

logolounge 12

THE WORLD'S PREMIER LOGO SHOWCASE



GARDNER

POTTS



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Trademark Design Course Students

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The Communication Design (ComDes) students in the School of Art and Design at Texas State University, San Marcos, are learning the value and importance of trademarks in Genaro Solis Rivero's Trademark Design course. One of his requirements is that his students obtain a LogoLounge student membership. "I use the LogoLounge collection to expand and illustrate the different types of marks in logo design, and I encourage students to use it as a research platform for logo design, graphic styles and, most importantly, to make sure their marks are original," he says.

As part of his curriculum, he encourages students to enter design competitions. Rivero organizes weekend workshops to prep their work and invites other faculty members to critique the designs and provide direction. This year, 11 of his students had a total of 14 logos selected for inclusion in this edition of *LogoLounge*.

"I tell my students to always approach logo design with a clear understanding of what the message is and to use conceptual strategies. While my students learn the mechanics of constructing a successful mark, I put a lot of emphasis in concept, in keeping their solution simple, legible and always relevant to their assigned client," Rivero explains, adding, "Concept is king. Aesthetic preferences do not have room in logo design assessment. It's about communicating, not making things pretty."

Apparently his teaching methods have paid off. "I am extremely happy with the outstanding performance and dedication of the ComDes students!"

Congratulations to all the Texas State University students featured in this edition of LogoLounge: Jazmine Beatty, Samantha Chapman, Grace Hayes, Jeremy Lund, Caro Martinez, Cynthia Murray, Megan Myles, Allison Satterfield, Abigail Teets, Joanne Van and Robert Warrix.

RED ROBIN

CARO MARTINEZ



ALLISON SATTERFIELD



JAZMINE BEATTY



SAMANTHA CHAPMAN



ALLISON SATTERFIELD



JEROMY LUND



MEGAN MYLES



CYNTHIA MURRAY



CARO MARTINEZ



ROBERT WARRIX



JOANNE VAN



GRACE HAYES



JEROMY LUND



ABIGAIL TEETS

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BILL GARDNER / LOGOLOUNGE FOUNDER

Bill Gardner is the president of Gardner Design, which has produced design and branding work for Cessna, Spirit AeroSystems, Kroger, Hallmark, Cargill Corporation, Busch Gardens, Wichita State University, RedGuard and many others. He is the founder of LogoLounge.com and the co-author of the affiliated book series. He is also the author of *Logo Creed: The Mystery, Magic, and Method Behind Designing Great Logos*, a foundation book for students, educators, and professionals alike, and multiple LinkedIn Learning courses about logo design.



EMILY POTTS / WRITER

Emily Potts has been a leading content creator in the design industry for more than 20 years as an editor and writer for several prominent design publications. In that time, she's managed a slew of publications, people and events. She has interviewed and met with hundreds of design professionals in her career, many of whom she now calls friends.



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