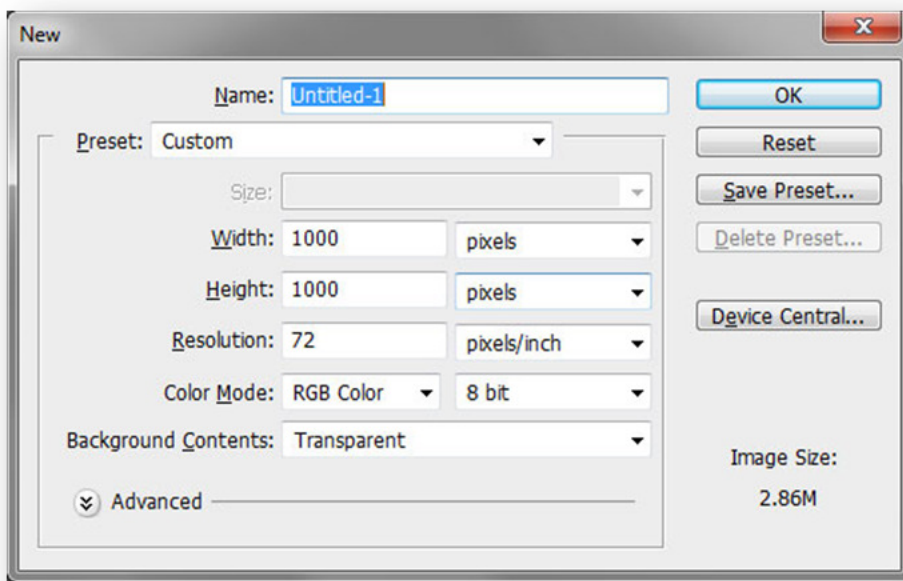


# Logo Creation...

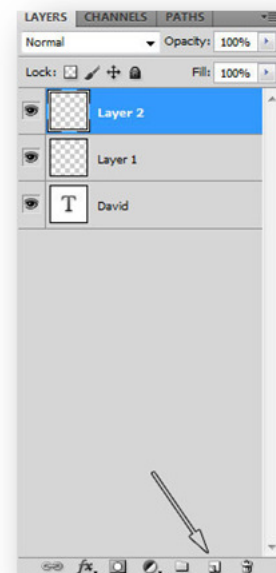
On a recent post, I was asked how I created my logo. I've been asked this before so, I decided to create a little how-to.

I use Photoshop, sorry all LR users...hope this still works for ya! I omitted a few basic things such as what the crop tool looks like or where to find it. Sorry!

1. Okay, basics...create a new document! 😊 As you can see, I make it 1k by 1k pixels so I have plenty of room to play with. I also make the background TRANSPARENT

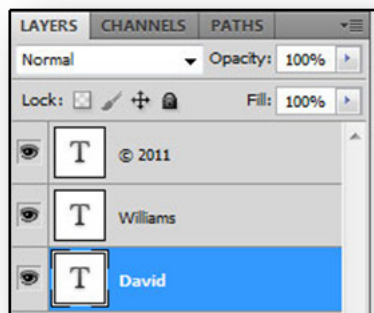


2. The first thing I do is figure out how many layers I will need (basically, a layer for each part of the logo which I will move around). In this case I will have three layers, David, Williams and a ©2011 layer. To create a layer, click the CREATE A NEW LAYER button as seen in this image.



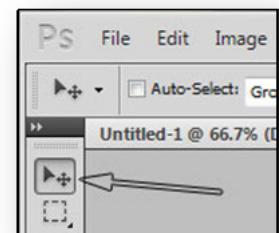
# Logo Creation...

3. You may be wondering why I decided to create the layers ahead of time. It's just a personal choice really, I found that it was easier for me to click the layer and then use the text tool...that's it, no other reason really!
4. Okay, using a cool font (of course) select a layer, then entering the text using the TEXT tool. It doesn't matter where in the canvas you place your text as we will be moving them around in just a bit. MAKE YOUR TEXT LARGE, you have plenty of room to work with.
5. I am sure there's some option in PS to insert a copyright logo, but I find it easiest to just copy/paste the sucker from my iPhone photo blog. Or, you can just copy/paste this one!  
©
6. Woot, so now that we have all your text, here comes the fun part (I think it is), moving your text around into



some cool looking logo!

Click the first layer, as you can see in my case (image to the left), it's my first name! Click the move tool (as seen on the right). Start moving the text around in that layer until you are happy with the placement. Do



