LOGO CREATION
WITH ADOBE ILLUSTRATOR

FITZROY FLOWERS MELBOURNE

This worksheet provides you with **STEP by STEP** ideas and on how to complete a logo in Adobe Illustrator.

Sample brief:
To create a commercial logo for a new florest in melbourne. The customer wants a natural colour palette, hand drawn finish, minimal text and the size must be around 15cm x 15cm.

ONE. INSPIRATION

Consider the design brief and research a few logo styles which you think might work well (I use Pinterest for this). Create a BOARD for your ideas and **try to pinpoint some key design styles** you might want to use as inspiration.

PINTEREST:
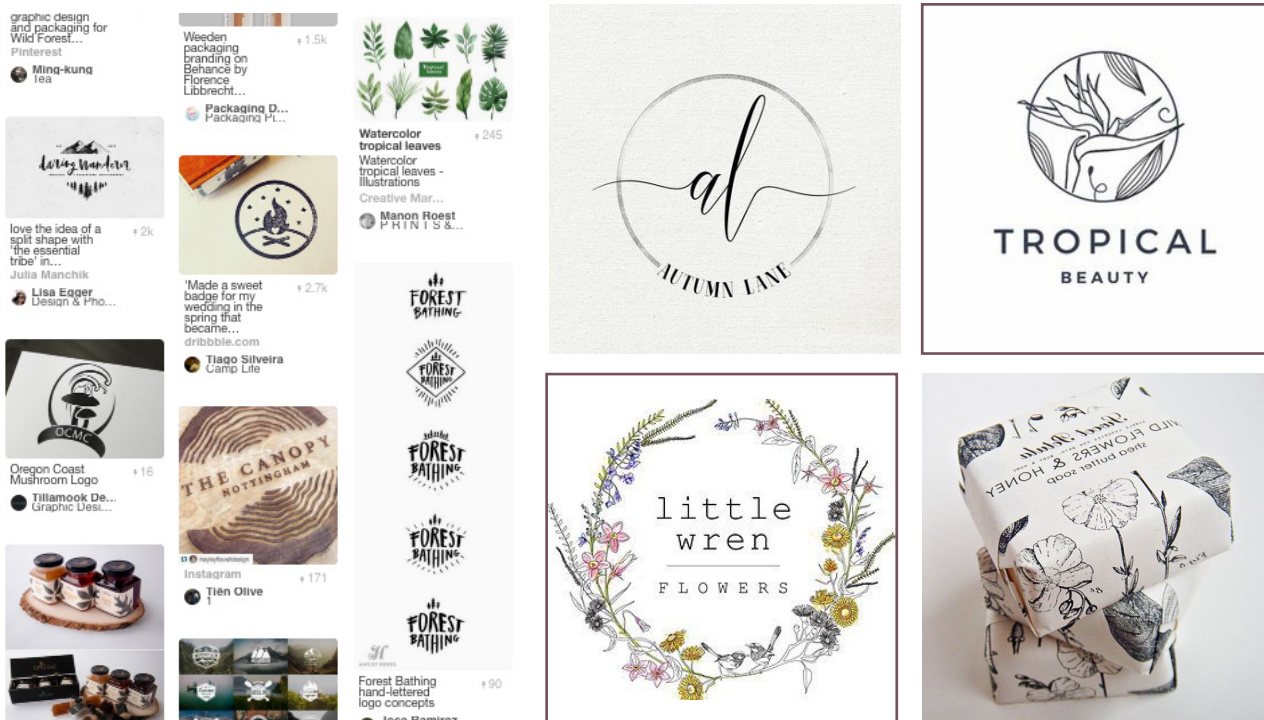
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TWO. DRAW SOMETHING

Hand draw elements from real life observation or photographs. I suggest doing this in a stylistic way to give your image some personality. **Focus on drawing the main lines** of your subject as you will render your image later in Illustrator.

