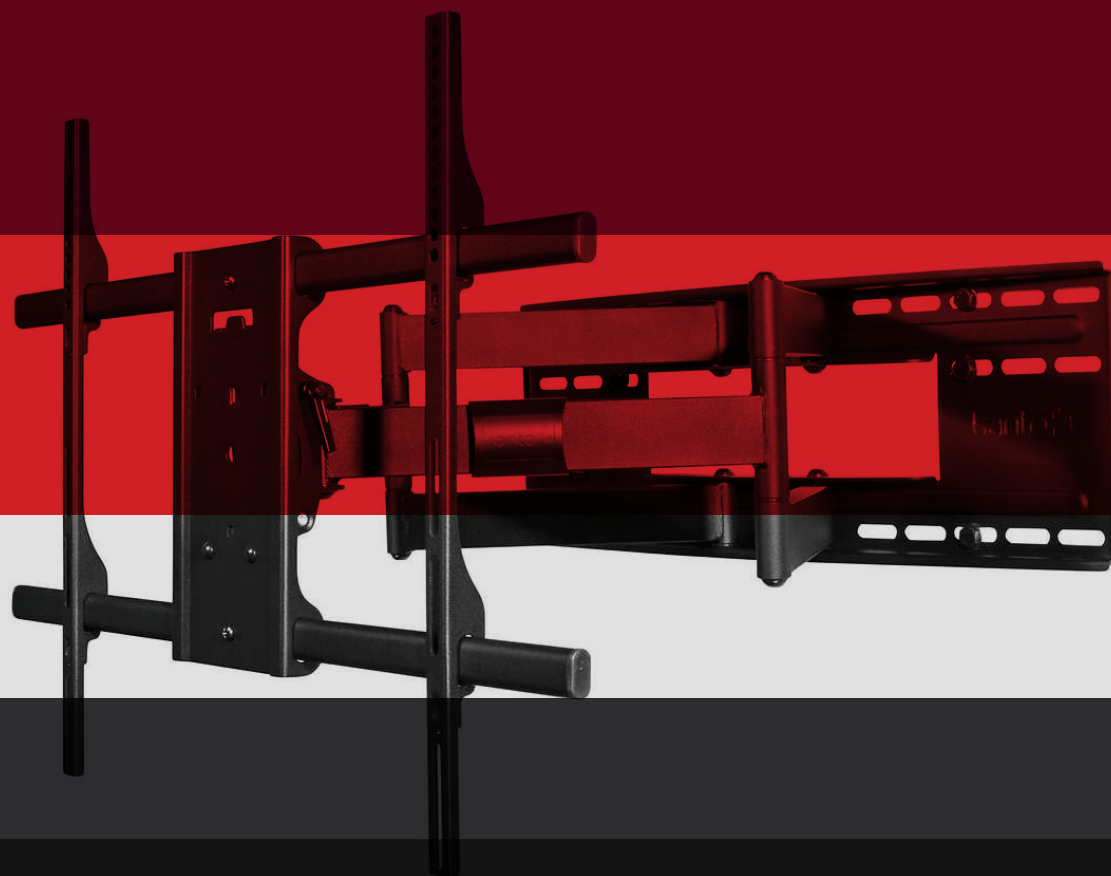
#62061A

#CE20278

#E0E1E0

#2E2E30

#171717



Color Palette 3_Prime Time

GORILLA MOUNTS

#2C152B

#801437

#C72D42

