CREATING A PERSONAL LOGO

GOALS FOR THE DAY:
- Become familiar with Inkscape, the vector graphics drawing program.
- Learn how to work with different typefaces to create a basic logo
- Learn how to install a font
- Working with gradients and fills in Inkscape

KEY TERMS:
vector graphics - mathematically-defined graphics, with no resolution limitation.

type face - sometimes called a font, different styles of lettering.

QUESTION OF THE DAY:
If you were a solo music artist, what kind of style would your brand have? Would it be fun? Serious? Dark? Happy and bright? Retro? Futuristic? Tropical? Urban? Think about it!

CHOOSING A TYPEFACE

There's a whole bunch of interesting and free fonts pre-loaded onto your USB stick. Here's a preview of some of the ones you have available:

Inkboy font   Essays 1743   URW Grotesk
Riordan Poney   MgOpen Modata   URW Palladio
smonohand   URW Gothic   Beteckna
Staypuft   STEVE   Delphine
Yanone Kaffeesatz   MgOpen Cosmetica   MgOpen Moderna

Different fonts can give your logo a different feel and impression. How do each of the fonts above come across to you?

INSTALLING MORE FONTS!
You can install even more fonts on your USB. Visit **fontsquirrel.com**, download their zip files & double-click on the zip files. Double-click on the TTF or OTF files, and you'll see a preview of the font and an install button. Click on the button, restart Inkscape, and the font should appear in the font list!

Install Font

ACTIVITY 3

SPECIAL EFFECTS

There's a ton of awesome special effects you can achieve with Inkscape. Here's some recipes for a few popular ones. Try them out, and try to come up with your own!

1. REFLECTION
This effect is super-simple. You're going to make a copy of your logo (Ctrl+D), flip it upside-down (select it, and type V), move the upside-down logo under the right-side up logo, and add a vertical gradient.

2. DROP SHADOW
Pick a dark color for your logo. Add a blur of '10' (the blur control is in the bottom of the 'Fill and Stroke' dialog.) Hit Ctrl+D with the logo selected to make a copy of it. Fill your copy in white, and turn off the blur. Move the white copy up a little bit with the up arrow key so the shadow falls below the letters.

3. SHINY GLOW
Pick a dark color for your logo. Hit Ctrl+D with the logo selected to make a copy of it. Fill your copy with a white gradient, starting at the top and going to transparent at the bottom. Add a blur of '4' to the white gradient copy of your logo.

4. NEON GLOW
Pick any color you'd like for your logo. Make a copy of it by selecting it and holding down the Ctrl + D keys on your keyboard. Pick a slightly brighter / lighter version of the logo color for the copy you just make. Now blur your copy of the logo by '4'.

5. STICKER
This is a pretty challenging effect, so if you can get it done you're a real Inkscape pro! First, fill your logo in with a gradient. Make a copy of your logo with Ctrl+D, give it a stroke of 12 px (under 'Stroke style' tab) and round the corners by clicking on the rounded button under 'Join.' Next, fill the stroke in white, and move it under the first copy of the logo by going to 'Object > Lower' in the Inkscape menus. Finally, make another copy of the logo with Ctrl+D, fill the stroke with black, and give it a blur of 10. Move it to the bottom of the other two logo copies by going to 'Object > Lower to Bottom' in the Inkscape menus.

BASIC INKSCAPE TIPS

1. To open Inkscape: Go to Applications > Graphics > Inkscape to start Inkscape up.

2. Designs getting stretched out?: You can resize graphics with the arrows that appear when you click on them. However, you need to click on this lock icon in the toolbar (towards the top of the screen) to make sure they don't get stretched out.

3. Lost? Can't find your artwork? You can always press '5' on your keyboard to re-center & zoom Inkscape on your artwork.

