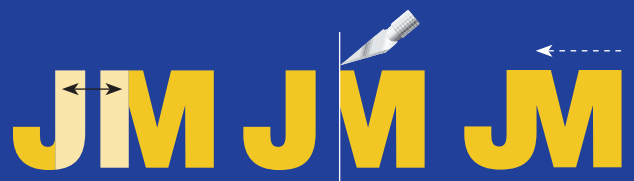


JM JM JM



Design a Logo of letters!



Continued ▶

How to design a logo of letters

Are you known by your initials? Turn those letters into a terrific signature!



Jack in the Box
www.jackinthebox.com

Companies of every kind sign their names with linked letters called *ligatures*. Ligature means *to tie*. Ligatures make excellent business signatures. They're handsome, simple and compact. And they're fun, too—we all have initials! Some letters link in one typeface but not another. Others link in lowercase but not in upper. What follows are a variety of ways to get your letter pairs beautifully *together*.



Cotton Incorporated
www.cottoninc.com



American Dental Association
www.ada.org



Cable News Network
www.cnn.com

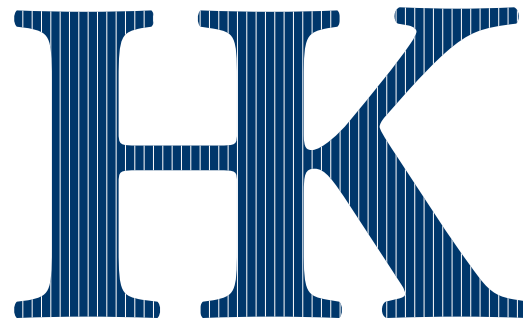


General Electric | www.ge.com



Use shared strokes

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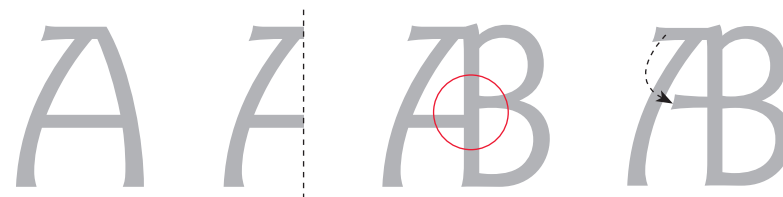
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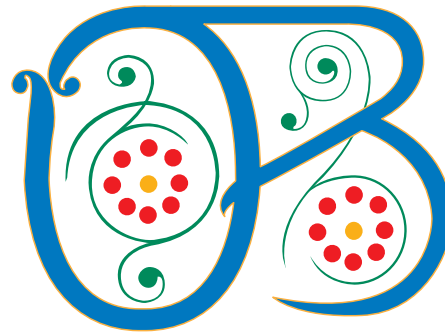
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. . . add a field . . .



. . . color.

(Colors added for clarity)

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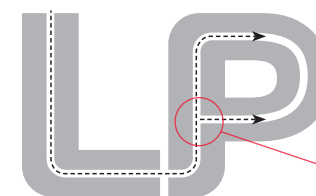


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An entertaining ligature unique to the T, disconnect one arm and attach it to its neighbor!



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Circular letters flow most naturally into other circular letters. Interlocked here like wedding bands or Olympic rings, two complete letters function as one.



Set

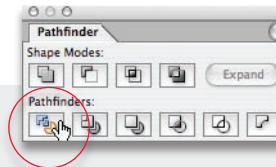
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Divide

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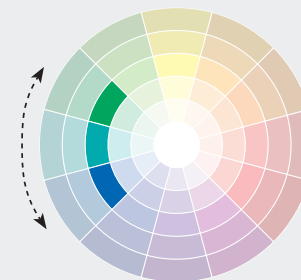
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Easily create a pleasing gradient by using *analogous* colors (colors adjacent on the wheel), in this case green to blue. Analogous colors *always* work well together.



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Evenly spaced dots just lie on top.



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Diagonal lines are “pasted into” (InDesign).



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Barely touching letters are brought together by playful shapes and colors.



Fill a space

The diamond does double duty—it links the letters and helps form the shape of the R!

