Tutorial: Creating a logo

Welcome to CorelDRAW, a comprehensive vector-based drawing and graphic-design program for the graphics professional.

In this tutorial, you will create a logo for an imaginary coffee shop. This is what the final logo will look like:

A logo is a graphical representation of a company or an individual that can be used on business cards, letterhead, and other promotional materials. Logos often incorporate an element of the company's name or indicate in some way what the company does. For example, a logo for a coffee shop may include an image of a coffee cup.

What you will learn

During this tutorial, you will learn how to

- draw lines and shapes
- add color to objects
- duplicate objects
- rotate objects
- mirror objects
- import images from another file
- fit text to a path
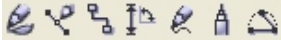- use the **Artistic media** tool presets

- use the **Bézier** tool
- use the **Rectangle** tool
- use the **Interactive drop shadow** tool
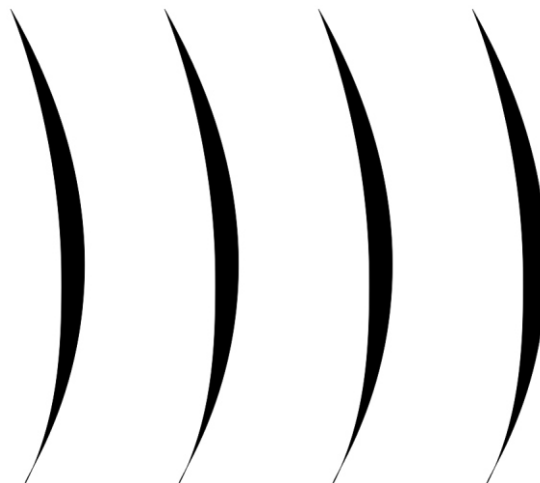- use the **3-point curve** tool
- use the **Text** tool

Creating the background

To start making the logo, you will first create a new blank document. Next, you will create the lines that form the shape of the background by using the **Artistic media** tool; rotate, mirror, and move the lines into position; and then create the top for the logo.

To create lines for the background

1 Click **File** menu ▸ **New**.

2 From the **Zoom levels** list box on the **Standard** toolbar, choose **To width**.

3 In the toolbox, open the **Curve** flyout , and click the **Artistic media** tool .

4 Make sure that the **Preset** button on the property bar appears pressed.

5 In the **Artistic media tool width** box on the property bar , type **0.08**.

6 From the **Preset stroke list** list box on the property bar , choose **Bulletdoubleout**.

7 Using the **Artistic media** tool, drag on the drawing page to draw a slightly curved vertical line like the ones below.

8 Click the **Black** color swatch on the color palette.

9 Click **Edit** menu ▸ **Duplicate** to create another line.

10 Click **Edit** menu ▸ **Repeat duplicate** to create two additional lines.
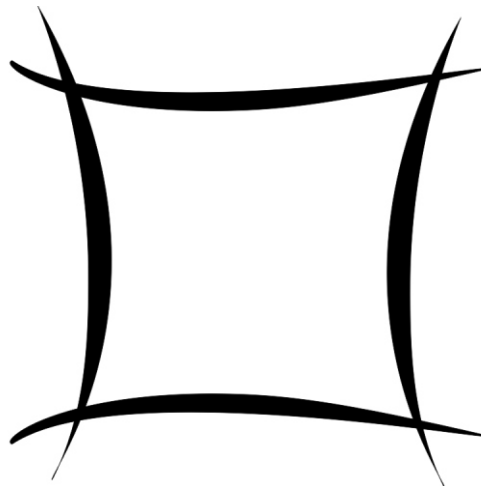
This is what the drawing should look like:

To arrange the lines of the background

1 Select one of the duplicate lines using the **Pick** tool ![pick tool] . (Make sure you select the center of the line, so that the property bar displays the properties for objects instead of the properties for the **Artistic media** tool.)

