

Logo Design Studio Manual

macware[®] Logo Design Studio[™] User Guide

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Welcome to Logo Design Studio

Logo Design Studio gives you the power to create unlimited professional logos without paying for only a few concepts from overpriced design firms.

Use the logo canvas window to create your logos. Display multiple canvases to work on more than one logo at a time. Use a ready-made template or start with a blank canvas. Select graphic objects, and add text and shapes and your own slogans and taglines, then export your logo in any of a number of formats.

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Installing Logo Design Studio

Insert the Logo Design Studio CD-ROM in your CD-ROM drive. Once the CD-ROM icon appears on the Desktop, double-click on it to launch the Welcome Screen. Double-click the icon that says Install Logo Design Studio to launch the installer. Follow the on-screen installation instructions.

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Email: **support@macxware.com**
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GETTING STARTED

Logo Design Studio's features are organized into a set of floating windows and palettes. The most important of these is the logo canvas window, on which you display your logo. The floating palettes let you add text and graphic elements to the logo canvas, which you can manipulate by using the controls on the Inspector palette. The main menu appears at the top of the screen.

Creating a logo with Logo Design Studio is easy. Once you start a new logo project, you can create a logo using a logo template or from a blank canvas.

STARTING FROM A TEMPLATE

Initially, you may find it easier to create logos in Logo Design Studio if some of the layout work is done for you. The floating Logo Templates palette lets you choose from a selection of pre-defined layouts, or templates, organized by category.

Click the dropdown list at the top of the palette to display a scrolling list of the available template categories. Select one of the categories in the list to display the templates associated with it in the window below.

The logo templates will appear as thumbnail graphics. To enlarge the display, slide the slider below the window to enlarge the thumbnails. To choose a template, click it. You will be asked whether you wish to open the template graphic; click **Yes** to display the template in the upper left corner of the canvas. You can then resize the template image to meet your needs.

NOTE - *You do not have to use a template within a particular category to create a logo for that purpose. You can use a corporate logo template to create a logo for a sports team, or a sports logo template for a travel logo. Template category names are for convenience only.*

STARTING FROM A BLANK CANVAS

If you want to create a logo from a blank canvas, or if you have finished work on one logo project and want to start another, select **New Logo...** from the **File** menu. (If you have a logo project currently displayed, another canvas will open for your new project.)

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ADDING LOGO ELEMENTS

The Logo Objects Palette

The floating Logo Objects palette lets you add graphic objects to the logo canvas.

Choose one of the object types from the dropdown list in the upper portion of the Logo Objects palette to display the objects associated with it in the lower portion. Slide the slider at the bottom of the dialog to the right to enlarge the objects or to the left to shrink them.

Double-click on an object to place it on the logo canvas. The object will appear full-sized, surrounded by a set of black squares.

You can further manipulate the object by using the object manipulation tools in the Properties palette on the right pane of the work area. You can change the color of and add special effects to the way the object appears.



Adding Text To Your Logo

The Text option on the floating Tools palette lets you add text to your logo project.

Click the **T** button on the Tools palette and move your cursor onto the logo canvas, where it will change to a crosshair (+). Double-click your mouse button to display the Text Effects dialog. Select the font for your text from the **Font** dropdown list and the point size from the spin box beside it.



Select a color by clicking the color square to display the **Pick a color...** dialog and click the buttons to its right to make the text appear in bold, italics, or underlined.

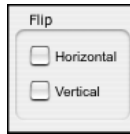


Enter your text in the center of the Text Effects window. Select one of the display options at the bottom of the dialog: **Styled**, **Gradient**, or **Image Mask**.

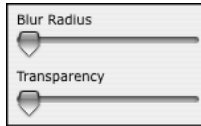
If you select **Gradient**, select the two colors for your gradient and the direction for Color 1 to blend into Color 2. If you select **Image Mask**, select the image you want to use for as the mask for your text and the effects to apply to the image.

Check the **Horizontal** checkbox to display your text flipped horizontally (reversed) in your logo or the **Vertical** checkbox to display your text flipped vertically (inverted).

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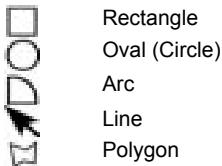
Slide the **Blur Radius** slider to the right to blur the text or to the left to sharpen it. Slide the **Transparency** slider to the right to make the text more translucent or to the left to make it more opaque.



