



## A Logo for Hamish

Everyone knew that we needed a logo for Hamish our school dog that truly showed his personality. Well, Miss Garner wrote to her cousin Nick to ask if he would design a logo. All of the Hamish Newshounds loved the logo as it shows Hamish smiling and he loves to be our school dog.

The Newshounds wanted to know a bit more about Nick and got together and compiled a list of questions and sent them to Nick and this is what they found out.

Nick runs his own marketing company where he designs and creates logos, websites and manages company social media, such as twitter and facebook to advertise their services. He has many clients from various well-known businesses, from computer software to legal companies and opticians to household names. He has done work for Toy Companies, Breweries and he even has seen his designs everywhere, on buses, at football matches and even on Eastenders. He also created a logo for Hilliers Garden Centres. So, whenever you see an advertisement on TV, at a football match or even on the side of a bus, always think..... that could be one of Nicks designs.

Nick always loved drawing and painting as a child, in fact he loved it so much that after he finished school he went to college to do art. After he had finished art college Nick joined an advertising agency where he got more and more experience, this was 30 years ago. Meaning his experience is over 30 years of what he loves best.

Nick got his inspiration from pictures of Hamish that Miss Garner gave him. He sketched it out in black and white. From start to finish it took Nick a couple of hours. But there were a number of processes involved to get to the final finished logo. He drew the head and shoulders first in black and white and then copied it with a black pen on white paper. Nick wanted to make Hamish smile so he changed the first version into a smiling Hamish. Logo. He then traced over the rough version and simplified it in solid black and white using a marker pen as too much detail would be lost when printing it. He then scanned the final version into his computer and used a programme called Adobe Illustrator and created a "vector" version of it, this allows a final artwork version to be blown up any size and is still sharp.

When faced with the question "What is your favourite logo?" Nick answered "It is hard to pick a favourite but I had a great time creating logos for a certain toy company". The Hamish Newshounds found out an interesting array of all the logos he had created including designs for Tamagotchi, Power Rangers, Star Trek and even Teenage Mutant Ninja Turtles all of which he described as "Great fun!"

In spite of the amazing Hamish logo design Nick does not have a dog of his own. He explained how he and his son Thom (12) both love french bulldogs and would love to get one of those probably later in the year. The Newshounds agreed that they like Hamish have a lot of character in their faces. We are all hoping that Nick will have the pleasure of having a dog around the house sometime soon.



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