logolounge | *leap*

STUDENT 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 FOUR EASY STEPS AND EXTRA HACKS TO HELP YOU EXPERIENCE THE FULL BENEFITS THAT LOGOLOUNGE LEAP OFFERS FOR HALF THE COST OF OUR REGULAR MEMBERSHIP PRICE.

With LogoLounge you get:
- Access to over a quarter million logos, giving you a real-time look at the freshest new logos on the planet
- Unlimited entries to a prestigious juried logo competition
- Insightful articles posted each week
- Annual logo trend reports
- Access to our tribe of logo design leaders and legends across the globe, who use our site as the indispensable, step-ahead tool that it is!

For questions not covered in this manual, feel free to reach out to info@logolounge.com.

STEP 1: CREATE YOUR PROFILE

In designing and filling out your profile's information, you are showing the world who you are and/or what 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.
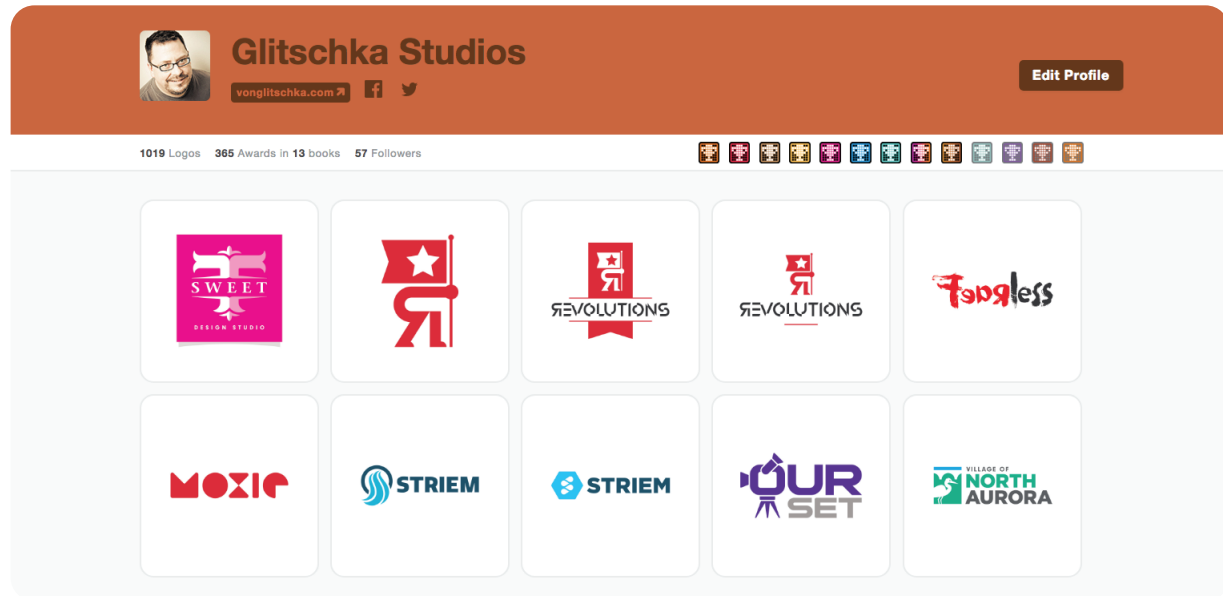
HOW TO SET UP YOUR PROFILE:
- At the top right corner of your LogoLounge screen, hover over your profile's icon and click on PROFILE.
- Once at your Profile's screen, click the EDIT PROFILE button located at the top right corner.
- From there, choose your profile's image and link your website and social 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 plans in confidence. And remember, if collection boxes aren't your thing, you can still drag and drop your favorite logos onto your desktop.

