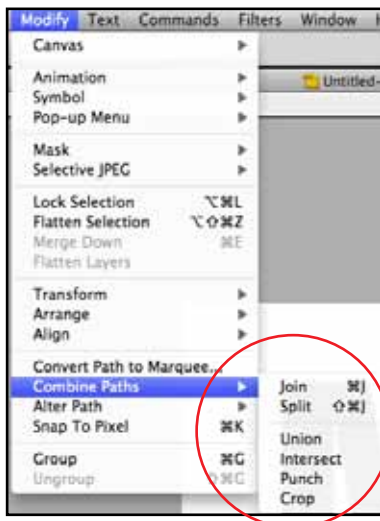
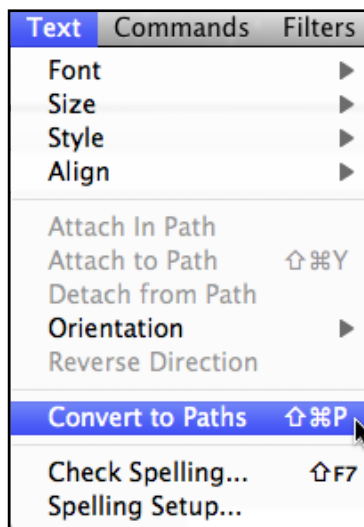


# Creating a Letterform Logo

Working with Paths and Shapes in **Fireworks**



In this example, we chose Universe 85 Extra Black for the letterform M, and Palace Script Semi Bold for the letterform G. We plan to combine these two letterforms to make a logo.



Developing a logo for a company, product, or person can be quite simple if we have a basic understanding of letterforms, fonts, and shape. A couple of rules to remember about logos are:

- 1. Logos should be simple.** Logos are used in a variety of mediums at a variety of sizes. Overly complex logos can be difficult to reproduce and difficult to see at smaller sizes.
- 2. Logos should work in solid black and white.** Although color is great, often logos will need to be reproduced as single color - for example on an engraved item, single color ad, or signage.

**Step 1: Choose your fonts.** Fonts can say a lot about the personality of the logo. Bold, sans-serif fonts tend to communicate strength, business, and masculinity, whereas script or serif fonts tend to communicate a more casual and feminine feel. You may also want to play around with combining two contrasting letterforms. Avoid designer fonts that contain a lot of detail, thin strokes, or drop shadows. Remember - keep it simple!

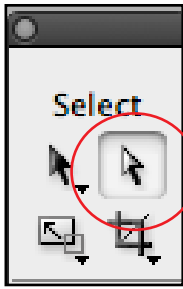
**Step 2: Convert Fonts to Paths.** This is a necessary step to be able to modify the letterforms. Converting also eliminates the necessity of having the font active and available every time you use the logo.

## Combining Two letterforms:

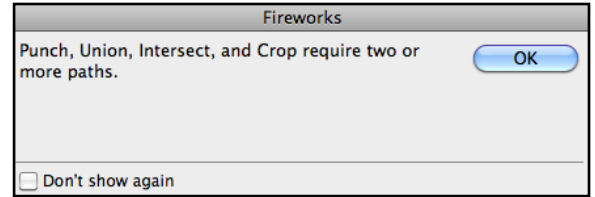
One technique is to combine two letterforms. In this example we overlapped two letterforms, then joined the paths. Hold down the Shift key, then click on both paths with the Direct Selection tool. In the main menu, choose Modify>Combine Paths and choose the method. In this example we chose the JOIN feature.

There are several ways to combine paths - each resulting in a different effect.

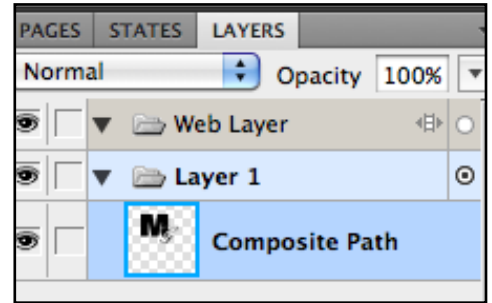




The paths must be selected with Direct Selection tool. If you use the Selection tool you will see a box stating that your chosen function cannot be done.

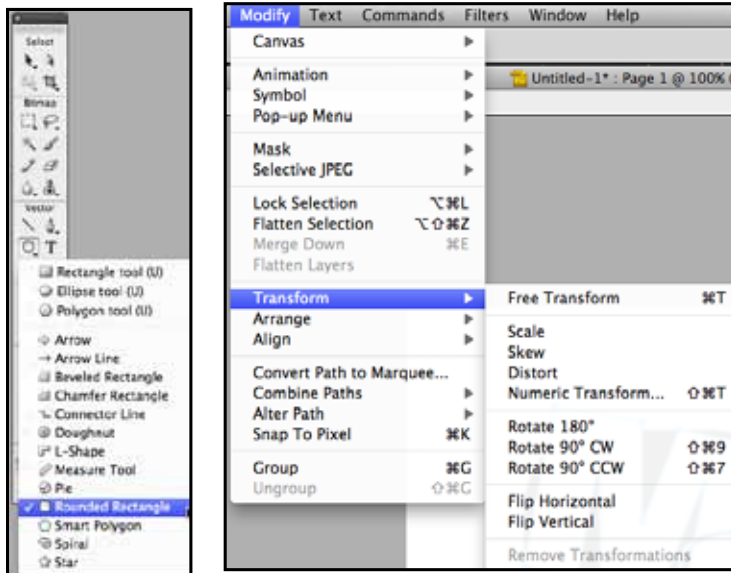


The combined paths will join into a single layer.



### Reverse Letterform(s) out of a shape.

Another method for creating a logo is to reverse the letterform out of a shape. Experiment with offsetting and rotating elements to create a more dynamic effect. Fireworks has numerous shapes and transformations that can be applied. The best method is to simply experiment!



Notice how offsetting the letterform so that it is partially outside the shape creates more interest than simply centering the object inside a shape.



Moving the edge of the shape to the object, or rotating the object creates more interest. Gestalt theory also states that the human eye fills in blank areas and implied line.

Objects at an angle promote the feeling of activity and movement.

# Letterform Logo Examples



Adobe



Carrefour



RYAN-BIGGS



Notice how all of these logos conform to the cardinal rules of logo design: simplicity, and solid black and white shapes. Observe the use of negative space, (also known as white space) to create shapes and objects within the characters. Notice also how, in several of the designs, the letterform is extended outside the confining edges. This creates interest with implied line.