

Designing funny stickers and flags

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eth0:2025 Autumn

November 1, 2025



Why

- ▶ For fun, not profit :D
- ▶ It is cool decoration of laptops and spaces
- ▶ Challenge myself to make a better sticker exchange

Tools

- ▶ Inkscape
- ▶ Wayback Machine
- ▶ WhatTheFont
- ▶ Sticker and flag printers used by AliExpress sellers

Sorted or not?

Unsorted:

- ▶ Make finding something cool feels like a real achievement
- ▶ The chaos looks cool

Sorted:

- ▶ Ease of searching
- ▶ Stickers destroying a bunch of other stickers in the process
- ▶ Easier to moderate: can you remove a certain sticker
- ▶ Keeping a balance in sticker diversity, see when you have to resupply

My overall opinion: sorted wins.

Materials

- ▶ Generally good experience with PVC
- ▶ Quality can vary wildly between sellers unfortunately
- ▶ Paper stickers are terrible if you stick them onto devices that you touch on a daily basis

Extracting logos

- ▶ Open PDF in Inkscape using Cairo mode (library used by Inkscape for PostScript vector graphics), internal mode is not suited for this use case
- ▶ Might be needed to use the degroup operator so you can select the part you need
- ▶ Copy your desired part to a fresh page, (easier than deleting everything else), but make sure you indeed copy the entire thing, some objects can be surprisingly larger than you expect
- ▶ Reverse engineer the font:
 - ▶ Upload text screenshot to WhatTheFont
 - ▶ Google the font, usually there is some website that hosts a font and install it. Inkscape sometimes need a restart for installing new fonts, sometimes it just works.
- ▶ Export the file. Make sure to convert the text to a path, otherwise it only displays the SVG correctly with the correct font installed on the target system

Things to avoid

Brands of the World .com

- ▶ I hate this website
- ▶ They recreate logos instead of extracting them
- ▶ Usually slightly incorrect
- ▶ Much of their stuff gets copied to Wikimedia Commons

Things to avoid

Tracing bitmaps

- ▶ Sometimes PDFs only seem to have bitmaps included
- ▶ Bitmap tracing doesn't give good results
- ▶ Do not give up, try to look through many different PDFs
- ▶ I suspect companies hire some graphic designer for their logo, then employees lose track of their logo in their internal systems and start copying screenshots from earlier documents. You might have the best luck with the old versions.
- ▶ The old technique of "sending an email" might help if no public vector version can be found

Parodying trademarks: legal?

"Use of a trade mark by third parties for the purpose of artistic expression should be considered as being fair as long as it is at the same time in accordance with honest practices in industrial and commercial matters."

— Regulation (EU) 2017/1001 of the European Parliament and of the Council of 14 June 2017 on the European Union trade mark

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Example: EPA ENERGY STAR



Example: zombo.com

Zombo.com



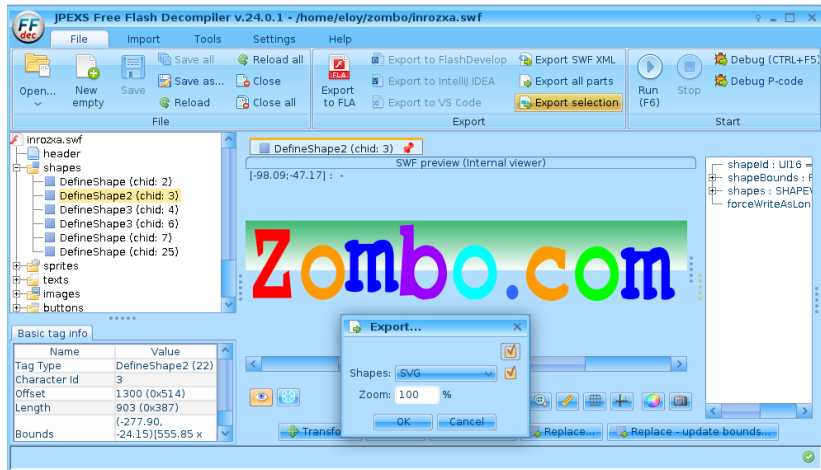
Example: zombo.com

```
26
27
28 <p></p>
29 </div>
30 <div align="center">
31
32
33
```

That's not a vector... We have to do a bitmap trace here... or do we?

Example: zombo.com

Previously, it was a vector! Export it to Inkscape, fix the aspect ratio and send it to my AliExpress business partner burtxu98@gmail.com



Thanks for listening!

- ▶ Questions?
- ▶ If you brought stickers, add them to the exchange!
- ▶ Go make your own!