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 Logo-Lounge screen.
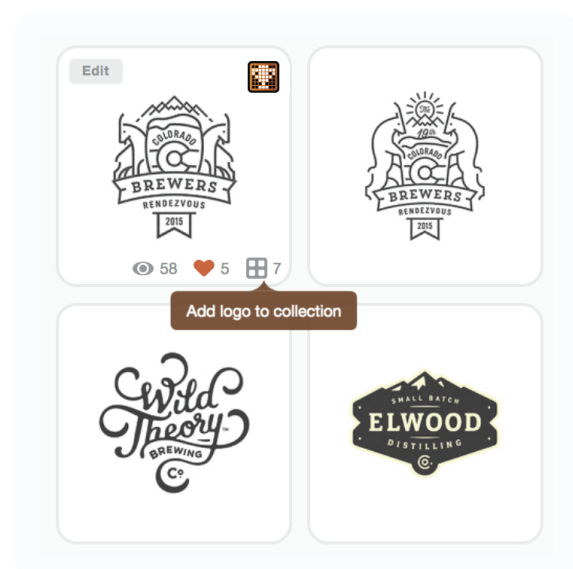
STEP 4: SUBMIT AND COMPETE!

With every standard LogoLounge membership, you get the ability to upload unlimited submissions for consideration in our best selling logo design book series. This deal is a STEAL when compared to other design competitions!

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

STEP ONE: PREPARE your logo. All uploaded logos must be:
• 72 dpi
• RGB
• JPG format
• Maximized in a 900x900 square
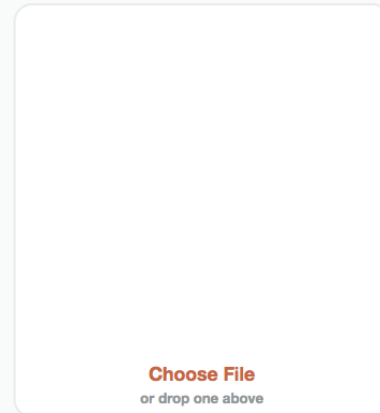• On a white background

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, additional necessary information, and select 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.

Submit a Logo

Choose File
or drop one above

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

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!

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 Logo-Lounge 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!
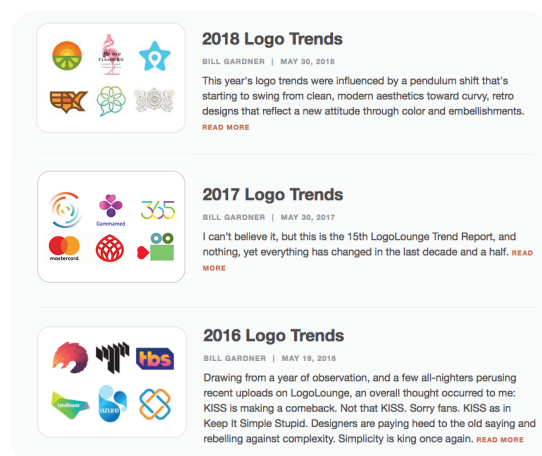
As a design professional, this is the social part of LogoLounge, so make the most of it!
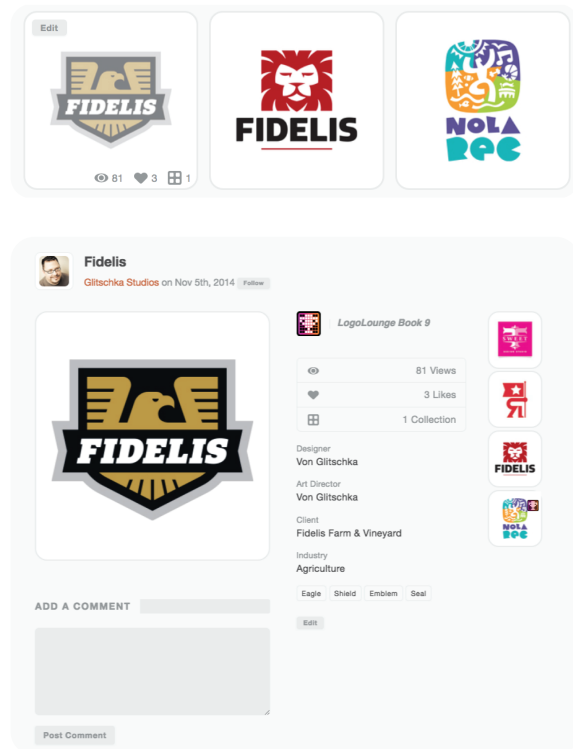
HACK 2: KNOW THE TRENDS!

