THE PHOENIX COMIC CLUB

HOW TO DRAW COMIC BOOK LOGOS





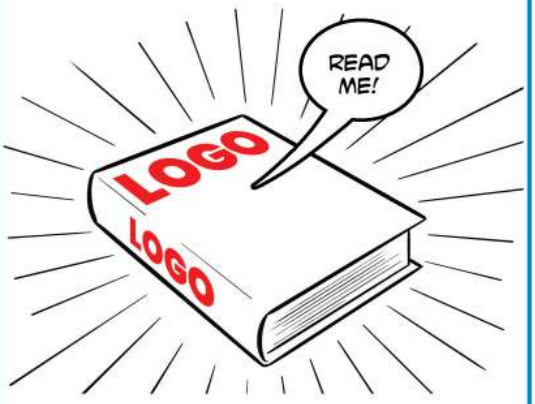


HI, I'M ROBERT DEAS. LET'S LEARN HOW TO DRAW COMIC BOOK LOGOS!



WHAT IS A LOGO?

IN THE CASE OF COMICS AND BOOKS, A ***LOGO*** IS THE TITLE OF A STORY, DESIGNED IN AN ***EYE-CATCHING*** WAY TO APPEAL TO READERS. A GOOD LOGO WILL ***STAND OUT*** FROM THE OTHER BOOKS IN THE BOOK SHOP. IT SHOULD ***SAY SOMETHING ABOUT THE STORY*** AND MAKE PEOPLE WANT TO ***PICK UP THE BOOK*** AND READ IT.



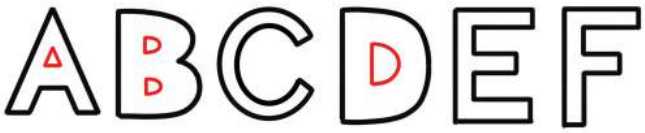
3D WRITING MADE EASY

A B C D E F

1. USING A ***PENCIL***, WRITE OUT SOME ***CAPITAL LETTERS*** IN A CLEAN AND LEGIBLE STYLE



2. NOW USING A ***PEN***, OUTLINE THOSE LETTERS TO MAKE THEM ***LARGE AND BOLD***



3. ***ERASE*** THE LETTERS IN PENCIL FROM STEP 1 AND THEN ADD THE ***INTERNAL SHAPES*** OF ANY LETTERS THAT NEED THEM

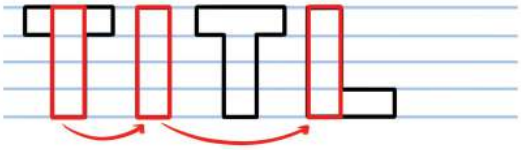
SPACING OUT YOUR LOGO



1. TO MAKE SURE YOUR LOGO IS NICE AND ***STRAIGHT*** AND THE LETTERS ARE ALL THE ***SAME*** SIZE. LET'S START WITH SOME ***HORIZONTAL GUIDE LINES***



3. AND THEN DRAW AN ***EXTRA SET OF LINES*** EITHER SIDE OF YOUR CENTRE LINE



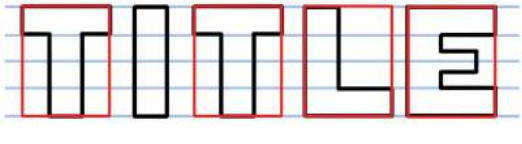
5. ***MAINTAIN PROPORTIONS*** WHERE YOU CAN. THE INSIDE OF THE 'T' IS EXACTLY THE SAME SIZE AS THE 'I' AND 'L', FOR EXAMPLE



2. ADD A ***CENTRE LINE*** IN THE MIDDLE... *(TOP TIP – EVEN PROFESSIONALS USE RULERS TO HELP GET NICE STRAIGHT GUIDE LINES.)*



4. START YOUR LOGO BY WRITING THE LETTER 'T' IN A ***BIG BOLD, STYLE.*** USE YOUR GUIDES TO HELP YOU PLACE THE ***TOP BAR*** OF THE LETTER



6. NOTICE THAT, APART FROM THE 'I', ALL THE LETTERS ARE THE ***SAME WIDTH AND HEIGHT*** AND THE TOP OF THE 'T' IS IN THE LINE WITH THE TOP OF THE 'E'

