

# Logo Design Studio Pro

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## **Publisher**

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**Part**



# 1 Introduction

Thank you for purchasing **Logo Design Studio Pro - Vector Edition** from Summitsoft Corporation, the #1 selling logo design software publisher (as reported by the NPD Group, May 2005 - present)!

This vector-based version of Logo Design Studio gives you the power to create professional logos that carry the right visual identity using vector drawing and illustration tools. When it comes to designing creative logos, Logo Design Studio Pro is your best bet, with flexible tools and effects that let you create the right impact for your image, symbol, trademark, icon and the like.

Enjoy the experience of designing logos like you always wanted to - from creating the concept to delivering the final output. Feel elevated with the perfect creative tool to design a look for any small business, corporate environment, church, or anything you want to stand out. Choose from a range of designs and concepts to create outside-the-box logo designs. Go beyond business-related logos by creating identifying graphics or text for stationery, website icons and buttons, page headers, titles for eBooks, text effects for digital movies, sports teams, festivals, organizations, fundraisers, local guides, conventions, fraternal organizations, educational institutions, television or radio media, newspapers and publications, music events or artists - just fire up your imagination and go to work!

Summitsoft also offers expansion packs for Logo Design Studio Pro - Vector Edition that include new editable vector logo templates and graphics. Find out more about these on the Summitsoft website at:

[Logo Design Studio Pro Expansion Packs](#)

## **Logo Design Studio Pro gives you a range of exciting features and options:**

- Import images created in other programs or directly from your scanner or digital camera, including images in SVG format.
- Customize your logo design from the pre-designed templates -- or start with a blank canvas.
- Use a range of graphic objects, shapes, and taglines custom-made for almost all concepts.
- Work with vector drawing tools and several types of text -- or change your text into a vector shape!
- Save time with intuitive options and advanced tools that are easily accessible.
- Export your image to an output format that works with the program of your choice.

Logo Design Studio Pro simplifies your design process, making it easier for you to concentrate on the overall look of your logo. Logo Design Studio Pro works for both design professionals and novice users alike. The choices are nearly limitless.

**Note:** Any references to company names in sample templates are for demonstration purposes only and are not intended to refer to any actual organization. Screenshots are only meant to be representative of program interface and may not accurately show included templates and objects.

## 1.1 What's New?

The new vector version of the most popular logo design software utility from Summitsoft Corporation features intuitive options with superior look and feel. This version uses the ribbon interface used by many Microsoft® products, and offers enhanced feature options that give you a more powerful and easy-to-use design environment.

### Discover Logo Design Studio Pro's features:

- Additional templates and objects to choose from with single click insert option. Easy access to advanced tools with the new visually appealing interface featuring intuitive tabs and buttons.
- Graphics, shape, and text options are organized efficiently under the menus for effortless navigation.
- My Projects folder is listed under the welcome window for easy accessibility and to manage multiple projects from a single window.
- Smart interface with inherent slide-out panes featuring the most commonly used options for editing your design objects.

Sounds exciting? How about being able to smoothly scale your logo to any size without jagged lines, stray points, or loss of detail? You can incorporate freehand drawings into your logo projects using Logo Design Studio Pro's built-in pen and pencil drawing tools, and import an image in SVG (Scalable Vector Graphic) format directly onto the canvas while keeping it fully editable.

Need more? Export your logo in an Internet-optimized format that looks great on a computer screen, yet takes less disk space. You can also export your logo as a PDF or in Microsoft's XPS format.

Discover more options with Logo Design Studio Pro. Unleash the power of your imagination and have fun doing it.

## 1.2 Why a Vector Graphics Version?

**Logo Design Studio Pro** is the vector-graphics version of Summitsoft Corporation's popular Logo Design Studio software. It offers many of the features from previous versions of Logo Design Studio, plus several advantages found only in a vector-based application.

### What Are Vector Graphics?

Vector graphics define an image mathematically as a collection of vectors (geometric objects with a length and direction). These vectors represent the points, curves, lines, shapes, and colors that make up the graphic image. The vectors are stored on computer as mathematical formulas; the same number of vectors are required no matter how large the image is to be displayed, keeping file sizes relatively small.

In contrast, raster graphics represent an image as a grid of uniformly-sized dots, or pixels, known as a bitmap. Each pixel stores the color value at that point in the image; the density of the pixels determines the overall coloring and quality of the image. (This is how your computer monitor and television set display images.) However, the greater the pixel density in the image, the larger the file size.

Vector graphics, however, can always exhibit the maximum image quality regardless of the resolution of the display device without increasing the file size. The same vector graphic file can be scaled down to the size of a small icon or a poster without any loss of detail or smoothness. In contrast, to scale a

raster graphics file, the individual pixels need to be made larger or smaller, leading to blockier pictures when enlarged and dotted, jagged images when reduced.

Vector graphic images can easily be converted into raster graphic images of any size, but raster graphic images are more difficult to convert into vector graphic images. Logo Design Studio Pro can import graphic images in the following vector formats -- \*.svg, \*.svgz, \*.wmf, \*.emf -- and raster formats -- \*.jpeg, \*.jpg, \*.bmp, \*.tiff, \*.png -- and export in the following formats: \*.gif, \*.tiff, \*.png, \*.jpeg, \*.wdp, \*.bmp.

Generally, raster graphics are better suited for photographic images, while vector graphics are better suited for typesetting, fine art, or graphic design. Many professional graphic designers, in fact, use high-end vector graphic drawing programs to produce their designs.

### Vector-Based Features

One of the features incorporated into Logo Design Studio Pro are Bezier paths. Named for engineer Pierre Bezier, who in 1962 adapted the work of another mathematician to streamline automobile bodies for Renault, they provide a means of creating lines and curves whose size can be enlarged or reduced without a loss of smoothness.

Bezier paths make possible Logo Design Studio Pro's pen and pencil drawing tools. With them, you can draw a continuous line or a figure of connected segments, then go in and move any point or joint to another location, deforming the line between them and creating an interesting new shape.

You can also manipulate text into a vector based shape, deforming it as you would your creations with the drawing tools.

Vector graphic shapes can also be combined to create new shapes, using Boolean operators.

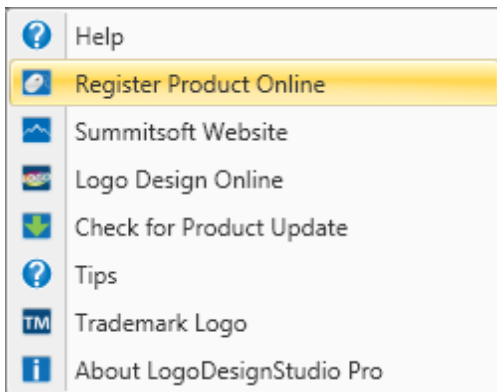
In short, by giving you the power of vector graphics, Logo Design Studio Pro gives you the power to create designs worthy of a professional graphic designer without the cost of hiring one.

## 1.3 Registering The Software

Registering your copy of **Logo Design Studio Pro** is important. Registration provides you with timely access to the latest product updates, technical support, valuable information about new product releases, access to free downloads and logo templates, articles, tips and hints, and special offers on expansion packs and other Summitsoft® products.



To register your version, click the Help button (  ) in the upper right corner of the main screen and select **Register Product Online** from the Help menu.



**You can also register online at:**

<http://www.summitsoftcorp.com/windows-software/register/register.html>



**Part**



## 2 Getting Started

Find out more information here on how to start using **Logo Design Studio Pro**. Follow the steps outlined in the following topics to install and use your Logo Design Studio Pro software.

### What would you like to learn more about?

- Installing The Software
- Creating Your First Logo
- About the Interface

### 2.1 Installing The Software

Insert the **Logo Design Studio Pro** CD-ROM into your CD-ROM drive. Once the auto-run appears on your screen, click **Install** to launch the installation program. You will be asked to read and accept our End User License Agreement prior to installing Logo Design Studio Pro. Click **Accept** only after you have read and understood these terms, and then follow the on screen installation instructions in order to complete the installation.

If you have disabled Auto-Run, click **Start | Run**, and type in **D:\Autorun.exe** (where “D” represents the letter of your CD-ROM drive).

### 2.2 System Requirements

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To install and use **Logo Design Studio Pro**, we recommend that your computer meets the following minimum system requirements:

**Hardware:** PC with Pentium 233 MHz or higher processor.

**Operating System:** Microsoft Windows<sup>®</sup> XP, Microsoft Windows<sup>®</sup> Vista, Microsoft Windows<sup>®</sup> 7, Microsoft Windows<sup>®</sup> 8.

**Memory:** 512 MB of RAM.



**Hard Disk:** 1.5 GB of available hard-disk space.

**CD-ROM or DVD-ROM** drive (for boxed shipments)


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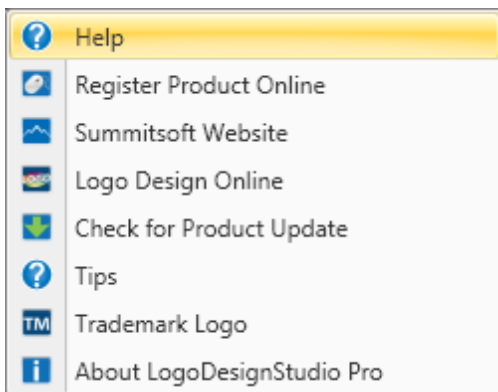


## 2.3 How to Use This Help File

To learn more about **Logo Design Studio Pro**, click on any of the help file topics in the list of topics at the left. Click on any of the book (  ) icons to see the topics listed below it; click on any of the page (  ) icons to display the topic associated with that page in this window. You can also move through the topics by clicking the Previous and Next buttons in the upper right or the Top button to return to the introductory help topic.

### How to Access Help Topics

Click the Help button (  ) in the upper right corner of the main screen and select **Help**. You can also press the **F1 key** on your keyboard to display the help topics.





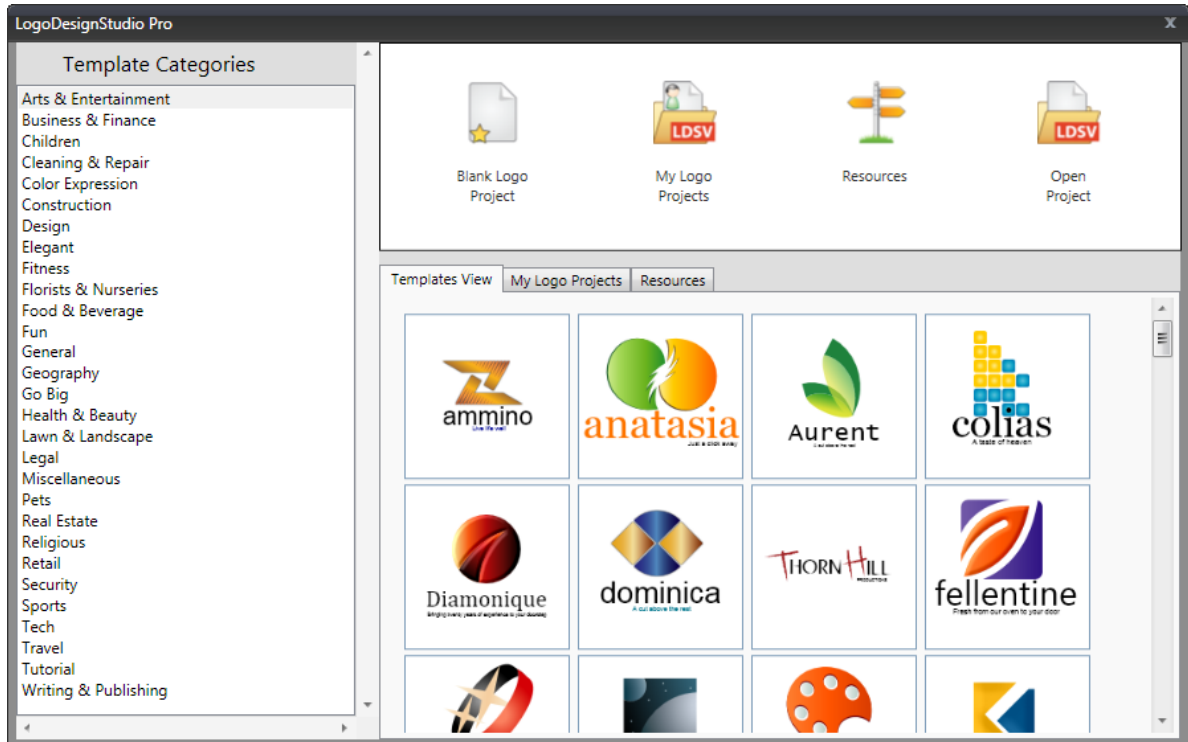
**Part**



## 3 Creating Your First Logo

Working with the extensive features of **Logo Design Studio Pro** is easy once you familiarize yourself with the user interface and the toolbars.

When you launch **Logo Design Studio Pro**, a welcome window will open, giving you the options to create a new logo from a blank canvas, open a pre-designed logo template, or open a recent logo project file that you may have previously saved.

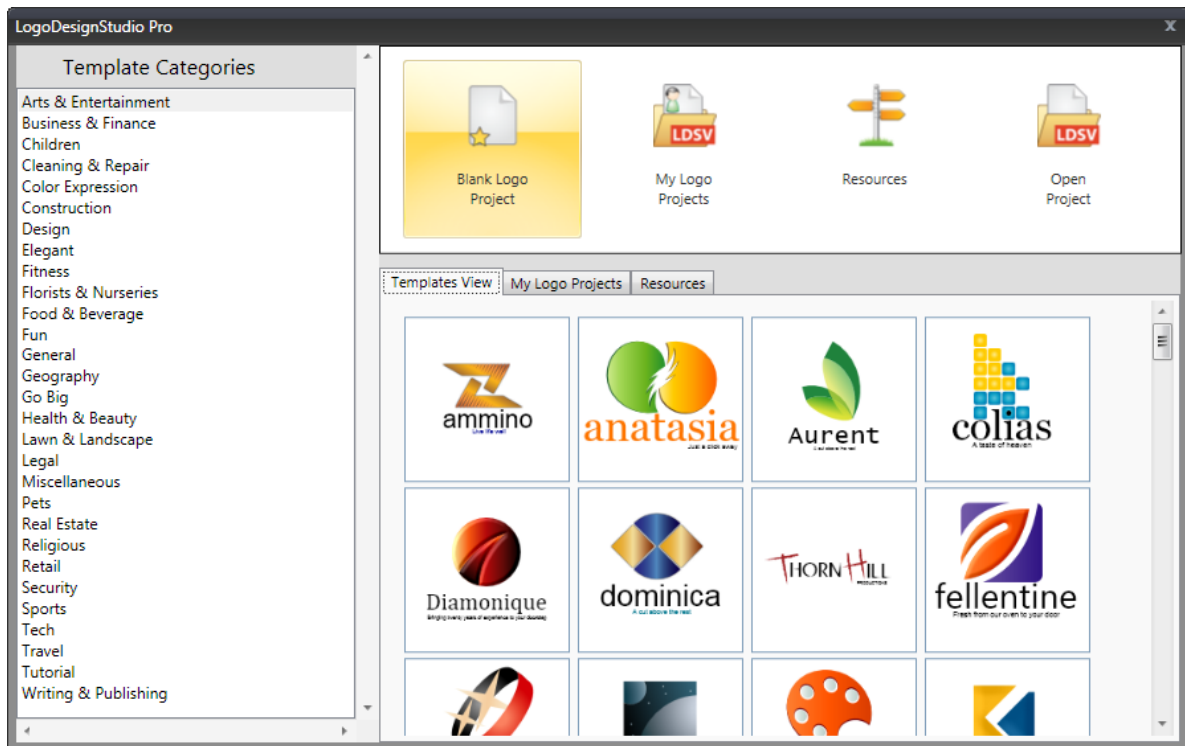


### Learn More About

- Using a Blank Canvas
- Using a Pre-Designed Logo Template
- My Logo Projects option

### 3.1 Using a Blank Canvas

To create a new logo on blank logo canvas, simply select the large **Blank Logo Project** button at the top of the **Logo Design Studio Pro** welcome window. This will open a new blank logo canvas in the main program window.



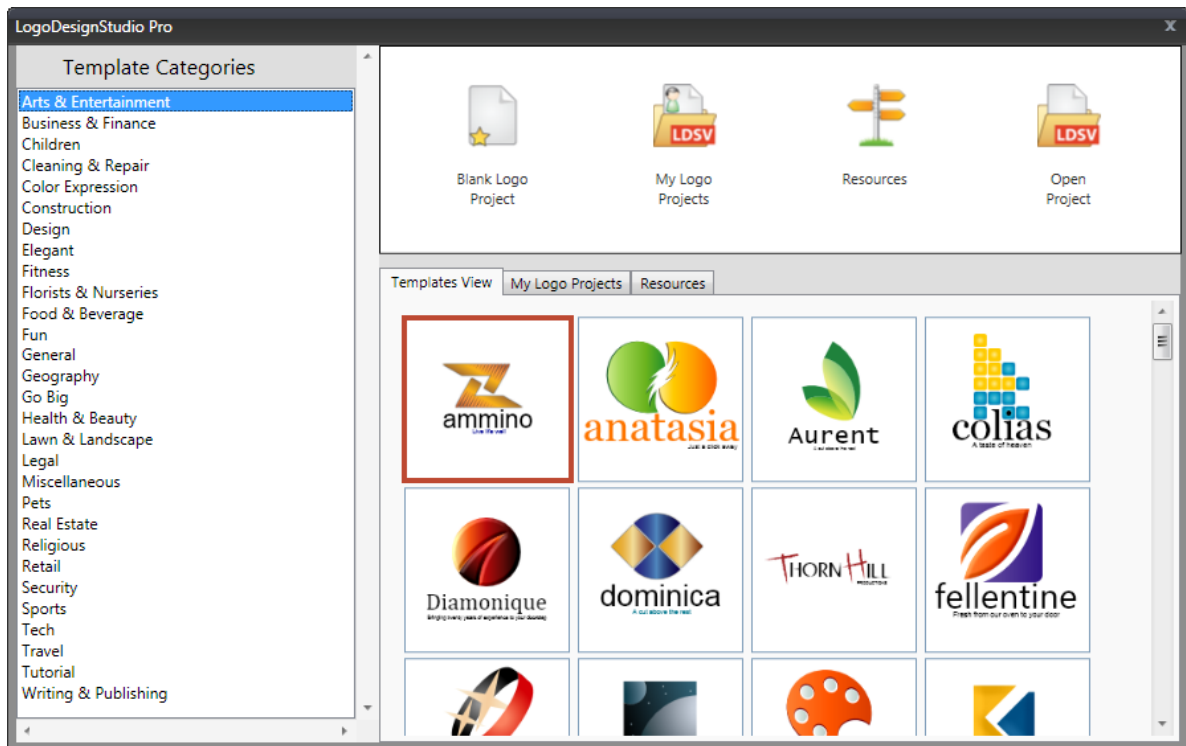
When **Logo Design Studio Pro** first opens your blank canvas, the canvas window opens a default canvas of 1500 pixels in length by 1500 pixels in width. To resize the canvas, go to the **Width and Height** section under the **Canvas** menu tab. Choose one of the options in the **Preset Sizes** dropdown menu, or select the **Custom** option and enter your own sizes in the **Width** and **Height** fields. You can resize the canvas dimensions in pixels, inches, centimeters, or millimeters; check the **Landscape** box to turn the canvas sideways, thus exchanging the width and height values. Click **Ok** to display the canvas you defined. (Other options on the **Canvas** menu ribbon let you make the background transparent or change its color, add a background image or texture, or change the opacity of the canvas.)

You can also create a logo from a blank canvas by selecting **New** from the **File menu** (the round logo button at the top left of the main program window) or clicking **New** in the **Logo** section of the **Home** menu ribbon. If you have a logo project currently displayed, you will be prompted to save any changes you made to it before your new project is opened.

## 3.2 Using a Template

To modify a pre-designed logo template to your own look, simply select a template category from the left and then double-click the desired logo template in the Templates View section.

