LESSON 06

LOGO
DESIGN
LIKE A PRO

PART THREE: CREATE

06

LOGO DESIGN LIKE A PRO

LOGO DESIGN

What you'll accomplish:
Create logo concepts using online platforms, ai image generators, google, and CanvaPro
Time to achieve: 1 days–2 weeks
Software needed: Canva, ChatGPT, Google
Optional: Adobe Express, Looka, Ideogram

PART THREE: CREATE

Part THREE:

QUICK RE-CAP

PART THREE: CREATE

Peek behind the designer's curtain and learn the design pro secrets to creating a timeless, jaw dropping logo.

Using machine learning (ai) to help you take your sketches to final art.

1. Play with various **ai platforms**
2. **The non–logo logo**: creating a wordmark with typography
3. **Monogram** Makeover

LET'S CREATE THE PERFECT LOGO

READY TO MAKE YOUR MARK?

A kickass logo isn't just a pretty face—it's your brand's flag, flown high and proud. It's gotta scream "That's me!" from the rooftops, whisper sweet nothings about your mission, and cut through the noise like a hot knife through butter.

So, what's the secret sauce for a logo that doesn't just sit there but owns the room?

- **Iconic Status:** Make it the one they can't forget—even if they tried.
- **Flex Factor:** It's gotta flex from a postage stamp to a billboard without breaking a sweat.
- **Timeless Charm:** No expiry date here; your logo stays fresh year in, year out.
- **Unmistakable Identity:** Like your fingerprint, there's no mistaking it for anyone else's.
- **Instant Connect:** It tells your story in a glance—no lengthy introductions needed.

Cooking up a logo that ticks all these boxes? Here's your checklist:

- Does it get a "Hell yes!" in under two seconds?
- Is it simple enough to stick like gum on a shoe?
- Versatile? Can it rock any gig, any day, anywhere?
- Timeless—will it still be the cool kid on the block years from now?
- Does it stand out from the crowd, not just blend into the background?
- Will it make your target audience want to be BFFs?

Remember, this isn't about what you like on your fridge; it's about crafting a symbol that's the face of your brand's soul.ork it.

Your logo's gotta work it.

So, take that step back, squint your eyes, and make sure your logo's not just good—it's legendary.

THE CREATIVE PROCESS:

LET'S BREAKDOWN IT DOWN

1. Choose Your Tools: For the DIY designer on a budget, tools like Canva, Google Docs, Looka, or Indeogram offer user-friendly interfaces and a plethora of templates to tinker with. AI-powered tools like these can suggest logo designs based on your brand's description.

2. Design Elements: Focus on the key elements of your logo:

- **Typography:** Select fonts that communicate your brand's tone—strong and bold, elegant and refined, or casual and friendly. (Lesson 05)
- **Color Palette:** Colors evoke emotions. Choose colors that resonate with your brand's energy. Use color psychology as a guide. (Lesson 04)
- **Symbolism:** If you're going for a symbol or icon, it should be relevant to your brand. It can be abstract or literal, but it must be significant.

3. Refinement: Use the AI tools to put together your elements. Tweak, adjust, and experiment with layouts until you find the right balance.

4. Feedback and Iteration: Present your designs to a trusted circle for feedback… **B(AI)BS Facebook Group!** Look for honest critiques that can help you refine your logo further.

5. Final Touches: With feedback in hand, make the necessary adjustments. Fine-tune your logo to perfection.

6. Create ROUGH COMPS

A kickass logo isn't
Just a pretty face.

ONLINE LOGO MAKER TOOLS

EXPLORE THESE DIFFERENT LOW-COST AND FREE OPTIONS TO CREATE UNIQUE LOGO DESIGNS.

