Intel® Easy Steps

Create a Logo

Creating a Brand for your business

One of the basic goals in a business is to create an identity and reputation for the business and its product or service. This can be done through branding. A brand is usually created through a combination of factors including the business name and logo.

A brand identity can be used on marketing materials like packaging, advertisements, brochures and business stationeries like letter heads and visiting cards. A logo is one of the common ways of branding used by a company. A logo can be a symbol or other small design adopted by an organization to identify its products.

Planning a Logo design

A logo is a *recognizable graphic design, often including a name, symbol or trademark,* representing an organization or product. A logo may also have a small *tagline* to help people understand the purpose of the business. Logos can have abstract symbols to represent the company brand or just a stylized version of company's name. You can also use a combination of both.

A few things you should remember about a good logo.

- It should give the appropriate message.
- It should have a strong visual appeal.
- It should be unique.
- It should be long-lasting as it becomes an identity for your business.
- It should be possible to increase or decrease the size without effecting the readability and visual appeal.

Before starting to design a logo, you should gather the following information:

- Where would you want the name of the business to appear in the logo?
- Do you want a tagline or key words in the logo design?
- The graphic elements (images, background colours, borders etc.) that you want to use in the logo design.

Sample Logo design

Before you begin using the computer to create your logo, take a moment to get familiar with the **Intel® Education Help Guide.** The Help Guide provides handy step-by-step instructions for common applications right as you work.

Please refer the card - **How to Use the Help Guide.**

Steps on How to Create a Logo

A. Open the Word processing software with the ruler and the document's grid

1. Start the word processing software, and open a new, blank document. (See Help Guide, Graphics Skill 4.1: To start the word processing software with drawing tools).

   Note: All Help Guide references are from 'English Indian Office 2007'.

2. To help you change the size and position of objects on the page, show the rulers and the document's grid. To help you move and resize objects with greater precision, make sure that the snap to grid option is turned off. (See Help Guide, Word Processing Skill 6.3: To move a line, shape, or other object in a drawing, and 6.4: To make a line, shape, or other object bigger or smaller).

3. Create a folder for the module and save your work in that folder. Make sure you save your work after every couple of steps you complete. (For saving a file, See Help Guide, Word Processing Skill 1.7: To save a word processing document for different uses. For creating a folder, See Help Guide, Essential Course Skill 2.1: To create folders for the unit portfolio OR Operating Environment Skill 2.1: To create a folder on the desktop).

B. Draw a basic shape for your Logo

1. Use the shape tools on the Drawing tool bar to draw a basic shape for your logo. You might also want to start by drawing a shape, and then add lines or arrows to show something meaningful about the organization. (See Help Guide, Graphics Skill 4.5: To use the Drawing (shapes) tool).

2. You can easily copy and paste any shape or line that you want to use more than once. You can also flip or rotate any shape. (See Help Guide, Graphics Skill 8.4: To make a copy of, or duplicate, an object, 8.5: To flip an object, and 8.6: To spin or rotate an object in a drawing).

3. Save your work.

C. Change the colour of your shape / object

1. Change the colour of the shapes and lines as you wish. You might even want to add a fill effect. (See Help Guide, Graphics Skill 6.7: To change the colour of a line or shape's border, 6.8: To change the fill colour inside a shape, 6.9: To get more line, border, or fill colours to pick from, 6.11: To fill a shape with colourful pattern, 6.12: To fill a shape with an interesting texture effect, and 6.13: To fill a shape with colours that blend together, or a gradient).

2. You may also add shadow or 3D effects to the shapes. (See Help Guide, Graphic Skill 9.7: To add a shadow to an object, 9.8: To make changes to an object's shadow, 9.9: To remove an object's shadow, 9.10: To make something look 3-D, and 9.11: To make changes to a 3-D object).

3. Save your work.

D. Insert a text box and enter information

1. Make a text box, and type the name of the business. Change the look of the words any way you wish. (See Help Guide, Graphics Skill 7.1: To make a box so you can add words to a drawing, 7.2: To type words into a text box, 7.3: To select words in a text box so you can make changes, 7.4: To pick the letter design, or font, of words in a drawing, 7.5: To make the words in your drawing bigger or smaller, 7.6: To change the style of words in a drawing, 7.7: To change the colour of words in a drawing, and 7.9: To change the direction of words in a text box).

   Note: A logo should use a simple style, shape, and colour for the text since people need to be able to read the information at a much smaller size.

2. Remove the text box border. (See Help Guide, Graphics Skill 7.13: To remove a border from a text box).

3. Alternatively you may prefer to use an artistic title such as WordArt or a Font Work that fits around the outside or along one of the sides of the logo. (See Help Guide, Graphics Skill 9.1: To make art out of words,

or WordArt, 9.2: To change the words in your WordArt, 9.3: To pick a different WordArt look or style, 9.4: To change the colours of your WordArt, and 9.5: To change the WordArt shape).

4. Save your work.

E. Insert a picture

1. Add a picture to your logo. There are two ways you can do this:
    a. Using Paint
        1. You can start the graphics paint software and draw your own picture. (See Help Guide, Graphics Skill Group 1: Getting to know Microsoft Paint, and Group 2: Painting shapes and lines).
        2. Save your finished painting on your computer and insert it into your logo. (See Help Guide, Word Processing Skill 5.2: To add a picture you have already made and saved on your computer).
        3. Alternatively you can take a screenshot of your picture and then insert it into the logo. (See Help Guide, Graphics Skill 3.17: To take and save a picture of what is on your screen or a screenshot).
    b. You can add a picture from the clipart gallery. (See Help Guide, Word Processing Skill 5.1: To add premade computer pictures, or clipart).
2. Resize and move the picture as you wish. (See Help Guide, Word Processing Skill 5.4: To change the way words flow, or wrap, around a picture, 5.5: To make a picture bigger or smaller, and 5.6: To move a picture).
3. Save your work.

F. Take a screenshot of the logo

1. Take a screenshot of your logo. (See Help Guide, Graphics Skill 3.17: To take and save a picture of what is on your screen, or a screenshot).
2. Save your work.