When you are satisfied with the appearance of your text, click **Apply**. Your text will appear on the canvas, surrounded by a set of black squares that allow you to resize and move it.

Adding Shapes And Images To Your Logo

The floating Tools palette lets you add geometric shapes to your logos, as well as custom shapes and imported graphics. The Tools palette features a set of buttons, each of which corresponds to an option on the Tools menu:



Click a button and move your cursor over to the canvas, where it will change to a crosshair (+). Click the canvas at the point where you want to place your shape. Your cursor will change back to an arrow, and you will see your shape surrounded by a set of black squares. (**NOTE** - For a line, there will be only a black square at either end and a third in the center.) The black squares are sizing handles; place your cursor over one, hold down your mouse button, and drag to enlarge or reduce the shape.

For the Polygon image, every time you click your mouse button, you add a vertex (corner) to the shape; by dragging your mouse, you move the most recently added vertex across the canvas while the lines connecting it to the shape lengthen or shorten as you drag.

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You can further modify the drawing or custom image by using the options on the Properties palette.

Adding Slogans and Taglines

The Slogans & Taglines palette, available by selecting **Insert Tagline** from the **File** menu, lets you add marketing catchphrases to your logo as text that you can modify to meet your needs.

Click the dropdown list at the top of the palette. Select one of the tagline categories, which will then display a list of examples in that category.

Click one of the slogans to highlight it. To include the slogan in your logo project, double-click it and move your cursor to the canvas, where it will display your tagline as text that can later be edited and formatted the same as other text.

***NOTE** - These slogans and taglines are general examples that you can modify to suit your needs. 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.*

Importing Picture Images

Logo Design Studio allows you to import graphic images created in other programs, or images such as digital photographs, into your logo project. To import an image, choose **Import** from the **File** menu. A standard Macintosh Open dialog appears; select an image and click **Open** to display it on the canvas. Once imported, you can resize, rotate, and move the image as you wish, as well as enhance it with special effects.

Managing Multiple Logo Projects

Logo Design Studio lets you work on multiple logo projects. You can create a new project for each logo design or company simply by opening a new canvas. Simply click the title bar on the canvas you want to work on and that canvas becomes the active canvas.

MODIFYING LOGO ELEMENTS

Modifying the layers of text or graphic elements added to the canvas image is done through many of the same dialogs used to add those elements, as well as through the Properties palette.

Text and Object Manipulation Tools

To change the appearance of a text or object element, use the floating Properties

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palette. The Properties palette is divided into sections that vary according to whether the selected layer is a text or object element. Each section displays a set of controls to let you change the appearance of the selected text or object element. Some controls are common to both kinds of logo element, while some are available only for one or the other.

In addition, the Text Effects dialog and Object Effects dialog provide further means to manipulate text or object elements.

TEXT MANIPULATION TOOLS

To change the typeface or positioning of a selected text element, click the text you wish to modify to display the Text Effects dialog.

At the top left of the dialog is the **Font** dropdown list and point size spinner that let you choose the font name and size. At top center are buttons to set left justification (<), center justification (|), or right justification (>). At the top right are a set of buttons to let you display the text in boldface, italics, or underlined.

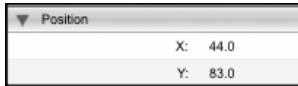
To change the actual text, type the new text in the window in the center of the dialog.

Check the **Horizontal** checkbox in the Flip section to flip the text horizontally, or reverse it. Check the **Vertical** checkbox to flip the text vertically, or invert it.

To control how much of the layer beneath (or the background) shows through the text, slide the **Transparency** slider right or left to make the text more transparent or opaque.

Additional text manipulation is available through the Properties palette. To rotate text, select **Rotation** in the **Shape** section and enter a new value to replace the number presently displayed. Text 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. Enter a positive number to rotate the text clockwise or a negative number to rotate the text counterclockwise.

You can manipulate the position of text on the canvas in the **Position** section of the Properties palette. Enter a new value for **X**: to move the text horizontally and a new value for **Y**: to move the text vertically.



For **X**, higher values move the text to the right and lower values move it to the left; while for **Y**, higher values move the text downward and lower values move it upward.

