

Clockstudio Newsletter

Monthly News

Hello!

Since my last newsletter I've been fortunate enough to escape to the sunshine of Malaysia. We had the most fantastic time, a very chilled holiday (apart from being chased by monkeys, but that's a whole other newsletter!).

So, with a large bump back to reality, on with the news...!

Know your brands...

Whilst lazing by the pool watching the world go by and debating whether to swim or walk to the pool bar it occurred to me that some brands are very much stronger than others. You'll all know by now my passion for branding and the successful use of it.

Some brands are so recognisable by their icon and colours that they don't even need to mention the company name. It was this that gave me the idea of looking at icon logos and the realisation that you recognise them subconsciously without even thinking about it!

I've put together a selection of 12 icon logos - see which ones you recognise.



Win!

The first person to email me at clare@clockstudio.co.uk with the correct 12 answers will win this very cool, but totally mind-boggling, backwards clock!

Answers and winner to be revealed in next months newsletter.



The weird and wonderful!

Nothing is a new commercial creative agency that has just opened its doors in Amsterdam. Its an unusual construction, in that it is built almost entirely out of cardboard.

The Nothing team took the idea behind the company name (taking nothing and turning it into something) as the starting point for the physical design of the office; which included creating walls, signage, beams, tables, shelving and even a set of stairs out of cardboard.

I wonder what happens if you spill your coffee...?



Did you know?

The sentence "The quick brown fox jumps over the lazy dog" uses every letter of the alphabet.

Lightning strikes men about seven times more often than it does women.

The names of all the continents end with the letter they start with.

There are more TV sets in the US than there are people in the UK.

The first electronic mail, or "email", was sent in 1972 by Ray Tomlinson. It was also his idea to use the @ sign to separate the name of the user from the name of the computer.

Taken from www.didyouknow.org

Have a great month and don't forget to email me with your logo answers!

Clare Lock
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