



XARAXONE.COM TUTORIAL TRANSCRIPT

This is not word for word, but it *is* what I used for the script to the video.

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See the video that goes with this script at

<http://www.xaraxone.com/tutorials/march-2012-video-tutorial/>

Hi, I'm Gary Bouton and welcome to another Xara TV tutorial at Xaraxone.com.

This month, we're going to take....a...look at logos (smack)....they're everywhere you look, everywhere you go...but they're not as easy as you'd think to design. First, let's take a look at examples of outstanding logos a couple that are *not* outstanding, and get a little understanding of what a logo is supposed to do. Sit back for a moment and enjoy a mini-history of logos.

A logo, typically is a little, cleverly designed pictogram, almost an icon of a company, service or product. One of the logos with the longest life has been...death. The Jolly Roger was adopted, probably stolen, as their logo, and even today we use it as a warning, just like the pirates did.

Before literacy became common, people used pictograms to make a place or service obvious to everyone. The Red Hand Inn here? With or without text, the logo is easily understood...it's a red hand, and everyone can find the place.

The silhouette of this logo hasn't changed in 20 years. Apple has successfully marketed this logo with stripes, illustrated in glass, metal, and its recognizability has remained a constant.

Although this logo has text on it, without the text, you still know that mermaid. Del Monte products are recognized by the shape surrounding the logo, most of us in the US know this gas company, and the shapes and colors used in logos sometimes require text, but most of the time they do not. Now, a logo—a pictogram—isn't exactly the same as a logotype, and I'll show you some successful examples of a logotype shortly. A logotype generally depends on a highly stylized typeface, that a designer has customized by doing something brand-worthy with a character or two.

Holiday Inn, until recently, used a script font that was recognized from a mile away.

Google's designer used a familiar but distinctive roman serif typeface and then colored the characters, Microsoft uses Helvetica Black italic with a notch removed from the second "o", Bill Blass uses Newport Gothic instead of an actual signature, and even New Age groups are known by their logo.

These are some terrific examples of commercial logos that we immediately recognize. Now here's one or two not so excellent logos. I don't know, in an effort to be hipper than hip, some designers have stylized a company's image so much, you can't recognize the company. Take a blue circle with lines through it. Three, probably more companies paid way too much for this mind candy.

A good logo is not only distinctive, but it's clever, it captures your imagination. It's not that hard! If it's a plumbing company, you can spell the name out with pipe joints. If it's a sporting goods

company, you substitute letters with images of a catcher's mitt or a hockey stick. Look what Amazon did—a simple little arrow going from the a to the z, telling you they have everything from A-Z.

Let's get down to work with a mock assignment this month, a logo for the fictitious Peter's Sports World, a sports equipment store. Download the zip archive for this moth at xaraxone.com, and the first thing you do is type Peter's Sports World. Now find an appropriate typeface. Sporting goods are bold and masculine, so ITC Machine works here.

I want to stack Sports and World at about the same size so I'm going to cut this and paste it beneath...and try to position it so they're vertically centered...

And now I'm going to convert both words Arrange, Convert to Editable shapes, or just use the Arrange Bar in the workspace. Press Ctrl+U a few times to ungroup the characters so you can do some kerning, let's get Peter out of the way for a moment, and in the interest of visual gestalt, the "O's in sports and world are going to be balls. So I move the O out of the way, drag a circle with the Ellipse tool, scale it down to the right size, and then I hold Ctrl while I move the text so it remains horizontally aligned, let's get rid of that other "o", copy the circle by a right-click drag and drop a copy, and the second placeholder for a ball is the same size...let's select the surrounding characters (hold Shift and click), and scale them disproportionately just a little to even up the two words. Sports and World now stack properly, um, that looks pretty good, the "W" can stand to come in a little and can be just a little wider, and now let's make the top o a basketball and the bottom a baseball. So the first thing I did was to go get a picture of a basketball off the web, this was free clipart, paste it into this document, right-click over it and lock it, so it doesn't move and now I'll draw over it.

The first thing to do is to recreate the pattern, the seams, I used a pen with of 8 pixels wide, and this is just tracing so I'm going to cut to the chase now—after you make the lines, select them, choose Arrange>Convert Line to Shape and then Arrange>Combine Shapes, Add Shapes. And then I fill the shape with white and clip it to a black circle behind the shape.

