Making of a logo

Chris Taylor
Members' favourites
September 2021

OPCUG
Users helping users

That looks cool!

I should have a logo!

- watermark photos
- make business cards
  - add contact info
  - hand out when taking photos

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Design ideas

- Simpler than Scott Davenport's logo
- Overall idea
  - name in handwriting script
  - "PHOTOGRAPHY" under name

Chris Taylor

PHOTOGRAPHY

Just the idea - this is *not* exactly what I want

Handwriting script

Chris Taylor
PHOTOGRAPHY

Chris Taylor — Comic Sans   ...kidding

Chris Taylor — Bickley Script
- stressed, too fancy...*for me*

Chris Taylor — Freestyle Script
- too ugly...*for me*

Chris Taylor — Brush Script MT
- too ugly...*for me*

Chris Taylor PHOTOGRAPHY — Ruthligos (free at dafonts)
- *not* ugly
- too stressed

Commercial typefaces

Chris Taylor
Madina Script

Chris Taylor
Chin Up Buttercup

Chris Taylor
Eastgood

Chris Taylor
Just Lovely

Chris Taylor
Summer Loving

Chris Taylor
Born Ready

Commercial typefaces

MyFonts.com

Chris Taylor
Madina Script

Chris Taylor
Chin Up Buttercup

Chris Taylor
Eastgood

Chris Taylor
Just Lovely

Chris Taylor
Born Ready

CHRIS TAYLOR
Summer Loving

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"PHOTOGRAPHY"

- Geometric typeface
  - sans-serif
  - open counters
  - even strokes (little stressing)
  - very readable scaled down

