



Create a Unique and Professional Wordmark Logo

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Wordmark Logos could be the ideal solution for any business as the world is in love with logos and brand names in the present - however, often a powerful wordmark is the most effective method. They're strong, as they combine the significance behind the name, with the tone and the personality that's created by their design.

It's easy to believe that since there are fewer elements Wordmarks are simple to make. However, this creates more challenges for designers: since the focus is on only a handful of words... Wordmarks need to be flawless.

How do you create the perfect tone?

What can you do to ensure the Wordmark is memorable and unique?

I'll explain precisely how to do it in this class.

This course is perfect for graphic designers at any level, specifically, those who are currently or planning to create identity designs. I'll walk you through my method employing Adobe Illustrator CC. The first step is to assume you have a solid outline of the message and tone that you want to convey with your logo.

The first step is to look at alternatives using fonts that are already available to get a start. Each font has its own character, therefore we must select one that is truly appropriate.

After we've narrowed down those fonts that we like, we'll apply some techniques to personalize the fonts further.

There are many rules that govern proper type design, and knowing the ones you can be able to bend or break safely is crucial.

This is why we are constantly tweaking and refining them. Where you'll require a keen sense of DETAIL and BALANCE, two areas we'll concentrate on to ensure that our Wordmark is professional-looking.

It is not necessary to create a new character for everyone! Sometimes, a simple subtle, elegant modification is the best way to create something original and distinctive, without compromising the readability or even the professional look. It's the way that you allow the elements to work together that create the design.



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