Lesson 4: How to Make a Modern Logo

In this lesson, we're going to learn how to make a simple modern logo and how you can take what you learn here and apply it to any shape of form you'd like to alter to make your own unique logo. This lesson will take an triangle object and change its color and alter its appearance so it looks like it could be a business' logo.

When you have completed this lesson, try making a new logo from a different shape and email it to us. We'd love to see your work. Our email address is: kuhlmanpublishing@yahoo.com

Ready to begin?

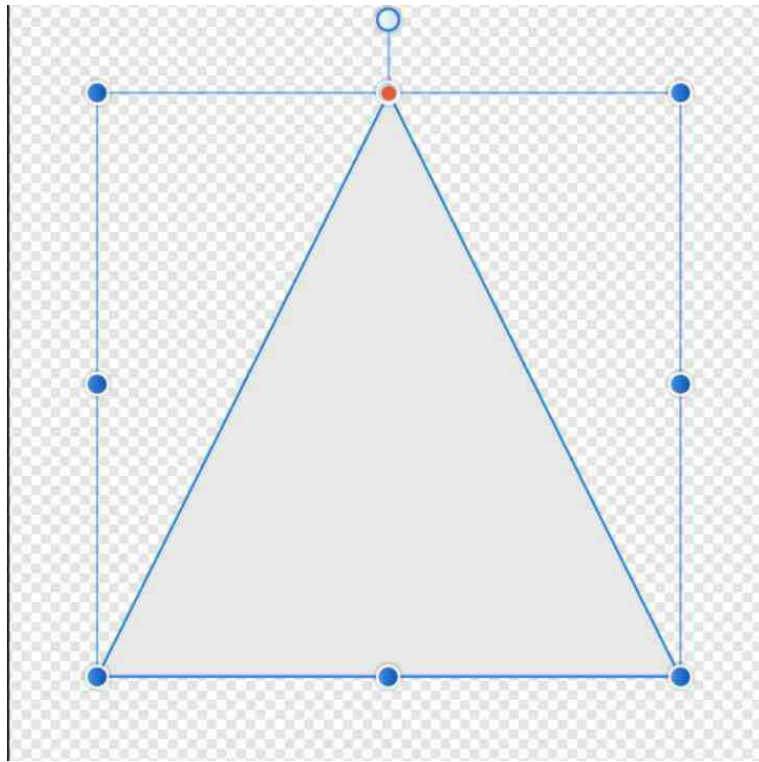 *Create* a **New Document** to these specifics:

- **Web - CD Digital Release**

- **Transparent background** (*unchecked*)

 Click on the **Triangle Tool** so it's active. When tools are active, their buttons will be depressed (or darkened).
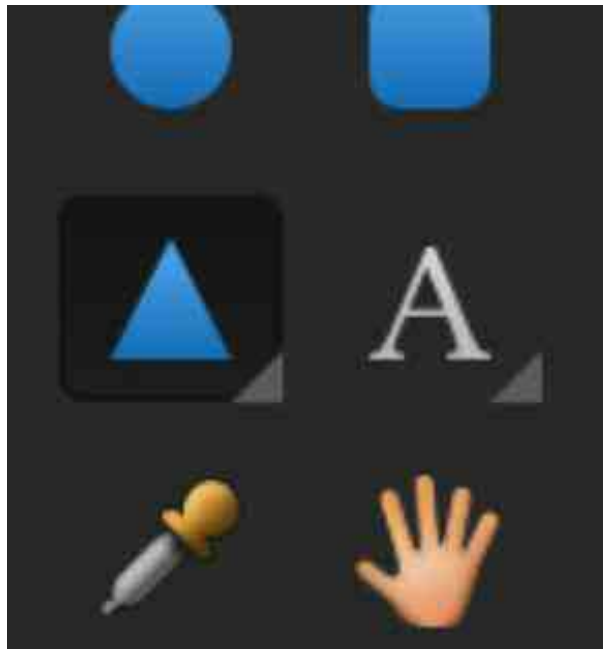
 Hold-down the **Shift key** as you *click* & *drag* out the **triangle shape** onto

the document. This operation will cause the shape to be created symmetrically.

Note: Make sure Snapping is active. To find the Snapping icon, go to the Toolbar and click on the red horseshoe-looking magnet (see the yellow rectangle). It's active when its button is darkened. Compare its button to its immediate neighbor on its left. You can see that this other button is not active because it is not darkened.

Go to the **Color Wheel** and *change* the **color** of the triangle to a **blue**.

Press **Ctrl/Cmd+J** to *duplicate* our blue triangle.

Go back to the **Color Wheel** and *choose* a **complimentary yellow** color for the duplicated triangle which is currently on top of the blue triangle.

Click on the **Move Tool** so it's active.

Click on the **lower left hand corner blue node** of the yellow triangle & *drag* it **upwards-and-to-the-right**. While you're doing this, make sure you hold-down the Shift key so this soon-to-be yellow triangle will keep its symmetrical shape. This will cause the yellow triangle to shrink in size.

Try to get your two triangles to look like ours.

Note: When you reposition the yellow triangle, because you have Snapping active, the exact center of the blue triangle will be above from where we have our yellow triangle. We don't necessarily want the yellow triangle in that position. The above image's position is what we want.

Go to the **Layers Panel** and while *holding-down* the **Shift key** *click* on the **top** & **bottom layers** so both are highlighted in blue. This is one way to select multiple layers.

The other way is to use the Move Tool and *click, drag* & *release* a **rectangle** over both triangle objects in our document. This will cause the blue nodes to surround both triangles and thus will activate or select both layers in the

Layers Panel.

