

# Use Your Pen

creating logos and illustrations In Illustrator

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As a Graphic Artist it is our responsibility to make this world a better place through art. We should use art to build brands through web and print. Although brand building doesn't rise or fall on a logo alone, creating great high quality logos for your clients company will help them increase thier brand recognition. I have writen this tutorial/ guide to provide insight on using illustrator. Once you master using the pentool their will be no stopping you. Logos and Illustrations will be easy for you to create.

If at any point while reading this tutorial you have questions, please contact me. you can reach me on twitter (@davisca8) or on my facebook page. Even if you dont have any questions I would love to hear from you. If you want to reach me in private email me at [caleb@creativelogoart.com](mailto:caleb@creativelogoart.com)

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# Using the pen tool in illustrator

The Pen tool at first can be a bit tricky but with some practice it is a very powerful tool. In order to use illustrator you must get comfortable with using the pen tool. The entire program revolves around using the pen tool.



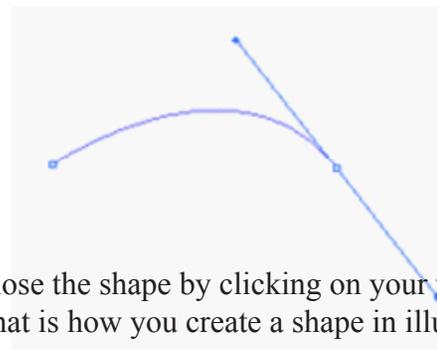
The short cut to select the pen tool (on default settings) is the letter P on your keyboard.



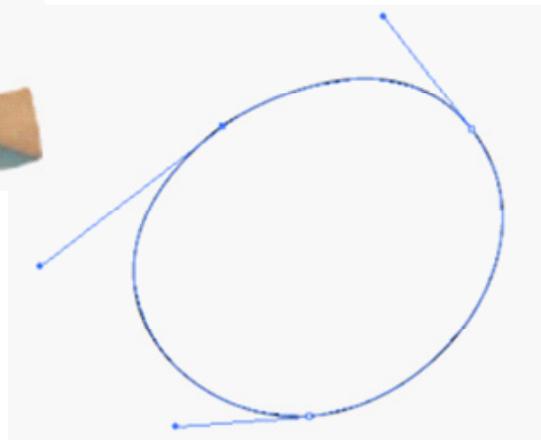
**1** Create a shape with the pen tool by selecting your starting point first by left clicking.

**2** Then move your pen to the next spot and left click.

**3** A straight line will be drawn. To curve the line, hold down the left click and pull outward. Release the left click when you are satisfied with the curve.



**4** Close the shape by clicking on your first anchor point. That is how you create a shape in illustrator.



## Shape Tip

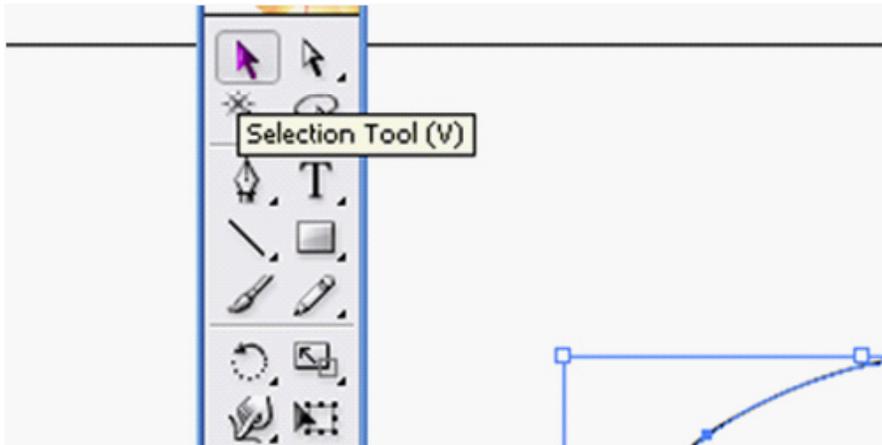


You can also create shapes by using the Rectangle tool. The rectangle tool can be changed to a circle, rounded rectangle, star, and polygon.

You can also create shapes from your fonts. Create outlines of your font (text) by right clicking on the text with your move tool and selecting "create outlines"