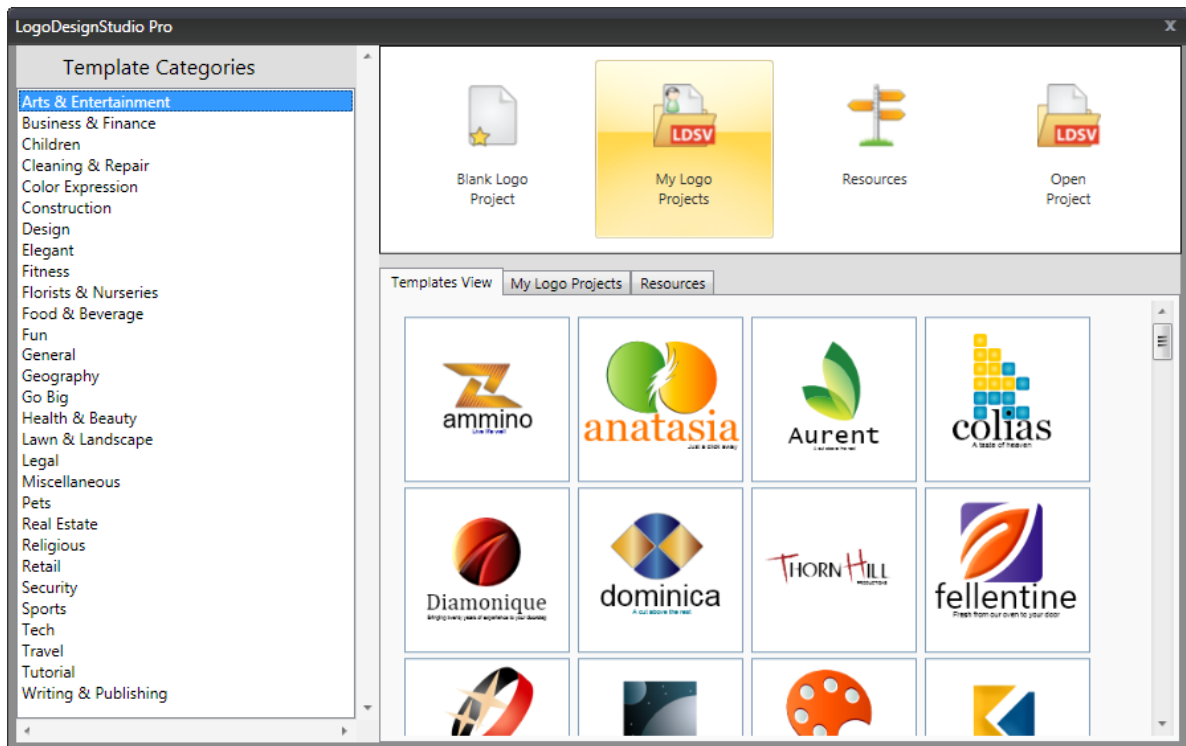
Once you select and open a logo template from a category in the welcome window, the selected logo template will open in the **Logo Design Studio Pro** main program window.



Once the logo template appears in the canvas window, you can click on any element to modify or delete it. Different options will become available on the Advanced Tools slide-out pane to the right once you click on a canvas element (just click the **Advanced Tools** side tab to slide out the pane), depending on whether it is text, shape, or a graphic object. Read the appropriate sections of this help file to learn more about graphics, text, shapes, and taglines, as well as saving and using your logo.

### 3.3 My Logo Projects

If you have previously saved one or more project files in **Logo Design Studio Pro**, you can click the large **My Logo Projects** button at the top of the welcome window to view your available project files. To open one, simply double-click on the file to open it in the main program window.



### Tip

**Logo Design Studio Pro** creates a file for your logo project in your project folder with the extension **.ldsv**. This file can **only** be opened within the program and allows you to modify your logo file at any time. Do not move a file with the **.ldsv** extension out of the project folder; otherwise it will no longer show up in your recent project files.

Once you get your canvas set up, you can then add graphics, text, shapes, and taglines. Read the appropriate sections of this help file to learn how to add and modify these elements, as well as how to save and use your logo.

At any time, you can choose to open a logo template by selecting **New** from the **File** menu or from the **Home** menu ribbon and choosing a template from one of the categories in the welcome window. Different options will become available on the toolbar and in the **Advanced Tools** slide-out pane to the right once you add an element to the canvas, depending on whether it is text, shape, or a graphic object.



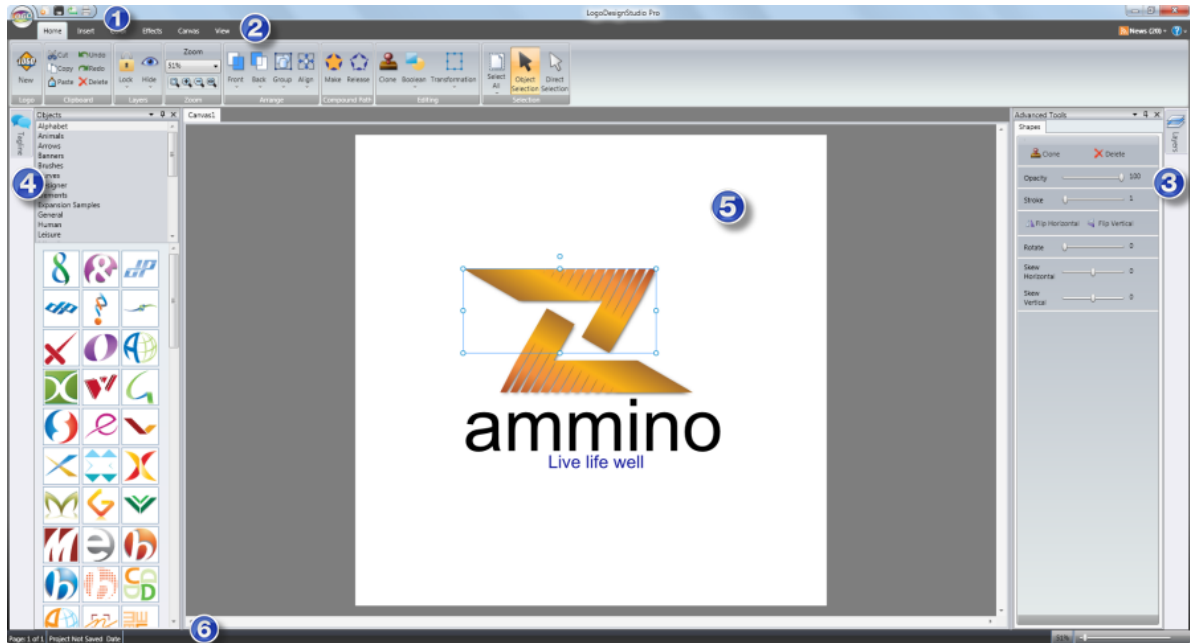


**Part**



## 4 The Interface

The **Logo Design Studio Pro** interface was designed to help you create a logo in as few steps as possible.

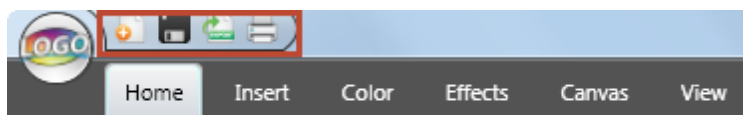


- |                        |                       |
|------------------------|-----------------------|
| 1 Main Toolbar         | 4 Left Slide-Out Pane |
| 2 Menubar options      | 5 Canvas              |
| 3 Right Slide-Out Pane | 6 Status Bar          |

Right-clicking the logo canvas will automatically display menu options that let you rearrange layers on the canvas, zoom in or out, and cut and paste logo elements.

Adding additional canvases lets you work on different variations of a single logo project file. You can switch your canvas view between canvases by clicking the Canvas tabs to the upper left of the logo canvas currently on display.

### 4.1 Toolbar Controls



The controls at the top of your **Logo Design Studio Pro** main window include a File menu (the round logo button at the top of the **Logo Design Studio Pro** main window) consisting of a New, Save, Export, Print, and Help button. In addition to these options, many other options are organized inside

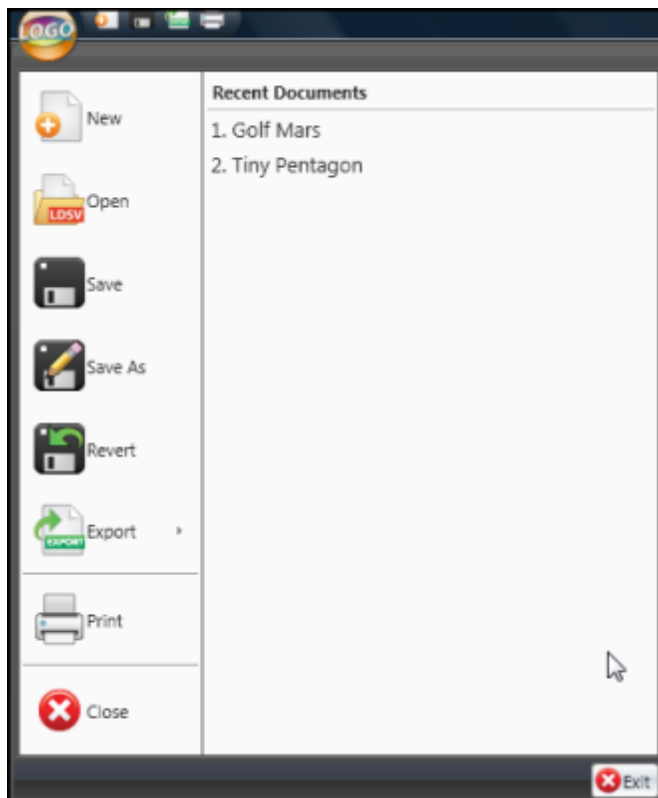
the Menubar. Click on any menu name (or icon) to display a list of functions and tools.

### Learn More About:

- Menubar Options
- Toolbar Options
- Slide-Out Panes

#### 4.1.1 File Menu and Main Toolbar

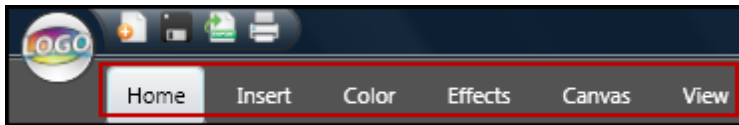
The File menu contains the options to create, open, save, export, revert, print, and close your **Logo Design Studio Pro** projects. Click **Exit** if you wish to exit out of the program.



The main toolbar offers quick options to perform the most useful functions. You can create a new project or save, export, or print your existing project from here.

#### 4.2 Menubar

The menubar on the **Logo Design Studio Pro** interface is located just below the main toolbar. The Home, Insert, Color, Effects, Canvas, and View menus organize and list the most useful functions. In addition to these visible menus, many options and features are also conveniently available inside the slide-out panes, according to which object or item has been selected inside the canvas.

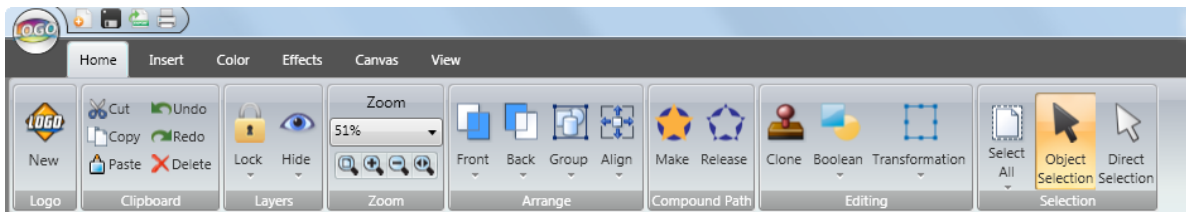


## Learn More About:

- Home Menu
- Insert Menu
- Color Menu
- Effects Menu
- Canvas Menu
- View Menu

### 4.2.1 Home Menu

The **Home** menu includes the controls that let you begin a new logo project, manipulate its layers, and control the display of the elements (objects, text, shapes) on the canvas.



The menu ribbon is divided into seven sections: **Logo**, **Clipboard**, **Layers**, **Zoom**, **Arrange**, **Compound Path**, **Editing**, and **Selection**.

#### Logo

Click the **New** button to begin a new logo project. The **Logo Design Studio Pro** welcome window will open and provide you with options to create a logo from a blank canvas or template, or open one of your existing projects. If you already have a logo project open, you will be asked if you wish to save any changes made to it before the new project is opened.

#### Clipboard

You can use the **Copy**, **Cut**, **Paste**, **Undo**, **Redo**, and **Delete** buttons in the **Clipboard** section with any selected object.

**Copy** will create an exact copy of the selected object that you can then **Paste** in another location on the logo canvas. **Cut** removes the selected object from the canvas, but you can then paste it in another location or on another canvas altogether. If you are unhappy with a change you have made, you can **Undo** it at any time. Likewise, if you have undone a change, you can then **Redo** the change to restore your modifications. The **Delete** button permanently removes your selection from the logo canvas.

## Layers

The options in this section let you control the behavior of a selected layer or all layers at once. Use the options under the **Lock** dropdown button to allow or prevent changes to one or more layers and those under the **Hide** dropdown button to hide or display (unhide) one or more layers.

## Zoom

Use the options in this section to zoom in or zoom out on your logo canvas as necessary. The option buttons at the bottom of the section let you view the entire canvas at once, zoom in, zoom out, or view the full width of the canvas. You can also select one of the percentage values from the Zoom dropdown list to see the canvas at that size.

**Note:** The Zoom options are also found on the **View** menu.

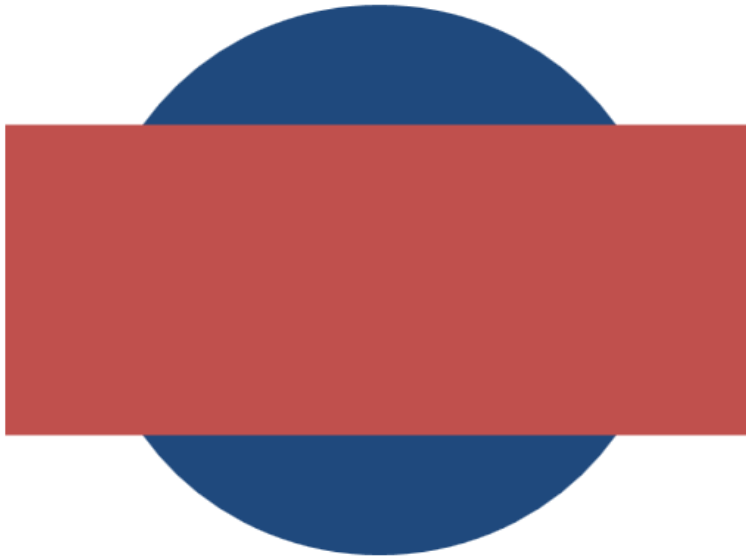
## Arrange

Use the options in this section to arrange the position of layers with respect to each other. You can place layers in front of or behind other layers, group and ungroup them, or align them with respect to one another.

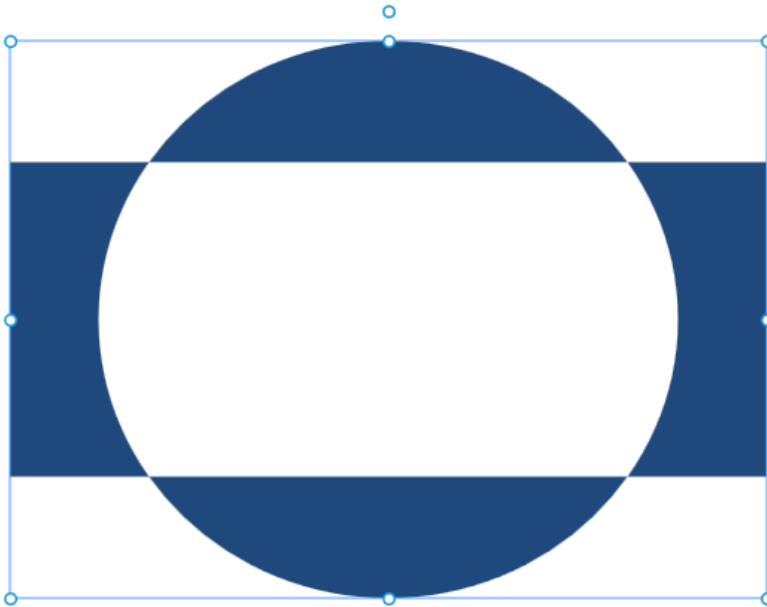
## Compound Path

A compound path is just when you combine multiple individual paths into one single path.

To Make a Compound Path start by drawing two or more shapes on your canvas. Overlap them for best results:



Now select all shapes and then click the **Make** button to create a new compound path that looks like this (from our example):



If you do not like these results you can either click the **Undo** button or simply select the **Release** button after selecting the compound path.

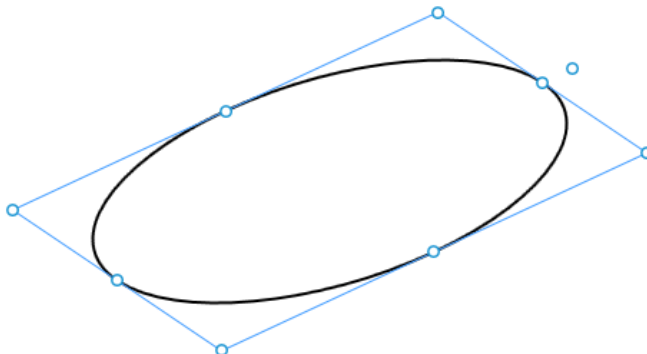
## Editing

Use the options in this section to manipulate the elements (objects, text, shapes) of your logo.

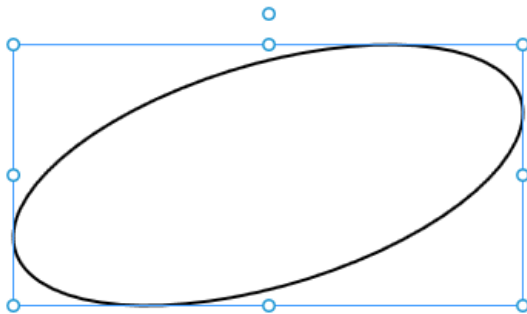
Click the **Clone** button to make a copy of the selected object. The copy will appear in a new layer on top that of the original object and be displayed slightly lower and to the right of the original.

Use the options under the **Boolean** dropdown button to create a new shape combined from two selected shapes.

Use the options under **Transformation** to duplicate or undo transformations you create on your canvas. Currently, Logo Design Studio Pro only supports **Rotate** and **Skew** transformation options. For example, if you have two shapes on your canvas and you select one shape and Rotate and Skew it, you can then select the other shape and click the **Repeat Last Transformation** to automatically apply the same transformation to the second shape. If you do not like the transformation you can then select the **Reset Transformation** option to undo the changes. After applying a transformation to an item on the canvas the bounding box may look like this:



You can select the **Reset Bounding Box** option to restore the bounding box around the shape to this:



## Selection

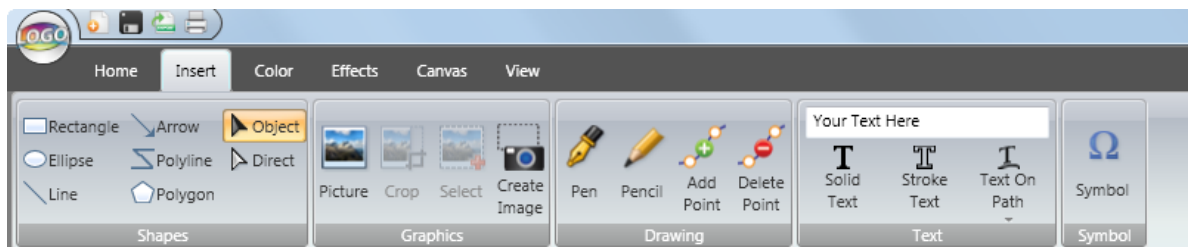
Use the options in this section to select one, several, none, or all the elements of your logo.

