

Fact Sheet



Book Overview

Title: Robot Creative: 25 Years of Branding
Format: Hardcover, 8.5" x 8.5" square format
Length: 76 full-color pages printed on 80# paper
Publisher: Robot Creative (2025)
Release Date: Tuesday, October 14, 2025
Availability:
• [Robot Creative](#)
• [Lulu Bookstore](#)

About the Book

A curated collection of 180 original logos created by Robot Creative from 1998 to 2023. The book celebrates the timelessness and individuality of design—demonstrating that thoughtful, strategy-driven branding endures well beyond shifting trends. Many of the logos featured are still in use today, unchanged for decades. The collection captures the entrepreneurial spirit and creative vision of the businesses behind each brand.

Contributors

Introduction by: Lara August, Founder and CEO
Designed by: Andrew Watson, Director of Branding
Featured Designers: Lara August, Holly Falkenberg, Laura Glaess, Kris Jones, Aaron Landry, Alexandria Rutledge, Royce Stewart and Andrew Watson.

About Robot Creative

Founded in 1998, Robot Creative is a San Antonio-based, award-winning marketing and branding firm specializing in fractional CMO services, brand strategy, creative design and outsourced marketing programs. The agency partners with clients across industries including technology, healthcare, real estate, nonprofit, retail and professional services to build brands that combine creative impact with strategic insight.

Event Details

Launch Event: 25th Anniversary Book Release Party
Date: Tuesday, October 14, 2025
Time: 5–9 p.m. (Remarks by Lara August at 6:30 p.m.)
Location: Geraldine's Natural Wines, 5005 Broadway, Alamo Heights, TX 78209
Guests: Clients, community partners, media and members of the creative industry

Media Opportunities

Interviews with Founder/CEO Lara August
Interviews with Director of Branding and Book Designer Andrew Watson
Interviews with Clients whose logos are featured
Photography and videography opportunities during event
Review copies available upon request