We need both layers selected in order to use the Boolean Tools, which we'll do next.
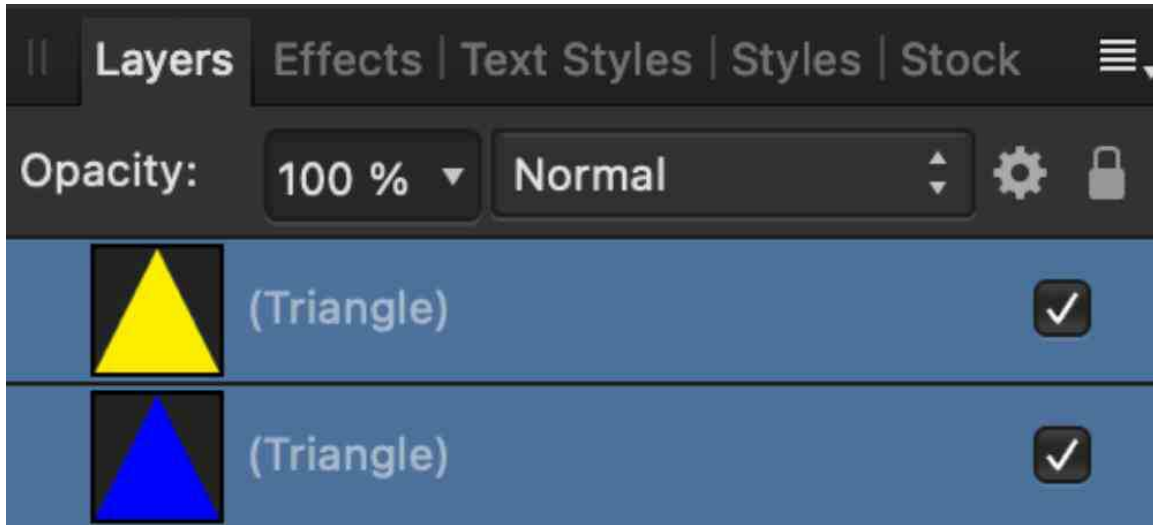
 Go to the **Toolbar** and *click* on the **Subtract Boolean Tool** (see the yellow rectangle in the below image). We included the red Snapping icon in this below image, so you'll more easily find where this button is located. When you click on this button, the yellow triangle will be subtracted from the blue triangle's center leaving the center transparent.

This is what your triangle should now look like:
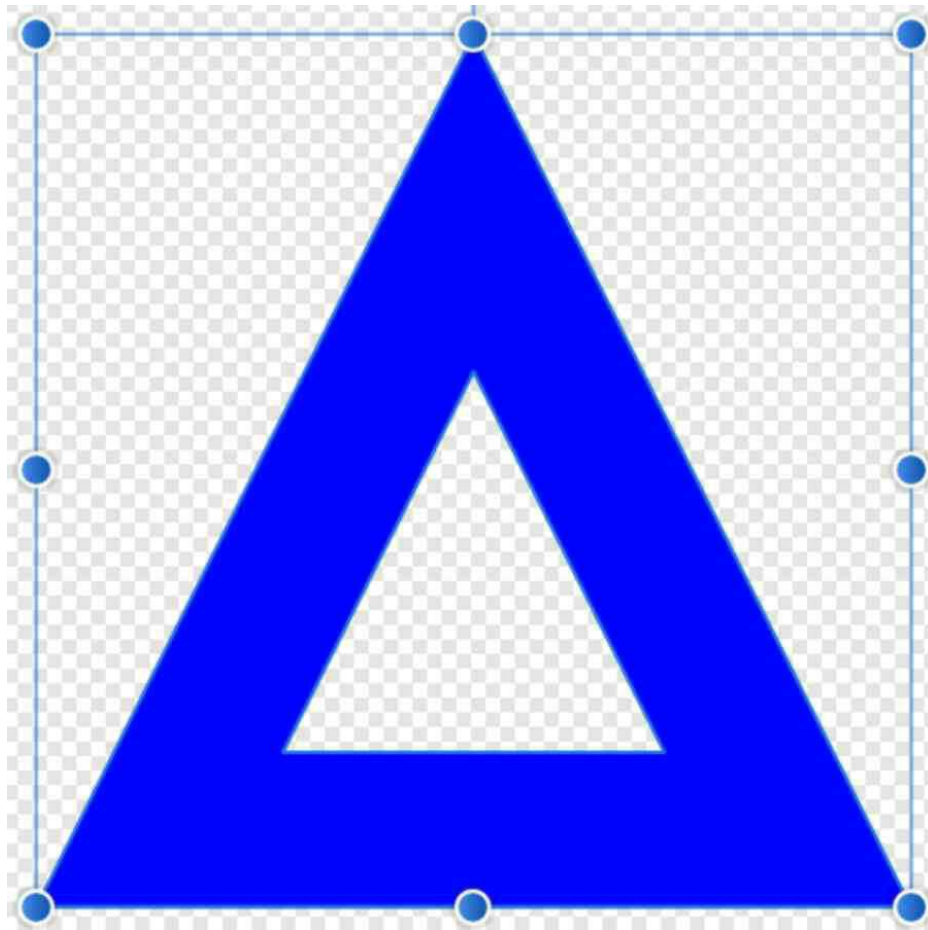
We now need to zoom into the bottom-left angle of the triangle. There are several ways you can zoom into an object (like how we did in the last lesson):

- *Press* **Ctrl/Cmd +** (multiple times).
- *Hold-down* the **Alt button** & *turn* the **mouse's wheel**.
- *Open* **two fingers** on your trackpad (our favorite).

To reposition the zoomed-in document, try these three methods to focus in on the area we want to work on:

- *Use* the **Move Tool** (the hand) to *reposition* the document.
- *Hold-down* the **Space bar** and use a *click* & *drag* **motion** to reposition the document.
- *Use* your **two fingers** you used to zoom into the document to reposition the document.

Note: Look at two images below to see how far we've zoomed into the

triangle.

Next, we're going to be making selections of four parts of triangle using the Pen Tool. Because our selection will be directly on top of the shape of the blue triangle (and because Snapping is active), this process is easier than it seems. Designer will assist us when we make our point-by-point selection while using the Pen Tool.

Doing is better than explaining, so let's continue.

  Click on the **Pen Tool** so it's active. We are now going to be clicking node points around the bottom left area of our blue triangle shape. Snapping will position these points precisely on the sides of the triangle. We'll start on the left side and work our way around to the right and will finish where we started.
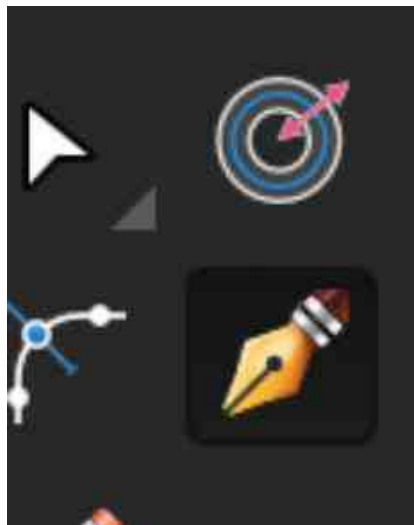

So, looking at the below image, follow along where we made our nodes.

