

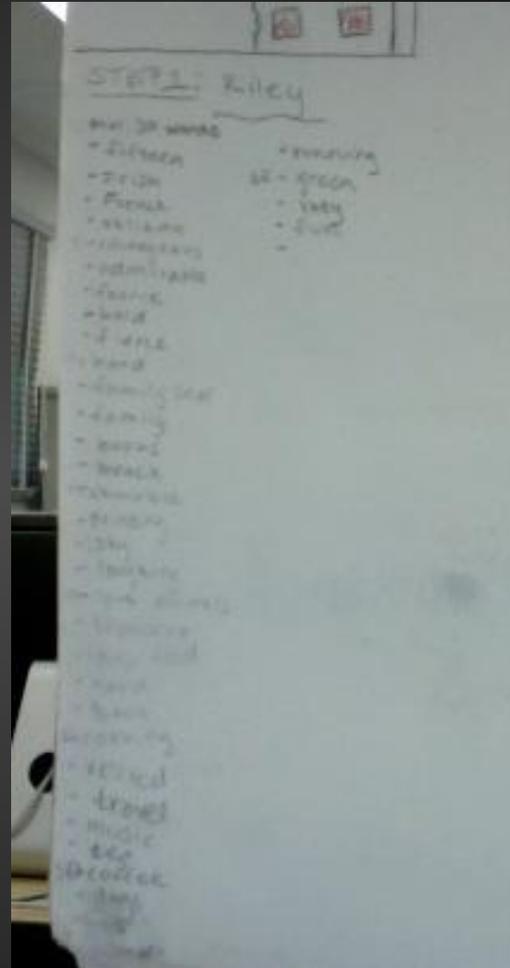
Logo Process

Riley Cruse
Per.2

Step 1

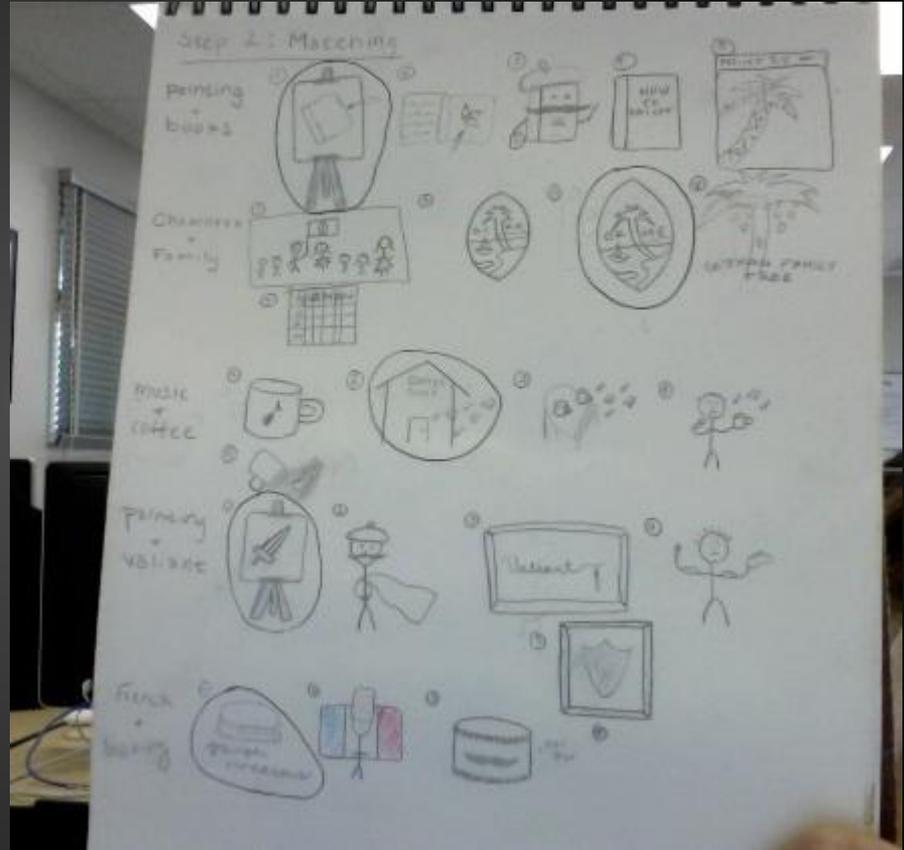
Create a list of 30 or so words that describe who you are.

