

## Branding What's it worth?

**A brand is essential to distinguish a business from its competitors and to build customer loyalty - but it is also a valuable asset in real monetary terms.**

The amount that a brand is worth can be measured in terms of income, potential income, reputation, prestige and market value. Brands with a high value are regarded as considerable assets to a company. When a company is sold, a brand with a high value can be worth more than any other consideration.

To think about this properly, compare brand market leaders like Coca Cola, IBM and Google; they all have strong and competent competitors, yet it is their brand that resonates the strongest with the public. This equates to a valuable competitive advantage and thus, a higher price is sought, if sold.

According to Interbrand\*, a brand's value is "A financial representation of a business's earnings due to superior demand created for its products and services through the strength of its brand." The brand strength is a measure of the brand's ability to secure demand, and therefore earnings, over time.

Lets talk about your brand value! Email me and we can arrange to have a coffee and discuss what you would like your brand to be worth - alex@icdesign.co.uk

\*Interbrand publishes a highly regarded annual brand survey. For more information, go to [www.interbrand.com](http://www.interbrand.com) and click on 'Best Global Brands'.



### *A new chapter!*

Just over four months after our office move and we are well and truly settled in. Thank You to everyone who sent us best wishes and tasty treats! There are a few pictures of our new office on the back page.

We have also had some changes to our creative team - read about Vince and Paul on page 3.

We are planning a combined 'open studio' evening and festive season celebration on **Wednesday 1st December**. Please put this date in your diaries as we would love to see all of you here in the new IC HQ to enjoy a glass of fizzy!

**Alex Haddon** Managing Director  
alex@icdesign.co.uk

## Litho vs. Digital

### Which is best for your project?

There are a few general rules which apply to most printing scenarios, to help decide which printing method to use:

Short run of less than 200?  
DIGITAL

Materials needed tomorrow?  
DIGITAL

Flat size of item larger than A3?  
LITHO

Specific Pantone colours used?  
LITHO

Special finishes needed?  
LITHO

### *Fabulous finishing for the Fountain*

IC Design recently re-designed the menus for The Fountain Restaurant at Fortnum & Mason. The textures have been achieved by matt laminating a sparkly paper, resulting in a very subtle effect and enhanced with a spot-UV gloss on the logo.



## *Get Swifting!*

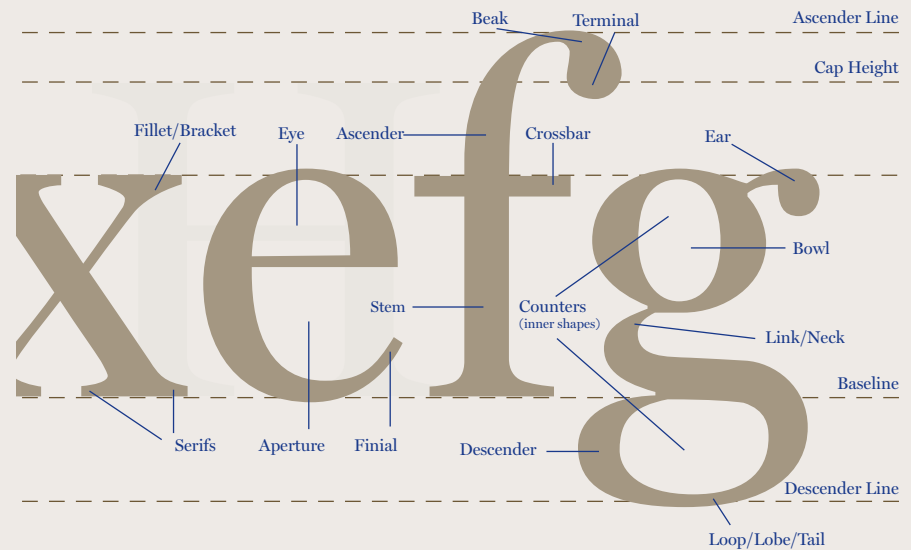
Swiftling is a cloud-based project management software tool developed in Sweden. IC Design have been involved in this project from a very early stage and helped to position the product, generated the brand name and designed the logo and brand platform.

The first trial accounts are due to start in late October. For more information, go to [www.swiftling.com](http://www.swiftling.com)



# Swiftling

## Font Anatomy A guided tour around letters



## Electronic direct mail: TOP TIPS



1. **Get through.** Get past spam filters by making your content relevant and not too long. Avoid words like 'free' and 'save' in the text and subject line.
2. **Get attention.** Have a clear and bold headline to grab the reader's attention. You only have about a second to convince them not to press delete, to read your core message and to react.
3. **Be consistent.** Make sure your brand is always recognisable. It needs to be flexible enough to make regular communication interesting yet consistent. It is also a good idea to email out to a schedule.
4. **Call to action.** People are busy, make sure they understand what you would like them to do.

A big IC welcome to Paul Thornton and Vince Hudson who have recently joined IC Design, both as designers.



*Paul*

**Sport: Football or Rugby?**

Football, Fulham in particular.

**Classic Fonts: Gill Sans or Univers?**

Gill Sans - I just quite like it.

**Cult TV: 24 or Sopranos?**

CSI is probably the closest thing to a cult TV show that I watch.

**Gallery: Tate Modern or Britain?**

Tate Modern - They had massive slides there a few years ago which were really fun!

**Shopping: Oxford Street or Online?**

Oxford Street - I get carried away and spend too much money online.



*Vince*

**Sport: Football or Rugby?**

Not into either which is strange for a guy. I'm more into mixed martial arts, I've

been training in JKD and MMA for a few years now.

**Classic Fonts: Gill Sans or Univers?**

Gill Sans for me, I enjoy the wispy tail.

**Cult TV: 24 or Sopranos?**

I don't have too much time for TV but it seems like I have missed out as I have heard good things about 24 - I must borrow a box set sometime.

**Gallery: Tate Modern or Britain?**

Modern, great to see what the artists of the world are thinking.

**Shopping: Oxford Street or Online?**

Browse and try in store then buy cheaper online.

## Delicious Deli...

MacFarlane's - A fine fromagerie and delicatessen in Clapham, London, serving fine foods to local residents, has had a brand overhaul by IC Design. The rather bold blue and green colours were chosen to balance the quite traditional format and typefaces used.

The work included a new logo, website and point of sale items.



*M*  
**MACFARLANE'S**  
Fromagerie Fine Foods



*Come and visit us!*

Our newly refurbished studio on Hammersmith Broadway has a distinctly Scandinavian feel. We are now only one minute from the underground stations, visitors are warmly welcomed.



## *Brand Creation and Communication*

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