Use the options under the **Select All** dropdown button to either **Select All** elements on the canvas or **Select None** of them.

Use the **Object Selection** and **Direct Selection** buttons when working with the drawing tools and with text converted to a shape. (These buttons work the same as the **Object** and **Direct** buttons in the **Shapes** section of the **Insert** menu.)

### 4.2.2 Insert Menu

The **Insert** menu contains important functions to insert shapes, graphics, freehand lines, text, and symbols onto the canvas.



The menu ribbon is divided into five sections: **Shapes**, **Graphics**, **Drawing**, **Text**, and **Symbol**.

## Shapes

Use the options in the **Shapes** section to insert a geometric shape onto the canvas. The available shapes are among those you would most commonly use as part of your logo. This section also includes the **Object** and **Direct** buttons; use these buttons when working with the drawing tools and with text converted to a shape. (The **Object** and **Direct** buttons work the same as the **Object Selection** and **Direct Selection** buttons in the **Selection** section of the **Home** menu.)

## Graphics

Use the options in the **Graphics** section to place pictures onto your logo canvas or select portions of them to display on the canvas.

**Note:** The options in this section are for placing a picture on the canvas without its serving as the

canvas background or filling the interior of a shape or object. To use a picture as the canvas background, use the controls in the **Background Image** section of the **Canvas** menu. To fill the interior of a shape with a picture, use the controls in the **Fill With Picture** section of the **Color** menu.

You can also quickly create a completely new image from a selection of an image on your canvas. To do this, simply select the **Create Image** button once you have an image added to your canvas. You can then drag your mouse over an area of the image you want to copy. When you release your mouse button the new image will be added on top of the original image.

## Drawing

Use the options in the **Drawing** section to draw freehand straight or curved lines on the canvas. You can also add or delete nodes on the paths of the Pen or Pencil using the **Add Point** and **Delete Point** options.

## Text

Use the options in the **Text** section to add the words you enter in the field at the top of the section to your logo project as solid text, stroke text, or text on path.

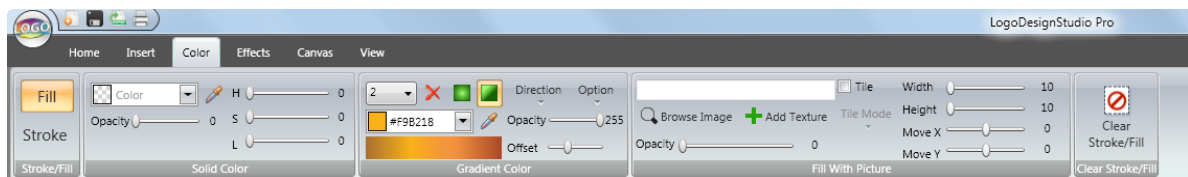
## Symbol

Click the **Symbol** button to display the character map, which lets you add special characters to the text in your logo project.

Once you have inserted your element on the canvas, you can use the options listed under the **Home**, **Color**, and **Effects** menus to manipulate and modify it as you see fit. You can manipulate the element further by using the available options in the Advanced Tools menu found on the right slide-out pane.

### 4.2.3 Color Menu

The **Color** menu includes all the necessary options that let you change the color characteristics of your graphic element (object, shape, or text).



The menu ribbon is divided into five sections: **Stroke/Fill** options, **Solid Color**, **Gradient Color**, **Fill With Picture**, and **Clear Stroke/Fill**.

#### Stroke/Fill Options

The first section has two option buttons: **Fill** and **Stroke**. Click **Fill** to fill the interior of a selected shape or object with a color; click **Stroke** to change the color of the border of a selected shape or object. (Whichever option button you click will be highlighted, and that option will remain valid until you click the other.)



## Solid Color

The **Solid Color** section lets you select a color and control its hue, saturation, and lightness with a set of three sliders. Choose a color from one of the available options under the **Color** dropdown, which will appear in the color block below the **Color** dropdown. If the **Fill** option was chosen, the shape will be filled with this color; if the **Stroke** option was chosen, its border will turn this color. Slide the **Opacity** slider left or right to make the display more transparent or opaque.

Once you have colorized a shape or object, you can vary its color with the **Hue**, **Saturation**, and **Lightness** sliders. Slide the **H** slider to change the color of the selected object. (Colors are arranged as a color wheel starting from red, and going up the spectrum through orange, yellow, green, blue, indigo, and violet before turning magenta and becoming red again.) Slide the **S** slider to change the color saturation, to the left to make the color more "washed out," to the right to make the color more vibrant. Slide the **L** slider to change the lightness or darkness of the color, left to make the color appear darker, right to make the color appear lighter.

## Gradient Color

The **Gradient Color** section lets you apply a gradient, or progressive change of color to a shape or object. This section features the same **Color** dropdown and **Opacity** slider as the **Solid Color** section.

Use the Color Index dropdown in the upper left to indicate how many gradient stops the coloring should progress through. (You must set this to at least "2" to have a gradient coloring; "1" indicates a solid coloring. Setting the index higher than "2" will repeat the light-to-dark gradient process over the width of the shape or object.) The gradient progression pattern will appear at the bottom of the section. You can reduce the number of gradient stops by clicking the Remove Gradient Stop button (the red "X" to the right of the Color Index dropdown).

Use one of the two gradient-colored option buttons to determine the kind of gradient. Click the Radial Gradient option button (shows a lighter center and darker edges) to vary the color from the edges in, or click the Linear Gradient button (shows a progressive darkening from one edge to the other) to vary the color from side to side. If you choose a linear gradient, you can control which way the colors change with the **Direction** dropdown. Choose one of the **Diagonal LR** options to darken the gradient from the upper left to the lower right, one of the **Diagonal RL** options to darken the gradient from the lower left to the upper right, one of the **Horizontal** options to darken the gradient from left to right, or one of the **Vertical** options to darken from top to bottom.

You can further control the gradient with the options in the **Options** dropdown box, which are organized into groups that determine how the gradient fills the shape or object (**Pad**, **Reflect**, **Repeat**) and whether it fills it in (**Absolute**, **Bounding Box**). Choose **Pad** to use the values at the ends of the gradient pattern to fill the space between the gradient pattern at the end. Choose **Reflect** to reverse the gradient to fill in the space between the edge of the pattern and the edge of the shape or object being filled. Choose **Repeat** to repeat the gradient pattern in its original direction to fill the intervening space. Choose **Absolute** to fill the object with a single color averaged between the gradient extremes. Choose **Bounding Box** to fill the object with the gradient.

Use the Offset slider to determine where the gradient cycle begins and ends within the element's space. Sliding the slider right pushes the start point further right (down if you selected **Vertical** from the **Direction** dropdown), while sliding it left pushes the start point further left (up if you selected **Vertical** from the **Direction** dropdown).

## Fill With Picture

The **Fill With Picture** section lets you fill a selected element with a picture or texture image. To do

this, enter the path to the graphic's location in the field in the upper left corner of the section.

If you don't know the pathname, click the **Browse Image** button to add an image or **Add Texture** to add a texture. Use the Open dialog to navigate to the desired file and click **Open** to add the image or texture to the canvas. Slide the Opacity slider to the left to make the image more transparent, or to the right to make it more opaque.

To tile the image or texture, check the **Tile** checkbox. You can control how the tiled images are oriented with the **Tile Mode** dropdown options: choose **Tile** to keep all tiled images oriented normally, **Flip X** to flip each column left to right, **Flip Y** to flip each row top to bottom, and **Flip XY** to flip the images both ways. You can adjust the size of each tiled image with the **Width** and **Height** sliders and the position of each image within the element with the **Move X** and **Move Y** sliders.



### Tip

Be sure to click the **Fill** option button, if it is not already highlighted, so that you will see the image. Otherwise, the image will replace the border (**Stroke** option), and you will see a multicolored border around your element.

**Note:** These instructions are for using a picture as your background image. If you only wish to add a picture to your logo project, you do that with the button controls in the **Graphics** section of the **Insert** menu.

## Clear Stroke/Fill

The **Clear Stroke/Fill** section lets you remove the color from any selected element. Simply select the element you wish to remove the color from and click the **Clear Stroke/Fill** button. If the **Fill** option is highlighted, the fill color is removed, leaving a transparent fill; if the **Stroke** option is highlighted, the border color is erased, leaving a transparent border.

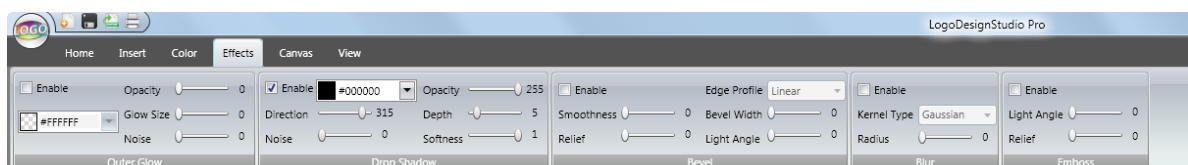


### Tip

You can use this feature to create borderless shapes. Simply create the shape you want from the **Shapes** section of the **Insert** menu and select **Fill** on the **Color** menu to fill it in with color. Select **Stroke** and then select **None** to erase the shape's stroke (border) color.

## 4.2.4 Effects Menu

The options in the **Effects** menu lets you enhance the appearance of your graphic element (object, shape, or text) with special effects.



The menu ribbon is divided into five sections: **Outer Glow**, **Drop Shadow**, **Bevel**, **Blur**, and **Emboss**. The options in each section are enabled by checking the **Enable** box in the upper left corner of that section.

## Outer Glow

The **Outer Glow** section lets you surround the element with a halo of color that is darkest near the element and lighter the further away from the element it is. Choose the glow color from the **Color** dropdown.

Adjust the opacity of the glow with the **Opacity** slider. Slide the slider left to make the glow more transparent, right to make it more opaque.

Adjust the size of the glow with the **Glow Size** slider. Slide the slider right to expand the glow, left to contract it. Adjust the spacing between the points within the glow with the **Noise** slider. Slide the slider right to increase the spacing, making the glow more granular, or to the left to reduce the spacing, making the glow smoother.

## Drop Shadow

The **Drop Shadow** section lets you place a shadow behind your selected object. Choose the shadow color from the **Color** dropdown.

Adjust the opacity of the drop shadow with the **Opacity** slider. Slide the slider left to make the glow more transparent, right to make it more opaque. A more transparent drop shadow allows any elements behind the shadowed element to appear more readily.

Use the **Direction** slider to control the drop shadow position relative to the element. Slide the slider left to move the shadow clockwise, to the right to move the shadow counterclockwise.

**Note:** The slider references the shadow's position in degrees, with 0 and 360 degrees representing a shadow positioned due right (east) of the shadowed element. Thus, a shadow above (north of) the element is at 90 degrees, a shadow due left (west) is at 180 degrees, and a shadow below (south of) the element is at 270 degrees.

Use the **Depth** slider to adjust the shadow's distance from the element. Slide the slider left to bring the shadow closer to the element, right to move it further away. At the slider's furthest left position, the shadow is completely behind the element; at its furthest right, the shadow is entirely separate from the element.

Adjust the spacing between the points within the shadow with the **Noise** slider. Slide the slider right to increase the spacing, making the shadow more granular, or to the left to reduce the spacing, making the shadow smoother.

Adjust the softness of the shadow with the **Softness** slider. Slide the slider left to make the points within the shadow more defined (sharper), right to make the points more blurred (softer).



If you are using the Drop Shadow effect on a shape, you will have to change either the shape border (stroke) color or the drop shadow color in order to see the drop shadow, as both are black by default.

## Bevel

The **Bevel** section controls let you put an angled edge on an element, similar to the way some jewels are cut. You can control the nature of the beveling by selecting one of the options in the Edge Profile dropdown box, located to the right of the section checkbox. Choose **Linear** to produce a straight-line angled edge (like that in a faceted jewel cut), **Curved Out** to produce a rounded edge that curves outward, **Curved In** to produce a rounded edge that curves inward, or **Bulged Up** to produce a raised edge around the element.

Use the **Smoothness** slider to control how distinct the beveling appears. Slide the slider left to make the beveling sharper and more distinct, right to make the beveling softer and blurrier. Use the **Relief** slider to control how raised the edge appears. Slide the slider to the right to make the beveled edge appear more raised, to the left to make the beveling list distinct.

**Note:** Sliding the **Relief** slider all the way to the left (0) will make the beveling disappear entirely.

Use the **Bevel Width** slider to control the percentage of the element's filled-in area that is beveled. Slide the slider left to reduce the thickness of the beveled area, right to increase it.

**Note:** Sliding the **Bevel Width** slider all the way to the left (0) will make the beveling disappear entirely, while sliding it to the right (100) will bevel the entire filled-in area.

Use the **Light Angle** slider to control how light appears to fall on the beveling. Slide the slider left to move the light source clockwise, to the right to move the light source counterclockwise.

**Note:** The slider references the light source's position in degrees, with 0 and 360 degrees representing a light source positioned due right (east) of the shadowed element. Thus, a light source above (north of) the element is at 90 degrees, a light source due left (west) is at 180 degrees, and a light source below (south of) the element is at 270 degrees.

## Blur

The Blur section controls let you soften the appearance of your selected element with an overall blur effect. You can choose one of two kinds of blur effects, **Gaussian** or **Box**, from the **Kernel Type** dropdown list. (A Gaussian blur uses more sophisticated mathematics to produce its blurring effect than does a box blur.)

Use the **Radius** slider to control how blurred the element appears. Move the slider left to make the element appear more distinct and right to make it blurrier.

**Note:** Moving the **Radius** slider all the way to the left (0) removes the blurring entirely.

## Emboss

The Emboss section controls let you add a raised effect to your selected element.

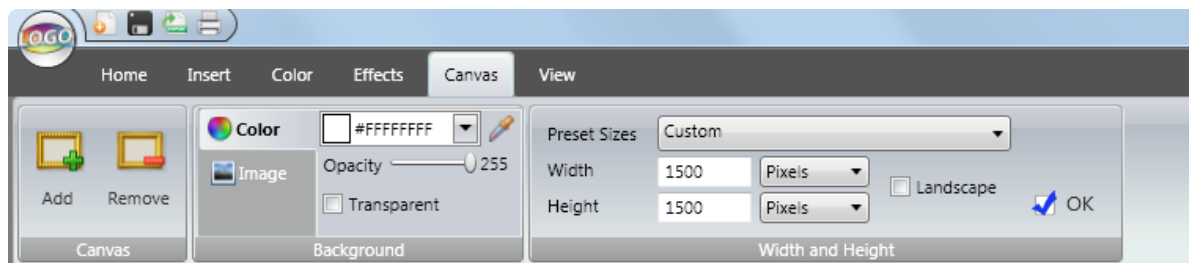
Use the **Light Angle** slider to control how light appears to fall on the embossing. Slide the slider left to move the light source clockwise, to the right to move the light source counterclockwise.

**Note:** The slider references the light source's position in degrees, with 0 and 360 degrees representing a light source positioned due right (east) of the shadowed element. Thus, a light source above (north of) the element is at 90 degrees, a light source due left (west) is at 180 degrees, and a light source below (south of) the element is at 270 degrees.

Use the **Relief** slider to control the embossing effect. Slide the slider right to increase it, left to decrease it.

## 4.2.5 Canvas Menu

The options in the **Canvas** menu let you modify the logo canvas.



The menu ribbon is divided into three sections: **Canvas**, **Background**, and **Width and Height**.

### Canvas

The **Canvas** section lets you add or remove additional canvases to your logo project. Click the **Add** button to add a new canvas to your project, or click the **Remove** button to remove the currently displayed canvas. (You will first be asked to confirm the deletion.)

You can switch between canvases by clicking the numbered tabs above the canvas.

### Background

The **Background** section options let you change the appearance of the canvas background. Select the **Color** tab to control the background color or the **Image** tab to fill the canvas with an image or texture as the background.

#### The Color Tab

Check the **Transparent** checkbox to have a transparent background. Use this option if you plan to use the logo in applications where you don't want a visible background, such as on a website or in a PowerPoint presentation. Leave the box unchecked to have an opaque background, which is recommended if you plan to use the logo on printed documents, such as stationery or letterhead.

Choose an opaque background color in one of two ways:

1. Select the color from the **Color** dropdown box.
2. Use the Color Picker to make the background the same color as that in any element (shape, object,

or text) on the canvas. Click the Color Picker (eyedropper) button, then move your cursor over the selected element. The color under the cursor will appear in the color box inside the **Color** dropdown as you move the cursor. When you see the color you want, click your mouse and the background will become that color.

### The Image Tab

Enter the path to the location of the graphic you wish to use as a background in the field at the top of the page.

If you don't know the pathname, click the **Browse Image** button to add an image or **Add Texture** to add a texture. Use the Open dialog to navigate to the desired file and click **Open** to add the image or texture to the canvas.

Slide the **Opacity** slider to the left to make the image more transparent, or to the right to make it more opaque.

**Note:** Sliding the Opacity slider all the way to the left will make the image or texture disappear altogether, leaving a gray background.

### Width and Height

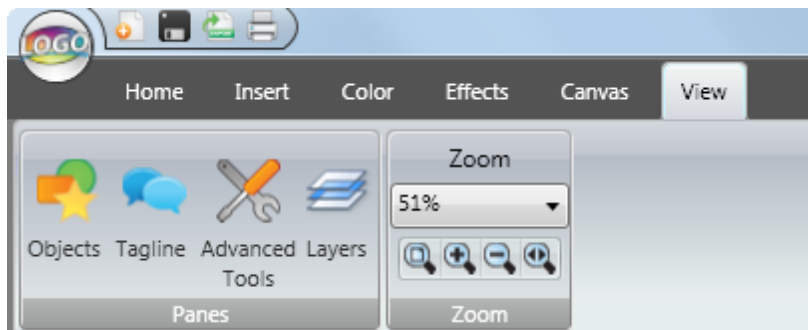
The Width and Height section options let you determine the size and orientation of your logo canvas. Select the desired canvas size from the options in the **Preset Sizes** dropdown list: **A3**, **A4**, **A5**, **Letter** (8.5" x 11"), **Tabloid** (11" x 17"), **Legal** (8.5" x 14"), **Executive**, and **Custom**. If you choose the **Custom** option, you can specify the dimensions in pixels, inches, centimeter or millimeter by entering those dimensions in the **Width** and **Height** fields, and setting the appropriate measurement in the dropdown box beside either field.

The canvas is set to a portrait orientation, where the width is less than the height. To change the layout to a landscape orientation, where the width is greater than the height, check the **Landscape** checkbox. The figures in the **Width** and **Height** fields will be exchanged.

Check **OK** to implement your selections.

## 4.2.6 View Menu

The options in the **View** menu let you display the slide-out panes and zoom in or out of the canvas.



The menu ribbon is divided into two sections: **Panes** and **Zoom**.

## Panes

Use the options in this section to display the slide-out panes on either side of the canvas.

Click the **Objects** button to display the Objects slide-out pane to the left of the canvas.

Click the **Tagline** button to display the Tagline slide-out pane to the left of the canvas.

Click the **Advanced Tools** button to display the Advanced Tools slide-out pane to the right of the canvas.

Click the **Layers** button to display the Layers slide-out pane to the right of the canvas.



If you have closed a slide-out pane, causing its button to no longer appear on its sidebar to either the left or right of the canvas, you can click on its corresponding button in the View menu to display both the pane and its sidebar button.

