PERSONAL LOGO FOR A CREATION FIRM OR ATELIER

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Abstract: The logo is a graphic element that can take the form of a letter, text, image, or even combinations of all these elements. It is used to identify a brand, product, organization or event. Any business, regardless of its size, must have a logo to define it. Nowadays, communication has become dominated by its visual composition. The world in which the rhythm is increasingly accelerated, communication strategies must emphasize what is possible to transmit instantly, with minimal effort, to the person who is looking. Starting from this premise, in this paper, we will present why it is good to create your own logo and what are the aspects to be taken into account when doing so. Well, our goal is to find a logo that has positive connotations for the business we want to promote. In this paper, a list of quality logo services and tips has been created to help people while creating an original logo for a business. Finally, we have written an idea on how to start creating a logo for a business that provides credibility in interacting with potential customers. We need a professional logo, colorful, versatile, that has positive visual impact, but at the same time it is affordable, and can be purchased by any small creative workshop.

Key words: Logo, personal computer, art, design, marketing, conception

1. INTRODUCTION

In the article there will be presented steps and general characteristics of the process of logotype creating, both essential and important for the existence of any organization [1].
First, we need to understand that the logo will be displayed everywhere. This is not just a symbol that will appear on the site or as a logo of a store. It will now be a representative part of the business and should be displayed wherever this business is mentioned. It must be resized and look good printed on a poster, product, sticker, etc.

That said, it is obvious that it is not enough for people to like it, but it must resonate with all that society means are represents today. Design Buddy recently conducted an excellent analysis of the data of the best brands in the world and the things their logos have in common. Here are some key elements in that article that we should keep in mind when creating the logo, using one of these generators [2]:
- 95% logos of the world's top brands contain one or two colours
- 41% of brands use stylized logo types
- 93% are simple enough to be recognised even in small sizes.
- For 40% of the small businesses, it is very important that the logo also reflects the type of business.

A good logo is distinctive, suitable, practical, graphic and simple in form [3]. It conveys the message intended by the holder. It should follow the five principles below to ensure that its design meets all of these criterias [4]:

- a logo must be simple- A simple logo design allows its easily recognition and makes the logo versatile and memorable. The representative logo depicts an unexpected or unique thing without being too crowded.

- a logo must be memorable - Immediately according to the principle of simplicity lies that of memorability. An effective logo design should be memorable and this is possible by creating a simple and suitable logo.

- a logo must be durable - An effective logo should pass the test of time. The logo must be "immune to the future", i.e. it should be able to be effective in 10, 20 or 50 years.

- a logo must be versatile - An effective logo should be able to work in a variety of environments and applications.

- a logo must be appropriate – Understanding my target audience or my consumers is an essential component in creating an effective logo design. Knowing what's right for my audience will determine the type of font I'm going to use, the colors, and any additional graphics [4].

2. MAKING THE LOGO

To create a logo we have several graphics programs available. One of the most representative is Adobe Photoshop. This is the spearhead of the range of software products for digital image editing, photos, graphics, video and the Web. This is a program with an intuitive interface allowing a multitude of changes currently required for professionals and not only: brightness and contrast edits, color, focus, application of effects on image or areas (selections), retouch of degraded images, arbitrary number of color channels, 8, 16 or 32-bit color channel support, third-party effects, etc. There are specific situations for a professional in the field when other packages lead to faster results, but for general image processing, as it provides solid tools, to industry standard, Photoshop is effectively indispensable. The image processing software application is more than just a working tool for graphic artists [5], [6].

We start working, taking inspiration from the four online tools that can be easily used to create our logo (e.g. Locaster, Finch Goods, GraphicSprings, Hipster Logo Generator, Zillion Designs).

We're following the three steps:
- We frame the type of business;
- We choose a representative symbol for the logo;
- Customize the logo.

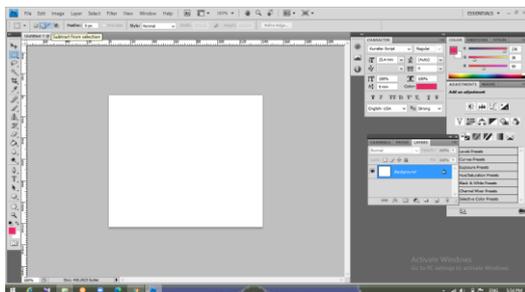The following figures show steps to follow in the graphic making of a logo.
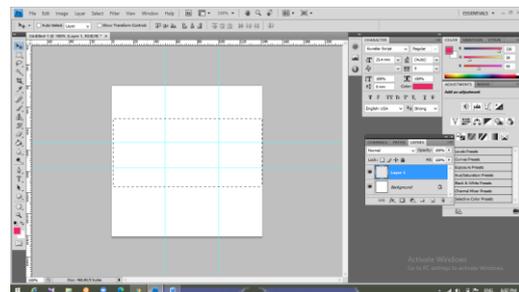

