

January 2012

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Olympic Rules

London's Olympic year has finally arrived! The 2012 Olympics looks set to be one of the most copyright protected Olympics ever, with various stories circulating in the press regarding what you can and can't say in your communication. This is of course to protect the official sponsors and the financial contribution they have made towards funding the Olympics.

Apart from the obvious protected elements such as the Olympic and London 2012 logos, it is also forbidden to create an impression that your brand is connected to the 2012 Olympic Games if you are not a sponsor. This could include using expressions such as 'Lighting the Flame' or even the words Gold, Silver or Bronze in connection to words such as Games and Twenty-Twelve. There is a useful PDF issued by LOCOG - if you are interested in reading this, please email us at icnews@icdesign.co.uk and we will send it to you.

(We think we are OK for editorial content though, so hopefully the lawyers won't be getting in touch in regard to this article!)

icnews #8
Brand Communication

Happy 2012!

We hope you have all had a great start to the year and that 2012 brings you everything you wish for!

Team IC enjoyed a well-earned break over the holidays and we now feel refreshed and ready to take on new brand challenges. We look forward to talking to all of you about your brand ambitions for this year.

I am delighted to announce that Rowana, after five years at IC Design, has accepted to become a Director of the company. As part of our continual effort to improve our services, Rowana will now also be responsible for Client Service and overall project scheduling in the studio.

Alex Haddon
Managing & Creative Director

alex@icdesign.co.uk



Is your Browser *up to date?*

Using the latest version of your web browser and keeping it up to date are two of the best ways to ensure a better and safer online experience.

The latest version of a web browser contains security fixes and new features that can help protect your computer and your privacy while you are online as older browsers tend to have more security vulnerabilities than newer ones. (You should still ensure that you have good anti-virus and firewall software installed on your computer.)



Modern websites may not display properly or you may see a less functional or feature-rich version of a website on old browsers, particularly with the introduction of HTML5 which is gaining increased feature support by browsers all the time. If you are using an old browser you are likely to be missing out on great features like private browsing, tabbed windows and better integrated search functionality. All upgrades are free so check your browser now!

by Mike Royle, iQan

Interiors Heaven!

Orchid was established in 2002 and specialises in furniture, lighting and accessories from the Far East and Europe.

With stores on the King's Road, London and in Hampshire as well as a fully commercial website, their client base is both in the UK and international.

IC Design was appointed in the Autumn last year and tasked with advising on Orchid's brand communication strategy and in-store branding as well as designing sales and marketing collateral, some of which is shown here.

www.orchidfurniture.co.uk



IC Design's Paul completes *Santa Run* for charity

One of our designers, Paul Thornton (third from the left), picked up his running shoes at the last minute to step in for a friend, who had become ill, to run in the annual Santa Run (raising money for the Alzheimer's Society). To run 10k without any training is quite impressive - so well done Paul!



font focus:

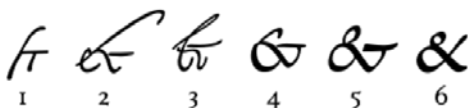
The ampersand is a logogram as well as a typographic ligature of the letters 'et', which is Latin for and.

& *the ampersand*

The word ampersand is most likely a conflation of the phrase 'and per se and'. Traditionally, when reciting the alphabet in English-speaking schools, any letter that could also be used as a word in itself ('A', 'I', and, at one point, 'O') was preceded by the Latin expression 'per se' (Latin for 'by itself'). This last phrase was routinely slurred to 'ampersand' and the term crept into common English usage by around 1837.

It was also claimed that André-Marie Ampère (1775-1836) used the symbol in his widely read publications, and that people began calling the new shape 'Ampère's and'. A really nice story, but sadly not true!

The evolution of the ampersand:



Creating a feature of the ampersand can be a really nice branding tool. Shown here is IC Design's recent re-brand for Aurén & Co.

Aurén & Co

TAXATION · ACCOUNTING · AUDITING

The ampersand is common in company names, particularly when there are partnerships, but it is not widely used in paragraph text. Please therefore note that if you register your company name with an ampersand you are not allowed to replace it later on with 'and'.

For type designers the ampersand has provided an opportunity to be extra creative and the symbol can often be quite a surprise (and flamboyant!) compared to the rest of the letters.



One year on...

MacFarlane's Deli

Robert Marsham took over MacFarlane's deli and introduced a new brand in 2010. Robert has continued to transform this much-loved local deli in Clapham into an even greater gastronomic delight.

What do you feel are your greatest achievements to date?

Simply growing the business in these conditions feels like a good place to start. The launch of our own-label product range has been very successful and now includes MacFarlane's Chutney, Paté, Cassoulet and Coffee. We now also have a great dialogue with our customers through tastings and events, ensuring we have the products they really want to buy.

How has your brand helped you?

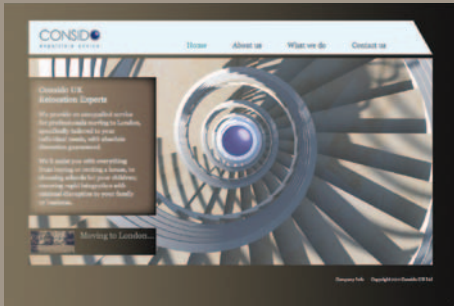
The new brand has had a very positive impact on the business. At first it marked a clear change and has subsequently helped us stand out in our market place. Having a distinctive brand means we have been able to build trust between us and our customers. Customer loyalty and word of mouth is extremely important to us and having a noticeable and memorable brand is essential in achieving this.



MacFarlane's
Brand Collateral

Website Showcase

Showcasing a few of our website projects. Things to think about for 2012: mobile/tablet friendly sites, connecting with social media, interactivity, and SEO.



www.consido.co.uk



www.hendersonbond.com



www.shadowchefs.com



www.iqan.co.uk



www.kinapse.co.uk



www.allemblyhunt.co.uk

Festive Open Studio

Much merriment was had on Thursday 1st December when we opened the doors to our studio to raise a glass (or two!) to the season. We very much enjoy hosting this annual event and Thank You to everyone who shared it with us. Congratulations to Shaun Wolfe (pictured top right), our lucky raffle winner!



Unlocking your brand's potential

Logo and Branding, Brand Workshops, Print and Online Marketing,
Website Design and Build, Social Media Support

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