

# logolounge | *leap*

## EDUCATOR'S QUICK START GUIDE

**WELCOME TO LOGOLOUNGE LEAP! HERE IS YOUR QUICK START MANUAL, WHERE WE SHOW YOU THE INS AND OUTS OF LOGOLOUNGE.COM, WITH THREE EASY STEPS AND EXTRA HACKS TO HELP YOU EXPERIENCE THE FULL BENEFITS THAT LOGOLOUNGE LEAP OFFERS YOU AND YOUR STUDENTS.**

For questions not covered in this manual, feel free to reach out to [info@logolounge.com](mailto:info@logolounge.com).

LogoLounge.com is an invaluable resource for designers at all stages, across all spectrums of the profession, including students. That's why we've made it even more accessible to educators and their students through our LogoLounge Leap program.

### **FOR EDUCATORS:**

We realize the important job graphic design educators have of helping shape the designers of tomorrow. That's why LogoLounge offers FREE access to LogoLounge through the Leap program, to give educators and students the opportunity to explore the industry-altering design uploaded to the Lounge every day.

With an Educator Leap membership you're giving your design students the ability to:

- **Research** more than a quarter million logos.
- **Read and review** logo news and articles.
- **Learn and watch** design trends as they take shape.
- **Meet and network** with top designers around the world.

With this free Leap account, educators and students can utilize nearly all that this international compendium of logos offers. The only functionality not available with this level of membership is the ability to upload work.

## **STEP 1: CREATE YOUR SCHOOL'S PROFILE**

In designing and filling out your profile's information, you are showing the world the school you represent. This tool allows you to be SEEN. By enabling your social media links, LogoLounge members and countless others in the industry can discover your school and its talent easily.



**Youngstown State University**

[art.ysu.edu](http://art.ysu.edu)



### **HOW TO SET UP YOUR PROFILE:**

- At the top right corner of your LogoLounge screen, hover over your profile's icon and click on PROFILE.
- Once at your Profile's screen, click the EDIT PROFILE button located at the top right corner.
- From there, choose your profile's image and link your website and social media platforms. If you want, you can organize your profile's look and write your bio, too!

## STEP 2: RESEARCH



With the LogoLounge database, which grows every day, you can research using general or specific information. You can narrow your results by searching, whether it's typographic, a symbol, or a mix of the two. Still not crazy impressed? What if we told you that you can search logos included in the bestselling LogoLounge book series, or logos that have been added to member collection boxes? By selecting multiple fields, you can fully target in on the most relevant results.

In a nutshell, LogoLounge.com gives you researching capabilities that no other logo search engine can. We give you the tools to find what you're looking for: quality, inspiration and design that works.

### RESEARCH BY:

- Design Firm
- Credits
- Clients
- Industry
- Country

### FURTHER NARROW RESULTS WITH:

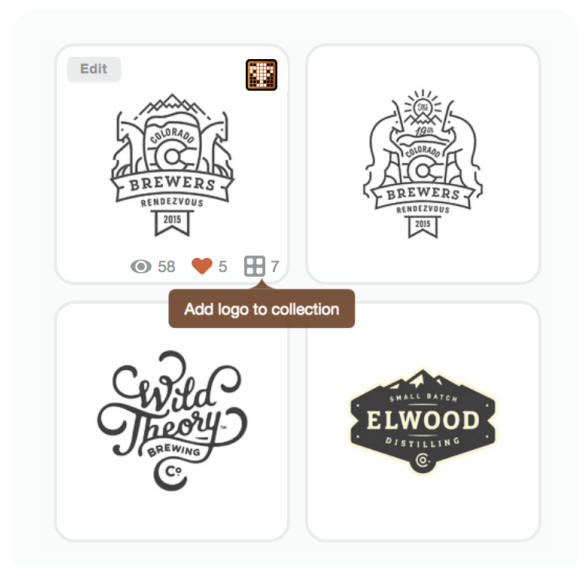
- Logos in collections
- Jury ranked logos
- Logos in books
- Symbol logos
- Combo logos

## STEP 3: COLLECT

All members of LogoLounge.com can use collection boxes to help hold their favorite logos all in one place. This way, you can save logos to reference later. You can also make your collection boxes public or private, making it easy to share your ideas with the world or hold onto your selections in confidence. This is a great way for students to view a selection of examples you might use for teaching points or for students themselves to gather logos for an assignment or for reference!

### HOW TO COLLECT:

- See a logo you like and want to add it to a collection box? Simply hover over that logo, and click the window-looking icon.
- Once clicked, you can add it to an old collection made before, or select **NEW COLLECTION** and save it with whatever name you choose.
- To view your collections, simply click on the **COLLECTIONS** tab, at the top of your LogoLounge screen.