Example observational drawing in fineliner

THREE. SCAN IMAGE

Scan your drawing into the computer and open it in Adobe Illustrator. Click on the image, then the 'embed' button which should remove the 'x' marks.
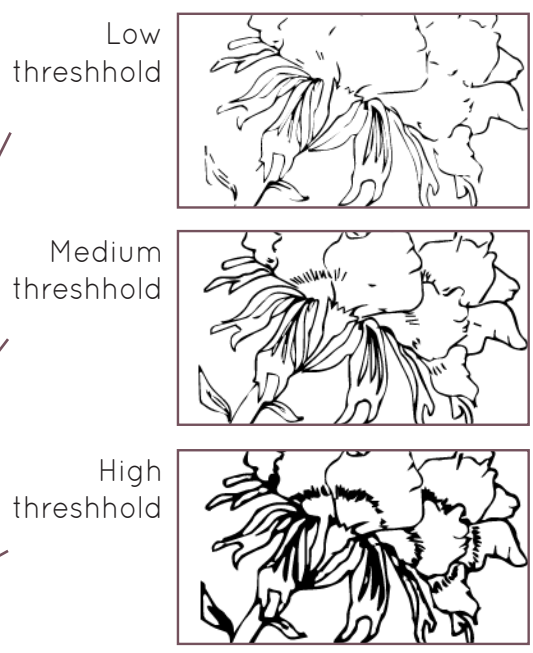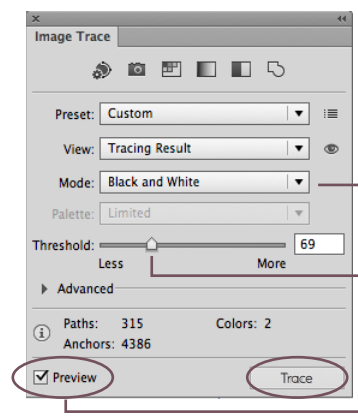
RGB PPI: 200   Embed   Edit Original   Image Trace ▼

(RGB/Preview)
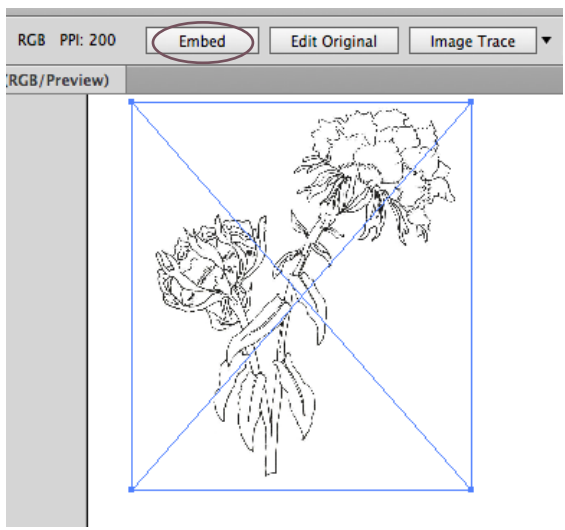
Save your work!

FOUR. IMAGE TRACE

Open up the 'image trace' palette: Window tab > Image trace.

Click onto your image and **play around with the image trace function** eg.
Black & white vs. colour
Threshold less vs. more

Low threshhold

Medium threshhold

High threshhold

Image Trace

Preset: Custom
View: Tracing Result
Mode: Black and White
Palette: Limited
Threshold: ——— 69
         Less   More
▶ Advanced
Paths: 315   Colors: 2
Anchors: 4386

☑ Preview   Trace

REMEMBER to 'Preview' & 'Trace' when happy with effect.
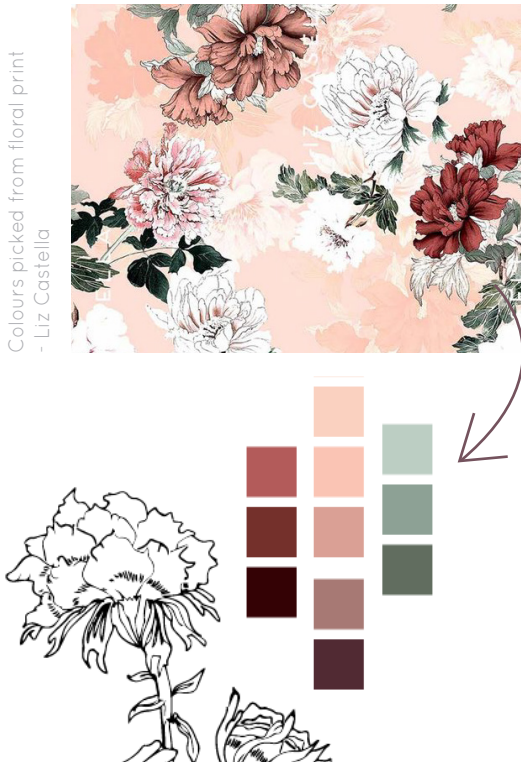
Click **'Expand' button** to make the image ready for editing.