CHOOSING THE RIGHT STYLE

DIFFERENT STYLES OF TEXT ARE OFTEN REFERRED TO AS ***FONTS*** OR ***TYPEFACES*** AND IT'S IMPORTANT TO CHOOSE THE ***RIGHT ONE FOR YOUR STORY.*** LET'S TAKE A LOOK AT SOME EXAMPLES AND SEE WHAT WORKS FOR DIFFERENT ***GENRES.***

SCIENCE FICTION



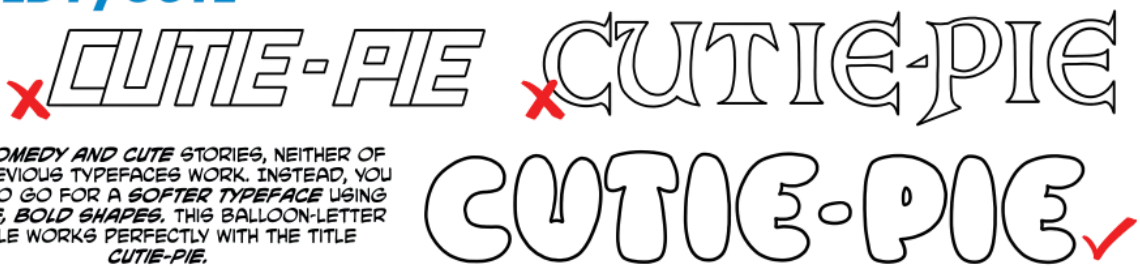
IMAGINE A ***SCI-FI*** STORY CALLED ***NEON*** SET IN A FUTURISTIC CITY. SEE HOW THE FIRST TWO TYPEFACES DON'T SUIT THAT GENRE. ***HARD LINES*** AND ***LETTERS LEANING TO ONE SIDE*** (ITALIC) WORKS GREAT HERE.

FANTASY



BUT WHEN DEALING WITH A ***FANTASY*** STORY CALLED ***KINGDOM,*** THE REVERSE IS TRUE. A HARD-LINED TYPEFACE JUST DOESN'T WORK HERE, AS THE WORD KINGDOM ENDS UP LOOKING LIKE AN ACTION MOVIE IN THIS STYLE. A ***FLOWING, SCRIPTY STYLE*** WORKS BEST FOR FANTASY, WITH ***POINTY SHAPES*** COMING OFF THE LETTERS. TYPEFACES IN THIS STYLE ARE REFERRED TO AS ***SERIF.***

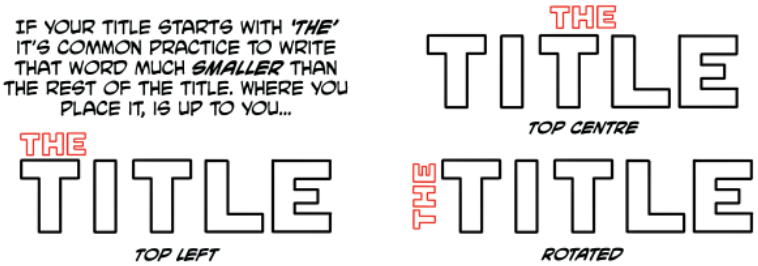
COMEDY / CUTE



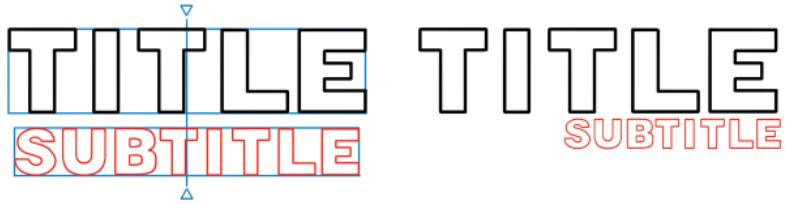
FOR ***COMEDY AND CUTE*** STORIES, NEITHER OF THE PREVIOUS TYPEFACES WORK. INSTEAD, YOU WANT TO GO FOR A ***SOFTER TYPEFACE*** USING ***SIMPLE, BOLD SHAPES.*** THIS BALLOON-LETTER STYLE WORKS PERFECTLY WITH THE TITLE ***CUTIE-PIE.***

TITLES THAT START WITH 'THE'

IF YOUR TITLE STARTS WITH ***'THE'*** IT'S COMMON PRACTICE TO WRITE THAT WORD MUCH ***SMALLER*** THAN THE REST OF THE TITLE. WHERE YOU PLACE IT, IS UP TO YOU...



