

## gossip

### THE STORK PAYS A VISIT TO INETHOS



inEthos gained a new body in the studio on September 1st with the arrival of Finley Wales-Emms at 1:21pm. Though he was small in size (6lbs, 6oz), and didn't seem to know a whole lot other than how to sleep, eat, poop and cry, we feel he will be an invaluable addition to the office and most likely surpass us in all technical knowledge before he's 2. He is already proving to have an incredible eye for good design and quite the aptitude for color theory showing a preference for bold colours and clean lines.\*

*\*Despite the challenge of running a business with a new baby in the office, it is business as usual here at inEthos. In fact, Shelley was back in front of the computer a few days after the delivery with Finn at her side and has not missed a day yet.*

## brainstorm

### IDEAS ABOUT CORPORATE IDENTITY

Once the domain of large companies with massive marketing budgets, corporate identity and branding has become a useful and affordable tool for the small business. Whether you're looking to create a new one, expand an existing, or do a complete overhaul, here are some things to keep in mind.

**Easy to Use** - You need to be able to use your identity everywhere you can, or at least have that flexibility. Is it going to be web friendly? Can it be faxed without losing too much of its integrity? When reproduced really small is it still recognizable? Does it work in two colors as well as in one?

**Timelessness** - You want your identity to last at least five years but preferably fifty. Don't buy into fads. If you follow the fads you just end up either updating or revamping everything not too far down the road.

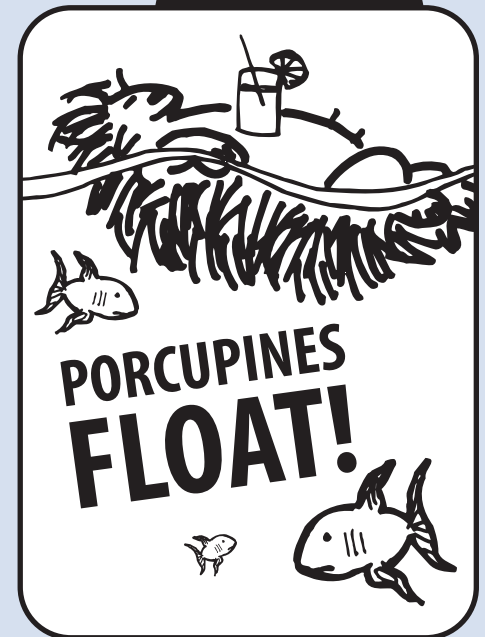
**Consistency, Consistency, Consistency** - We can't stress this one enough. Look at your company logo or mark, your colours, your fonts, the overall feel of the design elements. Are they applied the same in all of your material? Your cards, letterhead, envelopes, invoices, website, uniforms, brochures, advertisements - the list goes on - they all need to have the same overall look and feel. Not only does this provide consistency in your message, but it increases your visibility and lets your customers and prospects identify you immediately.

### OUR WIZARD OF THE WEB

While we at inEthos pride ourselves on our sense of design and visual communication, when it comes to the "behind the scenes" of web design we prefer to hand over the more technical aspects to our very own wizard of the web, Julian Ticehurst.

Julian designed his first website almost a decade ago in 1995 and was immediately hooked. He has a passion for complex databases and learning the latest developments in web design and programming. Julian is a true web guru and a valuable member of our web design team.

#### USELESS TIDBITS





## our heroes

### THE INVENTOR OF THE WINE PRESS

In 70AD the Greeks came up with an incredible invention that changed the course of history, the screw type wind press. Little did they know that centuries later a German goldsmith named Johann Gutenberg would use their idea, of bringing a large plate down on the grapes, to spark a social revolution. By applying the same principle to molding movable type Gutenberg effectively introduced the first modern printing press to the world. This enabled large quantities of manuscripts to be made quickly and at a lower cost. Literacy was no longer the domain of church and court. An era of enlightenment began at the end of the middle ages as people from all walks of life could develop an appreciation for literature and art. So next time you enjoy a glass of wine, be sure to raise a glass to those wonderful Greeks for yet another innovation that changed the course of history.



## limelight

### Meet Choices Market

Founded by brothers Wayne and Lloyd Lockhart in 1990, Choices Market is Western Canada's largest retailer of natural and organic food. They are a 100% BC owned and operated business, providing the best grocery, meat, produce, deli, dairy, health care, and bakery products available in the Greater Vancouver area. We highly recommend their deli sandwiches, Choices Own spicy Italian sausage, blueberry pie, and vegi baked samosas. Plus, if you are pregnant their deli pickles are to die for. They currently have 5 locations: Kitsilano, Kerrisdale, Yaletown, Cambie Corridor, and Burnaby at Station Hill. You can find them online at [www.choicesmarket.com](http://www.choicesmarket.com).



## bookworm

### Maus by Art Spiegelman

Prominent New Yorker cartoonist Art Spiegelman chronicles his father's survival of Hitler's Europe and it's impact on their relationship decades later in the first comic book/graphic novel ever to win a Pulitzer.

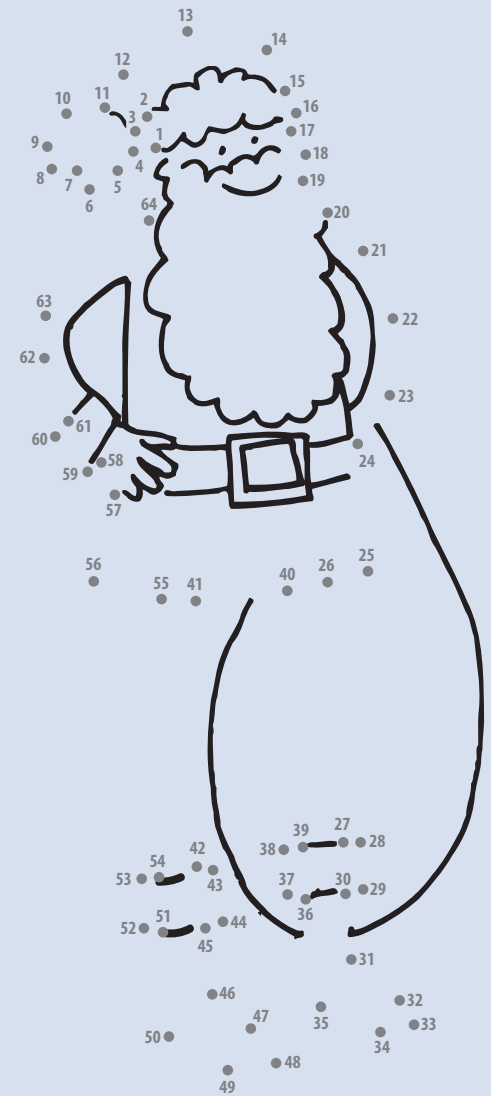
### Grey Seas Under Farley Mowat

Mowat tells the true story of a group of mostly Newfoundlanders on the small ocean-going tug Foundation Franklin as they brave treacherous conditions on the North Atlantic to save and salvage ships from 1930 to 1948.



## art corner

### CONNECT THE DOTS



#### 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.