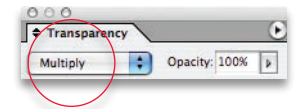


Use transparency

Transparency *softens*. Create a gossamer effect on even the boldest ligature by lowering the opacity of one or more characters. Here, all three letters are set at 50%.



Do you like the overlap effect but need strong colors? Keep your colors at 100% opacity, but in the Blending mode dialog select Multiply, which adds the colors of an object to the ones beneath it.



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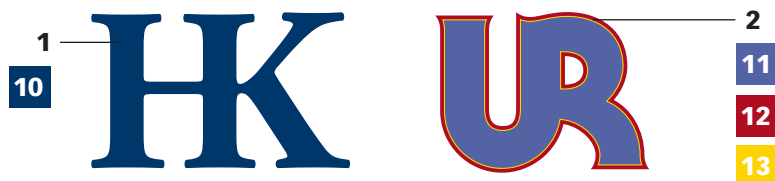
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Article resources



Typefaces

- 1 [Adobe Garamond Bold](#)
- 2 [ITC Serif Gothic Heavy](#)
- 3 [ITC Goudy Sans Book](#)
- 4 [Futura Medium](#)
- 5 [Helvetica Neue Std Roman](#)
- 6 [Russell Square Roman](#)
- 7 [Spring](#)
- 8 [Avenir 55 Roman](#)
- 9 [Bodoni Roman](#)

Colors

- 10** C100 M60 Y0 K50
- 11** C70 M60 Y0 K10
- 12** C0 M100 Y85 K30
- 13** C0 M15 Y100 K0
- 14** C0 M70 Y0 K30
- 15** C26 M7 Y24 K3
- 16** C73 M15 Y38 K6
- 17** C37 M66 Y6 K3



Article resources



Typefaces

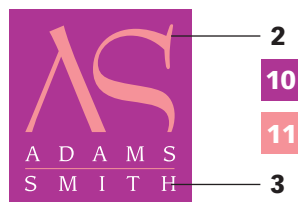
- 1 [Clarendon Roman](#)
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- 3 [Gill Sans Bold](#)
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Colors

- | | |
|----|-------------------|
| 8 | C26 M91 Y100 K35 |
| 9 | C46 M27 Y100 K35 |
| 10 | C43 M68 Y51 K70 |
| 11 | C40 M35 Y65 K25 |
| 12 | C89 M25 Y87 K23 |
| 13 | C0 M91 Y91 K0 |
| 14 | C20 M100 Y0 K0 |
| 15 | C7 M24 Y37 K0 |
| 16 | C20 M100 Y100 K15 |
| 17 | C100 M0 Y30 K5 |



Article resources



Typefaces

- 1 [Futura Extra Bold](#)
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- 3 [ITC Leawood Book](#)
- 4 [Helvetica Neue Std Black](#) (Modified)
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- 9 C0 M30 Y100 K0
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- 12 C80 M0 Y100 K0



Article resources



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- 1 [Vectora 95 Black](#)
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Colors

- 4 C0 M100 Y100 K40
- 5 C40 M35 Y65 K25
- 6 C60 M30 Y10 K15
- 7 C19 M37 Y59 K0
- 8 C4 M6 Y4 K0
- 9 C20 M0 Y100 K19
- 10 C0 M53 Y100 K0
- 11 C40 M45 Y0 K0



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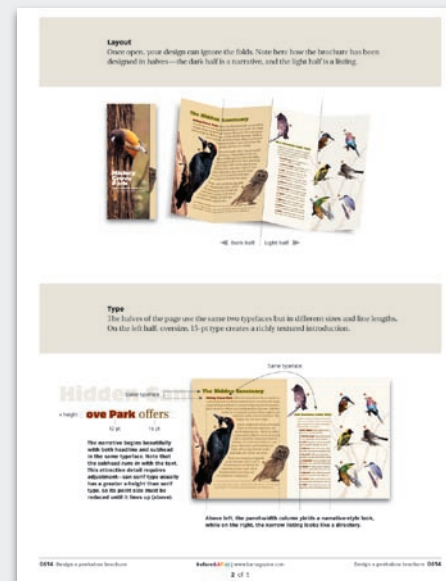


