A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark). Examples of well-known logotypes (wordmarks) are the striped IBM design, Mobil written in blue with a red "o" and CocaCola written in flowing red script.

Before starting a new logo design its important to study some of the existed logo designs because it gives an idea on how the design elements, colours, fonts etc. are used to depict the actual theme of the logo.

A flyout will appear when you click the arrow on individual tool from the toolbox.

Creating a Logo

There are different ways of starting the exercise on how to prepare logo. First is creating a logo from scratch ie. developing the design from theme, scribling your ideas and creating the end design. Second is creating an existed logo. And the third is tracing a logo with trace bitmap option available in the crorledraw software ie. creating an output without using much tools or redesigning.
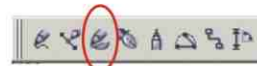
Before starting on actual process on how to prepare a logo we shall first start designing the existed logos because it helps to understand what are the important tools used in the process of preparing a Logo and it also helps to get command on the tools to use them freely in your designs.

Example:

The example below shown is the logo of a coffee shop. The elements used in the logo are simple ie. brush strokes a diamond square, a graphic of a cup and a banner with the title in a simple text.

Start with the Artistic media tool selected from the Curve flyout.

So as you select the tool from the flyout the tool is activated ie. the cursor will change to artistic media tool and a detachable bar with commands that relate to this particular tool will be observed in the property bar.

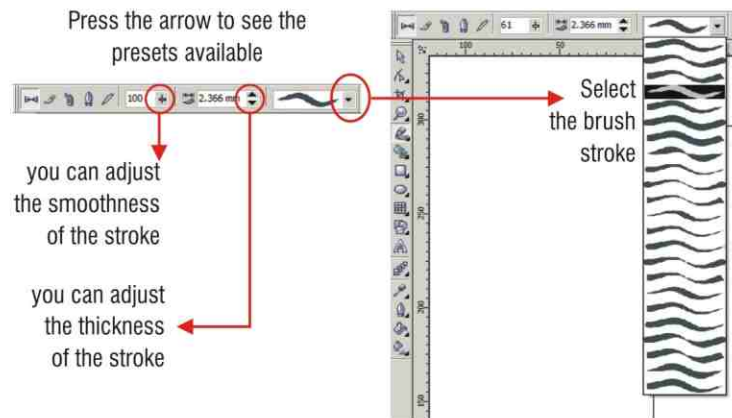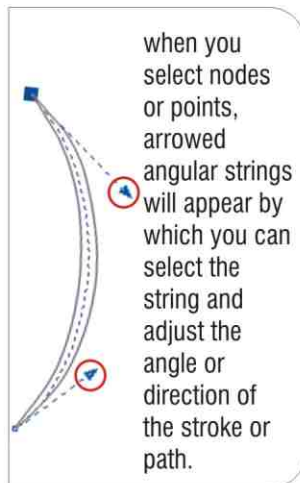Default property bar before selection of the tool
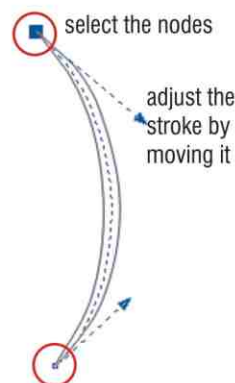

Property bar after selection of the tool
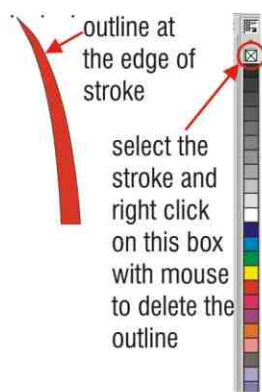
Once you select the tool you can also have a choice to select the style of the brush stroke depending on the edges of the stroke you want it to appear.
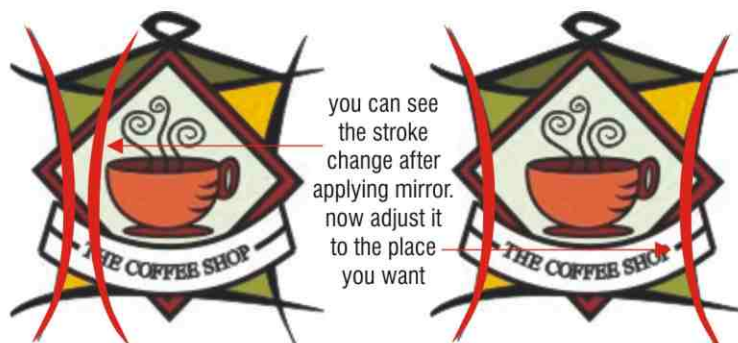
Press the arrow to see the presets available