OBJECT MANIPULATION TOOLS

To change the appearance or positioning of a selected shape or graphic object, use the Properties palette. The palette is divided into sections; which sections are available depend on whether you are manipulating a shape, an object, or text.

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Positioning a Shape or Object:

You can manipulate the position of a graphic element on the canvas in the Position section of the Properties palette. Select and enter a new value for **X**: to move the element horizontally and a new value for **Y**: to move the element vertically.

For **X**, higher values move the element to the right and lower values move it to the left; while for **Y**, higher values move the element downward and lower values move it upward.)

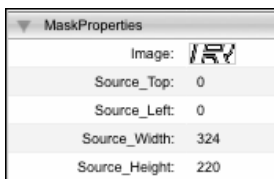
Controlling Shape Size:

If the element is a shape other than a polygon, enter new values for **Height**: and **Width**: in the **Dimensions** section of the Properties palette.



Cropping and Deforming Objects:

Use the controls in the **MaskProperties** section of the Properties palette to control how much of an object is displayed on the canvas and how it appears. The **Source Width**: and **Source Height**: fields initially render the width and height of the object in pixels. Enter a new value in the **Source Width**: field lower than the original value to stretch the object horizontally; enter a value higher than the original value to compress it. Enter a new value in the **Source Height**: field lower than the original value to crop the top portion of the object.

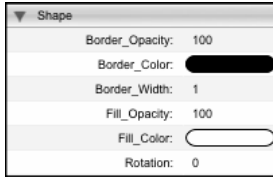


The **Source Top**: and **Source Left**: fields initially display values of 0. Increasing the Source Top: value crops an increasing amount off the top of the object as the value entered increases. Increasing the Source Left: value crops an increasing amount off the left side of the object as the value entered increases.

NOTE - If either the **Source Left**: value equals or exceeds the **Source Width**: value, or the **Source Top**: value equals or exceeds the **Source Height**: value, the object will be cropped out of the canvas display.

Coloring and Opacity:

The **Shape** section of the Properties palette allows you to control the color, opacity, and width of the border around any selected shape or object, as well as the fill color and fill opacity.



To change the border color or fill color, click the colored ovals labeled **Border Color** and **Fill Color**, respectively. Select one of the color options from the **Pick a color...** dialog and click **OK**. The oval on the Properties palette will display the color selected, as will the element on the canvas.

To change the border or fill opacity, select and enter new values in the **Border Opacity** or **Fill Opacity** fields, respectively. (The default value for each is 100, representing total opacity.) To change the width of a border around a shape or object, select the **Border Width** and enter a new value. The default width is 1; increase the value to thicken the border.

Rotating Shapes and Objects:

To rotate a selected shape or object, select **Rotation** in the **Shape** section and enter a new value to replace the number presently displayed. 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. Enter a positive number to rotate the element clockwise or a negative number to rotate the element counterclockwise.

Three of the available shapes have their own manipulation control sections in the Properties palette:

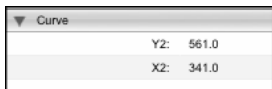
Circle: You can control how smooth a circle appears by changing the number of **Segments:** in the **Smoothness** section. The higher the number entered, the more segments will be apparent in drawing the circle; a value of 0.0 shows a continuous curve.



Arc: You can define an arc's starting position and length by changing values in degrees for the **Start Angle:** and **Arc Angle:** in the **Arc** section. The higher the Arc Angle value, the longer the arc will appear. (The **Smoothness** section is also available, allowing you to control how smooth the arc appears.)

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Line: You can control the curvature of a line by entering new values for **Y2:** and **X2:** in the **Curve** section of the Properties palette.



Text and Object Color Controls

Changing the color of a text or object element is accomplished through the **Pick a color...** dialog, which can be accessed through color blocks on the Text Effects dialog or colored ovals on the Properties palette.

Select the color selection method you want from the top of the dialog. The bottom half of the dialog will display controls appropriate for the type of color fill you selected. For each method, click **Apply** when you are satisfied with the color at the bottom of the dialog or **Cancel** to restore the layer to its original appearance.

RED, GREEN, AND BLUE COLOR CONTROLS

These controls consist of three sliders that let you individually adjust the amount of red, green, and blue in the color you create. Below this is an area in which a color palette is displayed and a bar below that to display the currently selected color.