Now that the silhouette of the basketball is done, let's drag and drop a copy of it, scale and position it, over the "o", the vacancy in "sports".

Okay, to create the baseball didn't require rocket science...I used the Straight line tool to make the stitching, making strokes different in width and bending some of them, the finished drawing is in the Xara file; I converted the lines to shapes, added them together and clipped a white version of the shape to a black circle. I've copied it to the clipboard and I'm pasting it into the document here and then scaling it. The nice thing about Xara Designer 7 is the tabbed document windows. Now that "Sports world" is done, I'm going to work on "Peter"...I want to thank Nick Curtis for the Team Spirit font, he created a special version for The Xara Group and McGraw-Hill when I wrote the *Xara Official Guide*...I'm typing Uppercase P, e, t, e,r, apostrophe, s, and to get the underscore to backlash, you press the close parenthesis key. I'm going to wireframe view on page two of the xara logo document, to show I've created a perspective plane on the guides layer so you can show your client their logo as it would appear on a building. I've scaled and added a shadow, and with some fussing with the Extrude tool, and matching the lighting in the

photo, and if I zoom out, this is a pretty handsome previz mockup and if you have a good logo, this previsualization is the kinda thing that closes the deal.

I'll offer not a second approach to the same service, and your materials are on page 3. I'm going to show you how to create "Sports World"—these words repeated twice, circling around a 3D baseball—a logo not totally unlike the old Universal motion pictures logo. What I'm doing here is duplicating Sports World" so that it reads World Sports, World sports, which is not the right sequence of words, but the center of this string will be the center of the circular banner, running around the baseball. Now, group all the elements, and then create a rectangle around the center—this part is going to show in front, ...I now select both objects and then use the Slice command on the Arrange bar which I have docked in the UI. So Sports World and a little bit extra, is one object, I'm going to use the Mould tool's envelope mode and the Shape Editor tool and I'm sure you'll do this better than I'm doing on the first try, what I'm doing is arcing the text. The World and sports leftovers outside of this phrase will also be used, to continue around part of the backface of the text circle, let's get this front face correct first...

I'll copy this, you see what I've done with that original baseball is some blue gradient shading, I'm going to scale this and I think you can begin to see how the lettering is going to revolve around the baseball....its' going to be a sports *world*. Now I'm just trying to finesse the lettering, right now, and once I've done this, I'll add a complementary color to the blue, sort of a dull red, and to embellish this I take the fill tool, choose Circular Fill type on the Infobar so the lettering had a little bit of a highlight,

Now this is difficult to read but I'm going to manually create a drop shadow behind the words in a moment. I've pasted the other two words and flipped Sports horizontally, because it's going behind the words and not arcs in the opposite direction so I apply a mould to it, and the arc direction goes opposite to the main red text, I'm moving the center of rotation now, and after zooming in, you can see that this piece looks like a continuation of the text—I think what I need to do now is take the text, which still has its mould, and extend it a little bit so the effect of the words encircling the baseball is more pronounced...that looks pretty good, I'm jumping ahead now to the finished world element. I'm going to drag and drop a copy of the lettering, fill them with black and apply transparency with the transparency tool, press Ctrl+Shift+B to put it behind the lettering and Peter's going to be pleased with this. Now, I select the baseball, hold Shift and scale it a little up, and then right-click to drop a copy while scaling it, Now I give it a thin outline and no fill, and then use Ctrl+Shift+S to make the circle a simple shape. Now with the Shape Editor tool, I'm going to break the curve at two points because I only want a small arc to run Peter's name across, so it becomes an integrated element of the logo. Now I can delete the part of the circle I don't need, I'll type Peter's again, and let's use a different typeface this time. I'm going to use Crillee italic . It's a wonderful typeface that suggests Action, and sports and it looks quite masculine, I select it with the Selector tool, Shift to add the path to the selection, and then choose Arrange>Fit Text to Curve. Now this is almost there, but Peter's isn't kerned tightly enough now, so we go up to the Infobar and tighten up the selected text, and then put the cursor at the front of the text and press Space a few times. Go to the outline width box and give the group None for an outline, and Sports World is a winner!