Settled on Bierstadt

PHOTOGRAPHY

Letterspaced heavily

P H O T O G R A P H Y

Chris Taylor
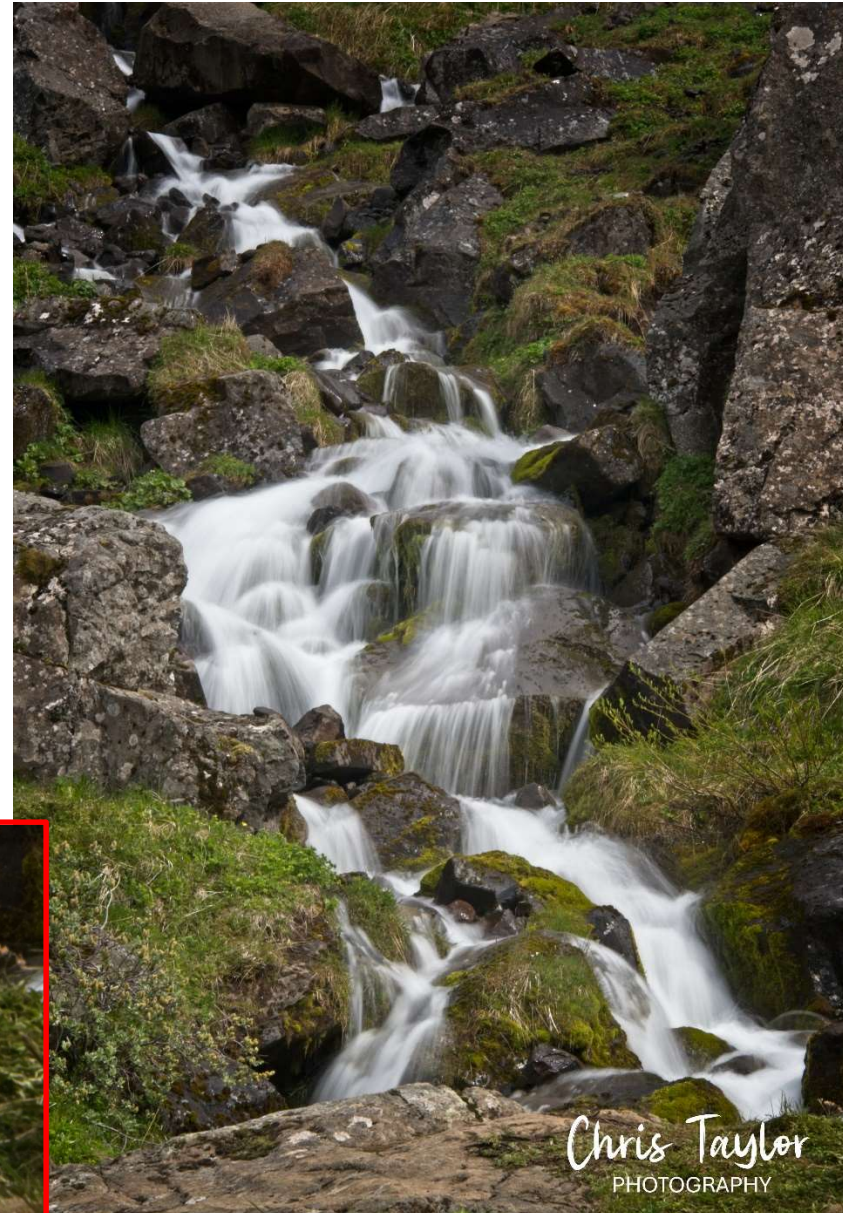PHOTOGRAPHY

Chris Taylor
PHOTOGRAPHY

Chris Taylor
P H O T O G R A P H Y

Final design

Chris Taylor
P H O T O G R A P H Y

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Getting logo on photo

Photo editor

- insert two text elements
- poor typographical controls
  - no letterspacing for "PHOTOGRAPHY"

Getting logo on photo

No problem…

- design in PowerPoint
  (or whatever you want)

- take screen shot

- insert onto photo

…well, that's ugly

No problem…

- Need transparent backgound
(and white text in this case)
  - supported in PNG image format
  - supported in photo editor
(inserted as a layer)
- Make background transparent for free

Paint-3D

- *Magic select-* erase parts of image
- Save as PNG
  - erased portions left transparent

Red background so missed areas show up (white)

Less than stellar job

Pixlr

- *Magic cutout* – erase parts of image
  - more options than Paint 3D
    tolerance, softness, non-contiguous

- Save as PNG
  - erased portions left transparent

Red background
so missed areas
show up (white)

Much better

Online PNG tools

- Very good when replacing single colour with transparency

  - adjust
    - *Match similar color tones*
    - *Edge smoothing radius*

Make a PNG Transparent >

Quickly replace any color in a PNG file with transparency.

png transparency creator options

Transparency Color	Refine Edges	Transparency Mask
❝ rgba(255, 255, 2⁝ 🎨 Enter color to make transparent.	☑ Smooth Edges Make pixels on the edges of the matching pixels semi-transparent.	☐ Preview Transparency Mask Preview which pixels will get transparent.
❝ 10 Match similar color tones.	❝ 2 Edge smoothing radius.	

Red background so missed areas show up (white)

Best

(but not by much)