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FIVE. PICK COLOUR PALETTE

Source an inspirational image to help you create an appropriate colour palette.

Colours picked from floral print
- Liz Castella

SIX. ADJUST IMAGE

Use the **direct selection tool to tweak your image***. Consider the proportion of elements, amount and density of linework and shapes created (overall & internally).
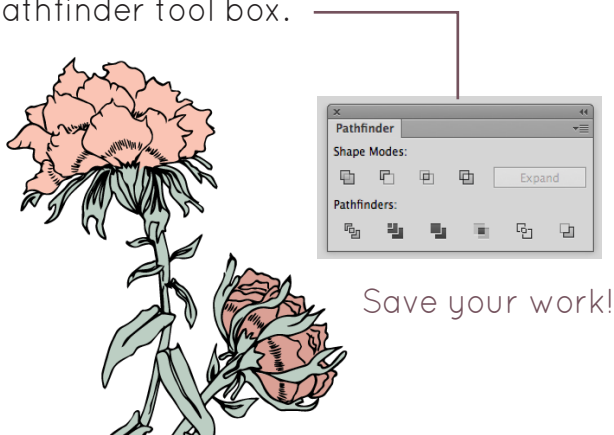
* Always keep a copy of your original trace

Save your work!

SEVEN. ADD BASE FLAT COLOUR

All of the space inside your lines should be **vectors shapes you can just click and fill.**

If some shapes are missing or joined, you can recreate them using the pen/pencil/ blob tool and build shapes with the pathfinder tool box.

Pathfinder
Shape Modes:
Expand
Pathfinders:

Save your work!

EIGHT. CONSIDER LAYOUT

At this point, start to think about **how you might frame your image**... will it be a circular logo, floating logo or will the image maybe be collaged into my text or frame in some way?

Sketch your ideas both on paper and in Illustrator. Sometimes further research is a good idea if you get stuck.
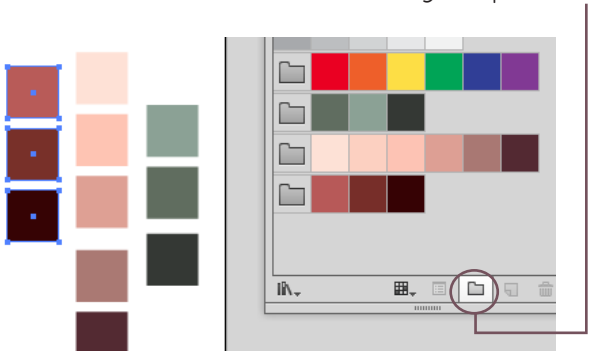
text

text

text
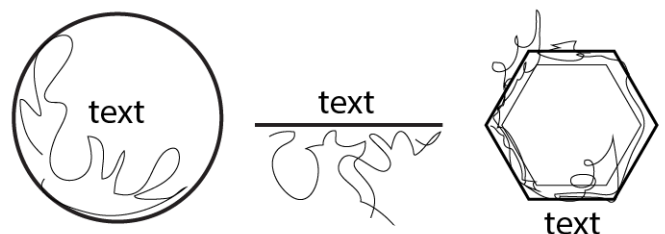
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NINE. FILL IN GRADIENT

If you are after a realistic finish, **use a gradient effect to add depth.**

First, load your colours into a palette.
> Select them & click 'new group' button

> Find the 'GRADIENT' palette.
> Click on the shape and gradient box to **activate a gradient fill.** Fill your gradient with the correct colours by double clicking on the sliders (boxes below).

