

# FORGE NEWS

> DESIGN INDUSTRY NEWS & INFORMATION FROM FORGE CREATIVE

Hello, and welcome to the latest *ForgeNews*.

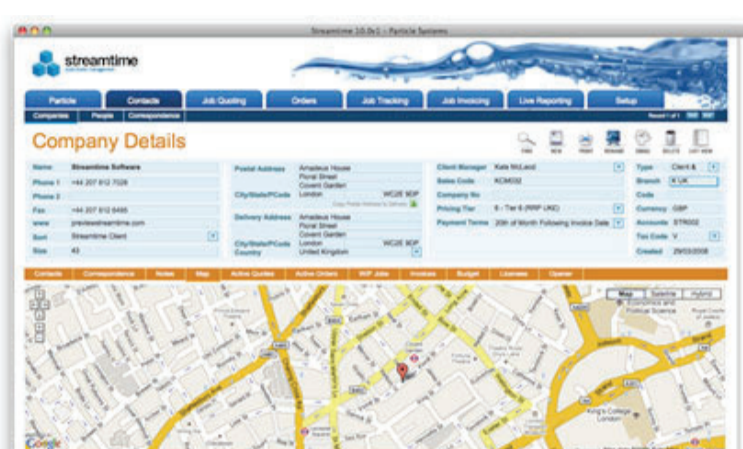
Its half way through the year already and time seems to have flown by. We have been quite busy however installing a server, upgrading our machines, changing to a new accounting software and beginning a new scheduling system ([mentioned later](#)). Of course we have been busy with actual design work also and we look forward to showing you our recent folio of work and case studies in future editions of *ForgeNews*. Until then we hope you gain a bit more information from the following articles.

We hope to catch up with you soon and wish you all the very best.

Sean, Sally and Leanne  
The Forge Creative team

## Forge streaming time.

We have moved to a new studio management system. [Streamtime](#) is 'the world's leading studio management software' and 'is a multi-award-winning total studio management system, designed for the advertising, interactive and design industries' (according to their website). It manages every aspect of the creative business, including the creation of purchase orders, quotes, scheduling jobs and tracking time spent, right through to raising invoices. We will now know everything to do with a job at a click of a button. We feel it will maximise our workflow and take our productivity to a whole new level!



## Business: Another Ruddy stimulus!

Its nice for small business to get some assistance in Australia. And it only took the global economic crisis for it to happen! The Government have recently released the tax break increase from an initial 30% to now 50%. 'An additional tax deduction of 50% of the cost of eligible new tangible depreciating assets where the business commits to investing in the asset between 13 December 2008 and 31 December 2009', as stated on the ATO website. The tax break incentive could help businesses purchase computer hardware, vehicles or improve existing machinery and equipment. It's definitely come as a welcomed surprise for us here at Forge, recently upgrading our own computers.

For more information visit the [ATO website](#).

## Case Study: paintstore.com.au

The creators of a new and innovative online paint store needed branding work carried out which would be applied to web and marketing material in an effective way.



Forge Creative developed a logo and painter character, 'Pat the painter', as well as the look and feel for web and promotional material. The result is a fresh, accessible brand which appeals to the house paint purchaser and conveys a sense of knowledge and credibility as well as being approachable and helpful.

"From the outset Forge Creative took over responsibility for developing the brand concept as well as directing the look and feel of the website. We now believe we have developed an excellent online proposition with a website that has the potential to grow to \$10m in sales."

Jade Eaton Director, paintstore.com.au



## Hidden Shoal Recordings.

Always ready to promote great things happening locally, we thought we would mention [Hidden Shoal Recordings](#). A great record label earning a reputation for releasing exciting and engaging new independent music that slips between the edges of experimental ambient work, shoegazing pop, post-rock and indie rock.

Check out the impressive catalogue of artists from around the world on the label that's been dubbed 'This generations 4AD' by prominent New York radio host DJ Mojo. Quite exciting for a label out of little-ol' Perth!



Hidden Shoal Recordings

## Design FAQ's: IP protection.

Protecting and managing your intellectual property (IP) is vitally important and something that is sometimes overlooked when venturing into a renaming or rebranding exercise. IP includes such things as patents, trademarks, designs and copyright, and formal steps to register these things are a must. Without proper registration you don't have legal protection to exploit or defend your IP. You could even be in breach of someone else's copyright, forcing a need to rename or rebrand; something you don't want to do if you have built up your brand equity over time. And contrary to what some may think, business name registration has nothing to do with protecting a name and offers no legal protection.



Forge Creative assist all of their clients with IP protection and guides them through the stages required to make sure that everything is covered. If you have any queries with your IP protection please give us a call. We can even conduct an initial audit for you to make sure. You can also gain more information at the [IP Australia website](#).

[website](#).

Being a valued client we would like to keep you informed of related design industry news and information.

Unsubscribe <<Email Address>> from this list.

Our mailing address is:  
Forge Creative  
134 Lefroy Road, Beaconsfield  
Perth, WA 6162

[Add us to your address book](#)

Copyright (C) 2009 Forge Creative All rights reserved.

Forward this email to a friend  
Update your profile

## Content

Forge streaming time

Business:  
Another Ruddy stimulus!

Case Study:  
paintstore.com.au

Hidden Shoal Records

Design FAQ's:  
IP protection

Forge Creative

T 08 9433 4490

F 08 9433 4491

M 0423 099 423

[mail@forgecreative.com.au](mailto:mail@forgecreative.com.au)

[www.forgecreative.com.au](http://www.forgecreative.com.au)



Member