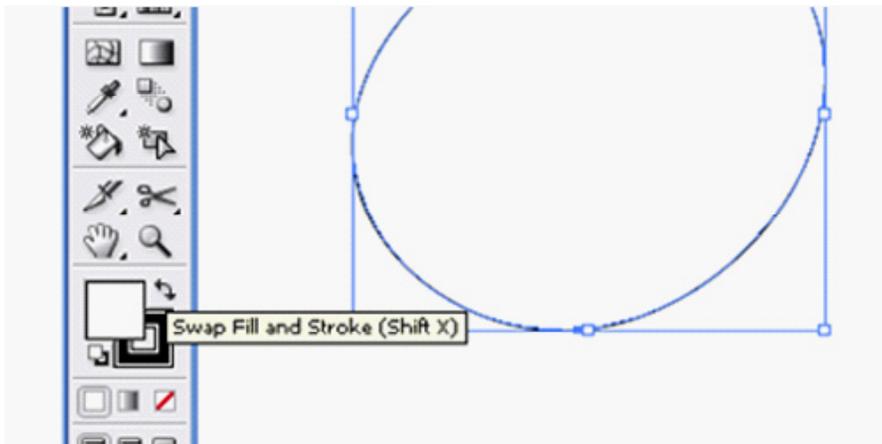
# Change color of the circle

1 Select your move tool by hitting the letter V



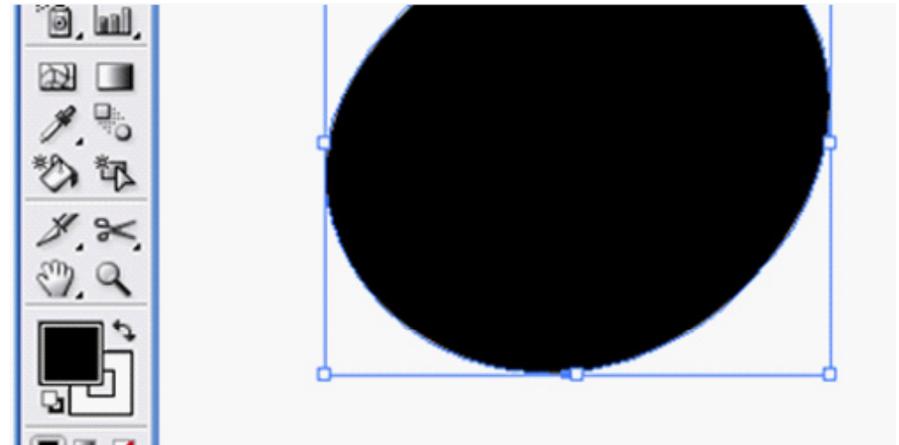
2 Select your shape by left clicking and dragging over the shape. A box will appear to let you know what is selected. Your color chips tell you the color of the fill and stroke.

3 Select the arrows to swap the colors.



4 Double click on the fill to open up the swatch pallet and select a different color.

This is how you change colors in Illustrator.



## Coloring Tip

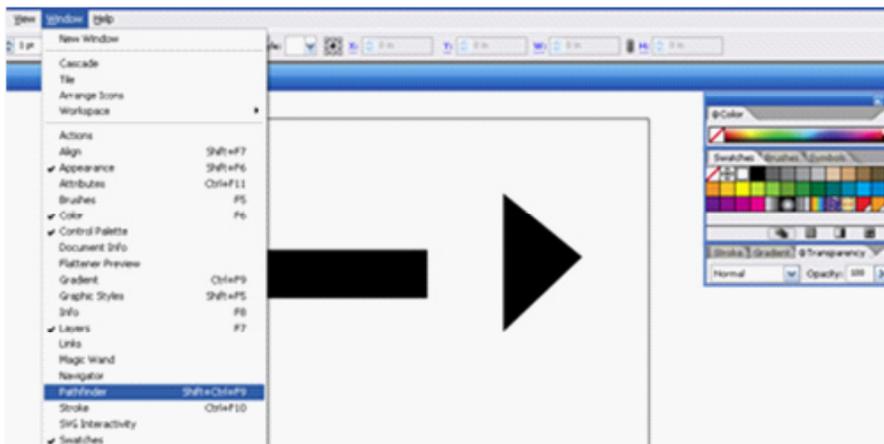
You can place a gradient inside the shape. The gradient can be linear or sphere. go to gradient pallet by clicking window in the top bar then gradient.

Colors can be added to the gradient by adding colors from the swatch pallet.

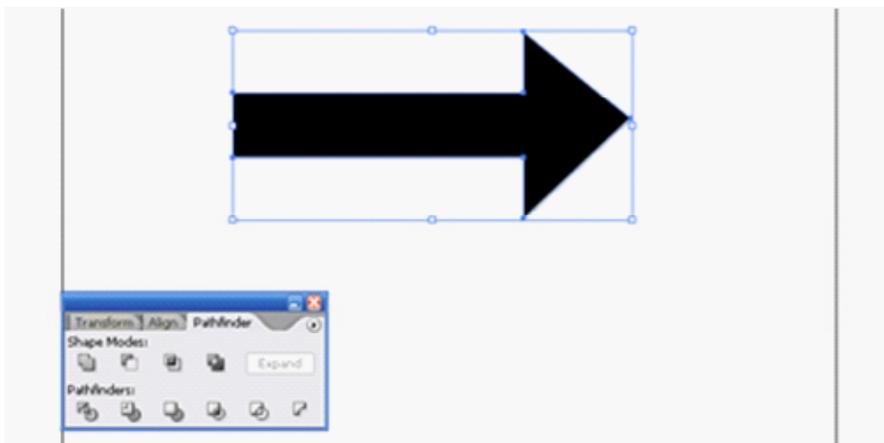
# Using the pathfinder tool

The path finder tool is a basic tool that I use all the time. This tool will allow you to combine shapes and create unique shapes by putting two different shapes together to create one. You can cut out the shape or add to the shape to get the final result needed. To use your pathfinder tool:

1 First draw two shapes that you want to join together.



2 Then go to windows → pathfinder and click on it. Your pathfinder pallet will open up.



3 Overlap the shapes and select them both. Select them both by hitting the letter (v) on your keyboard and dragging the mouse over the two items.

4 In your pathfinder pallet select add shape area then hit expand. (now it is one shape)

That is how you use the pathfinder tool. Play with the other functions in the pallet to create other shapes.

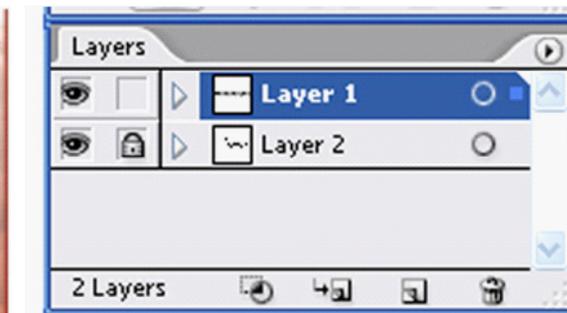
## Pathfinder Tip

To create very unique and awkward shapes do it in chunks. Whenever possible use the shapes given to speed up your work.

For example: if you need to draw a circle, use the circle tool. If you need a moon shape, off set two circles use the pathfinder tool to and cut it perfectly.

## Creating Swashes

Swashes are decorative extended strokes. You see this quite often in wedding invitations. I created some swashes in a flyer below. This tutorial outlines how I created this swash in Illustrator.



- 2 Open the scanned image in Illustrator. Lock the layer and create a new layer. This will allow you to trace over top of the type without moving the scanned image.

- 3 Next select your text with the move tool and create outlines. (right click and select outlines) Also, choose another color other than black for better visibility.

The fastest way to get your ideas out is to sketch with pen and paper. Sketch out your type with swashes. Then scan it into your computer as I have done below.



**4** Begin outlining your sketched swashes.

**5** Select another color and create the holes. Make sure your pen tool is on outline and not fill.

**6** Select both color outlines and use your pathfinder pallet to cut out the shape. To open your pathfinder pallet go to windows → pathfinder.



**7** Use the pathfinder pallet again to group them together. (When they are grouped together a selection on any part of the type selects all.)

**8** Continue using this same technique throughout, using your pen tool and pathfinder pallet.



**9** Lastly change the color back to your choice color.

Using the pen tool and pathfinder tool you can create many different logos and art pieces. Below is the end result of my type with a swash.



So the question remains, why use illustrator? Use illustrator to create vector art. Why vector art and not rasterized art?

Vector art gives you the flexibility to resize the image without losing quality. Vector images are shapes expressed in a mathematical equation resulting in smooth lines and curves.

Raster images are made up of dots known as pixels. Raster images are resolution dependent therefore will lose quality based on the size.

# Copyrights & Trademarks

I am often asked by the customer if they can copyright the logo? A copyright “is a form of protection provided by the laws of the United States (title 17, literary, dramatic, musical, artistic, and certain other intellectual works. U. S. Code) to the authors of “original works of authorship,” including literary, dramatic, musical, artistic, and certain other intellectual works.” (<http://www.copyright.gov/circs/circ1.pdf>)

The artist who created the logo legally has rights to the copyright but can transfer ownership through written agreement.

Check through this site to see what you can copyright and what you can't copyright. <http://www.copyright.gov/help/faq/faq-protect.html>  
A Trademark “is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.” [http://www.uspto.gov/web/offices/tac/doc/basic/trade\\_defin.htm](http://www.uspto.gov/web/offices/tac/doc/basic/trade_defin.htm)

**It is not required for you to register your mark aka logo with the federal government but if you do here are some benefits:**

- constructive notice to the public of the registrant's claim of ownership of the mark;
- a legal presumption of the registrant's ownership of the mark and the registrant's exclusive right to use the mark nationwide on or in connection with the goods and/or services listed in the registration;
- the ability to bring an action concerning the mark in federal court;
- the use of the U.S registration as a basis to obtain registration in foreign countries; and
- the ability to file the U.S. registration with the U.S. Customs Service to prevent importation of infringing foreign goods.

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Click here <http://www.uspto.gov/web/offices/tac/doc/basic/> to find the process on registering your mark/logo into a trademark