Creating a logo

Welcome to CorelDRAW®, a comprehensive vector-based drawing and graphic-design program for the graphics professional.

In this tutorial, you will create a logo for an imaginary coffee shop. This is what the final logo will look like:

What you will learn

In this tutorial, you will learn how to

- draw shapes
- add color to objects
- duplicate objects
- rotate objects
- mirror objects
- import images from another file
- fit text to a path
- use the **Smart drawing** tool
- use the **Ellipse** tool
- use the **Rectangle** tool
- use the **Interactive drop shadow** tool
- use the **3 point curve** tool
- use the **Text** tool

Creating the background

To start making the logo, you will first create a new, blank document. Next, you will create triangles that form the shape of the background by using the **Smart drawing** tool. Then, you will rotate, mirror, and move the triangles into position, and finally, you will create the decorative circles for the logo.
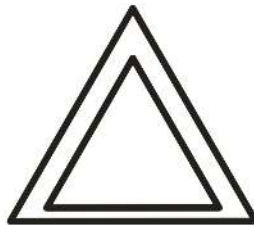
To create triangles for the background

1 Click **File** menu ▸ **New**.

2 In the toolbox, click the **Zoom** tool.

3 From the **Zoom levels** list box on the standard toolbar, choose **To width**.

4 In the toolbox, click the **Smart drawing** tool.

5 From the **Shape recognition level** list box on the property bar, choose **Highest**.

6 From the **Smart smoothing level** list box, choose **Medium**.

7 Choose **1.0** pt from the **Outline width** list box on the property bar.

8 In the **Outline Pen** dialog box, ensure the **Graphic** check box is enabled, and click **OK**.

9 Draw a triangle.

10 Draw a smaller triangle.

11 In the toolbox, click the **Pick** tool.

12 Click the smaller triangle and drag it to place it inside the larger triangle.

13 Click **Edit** menu ▸ **Select all** ▸ **Objects**.

14 Click **Arrange** menu ▸ **Group**.

When objects are grouped, you can manipulate them as a single object.

This is what the triangle group looks like:

To arrange the triangles to create the background

1 Click **View** menu ▸ **Snap to objects**.

2 Click the **Pick** tool and select the triangle group.

3 In the **Angle of rotation** box on the property bar, type **45** and press **Enter**.

4 Click **Edit** menu ▸ **Duplicate** to create another triangle group.

5 In the **Duplicate offset** dialog box, type a value in the **Horizontal offset** and **Vertical offset** boxes, and click **OK**.

This lets you define the offset for the duplicate in relation to the original. At any time, you can modify the duplicate offset distances by choosing **Tools** menu ▸ **Options** ▸ **Document** ▸ **General**.

6 Click the **Mirror horizontal** button on the property bar.

7 Drag the duplicate triangle group to the right of the first group. Make sure their corners are touching.

8 Click **Edit** menu ▸ **Select all** ▸ **Objects**.

9 Click **Edit** menu ▸ **Duplicate**.

10 Click the **Mirror vertical** button on the property bar.

11 Drag the duplicate triangle groups below the first set. Make sure their corners are touching.

This is what the drawing should look like:
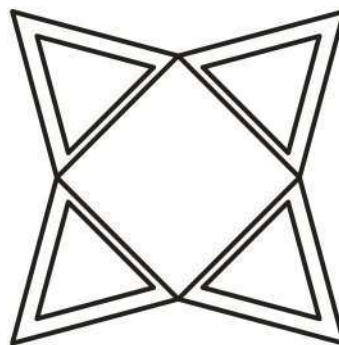
To create decorative circles for the background

1 In the toolbox, click the **Ellipse** tool .

2 Drag to create an ellipse on a blank area of the drawing.

   If you want to draw a perfect circle, you can hold **Ctrl** to constrain the shape as you draw it.

3 Click the **Pick** tool and select the circle.

4 Drag the circle to the edge of one of the triangle groups. Place it between the top and the bottom of the triangle. Please refer to the image that follows this procedure to see where to place the circles.

5 Click **Edit** menu ▸ **Duplicate**. Repeat this step until you have 5 additional circles. You need a total of 6 circles.