2 In the **Angle of rotation** box on the property bar ![270] , type **270** and press **Enter**.

3 Drag the rotated line into position, so that it crosses the top of the original line.

4 Select another of the duplicate lines by using the **Pick** tool.

5 In the **Angle of rotation** box on the property bar, type **90** and press **Enter**.

6 Drag the rotated line into position, so that it crosses the bottom of the original line.

7 Select the last of the duplicate lines using the **Pick** tool.

8 Click the **Mirror horizontal** button ![mirror] on the property bar.

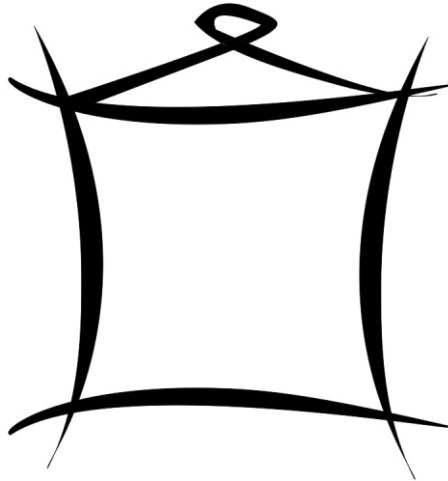9 Drag the mirrored line into position, so that it completes the square.

This is what the drawing should look like:

To create the top of the background

1 Open the **Curve** flyout, and click the **Artistic media** tool.

Make sure that the following settings are still in effect:
- **Preset** button — appears pressed
- **Artistic media tool width** box — is set to **0.08**
- **Preset stroke** list box — is set to **Bulletdoubleout**

2 Drag the **Artistic media** tool to draw a horizontal line with a loop.

3 Click the **Black** color swatch on the color palette.

4 Drag the line into position at the top of the background.

This is what the drawing should look like:

Adding color

Now that the basic shape for the logo is complete, you can add color to it. You will use the **Bézier** tool to create irregular shapes in the body and roof of the hut, which you will fill with color. You don't have to be precise when creating the shapes with the **Bézier** tool, because after you have created the shapes, you will place them behind the lines. This will hide any rough edges. The design for The Coffee Shop logo uses three colors. The top will be a custom color that you will create using the **Fill color** dialog. Alternating squares of olive and deep yellow fill the background.

To create the Bézier shape for the background
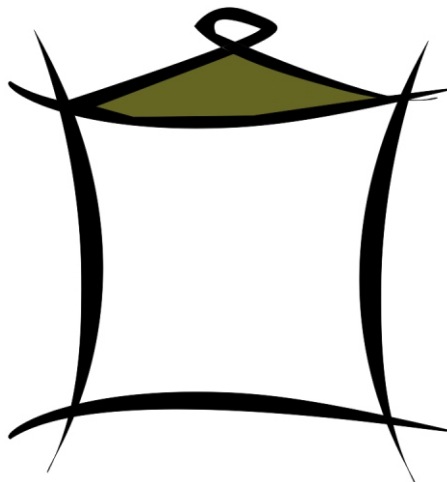
1   Open the **Curve** flyout, and click the **Bézier** tool   .

2   Click the left corner of the roof to begin creating the shape of the top.

3   Click the peak of the top, just below the loop.

4   Click the right corner.

5   Click once or twice along the line that forms the bottom.

6   Click the first node you created with the **Bézier** tool to complete the shape.

To add color to the top

1 With the Bézier shape still selected, open the **Fill** flyout , and click the **Fill color dialog** button .

2 Click the **Models** tab.

3 From the **Model** list box, choose **RGB**.

4 In the **R** box, type **102**.

5 In the **G** box, type **102**.

6 In the **B** box, type **35**.

7 Click **OK** to fill the Bézier shape with the specified color.

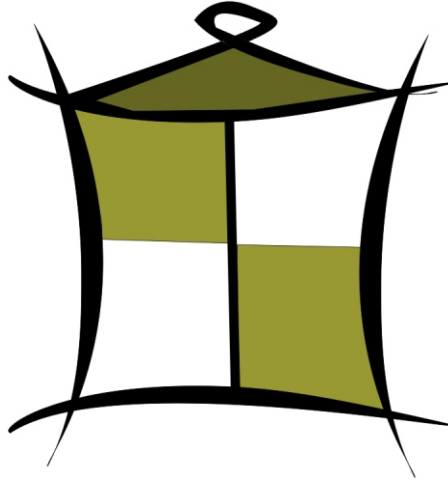8 Click **Arrange** menu ▸ **Order** ▸ **To back** to move the Bézier shape behind the lines on top.

