

## Overview

When logos are pixel-based and saved as a .jpg or a similar format, their usability is limited since the file only contains a set number of pixels, and making edits is not possible. Therefore, it's important to always have logos in vector format (.ai or .eps) so they can be enlarged to any dimensions. The skills used in redrawing a logo will be especially handy if you find yourself working in the design industry. Clients often don't understand the concept of vector graphics, and you'll likely have to redraw logos on a consistent basis.

### 1. Matching fonts

Some logos use standard fonts, so may first want to try to identify the font at **whatthefont.com**. It only takes a minute to identify a font, and it may save you a lot of tracing with the pen tool. If you upload a higher quality image to this website, you will get better results. See whatthefont.com for examples and image tips in order to maximize your results. This simple step can save you hours searching through fonts, so follow these steps to give it a try:

1. Open the image in Photoshop and crop it so you only have the type showing.
2. Save it as as .jpg (with a new name) and upload it to whatthefont.com.

Next, you will verify each letter; then it will identify the font. If you don't have the font, you can copy and paste the correct font name in a web browser, and search for a free version. Dafont.com and fonts101.com have many free fonts that are easily installed on your computer. Once you have added the type to your logo, be sure you change the font to an object with these steps: 1. Select the text box, 2. Go to Type - Create Outlines (Shift-Command O). Now the font will not change when opened on another computer:

**If you cannot identify the font, follow the pen tool tips below, under #4, to trace around the font.**

### 2. Placing logo as a template in Illustrator

Locate the pixel-based logo you wish to redraw. It is usually a .jpg or .png file. Open a new document in Illustrator: (10 inches wide by 8 inches high is adequate.) Then add the logo as a template by clicking: **File - Place** and **check the "Template" box** before clicking "Place."

Placing an image as a template automatically brings the image in at a lower opacity. In addition, the layer defaults to locked and can be unlocked via the Layers palette. One big advantages to placing the image as a template when tracing is that it won't disappear when you switch to the Outline view (Command Y).

### 3. Tracing the logo & using Pathfinder

Tracing a logo is just like tracing any other image in Illustrator. You will use the pen tool, shapes, etc. to redraw what you see. (Please see "Using the pen tool," below.) You may find yourself layering shapes upon shapes and this is fine in the beginning. However, you will need to use the Pathfinder tool (Window - Pathfinder) to "knock out" the areas in which one shape is on top of another as you finalize the logo. This is important so your logo will be ready for color separations. With screen printing, for example, it will not work to add layers of colors on top of each other. So be sure to use these steps to "knock out" and separate your shapes for properly prepared artwork. Let's apply this concept and redraw the Target logo:



This logo can be easily created by placing a smaller white circle and an even smaller red circle on top of a large red circle. However, it must be knocked out so the logo instead has a red ring, white ring and solid red inner circle, none of which overlap.

**These are the steps used in knocking out the Target logo:**

1. Open the pathfinder palette: Window - Pathfinder.
2. Select all three circles: outer red circle, middle white circle, and inner red circle
3. While selected, click the "Divide" icon in "Pathfinders" in the Pathfinder palette
4. Right-click the circles and choose "Ungroup." You should now have a red outer ring, a middle white ring and the inner red circle.
5. To finalize the artwork, select all three parts, and right-click to group them. Now they will move as a unit, but they can be separated for certain print and design needs.

### 4. Using the pen tool

**A. Draw straight lines:** Click once and release to make an anchor point. Then click again elsewhere and a straight line will appear between the two anchor points.

**B. Draw curved lines:** Click once and release, then click elsewhere and hold, while bending the line to create a curve in the desired direction. **Important: Next, click the last anchor point to delete one of the handles.** This will allow you to draw without strange bendy lines occurring. With a little practice, you can trace most shapes easily.

**Final Checklist:** 1. Outline your fonts; 2. Knock out your shapes; 3. Hide template; 4. Save as an .eps.