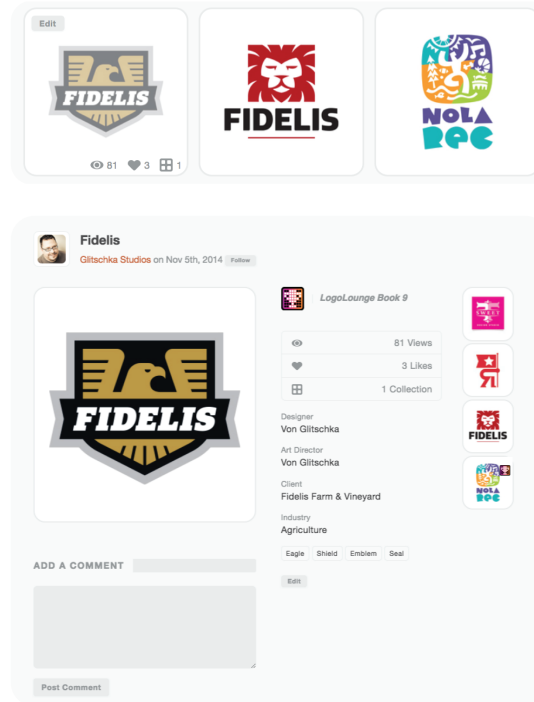


# BUT THERE'S MORE! TAKE YOUR LOGOLOUNGE MEMBERSHIP TO THE NEXT LEVEL WITH THESE HACKS!

## HACK 1: INTERACT!

With LogoLounge.com, all members can like or comment on any logo. To like a certain logo, simply hover over the logo you choose and select the heart icon. To view your liked logos, hover over LOGOS at the top of your LogoLounge screen, and select FAVORITES. To comment, click on any logo you wish to comment on, add your remarks and select POST COMMENT. These tools are amazing ones to use and analyze with. Students: want to see how many collection boxes your logos have ended up in? You can! Want to see how many times your logos have been viewed or liked? We got you!

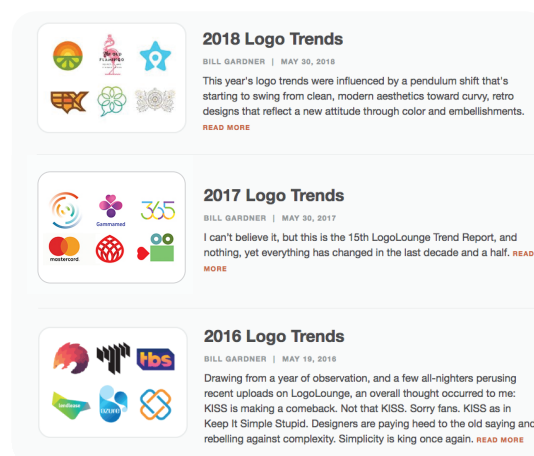
As a design professional, this is vital information to gather, as it helps one to understand audience, what “sells” in today’s design world, and the trends of our industry.



## HACK 2: KNOW THE TRENDS!

Speaking of trends, as a Leap member, we offer you the annual Trends Report for FREE. Now you can add another resource to your design library of tricks and trade. Help your students, help further your design knowledge, better understand the ways of today’s trends, with the annual Trends Report.

Every year, Bill Gardner puts together his annual logo design trends report, which details the important changes and trends of that year. This highly-anticipated report is revealed at the HOW Design Live conference every year, shared across the globe, and available in video course format on LinkedIn Learning. To view these reports, simply click on TRENDS at the top of the LogoLounge screen.



### HACK 3: RUB ELBOWS!

Your favorite designers are HERE! Talk to them. Ask them questions. Learn from them. By visiting a fellow LogoLounge member's profile, you will see their linked social media icons and website. So get out there and explore! This puts you directly in touch with your design heroes from around the globe. How cool is that?



### HACK 4: GET FREEBIES!

As a bonus, active members of LogoLounge.com, which includes our Leap members, will get a FREE LogoLounge eBook download!

#### ABOUT LOGOLOUNGE BOOK 11:

LogoLounge is the bestselling logo design book series on the planet. Juried by a pedigreed panel of logo design giants and geniuses, only the world's top logos make the cut. Winning logos will be published in the upcoming LogoLounge Book 11 and featured with the top logo designs and designers from around the world.



## HACK 5: BUY LOGOCREED, DOWNLOAD YOUR FREE EDUCATOR GUIDE!

### ABOUT LOGO CREED:

After many years of planning, corporate identity designer and LogoLounge founder Bill Gardner created a book that speaks to the magic of design, and provides a glimpse into the designer's creed. Gardner puts logo designers directly in touch with strong mentors who speak candidly about the processes that lead to successful designs. This textbook helps readers navigate the discovery, development, and delivery phases necessary to create an effective, lasting identity. With Logo Creed, you'll also learn how to build brand DNA, craft presentations for specific situations and clients, tell the brand story, and keep your designs vital and alive even after they leave your hands.

