

# How to create a Logo in Photoshop

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Today TipsMake.com will show you how to draw a beautiful logo in Photoshop. Please refer!



## Standard logo drawing rules

### 1. Consistency

Make sure customers feel that your logo and brand fit together. Brand is very important in business. If you build a good brand, when customers think of you, you will immediately remember the service you do, the quality of it, . Let the logo also play the role of the brand.

### 2. Easy to remember

Making a logo is eye-catching. Logo should be simple and attractive, giving too much information on the logo is not a wise choice.

### 3. Easy to identify

Unique logo. Customers just need to look to know it's you instead of thinking 'whose is this that someone's used to?' 'Do you or a business have a design similar to yours?', Nobody has time to find out...

### 4. Actual

Logo must be closely related to your business service. Use specific illustrations, the right objects and avoid abstractions.

### 5. Brings interesting experience



Author: <http://www.roysmithdesign.com/>

This is the logo design of a Yoga club in Australia. If you pay close attention, you will see that the back arm combined with a raised leg of the character will form the territory of Australia. It is interesting to discover this, right?

Even if you do not have such an innovation, at least bring something exciting to your customers, make them impressed with your brand.

### 6. Sense of experience

Create special things behind the logo. This can be a story about a brand, a guide for customers, . Make guests feel new and satisfied with it. The impact instills them in your values ??and vision.

Above are 6 important criteria to design a logo to achieve the highest efficiency. Maybe you are just a newbie, do not have many professional techniques, so it is impossible to do as an expert with all criteria.

This article I will guide you to create a simple logo, enough with beautiful and professional criteria without too much skill.

## Create logo with photoshop

# 1 - Text design

Text elements are rarely omitted when designing logos. Slogan will be the fastest way to reach customer awareness. When your level of drawing design is not standard, forget the abstract ideas, let's simply use the text!

In my mind, I had an idea of a transportation company, I temporarily named ' **Truck Drivers** ' as the focus of the logo.

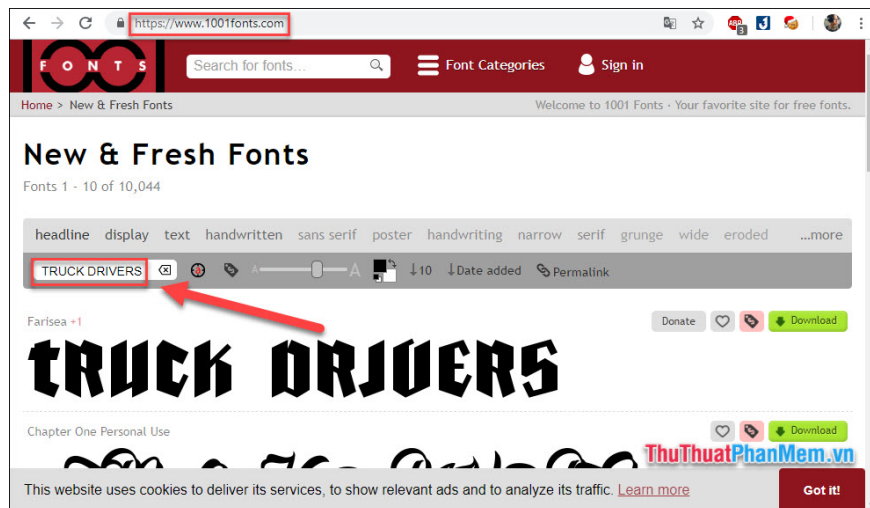
Create a nice typeface as follows:

## Download the font

**Step 1 :** Visit <https://www.1001fonts.com/>.

This is a website that provides beautiful fonts, can take advantage of it effectively in the design.

**Step 2 :** Enter the text you want to design into the search bar



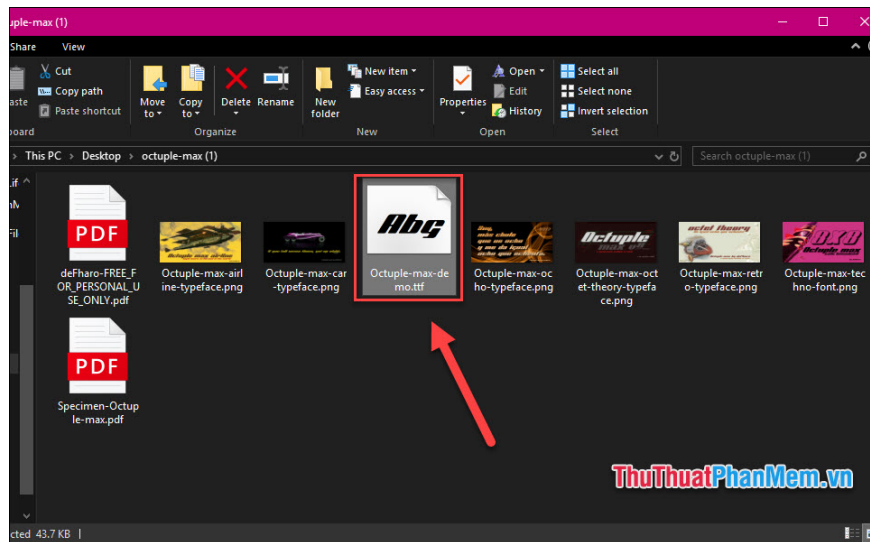
**Step 3 :** Continue scrolling down to find matching results, choose one of the filters to get better results.



