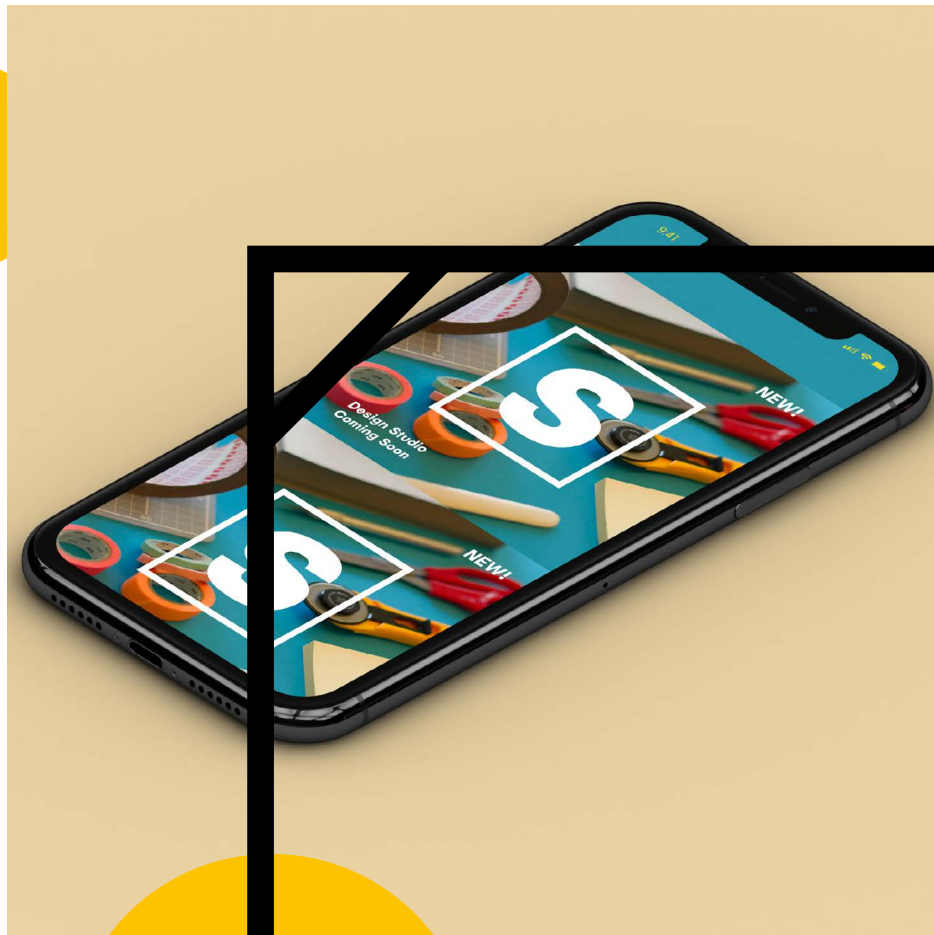# Making Your Own Logo
Using Adobe Illustrator

Digital Adversiting and Design
1.5 hours
Logo Design and Software Skills

Ravensbourne
University London

What you'll need

images can
go here

A computer or laptop

Internet Connection

Adobe Illustrator

images can
go here

You can download Adobe software for free for a month from here: adobe.com/uk/products/ illustrator. (Make the most of the month, there's a bunch of tutorials from We'll Make It Together Creative projects page as well as others online you can get stuck into after this one)

images can
go here

The Plan

This workshop is about all about making your own logo. It's split up into 4 parts, each part as a basic overview in this document as well as detailed step by step videos linked at the bottom of the pages.

1. Setting up the text and shape

2. Finalising logo and colour

3. Creating a promo post

4. Saving, exporting and sharing

By the end of this workshop you should have a better understanding of creating simple logos in illustrator and how to make your own logot

If you see this icon it means the link is clickable, this will take you to a video tutorial or website needed for the workshop

Setting Up Text and Shape

Got to www.logobook.com, and explore different logos, note down the ones you think are most effective.

Open a new document in Illustrator, choose Print, A4 or A3 presets (whichever you prefer)

• Use the type tool to in text, using

• Go to character to choose a typeface and change size. Think about the style you want, do you want something bold or light, what feeling do you want the typeface to evoke?

• Copy and paste a few different versions, try both your full name as well as initials

• Using the rectangle and ellipse tool introduce some shape to experiment with

Create 15 different ideas on the same page

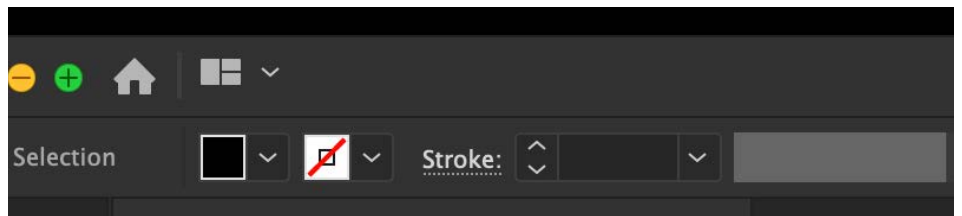Full video tutorial here
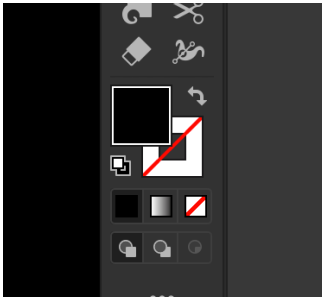
youtu.be/q_ABObTUIjw

10mins

Finalising The Logo and Colour

Save your current document File > Save As > Illustrator file

Keep the file open and open a new file (this will open as a new tab. File > New > Web, 1080px x 1080px.

This is will be promotional square you can share online.

Click on the shape using your black arrow and then click on either of these icons to change to change colour (follow the video tutorial for a step by step). Explore different colour combinations

You can go to Window › Swatches › Swatch Libraries to see a whole set of different colours and palettes and choose a palette that works for you

Full video tutorial here

youtu.be/wMgujQ1eloA1

8 mins

Creating the Promo Post

Save your current file, this will be our developmental document. File save as > save .ai file

Open a new document, this will be open as a new tab so you can switch between them. File > New > Web, 1080px x 1080px.

Copy and paste your logo into the new document.

Place in background image. You can find high resoultion background images on unsplash.com

Add any addtional text using the type tool to the post.

Full video tutorial here

youtu.be/488zLeGNJGc

6 mins

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Saving, Exporting and Sharing

Nearly done! Now we're going to save and share our work.

- To save as illustrator file: file > save as > save .ai file

- To save as JPEG: file > export as > export as jpeg (click 'use artboards) > export

- Now upload the JPEG version onto Padlet, this is a gallery space were you share your work, this link here:

Upload your JPEG version to the padlet to share

ravensbourne.padlet.org/soofiya/
LogoDesign

Full video tutorial here

youtu.be/3nOn3H_n9sw

3 mins

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