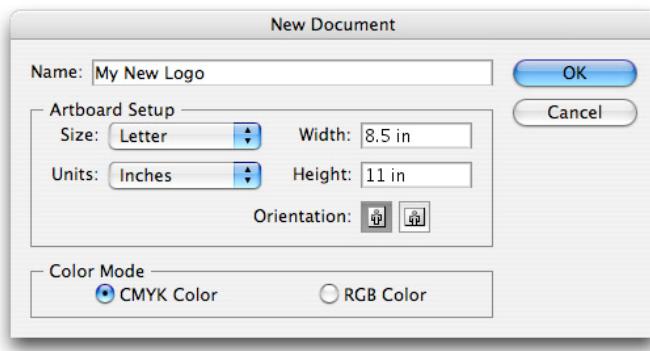
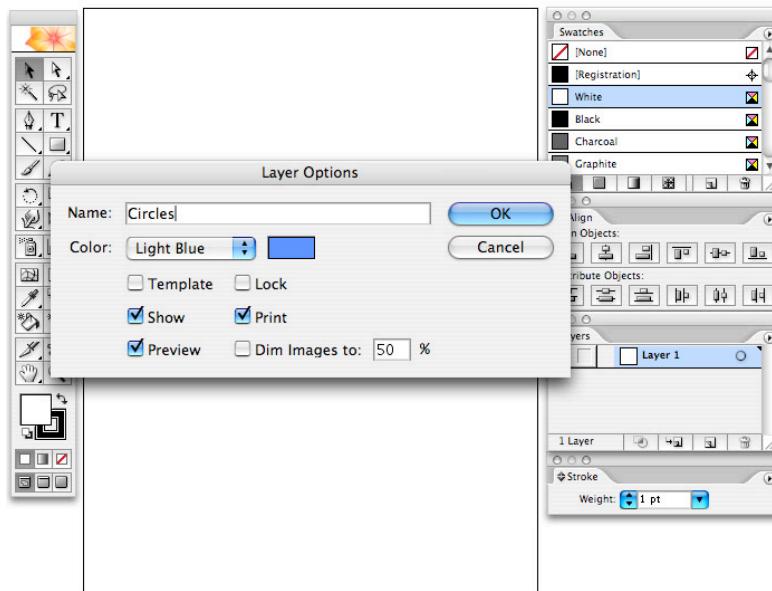


**Class Three: Using Type & Printing****Creating a Logo**

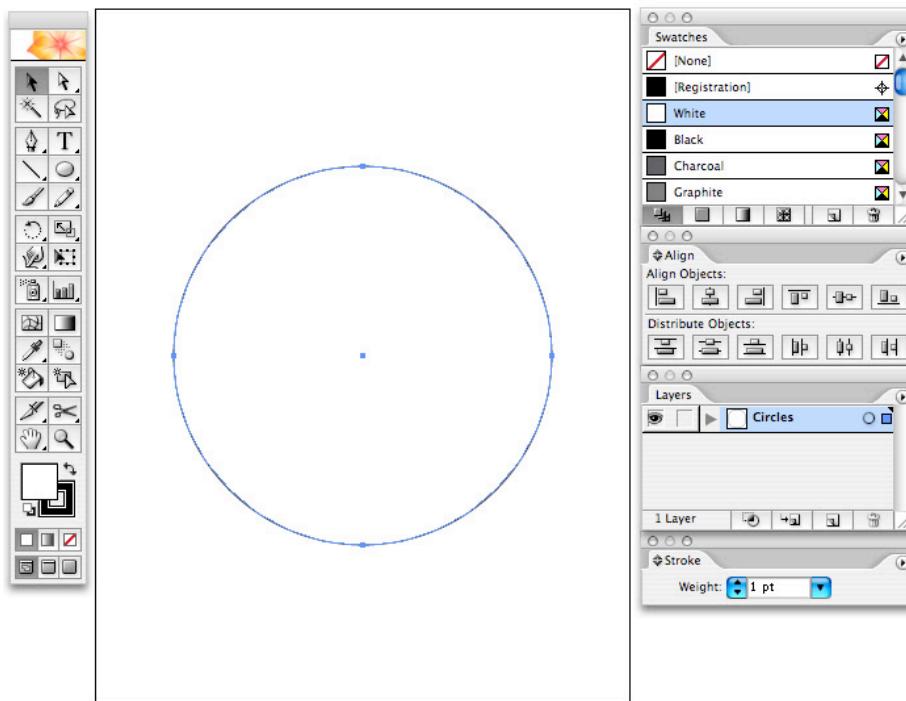
- We are going to create a logo using circles and text
- Let's start out by creating our new document set to letter size, portrait and CMYK – CMYK will become important later on:



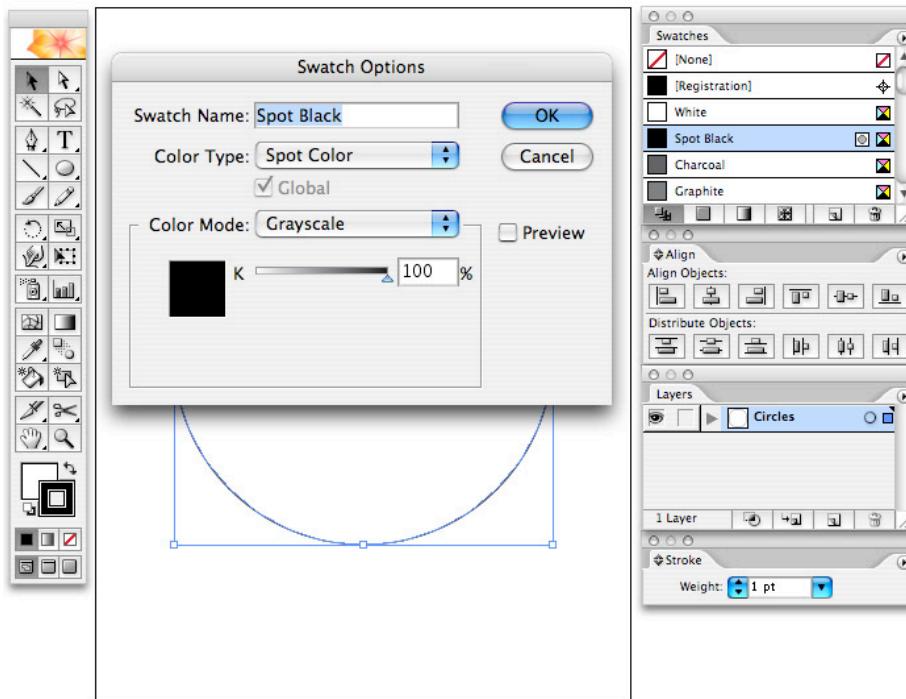
- Let's also rename "layer 1" to circles since we will be drawing two of them:



- Let's now draw our first circle – I've made mine 6 in x 6 in:

