

Lesson: Logo Design Techniques

Tutorial Will Cover:

- Using the OpenType Font Panel
- The “Make With Warp” Option
- Creating Symbols (Instances) of a Logo
- Editing Symbols

OpenType Font Panel

There are many Open Type fonts that are in your computer’s system font folder. Illustrator can take advantage of these fonts to enhance the look of typographic logos.

1. Use “The Font Thing” or “Font Hit” to view the fonts on your computer. For this exercise, we will be using the Bickham Script Pro. This font is installed on the school computers.
2. Create a New Document in Illustrator. Press “T” to select the Type Tool. Click on your document and type the restaurant name: **Ashley’s** . Press the **ESC** key to set it. Then use the **Selection Tool (V)** to make it larger.
3. Press CTRL+T to open the **Character Panel**. Change the font to **Bickham Script Pro**.



4. In the Character Panel, you’ll see two other Tabs: Paragraph and Open Type. Click on the **Open Type panel**.
5. In the **Open Type Panel**, click on the 4th button at the bottom (**Swash**). Notice how it changes the text.



6. Try the 5th button (**Stylistic Alternates**). Notice the change.



7. You can give different setting to certain letters. In this example, the “shle” is set to **swash**, while the rest are set to **Stylistic Alternates**.

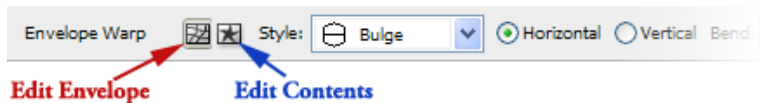


Note: Not every Open Type font has these options.



Using the “Make with Warp” to create the Click-a-Doom logo

1. Using the Type Tool in Illustrator, click on the document and type **CLICK-A-DOOM**.
2. Press ESC to set it and use the **Selection Tool (V)** to scale it larger (hold the **Shift** key). In the **Character Panel (CTRL+T)** Change the font to **Impact**. In this example, I changed the **Fill Color** to green.
3. At the top of your monitor in the Options Toolbar, to the left of the label *Flash Text*, you’ll see a little arrow that brings up warp options. Choose **Make With Warp**.
4. In the **Make with Warp** dialog box, check the **preview** box. Change the warp to **Bulge**. Change the bend setting to around **-11**. Press OK.
5. Look at the top of your monitor in the **Envelope Warp** options. Click on the first button, **Edit Envelope**, if you want to change the shape of the warp. Click on the second button, **Edit Contents**, if you want to change the contents/text of the warp.



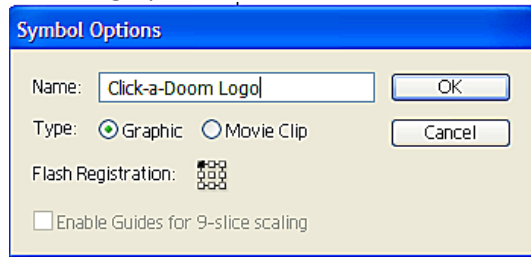
6. Click on the **Rectangle Tool (M)**. Make a rectangle over the click-a-doom text. The rectangle should be slightly larger. Set the **Fill** color of the rectangle to a color of your choice. In this exercise, the Fill is yellow. Set the **Stroke** of the rectangle to green and set the **weight** of the Stroke to 6. You can apply these settings at the top of your monitor in the Options bar.



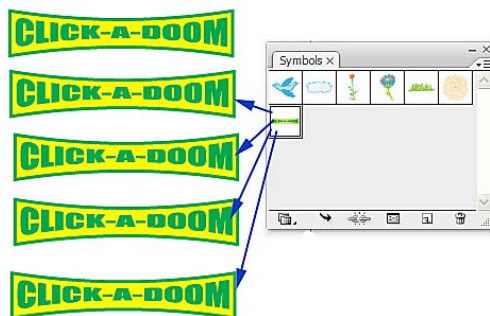
7. Right-Click the Rectangle. Choose **Arrange > Send to Back**.
8. To **Warp the Rectangle**, go to **Object > Envelope Distort > Make With Warp (CTRL+ALT+SHIFT+W)**. Press the “Preview” button. It should have the SAME settings as the click-a-doom warp. Just press **OK**.



- Convert Logo A Symbol.** Go to Window > Symbols (CTRL+SHIFT+F11). Use the Selection Tool (V) to select the entire logo. Drag the logo into the Symbols. In the settings box, type a name for the logo and choose "graphic". Press OK.

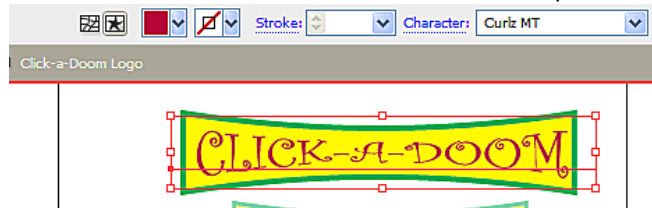


- Now that it is a symbol. You have an instance of that symbol on your document. Let's make multiple copies of it. Click on the Selection Tool (V). Drag out 4 copies of the logo from the Symbols panel.

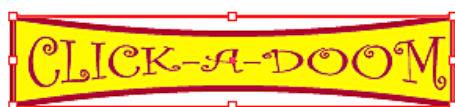


- Editing a Symbol Instance.** Let's say you want to change the look of the logo and have it update all the instances. Double-click on the first Click-A-Doom logo. You'll get an alert message. Just press OK. Now you're in the symbol editing screen.

- With the Selection Tool, click on the click-a-doom text. Make sure you're in the Edit Contents option. Change the font from Impact to **Curly MT**. Also change the **Fill Color** from green to **Red**. Use the Selection Tool to re-center the text on the shape.



- Click on the Rectangle. Make sure **Edit Contents** is selected. Change the **Stroke Color** to **Red**.



14. To exit the symbol editing screen, click on the **big arrow** in the upper left corner of the screen. Now all the instances of the Click-A-Doom logo should be updated.



*****end of tutorial*****