Comparing

Paint 3D
- good for removing backgrounds of many colours

Pixlr

Online PNG tools

Huge benefit to transparent background

Without transparent background
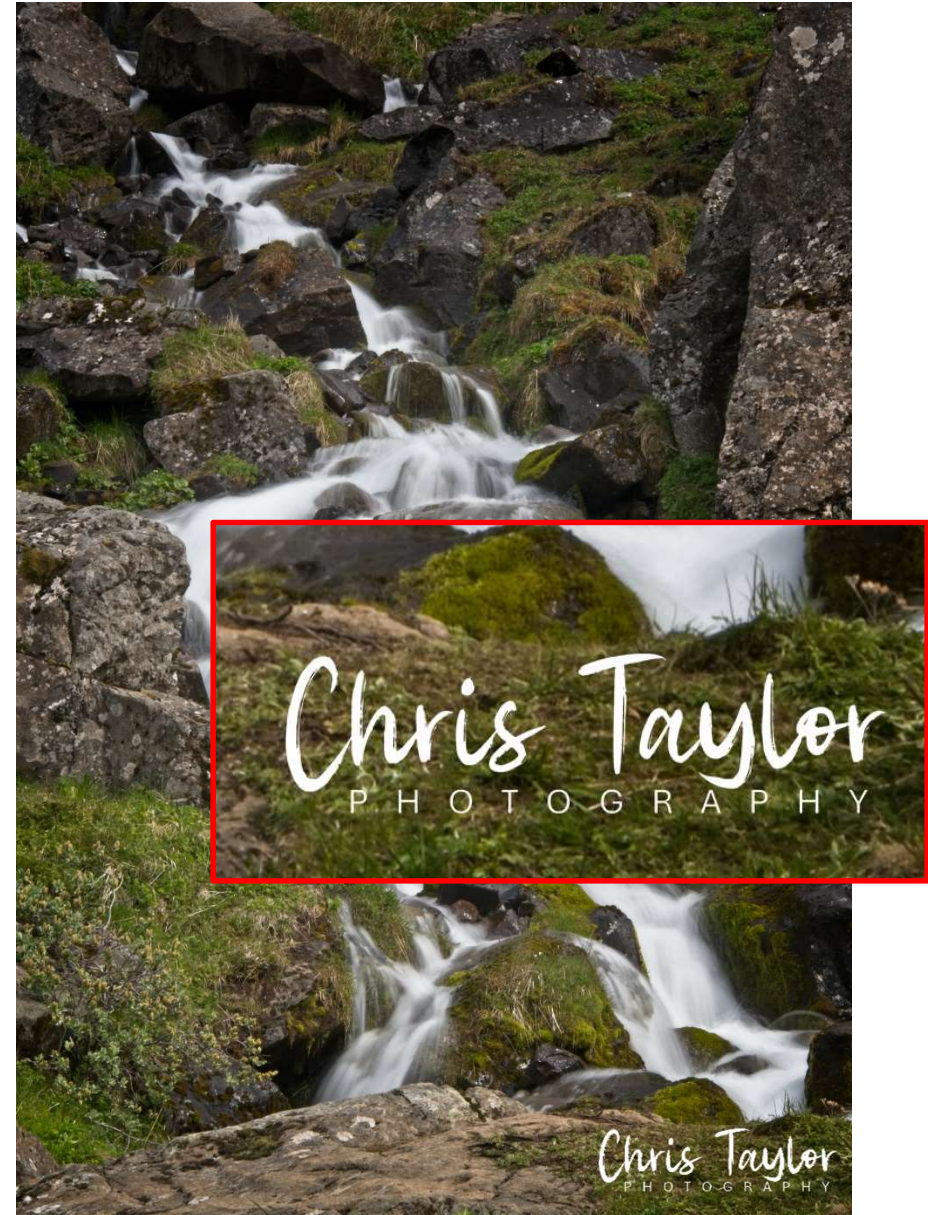
With transparent background

Different coloured backgrounds

Black signature logo won't show up

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Different coloured backgrounds

Black signature file won't show up

    …but other colours/shades will work

Different colours/shades

Red background
so all will show up

Chris Taylor PHOTOGRAPHY
Chris Taylor PHOTOGRAPHY
Chris Taylor PHOTOGRAPHY
Chris Taylor PHOTOGRAPHY
Chris Taylor PHOTOGRAPHY
Chris Taylor PHOTOGRAPHY
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Chris Taylor PHOTOGRAPHY
Chris Taylor PHOTOGRAPHY
Chris Taylor PHOTOGRAPHY

In original design
create multiple shades
pure black to pure white
10% increments

Remove background
from each

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Was it worth it?

Yes

…maybe

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Pleased with end result

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P H O T O G R A P H Y

…but was there a better
means to the end?

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Was it worth it?

