

# Stock Trademarks

An outstanding issue of Herring Design Quarterlies, this promotional brochure of stock trademark designs was first run in the May/June 1975 issue. We presented it straight with only this comment: "This promotional brochure for Herring Design Studio, Houston, offers some new observations on trademark design. Written and designed by Jerry Herring, the brochure has a coated cover and kraft paper text."

Herring was flooded with mail from all over the U.S. and a few letters from other parts of the world. Most of them were appreciative of the clever satire, but a few misunderstood. One printer, in his request for copies, asked if Herring offered a trade discount if he sold some to his customers.

## Stock Trade Marks

Dear corporation president, public relations director or agency art buyer: Are you in need of a dynamic new image to replace the smoking smoke stacks you or your client is now using as a trade mark? Well, I'm sure the answer to that question is YES! But you're hesitant to act because of the time, expense and uncertainty of selecting an image to represent you or your client.

That is precisely why Herring Design Studio of Houston, Texas has gone to the effort of preparing this collection of Stock Trade Marks. Long a leader in the design of trade marks and logotypes, HDS now draws on this vast experience to offer trade marks that are not only inexpensive, but can be used for almost any company.

So why not order a trade mark today? You may want to order one for yourself and all your subsidiaries.

When ordering, specify the full name of the company and whether you want the trade mark centered over the name or to the right side. All the designs are available in black, green and blue. A few are available in red. Allow 2-3 weeks for delivery.

**The World Trade Mark.** Very versatile, although you should have at least one out-of-state office.



**The Arrow Trade Mark.** For companies on the move, on the way up or on the go. Specify if you are going straight up or to the right.



**The Eagle Trade Mark.** An excellent choice for patriotic firms. A big favorite among banks, for some reason. Specify brown or bald.



**The Tree Trade Mark.** A must for a real estate project. Goes real well with woody names like Oakmont or Pinesap Apartments.



**The Letter Trade Mark.** The perennial favorite. Specify style and letter when ordering. (Add 50% if two letters desired.)



**The Star Trade Mark.** Perfect for those doing movie, government or occult work. Special clearance needed to use in red.



**The Crest Trade Mark.** Has a quiet dignity. Especially good for new restaurants in need of a long history.



**The Rainbow Trade Mark.** Good for companies with a bright outlook, or a company dealing in gold futures.



**The Modern Trade Mark.** Can be interpreted in many ways. An ideal choice when dealing with a committee.



\_\_\_\_ I would like to order Trade Mark number \_\_\_\_\_  
 \_\_\_\_ Although I certainly like what you have here, I've got a bundle to drop and would like you to custom design a trade mark for me.  
 \_\_\_\_ I am going to sue you because my trade mark appears on page \_\_\_\_\_

For a booklet of original trade mark designs, please call or write:  
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 Houston, Texas 77004  
 822-3400

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