4. Zooming in and out. Zooming is easier in Inkscape than Gimp. Press the '+' key to zoom in; press the '-' key to zoom out. Press the '1' key to zoom out at 100%.
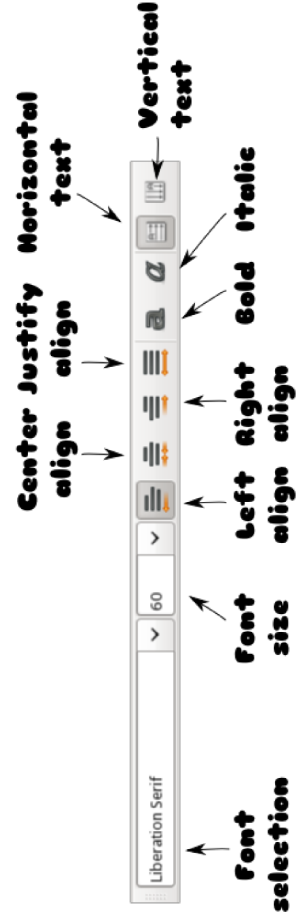
CREATE A BASIC LOGO

ACTIVITY 1

1. First, open up Inkscape. Go to Applications > Graphics > Inkscape to start Inkscape up.

2. On the left of Inkscape you'll see a long toolbar with icons for the various tools available in Inkscape, similar to how the Gimp works. Click on the type tool (shown to the left) to enable text typing.

TYPE TOOL

3. On the left of Inkscape you'll see a long toolbar with icons for the various tools available in Inkscape, similar to how the Gimp works. Click on the type tool (shown to the left) to enable text typing. Your mouse pointer will turn into a little 'A' with a cross. Click on the canvas in Inkscape. You'll see a blinking vertical line. Go ahead and type your name.

4. You may have noticed that the toolbar at the top of the screen changed when you selected the type tool (see below). It will allow you to change the font, make the font bold or italic, change the font size, and other options. Go ahead and look through the available fonts and pick a font you like for your name.
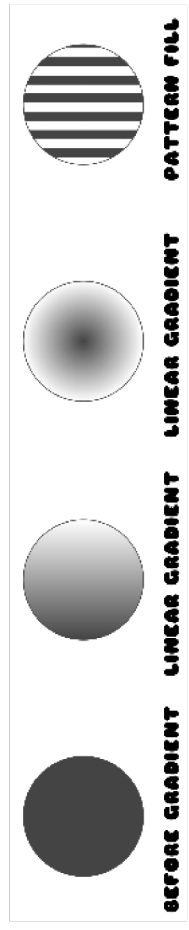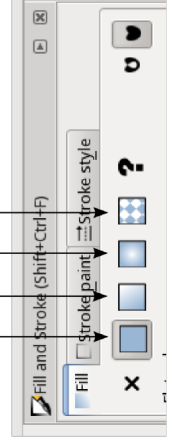
Font selection — Font size — Left align — Right align — Center align — Justify align — Horizontal text — Bold — Italic — Vertical text

Liberation Serif | 60

PAGE 2

COLOR AND DECORATE YOUR LOGO

ACTIVITY 2

1. In Inkscape, click on the basic logo you just created.

2. Along the bottom of the screen you'll see a set of colors. Click on any of them; if your logo is selected, it'll change the color of your logo.

3. Next, try filling your logo with a gradient. In Inkscape's menu, go to Object > Fill and Stroke. On the fill tab, you'll see the buttons shown in the screen-shot to the right. Click on the 'linear gradient' button. Click on the 'Edit' button to change the gradient. You can add 'stops', which are splashes of color. You can also change the color and opacity of the stops already in the gradient.

solid fill — linear gradient — radial gradient — pattern fill

4. Now try radial gradient and pattern fill. See if you like any of the effects they provide for your logo.

BEFORE GRADIENT — LINEAR GRADIENT — LINEAR GRADIENT — PATTERN FILL

5. You may want to add an outline along the outside of the letters of your logo. Click on 'Stroke paint' in the 'Fill and Stroke' tool and select a color for the outline of your logo. You can make the outline thick or dotted or dashed by checking out the 'Stroke style' tab.

RECIPES TO TRY!

CAMOUFLAGE LOGO

Want to give your logo a military feel? Fill it in by clicking on the 'Pattern Fill' button (shown above) and selecting the 'Camouflage' pattern.

STITCHED LOGO

Fill your logo in with white. On the 'Stroke Style' tab, make your stroke 2 or 4 px wide, and use the 'Dashes' drop down to select a dashed line.

SHINY METALLIC LOGO

Select a linear gradient for both your fill AND your stroke. Move them to different angles with each other.