My costs:
- $11 (font)
- many hours but...
  - *fun*
  - *learning experience*

Farm out
 - $6.50 and up

https://www.fiverr.com/
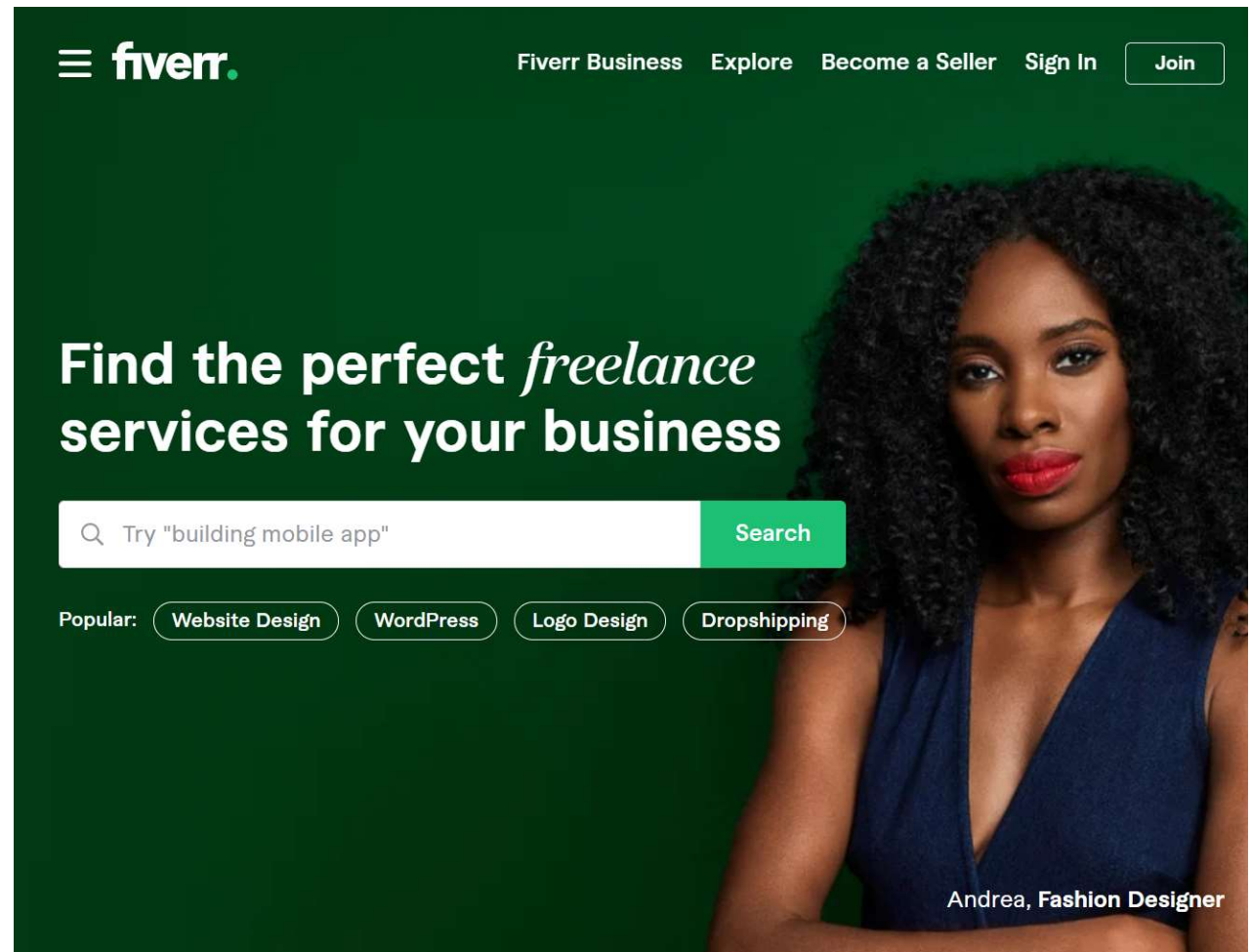
Fiverr.com

$6.50
and up
...way up

Fiverr.com

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sagarnathsn

"Professional Graphics Designer"

★★★★★ 5 (90)

LEVEL TWO

Nice sample designs

Package	C$13.18	C$26.36
	Basic ****BASIC PACK**** 3 logo concepts +HQ JPEG + HQ PNG + Logo Transparent + 3D Mock-up + Unlimited Revisions	**Standard** ****STANDARD PACK**** 4 logo concepts + Source / Vector files + JPEG + PNG + PDF + 3D Mockup + Logo Transparent + with UR
Source File	✓	✓
Logo Transparency	✓	✓
High Resolution	✓	✓
3D Mockup	✓	✓
Stationery Designs	✓	✓
Social Media Kit	✓	✓
Vector File	✓	✓
# of Initial Concepts Included	3	4
Revisions	Unlimited	Unlimited
Delivery Time	1 day	◉ 2 days ◯ 1 day (+C$13.18)
Total	C$13.18	C$26.36

What does *Level 2 Seller* mean?

