



Creating a Logo

Welcome to CorelDRAW® 10, a comprehensive vector-based drawing 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.

CorelDRAW 10 includes many powerful creative tools that can help you create an imaginative and beautiful logo. By experimenting with these tools, you can produce a wide variety of different looks and creative effects quickly and easily, and then you can choose the logo you like best.

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 **Bezier** tool
- use the **Rectangle** tool
- use the **Interactive drop shadow** tool

Before you start




Before you start, you will need to download the sample files used in this tutorial, or substitute with your own graphics.

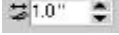

There are two CorelDRAW format (.cdr) files that you will use in creating The Coffee Shop logo: the coffee cup image (**cup.cdr**) and the banner image (**banner.cdr**). These sample images can be downloaded from the first page of the on line tutorial. When prompted, choose to save the images to your working folder on your hard disk.

Create 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 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. Click the **Preset** button  on the property bar.

5. In the **Artistic Media Tool Width** box  on the property bar, type **0.08**.
6. From the **Preset stroke list** box  on the property bar, choose **Bulletdoubleout**.
7. On the drawing page, drag the **Artistic media** tool to draw a slightly curved vertical line.
8. Click the black color swatch on the color palette.
9. Click **Edit** ► **Duplicate** three times to create three more 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 . (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, type **-90** 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. Type **90** in the **Angle of rotation** box on the property bar and press **ENTER**.
6. Drag the rotated line into position so that it crosses the top of the original line.
7. Select the last of the duplicate lines using the **Pick** tool.
8. Click the **Mirror horizontal** button  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 .
2. Click the **Preset** button on the property bar.
3. In the **Artistic media tool width** box , type **0.08**.
4. From the **Preset Stroke** list box , choose **Bulletdoubleout** on the property bar.
5. Drag the **Artistic media** tool to draw a horizontal line with a loop.
6. Click the black color swatch on the color palette.
7. Drag the line into position at the top of the background.



This is what the drawing should look like:



Add color

Now that the basic shape for the logo is complete, you can add color to it. You will use the **Bezier** 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 **Bezier** 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 Bezier shape for the background

1. Open the **Curve** flyout , and click the **Bezier** 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.

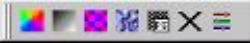

Node - definition

The square points at the end of a line or a curve segment. You can change the shape of a line or curve by dragging one or more of its nodes.

- Click once or twice along the line that forms the bottom.
- Click the first node you created with the **Bezier** tool to complete the shape.





To add color to the top

- With the Bezier shape still selected, open the **Fill** flyout , and click the **Fill color dialog** button .
- Click the **Models** tab.
- From the **Model** list box, choose **RGB**.
- In the **R** box, type **102**.
- In the **G** box, type **102**.
- In the **B** box, type **35**.
- Click **OK** to fill the Bezier shape with the specified color.
- Click **Arrange** menu **Order** **To back** to move the Bezier shape behind the lines of top.

This is what the drawing should look like:

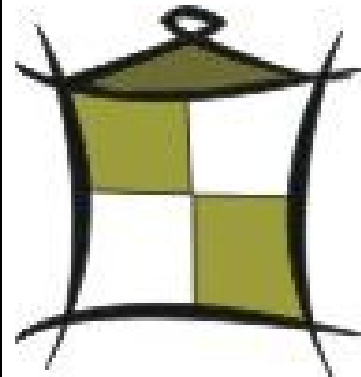


To add the shapes and the first color



- Open the **Curve** flyout , and click the **Bezier** tool .
- Click the top-left corner of the background to begin the shape.
- Click the center of the top line.
- Click the center of the body.
- Click the center of the left line.

6. Click the first node you created with the **Bezier** tool to complete the shape.
7. On the color palette, click the olive color swatch to fill the Bezier shape with the olive color.
8. Click **Arrange** menu ▶ **Order** ▶ **To back** to move the Bezier 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. Open the **Curve** flyout , and click the **Bezier** tool .
2. Click the top-right 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 right line.
6. Click the first node you created with the **Bezier** tool to complete the shape.
7. On the color palette, click the deep yellow color swatch.
8. Click **Arrange** menu ▶ **Order** ▶ **To back**.
9. Repeat the preceding steps on the lower-left side to create the second deep yellow square.



