



## gossip

### IT'S A COLLECTORS ITEM

Welcome to the first ever issue of inethos Graphic Design's quarterly newsletter. In these pages you'll find valuable information on design and marketing, read about some of our clients, and if you save it until the right time, you'll have the perfect way to spend the last 10 minutes of the work day without taxing yourself.☺

### WHAT'S IN A NAME?

Everything! At least we think so. That's why we have decided after 4 short years to make our name officially our own. But with one small change, the addition of the word "in" before ethos. After all ethos does mean the characteristic spirit or attitudes of a community and you all are a part of our little ethos family so in essence you are in ethos.

## brainstorm

### ADvice – MAKING YOUR ADS WORK

While there is no guarantee that placing an ad for your business will make you a Fortune 500 company, there are some things you can do to improve your chances of a successful campaign.

- **Great Copy** – say it with a sense of urgency, make it news. You must sell the benefits, not the features (don't depend on your audience to make logical deductions of how it improves their life), provide facts, and talk to a specific audience.
- **Visual Elements** – Use a clean, well organized layout with white space that jumps off the page. Also make sure your ad is recognizable as yours, carries your corporate identity and look throughout, and uses photography or illustration to show your product.
- **Frequency** – advertise often and on a regular basis. New customers enter the market everyday and you need to communicate to your audience when they are ready to buy. Frequency also breeds familiarity - people who may pass over the ad the first time will be more tempted to look the more they see it. Nothing feels worse than talking to former customers who went somewhere else because they didn't know you still existed.

### inethos DOUBLES ITS STAFF

For those of you who have not had the pleasure of talking to him, I'd like to take this opportunity to introduce and welcome our new studio manager and designer Neil Emms. Neil joined me as my business partner in November and is the one making sure everything runs smoothly here on a daily basis. He is a NSCAD graduate with his Honour's Degree in Design, and is an incredible illustrator and cartoonist.





## our heroes

### DESIGN IN FILM, BREAKING THE MOLD

In the 1950's a graphic designer named Saul Bass changed the way the film industry treated movie posters and opening credits. Bass broke the mold of paintings or photos of big stars on posters by using cut out typefaces and illustrations for films like West Side Story, The Man with the Golden Arm, and Anatomy of a Murder. Bass also set the mood for films with opening credits in Vertigo, and was responsible for storyboarding the infamous Psycho shower scene.

In the 1970's he turned his attention to the corporate world, revamping logos for AT&T, Quaker, and United Airlines. Bass made a return to film in the 80's and 90's, most notably working with Scorsese on credits for Cape Fear, Goodfellas, and Casino.



## limelight

### Meet Form & Function

Form & Function is truly a special furniture store. Their furniture designs are antiques and heirlooms in the making, it's the kind of furniture a family goes through life if not generations with. The quality and craftsmanship of their pieces is unsurpassed right down to the smallest detail, and because they are the designers they can custom make a piece to your specifications and needs. Form & Function have been a part of the Lower Mainland community since 1980 and are 100% Canadian owned and operated. **If you would like to check them out you can find them at 4357 West 10th Avenue, Vancouver. The showroom is open by appointment (604.222.1317) or by chance.**



## bookworm

### Boy and Going Solo by Roald Dahl

The author behind classics like "Charlie and the Chocolate Factory" and "James and the Giant Peach" recounts his childhood in an English private school, working in Africa selling oil, and flying with the RAF in WWII.

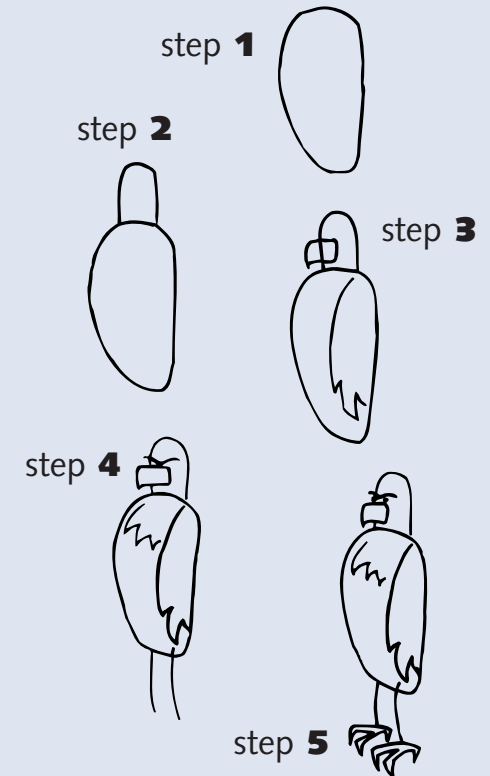
### Smoke and Mirrors by Neil Gaiman

Best Selling novelist and comicbook writer tells stories about Santa Claus, owning the Holy Grail, and Hollywood.



## art corner

### HOW TO DRAW AN EAGLE



### VARIATION: The Eagles



### DO YOU KNOW...

One thing we like better than getting a referral is giving them. So if you ever have an idea or need but don't know how to make it happen or who to use, give us a call (604.681.4442) and we'll see who we know to get you started.