  Click on the **darkest square node** on the left-side of the triangle shape (this will be the starting and ending point) and then *click* on each **white square node**. Make sure the fourth node (see the small black square in the below image) is in the top middle of the triangle is not directly in the middle of the triangle.

You won't see these nodes when you are making your selection, but you can look at the below screenshot for reference.

Note: When you are choosing where to place this fourth node if you go too

far to the right, you'll see the Snapping lines to show you the exact center. We don't want this node to be in the exact center, so move it to the left of this vertical Snapping line.
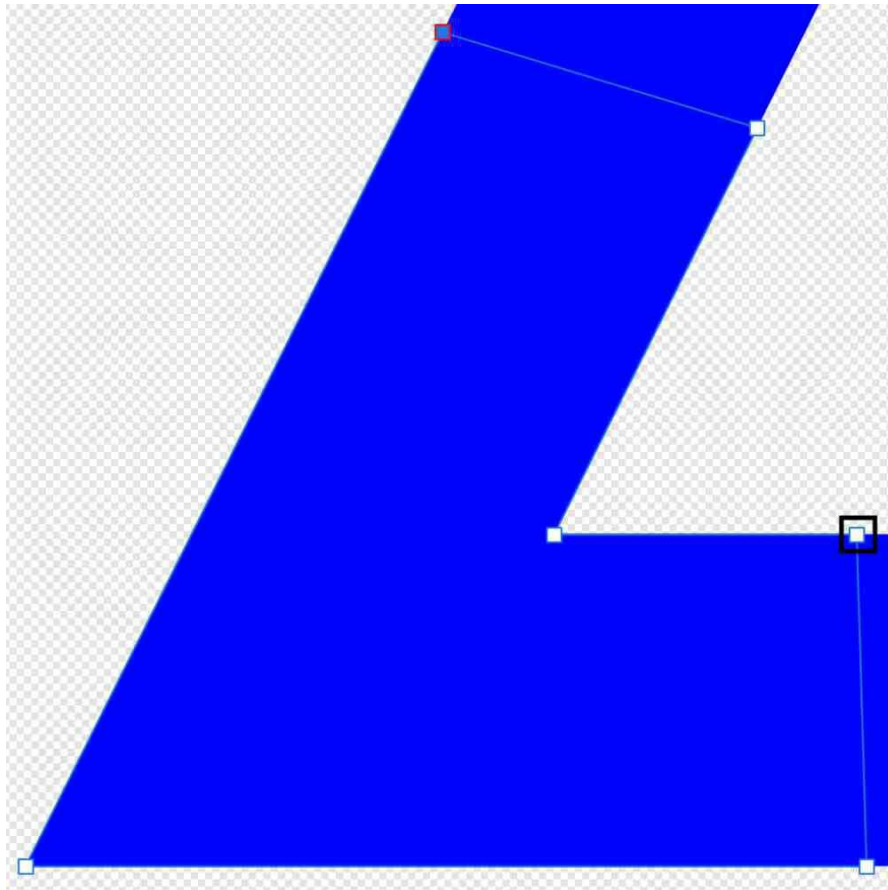

When you are done clicking out these seven nodes (the 7th being where the first is located), we're going to change this section of the triangle's color from blue to a nice red orange.

 Go to the **Color Wheel** and *change* its **color** to match ours. We just clicked on an orange color, but if you want to know the RGB Hex code, it's **#FF4700**.

We'll now take this portion of the triangle and add it to the lower right-hand angle. Don't worry if it sounds confusing, you'll understand what we're doing in a few steps. After we change the appearance of the right corner, we'll follow these same steps and recolor the top half of the triangle.
 Press **Ctrl/Cmd+J** to *duplicate* this orange-red corner angle.

This is what the Layers Panel should look like now:
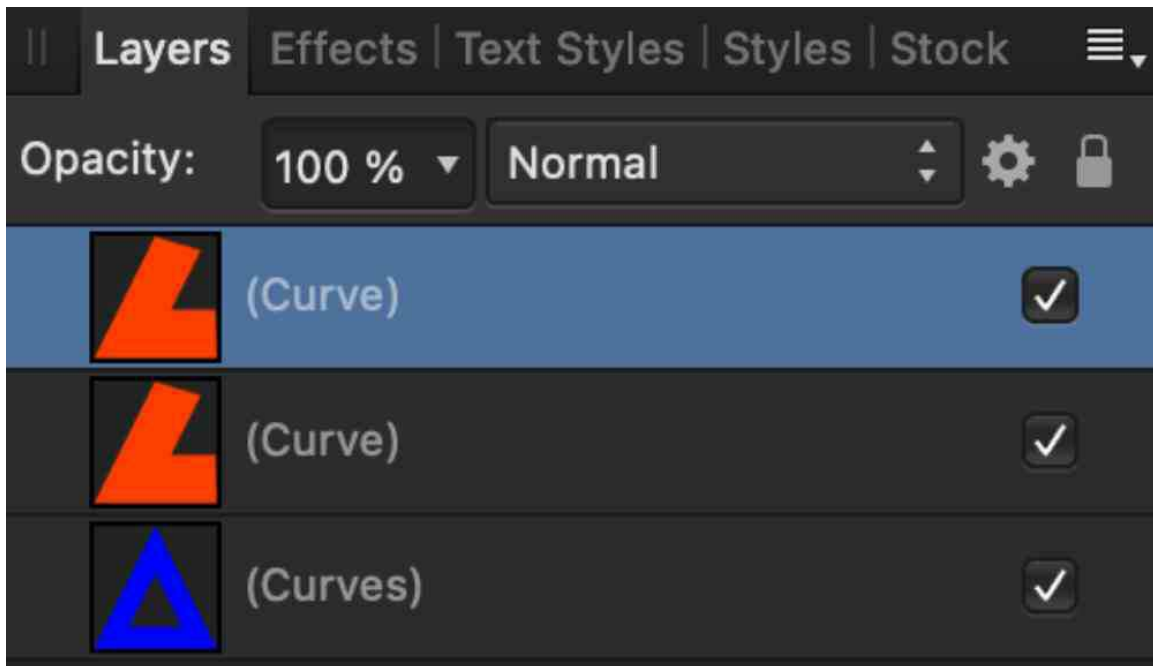
   Go to the **Toolbar** and *click* on the **Flip Horizontal** button (see the yellow rectangle).
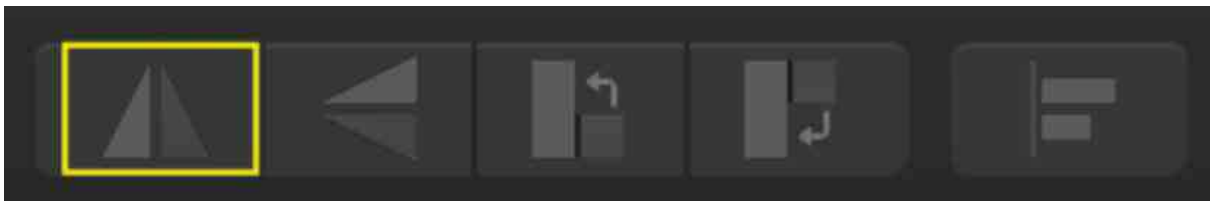
Extra: We'll save you the pain here because this function won't work because we have to first select the Move Tool before we use the Flip Horizontal button. Currently, the Pen Tool is still active and because this is so, we can't do movement operations. We need to have the right tool selected before we perform a movement operation.