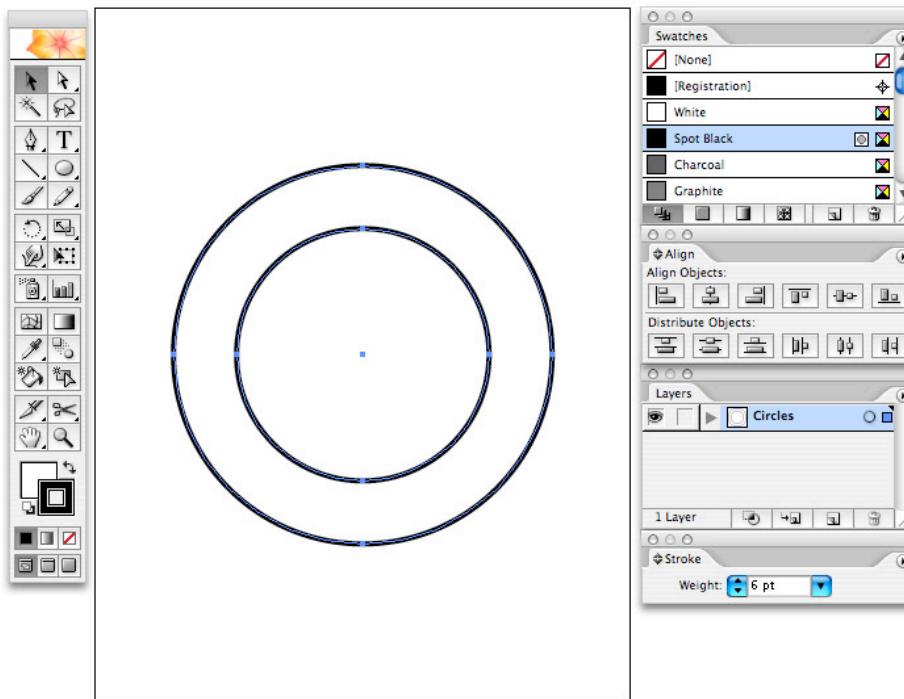


- Now let's talk color for a second – while your circle is selected, click on the stroke color on your tool palette. If your stroke color is black, go ahead and find the color black in your swatch palette and double click. Let's change the Swatch Name to "Spot Black", the Color Type to "Spot Color" and the Color Mode to "Grayscale" – notice the icon in the Swatches Palette:

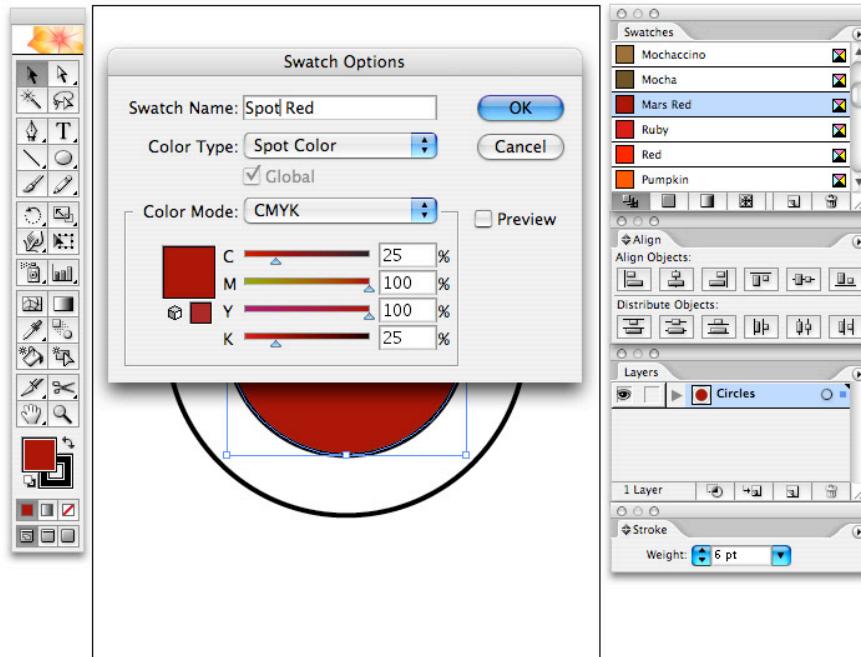


\* this will be important when we print out our color separations for our business card

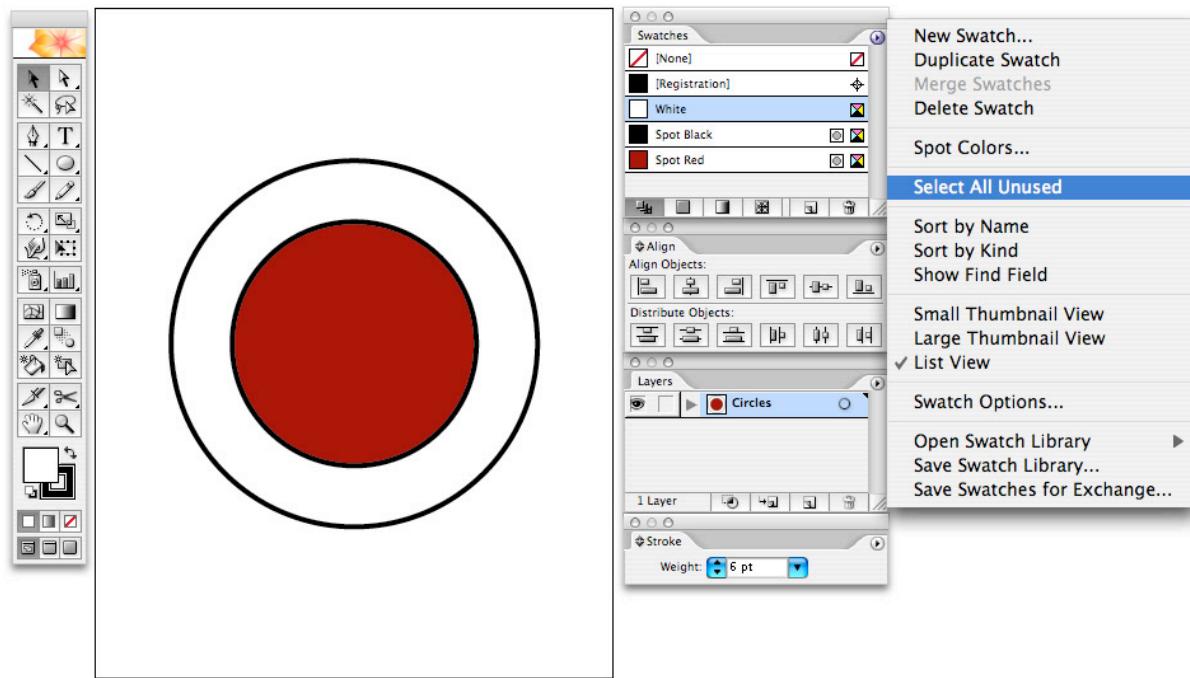
- Now we need to draw another circle for our logo – I've made a new circle 4 in. x 4 in. and used the Align Palette to center both circles horizontally and vertically. I've also selected both circles and made the Stroke Weight 6 pt.:



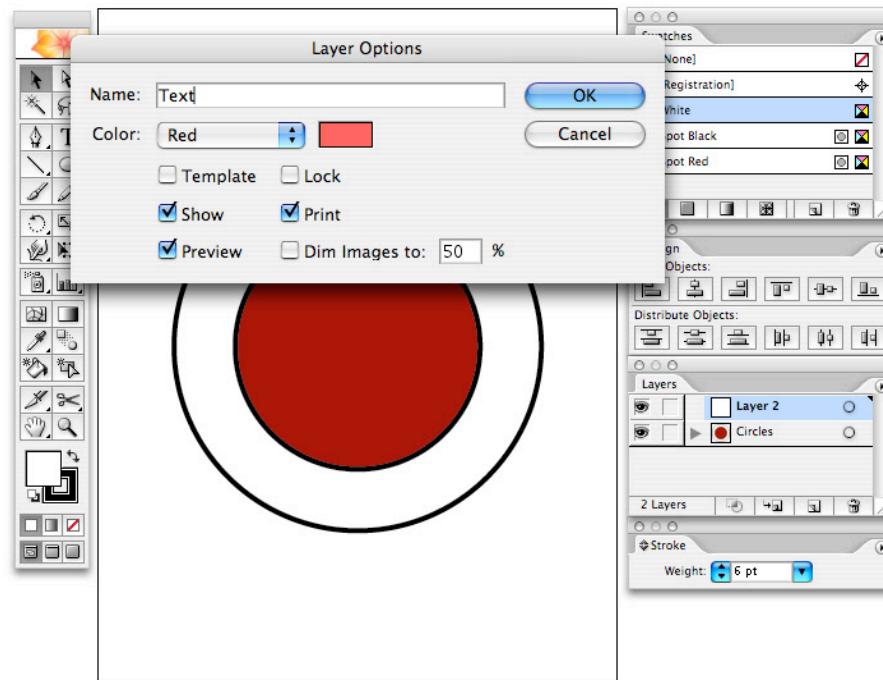
- Lets also create the second Spot Color for our logo – select the inner circle of your logo then select the fill color in your tool palette and select the color of your choice from the Swatches Palette and double click. Change the Swatch Name to “Spot \_\_\_\_\_”, and change the Color Type to “Spot Color”:



