



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.

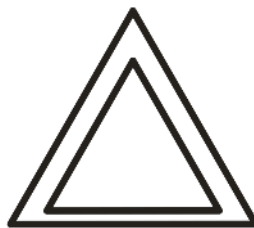


To create triangles for the background



- 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:



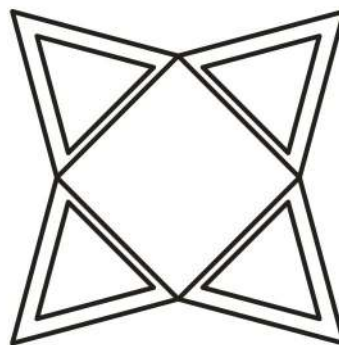
To arrange the triangles to create the background

- 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.

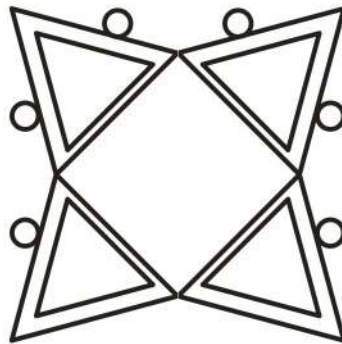
This is what the drawing should look like:



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.

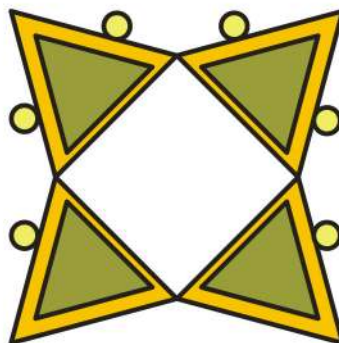


- 3 Open the **Fill** flyout , and click the **Fill color dialog** button .
- 4 Click the **Models** tab.
- 5 From the **Model** list box, choose **RGB**.
- 6 In the **R** box, type **255**.
- 7 In the **G** box, type **204**.
- 8 In the **B** box, type **0**.
- 9 Click **OK**.

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.

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