This is what the drawing should look like:



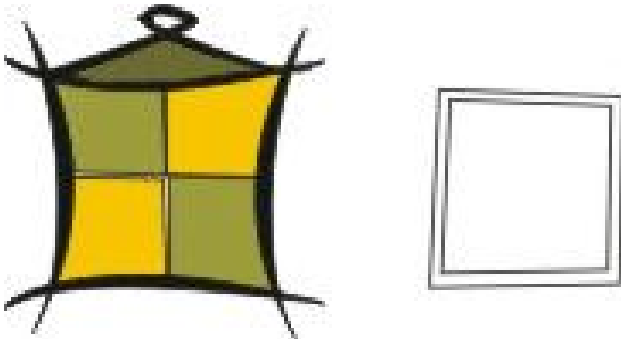
Create the diamond shape

To make the coffee cup stand out from the background, The Coffee Shop logo uses a diamond shape overlying the hut as a background for the coffee cup. The diamond shape used in the logo 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

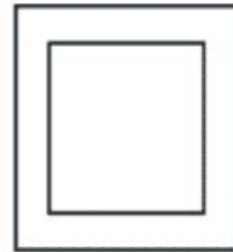
1. Using the **Rectangle** tool , drag to create a square on a blank area of the drawing. If you want an exact square, you can hold **CTRL** to constrain the shape as you draw it.
2. Click **Edit** menu ▶ **Copy**.
3. Click **Edit** menu ▶ **Paste** to place a duplicate of the square on top of the original square. The topmost square will completely cover the original square.
4. Click the **Pick** tool .
5. Hold down **SHIFT**, and drag one of the corner selection handles until the square is slightly smaller than the original square. By holding down **SHIFT**, you are resizing the square from its center.

This is what the drawing should look like:




Handles - definition

A set of eight black squares that appear at the corners and sides of an object when the object is selected. By dragging individual handles, you can scale, resize, or mirror the object. If you click a selected object, the shape of the handles changes to arrows so that you can rotate and skew the object.







Small square within a larger square.

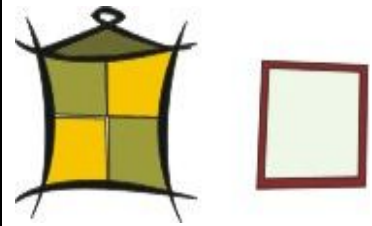
To add color to the larger square

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, type **2.5** and press **ENTER** to give the square a thicker outline.


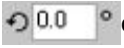
To add color to the smaller square

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 Bezier 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

1. Select the smaller square using the **Pick** tool .
2. Hold **SHIFT**, and select the larger square. Both squares will now be 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:



Add 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. Navigate to your working folder (the folder where you saved the sample files at the beginning of the tutorial).
4. Choose the filename **cup.cdr**.
5. Click the **Import** button.
6. Position the **Import placement start cursor**  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 - CoreIDRAW**.
3. Navigate to your working folder (the folder where you saved the sample files at the beginning of the tutorial).
4. Choose the filename **banner.cdr**.
5. Click the **Import** button.
6. Position the **Import placement start cursor**  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.



This is what the drawing should look like:



Add 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.

To add a drop shadow

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.



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



This is what the drawing should look like:



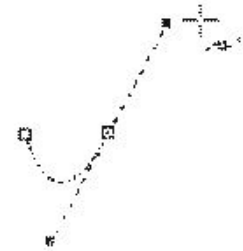
Add text to the logo

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 **Bezier** 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 **Bezier** tool .
2. Click the end of the small line at the left of the banner, a black square will appear.

3. At the end of the small line at the right of the banner, click the left mouse button and drag until the path takes on the desired curved shape.



To add text to the path

1. Click the **Text** tool .
2. Point to the path you created in the previous procedure. When the cursor changes to the letter A with a curve below it () , click the path.
3. From the **Font** list box  on the property bar, choose **Times New Roman**.
4. From the **Font size** list box  on the property bar, 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 the **No color** swatch to make the path invisible.
8. Using the glyph, drag the text to the vertical center of the banner.

*Glyph - definition
Diamond-shaped handles
that can be dragged to
alter the form of a shape.*

Save your work

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

To save files

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 ...

Congratulations! You have now used CorelDRAW 10 to complete a logo. You can explore CorelDRAW on your own, or you can become productive quickly by following other CorelTUTOR™ tutorials.

For more information on the topics and tools presented in this tutorial, you can refer to the User Guide or the online Help. To access the online Help, click **Help** menu ▶ **Help Topics**.

For more information on:

In the Help Index type:

drawing lines and shapes

drawing shapes

rotating and mirroring objects

rotating, objects

importing images

importing files, overview

fitting text on a path

text, adding to paths

Artistic Media tool

brush strokes, preset

Bezier tool

bezier lines, drawing

Interactive Drop Shadow tool

drop shadows