Requirements

Level Two

- Actively working on Fiverr for more than 4 months
- More than 50 completed individual orders
- Earn at least $2,000
- Maintain a 4.7 star for more than 2 months
- Highly responsive
- On-time delivery
- No warnings or disputes in 2 months

Good prices

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Referred to a couple of his samples
- said what I liked & didn't like
Gave him extensive requirements

I need 6 levels of grey to layer logo on photos

Want abstract, minimalist camera, drawn out from the signature stroke as in one of your samples

Want fairly plain signature typeface so it is very easily read, yet a bit of flair to it

For 'PHOTOGRAPHY' – geometric sans-serif typeface with little to no stressing (can be resized to small sizes without strokes disappearing)
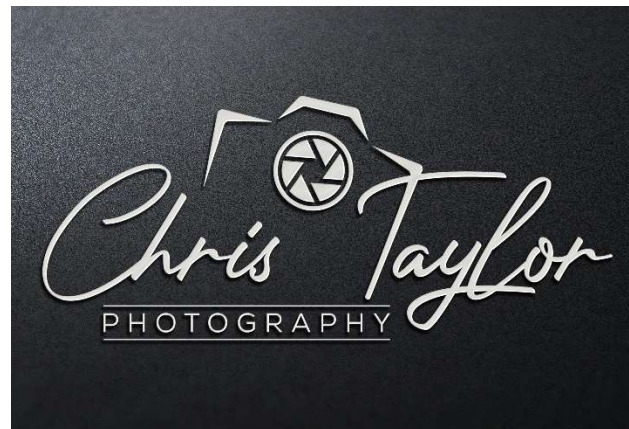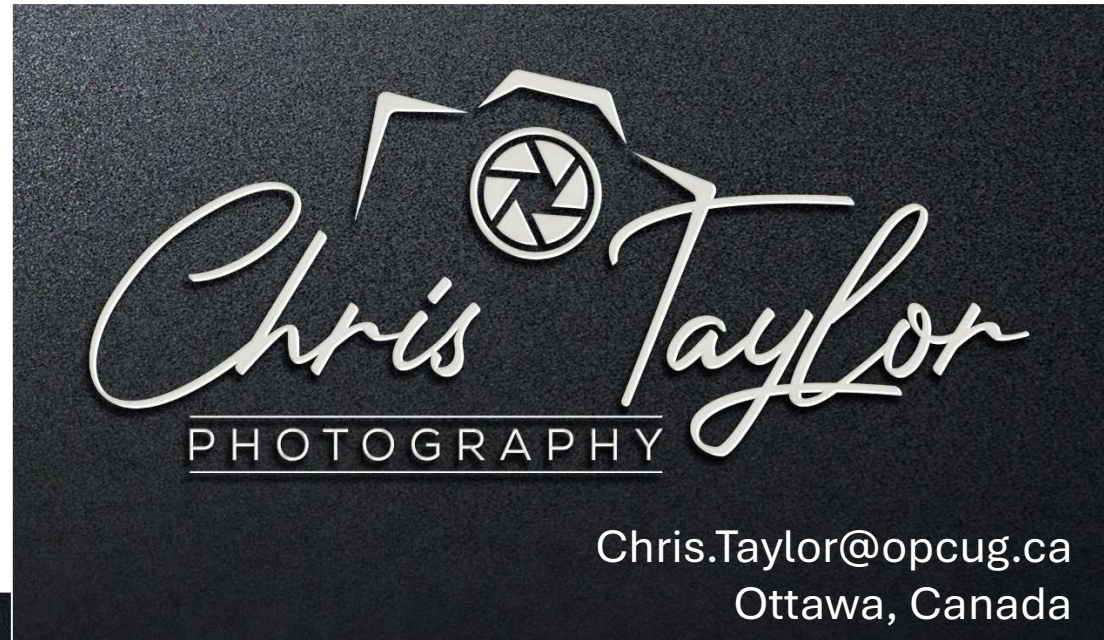
First results

