

Extension – design a logo for Dean’s website



Dean says he has a logo for his website, but a good graphic design agency would probably ask him if he’d like to have a new one, to fit with the new website design.

Logo design is an important part of brand design and is something that graphic designers spend lots of time and energy on. If you would like to try designing a logo, you will find some useful links below where you can practice your Photoshop and Illustrator skills. Designers use these Adobe Creative packages and it’s never too soon to start developing your skills in these important pieces of software. There are also examples of logo design in PowerPoint, Word and Paint.

Creating logos – websites to help you develop your skills

1. Simple logos with text and an image



Find out more at <http://www.garysimon.net/logotutorial/>



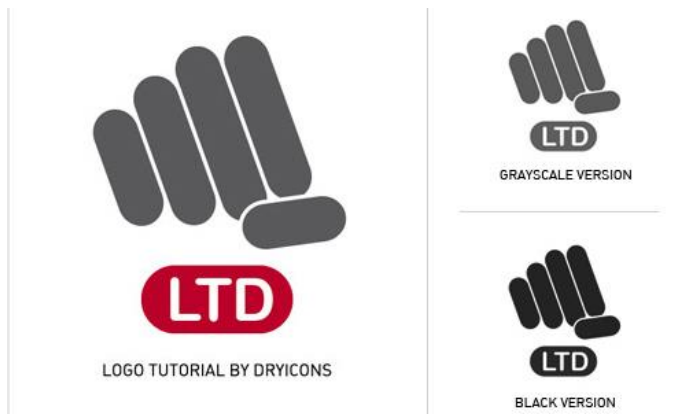
This one takes you step by step through how to create this New Media logo.

Find out more at:

<http://www.depiction.net/tutorials/photoshop/multimediabusinesslogo.php>



2. Focusing more on the visual impact



Find out more at: <http://dryicons.com/blog/2009/02/28/logo-design-process-tutorial/>



A demonstration how the iconic Volkswagen logo is made:

<http://www.republicofcode.com/tutorials/photoshop/volkswagen/>



Or create this skull tattoo at: <http://www.slicktutorials.com/skull-tattoo>



3. Creating logos as full headers

Impact can also come from the size and position of a logo. You can design the whole of a banner or header based on a logo design, rather than just a small logo graphic. For more information check out the following sites:

To create a header in PowerPoint:

<http://www.makeuseof.com/tag/create-a-website-header-image-powerpoint/>

To create a blog header in Gimp:

<http://everydaymorgan.wordpress.com/2009/06/23/make-your-own-blog-header/>

To make a header in Word and Paint:

<http://www.scribd.com/doc/7775822/Tutorial-Of-Making-SUPERB-Blog-HEADER-using-Microsoft-Word-and-Paint>

4. Logo design tutorials for Adobe Photoshop and Illustrator

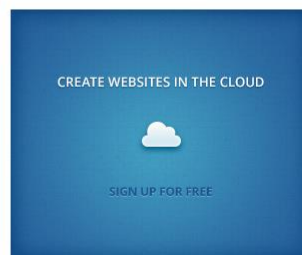
60+ Beautiful Logo Design Tutorials And Resources

By Aquil Akhter

April 30th, 2009 Logo design, Tutorials

When we talk about a famous brand, the first thing that comes to mind is its **logo**. The logo is the most essential component of any personal brand and also the hardest part to execute. A logo must be appropriate, aesthetically pleasing and a reflection of the company's credibility. Furthermore, a logotype should be synonymous with the company or product it represents and should

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<http://www.smashingmagazine.com/2009/04/30/60-beautiful-logo-design-tutorials-and-resources/>



Besides logo design, some of the links included are broad analysis behind the logo design process which should be helpful for graphic and web designers.

1. Quick Logos with Live Trace in Adobe Illustrator



<http://desizntech.info/2009/04/40-logo-design-tutorial/>

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Coca Cola's Logo on the headquarters

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It has an important quality which is essential for logos: is timeless, since 1885 they are using the same logo and that is something that bring an invisible, but important advantage for them.

<http://www.1stwebdesigner.com/design/awesome-rules-designing-perfect-logo/>



5. More advice on logo design

Keeping it simple

9. K.I.S.S. (Keep it Simple, Stupid)

The simpler the logo, the more recognizable it will be.

For example, the Nike swoosh is an extremely simple logo and is also one of the most recognizable in the world.

Follow the K.I.S.S. rule right from the start of the design process, when you are brainstorming ideas and doodling sketches.

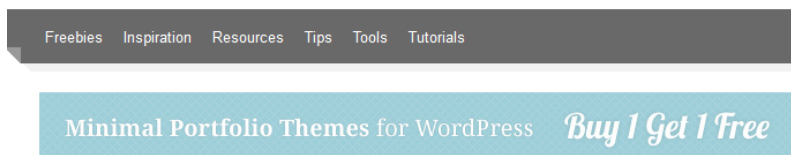
Often, you'll find that you start with a relatively complicated design and end up with a simpler version of it in the end.