This is what the drawing should look like:

To add the shapes and the first color

1 Open the **Curve** flyout, and click the **Bézier** tool.

2 Click the top-left corner of the background to begin the shape.

3 Click the center of the top line.

4 Click the center of the body.

5 Click the center of the left line.

6 Click the first node you created with the **Bézier** tool to complete the shape.

7 On the color palette, click the **Olive** color swatch to fill the Bézier shape with the olive color.

8 Click **Arrange** menu ▸ **Order** ▸ **To back** to move the Bézier shape behind the lines of the background.

9 Repeat the preceding steps on the lower-right side of the background to create the second olive square.

This is what the drawing should look like:

To add the shapes and the second color

1 With the **Bézier** tool still selected, click the top-right corner of the background to begin the shape.

2 Click the center of the top line.

3 Click the center of the body.

4 Click the center of the right line.

5 Click the first node you created with the **Bézier** tool to complete the shape.

6 On the color palette, click the **Deep yellow** color swatch.

7 Click **Arrange** menu ▶ **Order** ▶ **To back**.

8 Repeat the preceding steps on the lower-left side to create the second deep yellow square.

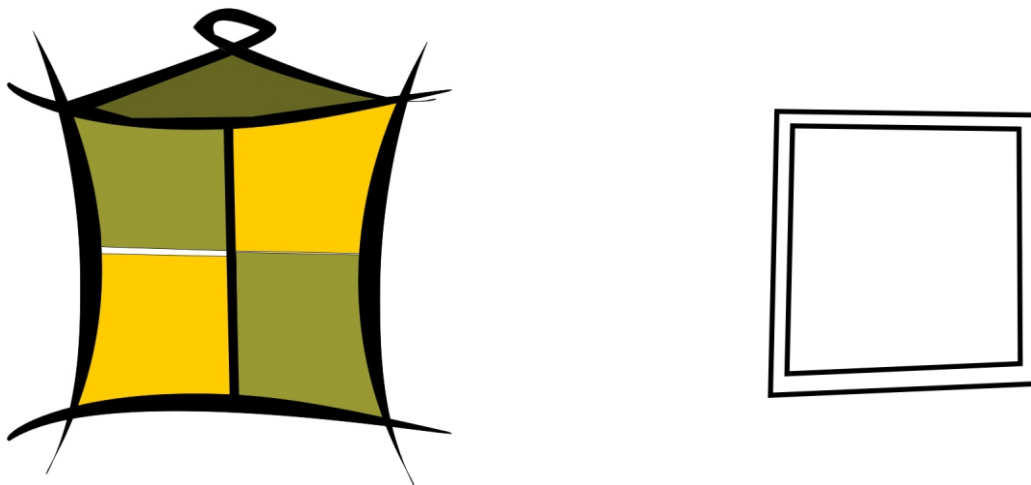This is what the drawing should look like:

Creating the diamond shape

To make the coffee cup stand out from the background, the logo uses a diamond shape overlying the hut as a background for the coffee cup. The diamond shape consists of two overlapping squares, one slightly smaller than the other, which are grouped and then rotated 90 degrees to form the diamond.

To create the two squares

1   Using the **Rectangle** tool, drag to create a square on a blank area of the drawing.

   If you want an exact square, you can hold **Ctrl** (Windows) or **Shift** (Mac OS) to constrain the shape as you draw it.

