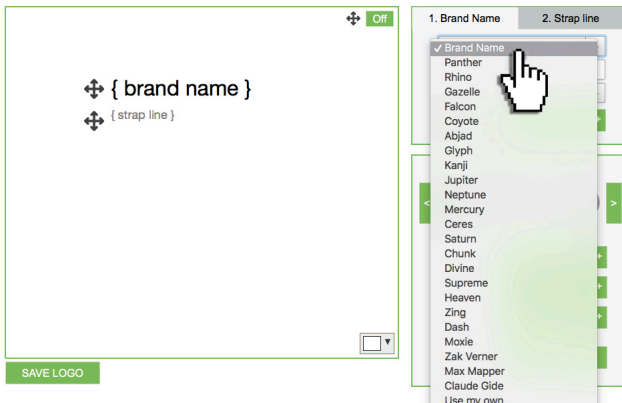


INTERACTIVE LOGO MAKER: INSTRUCTIONS

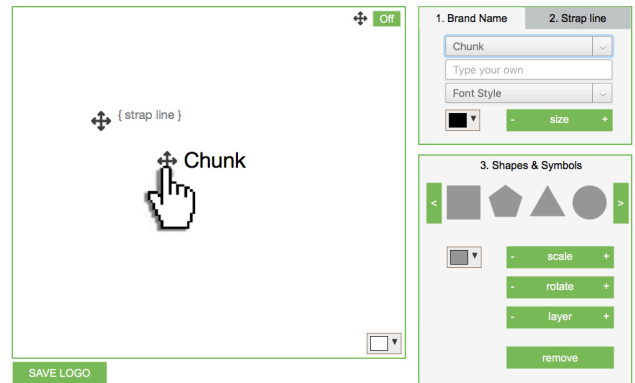
A step-by-step guide in creating your very own brand design.

Step 1



The first step is to pick a brand name. Either select one from the dropdown menu or type your own into the given text field.

Step 2



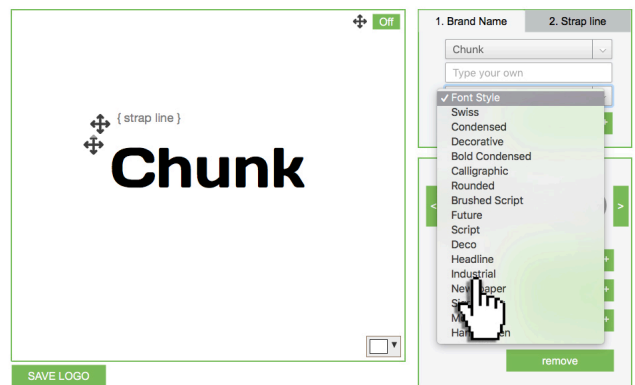
Once you are happy with a name click on the arrow points to move it around the canvas into a position you are happy with.

Step 3



Next, adjust its size, by clicking + & - either end of the 'size' button.

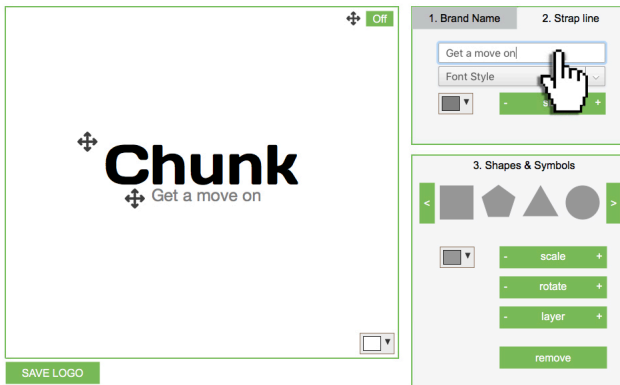
Step 4



Next choose a font that will convey the look and feel you want to achieve. This is one of the most important steps, so take time to make the right choice.

