





📍 9 KN 24 St

Kigali, Rwanda



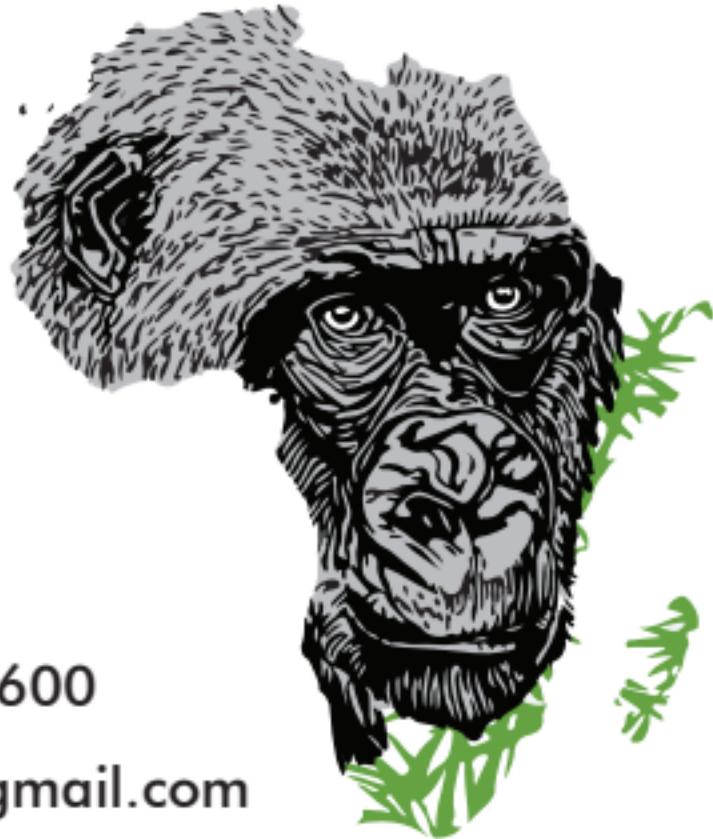
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gorilla.<sup>®</sup>



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March 12, 2016

Name of Recipient

Company Name  
Address  
City, Province  
Country, Postal Code

Salutation:

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Best Regards

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Self-Reflection  
Nicky March  
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As soon as I chose the gorilla for my identity package, the image of a fierce, chest-pounding primate popped into my head; however, after researching a little bit into their behavior and characteristics, I had a different vision of what I wanted my gorilla's identity to look like. Gorillas are actually very peaceful animals, and are mainly vegetarian. They feed on stems, bamboo shoots, fruits, and sometimes have an appetite for termites and ants. I got pretty excited about this fact and that's why I chose the gorilla over the grizzly bear, my original choice, because I too am relatively peaceful and am a vegetarian. At that point on I decided to portray the gorilla differently from how I had first intended. I abandoned the aggressive and violent image of the silverback gorilla roaring and pounding his chest and instead opted for a different portrayal: a more peaceful and gentler one.

For my company name, I chose to keep "gorilla" in small-case to go with my gentle theme. I found and chose the font because gorillas snack on bamboo shoots and I also loved how thin and simple it is. I thought if I had put it in a bolder font in upper-case, it would have been more overpowering than I wanted it to be. I wanted it to have a natural and minimalist feel. I chose a soft grey for my color palette rather than using predominantly black or dark gray, the actual color of gorillas, in order to maintain my theme throughout the brand package. I kept black as the shadows on my main logo of the gorilla, and purposefully used it on the backside of my business card because it is fierce looking, and I didn't want the feminine and gentle theme to overpower my brand. Again, because gorillas are vegetarian and snack on plants all day, I chose to decorate my business cards and letterhead with bamboo plants, featured in varying colors from my logo. I chose the soft green rather than a dark green I had played with originally because I get a much calmer feel from it. I had also played with using a different color altogether and stuck with green because every single picture of a gorilla I've ever seen is filled with greenery. I chose to shape my logo into Africa because that's where the majority of the gorilla population subsides, and I also really dig how it turned out. I think it makes the brand visually interesting and also more easily recognizable. It now seems like more of an actual company identity than just a neat illustration of an animal. For my informative text, I chose a simple and easily readable font that can be used for many hypothetical forms for my company. It could also be my font if I had a website or the labels for any products. I also made sure to choose a font that had the same "a" as my brand name because the inconsistency would just piss me off and I think a lot people would notice something like that when the brand name and text are side-by-side.

I really enjoyed this assignment, and it's spurred an excitement in me for branding that didn't know I had, so thank you for making us do it.