   Click on the **Move Tool** so it's active and then *click* on the **Flip Horizontal** button on the right side of the Toolbar. Notice how the Toolbar's buttons are colorized when the Move Tool is active.
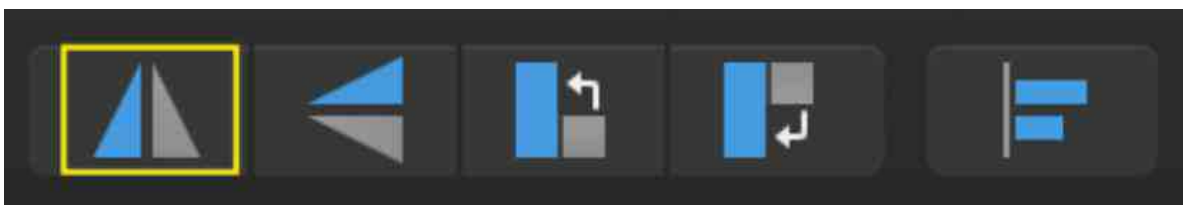
Note: There are two other ways to Flip Horizontal

- *Go* to the **Menu bar** - **Layer** - **Transform** - **Flip Horizontal**
- *Right-click* the **mouse button** - **Transform** - **Flip Horizontal**

 Press **Ctrl**/**Cmd**+**0** (zero) to *recenter* our document and so we can see the entire triangle shape. You could also do the opposite movements to zooming in that we discussed above.

 Click & *drag* the **duplicated** & **flipped corner piece** to the right side of the triangle.

Your document should now look similar to this image below.
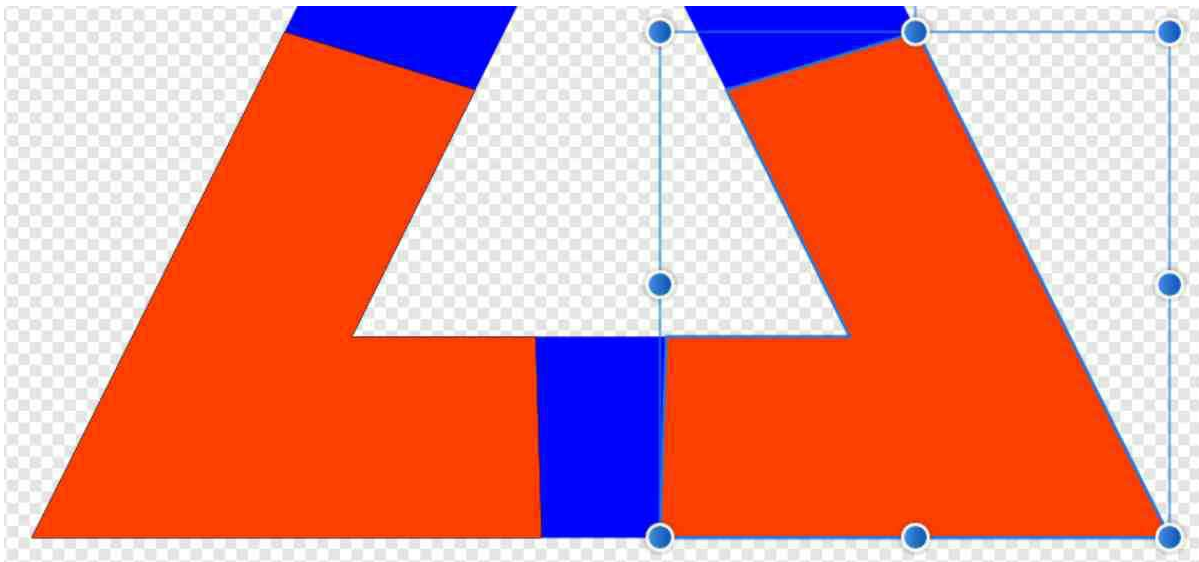
 Go to the **Color Wheel** and *choose* a **color** for this corner piece. Any color will do. We chose pink.
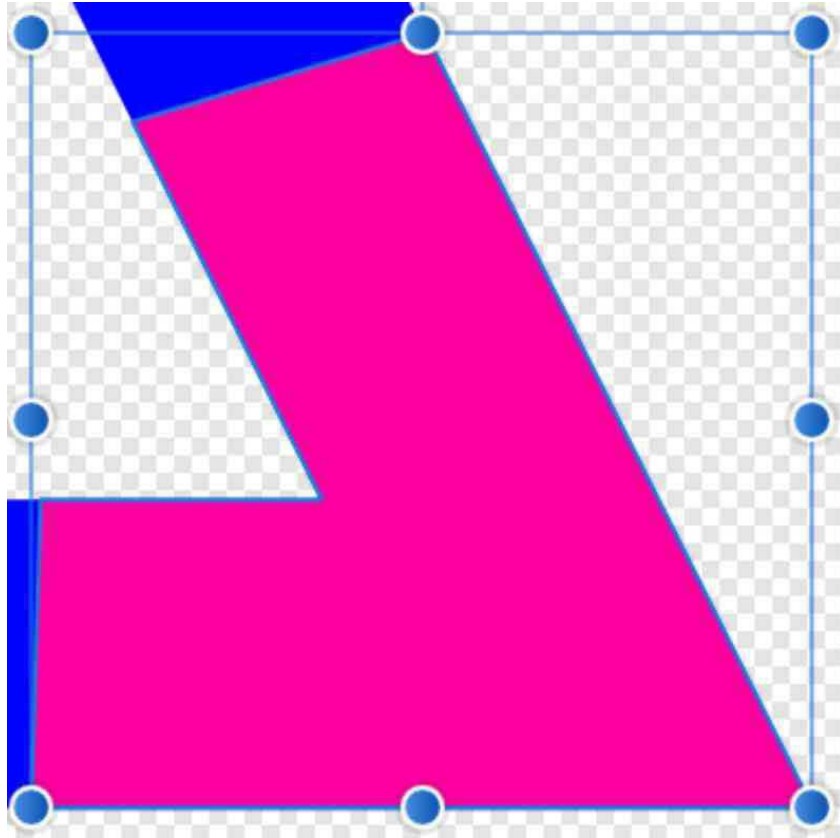
Note: If you want to get fancy, then go to the websit **color.adobe.com** and find four square harmonious colors (see the small white rectangle on the left-side of the below image). Write down the Hex codes for these four numbers and we'll change our colors to match these exact colors (see the larger yellow rectangle in the below image) at the end of the lesson. We'll decide then which colors we like best.