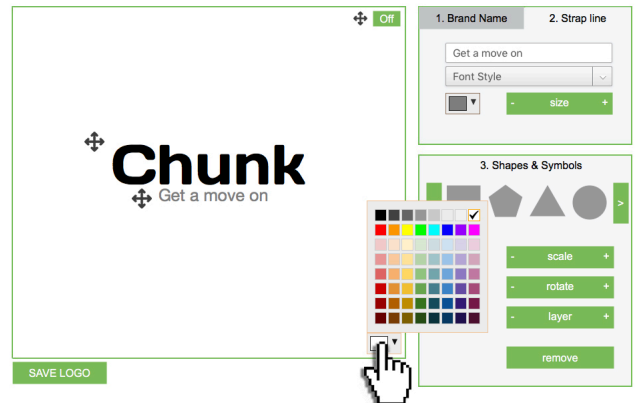
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Step 5



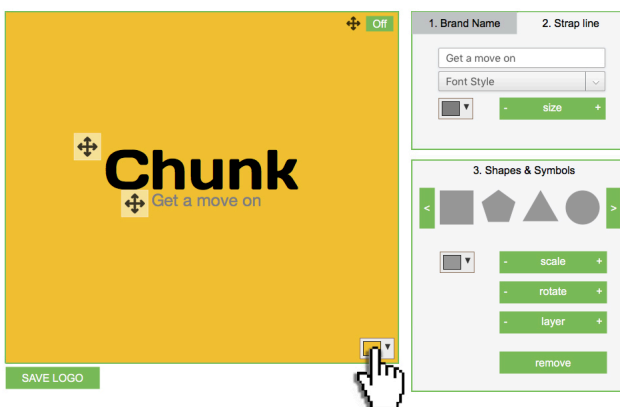
After you have your brand name and style in place, you next need to create a strapline. It should be short, punchy and memorable. Straplines generally sit underneath the logo itself, but as long as you are creative there are no specific rules.

Step 6



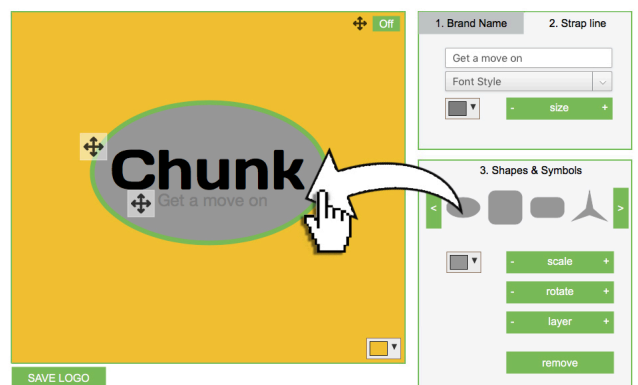
Next you will introduce colour into your brand. Start with the background using the colour box in the bottom right hand corner of the canvas.

Step 7



Experiment with colours, making sure you pick a palette that best reflects the brand you want to create. Watch the psychology of brands video in the previous section for more information.

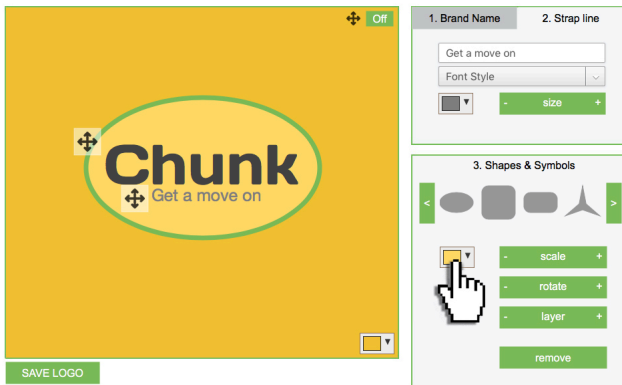
Step 8



The next part of the design is to create a 'holding device' that you can position your logo in. This isn't essential, but depending on the type of logo you create it can help to anchor it. This is particularly important if it is likely to sit next to other brands.

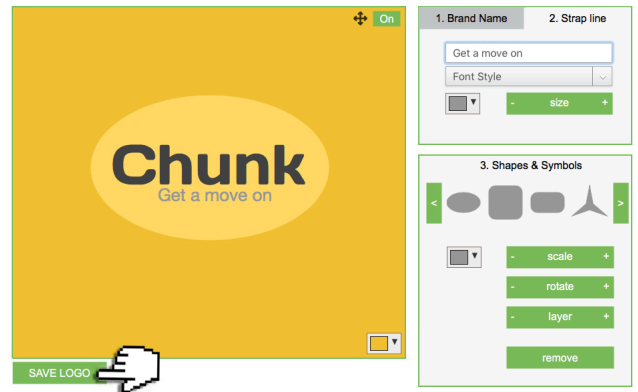
INTERACTIVE LOGO MAKER: INSTRUCTIONS

Step 9



Lastly if you choose to use a 'holding device' it is important for the colour to gel with your background palette. Try different combinations until you happy with your design.

Step 10



Finally save your design, following the instructions for your device.