Speaking of trends, on LogoLounge.com, we offer you the annual Trends Report for FREE. Now you can add another invaluable resource to your design library. Help your students, help further your own design knowledge and 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.

ANNUAL LOGO TRENDS REPORT

2018 Logo Trends
BILL GARDNER | MAY 30, 2018
This year's logo trends were influenced by a pendulum shift that's starting to swing from clean, modern aesthetics toward curvy, retro designs that reflect a new attitude through color and embellishments.
READ MORE

2017 Logo Trends
BILL GARDNER | MAY 30, 2017
I can't believe it, but this is the 15th LogoLounge Trend Report, and nothing, yet everything has changed in the last decade and a half. READ MORE

2016 Logo Trends
BILL GARDNER | MAY 19, 2016
Drawing from a year of observation, and a few all-nighters perusing recent uploads on LogoLounge, an overall thought occurred to me: KISS is making a comeback. Not that KISS. Sorry fans. KISS as in Keep It Simple Stupid. Designers are paying heed to the old saying and rebelling against complexity. Simplicity is king once again. READ MORE

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?

Courtright Design
courtrightdesign.com

HACK 4: GET FREEBIES!

As a bonus, active members of LogoLounge.com will get a FREE eBook download of LogoLounge!
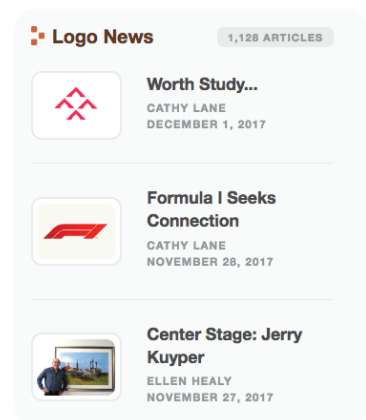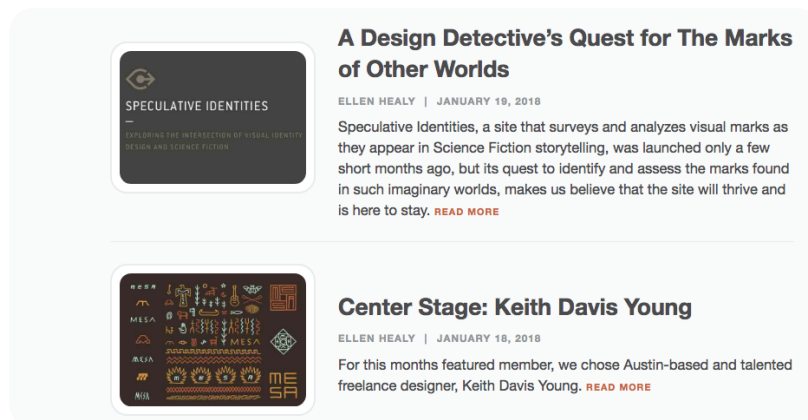
ABOUT LOGOLOUNGE BOOK 11:
LogoLounge is the bestselling logo design book series on the planet. Juried by a pedigreed panel of logo design giants and geniuses, only the world's top logos make the cut. Winning logos will be published in the highly anticipated and upcoming LogoLounge Book 11, the latest edition of the bestselling graphic design book series in the world.

LOGOLOUNGE BOOK ELEVEN 11

HACK 5: 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 you may have noticed, LogoLounge also features a member every month through our Center Stage articles. These members are chosen based on their quality logos and unique design aesthetic. As a Leap Student, **that means you could be featured**, giving you exposure and a great credit to add to your growing design portfolio.

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 months 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 I Seeks Connection
CATHY LANE
NOVEMBER 28, 2017

Center Stage: Jerry Kuyper
ELLEN HEALY
NOVEMBER 27, 2017

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 and start uploading!

Questions? Contact info@logolounge.com.

Happy uploading!