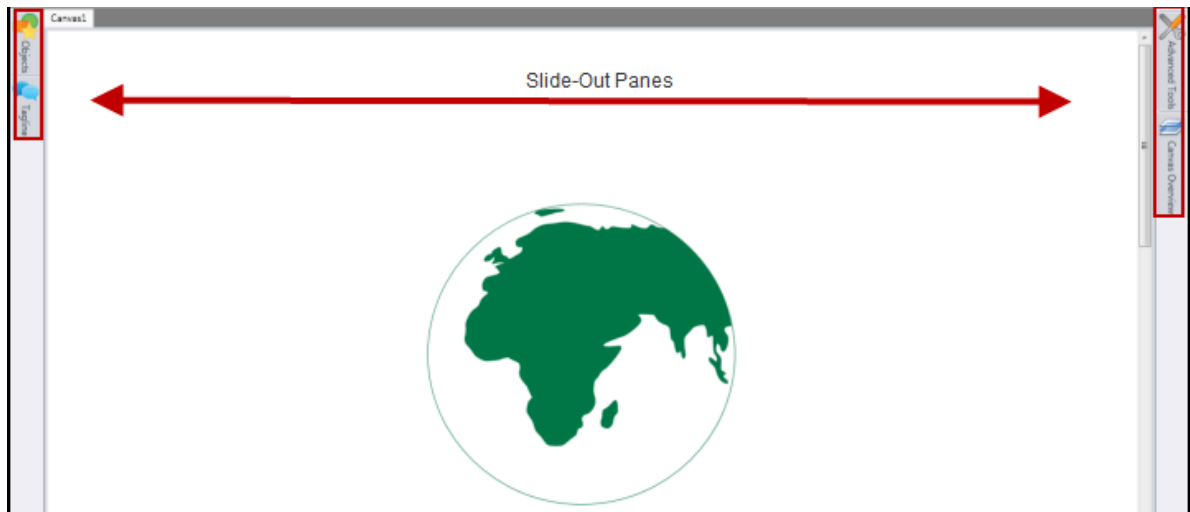
## Zoom

Use the options in this section to zoom in or zoom out on your logo canvas as necessary. The option buttons at the bottom of the section let you view the entire canvas at once, zoom in, zoom out, or view the full width of the canvas. You can also select one of the percentage values from the Zoom dropdown list to see the canvas at that size.

**Note:** The Zoom options are also found on the **Home** menu.

## 4.3 Slide-Out Panes

**Logo Design Studio Pro's** slide-out panes are the most intuitive and convenient features in its interface. These context-sensitive panes automatically display the necessary tools based on your selection on the canvas, be it an object, a shape, or text. You can dock or undock them as you prefer.



### Learn More About:

- The Left Slide-Out Pane
- The Right Slide-Out Pane

#### 4.3.1 Left Slide-Out Pane

The left slide-out pane is located at the left side of the canvas. The left slide-out pane features a list of objects and taglines accessed by tabs. To slide the left slide-out pane out, simply move your mouse over one of the tabs. The pane will remain displayed until you click the canvas or one of the tabs on the right sidebar.

To dock the pane, click the horizontal pushpin icon on the top right corner of the pane. The pushpin will change to a vertical position and the pane will stay displayed until you either click the pushpin again to close the pane or the "X" to close it permanently.

**Note:** If you close the pane permanently, the control tab corresponding to that pane will disappear from the sidebar. You can restore that tab by clicking the corresponding button on the **View** menu.





### Learn More About:

- Objects Tab
- Tagline Tab

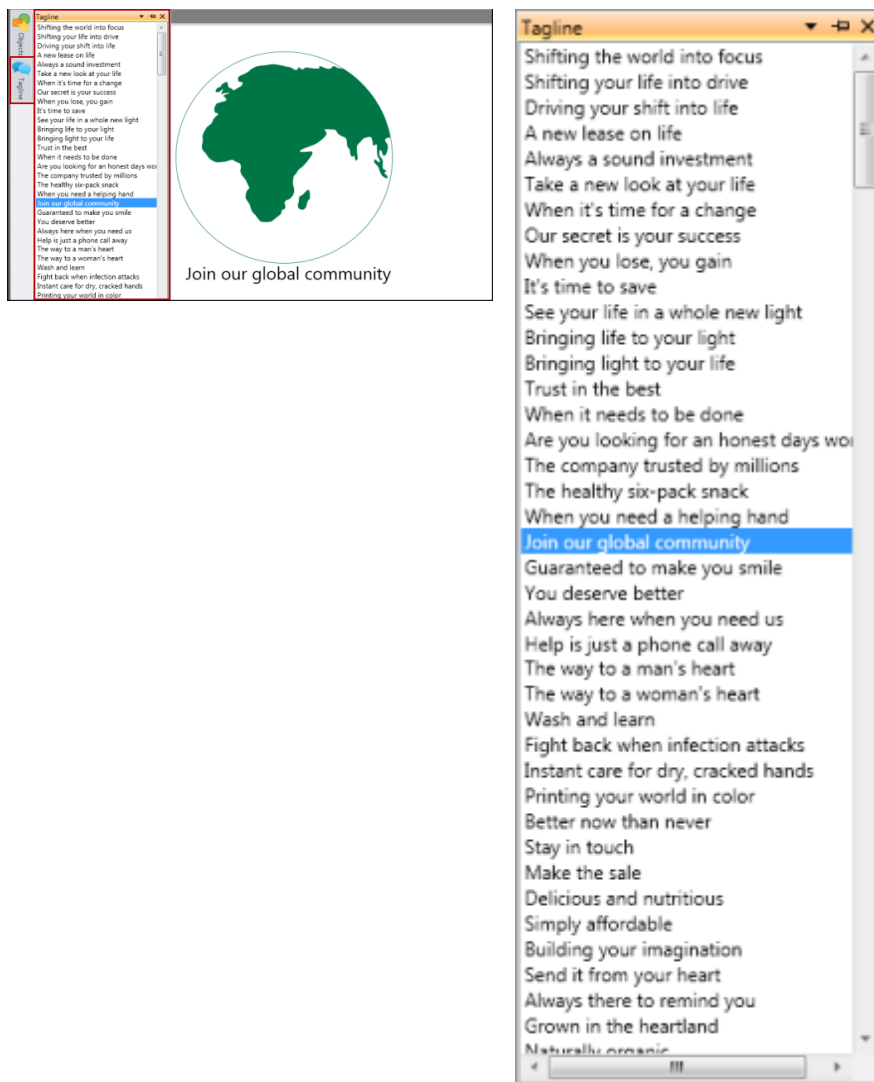
#### 4.3.1.1 Objects Tab

The **Objects** tab on the left slide-out pane lists a variety of objects that you can insert and customize for your logo project. These objects are organized into different categories to choose from. To insert an object, choose an object category, select the desired object from the list and click on the canvas at the place where you want the object to appear.



#### 4.3.1.2 Tagline Tab

The **Tagline** tab on the left slide-out pane lists a number of slogan captions that you can insert into your logo project and customize as you need to. To insert a tagline, select it from the list and then click on the canvas where you want to insert it.

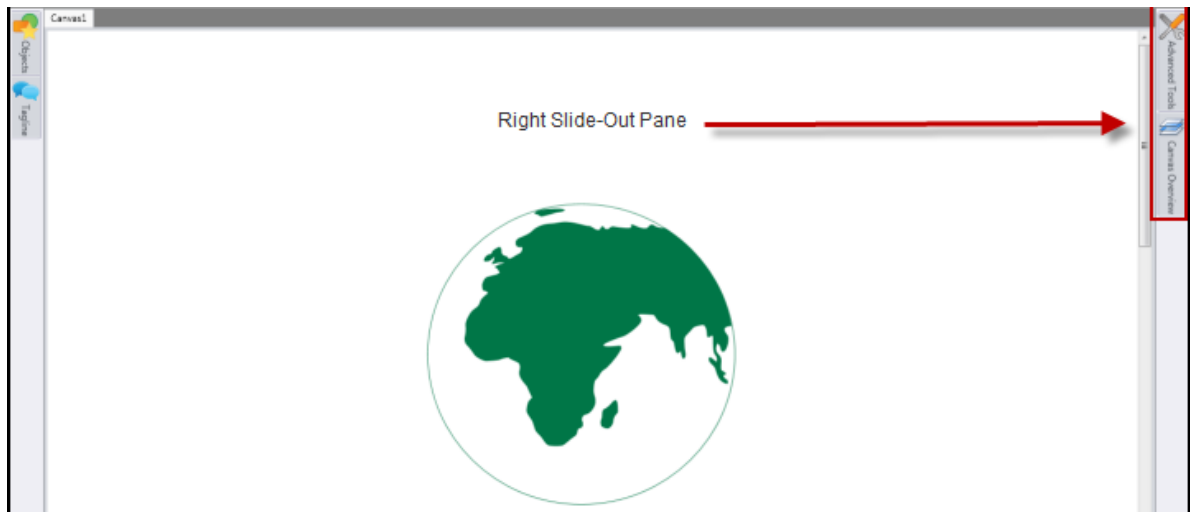


### 4.3.2 Right Slide-Out Pane

The right slide-out pane is located at the right side of the canvas. The right slide-out pane features a set of advanced tools and layer controls accessed by tabs. To slide the right slide-out pane out, simply move your mouse over one of the tabs. The pane will remain displayed until you click the canvas or one of the tabs on the right sidebar.

To dock the pane, click the horizontal pushpin icon on the top right corner of the pane. The pushpin will change to a vertical position and the pane will stay displayed until you either click the pushpin again to close the pane or the "X" to close it permanently.

**Note:** If you close the pane permanently, the control tab corresponding to that pane will disappear from the sidebar. You can restore that tab by clicking the corresponding button on the **View** menu.



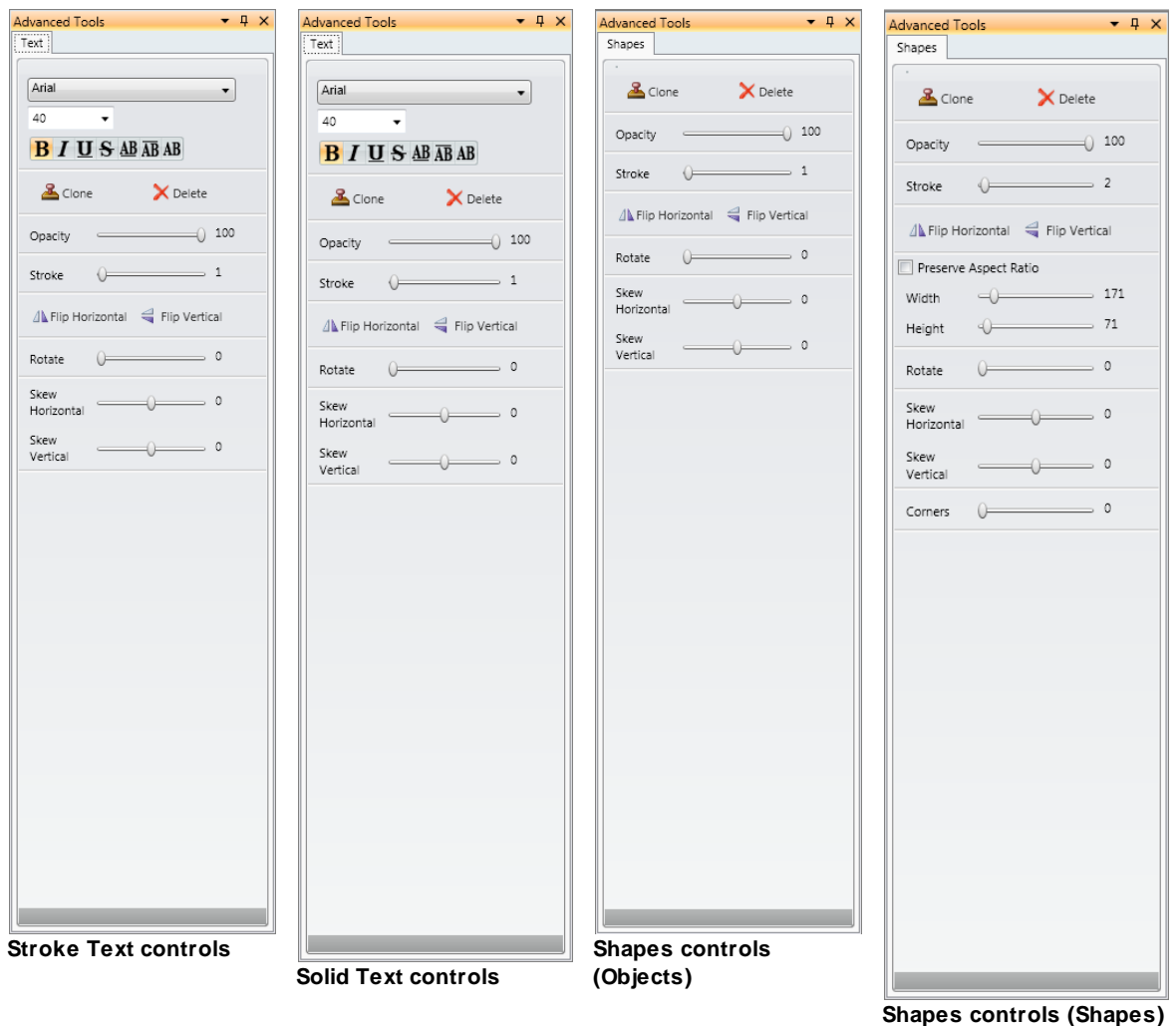
### Learn More About:

- Advanced Tools Tab
- Layers Tab

#### 4.3.2.1 Advanced Tools Tab

The **Advanced Tools** tab on the right slide-out pane features options to modify your selected logo element. You can duplicate, delete, flip, rotate, skew, or control the opacity or stroke weight (line thickness) of text, shapes, or objects.

The Advanced Tools pane has different tabs based on what is selected on the canvas. The correct tab displays automatically according to the type of element you have selected.



**Notes:** The Rectangle shape also adds one more slider, **Corners**, which can be used to round or sharpen the rectangle's corners. In addition, the freehand drawing tools offer the same advanced options as the Shapes controls for Objects. The Polygon tools add Points and Inner Depth to allow for the creation of shapes like stars, octagons, etc.

Note that the available controls vary according to the type of element manipulated.

Click **Clone** to make a copy of the selected element or **Delete** to delete it.

Slide the **Opacity** slider left to make the element more transparent or right to make the element more opaque.

Slide the **Stroke** slider right to widen the thickness of the element outline, to the left to make it thinner.

To flip the element horizontally, click **Flip Horizontal**. To flip the element vertically, click the **Flip Vertical**. This is a good way to create a mirrored or reflective effect with a duplicated element.

Use the **Width** and **Height** sliders to adjust those dimensions of the element. Slide the slider to the right to lengthen that dimension, to the left to shorten it. To adjust both dimensions proportionately by adjusting only one of them, check the **Preserve Aspect Ratio** box.

Slide the **Rotate** slider to the right to rotate the element clockwise, to the left to rotate the element counterclockwise. Rotation angles are oriented like a compass, with zero degrees as up/north, 90 degrees as right/east, 180 degrees as down/south, and 270 degrees as left/west.

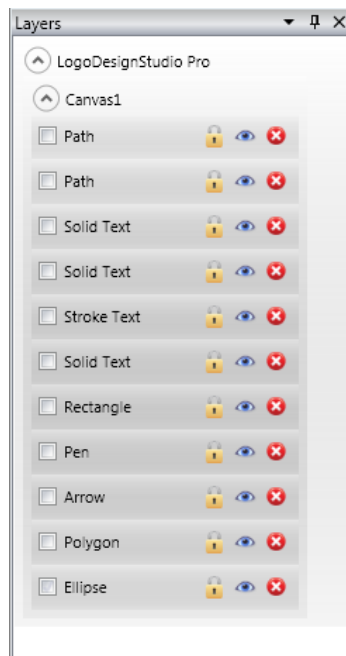
Slide the **Skew Horizontal** slider to the right to skew the top edge of the element to the left and its bottom edge to the right. Slide the slider to the left to skew the top edge to the right and the bottom edge to the left.

Slide the **Skew Vertical** slider to the right to skew the left edge of the element upward and its right edge downward. Slide the slider to the left to skew the left edge downward and the right edge upward.

#### 4.3.2.2 Layers Tab

The **Layers** tab on the right slide-out pane features a canvas overview of all the layers in all the logo elements on all the canvases in your logo project. (Each new element you add to a canvas is placed in its own layer.) You can select one or more layers by checking the box for each layer you wish to select in the Layers list. Each selected layer will be surrounded by a set of sizing handles (dots).

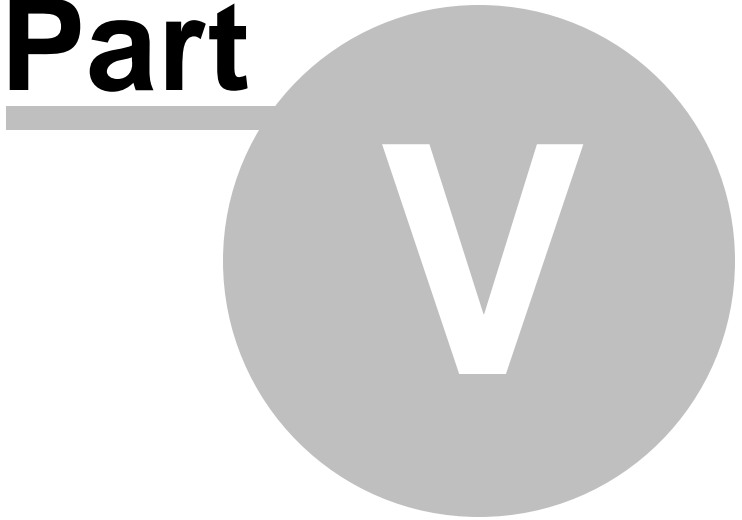
You can then drag selected layers around the canvas or place them above or beneath other layers. When you drag one layer over another layer's position, it is placed on top that layer by default.



#### Learn More About:

- [Selecting Layers](#)
- [Displaying and Modifying Layers](#)
- [Arranging Layers](#)

**Part**



## 5 Working With The Program's Features

**Logo Design Studio Pro** includes professionally designed graphic objects and artwork that you can use in your logo. All objects are royalty-free and can be modified to fit the look you want. Logo Design Studio Pro also includes other elements, such as solid text, stroke text, shapes, and taglines that you can add to your design and modify as you wish, along with freehand drawing tools that let you create your own designs directly on the canvas.

You can add an element to your logo canvas by using one of the options in the **Insert** menu or one of the options in the left slide-out pane, then modify its color with the options in the **Color** menu, or add special effects using the options in the **Effects** menu. You can select the layers on which individual elements reside with the Layers pane and manipulate those layers using the options in the **Home** menu, and perform more sophisticated manipulations of the logo elements by using the Advanced Tools pane.

Learn more about using these logo elements and customizing them to make impressive logos.

### Learn More About:

- Working With Shapes
- Working With Graphics
- Working With The Drawing Tools
- Working With Text
- Working With Taglines
- Working With Layers

### 5.1 Working With Shapes

**Logo Design Studio Pro** includes a number of geometric shapes that you can add to your logo project and modify as you see fit. You can resize, rotate, change the color, or add special effects to your shapes.

Learn more about using shapes in your logo projects.

