

HELLO AND WELCOME TO OUR FIRST EDITION

You've received this dashing newsletter for 1 of 2 reasons... one, you're one of our valued, admired, fabulous and revered clients, or two, you're thinking about becoming one...

A little refresher on where we're coming from...

**Allow me to RE-introduce Black Current...the ideas company... an electric ensemble of highly creative people who thrive on delivering inspiration in the form of insight and strategy.

We have an unquenchable thirst for knowledge, and an insatiable need to drive ideas, and when we apply these qualities to YOUR BRAND – the results are compelling.

Whether you're building a brand or launching a product or service, we can name, design, define, advertise and position it. We can get you noticed; raise your profile and help drive sales.

We delight clients with visual media solutions of extraordinary quality, creativity and innovation and create value through a research based approach and attention to continuous process improvement and service quality.

Making your business successful is our business. How do we achieve this? Dedication, passion, research and expertise, coupled with a remarkable talent for engineering aesthetics, and a flair for fun!**

"Now more than ever...
Marketing is an
INVESTMENT
not an EXPENSE"

WHAT WE CAN DO FOR YOU

We're feeling mighty generous....see our specials

BRAND BOOSTER!

Valid for Oct 20th – Nov 20th

ONLY
R1999-00
INCL

- Splash Page with contact details
- Your own Domain
yourname@yourbusiness.co.za (valid for 1 year)
- 10 Email Addresses
- Free hosting for 1 year - valued at R948!
- Professional Logo Design – including 2 concepts, and 2 rounds of changes to chosen concept
- Logo Implemented onto Letterhead and Business Card designs
- 250 Business Cards printed

[click here for the terms & conditions](#)**500 BUSINESS CARDS**

Valid till the end of November

ONLY
R199-00
INCL**DELIVERED**

- 500 single sided business cards
- Hand Delivered directly to you!

[click here for the terms & conditions](#)**GET CONNECTED**

4 PAGE WEBSITE Includes free domain registration & hosting for 12 months

ONLY
R3650-00
INCL

till end November

- 4 static pages including contact form
- Your own Domain (yourname@yourbusiness.co.za) + 10 email addresses
- Hosting for a year

[click here for the terms & conditions](#)

WHAT WE CAN DO FOR YOU

GRAPHIC DESIGN

We excel in the field of **Graphic design**, and can offer design solutions for Print Media and Advertising, Corporate Branding, Stationery, Logo's, Signage, Packaging, Vehicle branding, Calendars, Menu's, Company Newsletters and the like.

WEB DESIGN & DEVELOPMENT

We expertly cover **Web design**, Web hosting, Content Management Systems, Web Applications, Domain registrations, database driven websites, E-Commerce, PHP, XML, SQL, Flash, AJAX, XHTML, and CSS SEE OUR SPECIALS TO GET STARTED!

3D MODELS & RENDERS

We have a remarkably talented and experienced **3D Department**. 3D services are exceptionally beneficial to Prototype projects as well as property developers and architect or real estate companies. 3D architectural rendering services will assist you in explaining and presenting your projects effectively to potential buyers.

.....Email us and we'll deliver a portfolio of our 3D abilities and past works.

VIDEO

Our **Video department** boasts far more than simply filming and production, we offer conceptualizations, script writing, story boarding, commercial design, animation and special effects, broadcast design, motion graphics, music and audio production, DVD menu design and authoring, voice over recording and jingle production.

..... We would be happy to show you the work we've done!

WHAT WE'VE BEEN UP TO!

The Black Current team is full of wonderfully creative creatures, but we recently realised the need for a propeller in the company.

propeller /prəp'elə/
propellers plural

1. A propeller is a revolving shaft with spiral blades that causes a ship or an aircraft to move forward by the backward thrust of water or air.

So we started looking for someone who can help our ship move forward! Someone who drives projects and compels results; someone who can communicate with our magnificent clients, and is generally our face in the marketplace...

PHOTOGRAPHY

We specialize in **Event Photography**, Fashion, Commercial, Digital Manipulation and much more.

