

iconic.

DESIGN | MARKETING | BRAND



INTRODUCTION

While it may look like we are a new company we are in fact following in the footsteps of Spark and other such companies and simply rebranding.

We decided as we have evolved to a certain level that it was time for the illustration department and the design department to have a conscious uncoupling. No no its not a divorce merely a separation of the departments so when promoting our services it is less murky and more obvious in the ways we can help you.

So what was Artemis Creative has now become Iconic Design & Quirky Illustration, all three companies will remain and it will be business as usual but now you will have a choice of portfolios to browse and departments to contact. We hope this helps, we hope you take the time to give us feedback as things unfurl.

Michelle Cooper
designer | Iconic Creative

LOGO DESIGN

A brief introduction to logo design

Your logo is what helps you distinguish your brand from its competitors, so it's important that the image stands out from the rest. It is the first point of contact you will have with some potential clients and/or customers. So what does your current logo say about you? Do you need to look at revamping or starting again. Here is some advice on good logo design.

A logo consists of two elements: A wordmark (the typeface or font) and a symbol, think the Sparks scribble or Nike's swoosh. Both are important elements in developing your brand recognition.

Some companies choose to just have a font, this can be a big mistake and limit your branding potential. If relying on just a font there are a few things to think about. If your company has a unique easy to remember name then it could work. If you choose the right font, for example coke, this could be an option but when choosing fonts its very important to make the right choices. Some fonts date very quickly or are hard to read, a good designer can help you here.

A symbol can become over time even more important than your font. Think of Mcdonald's which do you remember more the font the word is



typed in or the golden arches? Developing a symbol can take some thought. If your name is something like Tui, this might be obvious, but not so much if you have a very generic name. This is where the symbol also might help the viewer identify your company's purpose.

Think of your audience, who are your clients, what age group/gender etc. Write down what you think about your brand, what words and images come to mind? These are all things a designer will talk you

through but it is good to be prepared and go into things with these questions answered in your mind.

Lastly in this digital age, where logos will appear on multiple devices and across social media, you will need something that transcends paper. It must look great on different backgrounds, work for apps, icons, avatars and print, and it must be flexible in size. Many companies these days chose to have flexible options on how they are displayed without losing brand integrity. ■

MARKETING INSIGHTS

The Spectrum of marketing

In a study called 'Impact of Color in Marketing', researchers found that up to 90% of snap judgments made about products can be based on colour alone, also that our brains prefer recognizable brands, which makes colour important when creating a brand identity.

Certain colors have traits and associations that most people recognise, they are ancient, ingrained in our cultures & psychology. For example we associate green with money and therefore greed but also nature, because subconsciously that's where we see they colour. So they are important to consider when designing a brand.

RED is a positive color, very physical and draws attention to itself and calls for action to be taken. In color psychology red means energy, passion, action, strength and excitement. On the flip side, its universal sign of danger and warning, perhaps because blood is red? This is a color that can create aggressiveness and anger.

ORANGE is a warm, vibrant and flamboyant color. It is energy combined with fun, the color of the risk-taker, the extrovert and the uninhibited. In color psychology it means adventure, optimism, self-confidence and sociability.

YELLOW is a warm and happy color which creates a sense of cheerfulness & playfulness. Psychologically, it is optimistic, uplifting and illuminating, brightening people's spirits. Yellow stimulates the logical side of the brain and mental clarity. It promotes wisdom and

academic proficiency. It inspires original thinking and creative ideas.

GREEN is a color of growth, associated with new life and renewal. Psychologically it relates to balance and harmony, the body and the emotions. Physiologically, it balances emotion, creating a sense of calm. Green is associated with nature & the environment, health & healing. It encourages generosity, kindness and sympathy.

BLUE is the most favored color of all, preferred by both genders and therefore the safest to use. It relates to trust, honesty and dependability, therefore helping to build customer loyalty. Blue indicates confidence, reliability and responsibility. It relates to one-to-one communication. It inspires wisdom and higher ideals. Physiologically, blue is calming, reducing tension and fear.

PURPLE suggests wealth & extravagance, this comes from purple being the most expensive dye in ancient times so only royalty could afford purple garments. It is used to denote a quality or superior product, such as Cadbury's or some women's cosmetics. It is also associated with fantasy and the world of dreams. It enhances spiritual pursuits and enlightenment.

This is just a teaser into the world of colour as it applies to brand. When working with customers and their new brand it is one aspect we take into consideration when crafting a logo specific to the right market. ■

Medical Makeover

It is all too easy for your brand and signage to get out dated.

So when it comes time to replacing signage maybe look at having the brand updated too. We can even provide a mock up so you will see how it will look before hand. ■



MARKETING INSIGHTS

Facebook tips for your Business

It's definitely a trend for business's to have a presence on Facebook and its free so even better. But some business don't give it much energy and approach it as an after thought. Anything with your brand attached to it should look professional or you risk devaluing your brand. Take a look at big companies for ideas on professional looking Facebook sites. But if your struggling with what to do we are happy to look at your site and give some advice. Here are some tips below:

Your profile picture.

This will be displayed quite small when ever you comment etc so what your looking for is an icon or part of your logo that will be easy for your potential fans to recognize. Being recognizable is important to getting found and Liked. It is a very common mistake to upload logos which don't actually fit into the square shape and so when ever you post or comment it looks messy. When choosing a photo, keep in mind that Facebook requires your profile picture dimensions to be 180 pixels by 180 pixels, if your unable to create this we can help.



Next, you'll need to pick an attractive cover/banner photo. Again think of brand and impact. If you were unable to use your full logo on your profile picture, you might want to put it here. Since your cover photo takes up the most real estate on Facebook choose something engaging to your visitors. Keep in mind that Facebook cover photo dimensions as cropped images look unprofessional. Plus that the sides are often crop when viewed on a phone, so keep your primary message in the middle.

Finally remember it is still a 'social' networking space so don't make every post a hard sell. Jokes, funny videos

Add a call-to-action button.

To add a call-to-action button to your cover photo, click the 'Create Call-to-Action' button located on your cover photo. You'll then be able to choose a button and where online you want it to go. To get data on how many people are clicking your button, simply click the drop-down arrow on your button & select 'View Insights.' We have simply connected to the contact page on our website, it can be that simple.

Fill out your 'About' section

Lastly don't forget about one of the most important sections of all, your 'About' section. It's one of the first places people will look when they're scanning your page and its important to provide your company info here. Who are you, what do you offer and how do they find you. ■

Media graphics needn't be a pest

Mayfair Pest Control originally came to us for a Digital Advert. It soon developed that some brand updating was required and we were more than happy with their requirements.

When it came their Facebook page, like many companies, they were using graphics that didn't fit properly and didn't match their other branding. We are happy to report they now have consistency over their web, Facebook and advertising, helping to strengthen their brand worth. ■



BE IN TO WIN A FACEBOOK MAKEOVER!

Just like our facebook page or Email 'Facebook' to us to go in the Draw