Add colour slider by > Alt & drag across
Delete colour slider by > draging down
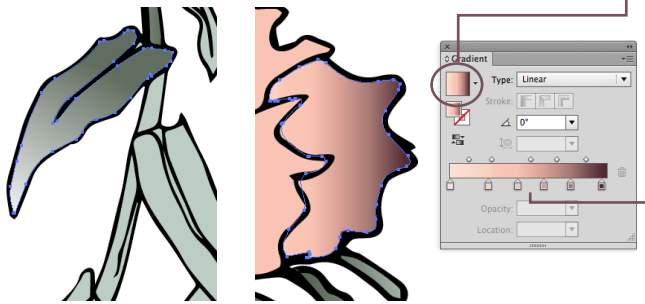
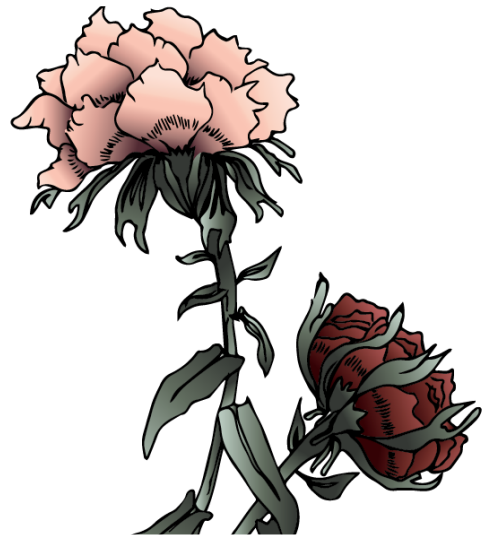NOTICE: the light may not be traveling in the right direction.... Use keyboard **shortcut G**, then drag the slider to change the colour dirrection. **This is tricky but you will get better at it!**
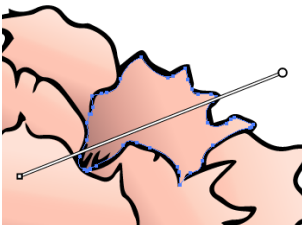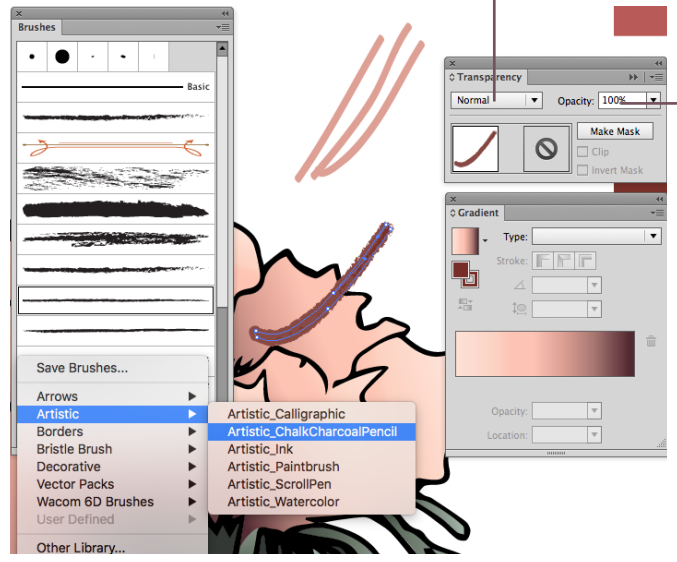
Save your work!

TEN. RENDERING

Your image should now look something like below...

To render further, get out the 'BRUSH' Palette and **start testing some brushes.**

Consider:
TYPE of brush (clean or messy/stylised?)
SIZE of brush (for small or large detail?)
OPACITY of brush (to slowly build layers)
BLENDING MODE of brush
(can add great depth)

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ELEVEN. MORE RENDERING!
Start to build up colours to add depth.

In my example I have used a base colour from my palette, the blending mode is set to 'darken' and my opacity is at 60%.

As I add colour layers, I group them.

Build in LOWlights & HIGHlights...

Save your work!

Brush marks before & after 'screen' & 'darken' mode is applied...

Final render may look something below!

Final Emblem Editing:
In the end I decided to use only one of my floral emblems as I didn't feel the artwork was balanced with the two types. Therefore, I copied the main flower, reflected it and tweaked it to be different.

REMEMBER you dont have to use everything you create, it's all part of the editing process!

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TWELVE. COMPOSITION PLAY

Have a go at **placing your rendered image(s) into a composition.** Consider how the logo will work as a whole and how you might be able to bring text into your logo...

Save your work!

Think about which overall shape and composition works best, then continue tweaking by adding borders and touches of colour etc.

THIRTEEN. ADD TEXT

Add text and adjust it's orientation and **position** as you go...

Consider:
STYLE of text (clean or messy/stylised?)
SIZE of text (bold font, subtext, captials)
COLOUR of text (to contrast or blend?)
PLACEMENT of text

Think about how the font represents the brand and how legible it is.

FOURTEEN. FINAL TOUCHES

Take a break from your work and **have a look again with fresh eyes.** Observe the balance of the logo, colours and text to see how they combine when complete. **See my final design on page 1 of this handout.**

FINALLY... Check your work against the brief specifications & ask for feedback from a friend.

FIFTEEN. SAVE WORK

SAVE an Illustrator file & a JPG of your work with the project title and your name.