2   Click **Edit** menu ▶ **Copy**.

3   Click **Edit** menu ▶ **Paste** to place a duplicate of the square on top of the original square.

   The topmost square completely covers the original square.

4   Click the **Pick** tool.

5   Hold down **Shift** (Windows) or **Option** (Mac OS), and drag one of the corner selection handles until the square is slightly smaller than the original square.

   By holding down **Shift** (Windows) or **Option** (Mac OS), you are resizing the square from its center.
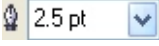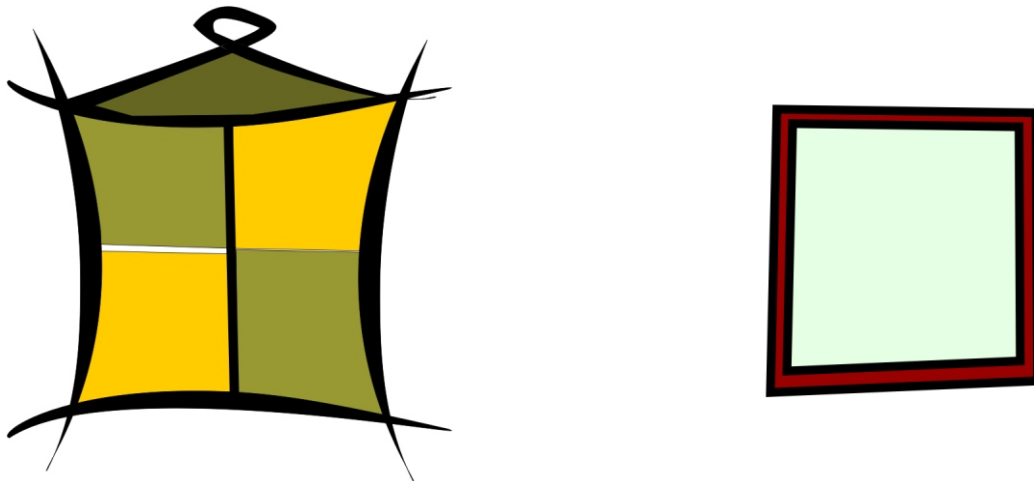
This is what the drawing should look like:

To add color to the larger square

1   Select the larger square using the **Pick** tool.

2   On the color palette, click the **Ruby red** color swatch.

3   In the **Outline width** box on the property bar ⚲ 2.5 pt ⌄ , type **2.5** and press **Enter** to give the square a thicker outline.

To add color to the smaller square

1   Select the smaller square using the **Pick** tool.

2   Open the **Fill** flyout, and click the **Fill color dialog** button.

3   Click the **Models** tab.

4   From the **Model** list box, choose **RGB**.

5   In the **R** box, type **229**.

6   In the **G** box, type **255**.

7   In the **B** box, type **229**.

8   Click **OK** to fill the Bézier shape with the specified color.

9   In the **Outline width** box on the property bar, type **2.5** and press **Enter** to give the square a thicker outline.

This is what the drawing should look like:

To rotate the squares to create diamonds

1   Select the smaller square using the **Pick** tool.

2   Hold down **Shift**, and click the larger square.

    Both squares are now selected.

3   Click **Arrange** menu ▶ **Group** to group the two squares.

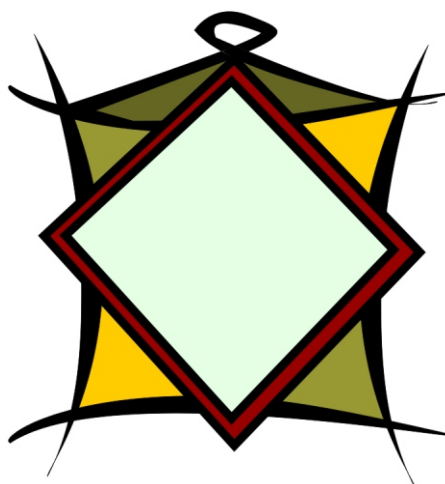   When objects are grouped, you can manipulate them as a single object.