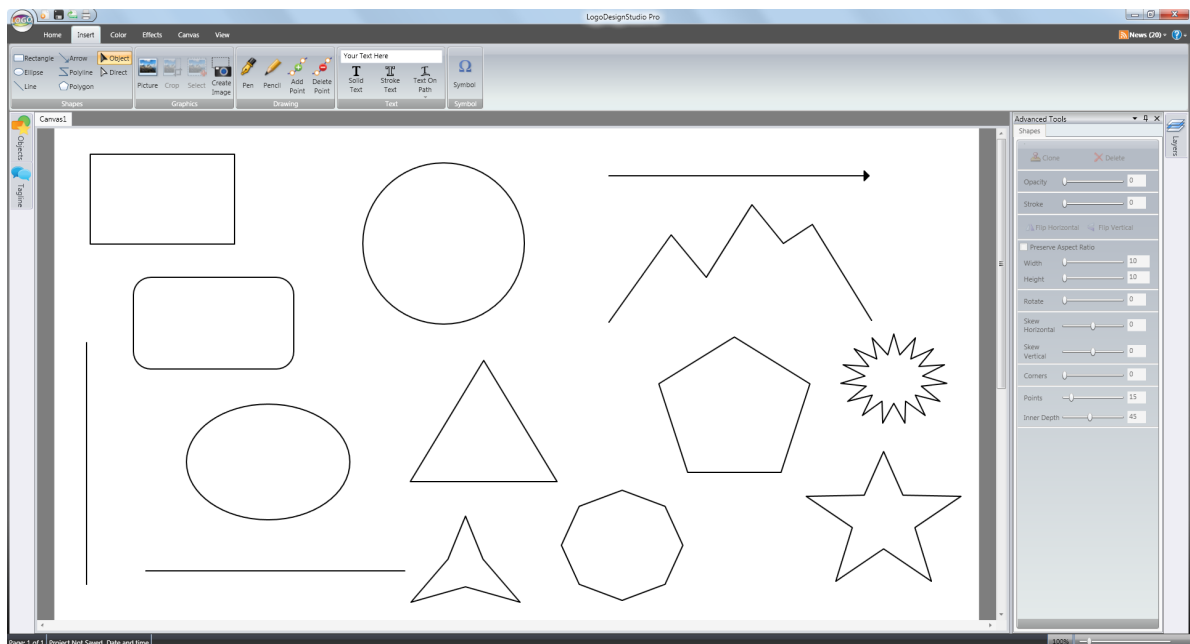
### Learn More About:

- Adding Shapes to the Canvas
- Modifying Shapes on the Canvas

#### 5.1.1 Adding Shapes to the Canvas

The **Shapes** section of the **Insert** menu lets you add geometric shapes to your logo canvas.





The available shapes include Rectangle, Ellipse, Line, Arrow, Polyline, and Polygon (which allows you to create stars, pentagons, pinched triangles, octagons, hexagons, and more). The section also includes two other controls, **Object** and **Direct**, which are used to edit the vector nodes on each shape or path.

Choose one of the options to highlight it and then move your cursor to the canvas area. Move the cursor to the location where you wish to place the shape. You may either click your left mouse button to place the initial default shape on the logo canvas or hold it down and drag out an area in which to place the shape and then release it.

You can manipulate the shape using the sizing and rotational handle dots that appear around the object or by using the object manipulation tools in the Advanced Tools slide-out pane on the right of the canvas. You can also change the color of any selected object(s) by using one of the color options from the **Color** menu tab, and you can add special effects to the way the shape appears using the choices in the **Effects** menu tab.

## 5.1.2 Modifying Shapes on the Canvas

Logo Design Studio Pro lets you modify the shapes you added to the logo canvas and Add Color and Effects to make it visually appealing.

### Resizing and Rotating Shapes

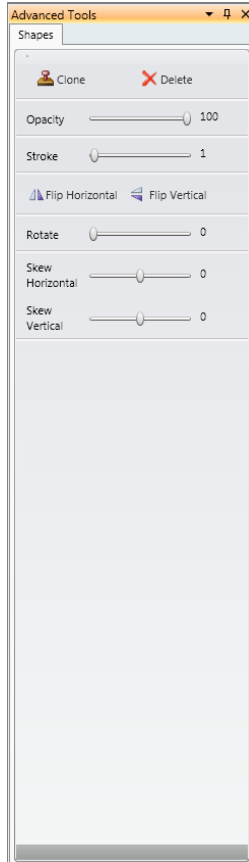
To modify a shape on the canvas, click the shape you want to change. It will be surrounded by a group of sizing handle dots; when you move your cursor over one of them, it will change to a two-headed arrow, indicating the directions you can move the cursor to enlarge or shrink the shape. To enlarge your shape, hold down the mouse button and drag the cursor away from the shape's center; to shrink your shape, drag the cursor toward the shape's center.

All shapes also have rotational handles. Move your cursor over the rotational handle; it will change to a set of four arrows. Hold down your mouse button and drag the handle to the right to rotate the shape

clockwise or left to rotate the shape counterclockwise.

## Advanced Shape Manipulation

Use the options on the **Shapes** tab of the Advanced Tools menu to make changes to the shape's appearance not possible by using the sizing handles. To display the Advanced Tools slide-out pane, click the Advanced Tools button on the right sidebar or in the **View** menu.



Click **Clone** to duplicate the shape. The new shape appears lower and to the right of the original and may be moved and manipulated by selecting it.

Click **Delete** to remove the selected shape from the canvas.

Slide the **Opacity** slider to the right to make the shape more opaque, to the left to make it more transparent.

Slide the **Stroke** slider right to widen the thickness of the shape outline, to the left to make it narrower. (For the Line and Arrow, thickening the shape will also round its edges. For the Star, a sufficient line thickness will change its initial pentagram appearance to a filled-in star.)

Use the **Flip Horizontal** button to flip the shape to a mirror image or the **Flip Vertical** button to flip it vertically.

Use the **Width** and **Height** sliders (only available with Rectangle and Ellipse shapes) to adjust those dimensions of the shape. Slide the slider to the right to lengthen that dimension, to the left to shorten it. (Setting the slider values to the same length for a rectangle produces a square; doing so for an ellipse produces a circle.) To adjust both sliders proportionately by sliding only one of them, check the **Preserve Aspect Ratio** box.

Use the **Rotate** slider to rotate the shape. Slide the slider right to rotate the shape clockwise, left to rotate it counterclockwise.

Use the Skew sliders to slant the shape horizontally or vertically from the bottom. Slide the **Skew Horizontal** slider left to slant the bottom of the text to the left and the top of the text to the right, or to the right to slant the bottom of the text to the right and the top to the left. Slide the **Skew Vertical** button to the left to tilt the left edge of the text down and the right edge up, or to the right to tilt the right edge down and the left edge up. (Skewing a rectangle will produce a parallelogram or rhombus shape, while skewing an ellipse will add perspective to it.)

The Rectangle shape also features the **Corners** slider, which can round the rectangle's corners. Slide the slider to the right to increase the rounding, to the left to sharpen the corners.

## Changing Shape Color

When you add a shape to your canvas, the default color of the shape is always transparent (fill) with a black outline (stroke).

To change the color of a shape, use the options on the **Color** menu. You can select from **Solid Color**, **Gradient Color**, or **Fill With Picture** -- or use **Clear Stroke/Fill** to remove the color entirely.

Before selecting a color option, select the **Fill** button to apply the color option to the interior of the shape or the **Stroke** button to apply the option to the shape border.

### Adding Effects to Shapes

You can add **Outer Glow**, **Drop Shadow**, **Bevel**, **Blur**, and **Emboss** effects to your selected shape (s) by clicking the **Effects** menu tab, and then clicking the checkbox(es) for the section(s) whose effects you wish to apply to your shape.

**Note:** The Drop Shadow and Bevel effects will not be noticeable on the Line, Arrow, and Polyline shapes unless you thicken the component lines by using the Stroke slider in the Advanced Tools menu.

### 5.1.3 Combining Shapes

**Logo Design Studio Pro** lets you combine two existing geometric shapes on the logo canvas into new shapes. You do this with the options under the **Boolean** option button in the **Editing** section of the **Home** menu.

To combine two shapes together, first position them with respect to each other according to the effect you want to achieve. (You do not have to overlap the shapes, although most of the combining outcomes will be more effective if you do overlap them.) Select both of the shapes by holding down the Ctrl key on your keyboard and clicking both of the shapes you wish to combine.

Select one of the four combining options under the **Boolean** option button:

Option	Effect
<b>Union</b>	Creates a new shape whose area is the combined area of the two shapes. Its perimeter bounds the total area of the original two shapes. (This is equivalent to the Boolean operation OR.) When colored in, the total area of the two shapes will be colored.)
<b>Intersect</b>	Creates a new shape whose area is the area where the two original shapes overlap. Its perimeter is made of the line segments that bound this overlapping area. (This is equivalent to the Boolean operation AND.)
<b>XOR</b>	Creates a new shape that duplicates the overlapping of the original shape. The two shapes' perimeters are duplicated in their entirety, including the boundary of the overlapping area; however, when colored in, only the areas not common to the two original shapes will be colored. (XOR is short for "Exclusive OR.")
<b>Exclude</b>	Creates a new shape whose area is that portion of the first shape selected that does not overlap the second shape. (How the positions of the layers the shapes are on has no effect on how the new shape will appear; however, the order in which the shapes are selected before being combined with this operation does.)

If you have colored or added effects to both shapes, the combined shape will be displayed with the color or special effects of your first selection. The combined shape can also be modified using its sizing handles or the options in the Advanced Tools menu.

You can also further edit the new shape by switching to Direct Selection and adjusting the vector nodes on the shape path.

## 5.2 Working With Graphics

**Logo Design Studio Pro** includes professionally designed graphic objects that you can add to your logo project, as well as the ability to add digital pictures. You can rotate, resize, and crop these

images as you see fit.

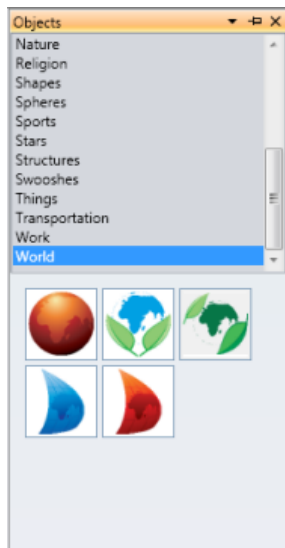
Learn more about using objects and pictures in your logo projects.

### Learn More About:

- Adding Objects to the Canvas
- Modifying Objects on the Canvas
- Adding Pictures to the Canvas

## 5.2.1 Adding Objects to the Canvas

The Objects can be found in a slide-out pane on the left of the logo canvas; simply move your mouse pointer over this tab to get it to slide out. Once the pane is out, you can keep it open permanently by clicking the pushpin icon at the top right of the pane. If the **Objects** tab does not appear to the left of the logo canvas, you can add it by clicking the **Objects** button, found in the **View** menu.



This will display the Objects dialog in the upper portion of the left-slide out pane. Choose one of the object categories to display the objects associated with it in the lower half of the dialog.

Click on one of the objects to select it; the background around it will appear blue. Move your mouse cursor over to the work canvas; then click on the canvas to add the object. Your object will appear on the canvas with each of its component layers surrounded by sizing handles. To move the entire object as a unit, select the **Group** option under the **Group** dropdown in the **Arrange** section of the **Home** menu.

To move only some of the layers, click on the canvas to deselect the object's layers. Then, click an individual layer to select it and drag it to another location on the canvas. (You may also select multiple layers and group them to move them as a unit.) To delete selected object layers, press the Delete key on your keyboard.

You can manipulate the object or any of its layers by using the sizing and rotational handle dots that appear around the object or by using the object manipulation tools in the Advanced Tools slide-out pane on the right of the canvas that appears when an object on the canvas is selected. The Advanced Tools pane also allows you to adjust the width and height of the selected item on the logo canvas.

You can also change the color of any selected object(s) or object layers by using one of the color options from the **Color** menu tab, and you can add special effects to the way the object or its layers appear by using the choices in the **Effects** menu tab.



### Tip

To prevent object layers, or other objects from being selected accidentally, first select each element

you want be left alone, then lock their layers. You can then do a Select All on the unlocked layers, group them, and move them without disturbing the other elements.

## 5.2.2 Modifying Objects on the Canvas

You can modify different characteristics of the objects on the **Logo Design Studio Pro** canvas using the program's intuitive set of tools. Using these tools you can easily modify the size, position, appearance of each layer in a design object and easily add color, images and effects to them.

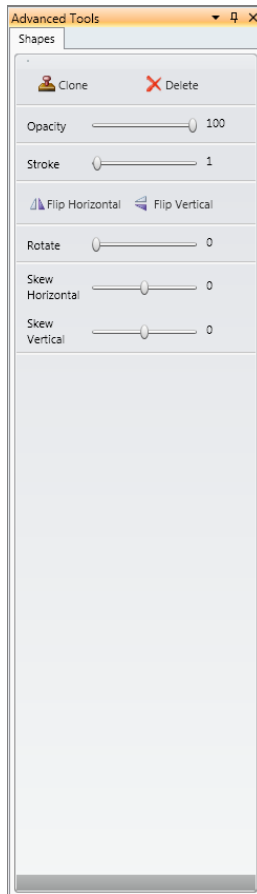
**Note:** The following instructions can be used with individual object layers or entire objects. Because objects come onto the canvas ungrouped, you must first group all the layers together to manipulate the object as a whole. Otherwise, you will be able to manipulate only the individual layer(s) you selected.

### Resizing Object Layers

To resize an object layer on the canvas, click the object you want to resize. It will be surrounded by a group of sizing handle dots; when you move your cursor over one of them, it will change to a two-headed arrow, indicating the directions you can move the cursor to enlarge or shrink the layer. To enlarge your object layer, hold down the mouse button and drag the cursor away from the shape's center; to shrink your layer, drag the cursor toward the layer's center.

### Advanced Object Layer Manipulation

You can use the following options under the **Shapes** tab of the Advanced Tools menu with objects. (To display the Advanced Tools slide-out pane, click the **Advanced Tools** button on the right sidebar or in the **View** menu.)



Click **Clone** to duplicate the object layer. The new layer appears lower and to the right of the original and may be moved and manipulated by selecting it.

Click **Delete** to remove the selected layer from the canvas.

Slide the **Opacity** slider to the right to make the layer more opaque, to the left to make it more transparent.

Slide the **Stroke** slider right to widen the thickness of the layer outline, to the left to make it narrower.

To flip the layer horizontally, click **Flip Horizontal**. To flip the element vertically, click the **Flip Vertical**. This is a good way to create a mirrored or reflective effect with a duplicated element.

Slide the **Rotate** slider to the right to rotate the layer clockwise, to the left to rotate the layer counterclockwise. Rotation angles are oriented like a compass, with zero degrees as up/north, 90 degrees as right/east, 180 degrees as down/south, and 270 degrees as left/west.

Slide the **Skew Horizontal** slider to the right to skew the top edge of the object layer to the left and its bottom edge to the right. Slide the slider to the left to skew the top edge to the right and the bottom edge to the left.

Slide the **Skew Vertical** slider to the right to skew the left edge of the object layer upward and its right edge downward. Slide the slider to the left to skew the left edge downward and the right edge upward.

## Adding Color or Images to Object Layers

To change the color of an object layer, select that layer and click the **Color** menu tab. (You may select several layers for recoloring.)

## Adding Effects to Object Layers

You can add Outer Glow, Drop Shadow, Bevel, Blur, and Emboss effects to your selected object by clicking on the **Effects** menu tab, and then choosing the effect you want by checking the box in the upper left of the corresponding section of the **Effects** menu.

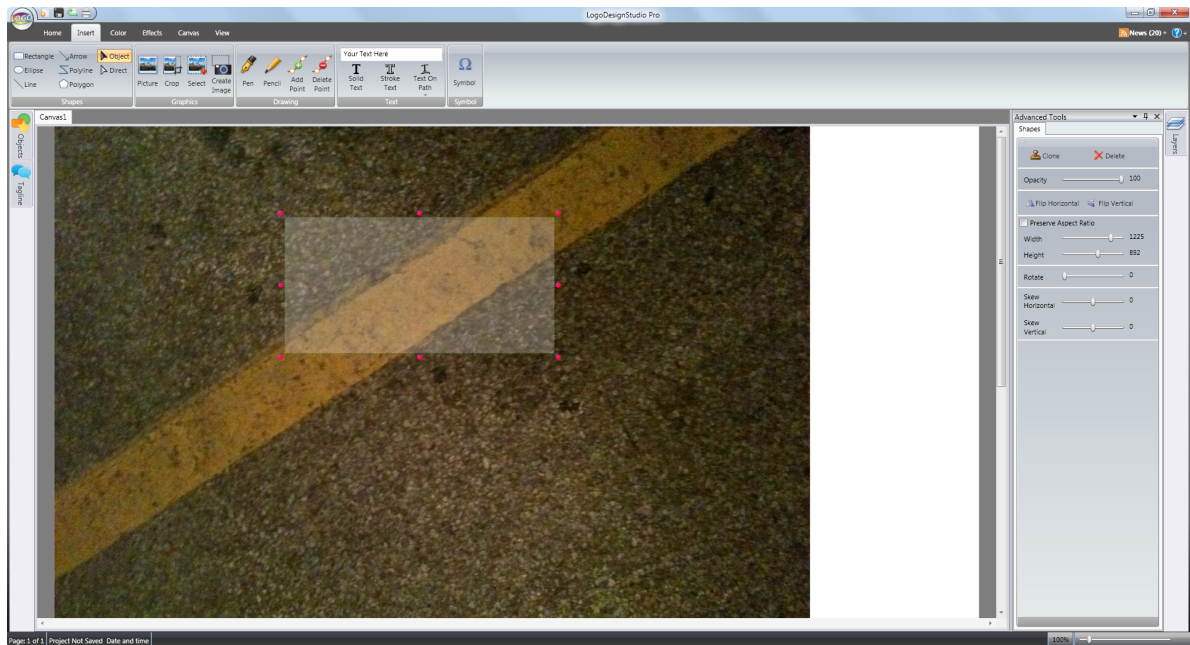


### Tip

If you are not satisfied with the results, use the **Undo** button on the **Home** menu to restore your object to the way it was before you made the change. You will probably have to do this for the first few times you create logos until you become more comfortable with the program.

## 5.2.3 Adding Pictures to the Canvas

You can import and manipulate any graphic, image or picture located on your computer directly into **Logo Design Studio Pro** using the buttons found in the **Graphics** section of the Insert menu tab.



## Inserting a Picture

Click the **Picture** button. A browser window will open. Navigate to the filename of the picture you wish to import, select it, and click **Open**. (You can even import images in SVG format and Logo Design Studio Pro will keep all layers editable on the canvas!)

Your picture will appear in the upper left corner of the canvas. Click the picture to display a set of sizing and rotation handles around it. You can drag the picture to any other location on the canvas or resize it by dragging one of the sizing handle dots. You can rotate it by positioning your cursor over the rotation handle (your cursor will change to a set of four directional arrows), clicking your left mouse button, and moving your mouse left or right to rotate the picture.

## Cropping a Picture

Cropping a picture is a four-step process:

1. First, select the picture you wish to crop.
2. Next, click the **Select** button in the **Graphics** section of the **Insert** menu. Drag your cursor over a section of your picture and release the mouse button.
3. A set of sizing handles will appear on the picture. Drag these handles until they encompass the area you wish to keep on the canvas.
4. Click the **Crop** button.

The sizing handles will change color, indicating that the selected area is now a cropped version of your original picture. You can move, resize, and rotate the cropped picture on the canvas using the sizing handles. Your original picture will remain on the canvas.

If, after selecting the area to be cropped, you decide not to create a cropped image, simply click anywhere else on the canvas. The sizing handles will disappear.

**Note:** These instructions are for adding pictures to the canvas. If you wish to use a picture as the background image for your logo project, you do that by using the **Fill With Picture** option on the **Color** menu.

### Create Image

You can also quickly create a completely new image from a selection of an image on your canvas. To do this, simply select the **Create Image** button once you have an image added to your canvas. You can then drag your mouse over an area of the image you want to copy. When you release your mouse button the new image will be added on top of the original image.

## 5.3 Working With The Drawing Tools

**Logo Design Studio Pro** comes with a set of Bezier drawing tools that lets you freehand draw straight and curved lines on the logo canvas. These tools add a new level of creativity to your logo projects, enabling you to create designs not possible with only the geometric shapes and pre-made graphic objects.

Learn more about using the drawing tools in your logo projects.

### Learn More About:

- Working With The Pen
- Working With The Pencil

### 5.3.1 Working With The Pen

**Logo Design Studio Pro's** Pen drawing tool lets you draw freehand shapes as collections of straight and curved line segments (Bezier curves). You can then modify your drawings by increasing or decreasing the curvature of any of the segments that make up the shapes.

#### Drawing

Click the **Pen** button in the **Drawing** section of the **Insert** menu. Once clicked, the **Pen** button will remain highlighted, and the drawing feature will remain active, until you click any of the other control buttons on the **Insert** menu.

