

Design

is never too important
for a company busy
looking at the

NUMBERS

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The question is.....

DOES DESIGN REALLY MATTER



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Look at the hard work
NIKE did for its logo

**Who couldn't have thought
of a TICK mark !!**

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Look at
APPLE's logo



***All Steve Jobs
thought is of a
bitten Apple?***

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exists because
there are a few people who believe
that it makes a lot of business sense for a company
to simply..

look good.

to look

*appealing,
well prepared,
professional.....*

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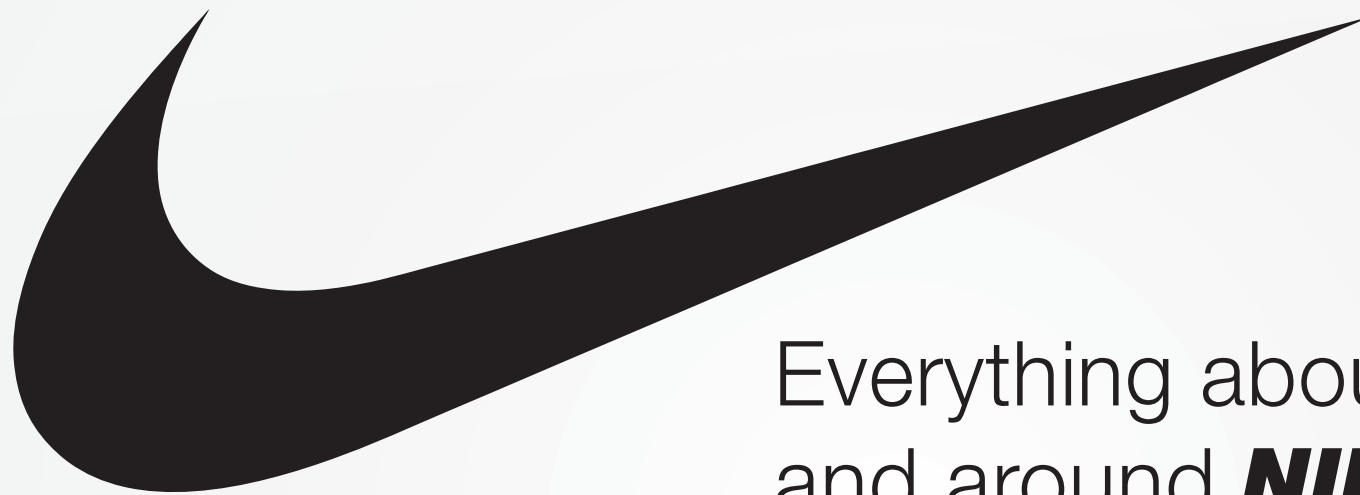


The truth is
very few of your clients
really like you and barely even know
what you are completely doing.

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Design
IS ACTUALLY
PRE-\$EL£ING

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Everything about **NIKE**
and around **NIKE** is **VICTORY**

Because **NIKE** Is The Greek Goddess Of Victory
That Tick Is Called The Swoosh
(It Has A Long Story)

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They believe that



**EVERY
THOUGHT
COUNTS**

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NOW THAT'S A
GREAT!
THOUGHT ■

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WHAT
MAKES PEOPLE BUY
A PRODUCT
SEVERAL TIMES
ITS FABRICATION COST



MONT[®]
BLANC
BLANC

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WHAT
MAKES PEOPLE
FLOCK LIKE BIRDS
AROUND A PRODUCT





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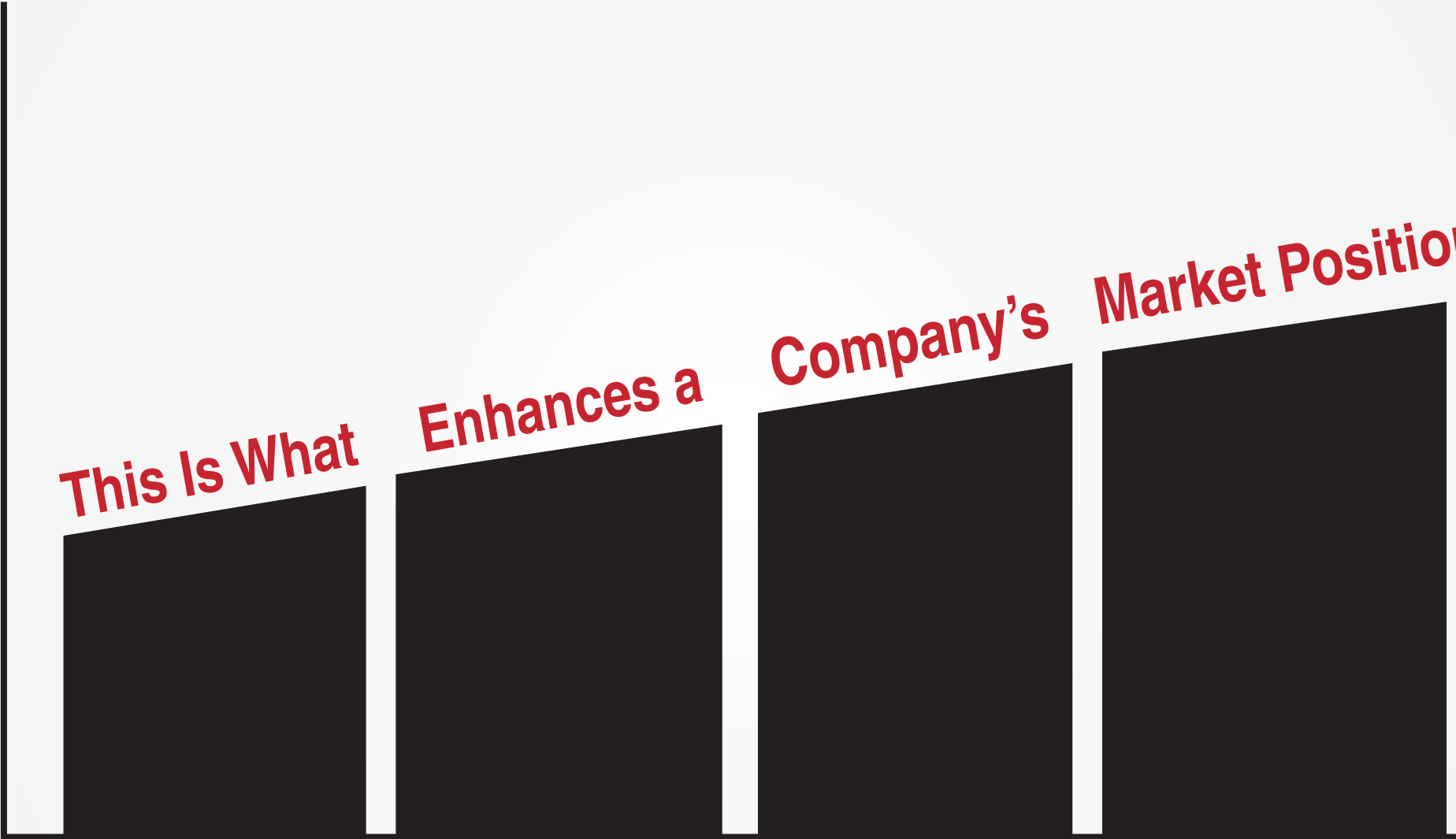
They Are All
GREAT

BRANDS

Which Means There Is

**GREAT
BRANDING!**

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This Is What Enhances a Company's Market Position

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Branding

sets the track
for what you actually
want to say.



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But then who cares,
we are all so busy
looking at the

NUMBERS

ISSUED IN PUBLIC INTEREST



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