LESSON 06

# LOGO
# DESIGN
## LIKE A PRO

**PART FOUR:** FINALIZE

# 06

# LOGO DESIGN
# LIKE A PRO

## LOGO DESIGN

**What you'll accomplish:**
Create a professional brandmark, wordmark, and logomark
**Time to achieve:** 2 days–2 weeks
**Software needed:** Google, Pinterest, Google Docs, LC–Logo Planner

### PART FOUR: FINALIZE

## Part **FOUR:**

# QUICK RE-CAP

### PART FOUR: FINALIZE

**Let's build your logo assets!**

1. Finalize the logo design
2. Create in **black and white**
3. Create **color** versions
4. Create variable **logo suite** (logo, logotype, icon) for various applications
5. Convert logo file to **vector** (SVG)
6. Save logos into **usable formats** appropriate for mediums and usage. (PNG, JPG, SVG, PDF)

# STEP 1:

## DOWNLOAD IMAGE

Locate images you captured from logo maker tools and ai generated images.

These should already be in PNG (or JPG) format.

### CONVERT IMAGE TO PNG

WebP to PNG:
https://www.canva.com/features/webp-to-png-converter/

PDF to PNG:
https://www.canva.com/features/pdf-to-png-converter/



*PNG download from online logo maker website, Logopony.com*

# STEP 2:
## IDENTITY FONTS

Find any font from any image:

https://www.whatfontis.com/

Upload an image, and our AI–powered font finder will match it with over 990K+ fonts, including both commercial and free options. We'll then show you more than 60 similar fonts.

### CROP THE TEXT

Highlight or draw a new crop box to select only the part of the image with the font you want to identify.



*Upload PNG logo sample to www.whatfonis.com and select the font characters to identify in the image.*
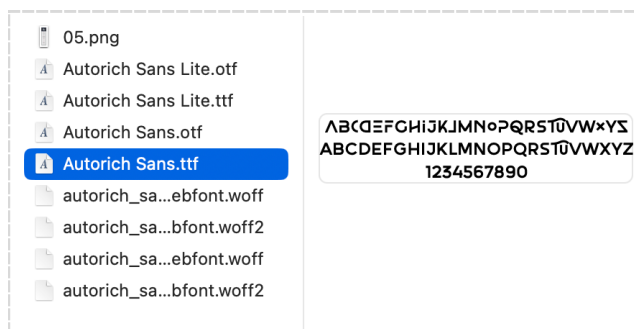
# STEP 3:

## DOWNLOAD FONTS AND INSTALL IN CANVA PRO

Once you have the identified the font name, find font downloads. Download the fonts to your computer, unpack the "zip" folder, and then upload these fonts (ttf files) into your brand kit on CanvaPro.

**Search for your fonts by name here:**

https://fonts.google.com/
https://allbestfonts.com/

1. From the homepage side panel, **click Brand.**
2. Click the **Brand Kit tab.** If you have multiple Brand Kits, select one to customize.
3. Under Brand fonts, click **Upload a font.**
4. Scroll down to Fonts and select **Add new,** then Upload a font.
5. Confirm and wait for the upload to finish.



| | |
|---|---|
| 📱 05.png | |
| 🅰 Autorich Sans Lite.otf | |
| 🅰 Autorich Sans Lite.ttf | |
| 🅰 Autorich Sans.otf | |
| 🅰 **Autorich Sans.ttf** | ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 |
| 📄 autorich_sa...ebfont.woff | |
| 📄 autorich_sa...bfont.woff2 | |
| 📄 autorich_sa...ebfont.woff | |
| 📄 autorich_sa...bfont.woff2 | |

*Download fonts (ttf files) and upload into brand kit on CanvaPro.*

## B(Λi)BS
### Badass AI Brand Society

*Final color version of the B(AI)BS logotype.*

# STEP 4:
## CONVERT IMAGE FORMATS

Locate images you captured from logo maker tools and ai generated images.

These should already be in PNG (or JPG) format.

**WebP to PNG:**
https://www.canva.com/features/webp-to-png-converter/

**PDF to PNG:**
https://www.canva.com/features/pdf-to-png-converter/

**PDF to SVG:**
https://cloudconvert.com/pdf-to-svg

**PNG to SVG:**
https://www.adobe.com/express/feature/image/convert/png-to-svg

# STEP 5:
## CREATE LOGO VERSIONS

Upload SVG logo images into CanvaPro and edit. The formats your need **COLOR, BLACK/WHITE, REVERSE** (white on transparent background) in your Brand Identity assets folder.

- Set up **black & white** logo
- Create **variable logo suite** (logo, logotype, icon) for various applications
- Create **color** versions using branded colors
- Create **reverse** with transparent background (White)
- Export (download) logo into **usable formats** appropriate for mediums and usage.

In the end you will have 8 files for each logo version in the logo suite. If your logo suite includes a main (combined) logo, logotyp, and icon...
        you will create **24 final files!**

## 24 FILES:

### LOGO ASSET FOLDER

| Brandmark | Wordmark | Logomark |
|---|---|---|
| 1. Color (PNG) | 1. Color (PNG) | 1. Color (PNG) |
| 2. Color (JPG) | 2. Color (JPG) | 2. Color (JPG) |
| 3. Color (SVG) | 3. Color (SVG) | 3. Color (SVG) |
| | | |
| 4. BW (PNG) | 4. BW (PNG) | 4. BW (PNG) |
| 5. BW (JPG) | 5. BW (JPG) | 5. BW (JPG) |
| 6. BW (SVG) | 6. BW (SVG) | 6. BW (SVG) |
| | | |
| 7. White (PNG) | 7. White (PNG) | 7. White (PNG) |
| 8. White (SVG) | 8. White (SVG) | 8. White (SVG) |

# Congrats!

## Creating your logo suite asset folder is complete.

**WHEW!** You did it... you now have a brand assets folder filled with professional logos to use in any medium.

[Download these assets and keep them in a super safe place.]

>>CONTINUE TO LESSON 07

# SEE YOU IN THE NEXT LESSON
## Up Next...







### 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!

### 02-Bonus Monogram Makeover

Create a custom mongram icon in
Google Docs... in minutes!