ADVERTISING

Find out why we're dubbed "**The Ideas Company**"... We offer conceptualization, design and implementation of advertising strategies and materials.

MULTIMEDIA

Equip you business with a **competitive edge**; impress potential investors and prospective clients. Our exceptionally high quality Flash Presentations, Powerpoint Presentations and CD ROMS with Interactive Menus, can aid your business in winning tenders and contracts.

PRINTING

We print **stationary**, flyers, brochures and business cards... with speed and efficiency.

And we found her! Please meet our new team member! Bailey Schoeman. Bailey recently joined the BC team as "Account Executive". Affectionately known as "the whip", Bailey is, in essence and advocate for the client, representing their needs and desires, and helping the team meet these requirements within the client's budget, and deadline.



At your service! Drop me a line at bailey@black-current.co.za

WHAT MAKES A SUCCESSFUL LOGO

Our creative guru speaks her mind...written by *Rachelle Mostert*, Black Current's Art Director

Olá
Edition I

In today's age we are surrounded by vast displays of design, which leave us with mixed emotions onset by this culture of advertising clutter. This in essence determines the way in which we as consumers respond to the point of purchasing a product or service. Question...according to the principles of design, how much of this can actually be classed as successful?

Time is money, both are scarce, and everyone is trying to get a piece of the market. People purchase the services of designers not fully recognising the difference between a successful or unsuccessful logo, and the implications thereof. The aim of this article is to enlighten you on what determines a successful and meaningful logo.

When last did you see a logo that made you look twice? What makes it a good logo? What impression does it leave with the target market? There are simple pointers to keep in mind when looking at a logo. Following these pointers ensures that you're looking for the characteristics and elements that determine the success of a logo.

THE POINTS ARE: 1. SIMPLE 2. MEMORABLE 3. TIMELESS
4. VERSATILE 5. APPROPRIATE

1. Simple

A simple logo design allows the logo to be easily recognised, versatile and memorable. People tend to get carried away with all the things a logo must say but in actual fact, who on earth is going to know all the hidden meanings let alone see them? A key phrase I learnt while studying in Pretoria was this: 'Keep It Simple, Stupid.' It highlights a very significant design consideration. Remember, the basis of the effective international branding for the world's largest shoe manufacturer is a simple graphic swoosh, and the company who created the world's first computer for the home who now produces the designer's best friend is an apple.

2. Memorable

Memorability and simplicity work hand in hand to create a successful logo. You see, a simple logo enables a logo to be memorable. What may be surprising to many is that the subject matter does not necessarily have to play a direct significant role. This is where creativity comes in and the use of connotations and symbolism becomes evident in thought processes and thus brings clarity to a logo.

3. Timeless

An effective logo should be able to stand the test of time. Will the logo still be effective ten years from now? Where your brand identity is concerned, longevity is key to the success of your logo.

4. Versatile

An effective logo should be able to work across a variety of mediums and applications. For this reason a logo should be designed in vector format to ensure that it can be scaled to any size. The logo should be able to be printed in one colour and still look gorgeous; printed very small and show precise detail; printed on a billboard and not look overwhelming; printed in reverse for dark backgrounds and not seem out of place. If you can achieve all of these successfully, you've achieved versatility.

5. Appropriate

How you position the logo should be appropriate for its intended purpose. For example, if you are designing a logo for a sports store, it would not be appropriate to use a sloppy font and dull colours. It is also important to remember that a logo doesn't need to show what a business sells or offers as a service. VW does not show cars, Nokia does not show phones in their logo. In essence, research is highly important in creating a logo that will be appropriate for the target market.

In conclusion, these five points are what to look for in a successful logo. These points are what make a logo stand the test of time and prove to the target market that it will get the recognition it deserves. At Black Current, these pointers are what we naturally keep in mind when designing a logo. Simple. Memorable. Timeless. Versatile. Appropriate.

Rachelle Mostert
Art Director

Go ahead, try our
brand **booster**

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