you can adjust the smoothness of the stroke

you can adjust the thickness of the stroke

Select the brush stroke

when you select nodes or points, arrowed angular strings will appear by which you can select the string and adjust the angle or direction of the stroke or path.

Now draw the stroke with the selected preset. You can adjust the angle of the stroke by selecting individual nodes at the end of the strokes.

select the nodes

adjust the stroke by moving it

Whenever you draw a stroke with artistic media tool and apply colour you abserve that it has an black outline appears at the edges by default. To delete that outline select the stroke and right click with mouse on the close box or no colour box at the top corner box of the colour palette at the right hand side of the window

outline at the edge of stroke

select the stroke and right click on this box with mouse to delete the outline

once you are satisfied with the stroke you just duplicate the stroke by selecting the stroke and pressing + sign in your keyboard, you can see in the above example. After you got the duplicate stroke select the horizontal mirror in the property bar
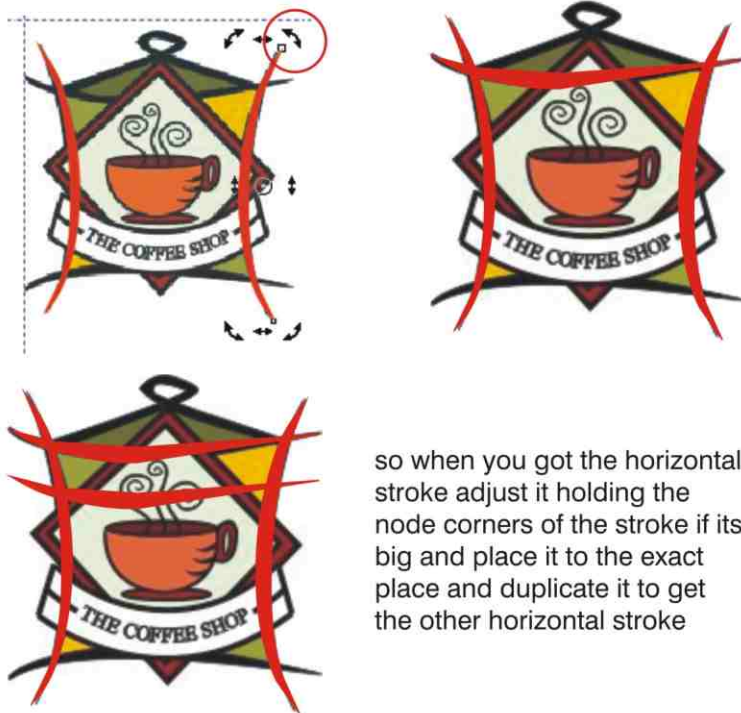
you can see the stroke change after applying mirror. now adjust it to the place you want

Remember that when you click + plus sign to duplicate the element you want, it will be duplicated in the exact same place. Just drag it to left or right to see whether its duplicated.

As you got the 2 vertical strokes. Now you duplicate the stroke and rotate applying transformation to get the horizontal stroke.

