

Introduction

This guide outlines the steps to convert your hand-drawn logo sketch into a polished digital vector logo using Adobe Illustrator.

1. Set Up Illustrator Workspace

- Create a new document: 1000px x 1000px
- Color mode: RGB (for digital) or CMYK (for print)
- Use multiple artboards for design variations

2. Import and Trace Your Sketch

- Scan or photograph your selected logo sketch
- Place it in Illustrator and reduce opacity to 30–50%
- Lock the sketch layer and create a new layer for tracing

3. Use Pen and Shape Tools

- Use Pen Tool (P) to trace shapes and outlines
- Adjust curves with Anchor Point Tool
- Use geometric Shape Tools for clean forms

4. Typography and Lettering

- Use Type Tool (T) to add brand text
- Choose fonts aligned with brand personality
- Adjust kerning and convert text to outlines for flexibility

5. Add Color and Logo Variations

- Use brand color palette from mood board
- Create full-color, black-and-white, grayscale, and inverted versions
- Apply colors using Swatches and Eyedropper Tool

6. Test Scalability and Usability

- Check legibility at 50px and 500px sizes
- Place logo on mockups: cards, websites, mobile screens
- Ensure consistency and clarity in different environments

7. Save and Export Your Logo

- Save as AI (editable master file)
- Export formats: PNG (transparent), SVG (responsive), PDF (print)
- Name files appropriately: Logo_boAt_color.svg, Logo_boAt_bw.pdf, etc.