Fig. 1. *Creating a new working page*

Fig. 2. *By activating the ruler we divide that rectangle into certain values.*

The color of a logo can be even more important than its graphics because it amplifies its effects on the audience [7]. Colors are the first that you notice on a logo, shape, signs and typography are observed later. It is precisely for this reason that knowledge and understanding of color psychology is important for the creation of an efficient logo [8].
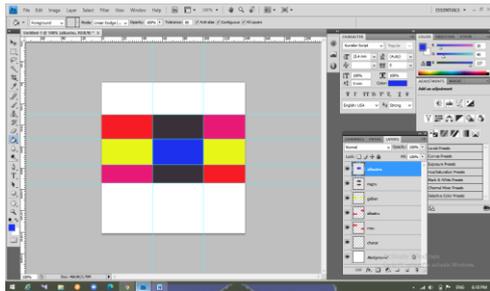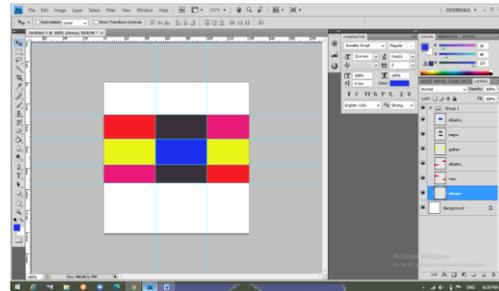

Fig. 3. *Creating a color game on different layers*
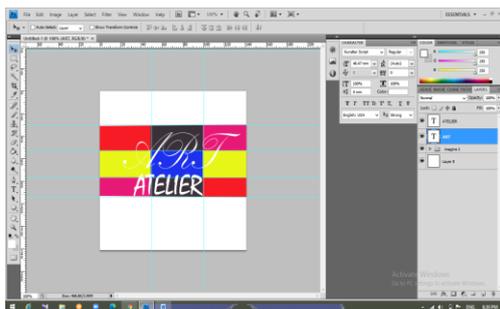

Fig. 4. *Select all layers, flatten and group them*

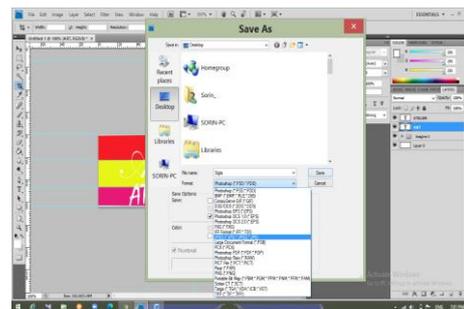

Fig. 5. *Add text*

Fig.6. *Save project in JPEG format*

Fig.7. *Format the image JPEG*

Fig.8. *Embroidery logo applied*

Once created the logo can be exported in JPEG format, fig.8 and then processed into different softwares so that it can be printed on different media. In order to make this logo suitable for clothing products, it was embroidered on textile support, which ensures the possibility of application by sewing, and not only. To do this, the JPEG image is imported into the Drawings program so that you can create the file type. After taking the image, the necessary embroidery adjustments such as density and type of seam are made, and then exported to a file format suitable for reading by the embroidery machine [9]. Embroidery was executed within the company: S.C. Atelier Broderie Carla S.R.L, which owns state-of-the-art embroidery machines, Japanese origin, Happy, Brother, [10], [11], etc.

3. CONCLUSIONS

In conclusion, it came to the idea that sufficient time must be given to make decisions on the characteristics of the logo that attract first of all, but at the same time represent the company. For this you need to look for inspiration, search among the shelves of stores, study very carefully the advertisements on the internet, memorizing the list of symbols that we notice first. A second importance is the detailed analysis of successful companies, on the combinations of colors that evoke positive emotions and the establishment of the need for the logo to contain a symbol, initial or full name of the company it will represent. Finally, we present a selection of some of the best online resources that can be visited, in order to have the best vision for creating future logos (e.g. Locaster, Logicdesign, Logo Faves), that correspond in terms of design, are easily noticed and easy to highlight, but are also at an affordable price.

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