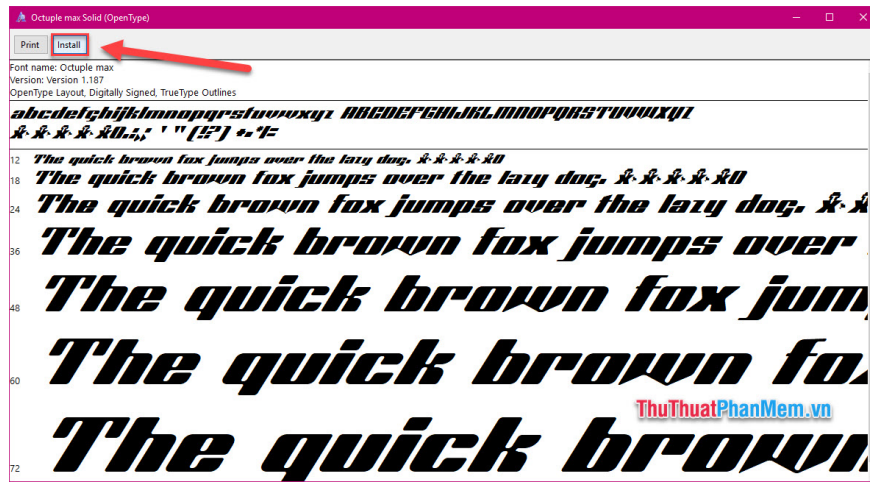
When you see the font like that, click **Download** .