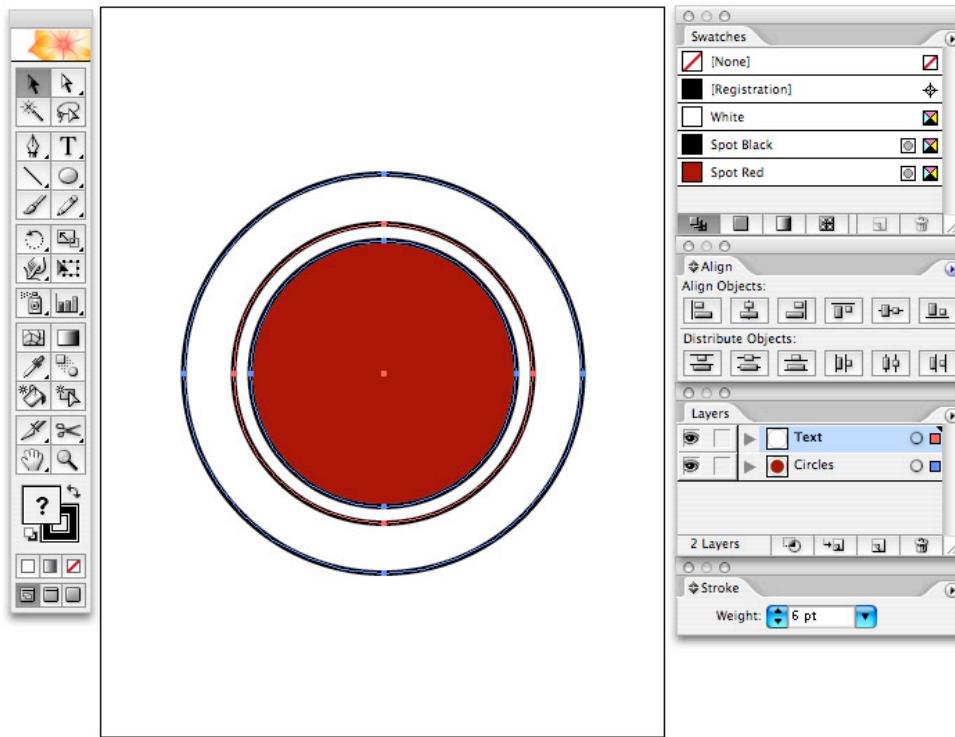
- Let's now get rid of the unused swatches out of or Swatch Palette – make sure that both of your circled are deselected, then go to your Swatches Palette and click on the options button and choose "Select All Unused." Once they are selected click the options button again and choose "Delete Swatch." This will clear the unused swatches from your palette:



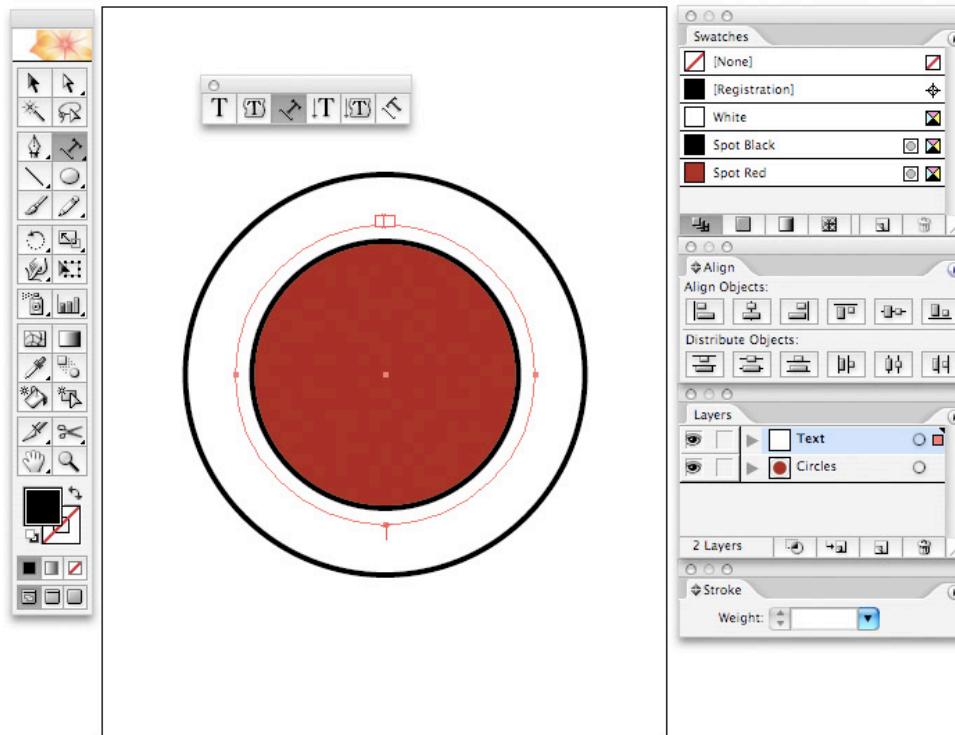
- Let's make a new layer and name it "Text":



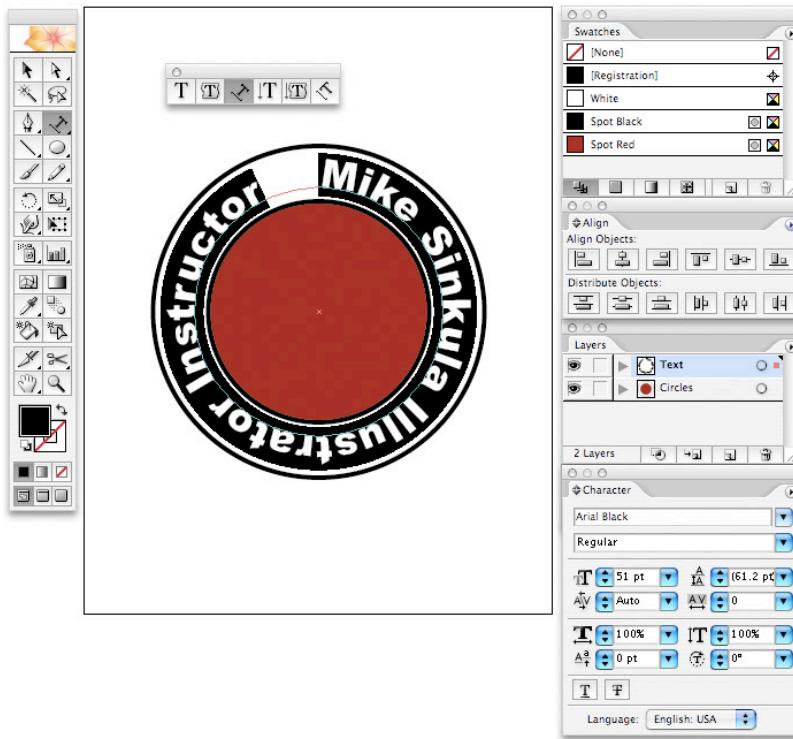
- Even though we have created a new layer named Text, the next thing we are going to create is another circle – I've made this new circle 4.5 in x 4.5 in and again I have aligned it horizontally and vertically with the other two:



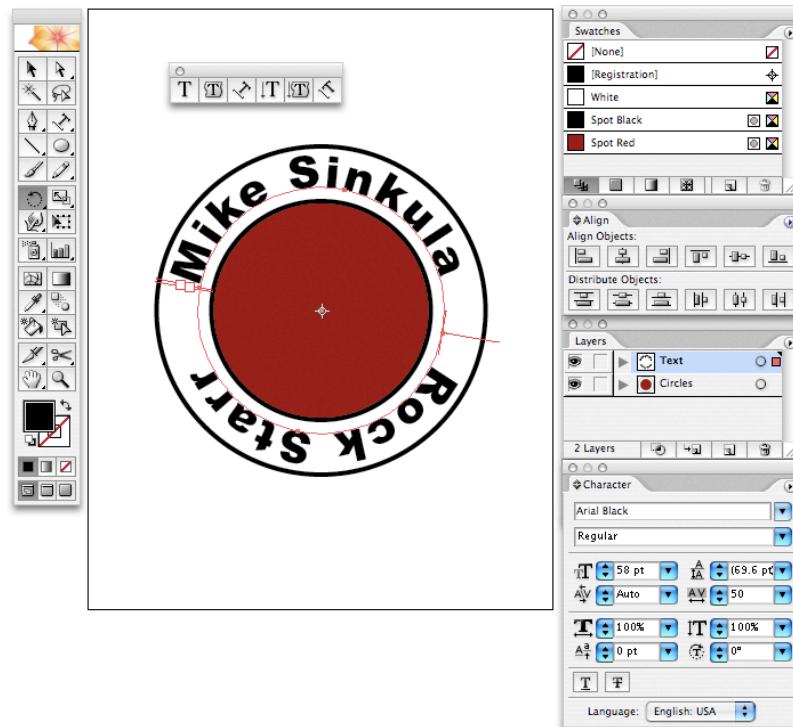
- Let's now "tear-off" out Type Tool fro our tool palette and choose the "Type on a Path Tool" – then we can click on our newly drawn circle:



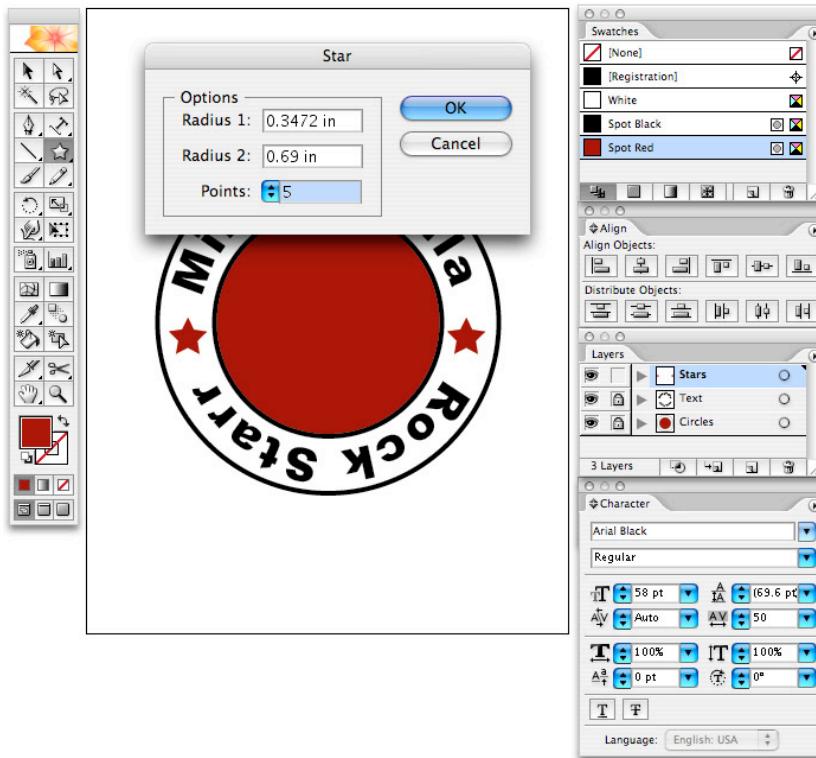
- We can now Type out our name and title in our logo – I have also opened my Type Palette and changed the Font and size of my text:



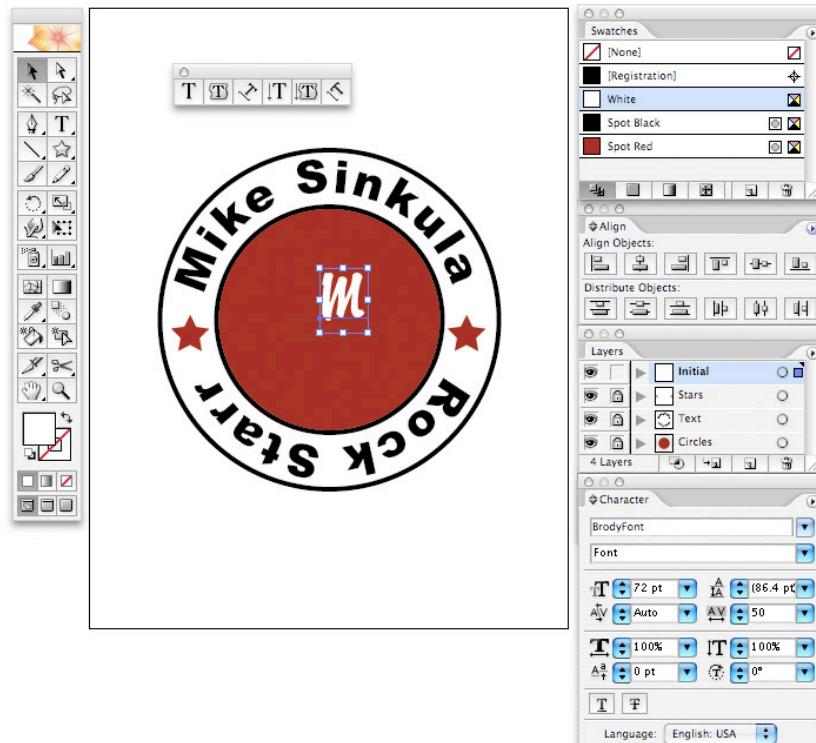
- With the Rotate Tool and by reworking my type size and tracking I have settled on how I want my text on my path to look:



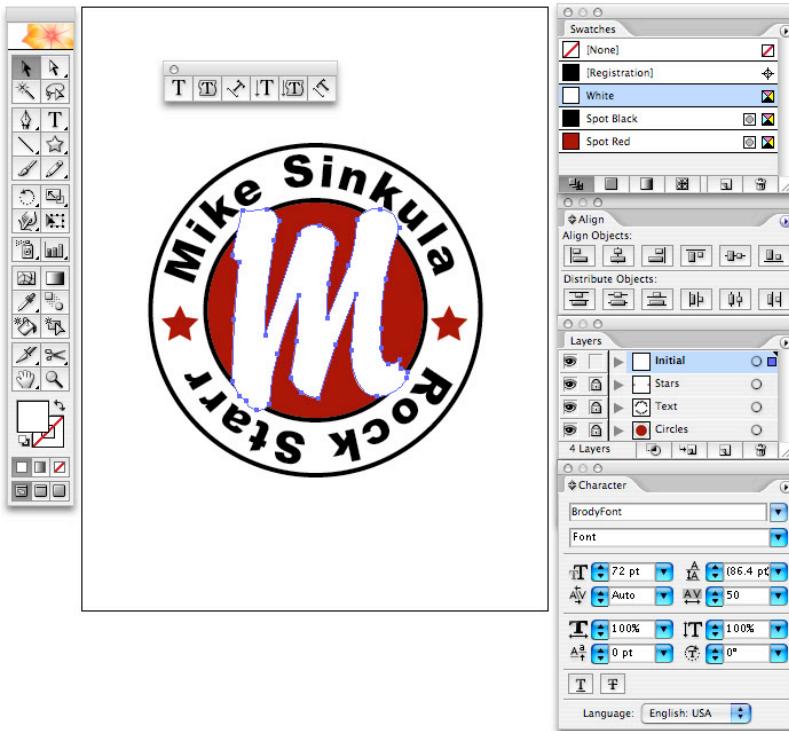
- Now, with the Star Tool, I am going to make two stars that I will then rotate, size and place on my logo. I will also use the Spot Red color I made earlier:



