

New Logo
by
Simon Wiedemann

© 2024

INT. OFFICE - DAY

JAMES is in a smart suit and stands at the front of a room with a remote control in his hand. He has a blank white board immediately behind him and by his side, and has a projector just in front of him. Facing him are 30 seated and similarly dressed EMPLOYEES. The BOSS (50) sits in the middle of the front row and has his arms folded, looking grumpy.

JAMES

Good afternoon fellow workers. I would like to thank our boss for believing in me and giving me a chance to work at this great company. I promise to be the best damn marketer you've ever had.

BOSS

Well lots of people have sponsored your podcast, so you must be doing something right...

A WORKER coughs awkwardly.

WORKER

Do you know why he's worked with so many?

JAMES gives the death stare to the WORKER.

JAMES

I've worked with so many because lots of people want to work with me. Not because they got fed up with me and left.

BOSS

Good.

JAMES

Exactly. With my paperwork I've already proved to our great boss that my sponsors have worked with me and let's leave it at that. Now, as I know so much about business I will tell those that don't know about the fantastic idea I have for our company's logo. Forget the name and slogan, they're perfect the way they are. 'Preppy Sea' is a great name for a drink and 'the salty drink with the taste of the sea'? Amazing.

BOSS
Thank you very much.

The BOSS turns to face the WORKERS behind him.

BOSS
What a great guy James is, right??

The WORKERS mumble nervously as the BOSS faces JAMES again.

JAMES
Cheers. HOWEVER, as explained I did have a problem with our old logo, which I have fixed. Now I know our boss here never asked for anyone to fix it, but I thought we should take him by surprise...

BOSS
What's going on?

JAMES presses a button to reveal a picture of the company logo on the white board. It's a circle shape and in the circle is a very small boat sailing in the sea.

JAMES
See that logo? It's boring...

BOSS
I'm warning you, James. That logo has worked for this company for years...

JAMES
(ignoring the boss)
I mean a boat on the sea? And the product name is Preppy Sea? Who didn't see that coming?

The BOSS taps his foot in frustration.

BOSS
James...

JAMES wipes the sweat from his forehead and soldiers on.

JAMES
Look at the new logo!

JAMES presses a button to reveal the new company logo which is exactly the same, but the circle shape has been squashed a tiny bit, kind of like a rugby ball, but not as extreme.

JAMES

I would just like to thank my whole team who worked tirelessly on the design for the whole of the last week. It's cost this company a million pounds, but it was worth every penny! So, what do you say, boss?

BOSS

Is this a joke?

JAMES

No joke at all...

BOSS

Why has it cost so much money to squash the boat?

JAMES

I assure you the boat was squashed in a clever way. Very clever. The new logo is inspired by the Fibonacci sequence and very complex mathematics!

BOSS

Again, all I see is a squashed boat..
.

JAMES

Squashed in a veeeeery clever way.

ANOTHER WORKER behind the BOSS looks sheepish.

ANOTHER WORKER

Boss, I have to admit the logo wasn't ALL James's idea...

The BOSS turns to face him.

BOSS

Go on...

ANOTHER WORKER

It's just that... I've worked for Pepsi and they've done a very similar thing. No one knows why the logo is ever so slightly changed, but Pepsi is a big company and well... you'd assume they'd know what they're doing, right??

The BOSS continues talking to the WORKER.

BOSS

I thank you for coming up with the name 'Preppy Sea' it suits my salty product perfectly, and it was clever the way you didn't get sued by Pepsi, but I do think you've made a mistake with the new logo. A big one.

JAMES

It's like a rugby ball. Almost. And rugby is cool!

The BOSS faces JAMES looking angry.

BOSS

Why in God's name did you spend a million pounds on the new design?

JAMES

I've told you, we spent a LOT of time researching the Fibonacci sequence...

BOSS

It seems you need to do more research, I can't see the sequence anywhere...

JAMES

Yes, that's what I kept saying over and over again for a week, but if you look very carefully, it is there.

BOSS

Right. Well is there a way you can get my million pounds back?

JAMES

Nope...

The BOSS stares at JAMES, coldly.

JAMES

Bye, boss.

BOSS

Well done, James. You took your sacking very well.

JAMES

Just part of life, isn't it?

JAMES leaves the room.