4   In the **Angle of rotation** box on the property bar, type **45** and press **Enter**.

This will rotate the squares to create a diamond shape.

5   Drag the resulting diamond shape on top of the background.

If the diamond shape is too large or too small, resize the diamond by dragging one of the corner selection handles.

This is what the drawing should look like:

Adding the coffee cup and banner

Now that you have created the diamonds, you can add the coffee cup and banner to the logo. The coffee cup and banner already exist as CorelDRAW (CDR) files. To add the coffee cup and banner to the logo, you will import the coffee cup file, and then import the banner file.

To import the coffee cup

1   Click **File** menu ▶ **Import**.

2   From the **Files of type** list box, choose **CDR - CorelDRAW**.

3   Choose the folder **Corel Graphics 11\Tutorials\Sample files**.

4   Choose the filename **cup.cdr**.

5   Click **Import**.

6   Position the pointer on a blank area of the drawing page, and click to place the coffee cup graphic.

7   Drag to center the coffee cup graphic on top of the diamond shape.

If the graphic is too large or too small, resize the coffee cup graphic by dragging one of the selection handles.

This is what the drawing should look like:

To import the banner

1   Click **File** menu ▶ **Import**.

2   From the **Files of type** list box, choose **CDR - CorelDRAW**.

3   Choose the folder **\Corel Graphics 11\Tutorials\Sample files**.

4   Choose the filename **banner.cdr**.

5   Click **Import**.

6   Position the pointer on a blank area of the drawing page, and click to place the banner graphic.

7   Drag to place the banner graphic below the coffee cup graphic.

   If the graphic is too large or too small, resize the coffee cup graphic by dragging one of the selection handles.

This is what the drawing should look like:

Adding depth

To make the coffee cup stand out from the rest of the logo, you can add a drop shadow by using the **Interactive drop shadow** tool. The drop shadow gives the illusion that the coffee cup is floating above the rest of the logo, giving the image more depth.

1 Open the **Interactive tools** flyout , and click the **Interactive drop shadow** tool .

2 Click the coffee cup graphic.

3 Drag from the center of the coffee cup graphic to the lower left until the drop shadow is the size you want.

Zooming in can make it easier to set the size of the drop shadow.

This is what the drawing should look like:

Adding text to the logo

All the graphical elements of the logo are now in place. All that is missing is the text. To make the text follow the curve of the banner, you can use the **Bézier** tool to create a curved path within the banner, and then use the **Text** tool to add text to the path.

To create a curved path

1 Open the **Curve** flyout, and click the **3-point curve** tool [icon] .

2 Click the end of the small line at the left of the banner, and drag to the end of the small line at the right of the banner.

3 Move the pointer down and to the left. When the previewed line forms the desired curved path across the vertical center of the banner, click to set the line:

To add text to the path

1 Click the **Text** tool [icon] .

2 Point to the path you created in the previous procedure. When the pointer changes to the letter A with a curve below it, click the path.

3 From the **Font list** list box on the property bar [Times New Roman] , choose **Times New Roman**.

4 From the **Font size** list box on the property bar [14] , choose **14**.

5 Type **The Coffee Shop**.

The text should follow the curve of the path.

6 Click the **Pick** tool, and select the path.

7 On the color palette, right-click (Windows) or **Control** + click (Mac OS) the **No color** swatch to make the path invisible.

8 Using the glyph (the diamond-shaped handle), drag the text to the vertical center of the banner.

This is what the drawing should look like:

Saving your work

Now that you have finished creating the logo, you can save the file for future use.

1 Click **File** menu ▶ **Save**.

2 From the **Save in** list box, choose the drive and folder where you want to save the file.

3 In the **Filename** box, type **coffee_logo.cdr**.

4 Click **Save**.

From here ...

You can explore CorelDRAW on your own, or you can become productive quickly by following other CorelTUTOR tutorials.

For more information about the topics and tools discussed in this tutorial, refer to the Help.