#EE454D

#2E2E30



Color Palette 4_Big Bad Wolf

GORILLA MOUNTS

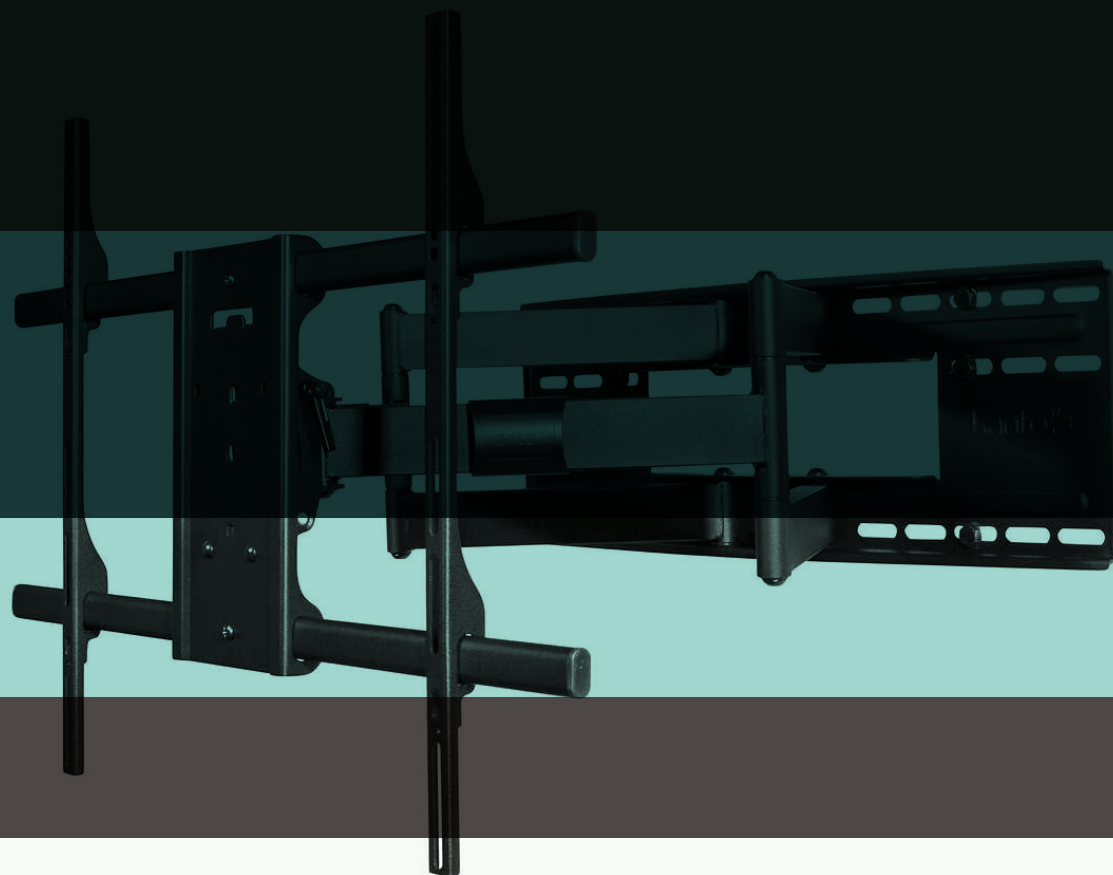
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#1D3839

