

# glued®

THE BUSINESS OF BRANDING

## SIMPLIFYING A COMPLEX CONCEPT

BIOEN-NW PYROFAB DEMOSTRATOR



“The containers look really great and feedback from colleagues has been extremely positive. I know this was an ‘unusual’ job for you but I think the results are fantastic.”

Louise Ciaravella,  
European Bioenergy Research Institute  
(EBRI) Aston University

**Context:** The European Bioenergy Research Institute (EBRI) at Aston University approached Glued to develop a way of branding a transportable lab that would be traveling around North-West Europe, evaluating sustainable sources of bioenergy.

**The requirement:** The two Pyrofab labs were specially built inside two transporter containers and would be loaded onto lorries while traveling around Europe. The labs needed to provide visitors with information that explained the complex technology in a non-technical way.

**The output:** Glued developed information graphics that were transferred directly onto the sides of the labs. They were kept simple in order to communicate key information, with icons to represent more

complex areas. The same look and feel was applied to literature supporting the project. Extra graphics were created that could be hooked to the outer sides of the containers when they reached their location.

**The results:** The Pyrofab containers have travelled all over Europe bringing the technology to many communities. By branding the containers, a wider audience became aware of this ground breaking technology.





## ABOUT GLUED

Glued is a brand consultancy established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this shortfall.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your message in a compelling, engaging and relevant manner.

We use a six-stage process to uncover the unique essence of your business and identify your winning ways. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and ultimately your behaviour.

## SERVICES WE OFFER

- Insight mapping
- Finding your core
- Shaping your brand
- Telling your story
- Making it happen
- Brand life cycle



## FOR MORE INFORMATION ABOUT GLUED

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