Looka.com is an AI-powered logo maker platform that simplifies the process of creating custom logos and brand identities. By entering a company name and selecting preferences in logo styles, colors, and symbols, users can quickly generate and customize logo designs tailored to their business.
https://looka.com/

Adobe Express provides a **FREE** logo design tool equipped with thousands of professional logo templates, along with a vast selection of free images, icons, and design assets. Users can quickly create and customize their logos using these resources to develop a unique brand identity.
https://www.adobe.com/express/create/logo

Logopony is an AI-powered logo maker platform that specializes in generating unique, professional logos by leveraging advanced AI algorithms. It simplifies the logo design process, making it accessible and user-friendly for businesses of all sizes to create distinctive logos quickly.
https://app.logopony.com/

Zarla is a **FREE** and intuitive AI-powered logo maker platform that enables users to create professional-quality logos effortlessly. It offers a wide range of customization tools and resources, including thousands of design ideas, to cater to any type of business, with the added convenience of an AI website builder and mobile-friendly site editing.
https://www.zarla.com/free-logo-maker

AI IMAGE GENERATORS

Creating an effective prompt for an AI image generator involves being specific about your requirements while leaving enough creative space for the AI to generate unique designs.

Here's a structured approach to crafting a prompt for a simple black and white graphic logo:

1.Purpose of the Logo: Begin by specifying the purpose or the brand identity you want the logo to represent. This gives the AI context about the feel or theme of the logo.

2.Design Elements: Mention any specific symbols, initials, or objects you want to be included in the logo. Be clear about what these elements represent or their significance to the brand.

3.Style and Tone: Describe the desired style (e.g., modern, vintage, minimalist) and tone (e.g., professional, playful, elegant) of the logo. This helps guide the AI's creative process towards your vision.

4.Color Scheme: Since you want a black and white graphic logo, specify this clearly. However, you can also mention if you're open to shades of gray or strictly want black and white only.

5.Layout Preferences: If you have any preferences regarding the layout (e.g., circular, square, abstract), include this information. This guides the composition and structure of the logo.

6.Optional Features: Mention any optional features you're open to exploring, like a particular typeface for any text or abstract elements that might enhance the logo.

EXPERIMENT

This structured prompt gives the AI a clear understanding of what you're looking for while allowing for some creative interpretation within your specified guidelines.

"I'm looking for a simple, minimalist black and white graphic logo for a cafe named 'Bean Brew'. The logo should incorporate a coffee bean and a coffee cup symbol to represent our core products. The style should be modern and elegant, conveying a sense of sophistication and warmth. The layout can be abstract, with the coffee bean integrated into the cup design or surrounding it. The logo should be strictly in black and white, potentially using shades of gray to add depth. Any text included should be in a simple, clean typeface. Optional: If possible, include a subtle reference to sustainability, which is a core value of our brand."

EXPERIMENT WITH AI IMAGE GENERATORS

Compare the logo examples to the right. Each platform responds differently to the same sample prompt structure. As ai improves, the prompt structure will become more simplified. Keep working through and revising the prompts to dial in on your desired logo.

NOTE: ai generated logos don't always get the spelling correct. Words are hard for ai, but we can edit that later!

Ideogram: https://ideogram.ai/

ChatGPT Logo Creator: https://chat.openai.com/g/g-gFt1ghYJl-logo-creator

Stable Creator https://huggingface.co/stabilityai/stable-cascade

MONOGRAM MAKEOVER

CREATE A CUSTOM MONOGRAM LOGO ICON IN GOOGLE DOCS.
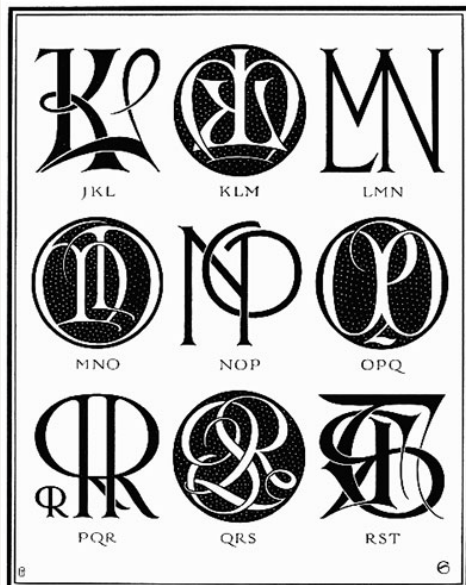

PLATE CXV—THREE-LETTER MONOGRAMS

- **Open Google Drive:**
  - Go to **Google Drive**.