**Note:** Once you click another button on the Insert menu, your drawing is finished. Clicking the **Pen** button again will start a **new** drawing.

Hold down your left mouse button. As you move the mouse, notice that a line is drawn on the canvas in the opposite direction from which you are moving your cursor, but in a length equal to the distance you are moving your cursor. Release the mouse button to stop the line drawing.

Clicking the mouse button again will cause a line segment to be drawn from your original starting point to where the cursor currently is. Repeatedly moving the mouse again and clicking the left button will add more line segments, each running from the previous cursor position to the current one.

If, instead of releasing your mouse button, you keep it held down after clicking it, the last line segment you added will curve in the direction opposite you are moving your cursor. The shorter the distance between the two segment endpoints (the most recent and next most recent cursor positions) and the more you move your cursor, the steeper the curve. (If you move in the direction of the last line



segment, the line will appear straight and be drawn in the direction opposite that your cursor is moving.)

## Changing the Segment Curvature

Click the **Direct** button in the **Shapes** section of the **Insert** menu or the **Direct Selection** button in the **Selection** section of the **Home** menu. The Pen button will de-highlight, and your drawing will display a collection of dots at the points where your cursor had been. These dots are the endpoints of each segment in your drawing.

Move your cursor over one of the endpoints; it will change to a two-headed arrow. When you click your left mouse button, you will see either one or two red squares, with thin lines tracing from them to the endpoint. These are control points, which serve to define the shape of the curve. (One way to think of the arrangement is as if you were to draw an ellipse using a pencil and a rubber band strung over two pushpins. The pushpins serve as the control point, the rubber band as the tracing lines, and the pencil as the segment endpoint.)

Keep the mouse button held down. As you move the endpoint, the lengths and curvatures of the line segments attached to that endpoint will change, deforming them. When you have deformed the segments to your satisfaction, release the mouse button.

## Resizing the Drawing

To resize the drawing, click the **Object Selection** button in the **Selection** section of the **Home** menu or the **Object** button in the **Shapes** section of the **Insert** menu. Your drawing will be surrounded with a set of sizing handles; when you move your cursor over one of them, it will change to a two-headed arrow, indicating the directions you can move the cursor to enlarge or shrink the drawing. To enlarge your drawing, hold down the mouse button and drag the cursor away from the shape's center; to shrink your drawing, drag the cursor toward the drawing's center.

## Coloring the Drawing

When you begin a freehand drawing, the default color of the Bezier curve segments is black.

To change the color of the drawing, use the options on the **Color** menu. Click the **Stroke** button, then select either **Solid Color** or **Gradient Color**. Select the desired color.

You can also fill in the space defined by the drawing. Click the **Fill** button. You can now use any of the color options, including **Fill With Picture** and **Clear Stroke/Fill**, if you wish to remove a color or image you don't like.

**Notes:** Filling occurs whether or not your drawing is a closed shape. What gets filled in, however, may not be what you expect.

It is possible to use the **Fill With Picture** and **Clear Stroke/Fill** options with the **Stroke** button, but the former option will display only a series of colored lines, and the latter will erase the drawing from view.

## Adding Effects to Drawings

You can add **Outer Glow**, **Drop Shadow**, **Bevel**, **Blur**, and **Emboss** effects to your drawing by clicking the **Effects** menu tab, and then clicking the checkbox(es) for the section(s) whose effects you wish to apply to your shape

Before selecting a color option, select the **Fill** button to apply the color option to the interior of the

shape or the **Stroke** button to apply the option to the shape border.

### Advanced Drawing Manipulation

You can use the following options under the **Shapes** tab of the Advanced Tools menu with freehand drawings. (To display the Advanced Tools slide-out pane, click the **Advanced Tools** button on the right sidebar or in the **View** menu.)

Click **Clone** to duplicate the drawing. The new drawing appears lower and to the right of the original and may be moved and manipulated by selecting it.

Click **Delete** to remove the selected drawing from the canvas.

Slide the **Opacity** slider to the right to make the drawing more opaque, to the left to make it more transparent.

Slide the **Stroke** slider right to widen the thickness of the drawing outline, to the left to make it narrower.

## 5.3.2 Working With The Pencil

**Logo Design Studio Pro's** Pencil drawing tool lets you draw a continuous straight or curved line freehand. You can then modify your drawings by increasing or decreasing the curvature of any of the many individual segments that make up the drawing.

### Drawing

Click the **Pencil** button in the **Drawing** section of the **Insert** menu. The Pencil button will remain highlighted, and the drawing feature will remain active, until you click any of the other control buttons on the **Insert** menu.

Hold down your left mouse button. As you move the mouse cursor over the canvas, a trailing line will appear behind it. Release the mouse button to stop the line drawing.

### Changing the Segment Curvature

Click the **Direct** button in the **Shapes** section of the **Insert** menu or the **Direct Selection** button in the **Selection** section of the **Home** menu. Your drawing will become a large collection of dots where your cursor had been. These numerous dots are the endpoints of each segment in your drawing.

Move your cursor over one of the endpoints; it will change to a two-headed arrow. Hold down your left mouse button and drag the endpoint in any direction. Your line segments will stretch themselves out to that endpoint from the two endpoints formerly adjacent to it. To see the results of your deformation, click the **Object** button in the **Shapes** section of the **Insert** menu. The segment endpoints will disappear, and the deformed drawing will be surrounded by a set of sizing handles.

### Resizing the Drawing

To resize the drawing, click the **Object Selection** button in the **Selection** section of the **Home** menu or the **Object** button in the **Shapes** section of the **Insert** menu. Your drawing will be surrounded with a set of sizing handles; when you move your cursor over one of them, it will change to a two-headed arrow, indicating the directions you can move the cursor to enlarge or shrink the drawing. To enlarge your drawing, hold down the mouse button and drag the cursor away from the shape's center; to shrink your drawing, drag the cursor toward the drawing's center.

## Coloring the Drawing

When you begin a freehand drawing, the default color of the Bezier curve segments is black.

To change the color of the drawing, use the options on the **Color** menu. Click the **Stroke** button, then select either **Solid Color** or **Gradient Color**. Select the desired color.

You can also fill in the space defined by the drawing. Click the **Fill** button. You can now use any of the color options, including **Fill With Picture** and **Clear Stroke/Fill**, if you wish to remove a color or image you don't like.

**Notes:** Filling occurs whether or not your drawing is a closed shape. What gets filled in, however, may not be what you expect.

It is possible to use the **Fill With Picture** and **Clear Stroke/Fill** options with the **Stroke** button, but the former option will display only a series of colored lines, and the latter will erase the drawing from view.

## Adding Effects to Drawings

You can add **Outer Glow**, **Drop Shadow**, **Bevel**, **Blur**, and **Emboss** effects to your drawing by clicking the **Effects** menu tab, and then clicking the checkbox(es) for the section(s) whose effects you wish to apply to your shape.

Before selecting a color option, select the **Fill** button to apply the color option to the interior of the shape or the **Stroke** button to apply the option to the shape border.

## Advanced Drawing Manipulation

You can use the following options under the **Shapes** tab of the Advanced Tools menu with freehand drawings. (To display the Advanced Tools slide-out pane, click the **Advanced Tools** button on the right sidebar or in the **View** menu.)

Click **Clone** to duplicate the drawing. The new drawing appears lower and to the right of the original and may be moved and manipulated by selecting it.

Click **Delete** to remove the selected drawing from the canvas.

Slide the **Opacity** slider to the right to make the drawing more opaque, to the left to make it more transparent.

Slide the **Stroke** slider right to widen the thickness of the drawing outline, to the left to make it narrower.

## 5.4 Working With Text

Because pictures alone may not convey your message, **Logo Design Studio Pro** lets you add text to your logo projects as well. You can work with several forms of text using the options in the **Text** section of the Insert menu: solid text, stroke text, and text displayed on a path you create. You can also add special characters (symbols) to your logo. All text added to your canvas is now automatically created as a path, allowing you to manipulate its appearance by using the nodes that appear when switching to Direct Selection.

Learn more about using text in your logo projects.

## Learn More About:

- Working With Solid Text
- Working With Stroke Text
- Working With Text on Path
- Editing Text
- Working With Symbols
- Converting Text to Unique Shapes

### 5.4.1 Working With Solid Text

Solid text is text that is all a single color, without a separate border color. It can be used for either a headline or for a subhead.

#### Adding Solid Text to Your Logo Project

To add solid text to your logo project, type the text in the text entry field at the top of the **Text** section of the **Insert** menu. Click the Solid Text button, then move your cursor to the canvas. The cursor will change to a T; when the T is over the spot you wish to display the text, click your left mouse button. The text will appear, surrounded by a set of sizing handles.

If you wish to correct the text, double-click it. The **Text** window will appear, with your text displayed in the **Enter text** field. Enter the new text in this field and click **OK**.

#### Changing Text Color

To change the color of your text, select it and click the Color tab to display the **Color** menu. Use one of the options in the **Solid Color**, **Gradient Color**, or **Fill With Picture** sections to color your text in a solid color, gradient or make it appear cut out from a picture.

**Note:** The **Solid Color** option works whether the **Fill** or **Stroke** button is highlighted. The **Gradient Color** and **Fill With Picture** options work only when the **Fill** button is highlighted, however.

#### Adding Text Effects

You can add **Outer Glow**, **Drop Shadow**, **Bevel**, **Blur**, and **Emboss** effects to your selected text by clicking the **Effects** menu tab, and then clicking the checkbox(es) for the section(s) whose effects you wish to apply to your text.

#### Basic Text Manipulation

To move the text to another location, select it to display the sizing handles, if they are not already displayed, and drag it to its new location.

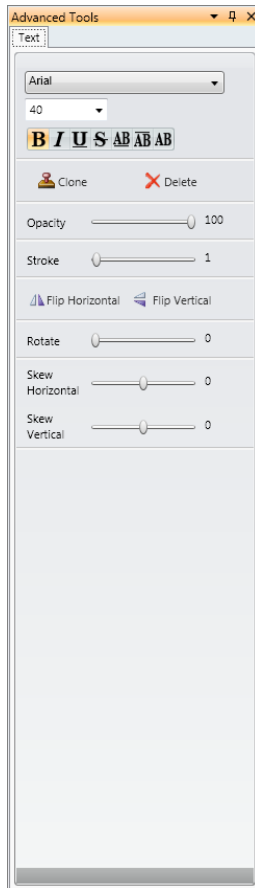
To resize the text, move your cursor over one of the sizing handles until it turns into a two-headed arrow. Hold down your left mouse button and drag toward the center of the text to reduce its size and away from the center to enlarge it.

To rotate the text, move your cursor over the rotation handle above the text; it will turn into a set of four

arrows. Hold down your left mouse button and drag your mouse to the right to rotate the text clockwise, to the left to rotate it counterclockwise.

## Advanced Text Manipulation

Use the options on the **Solid Text** tab of the Advanced Tools menu to make further changes to the text appearance not possible by using the sizing handles. To display the Advanced Tools slide-out pane, click the Advanced Tools button on the right sidebar or in the **View** menu.



Change the text font by selecting a new font from the Font dropdown list. You can select a new point size from the Point Size dropdown, use the Increase Font Size or Decrease Font Size buttons to make the text bigger or smaller, or use the Text Size slider to make the text larger or smaller by sliding it to the right or left.

You can also make the text appear in **bold**, *italics*, underline, or ~~strikethrough~~ by clicking the corresponding font format button. You may also place a baseline below or above the text, or remove it.

**Note:** A baseline below text differs from an underline in that it appears immediately below the text, without an intervening space.

Click **Clone** to duplicate the text. The new text appears lower and to the right of the original and may be moved and manipulated by selecting it.

Click **Delete** to remove the selected text from the canvas.

Slide the **Opacity** slider to the right to make the text more opaque, to the left to make it more transparent.

Use the **Flip Horizontal** button to flip the text to a mirror image or the **Flip Vertical** button to flip it vertically.

Use the **Rotate** slider to rotate the text. Slide the slider right to rotate the text clockwise, left to rotate it counterclockwise.

Use the Skew sliders to slant the text horizontally or vertically from the bottom. Slide the **Skew Horizontal** slider left to slant horizontally slant the bottom of the text to the left and the top of the text to the right, or to the right to slant the bottom of the text to the right and the top to the left. Slide the **Skew Vertical** slider to the left to tilt the left edge of the text down and the right edge up, or to the right to tilt the right edge down and the left edge up.

**Note:** If you adjust any of the nodes that appear when you switch to **Direct Selection**, you will no longer be able to correct the text by double clicking on it since it will now be considered a shape.

## 5.4.2 Working With Stroke Text

Stroke text is text that has an outline of one color and either no color or a different color in the center. It can be used for either a headline or anywhere you want to call particular attention to a word or phrase used in your logo.

## Adding Stroke Text to Your Logo Project

To add stroke text to your logo project, type the text in the text entry field at the top of the **Text** section of the **Insert** menu. Click the Solid Text button, then move your cursor to the canvas. The cursor will change to a T; when the T is over the spot you wish to display the text, click your left mouse button. The text will appear, surrounded by a set of sizing handles.

If you wish to correct the text, double-click it. The **Text** window will appear, with your text displayed in the **Enter text** field. Enter the new text in this field and click **OK**.

## Changing Text Color

To change the color of your text, select it and click the Color tab to display the **Color** menu. Use one of the options in the **Solid Color**, **Gradient Color**, or **Fill With Picture** sections to color your text in a solid color, gradient or make it appear cut out from a picture.

Click the **Fill** or **Stroke** button according to whether you wish to apply the color effect to the center of the text or its outline. All three color effect options work with either application option.

## Adding Text Effects

You can add **Outer Glow**, **Drop Shadow**, **Bevel**, **Blur**, and **Emboss** effects to your selected text by clicking the **Effects** menu tab, and then clicking the checkbox(es) for the section(s) whose effects you wish to apply to your text.

## Basic Text Manipulation

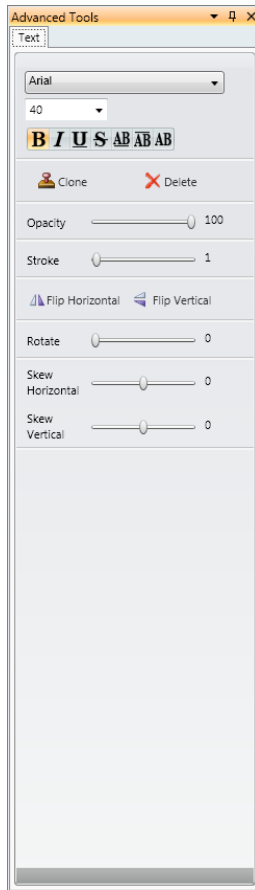
To move the text to another location, select it to display the sizing handles, if they are not already displayed, and drag it to its new location.

To resize the text, move your cursor over one of the sizing handles until it turns into a two-headed arrow. Hold down your left mouse button and drag toward the center of the text to reduce its size and away from the center to enlarge it.

To rotate the text, move your cursor over the rotation handle above the text; it will turn into a set of four arrows. Hold down your left mouse button and drag your mouse to the right to rotate the text clockwise, to the left to rotate it counterclockwise.

## Advanced Text Manipulation

Use the options on the **Stroke Text** tab of the Advanced Tools menu to make further changes to the text appearance not possible by using the sizing handles. To display the Advanced Tools slide-out pane, click the Advanced Tools button on the right sidebar or in the **View** menu.



Change the text font by selecting a new font from the Font dropdown list. You can select a new point size from the Point Size dropdown, use the Increase Font Size or Decrease Font Size buttons to make the text bigger or smaller, or use the Text Size slider to make the text larger or smaller by sliding it to the right or left.

You can also make the text appear in **bold**, *italics*, or underline by clicking the corresponding font format button.

Click **Clone** to duplicate the text. The new text appears lower and to the right of the original and may be moved and manipulated by selecting it.

Click **Delete** to remove the selected text from the canvas.

Slide the **Opacity** slider to the right to make the text more opaque, to the left to make it more transparent.

Slide the **Stroke** slider right to widen the thickness of the text outline, to the left to make it narrower.

Use the **Flip Horizontal** button to flip the text to a mirror image or the **Flip Vertical** button to flip it vertically.

Use the **Rotate** slider to rotate the text. Slide the slider right to rotate the text clockwise, left to rotate it counterclockwise.

Use the Skew sliders to slant the text horizontally or vertically from the bottom. Slide the **Skew Horizontal** slider left to slant horizontally slant the bottom of the text to the left and the top of the text to the right, or to the right to slant the bottom of the text to the right and the top to the left. Slide the **Skew Vertical** slider to the left to tilt the left edge of the text down and the right edge up, or to the right to tilt the right edge down and the left edge up.

**Note:** If you adjust any of the nodes that appear when you switch to **Direct Selection**, you will no longer be able to correct the text by double clicking on it since it will now be considered a shape.

### 5.4.3 Working With Text on Path

Text on path is solid text or stroke text that follows a straight or curved line. Its purpose is primarily decorative.

#### Adding Text on Path to Your Logo Project

To add text on path to your logo project, you must first select the shape, object, or line you wish to use as the guidepath for your text. Then, type the text you wish to place in the text entry field at the top of the **Text** section of the **Insert** menu. Click the Text on Path dropdown button, and select either **Text On Path** to place solid text or **Wrapped Text** to place stroke text along or around the selected element. The sizing handles for the guide element will remain on display; click on the text on path to select it for manipulation.

If you wish to correct the text, double-click it. The **Text** window will appear, with your text displayed in

the **Enter text** field. Enter the new text in this field and click **OK**.

### Changing Text Color

If you chose the **Wrapped Text** option, you can change the color of your text. To do so, select it and click the **Color** tab to display the **Color** menu. Use one of the options in the **Solid Color**, **Gradient Color**, or **Fill With Picture** sections to color your text in a solid color, gradient or make it appear cut out from a picture. Click the **Fill** or **Stroke** button according to whether you wish to apply the color effect to the center of the text or its outline.

If you chose the **Text On Path** option, you cannot change the text color.

### Adding Text Effects

You can add **Outer Glow**, **Drop Shadow**, **Bevel**, **Blur**, and **Emboss** effects to your selected text by clicking the **Effects** menu tab, and then clicking the checkbox(es) for the section(s) whose effects you wish to apply to your text.

### Basic Text Manipulation

To move the text to another location, select it to display the sizing handles, if they are not already displayed, and drag it to its new location.

To resize the text, move your cursor over one of the sizing handles until it turns into a two-headed arrow. Hold down your left mouse button and drag toward the center of the text to reduce its size and away from the center to enlarge it.

To rotate the text, move your cursor over the rotation handle above the text; it will turn into a set of four arrows. Hold down your left mouse button and drag your mouse to the right to rotate the text clockwise, to the left to rotate it counterclockwise.

### Advanced Text Manipulation

Use the options on one of the tabs of the **Advanced Tools** menu to make further changes to the text appearance not possible by using the sizing handles. To display the **Advanced Tools** slide-out pane, click the **Advanced Tools** button on the right sidebar or in the **View** menu.

Which tab displays depends on the text on path option you chose. If you chose **Text On Path**, the available options are found under the **Solid Text** tab. If you chose **Wrapped Text**, the available options are found under the **Shapes** tab.

#### Text On Path Options

Change the text font by selecting a new font from the **Font** dropdown list. You can select a new point size from the **Point Size** dropdown, use the **Increase Font Size** or **Decrease Font Size** buttons to make the text bigger or smaller, or use the **Text Size** slider to make the text larger or smaller by sliding it to the right or left.

You can also make the text appear in **bold** or *italics* by clicking the corresponding font format button.

Click **Clone** to duplicate the text. The new text appears lower and to the right of the original and may be moved and manipulated by selecting it.

Click **Delete** to remove the selected text from the canvas.

Slide the **Opacity** slider to the right to make the text more opaque, to the left to make it more



transparent.

Use the **Flip Horizontal** button to flip the text to a mirror image or the **Flip Vertical** button to flip it vertically.