These colors are **#18A3DE**, **#69DE02**, **#CB18DE**, **#F4860C**
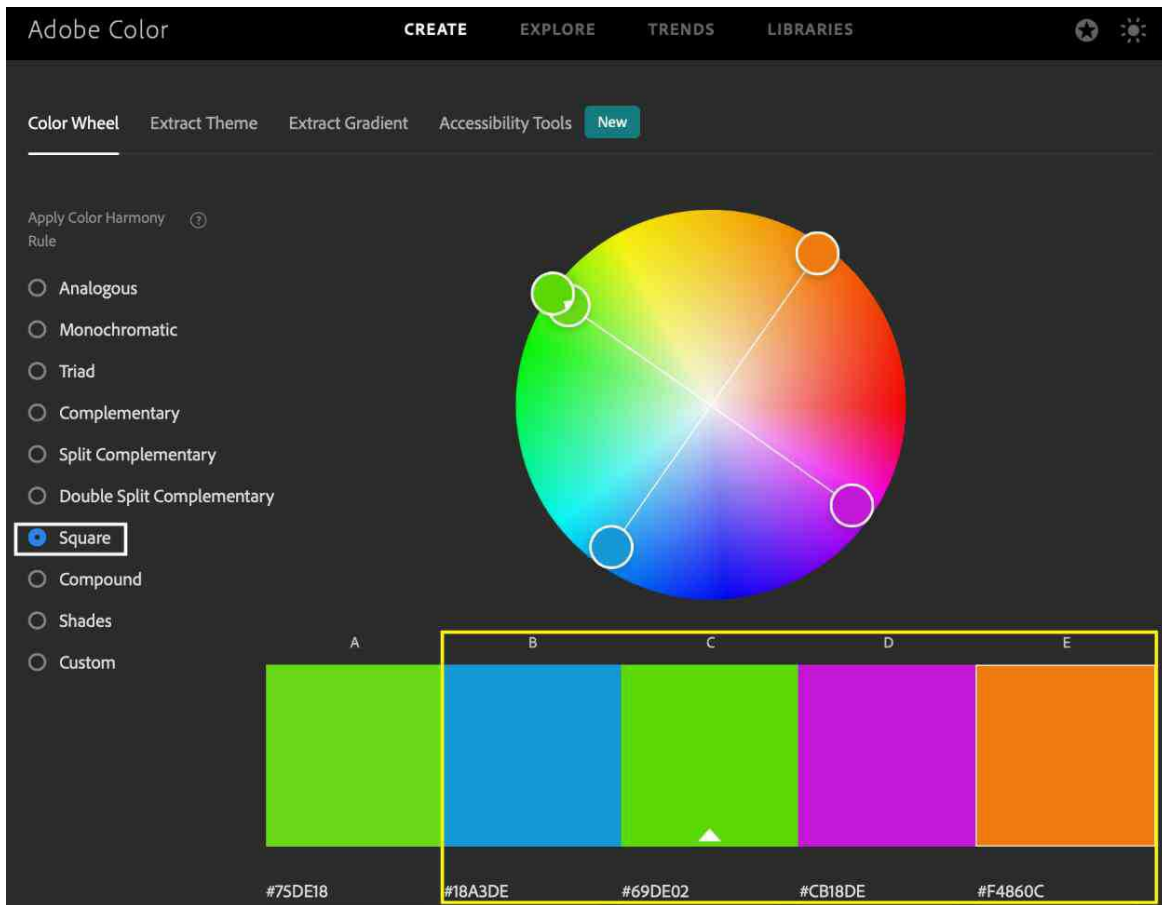
Now, we're going to use the same steps we took selecting & coloring the bottom left and right corners of the triangle and apply it to the top of the triangle. We'll select & color the top left part first and then the right-side.

  Click on the **Pen Tool** so it's active. Take a look at the Toolbar and see how the Flip Horizontal button is again uncolored.

  Start a **selection** at the top of the triangle and come straight down. Then work your way around to back at the top of the triangle (see our square nodes for reference).

Note: As you draw the line around the border notice how the lines will turn a nice yellow. We love this update. It makes finding the shape's contours so much easier.
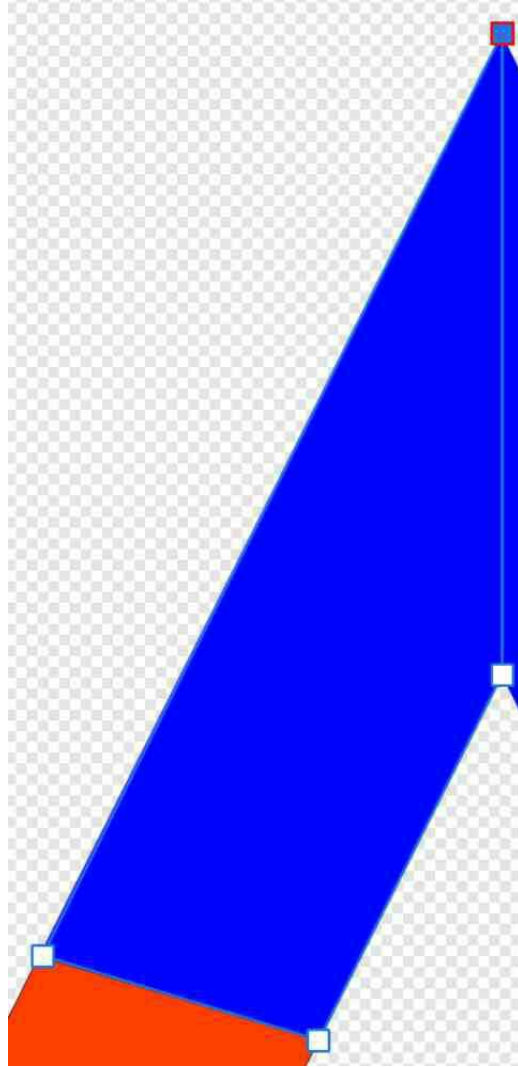
   Go to the **Color Wheel** and *change* its **color** to whatever you want. We *chose* a **blue**.