You can control the display of the palette by choosing from **Red**, **Green**, or **Blue** from dropdown lists at the top and left of the color palette display. (You cannot select the same value from both lists.)

Slide the **Red** slider to the right to increase the amount of red in your color and to the left to decrease the amount of red. Slide the **Green** slider to increase or decrease the amount of green and the **Blue** slider to increase or decrease the amount of blue. Sliding all three sliders to the left produces black, while sliding all three to the right produces white.

A slider to the right of the color palette governs the lightness of the palette display itself. Slide the slider toward the lighter shades of the gradient to lighten the spectrum itself and toward the darker shades of the gradient to darken it.

Select a color by clicking anywhere within the color palette. The color will appear in the color bar, and the **Red**, **Green**, and **Blue** sliders will automatically adjust to the values for that particular shade.

CYAN, MAGENTA, AND YELLOW COLOR CONTROLS

These controls consist of three sliders that function the same way as the Red, Green, and Blue controls described above, except that the sliders are named **Cyan**, **Magenta**, and **Yellow** and control the amounts of those shades in the color you create. All other controls function the same, except as noted below.

***NOTE** - Sliding all three sliders to the left produces white, while sliding all three to the right produces black. This is the opposite of how the Red, Green, and Blue option works. Red, green, and blue, as the primary colors of light, are additive colors; while cyan, magenta, and yellow, as the primary colors of pigment to printers, are subtractive colors. Additive colors are added together to produce white, while subtractive colors must be taken away to leave white. When selecting colors with this palette, you should make a test print of your logo. Although you are choosing colors to be printed (subtractive colors), your computer's monitor displays colors optimized for its screen (additive colors).*

HUE, SATURATION, AND LIGHTNESS CONTROLS

These controls consist of three sliders that let you individually adjust the hue, saturation, and lightness in the color you create. Below this is an area in which a color palette is displayed and a bar below that to display the currently selected color.

You can control the display of the color palette by choosing from **Hue**, **Saturation**, or **Value** from dropdown lists at the top and left of the palette display. (You cannot select the same value from both lists.)

Slide the **Hue** slider to change the color of the selected element. Colors are arranged in a spectrum going from red through orange, yellow, green, blue, indigo, and violet before turning magenta and becoming red again. Sliding the slider to the right will change the colors going up the spectrum (red to orange to yellow, etc.); sliding the slider to the left will change the colors going down the spectrum (red to purple to blue, etc.). When the slider is moved all the way to the left or right, the element will revert to its original color.

Slide the **Saturation** slider to the left to make the color appear more "washed out"; sliding the slider all the way to the left will make a colored object appear gray. Slide the slider to the right to make the color appear more vibrant.

Slide the **Lightness** slider to the left to make the color appear darker; sliding the slider all the way to the left will make the element appear black. Slide the slider to the right to make the color appear lighter; sliding the slider all the way to the right will make the object appear white.

A slider to the right of the color palette controls the brightness of the palette display itself. Slide the slider toward the lighter shades of the gradient to lighten the spectrum itself and toward the darker shades of the gradient to darken it.

Select a color by clicking anywhere within the color palette. The color will appear in the color bar, and the Hue, Saturation, and Lightness sliders will automatically adjust to the values for that particular shade.

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COLOR SPECTRUM CONTROLS

For this option, a color spectrum appears in the left center of the dialog, with red on the left and progressing through the other colors (orange, yellow, green, blue, indigo, and violet) before returning to red again on the far right.

Move your cursor over the spectrum. Click your mouse to display the color at the cursor in the color bar at the bottom of the dialog. To the right, the Red, Green, and Blue color values for web colors; the Cyan, Magenta, and Yellow values for printed colors; and the Hue, Saturation, and Lightness values are displayed.

COLOR CHARTS

You can select one of two charts: **Color Chart - Basic** or **Color Chart - Metallic**. Both pages feature a color grid, with the Metallic grid featuring more color choices than the Basic grid. When you drag your cursor over a color and click, the color bar at the bottom of the dialog will display the color you selected.

BRIGHTNESS AND CONTRAST COLOR CONTROLS

These controls consist of two sliders labeled **Brightness** and **Contrast**, with a colored area below the sliders and a color bar at the bottom of the dialog that display the currently selected color.

