



TEC

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BUILDING NEW BRANDING WITH H.B. FULLER CONSTRUCTION PRODUCTS

In 2013 the TEC brand of H.B. Fuller Construction Products updated its branding to reflect a commitment to those who inspire and build great spaces. The refreshed branding included a new logo and new tagline. TEC wanted the new look to help end-users feel more empowered to turn their visions of more beautiful and functional spaces into a reality. Blu Sky worked with the brand management team to roll-out the enhanced branding at Coverings, an international tradeshow and expo for the flooring industry. Elements included a brand essence video, tradeshow booth, product launch packages, ad campaign and email blasts.

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