- **Create a New Google Docs Document:**
  - Click on the + New button on the left side of the screen.
  - Select Google Docs.
  - Choose Blank Document from the submenu.
- **Insert a Drawing:**
  - In the new document, click on the Insert menu in the top bar.
  - Choose Drawing from the dropdown menu.
  - Select + New.
- **Create Mirrored Text with Word Art:**
  - Inside the drawing module, click on the Action menu.
  - Select Word Art.
  - Type the letter or word that you wish to mirror into the box that appears.
  - Press Return (or Enter) on your keyboard.
- **Resize the Word Art:**
  - If necessary, click on the Word Art you created and drag the corners to resize it to your preferred dimensions.
  - Rotate to fit your desired layout.
- **Duplicate the Word Art for Mirroring:**
  - Right-click on the Word Art and select Copy.
  - Right-click again on the canvas and select Paste to make a copy of the Word Art.
- **Mirror the Word Art:**
  - Click on the copied Word Art to select.
  - Hover over the right adjustment handle (a small square box on the Word Art's boundary).
  - Click and drag the right adjustment handle all the way to the left side, past the left adjustment handle.
- **Finalize the Drawing:**
  - Once you are satisfied with the mirrored text, select both letters and change font.
  - Play with font styles and positioning until you get the desired icon you are looking for.
  - Click the Save and Close button to insert the drawing into your document.

CREATE A LOGO USING CANVA

DESIGN LOGO IMAGES AND EDIT

Creating a logo in **CanvaPro** involves a few straightforward steps that will help you design a unique and professional-looking logo for your business or personal brand.

HERE'S A SIMPLIFIED GUIDE:

1. Create a New Document: Start by selecting a Logo template in Canva. If you prefer to create your logo from scratch, choose the "Create blank" option within the Logo template section. You can adjust the default size if necessary using the Resize feature.

2. Add Logo Elements: Focus on creating a wordmark (your company or brand name in a distinctive typography) first. Select a font that aligns with your brand identity. You can add text by clicking on the text button and typing your brand name. Adjust the font, size, color, and add any effects like shadow to make the text stand out. If your brand requires, add a brand mark (a symbol or icon that represents your business) by uploading a graphic symbol or icon that resonates with your brand's values and identity. Adjust its size, rotation, and placement as needed.

3. Download Your Logo: Once you're satisfied with the design, download your logo by selecting the Download icon. Choose PNG for a high-quality image, and make sure to select "Transparent background" if you want your logo to be versatile for various backgrounds.
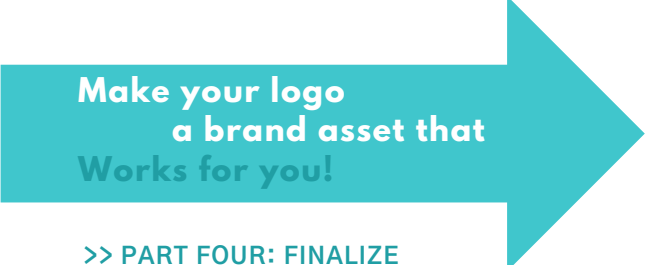
PRO TIPS:

If you're planning on trademarking your logo, avoid using Canva's templates or graphics directly. Create your own design using basic lines and shapes to ensure originality and trademark eligibility.

Remember, while Canva makes the design process accessible, the key to a successful logo is ensuring it aligns with your brand identity and communicates your brand's values effectively.

https://www.canva.com/logos/templates/

You nailed it! Let's get this fab identity into formats that work.

Make your logo a brand asset that Works for you!

>> PART FOUR: FINALIZE

SEE YOU IN THE NEXT LESSON
Up Next...

06-Part 4: Finalize

Build our your brand asset toolbox with logo formats that work for every situation.

07-Brand Board

Let's piece together your brand's ultimate wingman: the Brand Board.

01-Bonus Download!

5 Tips to help you ask ChatGPT questions that produce AMAZING Results!