

Lettering

Choose a specific type face to set the mood.



Outline the type.

Change the scale of individual characters



or

Condense, Extend or Distort the vector points.



Exercise: Choose one of the following restaurant companies listed below and create a logo using the technique outlined above. DO NOT USE VALUE !!! These logos should be created using Black and White only. Save your files as a PDF. Fit the logo within a 6"x6" area, place the file on the server for review in class.

- The Reef (Seafood)
- Himalaya (Indian)
- Mala (Chinese)
- Dolce Vita (Italian)
- Etoile (French)
- Pizaro's (Italian)

* Words in parenthesis indicated cuisine. Cuisine is not part of logo.