

Clockstudio Newsletter

Monthly News

Hello!

Firstly, thank you to everyone that got in touch last month to tell me that Google's obscure logo was in fact morse code to celebrate the birthday of Samuel Morse, the inventor of morse code. I'm sure I wasn't the only one that was confused!

I hope you've all been enjoying the few hot days we've had in the last month as we fast approach the longest day. Make the most of it whilst it lasts!

Coke does Summer!

This month Coca-Cola have launched five limited edition cans to celebrate summer (we better hope we get one this year then!). Starting with a sunglasses design and culminating with a special July 4th holiday can. The designs will also be used for merchandise - T-shirts, hats, beach towels etc etc (you know the kind of thing). Whilst still using the Coca-Cola branding and colours they couldn't be mistaken for any other fizzy drink.



Did you know...

Coca-Cola is apparently the second most widely recognised word in the World after 'OK' - hmmm, on our recent trip to Malaysia where we went in to a tiny café in the back of beyond the only word they knew was Nescafé...

The logo has remain unchanged for over 120 years and works well in many languages, a truly international brand. I found an Arabic can (empty) on eBay being sold as a 'collectable item' for \$6.99 - only on eBay!

The iconic bottle has evolved over the years, but was ultimately designed so if you picked it up in the dark, you'd know it was a bottle of coke.



'Collectable' Arabic Can

Coca-Cola in Hebrew

Coca-Cola has become one of the world's most recognised brands and whatever you think about the fizzy, teeth eating drink, its a true success and I for one am a big fan of their 'Diet Coke break' adverts...!

It's all in the type...

Another item launched this month is the quirky book entitled 'Stanley & Marvin' with the illustrations made entirely from type. I love typefaces (sad I know), so this is my kind of book! The story unfolds as Stanley returns home after some time away to find that his sister has had a baby, his brother-in-law has a moustache and his dog, Marvin, doesn't get walked anymore...



And finally...

Those of you that have known me a while will know that along with trying to improve the worlds communication my other passion is photography. I've been fortunate enough to have 22 of my photographs selected to go onto the stock library Picture Nature. Picture Nature showcases a photographic collection that reflects the great diversity in styles and subjects from photographers around the world.

Welcome to PictureNature Stock Library

Driven by passion for the natural world and human interaction with the environment, our photographic collection reflects the great diversity in styles and subjects from photographers around the world. All images are available as **rights-managed** licenses to provide more exclusive material for editorial, commercial, educational and design projects. We now also supply images **rights-ready** and tailored **subscription** packages for more flexibility. An explanation about these type of licenses can be found on our help page.

Browse through the various categories in the dropdown menu in Quick Search, search by photographer or country in Advanced Search or type in a keyword in the blank text field. You can view images in a bigger format by ticking "autozoom". To make use of lightboxes, view prices and download high res images, please register via the Login menu.

As an independent and specialist agency we can offer picture buyers a professional and personal service. If you can't find what you are looking for, or if you require multiple images, share your creative thoughts with us. Building a long term business relationship with our customers is our focus. We are able to search individual collections as well and we are available for commission work.

Have a great month - more news in July!

Clare Lock
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