

“Good designers know when they’ve hit on a solution that works”
Bill Gardner
LogoLounge.com

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→ environment dictates whether such logos will translate successfully to the animated world. TV, online and mobile devices may be fine locales for such branding, but if it must translate to the static world then it can lose its impact and the power of recognition: “Non-motion fields are as much of a challenge to designers as the internet was a decade ago,” he warns.

Regardless of trends, the core rules of logo design still apply. Gardner cites these as form, colour and pattern, with simplicity being the key to any successful logo: “Good designers know when they’ve hit on a solution that works on all of these points – when you design a plane, do you need to build it to know that it’s going to fly? Of course not – that’s because the designers are experts in their field and know their trade intimately.”

More importantly, Gardner says that in this fast-paced sub-sector of design, the core responsibilities of the designer are changing, with the role shifting to incorporate that of the identity specialist. The key is to look at how and where the logo will be used and to create an identity that spans a myriad of applications.

“The environment has become as important as the logo itself,” he says. “For contemporary logo design, the medium is absolutely imperative.” **arts**

Open Logo Project winners Spreadshirt.com logo awards

Spreadshirt’s Open Logo competition has crowned not one but two winners after receiving more than 2,800 entries from designers spanning 45 countries.

The 15 finalists were whittled down to the final winning two: Play with Forms, from Lufograf AKA Nicolas Bulard from France, and LoveTab, from Kim Larsen in Sweden. In third place came Laurant with The Signal, while

fourth place was given to Japasa with Spreadshirt TM.

The two winners will go on to work with Spreadshirt.com’s design team to develop a final logo, and you can follow their progress on Spreadshirt’s blog:

<http://olp.spreadshirt.net>

We caught up with the winners and found out how they created their entries.

Winners



Kim Larsen



Nicolas Bulard

Competition entry



**spread
shirt**



Where did you get the inspiration for your logo?

It all seemed to make sense to build something around fabric. A classic example is Levi’s red tab; another is Wrangler’s leather patch. People wear them with pride. They really represent something – a history.

I thought that all these ideas combined in a T-shirt form would be a funny way to express the creative aspect of the brand. The idea went on from there.

What tools did you use to create the logo?

My crazy mind, graphite, paper, *Illustrator* and pure rock ‘n’ roll.

Brain > Hand > Pencil > Sweat > *Illustrator*! Just as in the old times. Except that I replaced the paints with *Illustrator* and the wall of the cave by my MacBook!

Why did you choose those particular colours and shapes for your entry?

I wanted to embed a symbol that everyone can relate to. The stitched ‘label’ has a symbol that can belong to you as much as it does to Spreadshirt.

In this logo all the ideas seem to spread out of the customer’s head, as if he was creating his own T-shirt, hence his own label.

What does winning the Open Logo Project mean to you and how will it help in your career?

Very few designers have the opportunity to reach out to this size of audience. How it will help me is unclear right now, but I am very thankful. And winning a MacBook Pro is like a never-ending sugar rush!

There are few places where you can talk, compare, share ideas and progress in such a friendly and accurate atmosphere. That’s what this competition was like. That’s why I really want to thank the organisers.