**Step 4 :** In the downloaded directory, open the file ending in **.tff** .

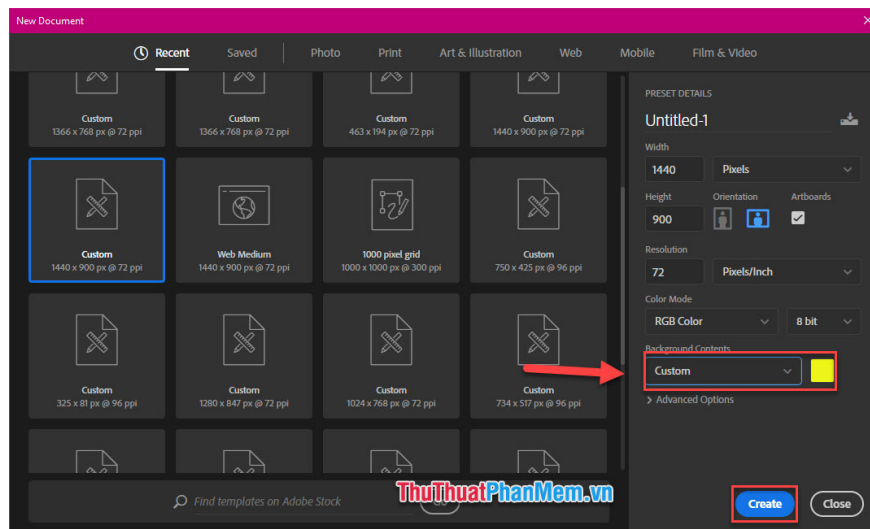


**Step 5 :** Click Install to install the font.

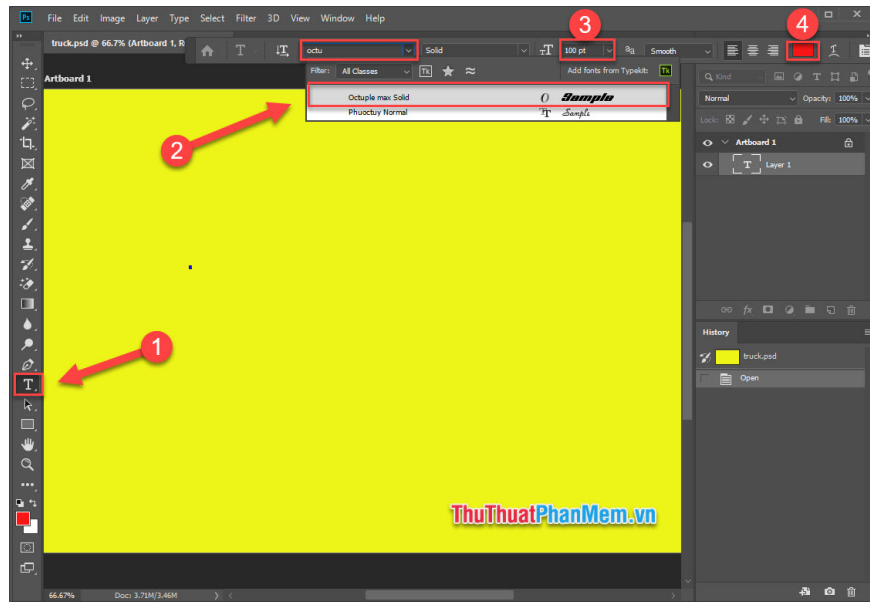


## Write text in Photoshop

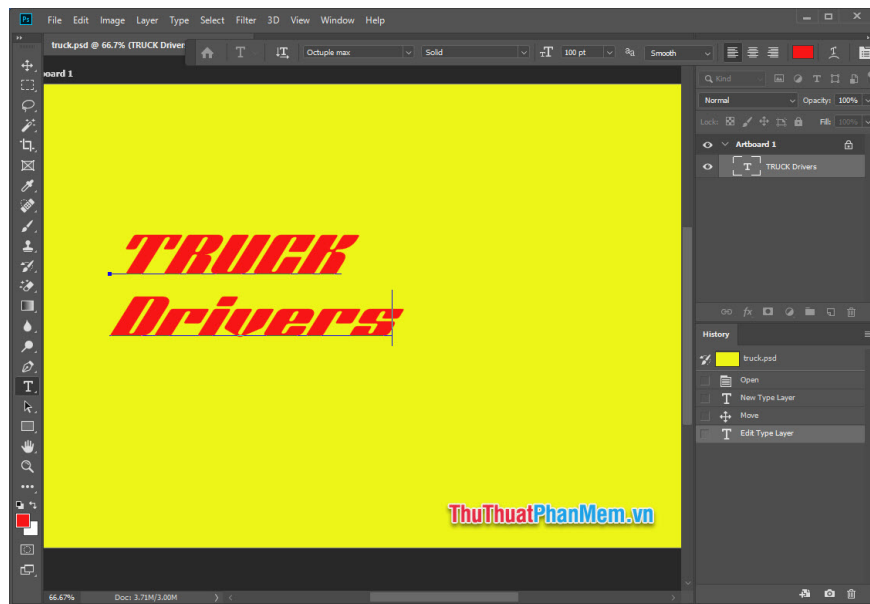
**Step 1:** In the main interface of Photoshop, press Ctrl + N to create a new artboard, set the background to your desired color.



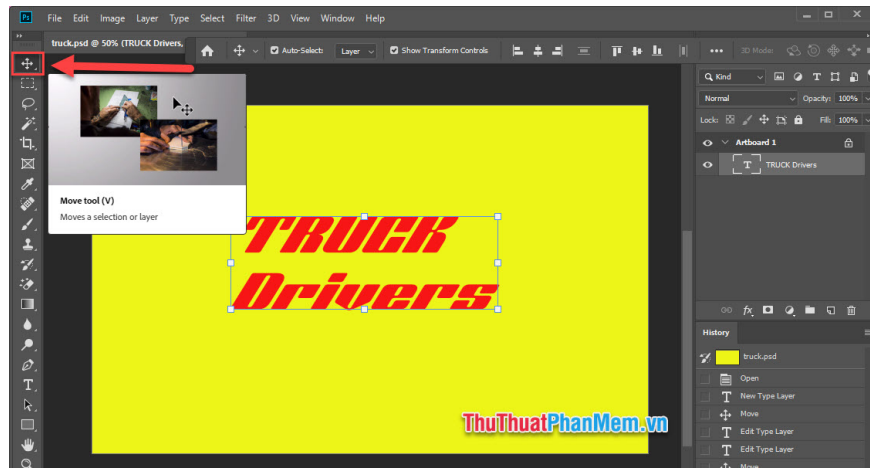
**Step 2:** Select the Type Tool, select the font that you just installed, the font size and font color.



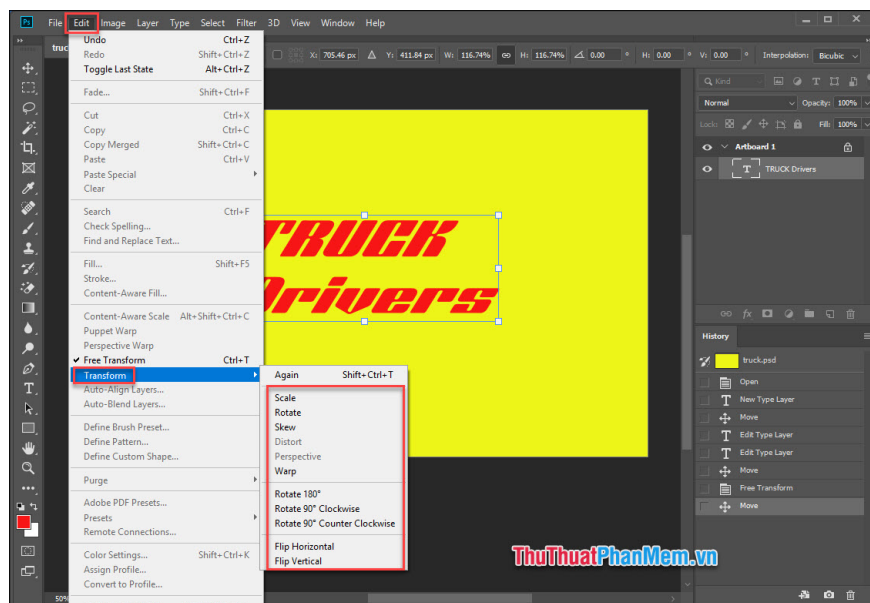
**Step 3:** Click on any point on paper, enter the text you want.