TITLES WITH MULTIPLE WORDS

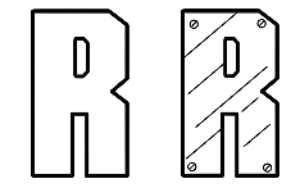


A ***SUBTITLE*** SHOULD BE SMALLER THAN THE MAIN TITLE AND CAN BE POSITIONED PERFECTLY IN THE ***CENTRE...***

OR YOUR SUBTITLE CAN BE EVEN ***SMALLER*** AND POSITIONED TO THE ***RIGHT*** OF YOUR MAIN TITLE

EMBELLISHING

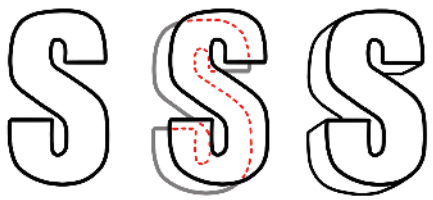
ADDING EXTRA *DESIGN ELEMENTS* TO YOUR TEXT CAN REALLY ELEVATE A *GOOD LOGO* TO AN *AMAZING ONE*. HERE'S A FEW EXAMPLES TO GET YOU STARTED...



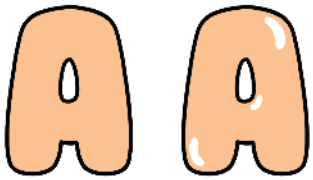
USE *RIVETS* AND *DIAGONAL LINES* TO MAKE YOUR TEXT LOOK *METALLIC*



ADD A *CURVED CORNER* TO MAKE YOUR TEXT LOOK *SPEEDY*



TO MAKE YOUR TEXT LOOK *3D*, COPY THE *OUTER EDGE* AND *JOIN UP THE LINES*



ADD *WHITE CURVY SHAPES* TO THE EDGES OF YOUR TEXT TO MAKE IT LOOK *SHINY*



GIVING YOUR TEXT AN *OUTLINE* CAN BE A SIMPLE, BUT EFFECTIVE, DESIGN CHOICE



MAKE YOUR TEXT LOOK *EMBOSSED* BY ADDING *BROKEN LINES* INSIDE YOUR LETTERS

CREATING A FINISHED LOGO

LET'S TAKE ALL WE'VE LEARNED SO FAR AND LOOK AT A FEW EXAMPLES OF *FINISHED LOGOS* USING ALL SORTS OF *EMBELLISHMENTS* AND *DESIGN TOUCHES*