I chose, for example, fifteen, family, painting, and beach.



Step 2

Create pairs of these words that go well together. Like, "music & coffee" or "Chamorro & family". Then, create thumbnail drawings of these word pairings. Create about 5 pairs and at least 4 drawings per pair.



Step 3

Choose one drawing for each pair, the one you feel has the most potential to create a name logo.

Continue to refine these drawings until they are better and better. Then choose one design that you think is the best.



family & Chamorro

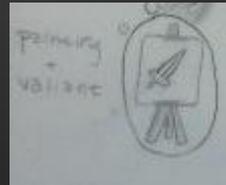


coffee & music

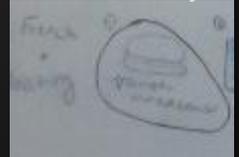


painting & books

painting & valiant

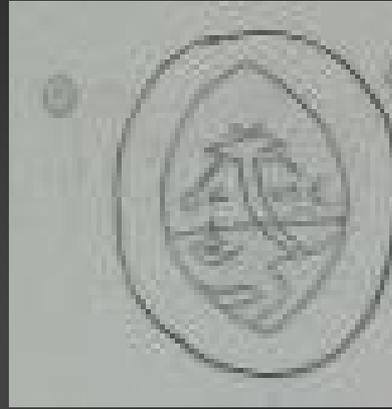


French & baking



Step 4

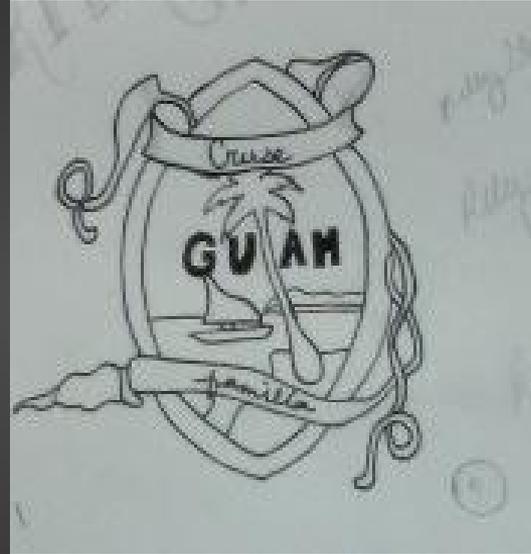
Using the final thumbnail drawing you chose, continue refining and redesigning this design until it fairly represents who you are. Be sure to incorporate your name somewhere in your design.



I chose my drawing of "Family and Chamorro" because these two elements mean a lot to me, and I felt that it would be the easiest to incorporate my name into.

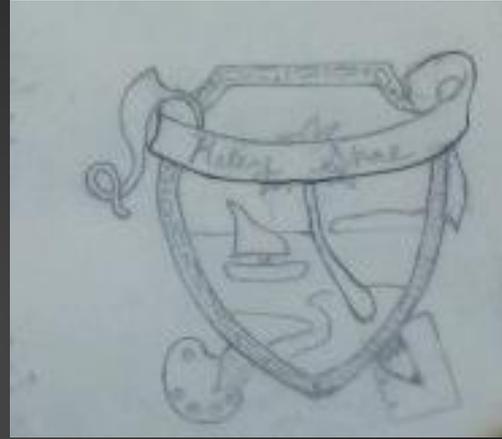
Step 5

In my sketchbook, I continued to refine this drawing until I had one that looked more like a logo. This is my first attempt: 



Step 5 (continued)

After discussing this design with Mr. Exum, we decided that it was a good start, but it needed to be more original, and needed to represent different parts of me, rather than just my family.



I combined my first design with the shape of a shield, because the name "Riley" means "valiant" in Gaelic. I also added a paint brush & palette and a pencil & paper to represent my creative side.

Step 6

Next, it is time to start creating your logo using Adobe Illustrator. First, find an image online that will be the base of your logo.