**Step 4:** Change the position of the object, select the Move Tool, hold on the object and drag to the position you want.



Resize, tilt, rotate or flip objects: Select **Edit >> Transform** .

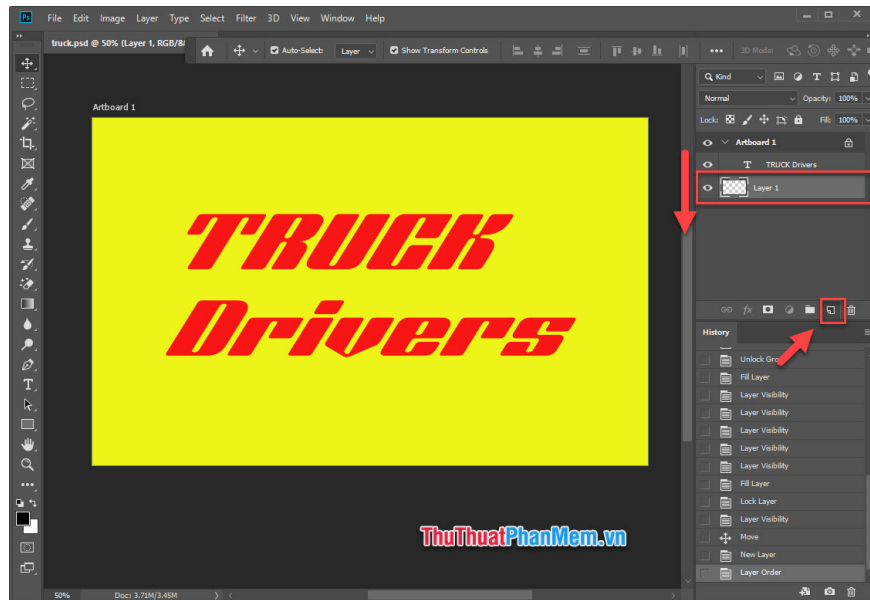


1. Scale: Fix the size
2. Rotate: Rotate the picture
3. Skew: Fix the tilt
4. Flip: Flip the picture

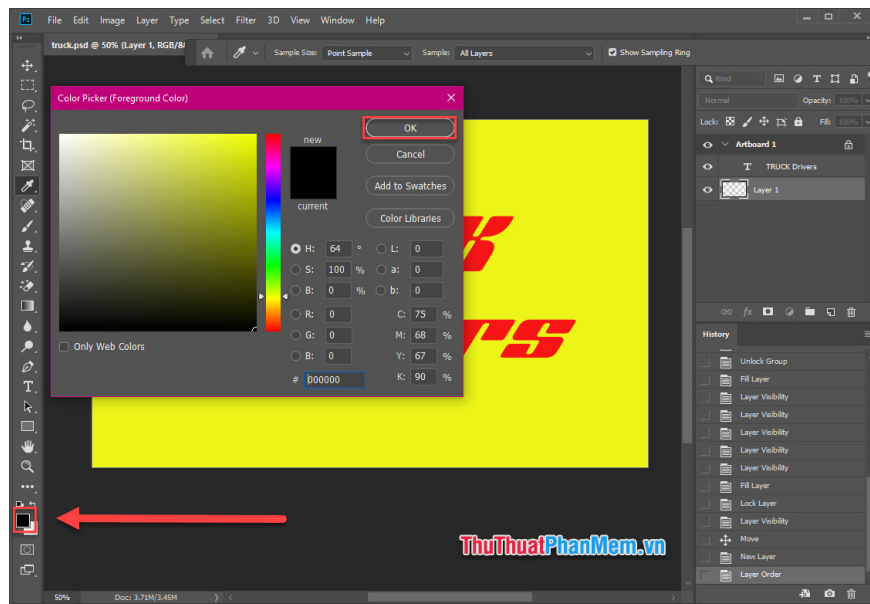
## 2 - Effect design

### Change background color

**Step 1:** If you now want to change the background color, just create a new layer, drag it below the Text layer.