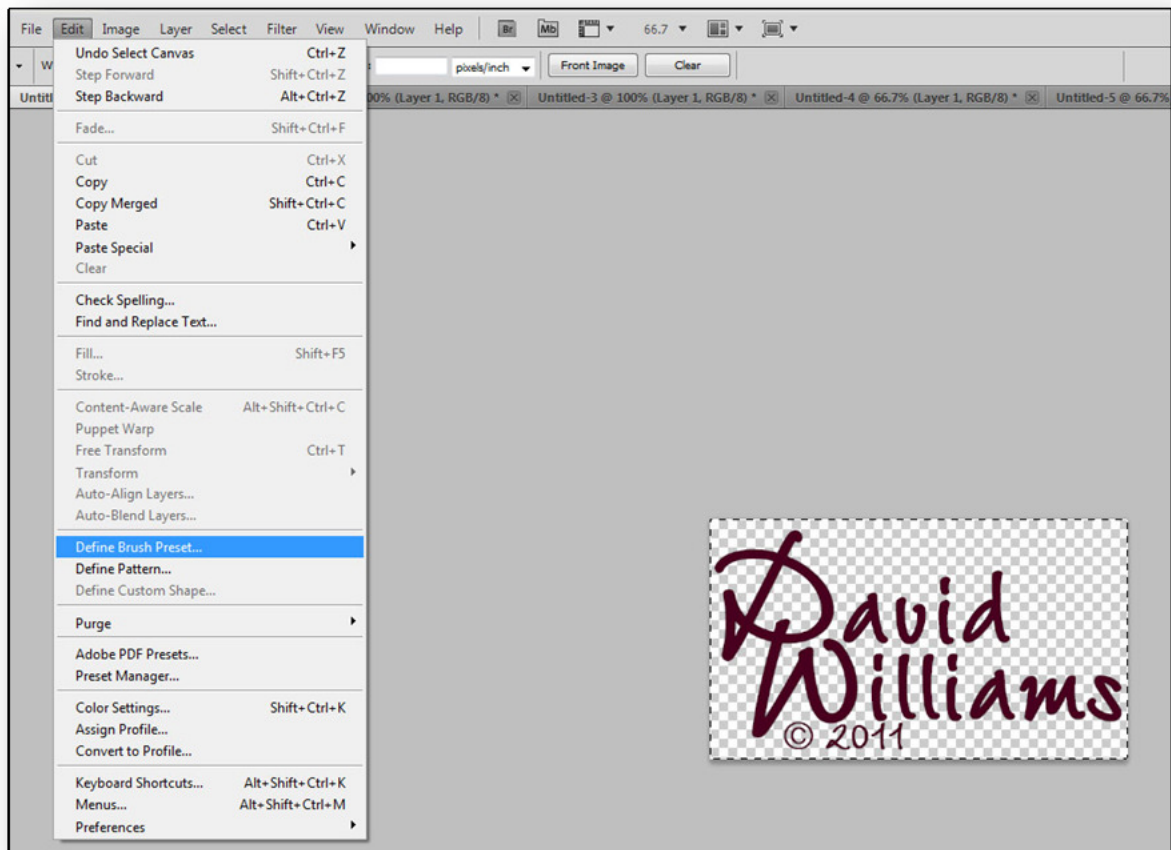
this for each layer and...viola, you have your logo! Great...now what?

7. Time to crop! Select the crop tool and outline your new logo. Once you are happy with your selection, simply double click within the crop area.



# Logo Creation...

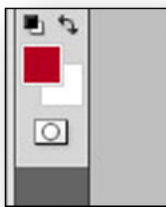
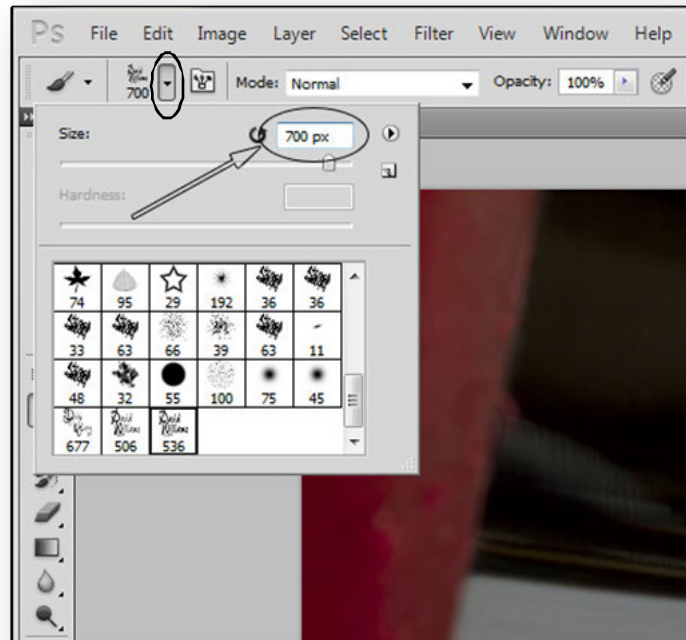
8. Under the SELECT drop down, pick ALL.
9. Next step is to define a brush. Under the EDIT drop down, select DEFINE BRUSH PRESET... option, a new box will appear and simply name your bush, press Ok. That's it, you have just created a brush which has your logo defined to it! I usually save this file to a backup drive (I learned the hard way when my PC crashed and I hadn't saved my work for a few weeks...ouch). Once saved, you can close the image.



# Logo Creation...

Okay, now what? Well, time to use that brush on your ready to save image.

1. Create a new layer for your logo. I forget this step a lot, but, it's well worth it (you will see why).
2. Select the Brush tool
3. Click the little drop down arrow to the left of the folder. Once the new window opens, scroll down to the bottom and click your new brush. You can also change the size of the brush as seen in this image (700 px). Of course, you will want to play around with the size, I just happen to like it at 700!



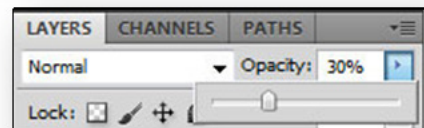
4. The next step I have been doing lately is to change the colour of the font by clicking on the SET FOREGROUND COLOR option (of course, that's the top one). This will open a new box and your cursor will change to a dropper. Simply pick a colour from your image that you would like for your logo (not from the colour palletete). You are now ready to "place" your logo.

# Logo Creation...

5. Go ahead and find a nice place for it and when ready, simply left click on your image. You should now see your cool logo!



6. Okay, time to change the Opacity of your logo layer (here's the cool part I mentioned). As you can see here, I picked 30%.



7. That's it, after the opacity change, here's what the final version looks like!

