

Ryanair cancels about 2,000 flights

London

Irish no-frills airline Ryanair announced it was cancelling 140 to 50 flights a day for the next six weeks in a bid to improve punctuality -- between 1,680 and 2,100 flights overall. "By cancelling less than two percent of our flying programme, we can improve the operational resilience of our schedules and restore punctuality," Robin Kiely, head of communications at the airline, said.



Paintings of Hitler in Austrian parliament

Vienna

Pieces of art depicting Adolf Hitler have been found in the bowels of Austria's parliament. Workers renovating the 134-year-old building came across the four paintings, two busts and a relief in a cupboard in the cellars, officials said Friday. "It's not really a surprise when you clear out a building after 130 years," a spokeswoman said.



This situation was uncalled for but we will have an election. There is nothing else to do in Iceland but to let the voters (decide),"

Bjarni Benediktsson,

Iceland's Prime Minister on second snap election in less than a year



for designing the perfect logo

We all know that branding is a vital part of any business. If it wasn't, you wouldn't have well-established brands spending many thousands of dollars each year promoting it, and protecting it. So how do you design the perfect logo? One that represents your brand without being cast from the same mould as so many others?

It should be easy on the eye

Something all the most recognisable logos have in common is simplicity. They're by no means plain, but they also avoid the use of unnecessary or flashy elements that make it difficult for your eyes to focus. Overly detailed or ornate logos are not only painful to look at, they're also difficult to use in a variety of different settings, which is an important consideration.

Timeless is better than trendy

It's difficult to avoid having some current trend influence the design of your logo, but there are always certain trends that stand out because they're overused. And overused trends don't only result in very generic logos, but also logos that date very quickly. There's nothing wrong with using a minimalistic or vintage style in your logo, but combine the two with generic stock images wrapped in a badge, and suddenly you're no different to all the other hipster wannabe businesses that launched in 2015. That said, even a timeless design will need to be refreshed every now and again, but as shown by McDonald's, it is possible to do this without completely reinventing the brand. The golden arches have been part of the brand since 1960, with slight changes made every few years.



Black is not a colour

Black isn't a colour, or well, except when it is. Debates around colour in logos seldom touch on the status of black, but they do sometimes consider the link to emotion. But you can't select brand colours using an implied emotional link without also considering cultural meanings. And there are just too many variables to consider if venturing down this path.

Choose your typeface and font carefully

There are some typefaces that should never be used in a logo: Comic Sans, Papyrus, and Curlz are three that immediately spring to mind. But although many brands stick to using serif and sans-serif typefaces in their logotypes, some decorative and script typefaces can still work. Though this largely depends on the name of your business, and the skillset of your designer. The biggest problem with decorative and script typefaces is that they become difficult to read when shrunk on smaller screens.

Conclusion

Your logo is a cornerstone of your brand, so don't rush the design, or treat it like an afterthought. And although these tips offer some guidance in the design process, it definitely should not be something you tackle on your own. Spending a bit of money on a professionally designed logo now is a lot better than spending even more on a complete rebrand three to five years from now. (*thenextweb*)

KPMG S. Africa repays \$1.7 mn over bad report

Johannesburg

Auditor KPMG yesterday distanced itself from a report by its South Africa office used by the president to controversially fire the former finance minister and will repay its \$1.7 million fee.

The scandal, which also led to the ouster of KPMG South Africa's CEO Trevor Hoole, follows the collapse of Britain's best known PR firm over work in the country.

Pressure is also mounting on US business consulting giant McKinsey over its dealings with the controversial Gupta business family accused of undue influence on President Jacob Zuma.

Opposition parties have alleged that Zuma ousted Gordhan at the request of the

Guptas so that a candidate more favourable to their financial interests could be installed.

In December 2014, KPMG South Africa was commissioned by the country's tax service to investigate an alleged secret intelligence collection operation.

Its final report appeared to suggest that the former head of the authority who went on to be the country's finance minister, Pravin Gordhan, was aware or should have known of the existence of the rogue team. The report was used by Zuma as grounds to sack Gordhan at the end of March, triggering a collapse in the rand currency and two separate credit rating downgrades.

"To be clear, the evidence in the documentation provided to KPMG South Africa does not support the interpretation that Mr Gordhan knew, or ought to have known, of the 'rogue' nature of this unit," KPMG said in a statement.

"We recognise and regret the impact this has had. KPMG South Africa had no political motivation or intent to mislead. The partner responsible for the report is no longer with the firm."

KPMG offered to repay the 23 million rand (\$1.7 million, 1.5 million euros) cost of the report to the tax authority, and also pledged 40 million rand to education and anti-corruption NGOs -- the same amount it made from work for Gupta businesses. (AFP)

Survey to remeasure Mount Everest begins

Kathmandu

Nepal has begun remeasuring Mount Everest to check if the height of the world's tallest peak was altered by a powerful earthquake that struck the nation in 2015, the government said Friday.

The official height of Mount Everest -- which lies in the Himalayan range, straddling the border between Nepal and China -- is 8,848 metres

(29,029 feet), first recorded by an Indian survey in 1954.

Numerous other teams have measured the peak, although the 1954 height remains the widely accepted figure.

"Nepal has never measured Everest on its own although the world's highest peak lies in its territory. So we want to prove to our people that Nepal is capable of measuring Everest," Ganesh Prasad Bhatta, head of the government's

survey department, told AFP.

A team of Nepali and foreign experts have begun refining the methodology for the new survey, which is expected to take two years, Bhatta said.

A team of Sherpas will take measuring equipment to the summit either in April, the beginning of the spring climbing season, or October, another period of good weather on Everest.