

October 2011

Get arty

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GET ARTY

We are very excited about David Hockney's recent announcement of his exhibition at the Royal Academy next year; 21 January to 9 April 2012. It will showcase new work created using the ipad (and blown up to a large scale). How exciting! There will also be films shown on multiple screens. There seems to be a link between this work and his Polaroid montages from the 1990s as he has always been willing to experiment with technology and different media tools in his work.

With the recent death of Lucien Freud, Hockney is now most likely the greatest British living artist. Do not miss! More information on 'David Hockney: A Bigger Picture' visit: royalacademy.org.uk/exhibitions/hockney/

We really like the idea of ipad art and are calling on everyone who has made something pretty on their ipad to share it with us as we would like to feature this in our next issue of IC News. Time to get arty! Email your work to icnews@icdesign.co.uk

icdesign 

icnews #7
Brand Communication

"Because I like it!"

A recent issue of Creative Review (the #1 Magazine for creative types) included a collection of short articles gathered to provide some relaxing summer reading. I was enjoying these until one article in particular made me feel a little uncomfortable. It was questioning why designers tell elaborate stories to explain the work that has been developed.

Perhaps we should not be so shy in explaining that we work partly on gut instincts and even though the work is commercial, we are artists and it is this which drives us to decide how a brand should communicate visually.

Is there a client out there who will accept a simple explanation such as "Because I like it!"? Interested in hearing your thoughts on this...

Alex Haddon

alex@icdesign.co.uk



A new section in IC News where we feature one of the start-up companies we have worked with, one year on, to see how they are getting on.



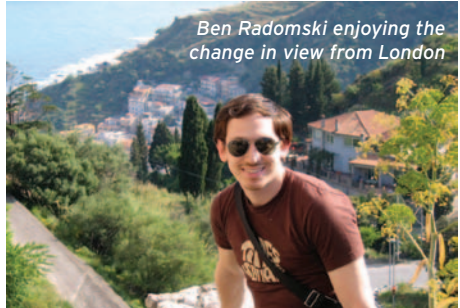
Ben Radomski conceived and set up the business in 2010, moved to Milan and now works connecting Italian companies with overseas customers.

What are your major achievements to date?

We're very proud of what we've done in a short period, including:

- 34 million hits on the website from around the world
- 36,000 registered companies in our trade listing
- Offices in London and Milan with 12 employees
- The completion of several projects involving private/corporate investments in Italy
- The completion of expansion service projects helping Italian businesses enter the UK, Belgium and Switzerland.

One year on...
Business e via Italy



How has your brand helped you?

Because my background is in marketing and communications I am very aware of the crucial importance of a brand. That's the reason I've given brand guidance and training to all my staff and really emphasised the importance of professionalism and being 'on brand' in all our communication. I think that has had a very positive effect on the company and I like to think the *business e via Italy* brand is now synonymous with a speedy and professional service.

www.business eviaitaly.com

Just launched...

Henderson Bond is a new startup recruitment company underpinned by an established and extensive professional global network, providing human capital resources across Operational Excellence, Supply Chain, Engineering and Senior Executive appointments.



IC have create the brand, company stationery and website design concept which will launch in October.
www.hendersonbond.com



A Picture is worth a thousand words

We had lots of fun during a photoshoot at MacFarlane's Deli this summer. The purpose was to create a series of images which could quickly communicate their expanded offering, including summer dining at the shop as well as create a library of images for sales and marketing activities. Of course, we had to take care of the props afterwards - delicious!

font focus: *type types*

There are three main types of fonts available which can be confusing for clients and designers alike! To help shed some light, here is a brief outline:

POSTSCRIPT

The PostScript or 'Type 1' font format was developed by **Adobe** in the 1980s. The format is based on Adobe's PostScript technology that allows for high-resolution output of resizable graphics. PostScript has long been viewed as a reliable choice, particularly for professional designers, publishers and printers.

TRUETYPE

The TrueType format was jointly developed by **Apple** and **Microsoft** a few years after Postscript. Many of the fonts included with Macintosh and Windows operating systems are TrueType. Unlike PostScript, TrueType fonts contain both the screen and printer font data in a single component. For this reason, TrueType is easier to install if you have limited experience with fonts.

OPENTYPE

OpenType, a joint effort from **Adobe** and **Microsoft** is the latest font format to be introduced. Like TrueType, OpenType fonts ship as single components. OpenType fonts can be used on either Macintosh or Windows operating systems. Additionally, the OpenType format permits the storage of up to 65,000 characters. This additional space provides type designers with the freedom to include add-ons such as small caps, old style figures, alternate characters and other extras that previously needed to be distributed as separate fonts.

Online promotions: **Banner advertising**

Online banner advertising is developing with new technologies enabling some interesting results. If you are thinking about banner advertising, here is a general introduction to help you decide if this is for you.