Use the **Rotate** slider to rotate the text. Slide the slider right to rotate the text clockwise, left to rotate it counterclockwise.

Use the Skew sliders to slant the text horizontally or vertically from the bottom. Slide the **Skew Horizontal** slider left to slant horizontally slant the bottom of the text to the left and the top of the text to the right, or to the right to slant the bottom of the text to the right and the top to the left. Slide the **Skew Vertical** slider to the left to tilt the left edge of the text down and the right edge up, or to the right to tilt the right edge down and the left edge up.

**Note:** You can also adjust any of the nodes that appear when you switch to **Direct Selection**, allowing you to treat the text like a shape and change its appearance.

#### **Wrapped Text Options**

Click **Clone** to duplicate the text. The new text appears lower and to the right of the original and may be moved and manipulated by selecting it.

Click **Delete** to remove the selected text from the canvas.

Slide the **Opacity** slider to the right to make the text more opaque, to the left to make it more transparent.

Slide the **Stroke** slider right to widen the thickness of the text outline, to the left to make it narrower.

**Note:** Unlike solid or stroke text, Text on Path and Wrapped Text cannot be edited once it is placed on the canvas.

### **5.4.4 Editing Text**

If, after placing solid or stroke text on the canvas, you decide you worded something incorrectly and want to fix it, **Logo Design Studio Pro** lets you edit your text.

1. Double-click the text you wish to correct. The **Text** dialog will appear, with your current text displayed in the **Enter text** field.
2. Enter your new text in the **Enter text** field, then click **OK**. Your new text will appear on the canvas in place of the old.

You can edit the text as often as you like as you work on your logo project.

**Note:** The editing function also works with the text in taglines, which are displayed on the canvas as solid text. It does not, however, work with text on path or Wrapped Text, nor does it work with text that has been changed when you switch to Direct Selection and adjust any nodes. If you need to correct either text on path, Wrapped Text or text you changed using **Direct Selection**, you will have to delete the incorrect text and start over.

### **5.4.5 Working With Symbols**

Many word-processing programs include a character map to provide you with a convenient way to add symbols such as the copyright, registered trademark, or degree symbol, as well as foreign-language

letters, to your document text. **Logo Design Studio Pro** also includes character map capability to let you add special symbols and text to your logo projects.

To access the character map, click the **Symbol** button on the **Insert** menu. Select the font in which to display the special characters from the **Font** dropdown list, then scroll through the character display until you find the character you wish to add. Click on this character to enlarge its display, and then click **Select** to display it in the **Characters to copy** field. If you wish to select additional characters, do so, but keep in mind that multiple characters will be copied in the order they appear in the field. When you have selected all the characters you wish to copy at one time, click **Copy** to copy them to the Windows clipboard.

There are two ways to retrieve the copied characters from the clipboard and incorporate them into your logo canvas:

1. If you wish to place the special character on the canvas by itself or use it in text you are going to add, use Ctrl-V to copy the special text into the text entry field of the **Text** section of the **Insert** menu at the point in the text where you want the special characters to appear. Then select the type of text by using the **Solid Text**, **Stroke Text**, or **Text on Path** option buttons.
2. If you wish to add the special characters to existing text or replace existing text with special characters, double-click the text on the canvas you wish to modify. The **Text** dialog will appear, displaying your text in the **Enter text** field. Place your cursor at the point where you wish to add the special characters and press Ctrl-V to insert them, then click **OK** to modify the canvas display.

**Note:** Once added to your solid or stroke text, special characters may be further edited by switching to Direct Selection and adjusting any of the nodes that appear.

### 5.4.6 Converting Text to Shapes

**Logo Design Studio Pro** lets you change the solid text, stroke text, and wrapped text on path on your canvas into an editable image. To do this, select your text and then go to the **Home** menu and choose **Direct Selection** in the **Selection** section.

Your text is now treated as a shape, instead of as text. You can no longer change the actual text itself, only its shape. If you find you don't want to do this you can select the **Undo** button to revert any shape adjustments.

You can now edit the shape of any or all letters in your text. Click the the **Direct Selection** button in the **Selection** section of the **Home** menu, or click the **Insert** menu tab, and then click the **Direct** button in the **Shapes** section. Your text will be covered with segment endpoints, as each letter is a collection of vector paths that can be adjusted to any shape or size.

Move your cursor over an endpoint; it will change to a two-headed arrow. Hold down your left mouse button and drag the endpoint in any direction. Your text will stretch itself out to that endpoint from the two endpoints formerly adjacent to it. To see the results of your deformation, click the **Object Selection** button in the **Selection** section of the **Home** menu or the **Object** button in the **Shapes** section of the **Insert** menu. The segment endpoints will disappear, and the deformed text will be surrounded by a set of sizing handles.

If you wish to deform the text further, click the **Direct** button again and drag another node. You can repeat the process several times until you have deformed the text the way you wish.

You can also add or delete nodes on your text (the segment endpoints) by using the options **Add Point** and **Delete Point** in the **Drawing** section of the **Insert** tab. To add a new node first select **Add Point** then click your mouse over the part of the text shape path you want to place the new node.

### Advanced Shape Manipulation

Once you change your text to a shape, the program treats it as a shape for the purposes of altering its appearance. You **cannot** use any of the options for editing solid, stroke, or text on path with Bezier shape text, nor can you correct misspelled text. You can, however, use the following options under the **Shapes** tab of the Advanced Tools menu with Bezier shapes. (To display the Advanced Tools slide-out pane, click the Advanced Tools button on the right sidebar or in the **View** menu.)

Click **Clone** to duplicate the text. The new text appears lower and to the right of the original and may be moved and manipulated by selecting it.

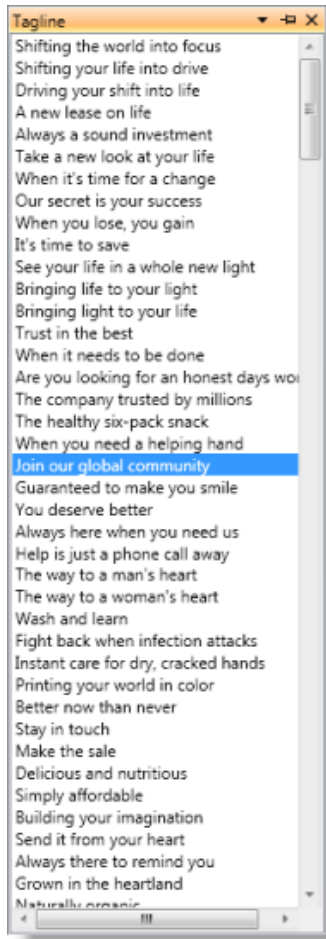
Click **Delete** to remove the selected text from the canvas.

Slide the **Opacity** slider to the right to make the text more opaque, to the left to make it more transparent.

Slide the **Stroke** slider right to widen the thickness of the text outline, to the left to make it narrower.

## 5.5 Working With Taglines

**Logo Design Studio Pro** includes creative taglines that allow you to add marketing catch-phrases to your logo as text that you can modify to meet your needs.



Taglines can be found in a slide-out pane to the left of the logo canvas; simply move your mouse pointer over this tab to slide it out. Once the pane is out, you can keep it open permanently by clicking the pushpin icon at the top right of the pane. If the Tagline tab does not appear to the left of the logo canvas, you can add it by clicking the Taglines button found in the **View** menu tab.

This pane will display the available taglines in a scrollable list. Click one of the taglines to select it; this will highlight the tagline. Move your mouse cursor over to the work canvas; it will change to a crosshair (+). Move the crosshair to where you want the tagline to appear, then click on the canvas to add it.

The slogan will appear on the canvas as solid text (text without any special appearance effects of its own) and can be edited or converted to a shape.



These slogans and taglines are general examples of marketing catch-phrases. To avoid possible copyright and trademark infringement, you will need to research your completed slogan and/or tagline with the proper legal or government source.

## 5.6 Working With Layers

Each time you add an element (object, shape, or text) to the canvas, **Logo Design Studio Pro** assigns it to its own layer. Each time you make changes to an element, you are also making changes to the layer on which that element resides. You can select one, several, or all the layers in your project, allow or prevent changes to the layers, hide them from the canvas display, or control the order in which they are stacked on top of each other or how they are aligned with one another.

Learn more about using layers in your logo projects.

### Learn More About:

- Selecting Layers
- Displaying and Modifying Layers
- Arranging Layers

## 5.6.1 Selecting Layers

**Logo Design Studio Pro** gives you three ways to select layers on your logo canvas:

### With Your Mouse

Click the **Select** button in the **Shapes** section of the **Insert** menu, then click on any layer with your mouse to select it. Once selected, the layer will be surrounded with a set of sizing handle dots.

To select more than one layer, hold down the Ctrl key on your keyboard and click on each layer you wish to select, surrounding it with a set of sizing handles.

To deselect a layer, click on a blank portion of the canvas. The sizing handles will disappear from around the selected layer(s).

### From the Layers Dialog

You can also select one or more layers by using the Layers dialog on the right slide-out pane. Click the **Layers** tab on the right sidebar to display the Layers dialog, which lists the layers that belong to each active logo canvas.

Check the box in front of one of the layers listed under the canvas currently displayed. The corresponding layer element will be surrounded with a set of sizing handles. To select additional layers, check the boxes for those layers.

To deselect layer(s), uncheck the boxes in front of the layer(s) you wish to deselect. The sizing handles will disappear from around the corresponding layer(s).

### Select All Layers

You can select or deselect all the layers on the displayed logo canvas at once by using the options under the **Select All** option button in the **Editing** section of the **Home** menu.

Choose **Select All** to select all the layers at once. All will be surrounded with sizing handles.

Choose **Select None** to deselect all the selected layers. The sizing handles will disappear.

## 5.6.2 Displaying and Modifying Layers

**Logo Design Studio Pro** lets you decide whether or not to allow changes to a layer and also whether or not to display it on the logo canvas. You do this with the controls in the **Layers** section of the **Home** menu.

### Locking and Unlocking Layers

Use the options under the **Lock** option button to permit or prevent changes to selected layers or all layers on the logo canvas:

Select **Lock** to prevent changes to one or more selected layers on the canvas.

Select **Lock All** to prevent changes to any of the layers on the canvas.

Select **Unlock** to permit changes to one or more selected layers.

Select **Unlock All** to permit changes to all of the layers.

## Hiding and Unhiding Layers

**Note:** Once locked, a layer cannot be hidden from view.

Use the options under the **Hide** option button to hide or unhide (display) selected layers or all layers on the logo canvas:

Select **Hide** to hide one or more selected layers on the canvas. The selected layer(s) will still be present, but will not be visible.

Select **Unhide** to display one or more selected layers presently hidden from view. The selected layer(s) will become visible.

Select **Hide All** to hide all the layers on the canvas from view. The layers will still be present, but the canvas will appear blank.

Select **Unhide All** to display all the canvas layers, including those previously hidden from view. (This does not include layers completely covered over by other layers; to make those layers visible, move the covering layer back with the options in the **Arrange** section of the **Home** menu.)



If you wish to hide all layers except one, first select the layer you wish to remain in view and lock it. Then, select **Hide All** to hide all the other layers. You may also select the layer, select **Hide All** to hide all the layers, and then select **Unhide** to make the selected layer visible again.

### 5.6.3 Arranging Layers

**Logo Design Studio Pro** lets you stack selected layers on top of or under other layers, group them, or align them horizontally or vertically with respect to each other. You do this with the options in the **Arrange** section of the **Home** menu.

#### Stacking Layers

Use the options under the **Front** and **Back** option buttons to place layers on top of or beneath one another.

Select **Bring Front** to place a layer on top of all other layers. The logo element on this layer will appear on top of any other element on the canvas when dragged over the space occupied by another layer, except for a subsequently created logo element.

Select **Bring Front 1 Layer** to place a layer immediately on top of the layer currently stacked above it.

Select **Move Back** to place a layer beneath all other layers it currently overlaps. New layers dragged over it will appear on top of it.

Select **Move Back 1 Layer** to place a layer immediately beneath the layer currently stacked under it.

## Grouping Layers

To group two or more layers into a single unit, first, either click on each layer while holding down the Ctrl key on your keyboard or check the box in the Layers slide-out pane in front of each layer you want to include in the group.

Then, select the **Group** option under the **Group** dropdown button to group the layers together. The grouped layers will be encased by a single set of white sizing dots.

To ungroup the layers, select the **Ungroup** option under the **Group** dropdown button. Each layer will once again have its own sizing dots.



When grouping layers in an object you wish to move elsewhere on the canvas, it is best to use the Select All option in the Editing section to make sure all of its layers are selected at once. Otherwise, you may unintentionally leave a few unselected layers behind when you move the object.

## Aligning Layers

Use the options under the Align option button to position layers horizontally or vertically with respect to each other so that their elements are lined up evenly.

Select **Top** to align the layers so they are aligned evenly at the top. The lower element(s) vertically will be raised to be in line with the highest element.

Select **Bottom** to align the layers so they are aligned evenly at the bottom. The higher element(s) vertically will be lowered to be in line with the lowest element.

Select **Left** to align the layers so they are aligned evenly at the left. The rightmost element(s) will be moved leftward to be in line with the leftmost element.

Select **Right** to align the layers so they are aligned evenly at the right. The leftmost element(s) will be moved rightward to be in line with the rightmost element.

Select **Absolute Center** to align the layers so they are aligned on top of each other, with the center of each layer directly over the center of the layer below it.

Select **Vertical Center** to align the layers so they are centered along a common vertical axis.

Select **Horizontal Center** to align the layers so they are centered along a common horizontal axis.





**Part**



## 6 Managing Your Logos

While you work with the program's features, **Logo Design Studio Pro** lets you save your logo projects. After you have finished creating your logo, Logo Design Studio Pro lets you print it or export it in a number of formats, so that you can use it on letterheads, business cards, and other stationery, or on an Internet website or social media page.

Learn more about managing your logos.

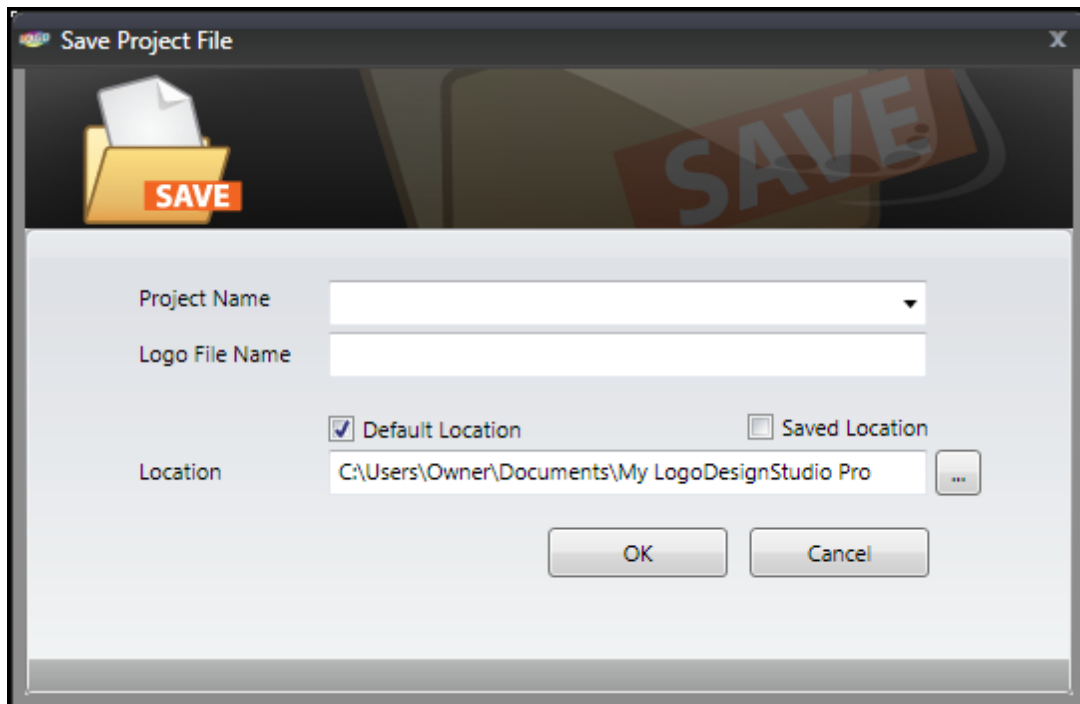
### Learn More About:

- Saving Your Logo
- Exporting Your Logo
- Printing Your Logo

### 6.1 Saving Your Logo

To save your logo at any time, choose **Save** from the File menu (the round Logo button at the top left of the main program window) or click the shortcut Save button directly to the right of the round Logo button. This saves the project file for any changes you might want to make in the future, but cannot be used for any print or online use.

The first time you save your logo, the Save Project File dialog will be displayed. (Afterward, it will appear only if you choose to save your project under a different name.) You can choose which project folder to save the logo file in from the **Project Name** dropdown list. The list of folders will include the names of the project folders in the **My Logo Design Studio Pro** folder created in your Documents folder.



If you are saving the logo for the first time, enter a name in the **Logo File Name** field; if not, your logo name will appear in this field automatically. The **Default Location** checkbox is checked by default; uncheck the box if you want to save the logo in a different location than that specified in the **Location** field.

Click **OK** to save the logo, or **Cancel** to abort the save.

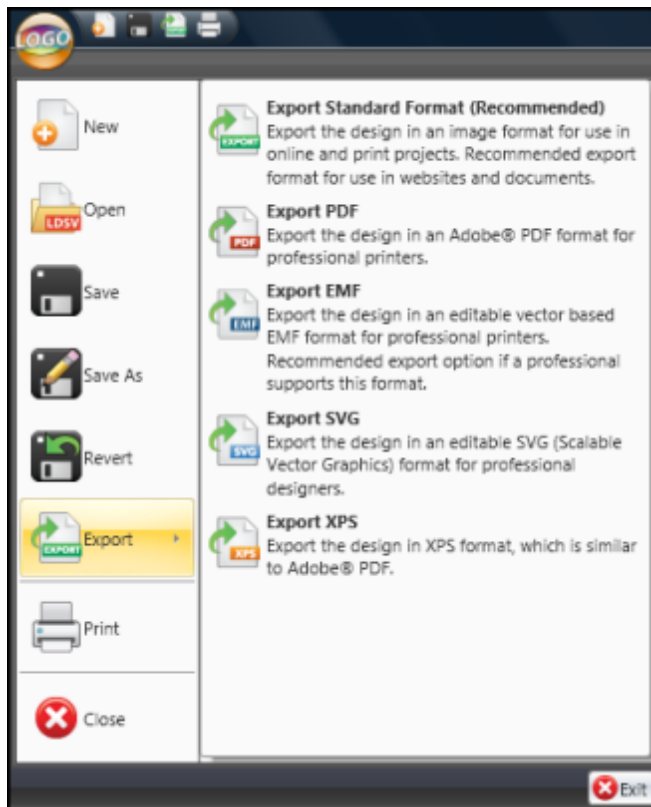
### **Saving With a Different Name or in a Different Location**

If you want to save your logo under a different name or in a different location, choose **Save As** from the File menu. The **Save Project File As** dialog will appear and perform as the **Save Project File** dialog described above.

The default location for saving logo projects is the **My Logo Design Studio Pro** folder placed in your Documents folder when you save your first logo. Logos are saved in a native format with the extension \*.ldsv. (A thumbnail file with the extension \*.ldsg is also created.) This format can be read only by **Logo Design Studio Pro**, and allows you to fully modify your logo and retain all layers. This file needs to be kept in the project folder that was created when you saved your logo; if you move it out of this folder, you will be able to open the logo with the program, but you will not be able to locate it in your recent project files.

## **6.2 Exporting Your Logo**

Logos created in **Logo Design Studio Pro** can be exported in a variety of formats for use online or in print projects. To export your logo, select one of the **Export** options from the File menu (the round logo button at the top left of the main program window).



The export options are described below.

### Export Standard Format

Select this option to export your logo in a format that can either be used on the Web or in print.