Slide the **Brightness** slider to the right to make the image appear brighter or left to make it appear darker. Slide the **Contrast** slider to the right to make the image stand out more and left to make the image less distinct.

Click anywhere within the colored area to display the Macintosh Colors dialog, which offers several color-picking options. When the color in the color bar at the top of the dialog is what you want, click **OK**, and the colored area and color bar in the **Pick a color...** dialog will display that color.

NOTE - You can often get the sharpest images by sliding the *Brightness* slider all the way to the left and the *Contrast* slider all the way to the right.

Text and Object Effect Controls

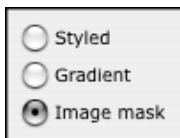
You can apply a number of special effects the text or object elements in your logo. You can apply special effects to text through the **Text Effects** dialog, and you can apply special effects to objects through the **Object effects** dialog. You can also apply other effects to both text and objects through the Properties palette.

TEXT EFFECT CONTROLS

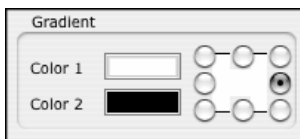
Click the text on your logo you want to modify to display the **Text Effects** dialog; your text appears in the center window.

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You can choose whether you want to have your text **Styled** (the default option), display colors in a **Gradient**, or use an **Image mask** to display your text by clicking the corresponding option in the lower left of the dialog.



If you choose the **Gradient** option, click the **Color 1** and **Color 2** boxes in the **Gradient** section to select the colors you want to transition between from the **Pick a color...** dialog. You can choose the direction in which **Color 1** transitions into **Color 2** by clicking the appropriate radio button in the ring of buttons to the right of the color boxes.



NOTE - To make the text a single color, click the color box in the upper right corner of the dialog instead.

If you choose the **Image mask** option, click the Image window in the bottom center of the dialog to select an image from the Open dialog. After you select the image you want, click **Open** to open the **Object effects** dialog and manipulate the image. When you are satisfied with the image, click **Apply**; a thumbnail of the image will display in the Image window.

Use the **Blur Radius** slider to control how sharp or blurred the text appears. Slide the slider to the right to blur the text; slide it to the left to sharpen it.

OBJECT EFFECT CONTROLS

You apply special effects to a graphic object in your logo project through the **Object effects** dialog. To display the dialog, click an object in your logo project once to select it (it will be surrounded by black squares), then a second time to display the Object effects dialog.

The object is displayed, enlarged, in the window on the left of the dialog. The right half displays a dropdown list of effects, below which is a checkbox labeled with the corresponding effect and one or more controls, depending on the effect chosen.



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Choose the effect you wish to apply to the object from the dropdown list and check the checkbox below it to enable the effect (e.g., **Grayscale**, **Invert**, or **Transparent**) or its governing controls. Controls can be in the form of option buttons, checkboxes (**Flip**, **Flip Colors**), color boxes (**Replace Color**, **Tint**), dropdown lists and spin boxes (**Posterize**), sliders, or a combination of controls.

- If your effect uses option buttons, click the button in front of the option for the kind of effect you wish to apply. (You may need to make additional selections, based on the option you choose.)
- If your effect uses checkboxes, check the boxes for those components of the effect you wish to apply.
- If your effect uses color boxes, click the boxes for the color(s) you wish to change and select your new color from the **Pick a color...** dialog.
- If your effect uses a dropdown list or spin box, select the value you wish from the list.
- If your effect uses one or more sliders, slide the slider to the right to increase the effect or to the left to decrease the effect.

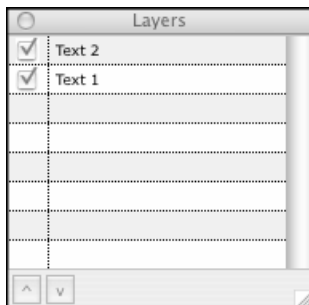
You may apply more than one effect at a time. To apply another effect, select it from the dropdown list and check the checkbox labeled with the new effect's name. If you wish to remove an effect, select the effect you wish to remove from the dropdown list and uncheck the checkbox.

You can see the effects of your changes by clicking **Preview** to see the effect(s) on the object in the dialog window. If you are satisfied with the results, click **Apply** to apply the effects to the object in your logo project, or click **Cancel** to leave the object alone.