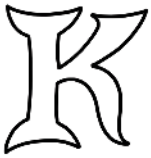
TEXTURED SCRIPT



1. START WITH A *FANTASY STYLE TYPEFACE*



2. DRESS IT UP WITH SOME *FANCY EDGES*

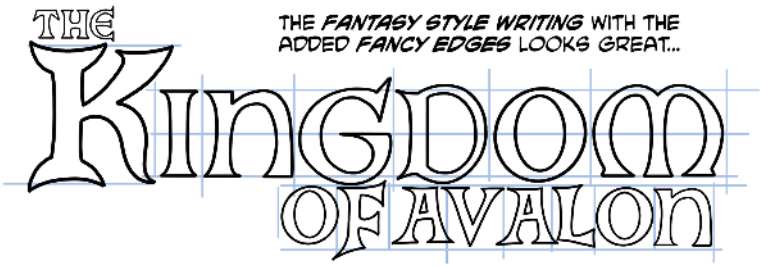


3. THAT'S BETTER, BUT LET'S TAKE IT A STEP FURTHER AND ADD SOME *TEXTURE*

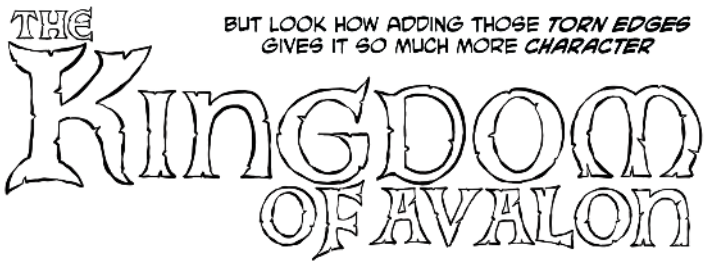


4. REPLACE THE CLEAN EDGES WITH A *TORN PAPER EDGE* TO MAKE IT LOOK OLD

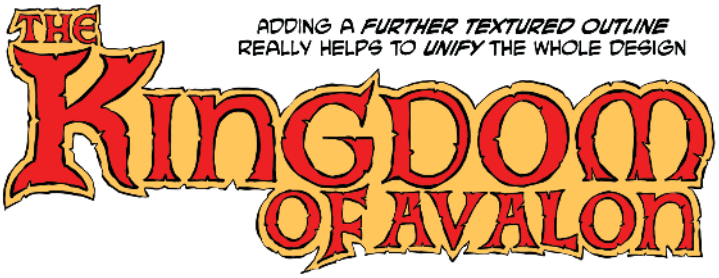
THE *FANTASY STYLE WRITING* WITH THE ADDED *FANCY EDGES* LOOKS GREAT...



BUT LOOK HOW ADDING THOSE *TORN EDGES* GIVES IT SO MUCH MORE *CHARACTER*



ADDING A *FURTHER TEXTURED OUTLINE* REALLY HELPS TO *UNIFY* THE WHOLE DESIGN



ILLUSTRATIVE ELEMENTS



1. FOR THIS SCI-FI TITLE WE'LL START WITH A ***BOLD TYPEFACE LEANING TO ONE SIDE,*** IT'S A GREAT START, BUT IT'S A LITTLE LACKING AS A LOGO



2. ADDING A ***MOON*** AT THE END ADDS SOME VISUAL INTEREST AND CAPTURES THE SPACE PART OF THE TITLE

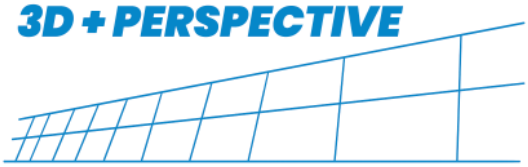


3. BUT ADDING A ***STAR*** TO THE MOON TO MAKE IT LOOK LIKE A ***POLICE BADGE*** BRINGS BOTH PARTS OF THE TITLE TOGETHER



4. FINALLY A ***SPACESHIP*** AT THE BOTTOM TELLS US THAT THIS IS ABOUT POLICE OFFICERS FLYING FROM PLANET TO PLANET. THE WHOLE LOGO TELLS US SO MUCH!

3D + PERSPECTIVE



1. CREATE ***GUIDES*** FOR YOUR TITLE USING ***PERSPECTIVE LINES,*** SPLIT VERTICALLY BY THE NUMBER OF LETTERS THE WORD CONTAINS



2. AS YOU DRAW YOUR LETTERS, SEE HOW THEY START ***SMALL AND NARROW*** AND GET ***BIGGER AND WIDER*** TOWARDS THE END OF THE WORD



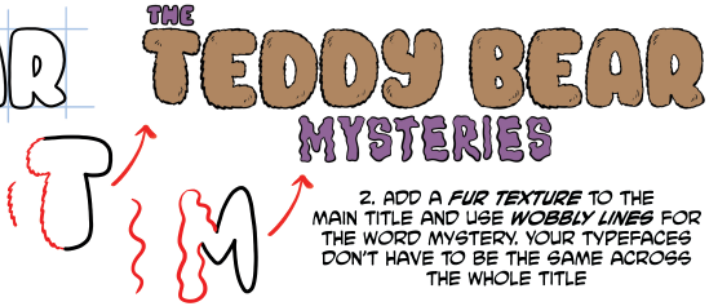
3. TO CREATE A ***3D EFFECT*** IMAGINE TWO LETTERS LAYERED ON TOP OF EACH OTHER AND JOIN THEM TOGETHER WITH LINES



MIXING TYPEFACES



1. THERE'S NOTHING WRONG WITH THIS LOGO. IT'S THE CORRECT CHOICE OF ***BUBBLE WRITING*** FOR THE TONE OF THE TITLE, BUT WE CAN DO MORE TO ADD A BIT OF ***PERSONALITY*** AND ***FUN*** TO IT



2. ADD A ***FUR TEXTURE*** TO THE MAIN TITLE AND USE ***WOBBLY LINES*** FOR THE WORD MYSTERY. YOUR TYPEFACES DON'T HAVE TO BE THE SAME ACROSS THE WHOLE TITLE



AMAZING DRAW-ALONG VIDEOS WITH LOADS OF YOUR FAVOURITE CREATORS!

AWESOME VIDEOS AND INCREDIBLE PRINTABLE GUIDES!

TIPS AND DRAWING SECRETS FROM TOP COMIC CREATORS!

SCAN HERE TO GET STARTED!

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