#A2D6CE

#4E4948

#F4FAF5



Color Palette 5_ Tough Love

GORILLA MOUNTS

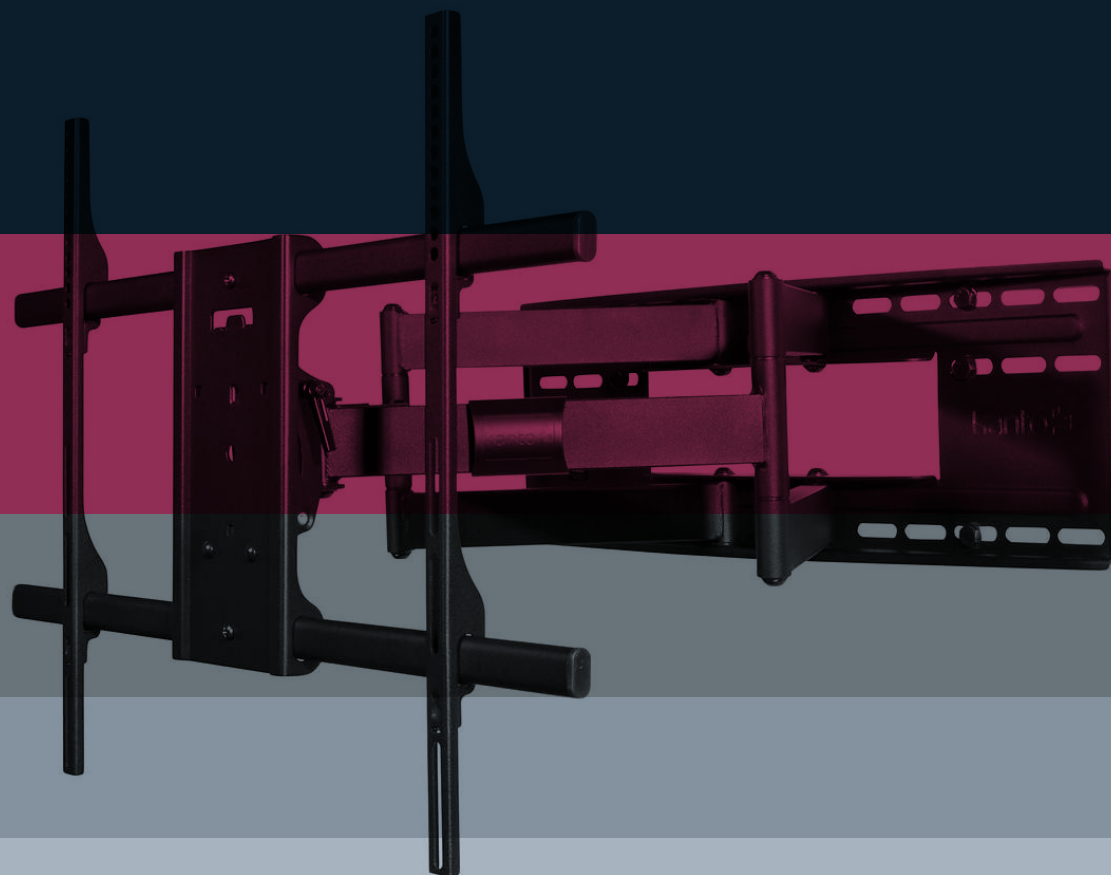
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#923057

