

Forum:[Hack Forums](#)

Thread: [First Logo Attempt](#)

R3gulate - *October 14, 2016, 4:07 am*

First time I have attempted to create a company logo. Only the treeline was a stock photo. Made the logo for a friend that runs a small woodworking business. Would love to get feedback!

The established date is not aligned and was thrown there at random. I am unaware of what my friend would like in the field yet.

[Smaller Photo Here](#)

Spoiler ([Click to View](#))

? THEINsPIREDONE - *October 14, 2016, 7:58 am*

What software did you use to do this?

Always use Illustrator when it comes to logos which will probably be printed, or be needed in higher quality.

The mountain stock's (although not-using-stocks is a basic rule in brand designing) resolution is really low, and pixels can be seen at most of the edges.

<http://prntscr.com/ctshuy>

The concept is pretty nice, although try brainstorming before getting into the actual digitalization of a piece.

Get a paper, throw in words that have to do with the logo you're designing and start sketching random ideas.

Good luck!

R3gulate - *October 14, 2016, 12:26 pm*

(Oct 14, 2016 07:58 AM)? THEINsPIREDONE Wrote: [\[CITE\]](#) What software did you use to do this? I used photoshop CC.

(Oct 14, 2016 07:58 AM)? THEINsPIREDONE Wrote: [\[CITE\]](#) Always use Illustrator when it comes to logos which will probably be printed, or be needed in higher quality.

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<http://prntscr.com/ctshuy>

The mountain is not stock and was created with the pen tool. I believe the quality issue is that I resized the layer created from the path (Still not sure if I should "Fill" or "Create Shape"). When I have a chance I will scale the path instead and go from there. The one item that is stock is the treeline as I stated in the OP. Didn't have time or the knowledge on how to produce something of that nature

(Oct 14, 2016 07:58 AM)? THEINsPIREDONE Wrote: [\[CITE\]](#) The concept is pretty nice, although try brainstorming before getting into the actual digitalization of a piece.

Get a paper, throw in words that have to do with the logo you're designing and start sketching random ideas.

Good luck!

Thank you! I will look into using illustrator for future projects. I fully agree to sketch before hand. I had a small selection of examples my friend liked and just went from there. Thank you for responding!

Nyxuo - October 14, 2016, 1:31 pm

Using illustrator for this would've saved you a lot of trouble in the future if you plan to take this design further than a digital copy. The concept is pretty played out but saying that your execution still was pretty good. I think some elements kind of don't really look good together like the saw bit is very dominant and the rest kind of just fit around it, especially those two lines on either side of the writing. I think the saw bit itself maybe with something else incorporated would've made for a more unique and recognizable logo. This looks like any other 'retro-hipster-ish' logo.

JTHH - October 14, 2016, 4:24 pm

I like it and I don't think it matters how you made it, just how the result looks, cause at the end of the day the clients don't care about if you used Photoshop or illustrator, they just want a cool clean logo, which yours is. Good job.

? **THEINsPIREDONE** - October 14, 2016, 6:34 pm

(Oct 14, 2016 04:24 PM)JTHH Wrote: [\[CITE\]](#) I like it and I don't think it matters how you made it, just how the result looks, cause at the end of the day the clients don't care about if you used Photoshop or illustrator, they just want a cool clean logo, which yours is. Good job.

That's not correct. If the client intends on printing the logo in higher resolutions, then he won't able to do so without a vector format logo.

R3gulate - October 15, 2016, 1:39 am

(Oct 14, 2016 01:31 PM)Axeon1g Wrote: [\[CITE\]](#) Using illustrator for this would've saved you a lot of trouble in the future if you plan to take this design further than a digital copy. The concept is pretty played out but saying that your execution still was pretty good. I think some elements kind of don't really look good together like the saw bit is very dominant and the rest kind of just fit around it, especially those two lines on either side of the writing. I think the saw bit itself maybe with something else incorporated would've made for a more unique and recognizable logo. This looks like any other 'retro-hipster-ish' logo.

The concept was a combination of a few examples my friend gave me. This was something I did for fun so I incorporated his examples with my preferences.

(Oct 14, 2016 04:24 PM)JTHH Wrote: [\[CITE\]](#) I like it and I don't think it matters how you made it, just how the result looks, cause at the end of the day the clients don't care about if you used Photoshop or illustrator, they just want a cool clean logo, which yours is. Good job.

After creating the logo I can tell why people are recommending the use of Illustrator. This was all for fun so no real concern about a client at this time. Thanks for the feedback though!

?**ane** - October 15, 2016, 1:41 am

I like it, you did a good job with this.

Backopy - *October 15, 2016, 1:43 am*

I don't like the trees - too white and it distorts the entire logo for me, IMHO. Everything looks awesome!