The three-page Export dialog will appear. On the first page, select the format in which you wish to export your logo (PNG, BMP, JPEG, TIFF, GIF, or WDP), then click the right arrow on the right edge of the dialog to move to the formatting page.

On the second page, select the option button in front of the formatting option you wish to apply to the exported logo. Select **Dpi** if you wish to define the resolution of the exported logo in dots per inch. The spin box default value of 300 is the standard resolution for most printers, but if you wish to use a different value, enter it in the numeric field or adjust the value with the spin box up or down arrows. (The standard resolution for Internet graphics is 72 dpi.)

Select **Predefined Width and Height** to export the logo in one of the pixel sizes in the dropdown list to the right of the option.

Select **Custom Width and Height** to export the logo in a custom pixel size defined using the spin boxes to the right of the option.

Select **Percentage of Original Width and Height** to export the logo in the percentage of its size on the logo canvas specified with the spin box at the right of the option.

Select **Original Size** if you wish to export the logo in the same size it appears on the design canvas.

After selecting your option and setting the appropriate value, click the right arrow to move to the third page, where you specify the location to export the file to and the name of the exported file.

Check the **Default Location** box to export to the program's default location, or check **Saved Location** to export to where the program normally saves logo projects to. If you wish to export to a different location, click **Browse** to find the location you wish to export to. The pathname to whichever location to export to will be displayed in the field under the checkboxes.

If you wish to use the logo project name for the exported logo, click the **Original File Name** checkbox; otherwise, enter the filename in the field below the checkbox.

Click **Export** to export the logo, or **Cancel** to abort the operation.

### Export PDF

Select this option to export your logo in Adobe's Portable Document Format (PDF). You can print the logo from this format, attach it to an e-mail for others to review, or import the logo into a desktop publishing program.

The Save as PDF file dialog will appear. Use the options on the left or in the **Save in:** dropdown list to navigate to the folder where you wish to export the logo. Enter the name for the export file in the **File name:** field, then click **Save**.

### Export EMF

Select this option to export your logo in Enhanced Metafile Format (EMF). EMF is a vector graphic format created by Microsoft as an enhanced version of its earlier Windows Metafile (WMF) format. Use this format if you are sending the logo to a professional graphic designer for further editing and he or she has requested a graphic image in this format.

The Save as EMF file dialog will appear. Use the options on the left or in the **Save in:** dropdown list to navigate to the folder where you wish to export the logo. Enter the name for the export file in the **File name:** field, then click **Save**.

### Export SVG

Select this option to export your logo in Scalable Vector Graphic (SVG) format. Use this format if you are sending the logo to a professional graphic designer for further editing and he or she has requested a graphic image in this format.

The Save as SVG file dialog will appear. Use the options on the left or in the **Save in:** dropdown list to navigate to the folder where you wish to export the logo. Enter the name for the export file in the **File name:** field, then click **Save**.

### Export XPS

Select this option to export your logo in Microsoft's XML Paper Specification (XPS) format. XPS files are electronic document format files that can be read on any Windows computer. Windows versions from Vista onward include an XPS reader, while previous supported versions can read this format with a free reader download from Microsoft. (The reader requires the .NET format first be installed on the Windows computer, however.)

The Save as XPS file dialog will appear. Use the options on the left or in the **Save in:** dropdown list to navigate to the folder where you wish to export the logo. Enter the name for the export file in the **File name:** field, then click **Save**.

**Note:** Don't confuse the exported logo file with either the logo project file or the logo thumbnail file. When you save your logo, the program saves it in two formats: 1) a file with an \*.ldsv ending (this is your logo project that you can change or modify at a later time), and 2) a file with an \*.ldsg ending (this is a thumbnail picture of your logo that is generated so you can view your logo projects in a preview browser window). These saved files are not meant to be used in anything but the program.

## 6.3 Printing Your Logo

In addition to exporting your logo in formats that can be printed later, **Logo Design Studio Pro** lets you print your logo directly to any real or virtual printer connected to your computer.

To print your logo, click on the File menu (the round Logo button at the top left of the main program window) and click the **Print** option, or click the shortcut Print button directly to the right of the round Logo button.

The Print dialog will appear. Select the printer you wish to print your logo to, your print options, and then click **Print**.

For better printing results, it is recommended you first Export your logo and then open a Microsoft Word document. You can then **Insert** your logo image onto the document page and position it exactly how you want it to appear before using the **Print** options in Microsoft Word.

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## 7 Product and Technical Support

Summitsoft Corporation stands behind its products through regular updates and online product and technical support via its website and email.

### Learn More About:

- Updating Your Product
- Logo Design Studio Expansion Packs
- Getting Support

### 7.1 Updating Your Product

Summitsoft® periodically makes online program updates available. To check to see if your version of **Logo Design Studio Pro** is current, open the program and select **Check for Product Update** from the Help options found by clicking the green circle question mark in the shortcut menu.

The program will connect to the Summitsoft website. If an update is available, follow the online instructions to update your copy of **Logo Design Studio Pro**.

### 7.2 Logo Design Studio Expansion Packs

Expansion and add-on packs for **Logo Design Studio** products feature additional logo templates, OpenType® fonts, professionally designed objects and professionally designed artwork. New expansion packs are being added regularly at [www.SummitsoftCorp.com](http://www.SummitsoftCorp.com).

Visit the Summitsoft website to learn how to expand your design options:

#### Online Resources available at:

[www.SummitsoftCorp.com](http://www.SummitsoftCorp.com)

[www.SummitsoftLogoDesign.com](http://www.SummitsoftLogoDesign.com)

### 7.3 Getting Support

Purchasing your Summitsoft program gives you free access to Summitsoft's online technical support. Many questions may be answered by checking our Frequently Asked Questions (FAQs) web page. If you cannot find your answer among the FAQs, you can email us for technical assistance with your problem.

**View Frequently Asked Questions (FAQs):**



<http://www.summitsoftcorp.com/support>

**Email Technical Support:**

[support@summitsoftcorp.com](mailto:support@summitsoftcorp.com)



**Part**



## 8 Legal Issues

Once you have designed your logo with **Logo Design Studio Pro**, your work is not done. You must also address the legal issues involved in using your logo as the visual brand for your company or organization.

With the help of the U.S. Patent and Trademark Office, Summitsoft Corporation has provided a primer on the rules for establishing a trademark and the procedure for applying for one. The help topics listed below cover these issues; you can also review the Logo Design Studio Pro license agreement.

### Learn More About:

- The Legal Side of Branding Your Logo
- United States Patent and Trademark Office Guidelines
- Software License Agreement

### 8.1 The Legal Side of Branding Your Logo

You have a great idea for a company name, a certain look, and even a catchy tagline. Before you put your ideas together into the perfect logo, however, make sure that logo is not infringing on another's legal rights.

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Below are a few items to consider. Click on the item for specific suggestions related to it.

Is your concept similar to someone else providing a comparable product or service?  
How do you find out if a name, word, symbol, slogan or design is already taken?  
How can you differentiate yourself from others?  
What's the difference between trademarks, service marks and registered trademarks?  
Is your concept similar to someone else providing a comparable product or service?  
How can you protect your rights from infringement by others?  
What guidelines do I need to follow with the U.S. Patent and Trademark Office?

#### **Q. Is your concept similar to someone else providing a comparable product or service?**

**A.** Copying the work of another business or person will make you vulnerable to legal action. If there are some strong brand names in your category, make sure your concept does not follow their lead.

Use popular Internet search engines to see if your name, slogan and other concepts are already in use. Also, search the United States Patent and Trademark Office database to determine if similar marks have been registered. Finally, request a trademark screening in every country you plan on doing business in.

Attorneys who specialize in patent and trademark law are not required, but can be a great help in covering all the bases, since the cost of taking cautious measures upfront will far outweigh the expense of defending against trademark infringement at a later time.

**Q. How do you find out if a name, word, symbol, slogan or design is already taken?**

**A.** Using popular search engines and the U.S. Patent and Trademark Office databases is an excellent way to see if you are stepping on anyone's toes. An even better option is to seek the services of legal counsel in order to perform a professional clearance search and analysis. This needs to cover variations on the mark (name, slogan, design, etc.) using both state and federal databases, as well as common law sources. You should perform these actions before making a proper final decision.

However, all these steps may be unnecessary depending on what your goals are (a logo for a children's sports team, a local church or political campaign, etc.), but it is always better to be prepared if your goals are big.

**Q. How can you differentiate yourself from others?**

**A.** Stay away from generic descriptions, surnames, and geographically descriptive words. Instead, choose something a little more fanciful or random with respect to your products or services. These kinds of "marks" will build a stronger case for trademark protection and help to be more visually recognizable in the mind of your customer base.

To stand apart from others, try to create a set of uniquely strong names or concepts that can be easily memorized or associated with your product or service. Then, test these ideas out on your friends and associates for feedback and insight into the general impression your concept makes. Be open to their ideas or criticism, as long as they provide constructive suggestions that will help in modifying or changing your existing work.

Logo Design Studio will help you put your ideas into action with creative objects, editing tools, and text-enhancing fonts. The logos you create using this program can be uniquely yours, even if others base themselves off the same templates, so long as the name (and tagline or slogan) is different.

However, according to the U.S. Copyright Office, copyright protection may be available for logo artwork that contains sufficient authorship. In some circumstances, an artistic logo may also be protected as a trademark. If you plan to use your name, product or service in interstate or international commerce, be sure to check with both the Copyright Office and the Patent and Trademark Office to protect your rights.

**Q. What's the difference between trademarks, service marks and registered trademarks?**

**A.** As defined by the United States Patent and Trademark Office:

A trademark (TM) is a name, word, symbol or device, or any combination thereof used, or intended to be used, in commerce that identifies and distinguishes goods from one another. A service mark (SM) is similar to a trademark, except that it identifies and distinguishes the source of a service rather than a product. The terms "trademark" and "mark" are commonly used to refer to both trademarks and service marks.

\*\*\*

**Q. Is your concept similar to someone else providing a comparable product or service?**

**A.** Copying the work of another business or person will make you vulnerable to legal action. If there are some strong brand names in your category, make sure your concept does not follow their lead.

A registered trademark (®) may be used once the mark is actually registered in the USPTO. The federal registration symbol should only be used on goods or services that are the subject of the federal trademark registration. Even though an application is pending, the registration symbol may not be used before the mark has actually become registered.

Trademark rights may be used to prevent others from using a confusingly similar mark, but not to prevent others from making the same goods or from selling the same goods or services under a clearly different mark. Trademarks which are used in interstate or foreign commerce may be registered with the Patent and Trademark Office; you can find information on this on the USPTO website at <http://www.uspto.gov> or through proper legal counsel.

**Q. How can you protect your rights from infringement by others?**

**A.** In the United States, as in many other countries, the rights in a trademark come from first use. This common law system grants ownership of a mark to the first party that uses it in association with goods or services, but the further step of nationally (and internationally) registering the trademark in classes relating to the goods' or services' purpose will help to secure your rights. Registration with the U.S. Patent and Trademark Office AND safely documenting all instances of early usage is vital to protecting you from others. You can register your trademark using any lawyer or online legal document service, such as the web's premier legal document service, LegalZoom.com.

**Q. What guidelines do I need to follow with the U.S. Patent and Trademark Office?**

**A.** For questions on the registration of your mark in the United States, go to the United States Patent and Trademark Office guidelines home page or see the topic United States Patent and Trademark Office Guidelines.



## 8.2 United States Patent and Trademark Office Guidelines

The following material is provided by the United States Patent and Trademark Office:

**What is the difference between a trademark and a service mark?**

A **trademark** includes any word, name, symbol, or device, or any combination used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a

brand name.

A **service mark** is any word, name, symbol, device, or any combination, used, or intended to be used, in commerce, to identify and distinguish the services of one provider from the services provided by others, and to indicate the source of the services.

## What is a copyright?

**Copyright** is a form of protection provided to the authors of “original works of authorship” including literary, dramatic, musical, artistic, and certain other intellectual works, both published and unpublished. The 1976 Copyright Act generally gives the owner of copyright the exclusive right to reproduce the copyrighted work, to prepare derivative works, to distribute copies or phonorecords of the copyrighted work, to perform the copyrighted work publicly, or to display the copyrighted work publicly.

The copyright protects the form of expression rather than the subject matter of the writing. For example, a description of a machine could be copyrighted, but this would only prevent others from copying the description; it would not prevent others from writing a description of their own or from making and using the machine. Copyrights are registered by the Copyright Office of the Library of Congress.

## What are the benefits of a federal trademark registration?

Federal trademark registration has several benefits:

- Constructive notice nationwide of the trademark owner's claim.
- Evidence of ownership of the trademark.
- Jurisdiction of federal courts may be invoked.
- Registration can be used as a basis for obtaining registration in foreign countries.
- Registration may be filed with U.S. Customs Service to prevent importation of infringing foreign goods.

## What is the difference between TM/SM and the R within the circle (®)?

Use of the TM and SM symbols may be governed by local, state, or foreign laws and the laws of a pertinent jurisdiction to identify the marks that a party claims rights to. The federal registration symbol, the R enclosed within a circle, may be used once the mark is actually registered in the USPTO. Even though an application is pending, the registration symbol may not be used before the mark has actually become registered.

The federal registration symbol should only be used on goods or services that are the subject of the federal trademark registration.

PLEASE NOTE: Several foreign countries use the letter R enclosed within a circle to indicate that a mark is registered in that country. Use of the symbol by the holder of a foreign registration may be proper.

## What constitutes interstate commerce?

For goods, "Interstate commerce" involves sending the goods across state lines with the mark displayed on the goods or the packaging for the goods. With services, "Interstate commerce" involves offering a service to those in another state or rendering a service that affects interstate commerce (e.g. restaurants, gas stations, hotels, etc.).

## Is a trademark search necessary?

It is advisable to conduct a search of the office records before filing an application. A search for pending, registered and dead trademarks may be conducted on the USPTO website using the Trademark Electronic Search System (TESS) or by visiting the Public Search Facility located on the first floor of the Madison East Building at 600 Dulany St., Alexandria, VA 22313 between 8:00 a.m. and 8:00 p.m Eastern Time Monday through Friday, except federal holidays.

Also, certain information may be searched at a Patent and Trademark Depository Library (PTDL). To find your nearest PTDL, go to [www.uspto.gov](http://www.uspto.gov). If you need assistance in searching for trademarks, you may wish to locate an attorney specializing in trademark law. Local bar associations and the Yellow Pages usually have attorney listing broken down by specialties.

## How do I conduct a trademark assignment?

A trademark is intellectual property that may be transferred or sold. The law permits the transfer or sale of a trademark by means of a legal document called an Assignment. A properly executed assignment transfers all rights from the existing owner to another person (referred to as the Assignee). When the trademark is transferred, the Assignee becomes the new owner of the trademark and has the same rights as the original owner. The U.S. Patent and Trademark Office (USPTO) records all assignment documents and any document that affects title. Documents that affect title include, but are not limited to, mergers, changes of names, security agreements, various liens, licenses, probate documents, and bankruptcy petitions.

Trademark assignments can be filed electronically. The Electronic Trademark Assignment System (ETAS) enables the user to create and submit a Trademark Assignment Recordation Coversheet by completing on-line web forms, attaching the supporting legal documentation as TIFF images for submission via the Internet and submitting the fee for recordation. Assignment or Name Changes filed electronically will be processed and recorded within hours of the submission. ETAS can be accessed through the USPTO web site at <http://etas.uspto.gov/>.

Please note that with all assignments, the assignment information provided by the user will be recorded as provided and will not be verified or modified by the USPTO. For trademark assignment information, you may visit the USPTO web site at [www.uspto.gov](http://www.uspto.gov). For additional information on filing a trademark assignment or documents affecting title, please call the Assignment Division at (703) 308-9723 between 8:30 a.m. and 5 p.m. Eastern Time on normal business days .

The USPTO Public Search Facility maintains assignment ownership records. The Public Search Facility, located on the first floor of the Madison East building at 600 Dulany St., Alexandria , VA 22313, is open to the public from 8:00 a.m. to 8 p.m., Monday through Friday, except federal holidays. Assignment information is also available at the Patent and Trademark Depository Libraries throughout the United States.



To access the Trademark Recordation Form for assignments, go to [www.uspto.gov](http://www.uspto.gov). The forms may be printed, filled out and mailed in. Please note that with all assignments, the assignment information provided by the user will be recorded as provided and will not be verified or modified by the USPTO.

### **How long does a trademark registration last?**

For a trademark registration to remain valid, an Affidavit of Use (Section 8 Affidavit) must be filed: (1) between the fifth and sixth year following registration, and (2) within the year before the end of every ten-year period after the date of registration. The registrant may file the affidavit within a grace period of six months after the end of the sixth or tenth year, with payment of an additional fee. The registrant must also file a Section 9 renewal application within the year before the expiration date of a registration, or within a grace period of six months after the expiration date, with payment of an additional fee.

Assuming that affidavit of use is timely filed, registrations granted PRIOR to November 16, 1989 have a 20-year term, and registrations granted on or after November 16, 1989 have a 10-year term. This is also true for the renewal periods; renewals granted PRIOR to November 16, 1989 have a 20-year term, and renewals granted on or after November 16, 1989 have a 10-year term.

### **How do I get a trademark?**

A trademark registration may be applied for by filing a properly executed application with the U.S. Patent and Trademark Office (USPTO). You may access the trademark forms at our website, <http://www.uspto.gov>. You may file your application using TEAS - the Trademark Electronic Application System. TEAS allows you to fill out an application form and check it for completeness over the Internet, paying by credit card, electronic funds transfer or through an existing USPTO deposit account. Or, using PrinTEAS, you can print out the completed application for mailing to the USPTO, paying by check, money order, through an existing USPTO deposit account, or by credit card, using the credit card form. The credit card form is available at <http://www.uspto.gov>. Both TEAS and PrinTEAS are available at <http://teas.uspto.gov/indexTLT.html>. You may review the Basic Facts booklet found on <http://www.uspto.gov/web/offices/tac/doc/basic/> for general information on filing a trademark application.

For additional information regarding trademarks, you may contact the USPTO Contact Center (UCC) and request to be transferred to the Trademark Assistance Center (TAC). TAC representatives are available Monday through Friday (except federal holidays) from 8:30 a.m. to 5:00 p.m. Eastern Time.

### **Do I need an attorney to file my trademark application?**

An applicant is responsible for observing and complying with all substantive and procedural issues and requirements whether or not represented by an attorney. Applicants are not required to hire an attorney for assistance with trademark filings, although it may be desirable to employ an attorney who is familiar with trademark matters. The names of attorneys who specialize in trademark law may be found in the telephone Yellow Pages, or by contacting a local bar association. The U.S. Patent and Trademark Office cannot aid in the selection of an attorney. For an affordable legal solution, you can also find help through [LegalZoom.com](http://LegalZoom.com), the premier online legal document service and Logo Design Studio partner.

## How long does it take to register a trademark?

It is difficult to predict exactly how long it will take an application to mature into a registration, because there are so many factors that can affect the process. Generally, an applicant will receive a filing receipt approximately three weeks after filing. The filing receipt will include the serial number of the application. All future correspondence with the USPTO must include this serial number.

You should receive a response from the Office within four months from filing the application. However, the total time for an application to be processed may be anywhere from almost a year to several years, depending on the basis for filing, and the legal issues which may arise in the examination of the application. Current status information on trademark applications and registrations may be obtained by accessing the Trademark Status and Document Retrieval (TSDR) database at <http://tsdr.uspto.gov/> or by calling the **status line** at **(703) 305-8747**. Applicants should check on the status of their pending applications every six months.

## 8.3 Software License Agreement

READ THE TERMS AND CONDITIONS OF THIS LICENSE AGREEMENT CAREFULLY BEFORE INSTALLING THIS SOFTWARE.

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6. Governing Law- This Agreement shall be governed by and construed in accordance with the laws of the State of Nebraska. You consent to the exclusive jurisdiction of the state and federal courts located in Omaha, Douglas County, Nebraska, United States of America for any and all disputes related to this Agreement.



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