#6A747B

#82929E

#A8B5BF



Color Palette 6_Merica

GORILLA MOUNTS

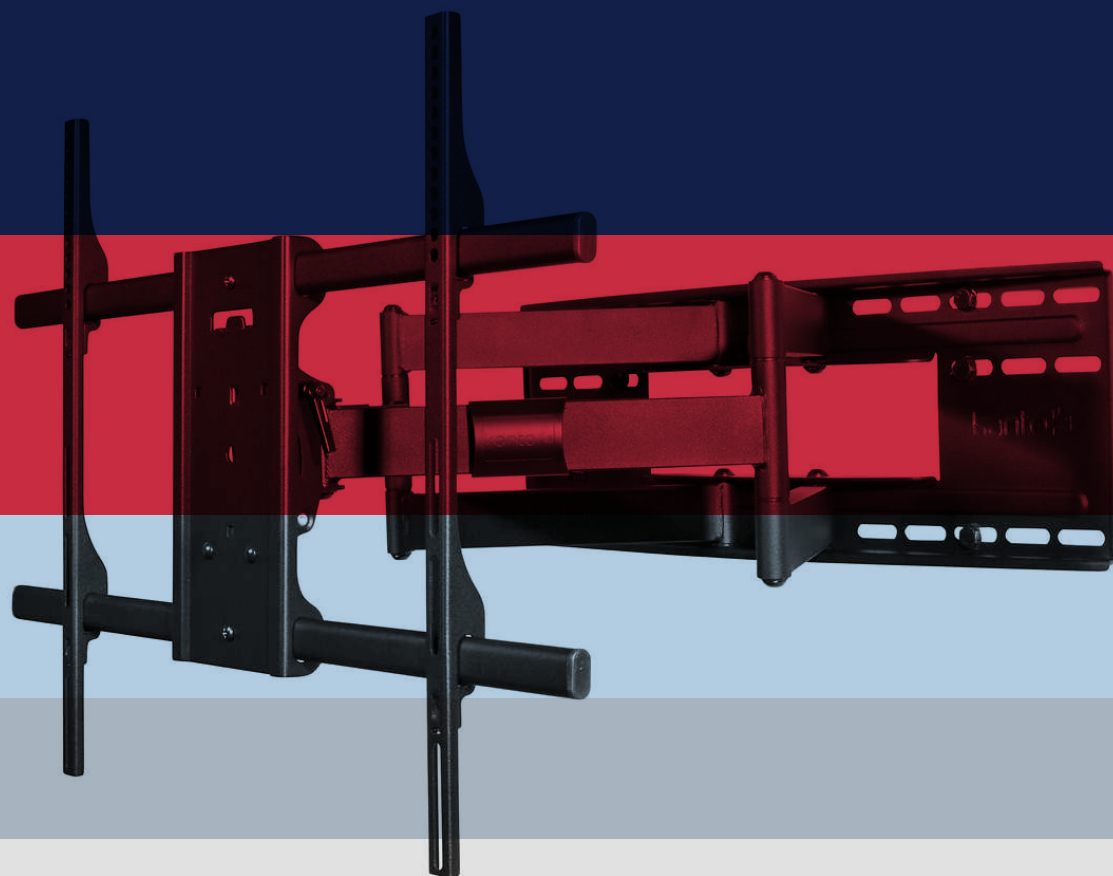
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#C72D42

#B3CDDF

#A8B5BF

#E0E1E0



Color Palette 7_ Tough it Out

GORILLA MOUNTS

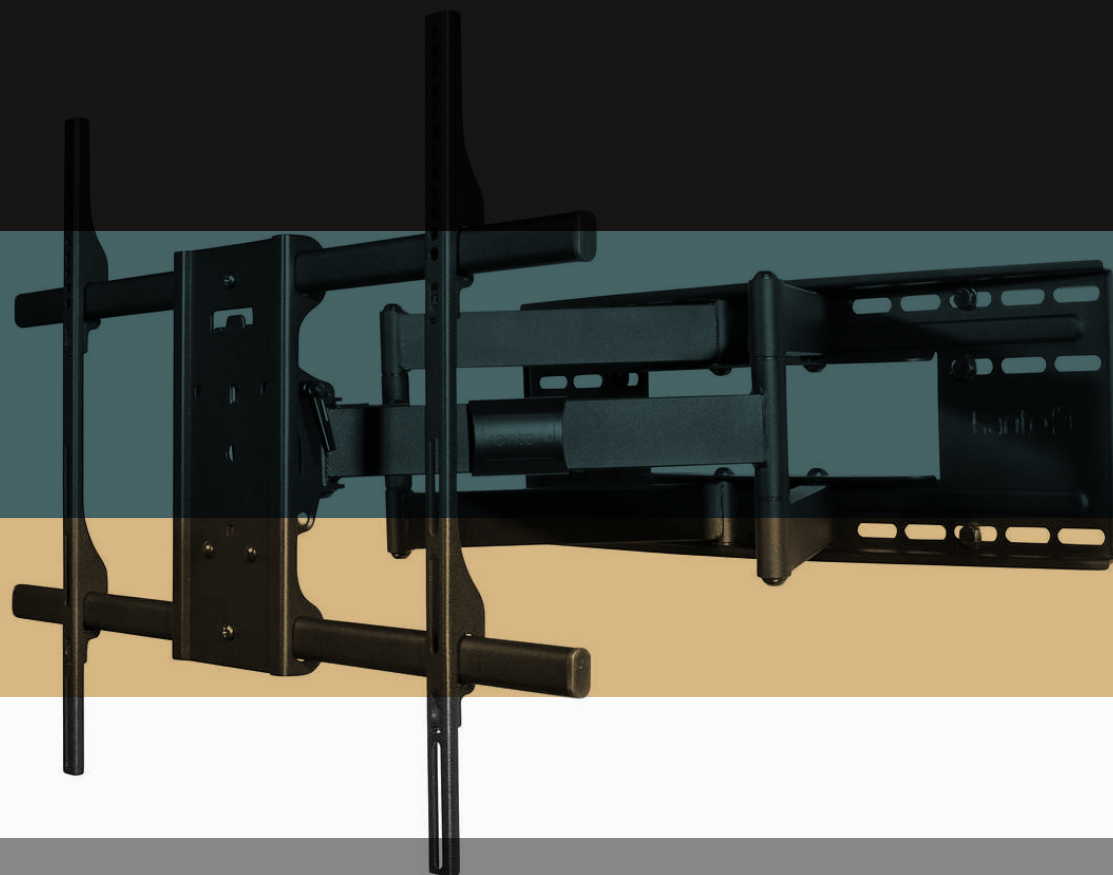
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#476466

