

# Photo 101

## Making of a logo

Chris Taylor



*That looks cool!*

I should have a logo!

- watermark photos
- make business cards
  - add contact info
  - hand out when taking photos

# Design ideas



- Simpler than Scott Davenport's logo
- Overall idea
  - name in handwriting script
  - "PHOTOGRAPHY" under name



Just the idea  
- this is *not* exactly what I want

# Handwriting script



Chris Taylor

Comic Sans

...kidding

Chris Taylor

Bickley Script

- stressed, too fancy...*for me*

Chris Taylor

Freestyle Script

- too ugly...*for me*

Chris Taylor

Brush Script MT

- too ugly...*for me*

Chris Taylor

Ruthligos (free at [dafont.com](http://dafont.com))

- *not* ugly
- too stressed

P H O T O G R A P H Y

# Commercial typefaces

MyFonts.com

Chris Taylor  
Madina Script

Chris Taylor  
Chin Up Buttercup

Chris Taylor  
Eastgood

Chris Taylor  
Just Lovely

CHRIS TAYLOR  
Summer Loving

Chris Taylor  
Born Ready

# “PHOTOGRAPHY”

- Geometric typeface
  - sans-serif
  - open counters
  - even strokes (little stressing)
  - very readable scaled down

Settled on Bierstadt

PHOTOGRAPHY

Letterspaced heavily

P H O T O G R A P H Y



Final design

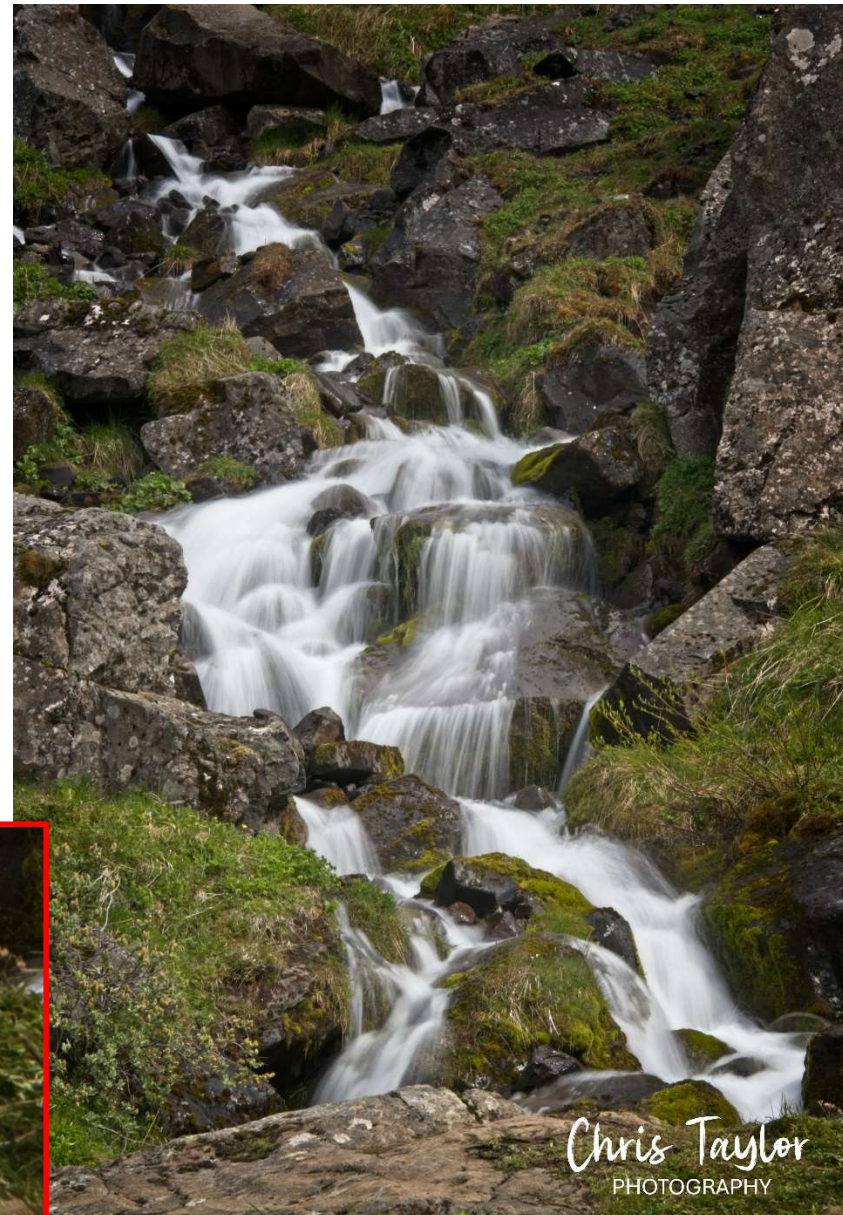
Chris Taylor  
P H O T O G R A P H Y



# Getting logo on photo

## Photo editor

- insert two text elements
- poor typographical controls
  - no letterspacing for “PHOTOGRAPHY”





# Getting logo on photo

No problem...

- design in PowerPoint (or whatever you want)
- take screen shot
- insert onto photo



...well, that's ugly



# No problem...

- Need transparent background  
(and white text in this case)
  - supported in PNG image format
  - supported in photo editor  
(inserted as a layer)
- Make background transparent for free



# Paint-3D



- *Magic select* – erase parts of image
- Save as PNG
  - erased portions left transparent



Red background  
so missed areas  
show up (white)

Less than stellar job

# Pixlr



AUTODESK®  
PIXLR®

<https://pixlr.com>

- *Magic cutout* – erase parts of image
  - more options than Paint 3D  
tolerance, softness, non-contiguous
- Save as PNG
  - erased portions left transparent



Red background  
so missed areas  
show up (white)

Much better



# Online PNG tools

- Very good when replacing single colour with transparency
  - adjust
    - *Match similar color tones*
    - *Edge smoothing radius*

Make a PNG Transparent

Quickly replace any color in a PNG file with transparency.

## png transparency creator options

### Transparency Color

“ rgba(255, 255, 255, 2) ”  
Enter color to make transparent.

“ 10 ”  
Match similar color tones.

### Refine Edges

Smooth Edges  
Make pixels on the edges of the matching pixels semi-transparent.

“ 2 ”  
Edge smoothing radius.

### Transparency Mask

Preview Transparency Mask  
Preview which pixels will get transparent.



Best  
(but not by much)