6 Drag the remaining circles to the edges of the triangle groups. Place each circle in between the top and bottom of the triangle.

This is what the drawing should look like:
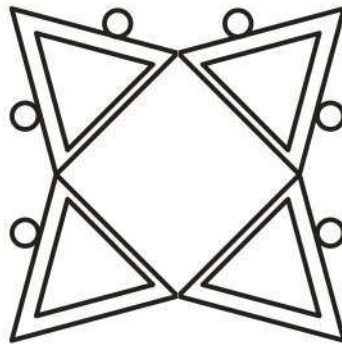
Adding color

Now that the basic shape for the logo is complete, you can add color to it. The design for The Coffee Shop logo uses three colors. You will add olive green to the outer triangles, deep yellow to the inner triangles, and light yellow to the circles.

There are different color models you can use to choose colors from, such as grayscale, CMYK, or RGB. The CMYK color model is used for creating images you intend to print later, and it ensures high-quality color printing. The RGB model, on the other hand, is optimized for the screen. For this project, you will use the RGB color model.

To add color to outer triangles

1 Click **Edit** menu ▸ **Select all** ▸ **Objects**.

2 Click **Arrange** menu ▸ **Ungroup all**.

3 Click the **Pick** tool.

4 Hold down **Shift,** and select the four outer triangles.

5 Open the **Fill** flyout, and click the **Fill color dialog** button.

6 Click the **Models** tab.

7 From the **Model** list box, choose **RGB**.

8 In the **R** box, type **153**.

9 In the **G** box, type **153**.

10 In the **B** box, type **51**.

11 Click **OK**.

To add color to the inner triangles

1 Click the **Pick** tool.

2 Hold down **Shift,** and select the four inner triangles.

**3** Open the **Fill** flyout ▓▐✕▨▒✕⫶ , and click the **Fill color dialog** button ▓.

4 Click the **Models** tab.

5 From the **Model** list box, choose **RGB**.

6 In the **R** box, type **255**.

7 In the **G** box, type **204**.

8 In the **B** box, type **0**.

9 Click **OK**.

To add color to the circles

1 Click the **Pick** tool ▹ .

2 Hold down **Shift,** and select the six circles.

3 Open the **Fill** flyout ▓▐✕▨▒✕⫶ , and click the **Fill color dialog** button ▓.

4 Click the **Models** tab.

5 From the **Model** list box, choose **RGB**.

6 In the **R** box, type **255**.

7 In the **G** box, type **249**.

8 In the **B** box, type **116**.

9 Click **OK**.

This is what the drawing should look like:
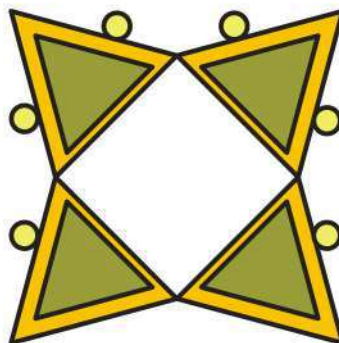
Creating the diamond shape

To make the coffee cup stand out from the background, the logo uses a diamond shape overlying the background for the coffee cup. The diamond shape consists of two overlapping squares, one slightly smaller than the other, which are grouped and then rotated 90 degrees to form the diamond.
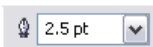
To create the outer square

1 Using the **Rectangle** tool ▢, drag to create a square on a blank area of the drawing. The square should be smaller than the background, but big enough to cover the middle of the background.

If you want an exact square, you can hold down **Ctrl** to constrain the shape as you draw it.

2 From the **Shape edit** flyout ⸽ ⸽ ⸽ ⸽, click the **Shape** tool ⸽.

3 Drag a corner node to round the corner of the square.

To create the inner square

1 Click the **Pick** tool ⸽, and select the square.

2 Click **Edit** menu ▸ **Copy**.

3 Click **Edit** menu ▸ **Paste** to place a duplicate of the square on top of the original square.

The topmost square completely covers the original square.

4 Click the **Pick** tool.

5 Hold down **Shift** and drag one of the corner selection handles until the square is slightly smaller than the original square.