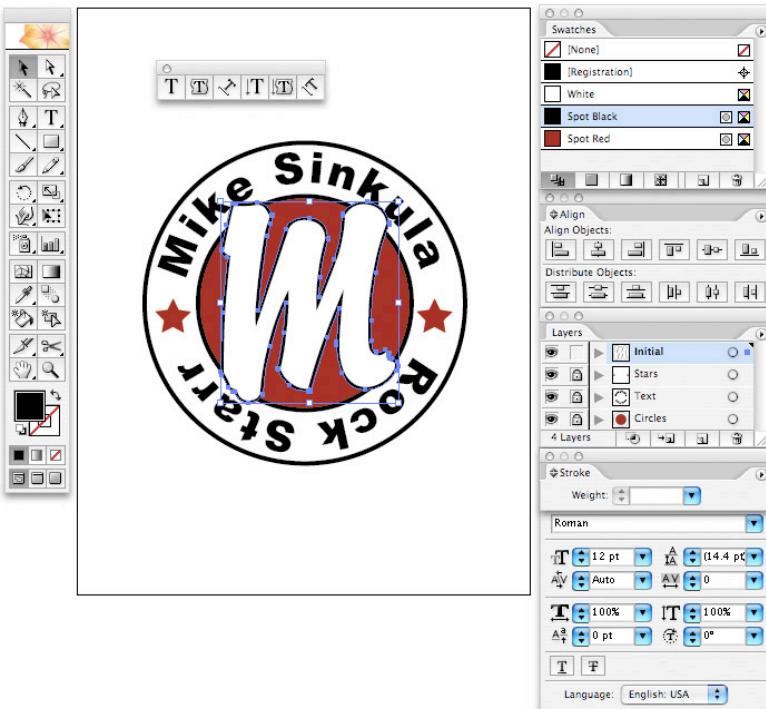
- Next, let's make an initial for ourselves by creating a new layer, locking the others and using the (regular) Text Tool – I've used the Font "Brody" to type out a white M:



- With my initial selected (via the Selection Tool) I am going to turn my text into art by choosing *Type > Create Outlines* – I can then size it appropriately using the selection or size tool(s):

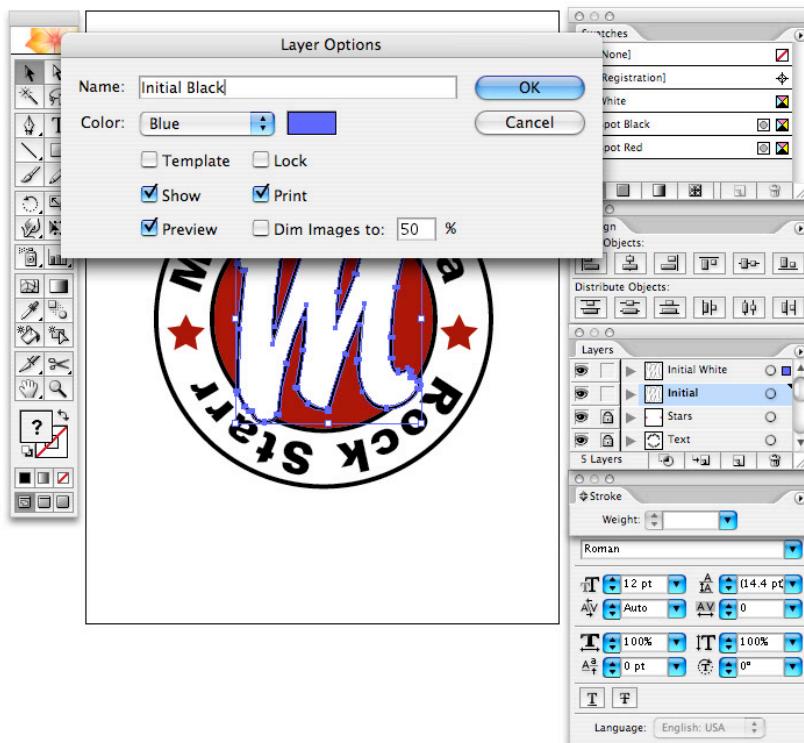


- I am now going to *Choose > Object > Path > Offset Path* to create another path outside of the white letterform – I will turn this one black so the letter appears to have a black outline without distorting the letterform:

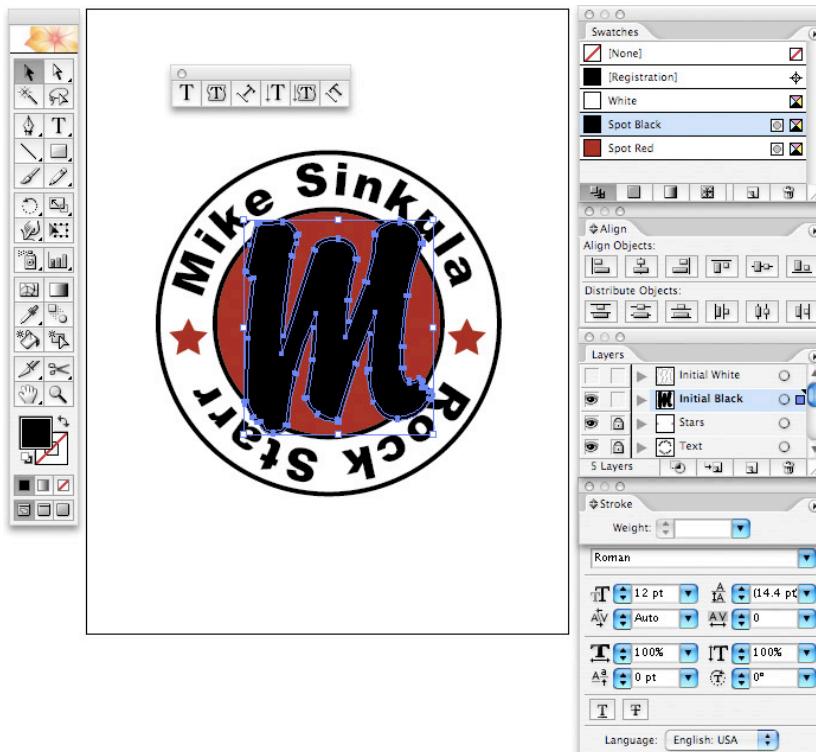


\* I have chosen not to give the letter a traditional black stroke as to preserve the appearance of the letterform

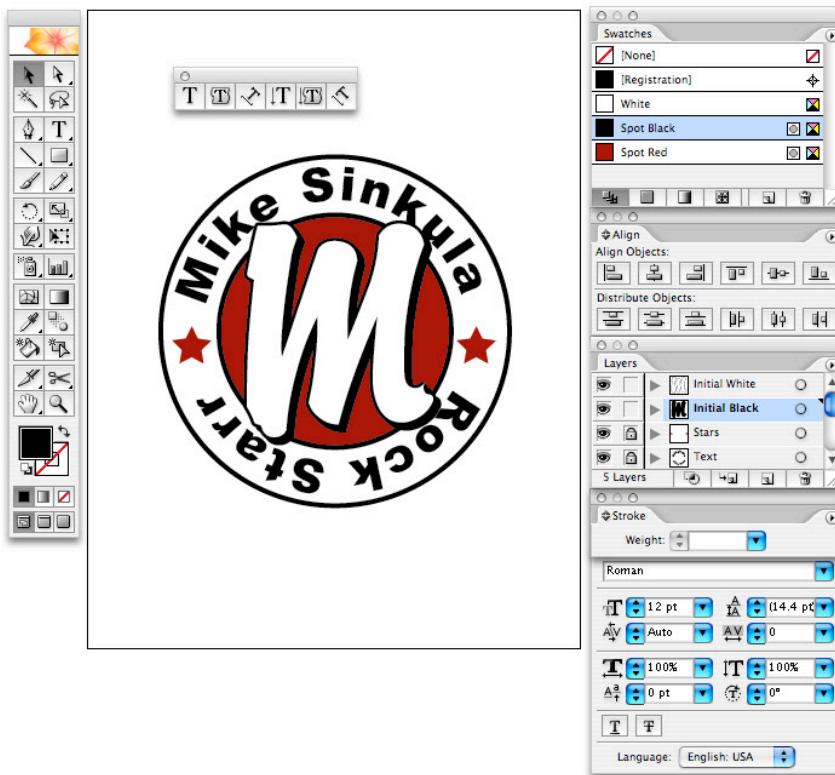
- I think our initial needs a black drop shadow, so let's start by duplicating the layer "Initial" and Renaming it to "Initial White" and let's name the copy "Initial Black":