# Comparing



## Paint 3D

- good for removing backgrounds of many colours



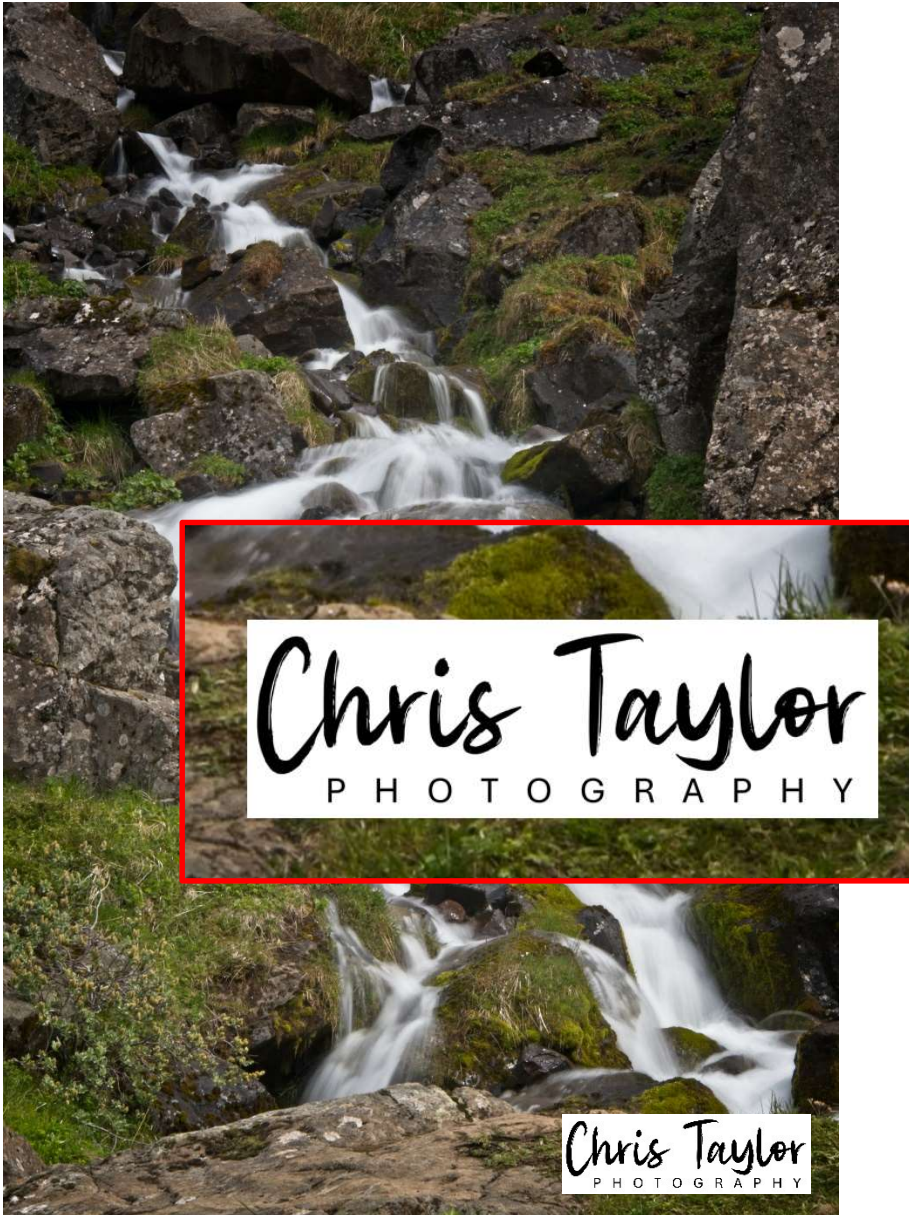
## Pixlr



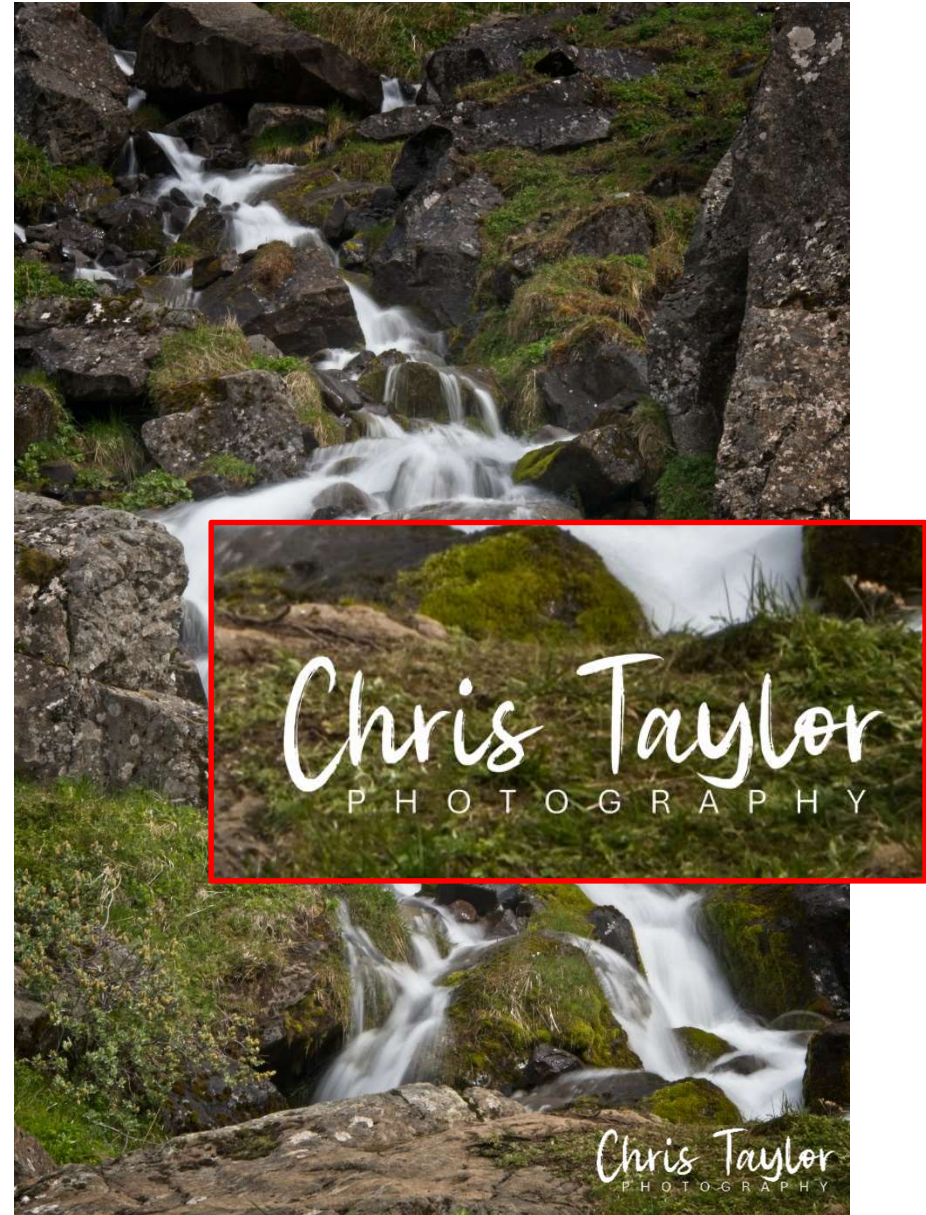
## Online PNG tools



# Huge benefit to transparent background



Without transparent background