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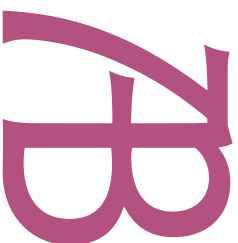
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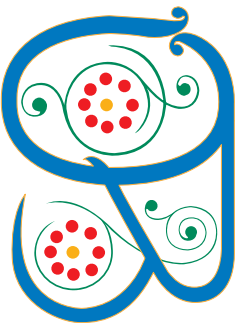


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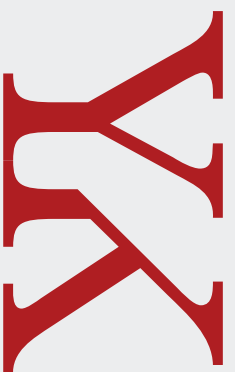
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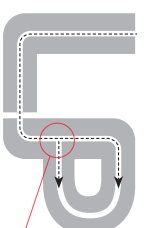
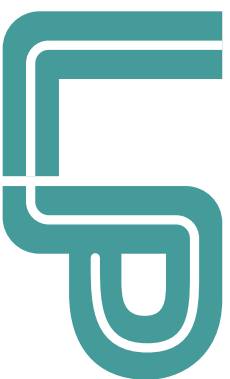
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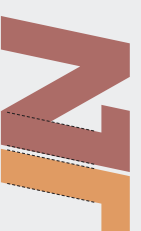
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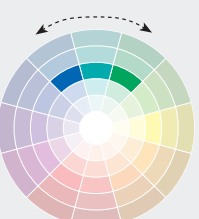


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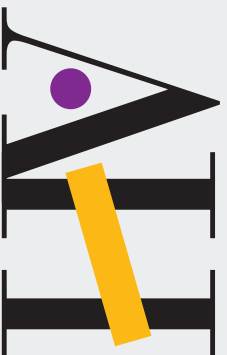
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Evenly spaced dots just lie on top.



Paste into

Diagonal lines are “pasted into” (inDesign).



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Barely touching letters are brought together by playful shapes and colors.



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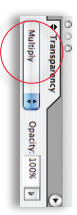
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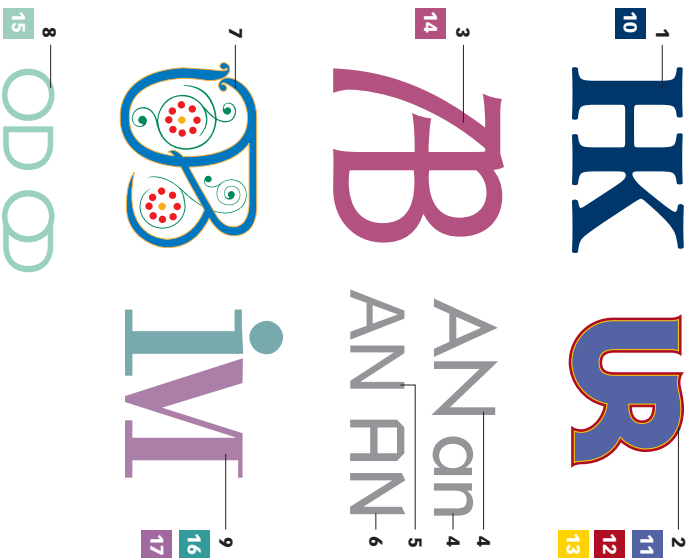
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Article resources