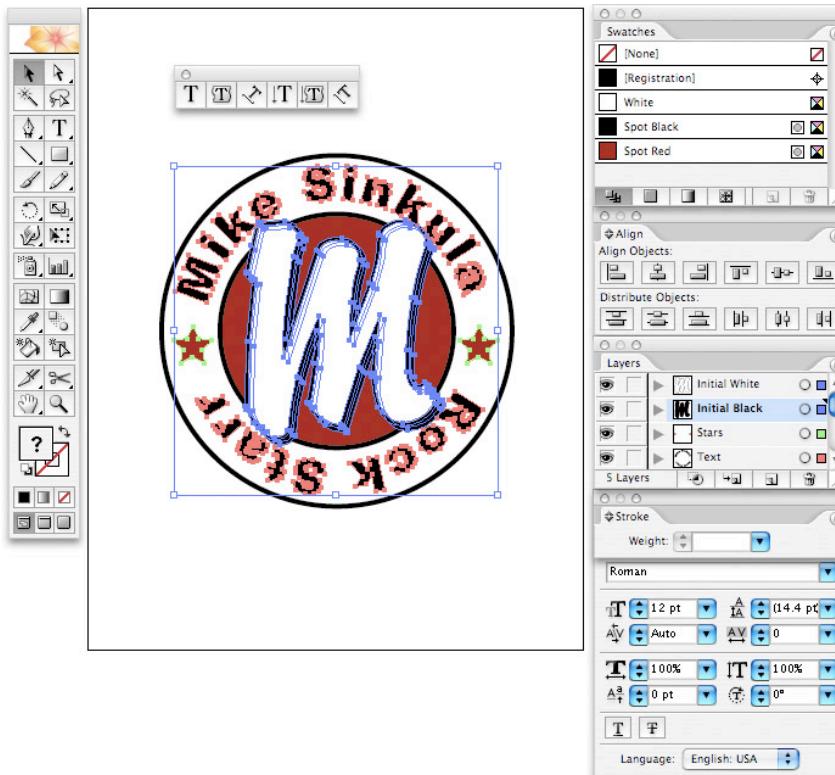
- Once I have done this I can hide the layer "Initial White" where I can then change the color of the letter on the layer "Initial Black" and nudge the letter down and over a bit:



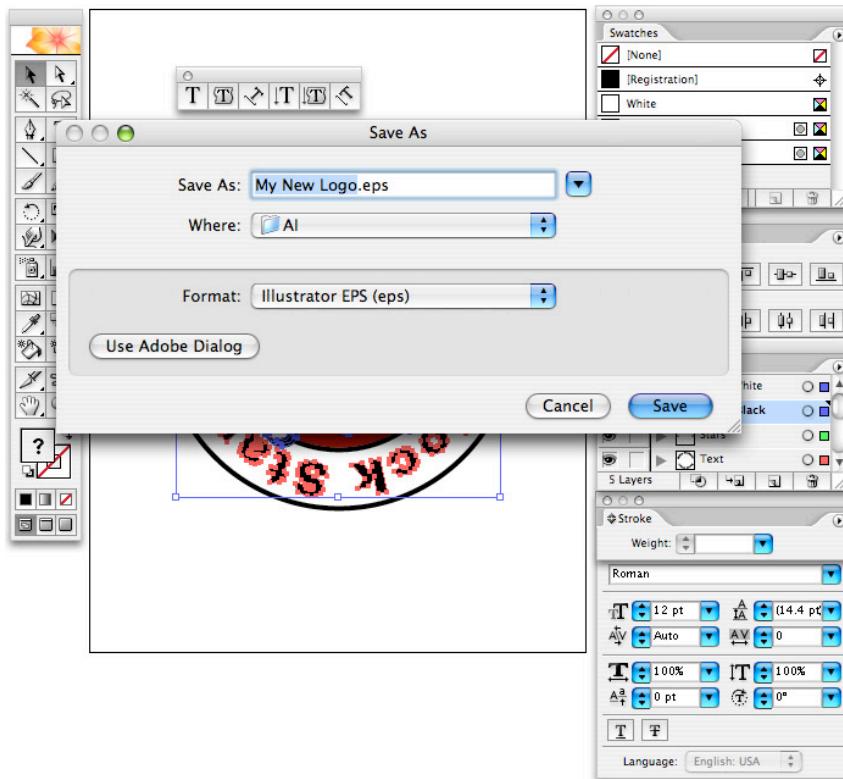
- Let's turn or layer "Initial White" on again to see the results and save our document:



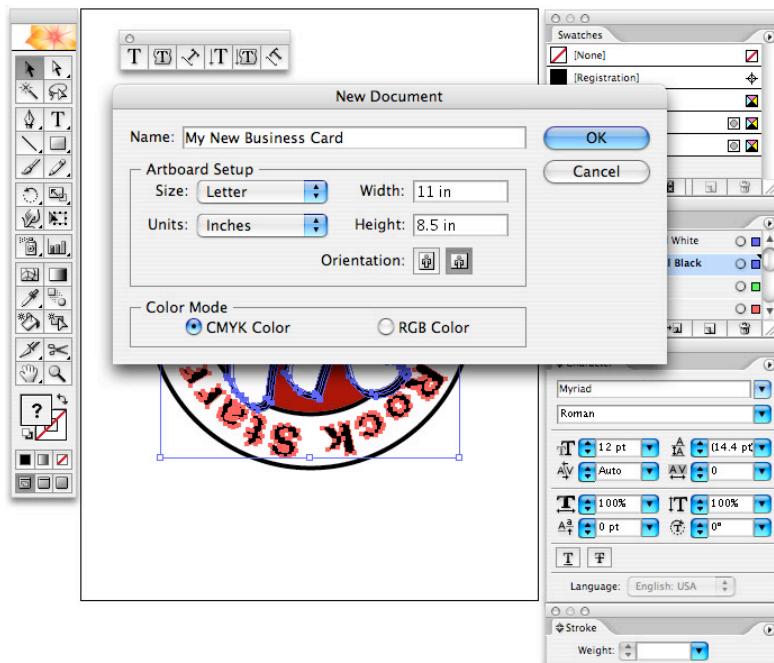
- Now we are just about done – let's unlock all of our layers, select all and convert all of our text to outlines:



- Let's also save our file as an Encapsulated Post Script (.eps) file – this way we will have one version of our file that we can go back and edit the text and the other will be purely art:

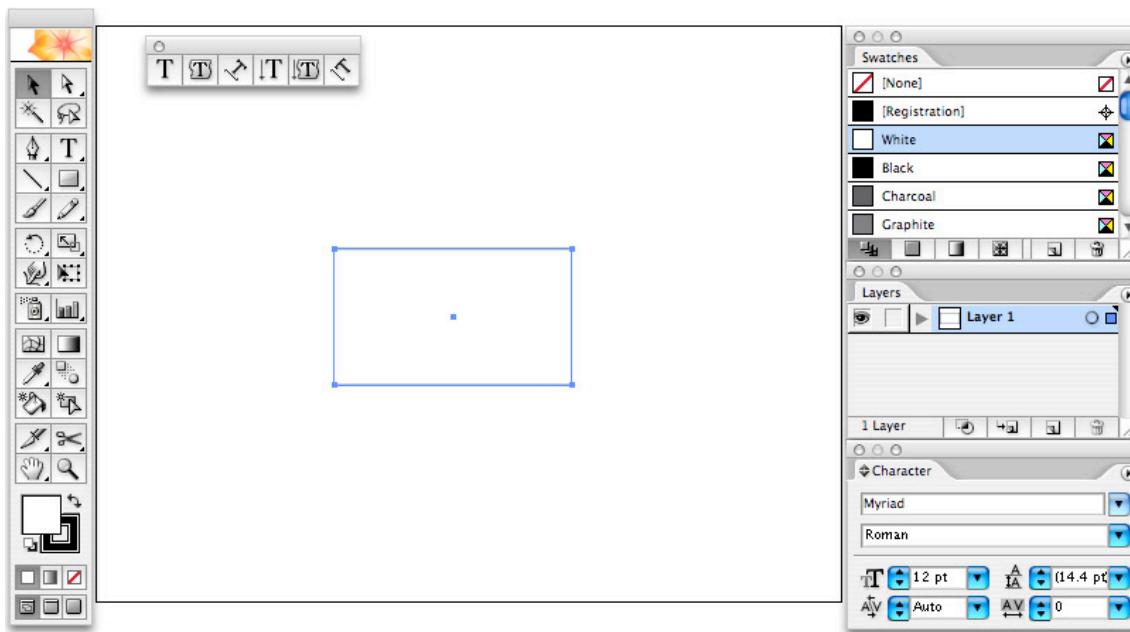


- Congratulations on your new logo!! – let's now get started on your business card by creating another new document:

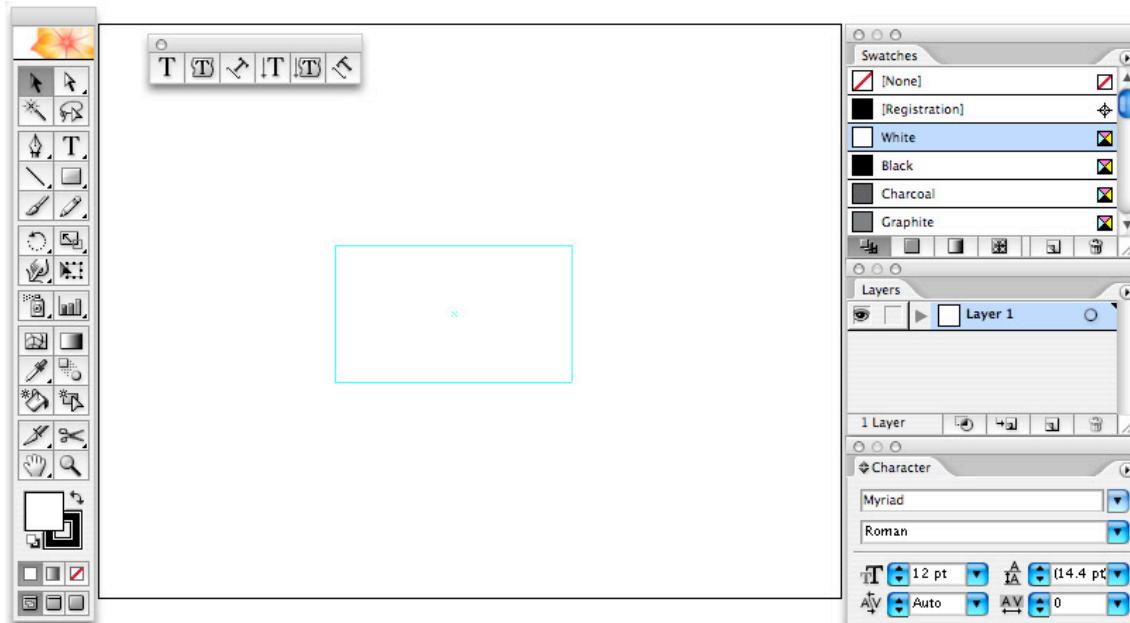


\* let's also keep the logo file open

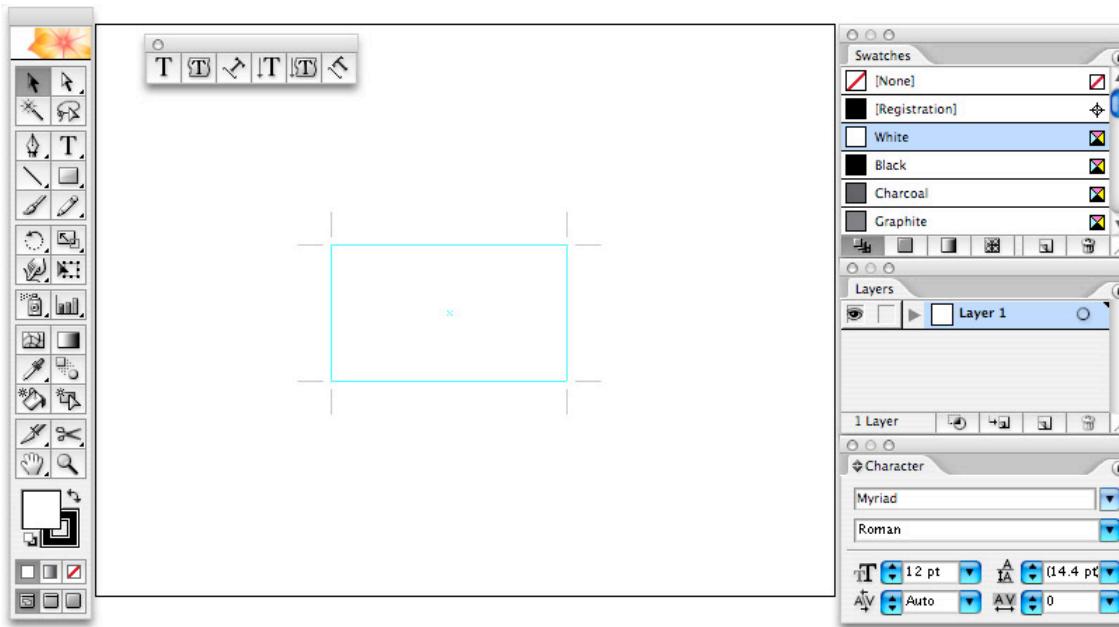
- We are going to start off by drawing a business card sized rectangle – 3.5 in x 2 in:



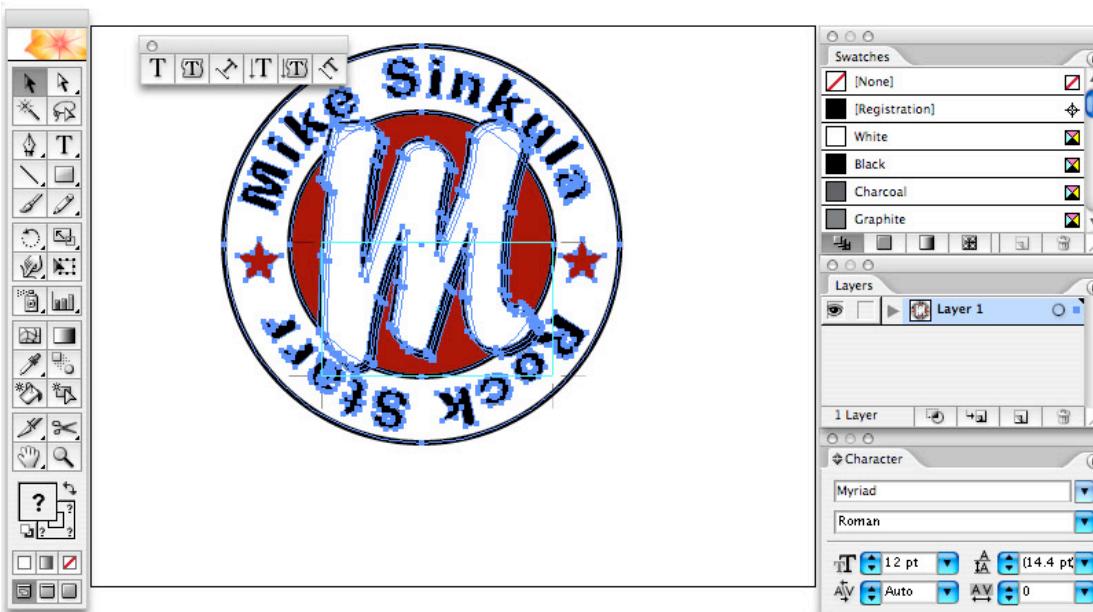
- Next, let's copy the rectangle to our clipboard, then let's make this rectangle into guides by *Choose > View > Guides > Make Guides* – this will allow us to see the bounding box of our business card:



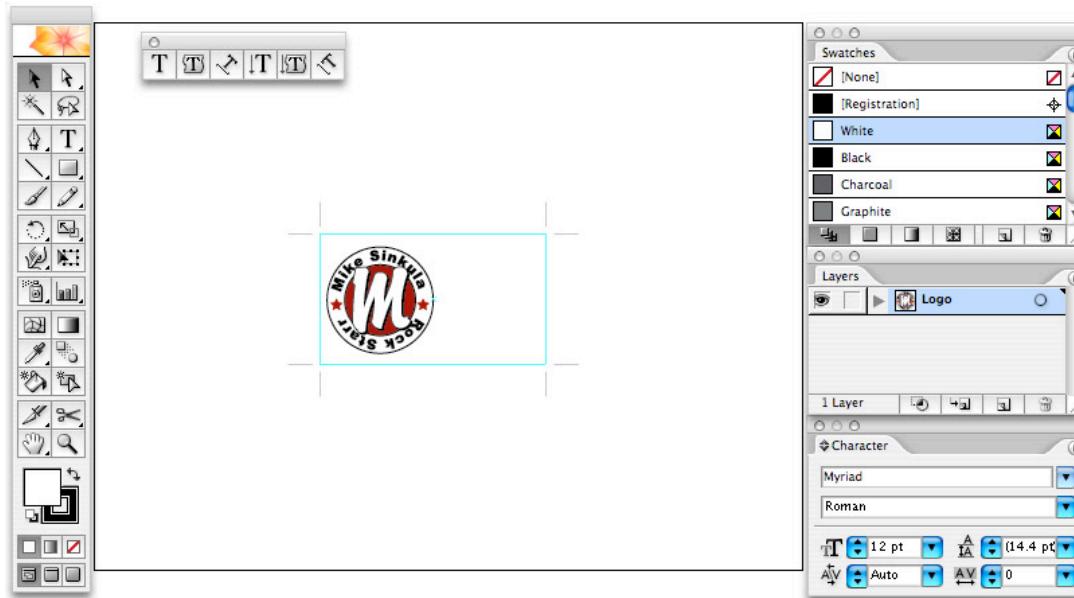
- Let's now past the rectangle from our clipboard, move it over the guide and make it into crop marks by *Choose > Object > Crop Area > Make*:



- Let's go get our logo from our logo file – we can simply open up our logo file, select all, copy and then paste it into our business card file:



- Let's make sure that we group our logo by Choose > Object > Group and then we can resize it – don't forget to name your layer:



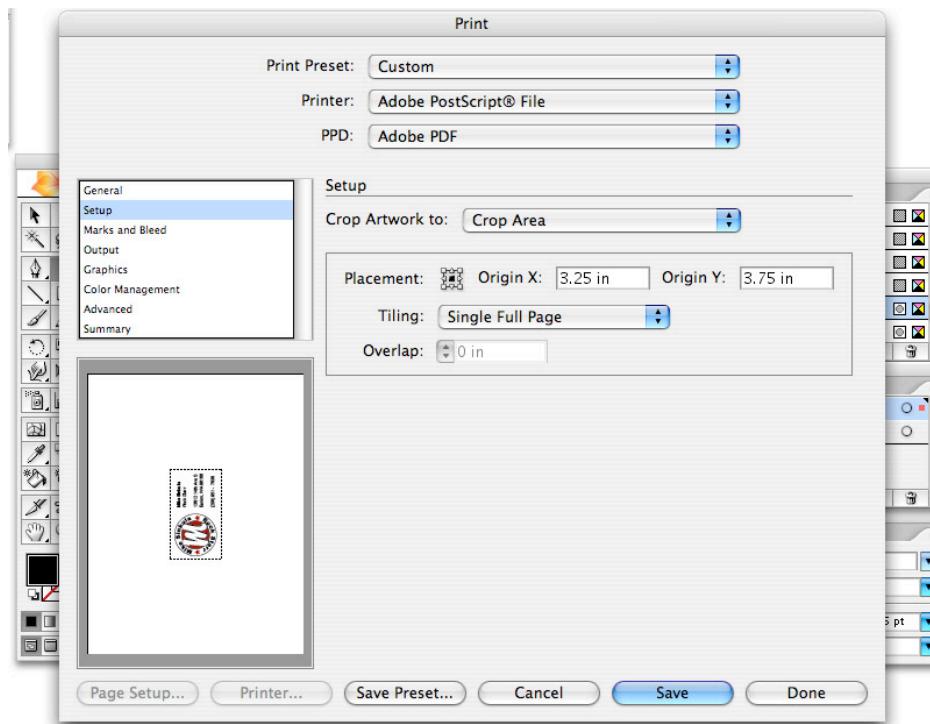
- Let's zoom in via the Zoom Tool and get ready to create some text – make sure that when you create your text you use one of the spot colors you created in you logo... they should be in your Swatches Palette:



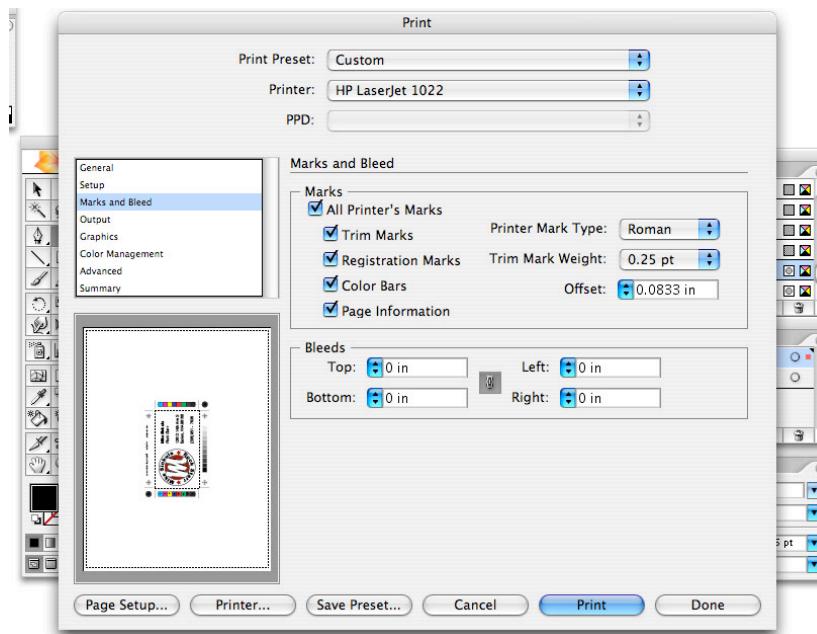
- Go ahead and modify your text via the Character Palette:



- We're ready to print out our new business card by Choose > File > Print- once there, select "Setup" and select Crop Artwork to "Crop Area":



- Next, select Marks & Bleed and under Marks select “All Printer’s Marks”:



- Lastly, select Output and under Mode choose “Separations” then choose the Inks you would like to print via Document Ink Options – see your Spot Colors... PRINT!:

