

Clockstudio Newsletter

Monthly News

Hello!

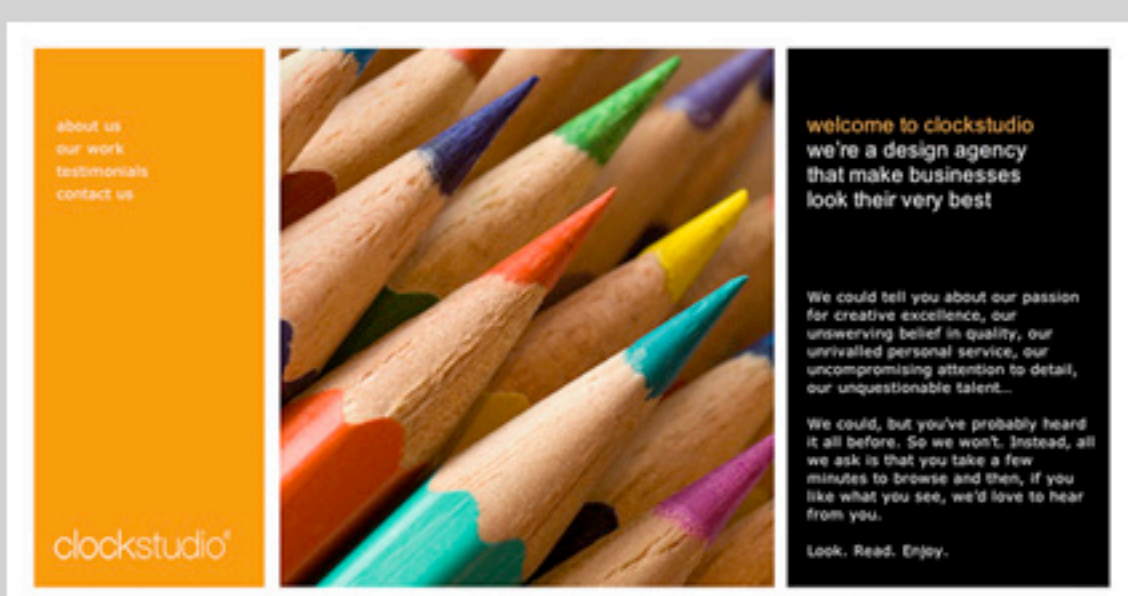
The clocks have changed and the light evenings are back - how quickly we forget the cold, dark days of winter...

Its been a mad busy month where I've seen Rob Brydon and Lionel Richie (not at the same time of course...), spent the weekend in a haunted castle and signed up for a 10k race (oh blimey!) so I'm feeling enthusiastic for the summer ahead!

New website!

At last, after a couple of years of umming, ahing and general faffing around the new Clockstudio website is finally up and running! With all new images of recent projects it should prove a useful tool for new and current clients to see what we've been working on. Future plans are to also have a section to view and download past newsletters.