**Step 2:** Choose a new color.



**Step 3:** Press the combination of **Alt + Backspace** and your new background color is applied.

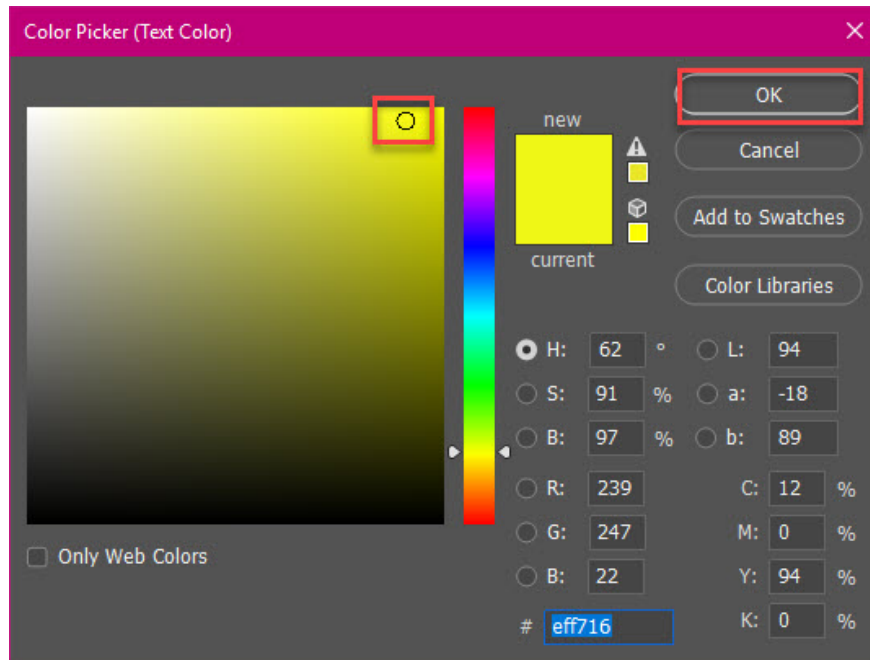


## Change the font color

**Step 1:** Select the Type Tool, highlight the text and click on the color palette in the upper corner of the screen.



**Step 2:** Select the color you want and click OK.

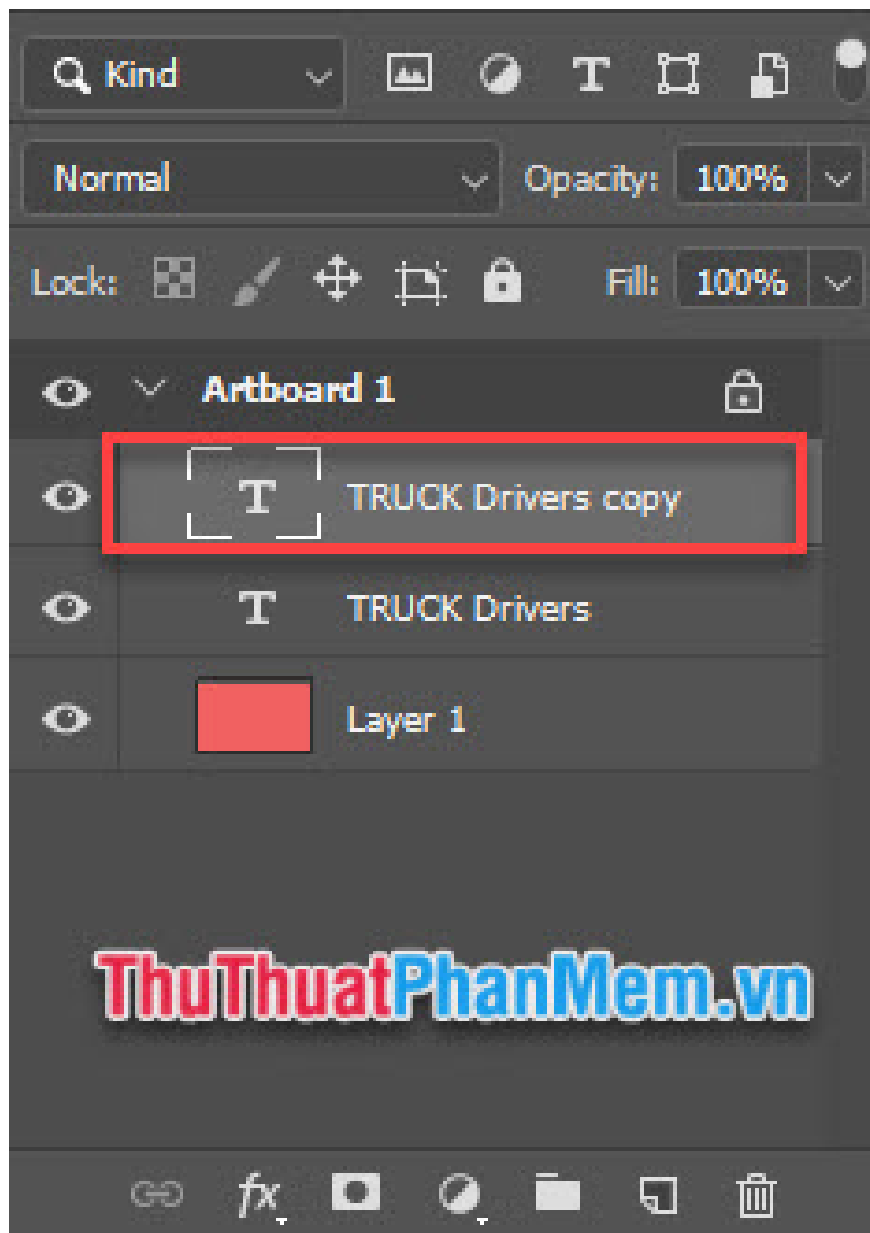


After the two color changes above, I decided to choose the background and text color as follows:

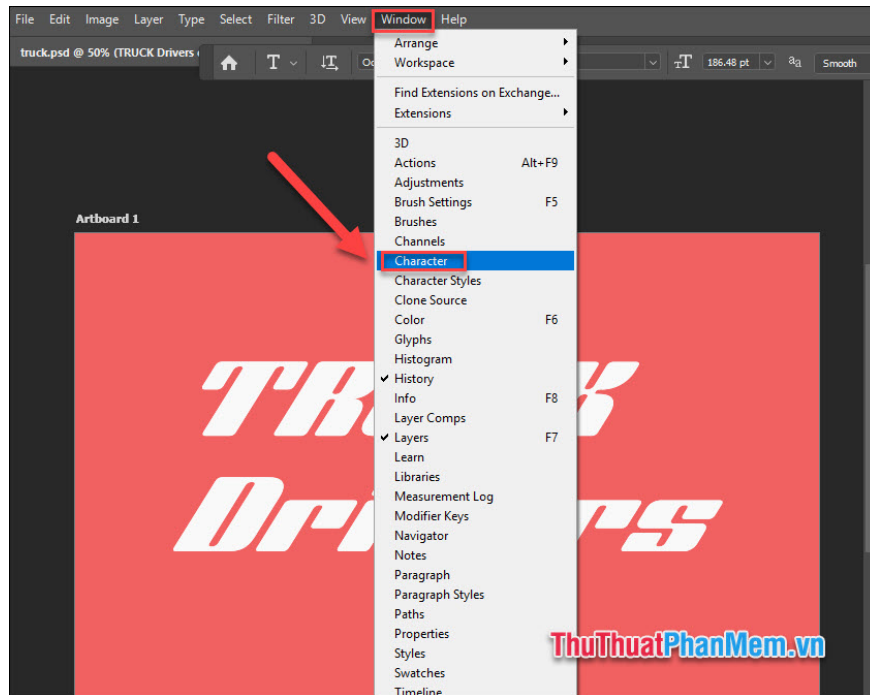


### Create shadow effect of object

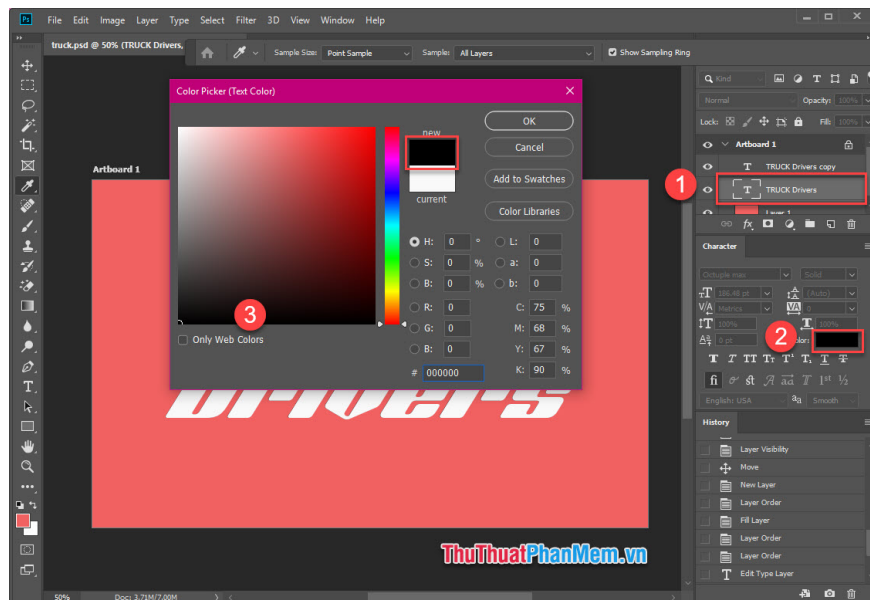
**Step 1:** Select the Text Layer, press Ctrl + J to create Layer Copy.



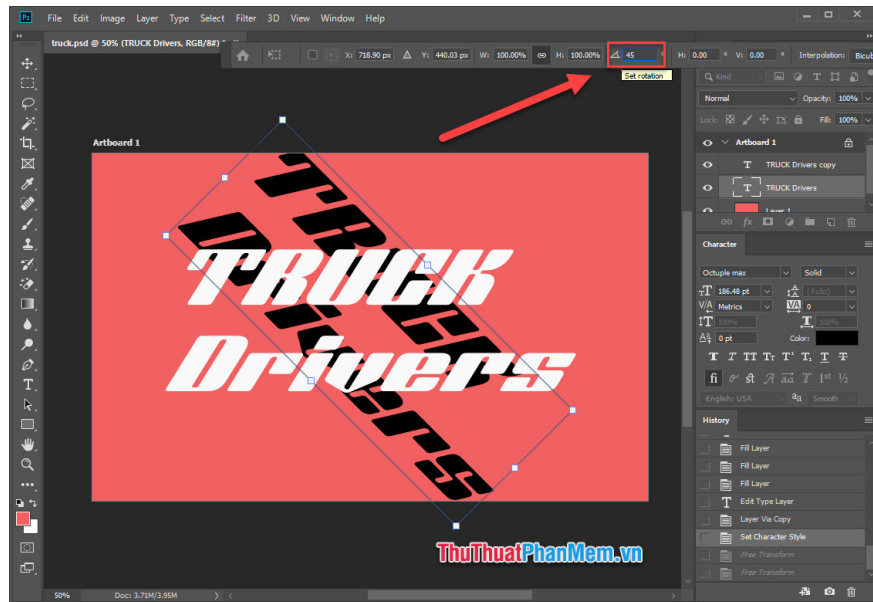
**Step 2:** Open the Character window: Select Windows >> Character.