By holding down **Shift**, you are resizing the square from its center.

To add color to the outer square

1 Select the larger square using the **Pick** tool ⸽.

2 On the color palette, click a **Red** color swatch.

If you didn't move the color palette, it should be docked on the right side of the workspace.

3 In the **Outline width** box ⸽ 2.5 pt ▾ on the property bar, type **2.5** and press **Enter** to give the square a thicker outline.

To add color to the inner square

1 Select the smaller square using the **Pick** tool ⸽.

2 Open the **Fill** flyout ⸽ ⸽ ⸽ ⸽ ⸽ ✕ ⸽, and click the **Fill color dialog** button ⸽.

3 Click the **Models** tab.

4 From the **Model** list box, choose **RGB**.

5 In the **R** box, type **229**.

6 In the **G** box, type **255**.

7 In the **B** box, type **229**.

8 Click **OK** to fill the square with the specified color.

9 In the **Outline width** box on the property bar, type **2.5** and press **Enter** to give the square a thicker outline.

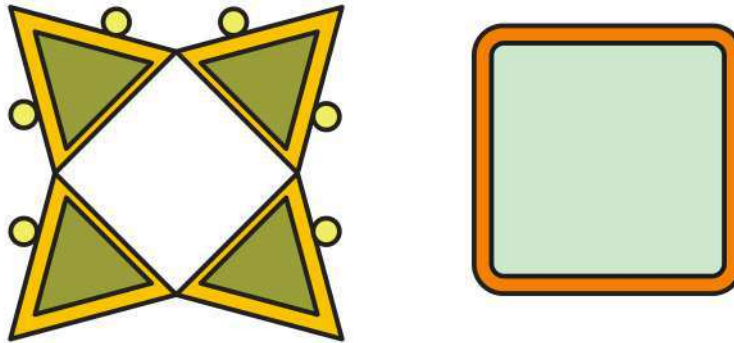This is what the drawing should look like:

To rotate the squares to create diamonds

1 Select the smaller square using the **Pick** tool .

2 Hold down **Shift**, and click the larger square.

Both squares are now selected.

3 Click **Arrange** menu ▸ **Group** to group the two squares.

4 In the **Angle of rotation** box ⟲ 45.0 ° on the property bar, type **45** and press **Enter**.

This rotates the squares to create a diamond shape. This is what the drawing should look like:
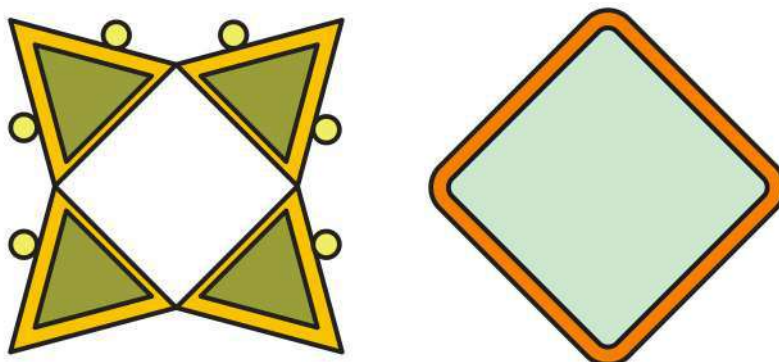
5 Drag the resulting diamond shape on top of the background.

If the diamond shape is too large or too small, resize the diamond by dragging one of the corner selection handles.

This is what the drawing should look like:
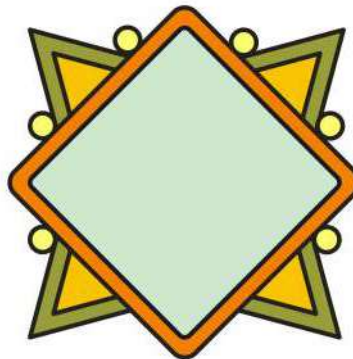
Adding the coffee cup and drop shadow

Now that you have created the diamonds, you can add the coffee cup to the logo. The coffee cup already exists as a CorelDRAW (CDR) file. To add the coffee cup, you will import the coffee cup file.

