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Secrets of Terrific Type

Lesson 02-06: Tracking Homework—Photoshop

Ok, here we go! It's time to create a clean and modern logo while using Tracking to our benefit.

Step One: Prepare the Workspace

Create a blank document that is 12 inches by 12 inches at 300ppi with a white background.

Press the letter D to reset the Color Chips.

Step Two: Add Type

Get the Horizontal Type tool. In the Tool Options, set the Font to Aleo Light, the Size to 72 pt, and the Alignment to Center.

On the document, click once and type the phrase “Oh Snap”. Click the checkmark to commit.

In the Menu Bar, choose Window > Character. Change the Tracking for this to 600.

O H S N A P

Step Three: Add Stroke

In the Layers panel, click on the Create a New Layer icon.

Get the Rectangular Marquee tool. In the Tool Options, click on the New Selection icon, set the Feather to 0px, and set the Style to Normal.

On the document, click and drag a rectangle to spaciously fit around the Oh Snap line.

In the Menu Bar, choose Edit > Stroke. In the Stroke dialog box, set the Width to 10px, the Location to Inside, the Blending Mode to Normal with an Opacity of 100%. Uncheck Preserve Transparency. Click OK.

Press Ctrl D (Mac: Cmd D) to deselect.

O H S N A P

Step Four: Align Layers

Get the Move tool.

In the Layers panel, click on the top layer to activate it. Then, while holding down the Shift key, click on the white background layer so that all three layers are activated.

In the Tool Options, click on the Align Horizontal Centers icon and the Align Vertical Centers icon.



Step Five: Add Type

In the Layers panel, click on the Create a New Layer icon.

Get the Horizontal Type tool. In the Tool Options, set the Font to Zipper and the Size to 28 pts. Keep everything else the same.

In the Menu Bar, choose Window > Character and set the Tracking to 0.

On the document, click once somewhere above the rectangle and type “Since 2018”. Click the checkmark to commit.

On the document, click once somewhere below the rectangle and type “photography”. Click the checkmark to commit.

SINCE 2018



PHOTOGRAPHY

Step Six: Position Type

Get the Move tool.

In the Layers panel, click on the since 2018 layer to activate it.

On the document, let's click and drag the since 2018 down until it is positioned left of center and also centered along the stroke line.

In the Layers panel, click on the Photography layer to activate it.

On the document, click and drag it up until it is centered along the stroke line and then move it right of center.



Step Seven: Add Layer Mask

In the Layers panel, click on the stroke layer to activate it.

Click on the Add Layer Mask icon. Make sure that the Layer Mask is activated by checking to see if it has the small white lines around it.

Step Eight: Mask Away Stroke

Get the Rectangular Marquee tool. Keep all of the tool settings the same.

On the document, click and drag a rectangle around the since 2018. The goal is to keep the space before the S and after the 8 close to the same.

Press Opt Backspace (Mac: Alt Delete) to fill the selection with black.

Press Ctrl D (Mac: Cmd D) to deselect.

Get the Rectangular Marquee tool and repeat the same steps for the photography text.



Step Nine: Finishing Touches

Right now, the logo looks great! It's a perfect example of a clean and simple, modern style logo.

At this point, save your work. I would recommend saving this in a layered file and also as a flat png file. If you plan to make a png out of this, make sure you hide the white background first, so that it stays transparent when you save it.

If you wanted to add something visual, the only thing more I would consider is some type of very light water mark behind the text. I searched on [pixabay.com](https://pixabay.com/en/camera-diaphragm-film-icon-lens-1298735/) and found a shutter vector image that I placed below my text and reduced the opacity to 04%. Here is a link for the exact image if you wish to use it: <https://pixabay.com/en/camera-diaphragm-film-icon-lens-1298735/>



Adding something circular helps balance out the long line of the logo. But again, it's not necessary.

So have fun with this! Feel free to take this idea and make it your own. If you want some more ideas, it's always fun to search online for modern logo designs. Look for the ones that use tracking to make their design work.