I chose this Guam seal

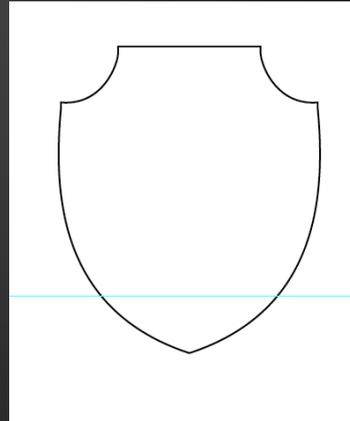
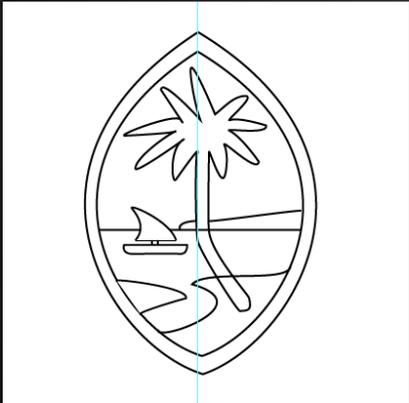


And this shield



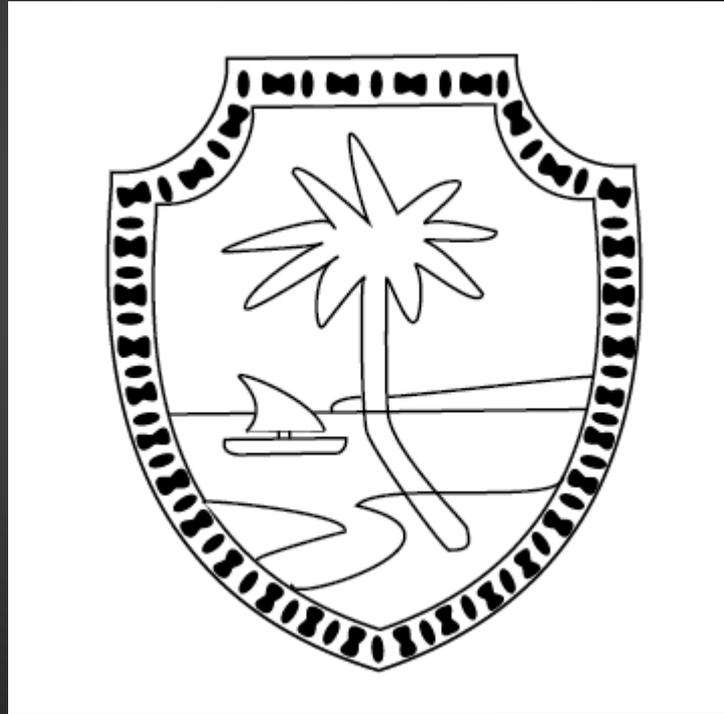
Step 6 (continued)

I first used the pen tool to outline the Guam seal. Then I layered it over the shield image, and retraced the outline to be in the shape of a shield.



This was the result...

So, basically, this is the Guam seal in the shape of a shield, with a bamboo-type border added.



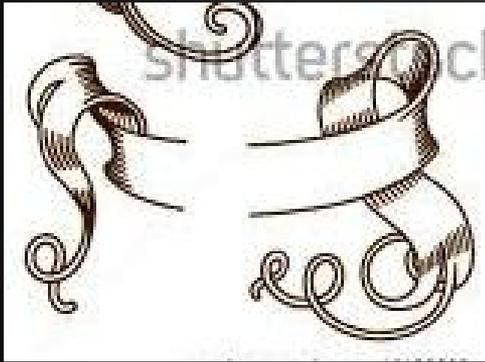
Step 6

Then, add the remaining elements that you had in your drawing. I needed to add:

- 1) The ribbon that says "Riley Shae"
- 2) The name "CRUSE" in the background of the design
- 3) The pencil & paper
- 4) The paintbrush and palette

Step 6 (continued)

I used the pen tool to trace this image for my ribbon banner.



Then I added my name using the text tool.
I added my last name to the design using the text tool.

I used the pen tool to create a piece of paper and a pencil, freehand.

Then i traced an image of a palette and one of a paintbrush. I positioned these how i wanted them, and I had all of my elements.

Here is the final logo I created using Illustrator.



Conclusion

My logo represents me in many important ways. The basis image is of the seal of Guam, which is where my family is from. My family is extremely important to me, which is why I chose this as the central image of my logo. I changed the shape of the seal to a shield, because the name Riley is Gaelic for "valiant". Where there normally would have been two crossed swords at the corners of the shield, I replaced these with creative instruments that better represent me. I chose a paint brush and pallet because I love to paint and create art. I chose a pencil and paper to represent my love of words, both through reading and writing.