

## An introduction to Trade marking

The most common brand elements that companies trade mark are logos and words. But you can also trade mark slogans, numbers, shapes, signatures, and even sounds and smells!

The purpose of trade marking is to protect a brand from competitors who will create an element of confusion by appearing to be connected to the trade marked brand. The strongest trade marks are highly distinctive and original in design, and/or created from an invented word.

If you have a trade mark in place, you can confidently build a brand that your customers can come to rely on as a guarantee of the quality of your products or services.

By applying for a trade mark, (which is when you can use the 'TM' symbol) you are staking a claim to this particular design or name. Once it is granted (and you can use the '®' symbol) you also know you have not infringed someone else's rights, which could otherwise come as an unwelcomed surprise in the future.

Unregistered trade marks can and do enforce their rights through the common law of 'Passing Off' but this can be difficult as you have to prove that your brand was created first and that it is widely acknowledged in your market place. Take note: there are also a lot of words which cannot be registered as they are considered too common.

If you would like to discuss your brand and trade marking in more detail, please email Alex at [alex@icdesign.co.uk](mailto:alex@icdesign.co.uk)



## On the move!

We are excited to be moving into our new offices at the end of this month. I look forward to welcoming you all to the new ic headquarters.

If anyone is failing to feel inspired or lacking in creative thinking, can I recommend visiting an art exhibition. I am fascinated by the links between graphic design and the visual arts. Two of my favourite artists - Toulouse-Lautrec and Andy Warhol - are perfect examples of creatives who engaged in both commercial and self-expressive art. And, if your brand was a famous work of art, which would it be? Answers to me by email please!

**Alex Haddon** Managing Director  
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## Sanderson

ic helps to launch  
Ione collection

In March, Sanderson launched its latest collection 'Ione', designed by Maggie Levien.

ic design have created the brochure, pattern book artwork, advertising and press releases in 7 languages to support the launch.

2010 is an exciting year for Sanderson as they are celebrating 150 years, and being the oldest English brand in their field. ic design have also helped with press releases and visual merchandising materials relating to this momentous occasion. Happy Birthday Sanderson!



## FONT FACT: **Baseline shifting**

Font A:

info@icdesign.co.uk

Font B:

info@icdesign.co.uk

+44 (0)20

+44 (0)20

Baseline shifting is when you move individual type characters up or down from the baseline. This is needed to compensate for the rather poor generalisations made by computers when we type.

Certain characters often need a little extra attention. Take the '@' symbol: Some fonts (like A) like to sit it on the baseline, making it appear to be too high compared to the rest of the letters. Others (like Font B) have the symbol below the baseline, making it balance better.

Another frequent issue is with brackets, which are designed for lower case letters. As a result, they often don't sit well around the digits in a telephone number. Left shows Font B which works well again, but above is the common font Arial, where the brackets sit too low - they should be 'hugging' the zero. This should be corrected by baseline shifting them up manually.

When you next receive a business card from someone; take a good look at the typesetting and see how it fares against the high standards we like to set. And, if it's not up to scratch, feel free to send them our way!

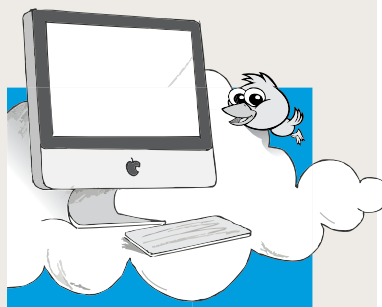
## Web Wonders **The Cloud**

Cloud computing is Internet-based computing, whereby shared resources, software and information are provided to computers and other devices on-demand, like a public utility.

Google is one of the best examples of cloud computing technology with its products like Google Wave and Google Apps.

A cloud can be private or public. A public cloud sells services to anyone on the Internet. (Currently, Amazon Web Services is the largest public cloud provider.) A private cloud is a proprietary network or a data centre that supplies hosted services to a limited number of people. When a service provider uses public cloud resources to create their private cloud, the result is called a virtual private cloud.

The creative process for developing web or cloud-based projects is exactly the same. The difference is in the programming, with user files being hosted on the cloud-based site. The benefits to users of cloud computing is that there is no need to invest in hardware or software and the instant access to services.



## Useful to Know: **Paper**

Paper is predominantly specified by its weight in 'gsm' (grammes per square metre) but this does not determine the actual thickness, or bulk, of the paper (measured in Microns).

More compressed coated papers are therefore thinner, whilst uncoated papers are bulkier as they contain more air.

Seeing paper samples prior to print is the best way to get an exact feel for the finished product.

We are always happy to provide paper samples and dummies before final decisions are made, please just ask us.

## **Allembly Hunt**

*new identity*

Allembly Hunt is a long established Executive Search firm based in the city of London. As they de-merged from the JCL Group in January 2010, ic design was brought in to create a new corporate identity and visual brand for the company.

After an engaging team workshop the chosen design was developed with an abstract 'A' made from three different shapes creating a dynamic shape which also works as an image of a road going forward. Work is now in progress for their new website, due to launch in May.



## *We are on the move*

ic design will be moving to new premises at the end of May. Our new address will be:

**20 Hammersmith Broadway  
London W6 7AB**

This is in the heart of Hammersmith, less than one minute from the tube stations. Our telephone numbers will remain the same.

## *new website*

**[www.icdesign.co.uk](http://www.icdesign.co.uk)**

To coincide with our office move, we have also launched a new website, with even more projects in our online portfolio. We would love to hear what you think of it!



### Poolia Salary Guide 2010

*Global brand guidelines,  
translated for the UK  
market by ic design*



The Poolia Group is a Swedish listed multinational recruitment agency with over 2000 employees and offices in 25 locations across Sweden, UK, Germany, Finland and Denmark.

ic design have been working with Poolia UK, based in Holborn, central London to create brand communications for the UK market. Poolia UK recruit for Banking & Financial Services, Finance & Accounting, and Office Professionals. The first piece to launch is Poolia's Salary Guide for 2010/11. Especially for the UK, the decision was made to add a touch of yellow to reflect the Swedish heritage.

The new brand design will now roll out onto all marketing and sales material.

## Enhancing brands through creative thinking

*Brand Creation and Communication for  
business to business and premium consumer brands*

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