First click + to duplicate and select the stroke twice and rotate by holding the corner along with ctrl key in the keyboard to get exact horizontal stroke
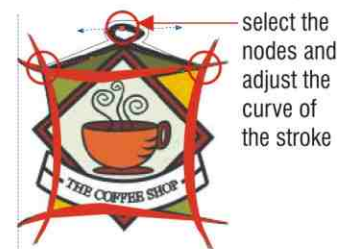

so when you got the horizontal stroke adjust it holding the node corners of the stroke if its big and place it to the exact place and duplicate it to get the other horizontal stroke

| x: 13.31 cm | 0.791 cm | 92.4 | 0.0 ° | None | 100 |
| y: 13.82 cm | 5.538 cm | 92.4 | | | |

and now apply vertical mirror to the stroke and place it at the exact place

When you draw a stroke you will several nodes in between the stroke path, you can delete the unwanted nodes and keep minimum nodes, bcoz when you have several nodes its difficult to adjust each and every node to get the exact path or direction

selected node

unselected node

maximum nodes

minimum nodes

so now you got all the four strokes. There is an another stroke at the above, so with the same brush tool and the preset draw the stroke and adjust the curves by selecting the nodes of the stroke, adjusting the thickness of the stroke get the exact shape of the stroke
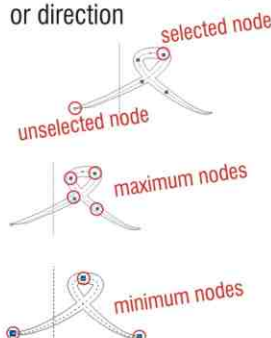
select the nodes and adjust the curve of the stroke

you can adjust the smoothness of the stroke
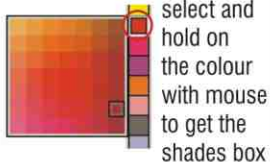
adjust the thickness of the stroke

So now you got all the strokes drawn, next element are the 2 square boxes one with maroon red fill and other with a light grayish yellow shade in a diamond position which are behind the cup and before the strokes.

For this you have to do is just draw a square using rectangle tool in the toolbox and give 45 degree rotation to the square.
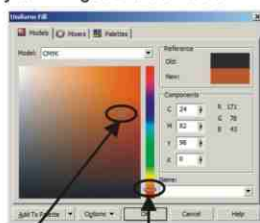
First you select the rectangle tool and draw the square holding ctrl key button in the keyboard to get the exact square. Select the square and give 45 degree rotation in the property bar as shown below:

To fill a colour for the object that you want to fill is by selecting a colour from the palette which is right side of the window. And when you select a colour and hold with the mouse you will get different shades of that particular colour as shown below:

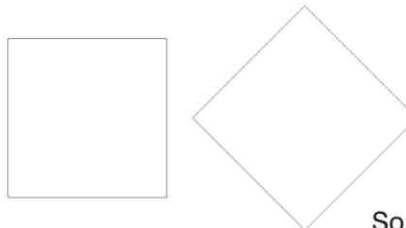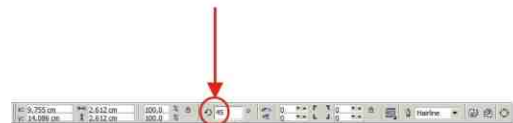select and hold on the colour with mouse to get the shades box

or select the object that you want to fill and double click the box at the bottom right corner of the status bar,

you will get the box below:

and after selecting the colour adjust this cursor to select dark or light shade of that particular colour

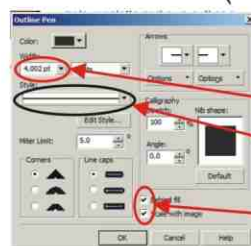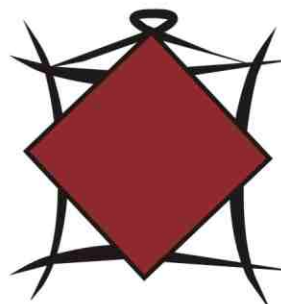drag this cursor up and down to select a particular shade

you will observe that the square is now rotated in required diamond shape.
so place it on the position of logo that you are doing