   Press **Ctrl/Cmd+J** to *duplicate* this new object.

   Click on the **Move Tool** so it's activated.

   Go to the **right-side of the Toolbar** and *click* on the **Flip Horizontal** button.

   Reposition the **selection** on the right-side of the triangle.

   *Go back* to the **Color Wheel** and *change* its **color**. We chose a light green.

Oops, something isn't right. Look at the right side of the triangle where the pink part meets the green. Do you notice how there's a blue border? We need to fix this. If you zoom into your document and you see that the four colored parts don't line up perfectly, then we're in the same boat.

To fix this, we need to deactivate Snapping. Snapping is great for aligning things perfectly, but when you need to do minute changes, Snapping gets in the way.

 Click on the **Snapping** button so it is no longer active.

 Zoom into the **green shape** and use a *click* & *drag motion* on the **blue node** (top right of the image below) to move the object ever so slightly to the right. You have to use the blue nodes to make adjustments.

Note: If you move the line too far to the right. Stop. Then, *press* **Ctrl/Cmd+Z** to *undo* what you just did and try again.
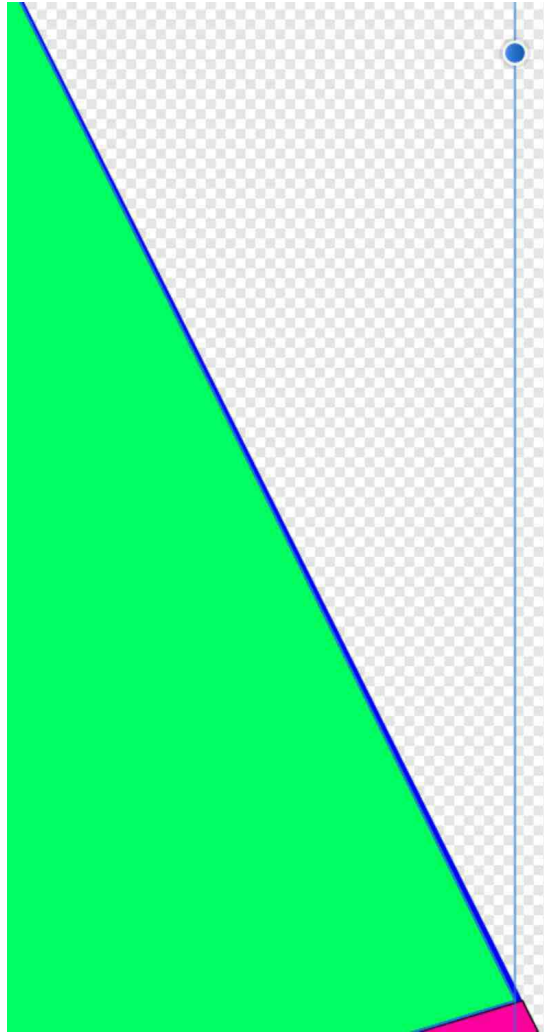
Uncheck the **bottom layer** when you think you've done a satisfactory job. Don't worry if it's not 100% perfect.
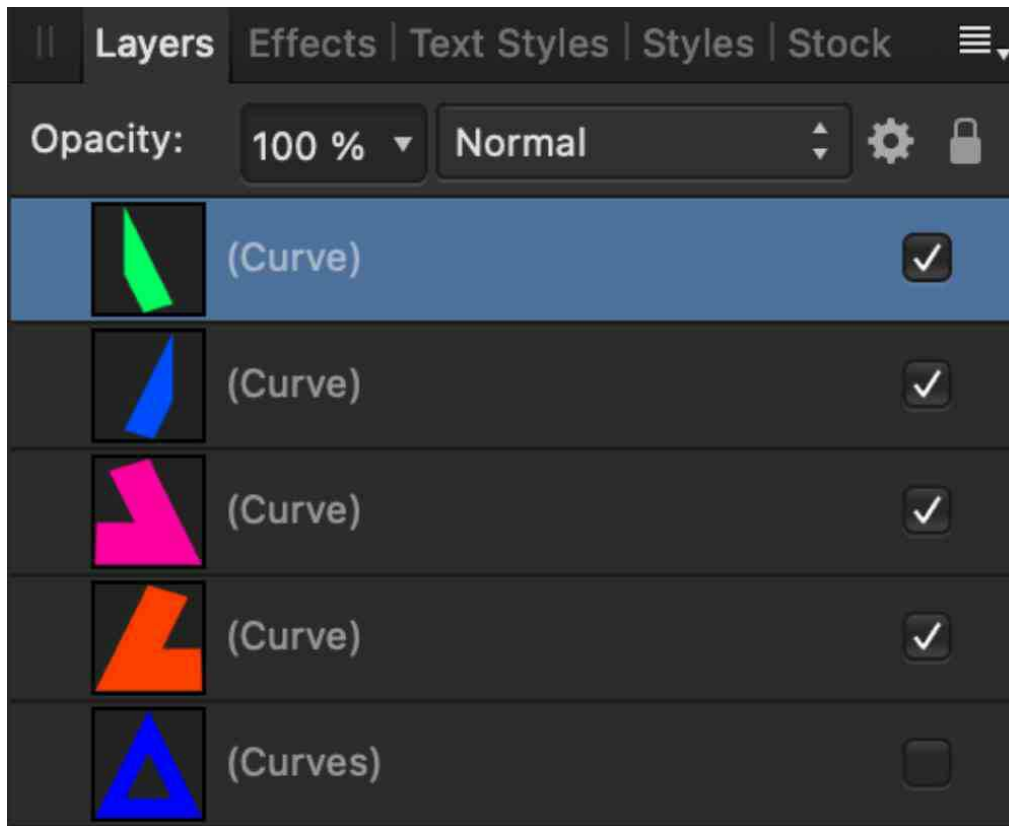
For this design we want to have a gap in our logo down at the bottom.