#D88884

#F9F9FA

#878787



Color Palette 8 Crackin' Skulls

GORILLA MOUNTS

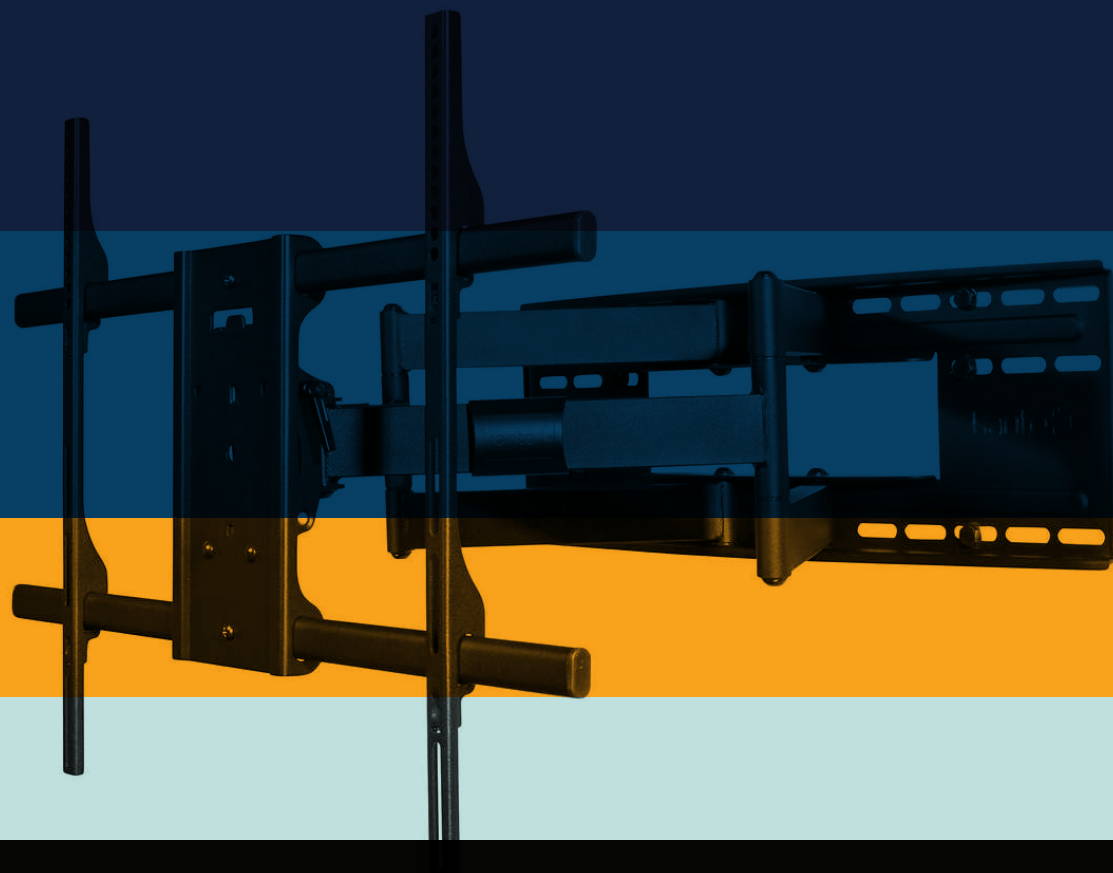
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#0B4166

