

## Basic Logo Creation in Photoshop

1. Open Photoshop
2. Click File – New –
  - a. Suggested size =3 inches x 3 inches
  - b. Suggested resolution = 300 pixels per inch (it will be large but this is good for printing)
  - c. RGB Color, 8-bit, Transparent background
  - d. Click OK
3. Click File – Save AS
  - a. Save as “logo\_mmt” (where “mmt” are your initials)
  - b. Default save format is PSD (Photoshop document)
4. To add a background color, click the paint-bucket tool
  - a. Click the colored square at the bottom of the toolbox
  - b. Choose the color you want from the color picker
  - c. Click inside your document to fill the background with color
  - d. Add a new Layer. Click Layer – New – Layer
  - e. SAVE
5. To add text, click the “T” (text tool) in the toolbox
  - a. Make sure you use the color picker to choose a color that is different from your background – otherwise the text will be the same color and you won’t see it
  - b. Once you have chosen your text color, SINGLE CLICK with the text tool on your document. Type your text in normally.
  - c. To move the text, you must use the “move” tool. This is the tool in the top right hand corner of the toolbox that looks like a cursor. Click on the tool, then click back on the text to move it around.
  - d. To edit the text, you must use the text tool. Click and hold VERY close to the end of the text and drag to the left to highlight the text. You can now change the font, color, size, etc. You can also add or delete using the keyboard.
6. Text effects
  - a. To add effects to text, be sure you are clicked on the appropriate text layer in your layers palette.
  - b. Click Layer – Layer Style – Blending Options
  - c. You will then have a list of effects to choose from. Don’t overdo them! Be sure your text is readable, and click OK when finished.
7. Basic shapes
  - a. Make sure you add a new layer before drawing (Layer – New – Layer).
  - b. Draw a rectangle, square or circle using the Marquee tool (top left hand corner of toolbox).
    - i. NOTE: to draw a perfect circle or perfect square, hold down the SHIFT key as you click and drag
  - c. To fill the shape with color, click the paint bucket tool and choose the desired color from the color picker at the bottom of the toolbox. Click inside the outline of the shape to fill. Use the move tool to place the shape where you want it within the document.
  - d. You can add effects to shapes the same way as text (see #6 (a) and (b) )
8. To use a photograph in your logo, open it separately in Photoshop (File – Open)
  - a. With the photo open, click Select – All (or Ctrl-A)
  - b. Click Edit – Copy (or Ctrl-C)
  - c. Make a new layer in your logo document
  - d. Click Edit – Paste (or Ctrl-V)
  - e. To resize the photo within the logo, click Edit – Transform - Scale
    - i. Use the handles that appear around the photo’s border to resize. Use the corner handles and hold the SHIFT key while resizing to maintain the photo’s horizontal and vertical proportions (otherwise the photo will stretch or shrink abnormally)
  - f. Use the move tool to place the photo in the desired location.
9. **SAVE, SAVE, SAVE!!!**
10. When finished with your logo, you can then save it in other formats like .jpg, .gif, .png, .tif, and others.
  - a. Click File – Save AS
  - b. Click the drop-down arrow next to Format and choose which format you would like (.jpg or .gif are best for logos)
  - c. Choose quality (higher quality = larger file size, lower quality = smaller file size) for .jpg
  - d. If saving as .gif, click OK twice as the save options appear.