Have a look! www.clockstudio.co.uk

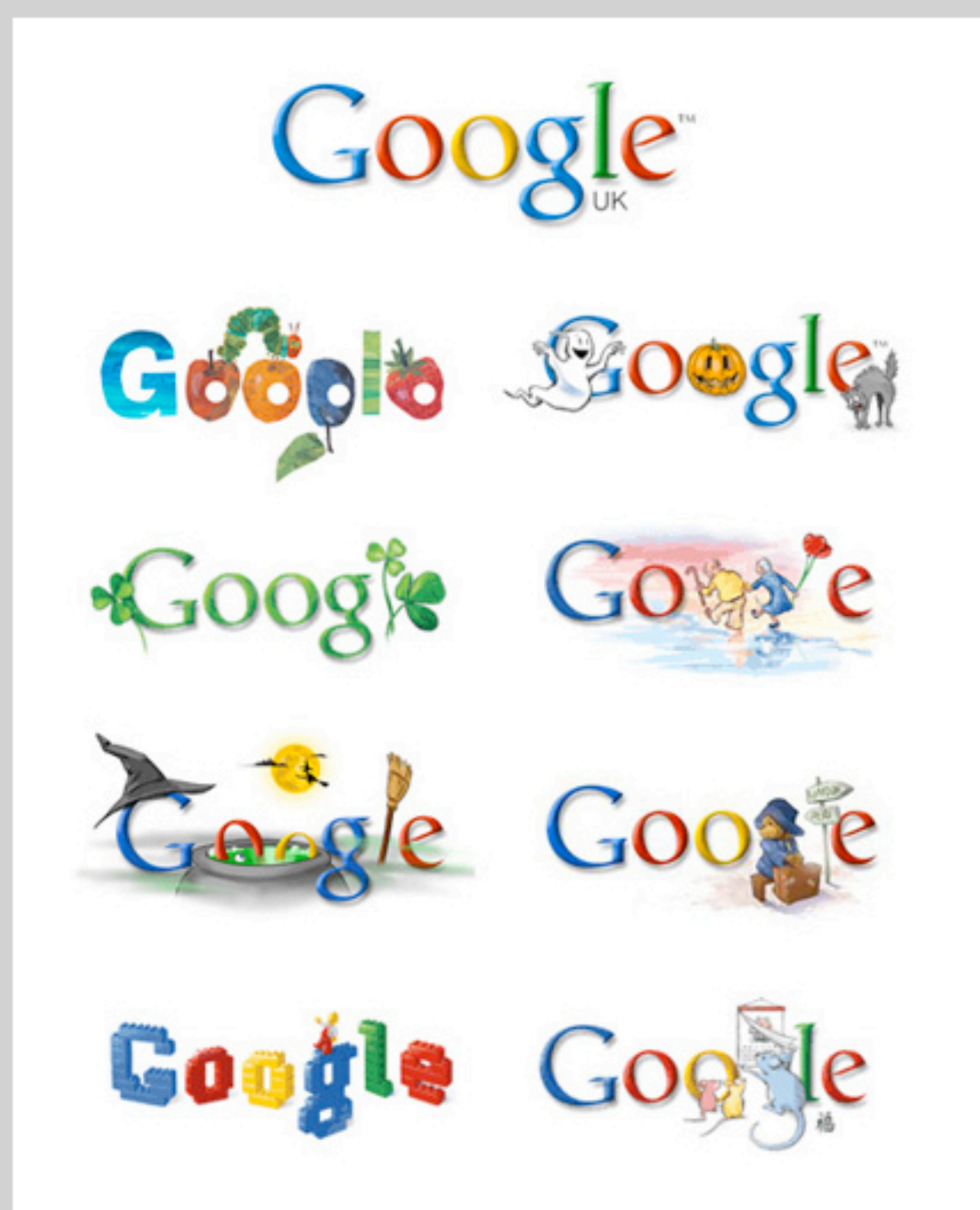


Google

What's the most recognised logo in the world? It would probably be Google's if only they could stick to one!

It was over 10 years ago that Larry Page and Sergey Brin formed Google Inc to "organise all the world's information and make it universally accessible and useful" and do it better than anyone else. From humble beginnings in a garage in California, the company is now one of the most recognised names in the world. It boasts over 19,000 full time employees and controls around 40% of online advertising as well as 70% of search. Impressive figures!

If you think of Google visually you will probably picture the bright, primary coloured letters that make up the word 'Google'. However, I'm sure you'll all have noticed that this changes and quite often too! These alternative logos are affectionately called *Google Doodles* and have taken on many guises from the Queen to Paddington Bear to celebrate all kinds of occasions around the globe. Google has never had a universally recognised icon that is used consistently, as a traditional brand would be displayed.



According to Steve Plimsoll of brand consultancy FutureBrand, this is the future of logos in the digital world. He comments, "Logos are set to become fluid, ever-changing, customisable, even personalised entities and Google is the first global brand that understands this. We are going to have to get used to the idea of our brands changing frequently, and when we do, every three months will seem like the dark ages."

I disagree - whilst the Google concept obviously works for them, I can't see it taking off for other companies, especially new start-ups. The cost for most companies of changing their logo every few months would be a costly exercise and I'm still of the opinion that a brand needs to be strong, recognisable and consistently used across all materials and mediums over a period of time to allow consumers to become familiar with the product or brand. Who knows, maybe I'll be proved wrong - watch this space!

Competition Results

Thank you to everyone that entered the logo competition in the last newsletter, I had an influx of emails in my inbox - they were obviously all way too easy! Congratulations to Clare Hind from The Cricket Tour Company who is now the proud owner of a backwards clock.

Just in case the logos had you baffled the answers were:

1. Nike
2. Shell
3. Audi
4. Little Chef
5. Superman
6. Toyota
7. McDonalds
8. Apple
9. Microsoft Windows
10. Vodafone
11. Fosters
12. World Wildlife Fund

And finally...

Be a good listener. Unlike your mouth, your ears will never get you in trouble.

Frank Tyger

I hate women because they always know where things are.

James Thurber

Always read stuff that will make you look good if you die in the middle of it.

P. J. O'Rourke

Until next time...!

Clare Lock
Clockstudio