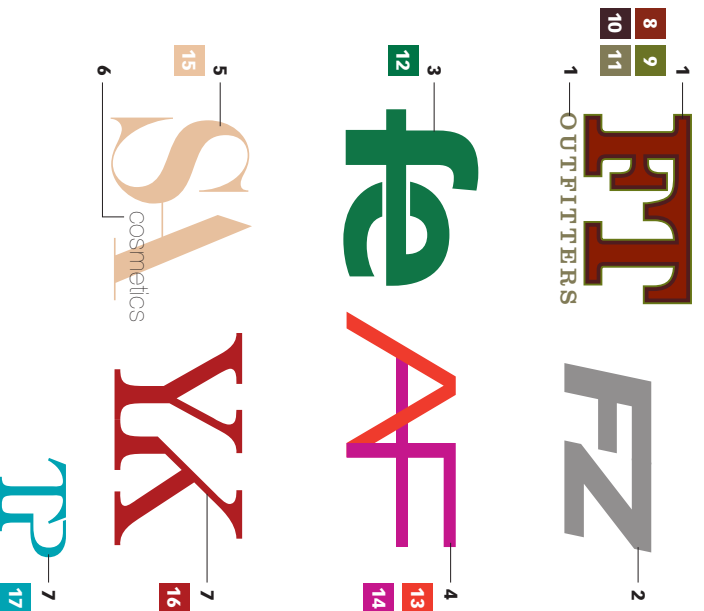
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- 1 Adobe Garamond Bold
- 2 ITC Serif Gothic Heavy
- 3 ITC Goudy Sans Book
- 4 Futura Medium
- 5 Helvetica Neue Std Roman
- 6 Russell Square Roman
- 7 Spring
- 8 Avenir 55 Roman
- 9 Bodoni Roman

Colors

- 10 C100 M/60 Y0 K/50
- 11 C70 M/60 Y0 K/10
- 12 C0 M/100 Y85 K/30
- 13 C0 M/15 Y/100 K/0
- 14 C0 M/70 Y/0 K/30
- 15 C26 M/7 Y24 K3
- 16 C73 M/15 Y38 K6
- 17 C37 M/66 Y6 K3

Article resources



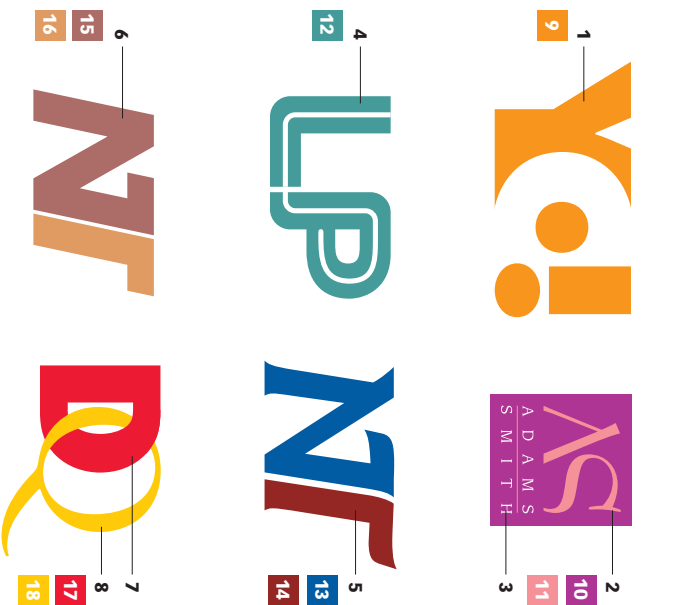
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- 1 Clarendon Roman
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- 5 Didi
- 6 Helvetica Neue Std Ultra Light
- 7 Century Old style Std Regular

Colors

- 8 C26 M/91 Y100 K/35
- 9 C46 M/27 Y100 K/35
- 10 C43 M/68 Y51 K/70
- 11 C40 M/35 Y65 K/25
- 12 C89 M/25 Y87 K/23
- 13 C0 M/91 Y/91 K/0
- 14 C20 M/100 Y0 K/0
- 15 C7 M/24 Y/37 K/0
- 16 C20 M/100 Y/100 K/15
- 17 C100 M/0 Y/30 K/5

Article resources



Typefaces

- 1 Futura Extra Bold
- 2 Bernhard Modern Roman
- 3 ITC Leawood Book
- 4 Helvetica Neue Std Black (Modified)
- 5 ITC Goudy Sans Bold Italic
- 6 Futura Bold Oblique
- 7 ITC Franklin Gothic Std Heavy
- 8 Adobe Garamond Regular

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- 9 C0 M50 Y100 K0
- 10 C33 M93 Y0 K0
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- 4 Bauer Bodoni Roman
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- 8 C100 M60 Y0 K0
- 9 C0 M30 Y100 K0
- 10 C40 M80 Y0 K0
- 11 C60 M100 Y0 K0
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- 1 [Vectora 95 Black](#)
- 2 [Sloop Script One](#)
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