Manipulating Layers

Logo Design Studio places each element on the canvas into its own layer. You can drag layers around the canvas, move them with the arrow keys, or place them above or beneath other layers. When one layer is dragged over another layer's position, by default it is placed on top that layer.

You can group or ungroup layers as you wish. You can hide, display, or change the stacking of layers by using the Layers palette. You can change the size and position of layers by using the sizing handles around layers.



All of the layers on the canvas are listed in the Layers palette. You can select one of the other layers by double-clicking its name in the table; the new layer's name will then appear highlighted, and the corresponding element on the canvas will be surrounded by a group of black squares.

HIDING AND DISPLAYING LAYERS

If you're not sure how many of the elements you've assembled into your logo should be there, Logo Design Studio lets you hide layers from the display to see what the logo looks like without them. Then, if you decide you do want those layers as part of the logo after all, you can unhide them so that they display again.

To hide a selected layer, either select **Hide** from the **Edit** menu or uncheck the box for that layer on the Layers palette. The layer will disappear from the canvas display, but will still be part of the logo project. To hide multiple layers at once, uncheck the box on the Layers palette in front of each layer to be hidden. The corresponding layers will disappear from the canvas display while remaining part of the logo project.

To display a hidden layer, either select **Unhide** from the **Edit** menu or check the box for that layer on the Layers palette. The hidden layer will once again display on the canvas. To display multiple hidden layers at once, check the box on the Layers dialog in front of each layer to be displayed. The corresponding layers will reappear on the canvas display.

NOTE - *This only hides the display of the layers; it does not delete any of them from your project.*


REARRANGING LAYERS

To change the position of the selected layer with respect to the other layers, click the Up or Down arrows at the bottom of the Layers palette to move the selected layer up or down in the list. If the layers are positioned over one another on the canvas, the Up arrow will place the layer on top of the layers listed beneath it, and the Down arrow will place the layer below those listed above it.

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GROUPING AND UNGROUPING LAYERS

Logo Design Studio lets you group layers into a unit to move or resize together and then ungroup them to manipulate individually again.

You select layers to be grouped by clicking the  (caret) button on the Tools palette. A green rectangle appears on the canvas when you drag your cursor over it. Each layer that you enclose in the selection area displays a set of black squares (sizing handles) around it.

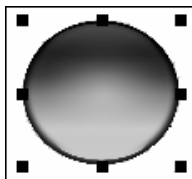
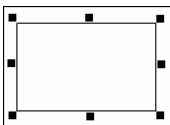
To group the selected layers into a unit, select **Group** from the **Edit** menu. The sizing handles around the individual layers will be replaced with a single set of sizing handles that encompasses all the layers in the group, and the Layers palette will list the group name in place of the individual layer names. The group can now be resized, rotated, and moved as a unit.

NOTE - You can also bundle smaller groups into larger groups or add individual layers to existing groups to make new groups. Simply select the groups and select **Group** from the **Edit** menu.

To unbundle a group into its components, select **Ungroup** from the **Edit** menu. The single set of sizing handles will be replaced with individual sizing handles around the component layers, and the Layers dialog will again list the individual component names. To take away the sizing handles around individual layers, click the canvas anywhere other than where a layer appears.

RESIZING AND ROTATING LAYERS

You *resize* a layer by using its sizing handles. To display the sizing handles for a layer, click that layer to select it. The text or object will be surrounded by a group of black squares. (You will also see these dots when you initially add most types of text or objects to the canvas.)



To stretch a layer, hold down your mouse button and drag the cursor away from the layer's center; to condense a layer, drag the cursor toward the object's center. To enlarge or shrink a layer proportionately, hold down your Shift key while dragging.

NOTE - You can enlarge or shrink an object proportionately after stretching or condensing it, or stretch or condense an object after enlarging or shrinking it proportionately.

Some sizing handles work differently, however: A polygon is surrounded by as many sizing handles as it has vertices. Drag one sizing handle toward or away from the center of the polygon to lengthen or shorten the line segments connected to that vertex. A line is surrounded by only two sizing handles. Drag one end square toward or away from the center square to

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shorten or lengthen the line. Drag one end square perpendicular to the other end square to change the angle at which the line displays.