With transparent background

# Different coloured backgrounds



Black signature logo won't show up



# Different coloured backgrounds



Black signature file won't show up

...but other colours/shades will work

# Different colours/shades



In original design  
create multiple shades  
pure black to pure white  
10% increments

Remove background  
from each

Was it worth it?

Yes

...maybe

Pleased with end result

Chris Taylor  
P H O T O G R A P H Y

...but was there a better  
means to the end?



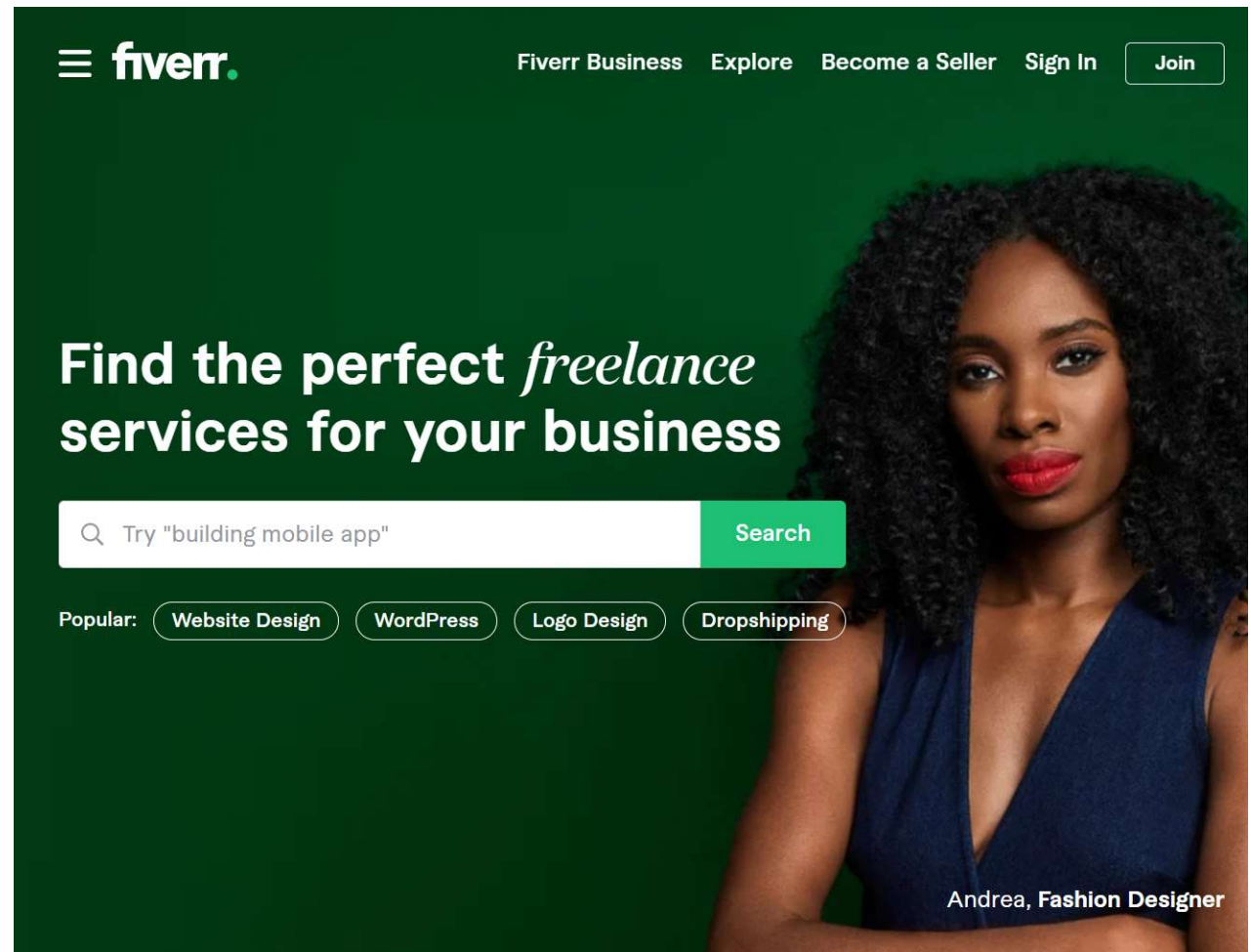
# Was it worth it?