#F8A31A

#C0DFDE

#010101



Color Palette 9 *Nowhere to Hide*

GORILLA MOUNTS

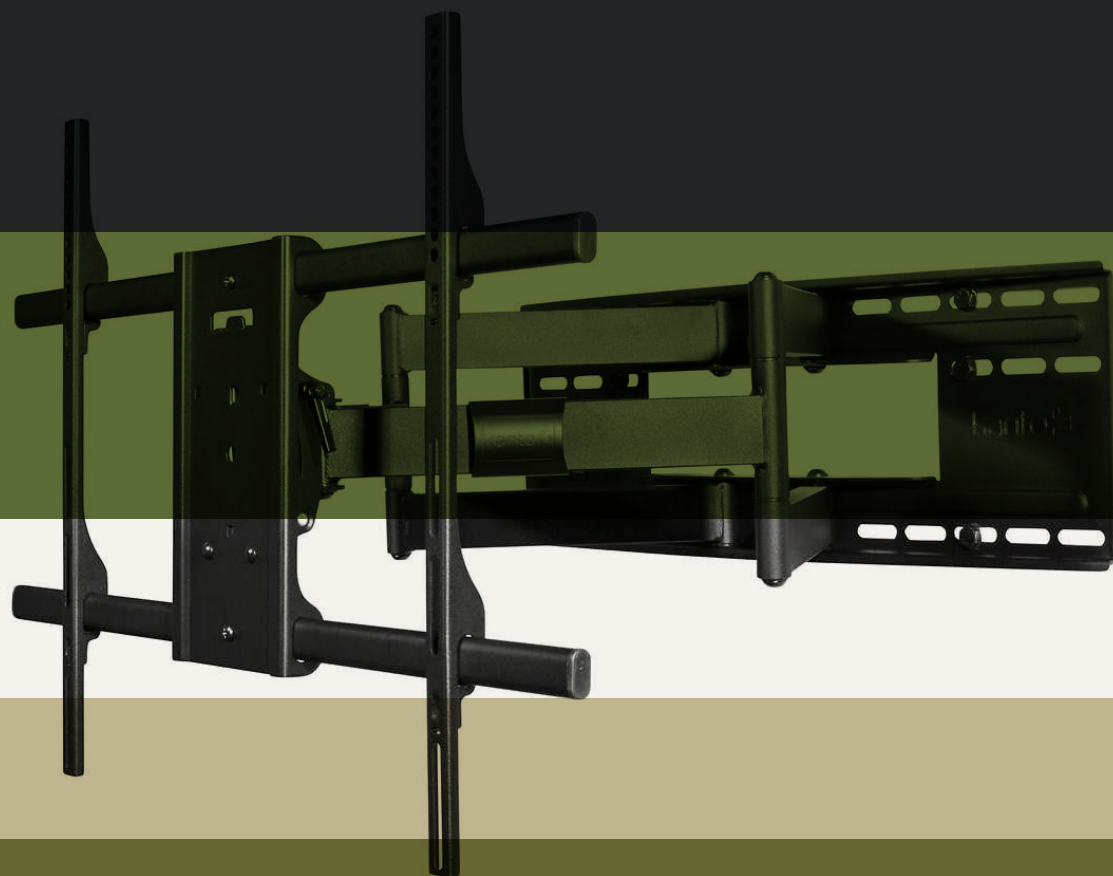
#252627

#506B36

#F2EFA8

#C0B590

#686933



Thank you, Bryan!