



Spreadshirt Launches New Logo

Spreadshirt, an online mass customization company, recently launched its new logo design following its successful Open Logo Project 1.6 (OLP). This is the second time the company has run a crowdsourcing contest for its logo. The last contest took place 1.6 years ago and mainly targeted designers in Germany and France.

The decision for a new logo follows Spreadshirt's recent rebranding project. The company is now primarily focused on apparel, with the mission of becoming "the world's creative apparel platform."

For this contest, 2,000 designers from 45 countries submitted 2,800 designs between August 2007 and October 2007. As logo submissions poured in, the



"**LOVE TAB**" (pictured here) and "Play with Forms" are Spreadshirt's new logo designs chosen from about 2,800 competing logo submissions in the company's Open Logo Project 1.6.

Spreadshirt team met each week to whittle down a short list, from which it chose a select few to advance to the Grand Finale. During the three-month

submission window, Spreadshirt.com members could not vote on the entries, but were encouraged to comment on them to spur discussion. Members could vote once the list of finalists was narrowed down to 15. The result was a joint first-place finish awarded to Kim Larsen for his "Love Tab" logo and Nicolas Bulard for his "Play with Forms" logo.

"We think we're in a good position to brand ourselves now for the long term," says Jana Eggers, CEO of Spreadshirt. "This is really about supporting our new tagline, overall brand direction and helping to explain what Spreadshirt offers to those who don't currently know us."

For more information, visit spreadshirt.com. — **H.S.**