Suggested revisions

Reduce size of "C"
And move baseline higher

Change crossbar of "T" to a
swash and move higher

Final results

Business cards

Chris.Taylor@opcug.ca
Ottawa, Canada
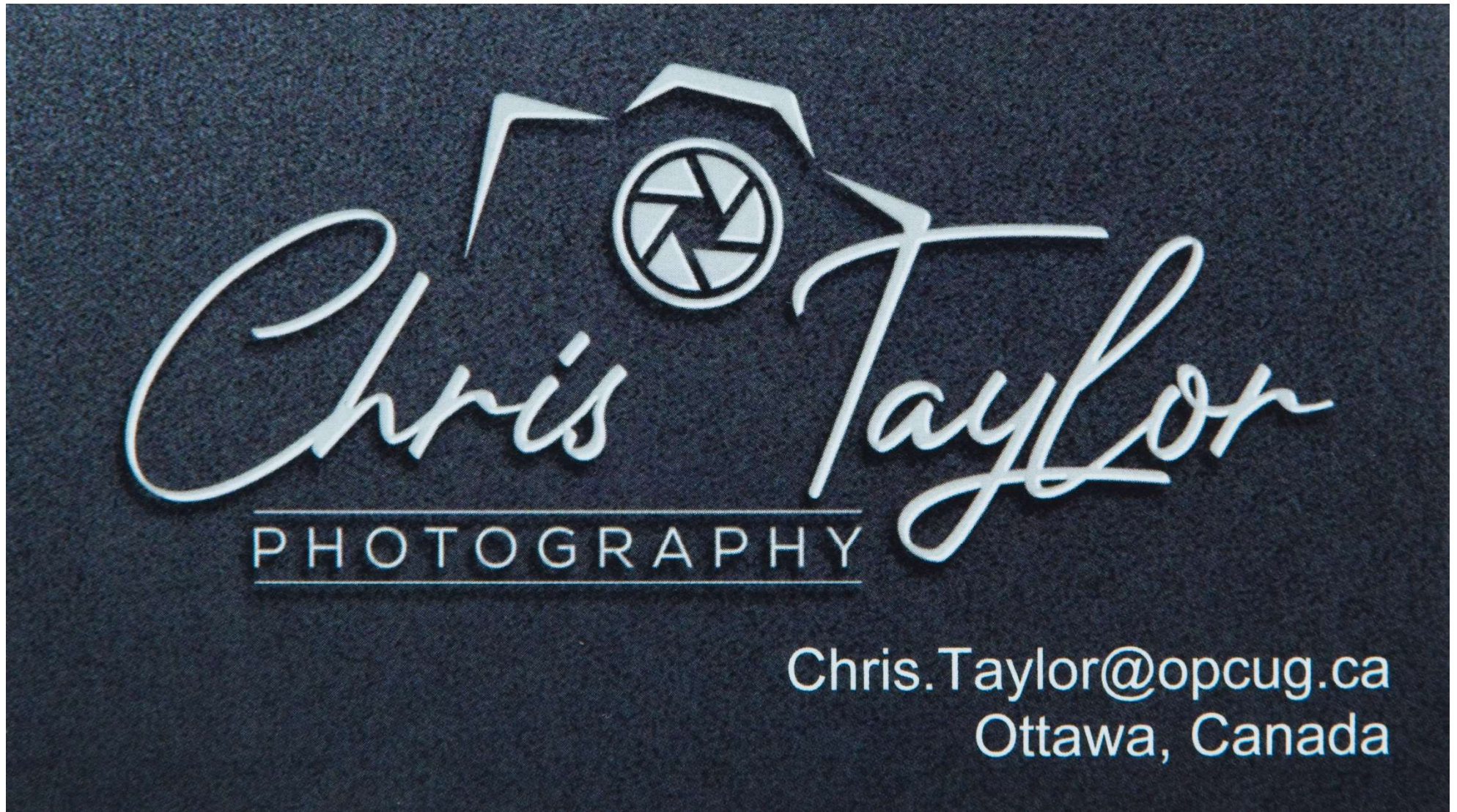

Chris.Taylor@opcug.ca
Ottawa, Canada

Vistaprint.ca
$19 per 100 cards
- $33.04 for 250 cards
  (taxes, shipping inc.)

Photograph of actual business card

Two designs

My design

Fiverr.com design