Work the design down to its essentials and leave out all unnecessary elements.



<http://www.webdesignerdepot.com/2009/06/12-essential-rules-to-follow-when-designing-a-logo/>

Examples of logo design for inspiration



IN INSPIRATION

30 Examples of Brilliant Logo Design

Posted by Henry Jones on Sep 7, 2009 | 64 Comments

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A few weeks ago, we showed you some very good [logo design tutorials and techniques](#). Now it's time for some logo design inspiration. Here are 30 very good examples of logo design that should help you come up with your own excellent logo ideas.



<http://webdesignledger.com/inspiration/30-examples-of-brilliant-logo-design>



Creative rules for logo design

TANNER CHRISTENSEN

Creativity expert, founder of [Aspindle](#), and Marketing Director at [CLEARLINK](#).

Regularly writing about creative ideas at [Creative Something](#). Helping people and businesses to produce creative and powerful content online.

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09/30/2008

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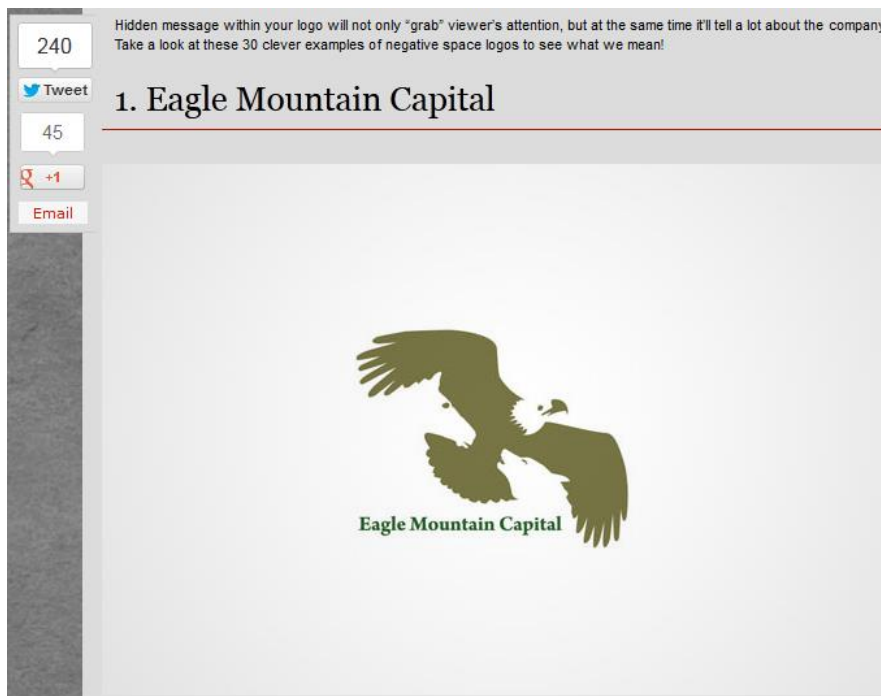
This list is an exploration of design logos.

At the same time, the list was created to reflect the creative techniques they use. The most important rule is the most important.

1. Do not use more than three colors
2. Get rid of everything that is not

<http://tannerchristensen.com/rules-for-logo-design/>

30 Clever Examples of Negative Space Logos



<http://www.boredpanda.com/negative-space-logos/>



Clever and favoured logos

The screenshot shows the homepage of logofaves.com, a logo design inspiration gallery. The site has a navigation bar with four categories: 'Newest Logos', 'Highest Rated Logos', 'Random Logos', and 'Most Favourited Logos'. Two logos are featured in a grid:

- The Chaai**: A green logo featuring a stylized cup with a leaf inside a circle, with the text 'THE CHAAI' below it. It has a 5-star rating and is credited to 'almost82'.
- Winepire**: A dark logo featuring a stylized bat or wing shape above the text 'WINEPIRE' and 'House of Wine' below it. It has a 5-star rating and is credited to 'Deividas Grauzinis'.

<http://www.logofaves.com/>

The screenshot shows an article on the designshack.net website. The article is titled '50 Fantastically Clever Logos' and was written by Joshua Johnson, published on 23rd July 2010. The article is categorized under 'GRAPHICS'. The article's main image features the text '50 Fantastically Clever Logo Designs' in a large, bold font, with a stylized logo of a figure holding a torch to the right. Below the image, the text reads: 'I know everybody and their brother does logo roundups so you're probably sick of'.

<http://designshack.net/articles/graphics/50-fantastically-clever-logos/>