  Click on the **lower layer** so it's highlighted in blue & *press* the **Delete button** on your keyboard. You could also click & drag this layer to the Trashcan on the icons bar (or simply click on the Trashcan when the layer is selected and blue).

Now, let's tidy up our Layers Panel by grouping the layers together.

  Hold-down the **Shift key** and *click* on the **top layer** and also on the bottom layer. This will highlight all four layers in blue.

  Press **Ctrl**/**Cmd**+**G** to *group* them (or *right-click* the **mouse** and *choose* **Group** from the drop-down menu).

Finally, let's rotate the grouped triangle image to the left so the bottom left side of the triangle is at the bottom (look at the below image to see what we mean by rotating the triangle).

  Click on the **white rotation node** (see black square) and *reposition* your **shape** to look like ours (or try to make the top portion of the shape be as level

as you can make it). How you turn it is up to you.
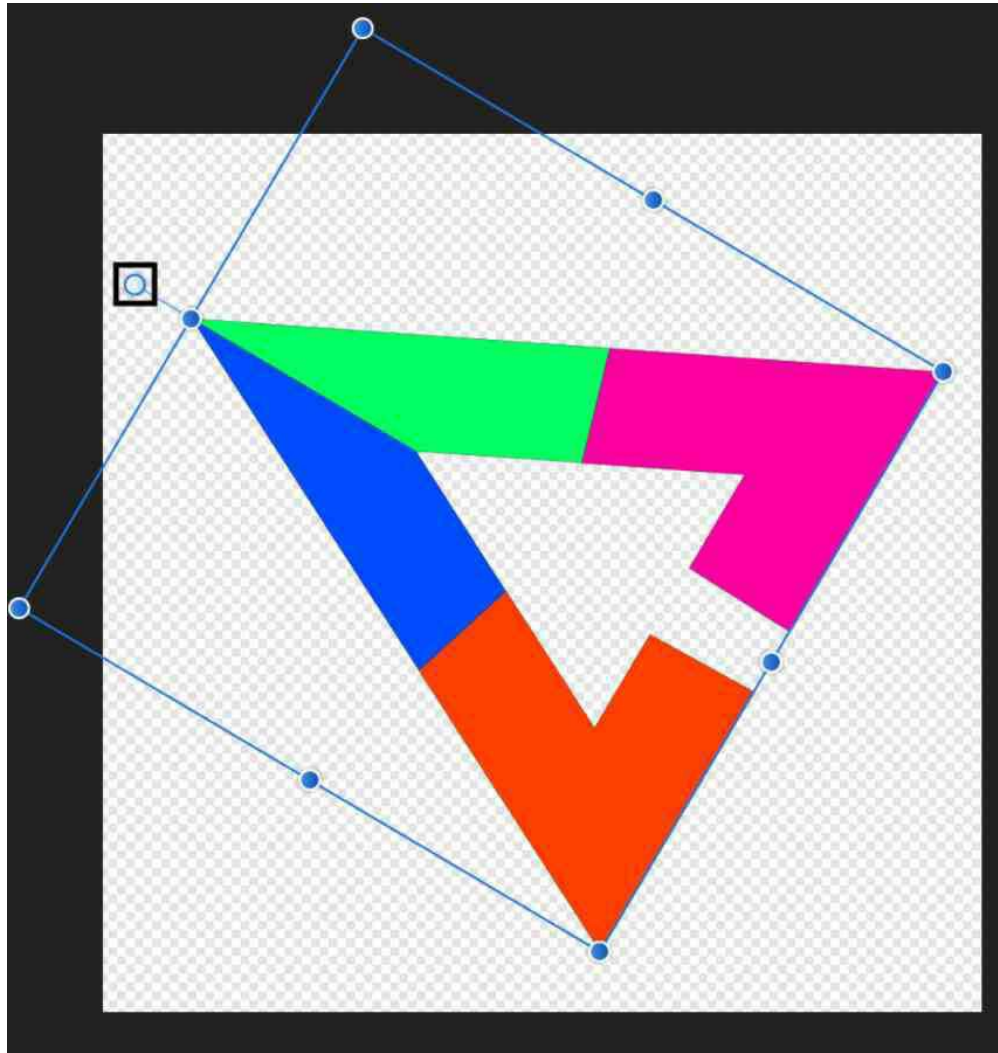
We are almost done.

  Press **Ctrl**/**Cmd**+**0** (zero) to see the entire document centered on your screen.

Done. That's how you make a modern logo in Designer.

Before you go, let's change the colors to be more harmonious with each other.