**Step 3:** Select the Text Layer, in the Character window, open the palette, choose black.



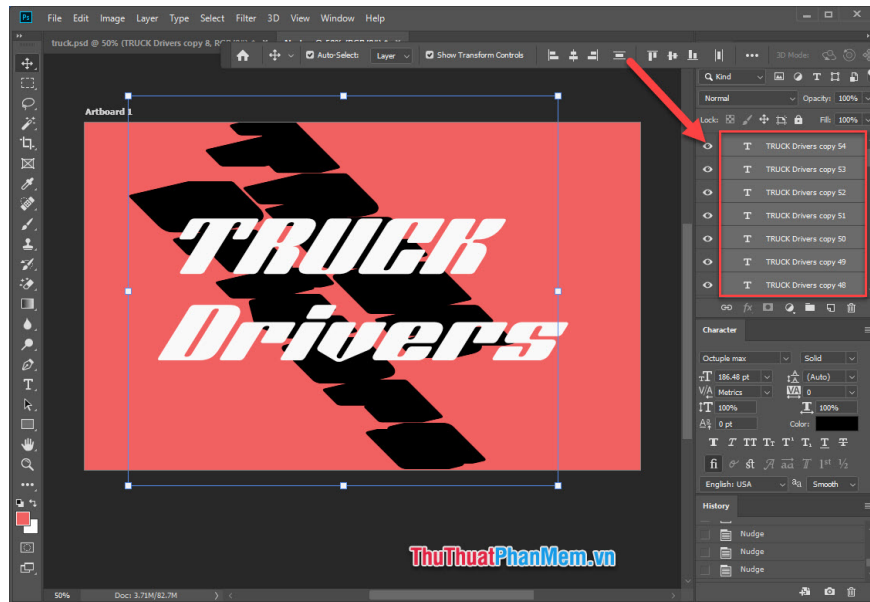
**Step 4:** Press Ctrl + T, adjust the tilt to 45 degrees.