When you move your cursor over the layer itself, by holding down your mouse button, you can drag the layer anywhere on the canvas when you move your mouse in a corresponding direction.

To *rotate* a selected layer, click the **Rotation** option on the **Shape** section of the Properties palette. The numeric field will appear highlighted; enter a new value to replace the value currently displayed. Enter a positive value, or increase the current value, to rotate the layer clockwise; enter a negative value, or decrease the current value, to rotate the layer counterclockwise.

ARROW KEY CONTROLS

Logo Design Studio enables your keyboard arrow keys to manipulate text, shapes, and objects on the canvas. You can move text and object layers using your arrow keys alone or in conjunction with the Shift keys. Below is a list of movement functions using the arrow keys:

Arrow Key Or Combination	Function
Left-arrow	Moves selected layer leftward on the canvas about 50 pixels.
Shift+Left-arrow	Moves selected layer leftward on the canvas about 400-450 pixels (8-10 times further).
Right-arrow	Moves selected layer rightward on the canvas about 50 pixels.
Shift+Right-arrow	Moves selected layer rightward on the canvas about 400-450 pixels (8-10 times further).
Up-arrow	Moves selected layer upward on the canvas about 50 pixels.
Shift+Up-arrow	Moves selected layer upward on the canvas about 400-450 pixels (8-10 times further).
Down-arrow	Moves selected layer downward on the canvas about 50 pixels.
Shift+Down arrow	Moves selected layer downward on the canvas about 400-450 pixels (8-10 times further).

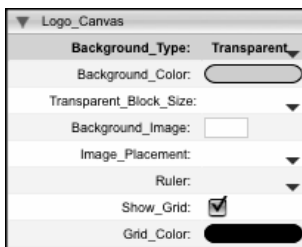
Additional Work Area Controls

Logo Design Studio offers additional features to make it easier to work on your logo projects. The canvas features rulers that let you scale your logos in one of three measurement systems and a grid that can be turned on and off to help place your layers. You can also change the canvas itself after starting your project if you need to or zoom in and out as necessary to examine your logo in detail.

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THE CANVAS RULERS

The Logo Design Studio canvas displays rulers at the top and left that allow you to scale the elements of your project. As you move your cursor over the canvas, you can read its horizontal and vertical position from the lines that move along the rulers correspondingly. You can set the rulers to display in one of three units: inches, centimeters, or millimeters.



To change the unit of display, select **Rulers** in the **Logo Canvas** section of the Properties palette and select **Inches**, **Centimeters**, or **Millimeters**. The scales on the rulers will change as the unit of measurement changes.

THE CANVAS GRID

The canvas grid provides a guide to place layers for your logo so that they line up properly with respect to each other. To turn on the grid, check the **Show Grid** checkbox in the **Logo Canvas** section of the Properties palette. Uncheck the box to turn off the grid.

To change the color of the grid, click the **Grid Color** oval and select one of the options from the **Pick a color...** dialog. Your new color will display in the oval after being selected, and the canvas grid will display in the same color.

RESIZING THE CANVAS

You can resize the logo canvas in one of two ways:

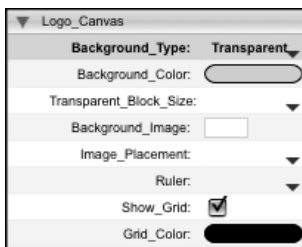
Click the green Maximize button in the upper left of the canvas window to enlarge the window to large the canvas to its maximum size. Click the button again to return the canvas to its previous smaller size.

To resize the canvas more precisely, place your cursor over the sizing handle (three diagonal slashes) at the bottom right of the canvas window. Drag the handle away from the canvas center to enlarge the canvas or toward the center to shrink the canvas. (Drag horizontally to stretch or condense the canvas horizontally; drag vertically to stretch or condense it vertically; and drag diagonally to change both dimensions at once.)

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CHANGING THE CANVAS BACKGROUND

Choose the type of background from the **Background Type** dropdown list in the **Logo Canvas** section of the Properties palette. Choose **Transparent** to display a checkerboard pattern on the canvas; this background will not be part of the logo, but areas on the logo where this pattern shows through shows where the logo itself will be transparent. Choose **Fill** to display a solid color backdrop for the canvas, and choose **Image** to display a graphic image of your choice as the backdrop.