My costs:

- \$11 (font)
- many hours but...
  - *fun*
  - *learning experience*

Farm out

- \$6.50 and up



<https://www.fiverr.com/>

# Fiverr.com



\$6.50

and up

...way up



# Fiverr.com

## Why you purchase my gig?

- Original Exclusive Handwritten Concepts
- Money back guarantee
- Express 24 Hours Delivery
- Good communication
- Professional touch with each Handwritten Signature
- 100% Satisfaction Guarantee
- Customer Satisfaction is my Top Priority

## What I need to create your Handwritten Signature:

- Signature Title
- Tagline/ Slogan (optional)
- Colors

## You will get:

- ORIGINAL Elegant Handwritten Signature concepts
- JPEG & PNG
- Source file & Vector file
- Unlimited revisions
- 100% Customer Satisfaction

## What will you get from me?

- Creative and Unique logo Concepts
- Vector quality logo scalable to any size without losing quality
- AI, PSD, EPS, SVG, JPEG, PNG, and PDF Files
- Transparent PNG
- High Resolution Printable JPEG, PNG Files
- Editable Source Files (AI/ PSD)
- Unlimited Revision Until you Satisfied

## My Service -

- Unique Photography Signature watermark and Signature Logo with Icon
- Full Transparent PNG Logo file with high Regulation Print Ready
- VIP Customer Support
- UNLIMITED Revisions
- Real Handwritten style
- 100% Satisfaction Guarantee
- All Files Includes Ai,Vector,Transparent PNG ,PDF,EPS,Psd,JPEG
- Friendly Customer Support
- We can Do any type signature logo for your Business

Basic	C\$6.59	Standard	C\$19.77
BASIC 2 versions JPG, PNG and 3D mockup		STANDARD 3 versions JPG, PNG, PSD (Source file) and 3D mockup	
🕒 1 Day Delivery	🔄 Unlimited Revisions	🕒 1 Day Delivery	🔄 Unlimited Revisions
✓ 2 Initial Concepts Included	✓ Source File	✓ 3 Initial Concepts Included	✓ Source File
✓ Logo Transparency	✓ High Resolution	✓ Logo Transparency	✓ High Resolution
✓ 3D Mockup	✓ Social Media Kit	✓ 3D Mockup	✓ Social Media Kit
✓ Vector File		✓ Vector File	



sagarnathsn

"Professional Graphics Designer"