So after you got the box as it was in the logo give the box the reddish brown colour by selecting the colour form the colour palette and give outline thickness by the process shown below:

select the box for which the outline has to be applied and double click at the place shown of the status bar at the bottom

give the thickness of the stroke depending on the need ex: 1, 2, 3 or 4 pts etc.,

select the style of the stroke ex; plain stroke or different dotted strokes

don't forget to check this box because when you scale the stroke bigger or smaller it remains in the same thickness
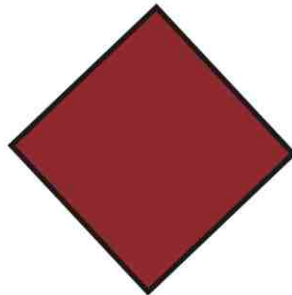
So now you got the box with the outline stroke and colour fill that you want. As we observed that there is an another box inside with light colour shade. To get this just click + key in your key board and scale it a little bit or give an inside contour to the box that you created before ie.:
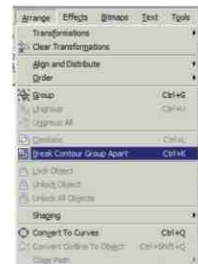

select the box and press the ctrl & F9 together to get the contour docker. you can see the docker is added immediately at the right side of the window and to the left of colour palette
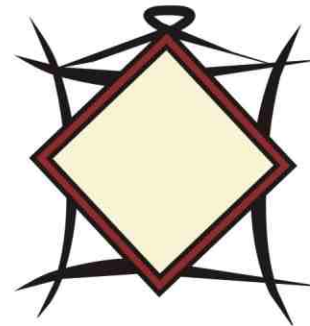

select this option from the docker
you want a box inside so check this option
apply the distance you want in between boxes
since you want only 1 box type 1
and click apply

you will find one box added inside. you will observe when selected both are grouped and you cant select the inside box. so to ungroup it you have to go to arrange option in the menu bar and from the list you have to select " break contour group apart "
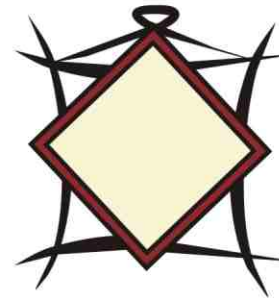

so now select the box inside and give the colours that you want for the outline and inside of the box depending on the actual logo that you are creating.

So you got the 2 boxes you wanted, now lets create the banner with the title in it. For this just select the bezier tool from the curve flyout and completing the nodes and giving curve to the lines to form as a banner.
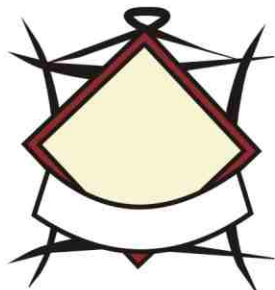
Bezier Tool

draw the box by putting the 4 nodes and completing the path

Select all the nodes with 2nd tool in the toolbox ie. shape tool by clicking on the box and holding ctrl & A keys in the keyboard or selecting the 4 nodes holding shift key. once you select all the 4 nodes apply curve in the from the property bar as shown below:

Convert Line To Curve

once you apply the curve as shown above, with the same shape tool click on the centre of the path and drag down to apply curve for both the lines. see the images below after applying curve to the box that was created

so now the box is curved into a banner. for the text inside the box just type the letters with the text tool from the toolbox. to get it typed in all caps hold the shift key while typing the letters and select the font and also the size of the font.
in this case select times new roman font with 7 pt size. to get the text in curve manner just select the text and drag drop holding the right click on the bottom line of the banner that you had created.
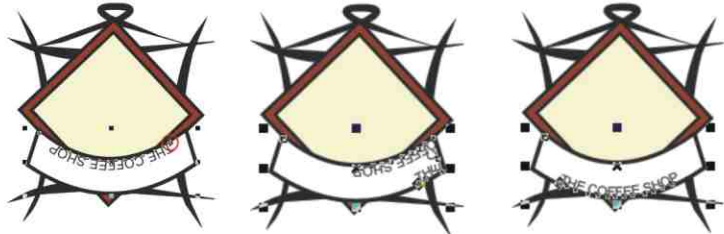
drag and drop the text on the bottom line of the banner and when you drop, immediately some list will appear. select fit text to path from that list
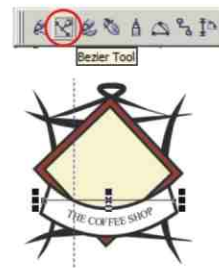
When you drag and drop and select the "fit text to path" option you will find that the text is attached to the above line in reverse position. So to bring it to the position that you want, you just select the red node at the corner of the starting point of the text and drag along the path until it comes to the centre as shown below:

when its dragged to the centre, just hold the same red node with selection tool and drag it little above to the centre of the banner box as shown below:

So now the text is aligned to the centre of the banner. If you see the actual logo, you will find a line besides the text as shown above. For this you just draw a straight line and apply curve and break curve at the centre so that you will automatically get the line breaked at the centre.

after you had drawn a straight line select the shape tool and put a point at the centre and apply curve from the property bar

after you apply the curve, with the same shape tool drag down to get the curve exactly to centre of the text
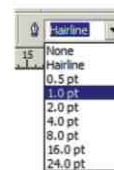
so now you add 3 more nodes on the curved line by double clicking with the shape tool as shown

after adding 3 nodes, select the centre node and select break curve option from the property bar. now drag and select the centre point that was broken and click delete button from the keyboard

after you break the line select the line and increase the thickness of the line from the property bar
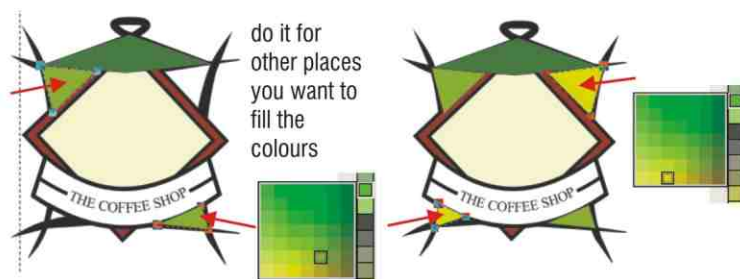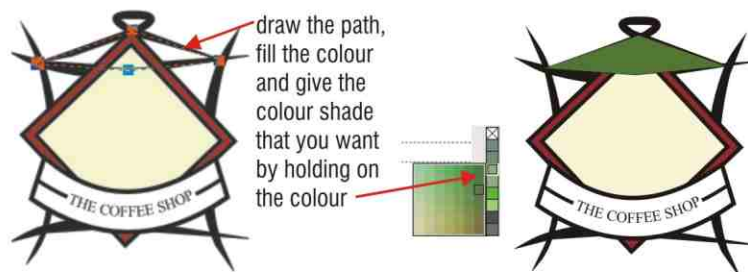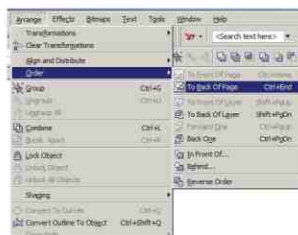
So now the banner is completed with the text and the line besides.
Now for filling the colours, select the bezier tool and select the path along the black lines and after finishing the path fill the colour and put them behind all the objects.

draw the path, fill the colour and give the colour shade that you want by holding on the colour

do it for other places you want to fill the colours

now select all the colours that you filled as shown (left) with the selection tool and press shift key & pagedown key to take all the colour fills back

or go to arrange option in the menu bar and click the order option in which you will get some more options attached to right and from that select the To Back of Page option
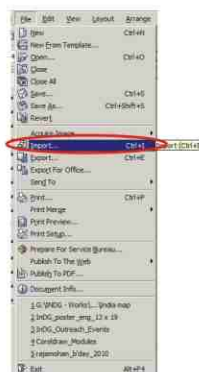
So as shown above except for the cup all the elements are completed. For this cup you can import it from Corel folder from the program files which will be in system C drive. Or you can individually draw it using the tools. The process of drawing the cup is shown in the video additional to this exercise.

Now lets see how to import the Cup from the following path:
C Drive/program files/Corel/CorelDRAW Graphics Suite 13/ Tutor files/Cup

First click the ctrl button & I simultaneously in the key board or go to File option in the menubar and select Import from the list or click on the Import button in the toolbar

after importing just scale it with the selection tool by holding any corner and place at the centre of the box and above the text banner

hold any one corner and scale it the size that you want

So this is how the logo is prepared using various tools and options. For more clarity you can see the video of this particular exercise.