What formats are available?

The most common format is the GIF-animated banner, which displays several different images in succession to create the effect of animated motion. Then there are rich media banner ads which use things like audio, video, or Flash programming. These banner ads, which usually have larger file sizes, are often interactive beyond their simple linking function.

How does it work?

The web banner is displayed when a web page that references the banner is loaded into a web browser. This event is known as an 'impression'. When the viewer clicks on the banner, the viewer is directed to the website advertised in the banner. This event is known as a 'click-through'.

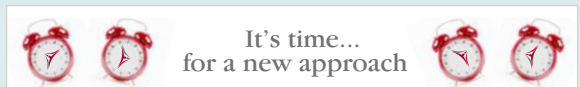
What are the likely results?

The click-through rate (CTR) is expressed as the percentage of total visitors to a particular page who actually clicked on the banner ad. Please note: the typical click-through rate is something under 1%, and click-through rates significantly higher than that are very rare.

One interesting development that has been around for a while is banner ads that are targeted and appear based on the Internet user's activity. You can buy keyword advertising on a search engine so that your ads are displayed when someone performs a particular search. This should hopefully increase click-through rates, because the visitor has already demonstrated an interest in finding information on that particular subject.

Our TOP 5 tips:

1. Only post banner ads on pages with related content.
2. Advertise a particular product or service rather than your brand generally.
3. Only put banner ads at the top of a page.
4. Use simple messages.
5. Create a sense of curiosity to entice.



Above: Stills from banner advertising for Allemby Hunt

Cool British Brands *Survey Results*

CoolBrands® published their 2011/12 list of British Cool Brands in September and it does make for an interesting read. It is worth noting that Brands do not apply or pay to be considered for this list.

Apart from a nationally-representative group of more than 2,100 UK consumers, the 'Expert Council' who vote and decide what is cool and what is not, is a range of people working mainly in media, fashion and design so this might explain some of the results.

It is interesting that there are three car brands and six fashion brands in the top 20 but not a single retailer. Selfridges tops the Retail category but does not make it into the overall top 20 list. This seems a little strange for a nation of shoppers! There must be an opportunity for a retailer to be cool enough to make it, surely?

Aston Martin tops the table and beats Apple, perhaps because everyone has an Apple product or two these days and Aston Martins are far rarer.

Great to see Tate Modern in the top 20 - the only brand in this list which you can enjoy for free!

Luxury brands dominate here so it is worth noting some other, more down-to-earth category winners too:

Dyson - Home Products & Furnishings

Skye - Mobile Communications

Guinness - Drinks, Beer & Cider

Lastminute.com - Travel, Agents

Vogue - Media, Magazines/Newspapers

Innocent - Drinks, general

Top 20 CoolBrands®

1. **Aston Martin**
2. **Apple**
3. **Harley-Davidson**
4. **Rolax**
5. **Bang & Olufsen**
6. **BlackBerry**
7. **Google**
8. **Ferrari**
9. **Nike**
10. **YouTube**
11. **Alexander McQueen**
12. **Dom Perignon**
13. **PlayStation**
14. **Ray-Ban**
15. **Chanel**
16. **Nintendo**
17. **Vivienne Westwood**
18. **Agent Provocateur**
19. **Tate Modern**
20. **Maserati**

Source: www.coolbrands.uk.com

Judging Criteria

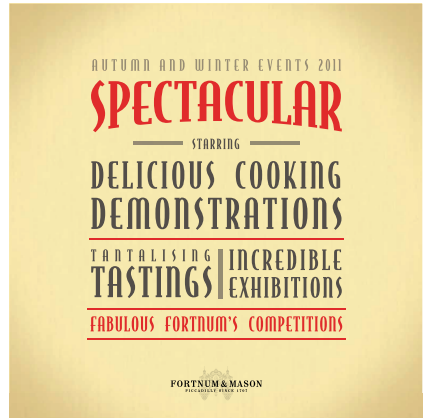
Experts and consumers are asked to consider the following factors:

- **Style**
- **Authenticity**
- **Innovation**
- **Desirability**
- **Originality**
- **Uniqueness**

How would your brand stand up to this scrutiny? We would be more than happy to discuss the cool factor in your brand, please email us.

Events Galore!

There are lots of fabulous and exciting events at Fortnum & Mason this Autumn and Winter, all promoted in literature created by IC. The theme this Christmas is Showtime and we just can't wait to see the store windows!



You can find out more by visiting:
www.fortnumandmason.com

Stop Press: THE IC FESTIVE OPEN STUDIO EVENING
WILL BE ON THURSDAY 1 DECEMBER, PLEASE SAVE THE DATE!

Unlocking your brand's potential

Creating a real difference to Premium Consumer
and Business to Business brands

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