  Go to the **Layers Panel** and *click* on the **top layer's group icon** (see the small yellow square) so the four individual layers reveal themselves.
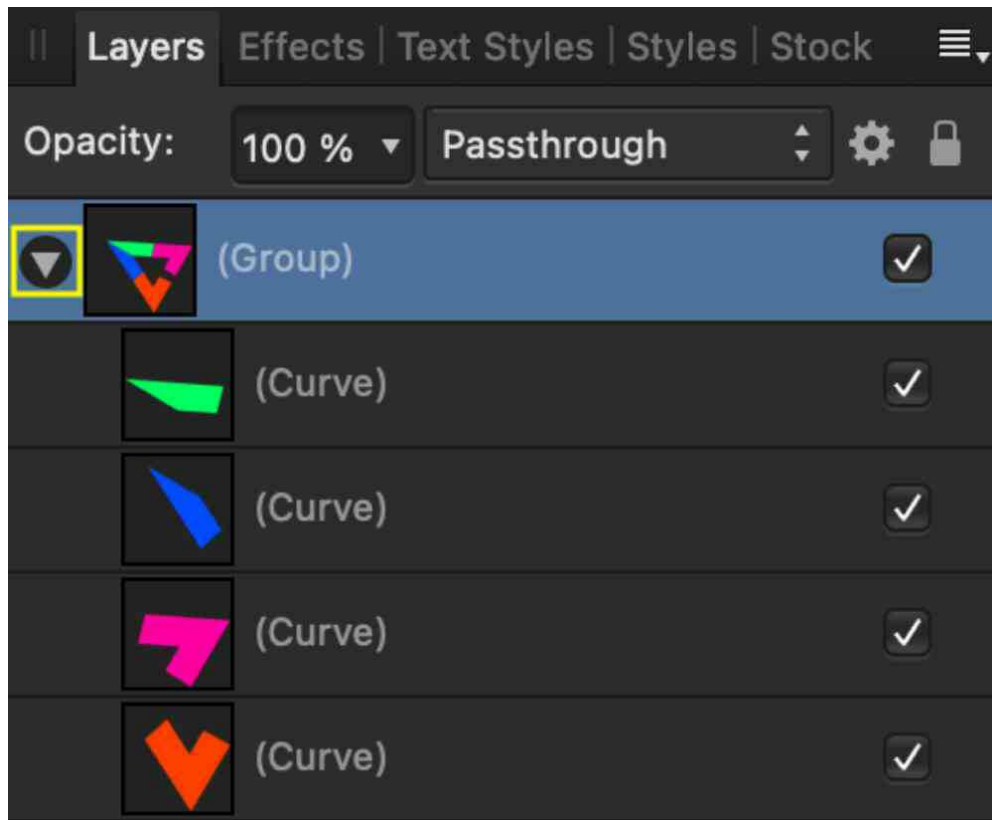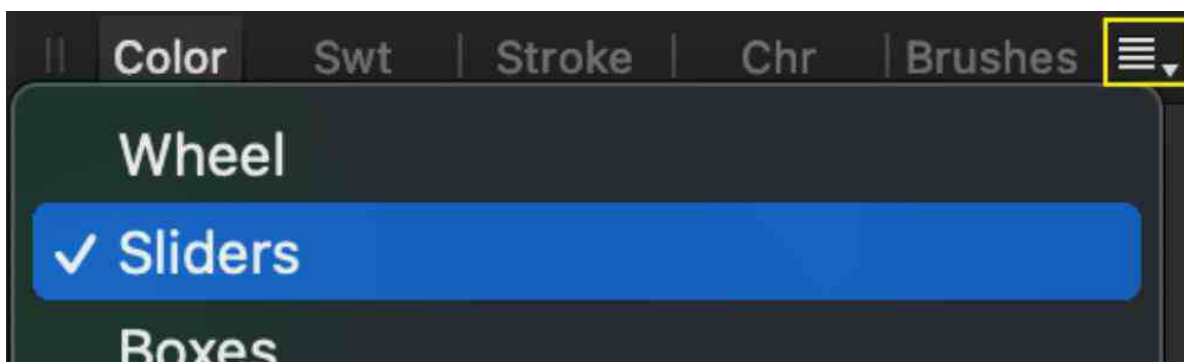
We'll show you how to change the RGB Hex code for one of the four shapes. Then, you do the rest by yourself.

  Click on the **top green** (Curve) **layer** so it's highlighted in blue (not the Group layer).

  Go to the **Colors Studio** and *click* on its **menu icon** (see the yellow rectangle in the below image).

  Choose **Sliders** from the pop-out window.

In the Sliders window, we need to *click* on the **Color Format menu** (see the

yellow rectangle in the below image) and choose the option RGB Hex. When you first come to the Sliders window, instead of RGB Hex, this menu will most likely say RGB. It depends on how you first set up your document.

Here are the four RGB Hex codes we'll be using for this next part that we took from the Adobe website:

1. **#18A3DE**
2. **#69DE02**
3. **#CB18DE**
4. **#F4860C**

Once you've changed the Color Format, *click* in the **RGB Hex value box** (see the white rectangle) and *type* the first of our four **Hex codes** (#18A3DE). It's not necessary to use capital letters when you type out this code.
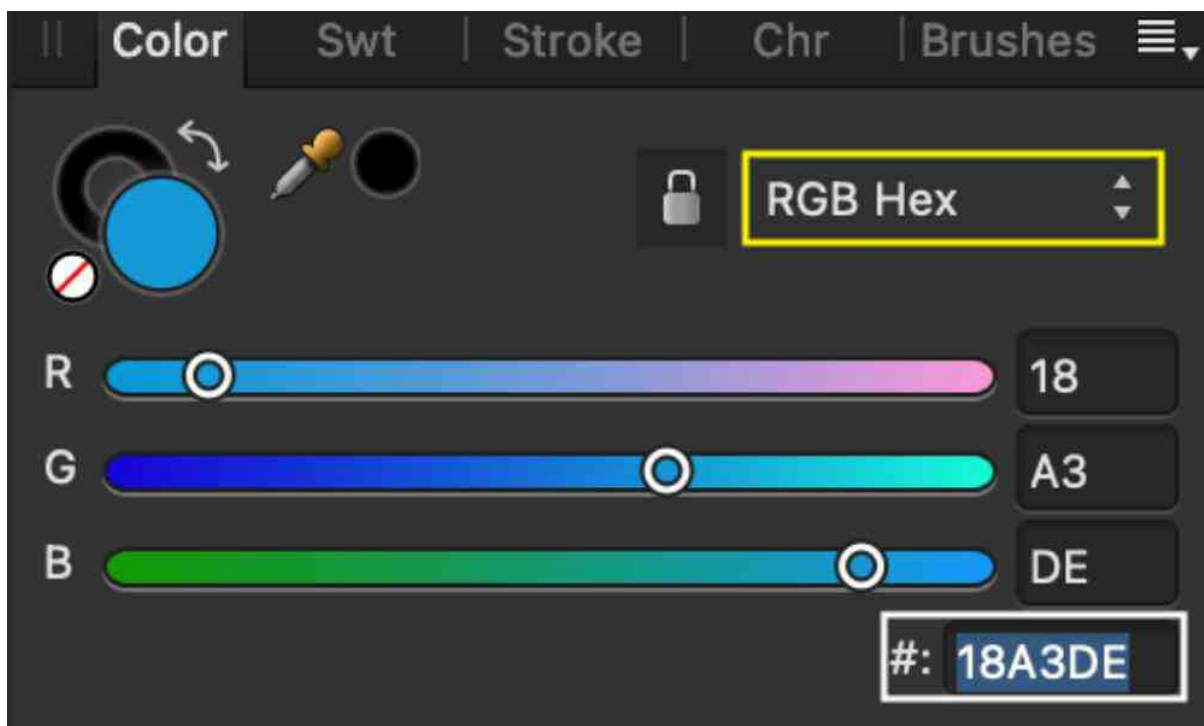
This will cause the first layer's object to turn this color.

  Repeat these **steps** and *recolor* the **other three objects** using the codes listed above.

This is what our final image looks like with the harmonious colors. We think it looks great. What do you think?

Finished. This ends this lesson.