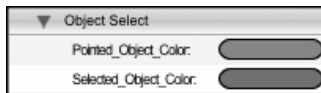


If you select either **Transparent** or **Fill**, click the **Background Color** oval to change the background color or contrasting block color in the checkerboard pattern using the **Pick a color...** dialog. If you select **Transparent**, choose the size of the blocks in the checkerboard backdrop from the **Transparent Block Size** dropdown list: **Small**, **Medium**, **Large**, or **Huge**.

If you select **Image**, choose the image by clicking the **Background Image** rectangle, which will display a thumbnail of the image you select. Select the method of placement from the **Image Placement** dropdown list: select **Stretch** to stretch the image, **Proportional** to display its proportional height and width on the canvas, **Tile** to display multiple images on the canvas, **Crop** to display only a selected portion of the image, or **Center** to center it on the canvas.

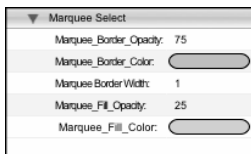
CHANGING THE APPEARANCE OF SELECTED OBJECTS

In the **Object Select** section of the Properties palette, click the **Pointed Object Color** oval to change the color in which objects pointed to are displayed in or the **Selected Object Color** oval to change the color in which selected objects are displayed on the canvas. Choose your color from the **Pick a color...** dialog and click **Apply** to apply the new color.



CHANGING THE MARQUEE APPEARANCE

In the Marquee Select section of the Properties palette, click the **Marquee Border Opacity** and **Marquee Border Width** fields and enter new values in those fields to control how opaque and how wide the marquee border appears. Click the **Marquee Border Color** oval to change the marquee border's color using the **Pick a color...** dialog.



Click the **Marquee Fill Opacity** field and enter a new value to change how opaque the marquee itself is.

ZOOMING IN AND OUT

Select **Zoom In** on the View menu to bring the canvas closer. Select **Zoom Out** to make the canvas appear further away.

SAVING YOUR LOGO

To save your logo at any time, choose **Save** or **Save As** from the **File** menu. (Use **Save As** the first time you save your logo and **Save** thereafter.)

The Save dialog will be displayed. Enter the name to save your logo project under in the **Save As** field. Click the arrow to the right of the field to display a list of folders and select the folder you want to save the file to from within the list, or navigate to the folder using the **Where** dropdown list.

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

EXPORTING YOUR LOGO

The Logo Export Process

Logos created in **Logo Design Studio** can be exported in a variety of formats. To export your logo, select **Export Logo** from the **File** menu to display the Export dialog.

Select the resolution (in dots per inch) from the Resolution dropdown list. (A value of "72" is recommended for most logos intended for Web display, while a value of "300" is recommended for most printed logos.) Click **Export** to display the Export Image As dialog.

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Enter the name for your exported logo in the **Save As** field. Click the arrow to the right of the field to display a list of folders and select the folder you want to save the file to from within the list, or navigate to the folder using the **Where** dropdown list.

Select the graphic format for your exported logo in the Format dropdown list. For most formats, the **Options** button to the right of the list will be active; click it to select options specific to the graphic format for your exported logo.

Click **Save** to export the file in the format you chose or **Cancel** to abort the export.

NOTE - *Your original logo project file will remain unchanged after the export. You can export additional logos in different graphic formats from it, and you can also save your logo project file under a different name to create a new logo project.*

Logo Export Formats

Logo Design Studio lets you export your logo in any of the formats listed below. For specific information about the format and option controls associated with that format, see the program's help file.

- Windows Bitmap Format
- JPEG Image Format
- JPEG 2000 Image Format
- MacPaint Format
- Photoshop Format
- PICT File Format
- PNG Image Format
- QuickTime Image Format
- SGI Image Format
- TGA Image Format
- TIFF Image Format

NEED SOME MORE HELP?

The Logo Design Studio help file provides a ready source of information about the product. You can access the help file by selecting **LDSMac Help...** from the **Help** menu.

Further help can be found on the macware website at:

<http://macxware.com/>

You can view frequently asked questions (FAQs) or visit the macware forums from the support section of the macware website. For questions that aren't answered on the website, please contact:

support@macXware.com