**Step 5:** Create a shadow effect by repeatedly pressing 'ALT + ?'



**Step 6:** Select all the new copy layers (from number 2 onwards) and press **Ctrl + E** to combine them into 1.



**Step 7:** Use the Move Tool and rotate the shape as guided above to put the ball in position.

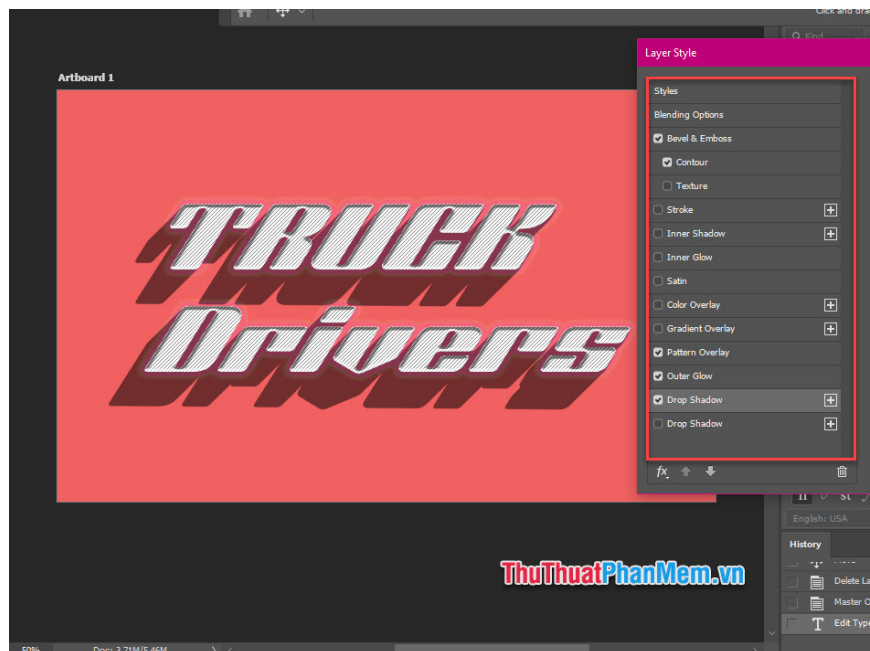


**Step 8:** Adjust the opacity with Opacity.



### Other effects

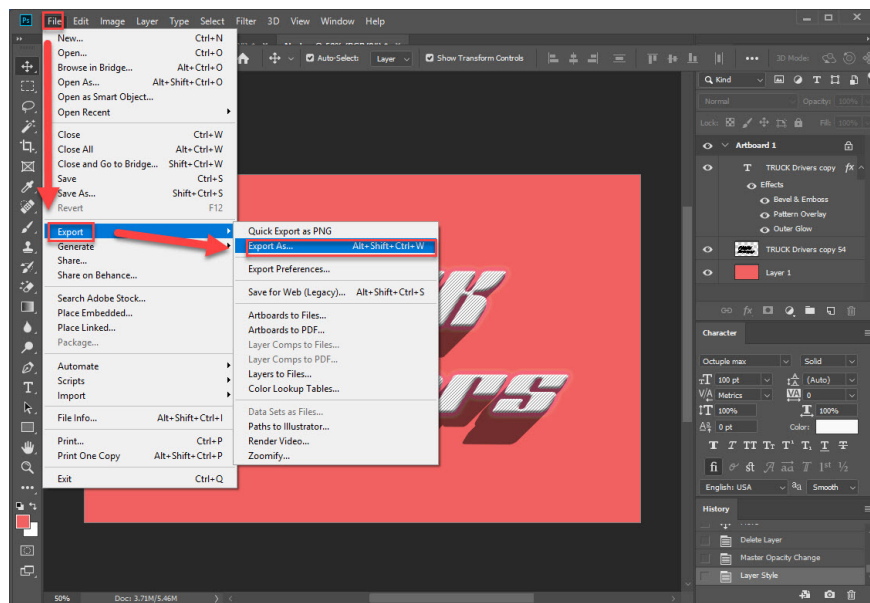
Double-clicking on the Text Layer gives you a selection of different text effects. Discover this amazing function by checking the different types of effects.



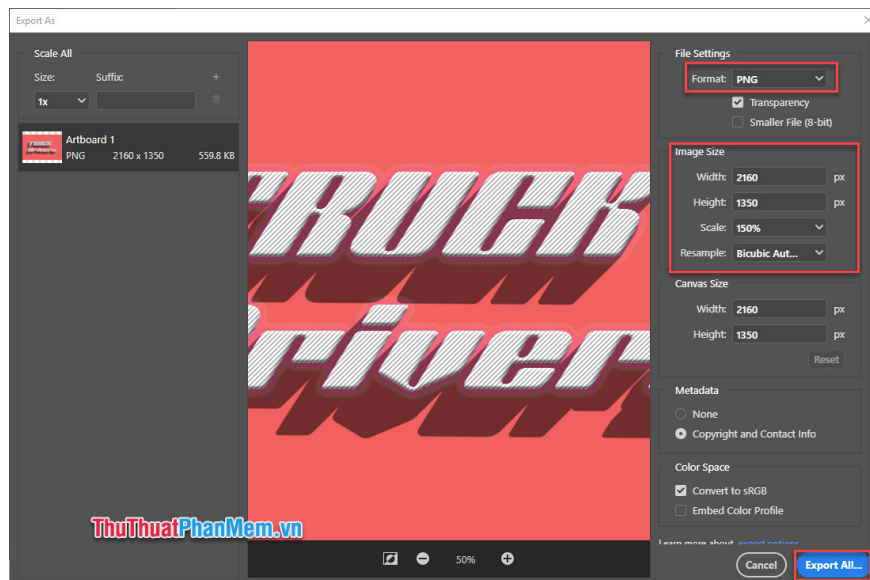
### 3 - Export the file

After creating the desired logo, you begin to export the file so you can use it, following these steps.

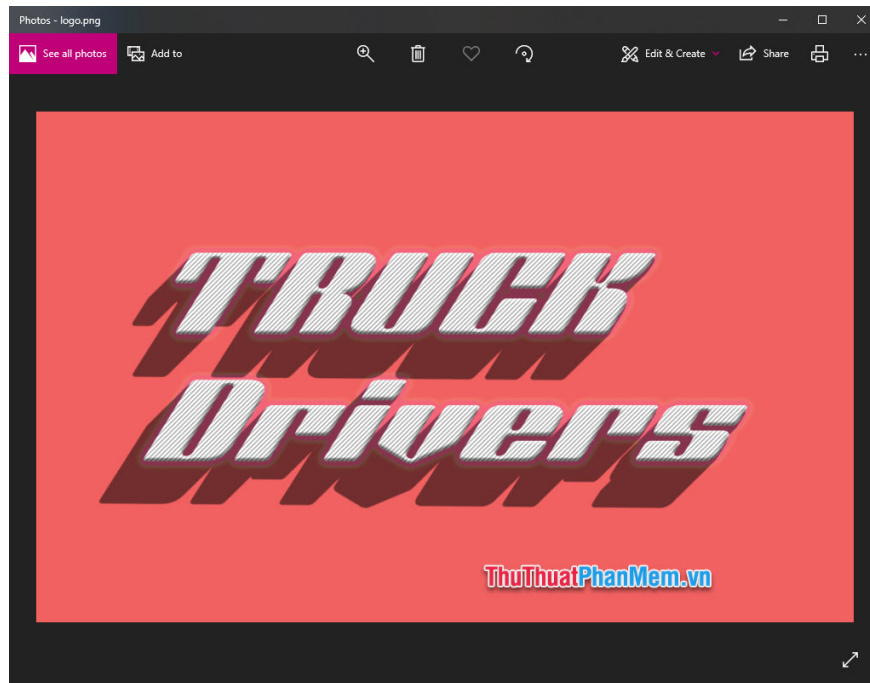
**Step 1:** Select file >> Export >> Export As .



**Step 2:** Select the PNG file format, enter the size according to your needs >> Export All .



Verify your results:



## Conclusion

So above TipsMake.com has shown you how to create a simple but professional logo with Photoshop. This way you don't need to be very familiar with Photoshop and still be able to do it.

Wishing you a successful practice!

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