



Being design alert

As you have already established a relationship with us, we'd like you all to give yourselves a pat on the back and count yourselves as 'design alert' businesses!

The Design Council has some encouraging statistics on what happens to businesses when they use design to help achieve their goals. Some of these are:

- On average, design alert businesses increase their market share by 6.3% through using design.
- In businesses where design is integral to operations, over three quarters say they've increased their competitiveness and turnover through design and outperformed key stock market indices by 200%.
- Businesses that see design as integral do not need to compete on price as much as others.
- Two thirds of UK businesses believe that design is integral to future economic performance. The bigger the business, the more convinced it tends to be about the value of design.
- Rapidly growing businesses are twice as likely as the UK average to have increased investment in design and are three times more likely than the rest to consider design crucial to success.

Source: Design Council 'The impact of design on business', Report 2010
www.designcouncil.org.uk

Long May it last

It does feel as if the studio has reacted to the longer days and recent sunshine and is buzzing with new ideas, some of them more practical than others! Which brings me onto this issue's topic of **design effectiveness**. Creativity is all well and good, making things look great, but what are the actual results?

Good design creates all sorts of positive outcomes both internal & external. Think about increases (sales/knowledge/differentiation) as well as decreases (waste/complaints/staff turnover) to assess what design is doing for you.

To help us improve the way we measure design effectiveness we will be discussing this in more detail with you before & after projects.

Enjoy the summer!
Alex Haddon
Managing Director
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STOP PRESS STOP PRESS STOP

Print News...

Recognition of the Forest Stewardship Council (FSC) logo is on the up across the UK. In a recent survey, 43% of those questioned in the UK recognised the logo. This is an increase from 19% four years ago. This means your green credentials can help with the effectiveness of your communication as more people than before are choosing FSC products, with 33% saying they'd seen the label on things they had purchased.

Source: www.fsc-uk.org

If you are interested to find out more about FSC, please get in touch.

Our Website

As part of our website re-build using Umbraco (see opposite) we have been adding new content to our site including Case Studies (on the services page) to highlight some of the design effectiveness stories we have to share with you, do visit!

www.icdesign.co.uk/services/



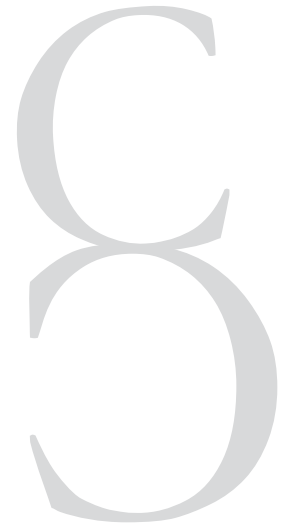
Financial *Branding*

We have been working closely with a start-up investment fund, planning to launch later this year.

IC have created the name, consulted on key messages, designed the identity and brand platform.

Our work will now include the design and build of a website and we will continue as brand guardians advising on all aspects of their communication.

C8 | INVESTMENTS



font focus: Helvetica & Arial

Helvetica was developed in 1957 in Switzerland. The aim was to create a neutral typeface that had great clarity without an intrinsic meaning in its form. It was initially suggested that the type be called 'Helvetica' which is the Latin name for Switzerland but was revised to 'Helvetica' as this meant 'Swiss'.

Arial was designed in 1982 and is widely regarded as a copy of Helvetica, made for Microsoft. It was actually designed for the Monotype type foundry and not supplied with Microsoft Windows until 1992.

There are a few features that stand out as being quite different between the two. The most notable ones are shown right. So next time you look, will you be able to spot the difference?

At www.mimeArtist.com/helvetica/ you can play a somewhat unusual game by being Helvetica and jumping on Arial to eliminate it - strangely addictive...

For the very keen, there is also a film called Helvetica about typography, graphic design and global visual culture: www.Helveticafilm.com

Helvetica Arial

a	a
G	G
Q	Q
R	R
1	1

Our new best friend: **Umbraco - easy peasy CMS**



We have been using Umbraco technology to deliver our latest Content Management Systems (CMS) and now the IC site also uses this technology.

With up-to-date information on your website you score higher search rankings as well as convert more visitors to customers. A simple to use CMS is the most effective way to ensure this happens, improving on the design effectiveness of your website.

Having had our own site re-built using Umbraco we can honestly say it is the easiest to use that we have come across. But also, very importantly, it is simple to customise (for fabulous bespoke design) and robust enough to run some of the largest media sites in the world.

Content writers and editors can easily understand the tree-view of pages and WYSIWYG page editor. For the nervous editor there is also the benefit of quick rollback to previous versions.

If you are interested to know more about Umbraco please get in touch.
icnews@icdesign.co.uk

Integrated *Sales Campaign*



Poolia UK - Q4 2010

The campaign centred around a recruitment survey for clients. The proposition was reflecting on 2010 and providing perspective for 2011. Building on the brand equity already established, IC developed the look and feel for the campaign and applied it to a combination of print and electronic communication, all supported by PR including a half page piece in The Evening Standard.

Design effectiveness - 2 months after the campaign launched:

Almost 30% of meetings booked resulted in a job being picked up. 10% of jobs picked up had been placed, generating a 500% ROI. By the end of the campaign, 61 jobs had been picked up.

Photography

Using photography as part of your brand platform can be very powerful and is easily applied across all communication channels, creating a quick brand building tool. Here we feature a few different ways to use photography.

If this inspires you to build on, or start using, photography as part of your brand platform - don't hesitate to get in touch with us.



A photograph of the St. James's wallpaper at Fortnum & Mason helped to brand the menus

On-site photography to show off the best features of a property



Portraits to profile key people



Affordable stock images can be manipulated to create something unique

Working with Business to Business & Premium Consumer Brands

Creating the best possible tools to maximise sales and marketing opportunities.

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