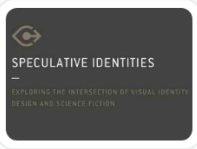
Find more details and download a **FREE EDUCATOR GUIDE**, by visiting [LOGOCREED.COM](http://LOGOCREED.COM).



## HACK 6: STAY INFORMED!

Catch up on what's happening in the design world by visiting our NEWS page. This is where we offer you the latest and greatest from the top stories circling the industry.

As a Leap educator, **you and your class could also be featured** through our "Professor Spotlight" article, which will feature our top, most active Leap users. For more information about how you could get more involved with LogoLounge Leap, contact [info@logolounge.com](mailto:info@logolounge.com).




**SPECULATIVE IDENTITIES**  
— EXPLORING THE INTERSECTION OF VISUAL IDENTITY, DESIGN AND SCIENCE FICTION

### A Design Detective's Quest for The Marks of Other Worlds

ELLEN HEALY | JANUARY 19, 2018

Speculative Identities, a site that surveys and analyzes visual marks as they appear in Science Fiction storytelling, was launched only a few short months ago, but its quest to identify and assess the marks found in such imaginary worlds, makes us believe that the site will thrive and is here to stay. [READ MORE](#)




**Center Stage: Keith Davis Young**

ELLEN HEALY | JANUARY 18, 2018


For this month's featured member, we chose Austin-based and talented freelance designer, Keith Davis Young. [READ MORE](#)

### Logo News


1,128 ARTICLES



**Worth Study...**  
CATHY LANE  
DECEMBER 1, 2017



**Formula 1 Seeks Connection**  
CATHY LANE  
NOVEMBER 28, 2017



**Center Stage: Jerry Kuypers**  
ELLEN HEALY  
NOVEMBER 27, 2017



## HACK 7: SUBMIT AND COMPETE!

With a Leap educator account, this is the only function not available. But with our student membership, we offer all the benefits that come with full-fledged memberships for half the cost, including the ability to upload with unlimited submissions for consideration in our best-selling logo design book series. This deal is a STEAL when compared to those other design competitions!

**Please inform your students of this amazing deal, as it can help them to further their careers for a fraction of the cost. And if you'd like to set up your own standard LogoLounge account to compete in the competition yourself, you should! Sign up at [WWW.LOGOLOUNGE.COM/JOIN](http://WWW.LOGOLOUNGE.COM/JOIN).**

### HOW TO SUBMIT:

Just click SUBMIT at the top of your LogoLounge screen, then follow these steps:

**STEP ONE:** PREPARE your logo. All uploaded logos must be:

- 72 dpi
- RGB
- JPG format
- Maximized in a 900x900 square
- On a white background

How's that for specific!

**STEP TWO:** SUBMIT! Click CHOOSE FILE or drop your logo into the square, then click SUBMIT.

**STEP THREE:** EDIT. Title your logo, enter in keywords, add credits, descriptions and label its type. The more information, the better chance for your logos to be recognized and seen. So provide as much information as possible!

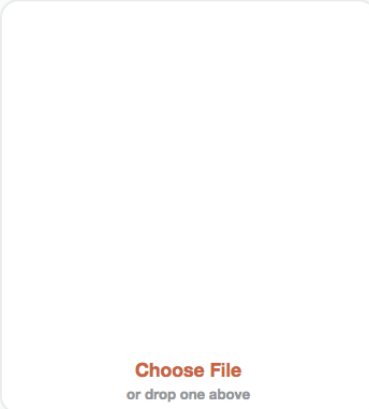
**STEP FOUR:** HIT SAVE.

**STEP FIVE:** REJOICE! Your logo is now part of the largest logo search engine in the world AND automatically entered into our next competition!

**THEN REPEAT FOR EACH NEW LOGO!**

**Word to the wise:** When should you submit? ALL THE TIME AND AT ANY TIME! Don't wait for the next LogoLounge publication. Upload ALL logos now to be seen world-wide!

## Submit a Logo



To prepare a new logo for uploading, save as a 72dpi RGB jpg, maximized in a 900x900 square with **white background**.

Logos may be deleted up to 48 hours after upload in case of submission error. This is for database integrity purposes.

By clicking on the Submit button, I hereby grant LogoLounge permission to publish the attached submissions on the internet and/or in printed form, and I hereby agree to the Terms and Conditions for Uploading Submissions found [here](#).

Submit

## make your mark

Now that you have learned just some of the many benefits that make LogoLounge.com so special, it's time to Make Your Mark on the industry. Start exploring!

**Questions? Contact [info@logolounge.com](mailto:info@logolounge.com).**

Happy searching, LogoLoungers!

