

Designing A Logo

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Create a logo to showcase your unique brand Your logo design is essential to your brand ' s identity. A company logo is the first thing customers will see when they ' re introduced to a new brand or business, so it ' s important that you create a logo first and foremost. Logos – like pictures – are worth a thousand words.

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A lettermark is an acronym or monogram that 's been turned into a logo. IBM and NASA, for example, are companies whose names are abbreviated, and the abbreviation is turned into the logo. Lastly, you have pictorial logos, or symbols. These are the image-based logo designs, such as Apple, Nike, or Target, to name a few.

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Round out your logo by adding the business name using the powerful typesetting features in Illustrator. Creative Cloud members can choose from the vast library of high-quality typefaces from Adobe Typekit. Learn how to add text, change the font, add fonts from Typekit, and add spacing between letters. Preview and save your logo

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Create a logo to showcase your unique brand Your logo

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