

yellowpencil sharpenings



Welcome to our **August 2012** newsletter - aimed at giving you a glimpse into what just one of our clients is doing with Yellow Pencil to sharpen their brand right now. We've chosen to feature one client or project that we think is exciting, creative, inspirational or just simply interesting and we hope you do too.

August Feature Project

A sharper focus on the big picture.

Established in 1997, Laservision Eye Clinic is one of New Zealand's leading providers of laser eye surgery.

Laservision are the only LASIK clinic in New Zealand with the combination of the Amadeus computer-controlled microkeratome and the fourth generation Allegretto Eye-Q Wavelight laser, the only one of its kind in the country. When combined and used by Laservision's expert ophthalmologists, this equipment delivers exceptional precision, superior clinical results and the highest level of safety and comfort for the patient.

Their leading-edge technology, world-class surgical expertise and impeccable, friendly service has delivered outstanding results and improved the eyesight of thousands of New Zealanders.

Now celebrating their fifteenth anniversary, Laservision wanted to mark the occasion with a celebration that not only highlighted their achievement but also achieved a meaningful result for a suitable community charity.

We were pleased to be able to develop a promotional initiative to benefit another of our valued clients - the [Canterbury West Coast Air Rescue Trust](#) - by developing a fundraising campaign that will raise funds throughout the year to purchase a new set of Night Vision Image Enhancement Goggles for the crew of our local Westpac Rescue Helicopter.

Yellow Pencil has worked alongside Laservision for the past decade to ensure a coordinated approach for the company throughout all their print and web-based communication. This latest campaign is part of a wider, community support focus which many of our clients are recognising and embracing as part of their ongoing brand strategy.

www.laservision.co.nz

To some people, clear vision means the difference between life and death.

For the past 15 years Laservision Eye Clinic's precision laser treatment and technology has improved the lifestyle of thousands of New Zealanders by freeing them from the restrictions of wearing glasses or contact lenses.

This year we are celebrating our business anniversary by raising funds to help improve the vision of another important group of people.

Each year, the paramedic crews of the Westpac Rescue Helicopter carry out hundreds of life saving search and rescue operations at night or in low-light conditions. These crucial missions are only possible using sophisticated and expensive night-vision technology.

So throughout our anniversary year, Laservision will be raising \$15,000 by donating funds from each procedure to purchase a new set of night vision goggles for the crew of our local Westpac Rescue Helicopter.

It's our way of saying thanks - to our clients and our community.

Because sometimes, seeing clearly means looking a lot further ahead.

LASERVISION
eye clinic

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LASERVISION COMMUNITY FOCUS



The importance of Colour to your Brand

There are many individual aspects that are important in reflecting a brand's values through a logo or brand identity and one of the **MOST** important is the colour. Marketing studies have shown that consumers are acutely aware of whether a brand and its logo colour actually 'connect' and that a product's colour can influence as much as 80% of a customer's purchasing decision.



A recent study of the world's top 100 brands (ranked by brand value) determined the colour breakdown of each brand's logo and found the following:

33% use Blue • **29%** use Red • **28%** use Black or Grey • **13%** use Yellow or Gold

95% of brands surveyed use only one or two colours in their logo • **5%** use more than two colours

41% use predominantly text only without an associated icon • **9%** don't feature a company name in their logo

Source: Idealog.co.nz

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