★★★★★ 5 (90)

LEVEL TWO



Nice sample designs

Package	C\$13.18	C\$26.36
	<b>Basic</b> **BASIC PACK**	<b>Standard</b> **STANDARD PACK**
	3 logo concepts +HQ JPEG + HQ PNG + Logo Transparent + 3D Mock-up + Unlimited Revisions	4 logo concepts + Source / Vector files + JPEG + PNG + PDF + 3D Mockup + Logo Transparent + with UR
Source File	✓	<input checked="" type="checkbox"/>
Logo Transparency	✓	✓
High Resolution	✓	✓
3D Mockup	✓	✓
Stationery Designs	✓	✓
Social Media Kit	✓	✓
Vector File	✓	✓
# of Initial Concepts Included	3	4
Revisions	Unlimited	Unlimited
Delivery Time	1 day	<input checked="" type="radio"/> 2 days <input type="radio"/> 1 day (+C\$13.18)
Total	C\$13.18	C\$26.36

Good prices

What does *Level 2 Seller* mean?

### Requirements

- Actively working on Fiverr for more than 4 months
- More than 50 completed individual orders
- Earn at least \$2,000
- Maintain a 4.7 star for more than 2 months
- Highly responsive
- On-time delivery
- No warnings or disputes in 2 months

Level Two





sagarnathsn

"Professional Graphics Designer"

★★★★★ 5 (90)

Referred to a couple of his samples  
- said what I liked & didn't like  
Gave him extensive requirements

*I need 6 levels of grey to layer logo on photos*

*Want abstract, minimalist camera, drawn out from the signature stroke as in one of your samples*

*Want fairly plain signature typeface so it is very easily read, yet a bit of flair to it*

*For 'PHOTOGRAPHY' – geometric sans-serif typeface with little to no stressing (can be resized to small sizes without strokes disappearing)*