To make the coffee cup stand out from the rest of the logo, you can add a drop shadow by using the **Interactive drop shadow** tool. The drop shadow gives the illusion that the coffee cup is floating above the rest of the logo, giving the image more depth.

To import the coffee cup

1 Click **File** menu ▶ **Import**.

2 From the **Files of type** list box, choose **CDR - CorelDRAW**.

3 Choose the folder **Program files\Corel\CorelDRAW Graphics Suite 13\Languages\EN\Tutorials\ Sample files**.

4 Choose the filename **cup.cdr**.

5 Click **Import**.

6 Position the pointer on a blank area of the drawing page, and click to place the coffee cup graphic.

7 Drag to center the coffee cup graphic on top of the diamond shape.

   If the graphic is too large or too small, resize it by dragging one of the selection handles.

This is what the drawing should look like:

To add a drop shadow to the coffee cup

1 Open the **Interactive tools** flyout [icons], and click the **Interactive drop shadow tool** [icon].

2 Click the coffee cup graphic.

3 Drag from the center of the coffee cup graphic to the lower left until the drop shadow is the size you want.

Zooming in can make it easier to set the size of the drop shadow.

This is what the drawing should look like:

Adding the banner

Now that you have added the coffee cup and drop shadow, you can add the banner to the logo. Like the coffee cup, the banner already exist as a CorelDRAW (CDR) file. To add the banner to the logo, you will import the banner file.

To import the banner

1 Click **File** menu ▶ **Import**.

2 From the **Files of type** list box, choose **CDR - CorelDRAW**.

3   Choose the folder **Program files\Corel\CorelDRAW Graphics Suite 13\Languages\EN\Tutorials\ Sample files**.

4   Choose the filename **banner.cdr**.

5   Click **Import**.

6   Position the pointer on a blank area of the drawing page, and click to place the banner graphic.

7   Drag to place the banner graphic below the coffee cup graphic.

   If the graphic is too large or too small, resize it by dragging one of the selection handles.

   This is what the drawing should look like:

Adding text to the logo

All the graphical elements of the logo are now in place. All that is missing is the text. To make the text follow the curve of the banner, you can use the **3 point curve** tool to create a curved path within the banner, and then use the **Text** tool to add text to the path.

To create a curved path

1   Open the **Curve** flyout , and click the **3 point curve** tool .

2   Click the end of the small line at the left of the banner, and drag to the end of the small line at the right of the banner.

3   Move the pointer down and to the left. When the previewed line forms the desired curved path across the vertical center of the banner, click to set the line:
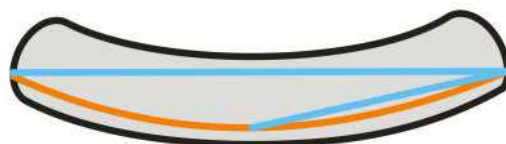
To add text to the path

1 Click the **Text** tool ▣.

2 Point to the path you created in the previous procedure. When the pointer changes to the letter A with a curve below it ▵ , click the path.

3 From the **Font list** list box on the property bar, choose **Kabel Bk Bt** and press **Enter**.

   If you don't have the **Kabel Bk Bt** font installed, you can install it or choose another sans serif font.

4 From the **Font size** list box 14 pt on the property bar, choose **14**.

5 Type **The Coffee Shop**.

   The text should follow the curve of the path.

6 Click the **Pick** tool ▷ , and select the path.

7 On the color palette, right-click the **No color** swatch ⊠ to make the path invisible.

8 Using the glyph (the diamond-shaped handle), drag the text to the vertical center of the banner.

   This is what the drawing should look like:

Saving your work

Now that you have finished creating the logo, you can save the file for future use.

To save the logo

1 Click **File** menu ▶ **Save**.

2 From the **Save in** list box, choose the drive and folder where you want to save the file.

3 In the **Filename** box, type **coffee_logo.cdr**.

4 Click **Save**.

From here ...

You can explore CorelDRAW on your own, or you can learn more by completing other CorelTUTOR™ tutorials.

For more information about the topics and tools discussed in this tutorial, refer to the Help. To access CorelDRAW Help, click **Help** menu ▸ **Help topics**.