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Matthew Smith, *Principal*
Squared Eye

The Little Things And The Whales That Eat Them

A NEW BRAND IDENTITY FOR SQUARED EYE

Life is all about details. Itty, bitty details. For this South Carolina web firm, it's the details that transform the normal and create an experience.

Encouraged by the advent of Web 2.0, online social networking, and increasingly interactive and community-aspiring websites, Squared Eye is navigating the latest "next big thing" on the internet... each tiny detail at a time.

While brainstorming how to capture the influence and importance of details, Matthew Smith, Principal, describes, "I knew I wanted to go big. I wanted to start competing with the people I now consider my heroes. I started talking with Able about what that would look like, gulped a bit and said, 'OK. Here we go!' So, now does it make sense why a web design firm in Greenville, South Carolina employs a two centimeter long crustacean-consuming whale as its logo?"

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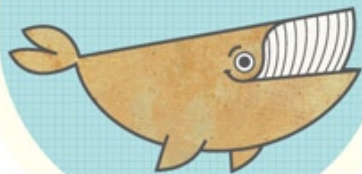
SQUARED EYE



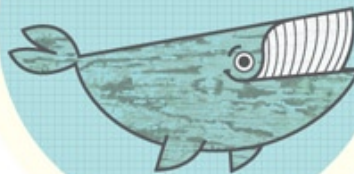
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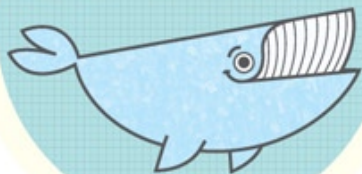
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Printed on two sheets of 100lb stock glued back to back with a foil stamp reflecting off of the whale, Squared Eye's business card was designed to exploit the natural action of flipping a card over. Done fast enough, the viewer can see the action of the whale opening his mouth stop motion video style. The reaction to Squared Eye's business card has not surprised Matthew: "It's been extremely positive. [Recipients] say, 'Oh man, that makes a lot of sense... that's really cool!' I have yet to get in a fist-fight over it, so that's usually a good sign!"

One of the challenges of branding at the sole proprietor level is the semantic differentiation between you (the individual) and you (the company). It might seem like a minor detail, but then again details are everything. This differentiation is a branding strategy that Matthew works to develop: "As I continue to build Squared Eye, I won't always be the person up front. If I want to have a brand that's presented as winsome, engaging, fun, and more than just a house of geeks, I need to have that part of my training and my method of for teaching others who want to become a part of Squared Eye."

For Squared Eye, keying in on the details doesn't relegate itself to small projects. In fact, Squared Eye was recently tapped by the Bill & Melinda Gates Foundation, the world's 4th largest private foundation. In addition to Squared Eye, Matthew Smith is the man behind PatternTap.com "an organized user-interface collection to help designers make better choices."

What's next for Squared Eye? More Pattern Tap, more projects, and soon Matthew and his team will be working on a web design for Chinese users. "That's a whole different ball game! Hopefully that will give us more exposure so we can do bigger and better things!" At Able, we're proud to be a little part of Squared Eye's big goals.