# First results





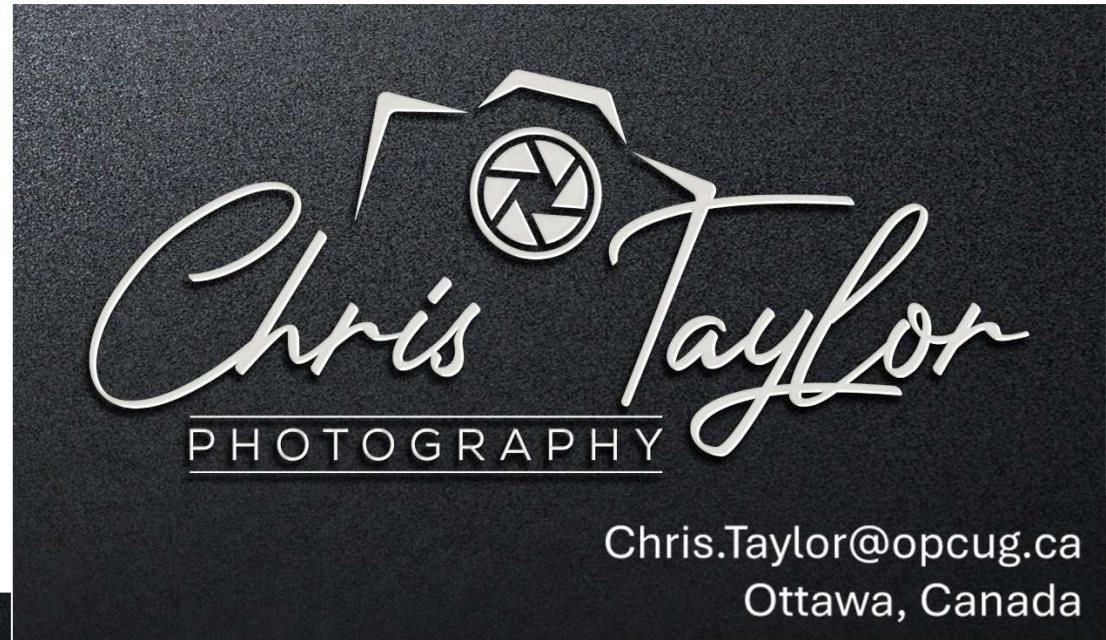
# Suggested revisions



# Final results



# Business cards



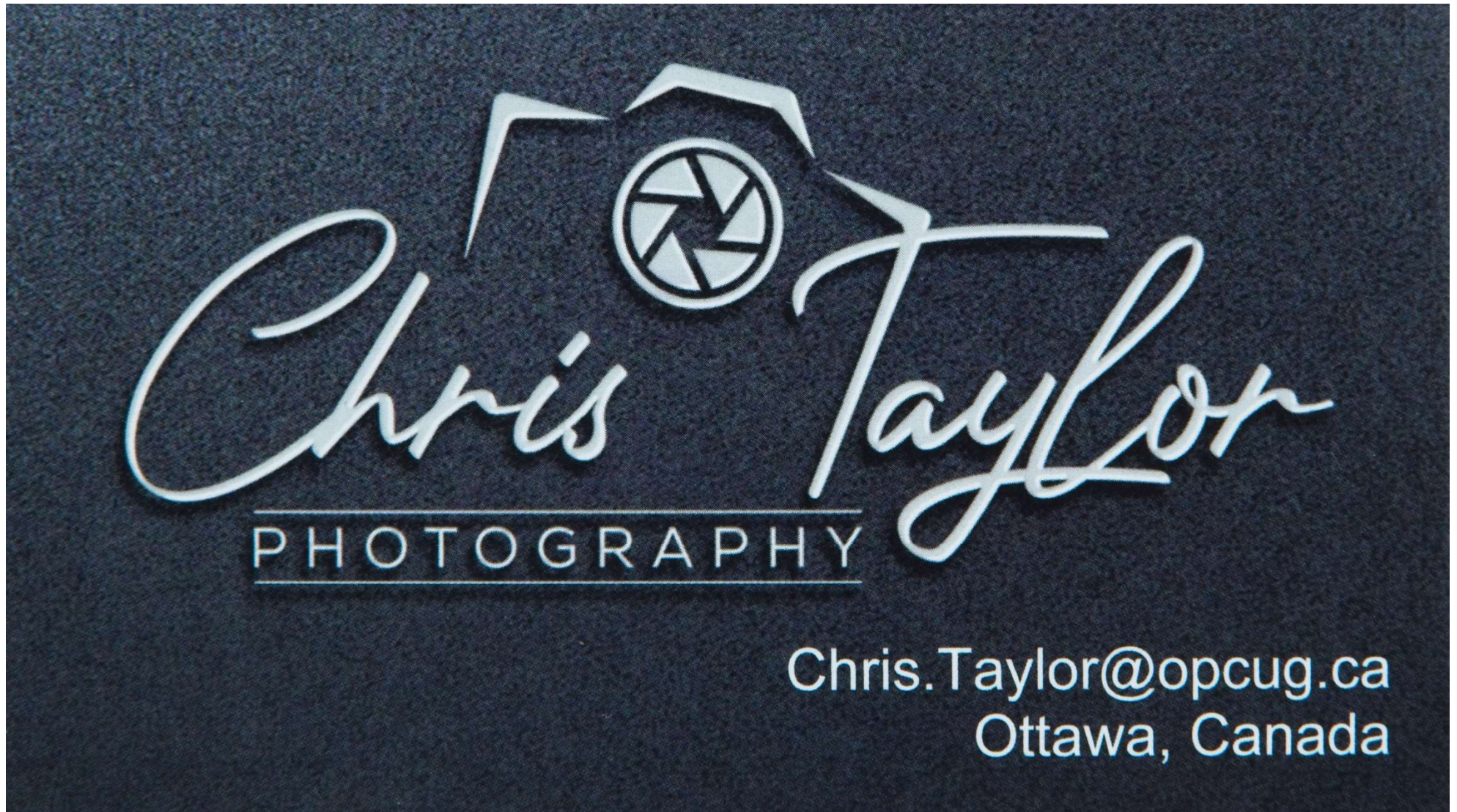
Vistaprint.ca

\$19 per 100 cards

- \$33.04 for 250 cards (taxes, shipping inc.)



# Photograph of actual business card





# Two designs



My design



Fiverr.com design