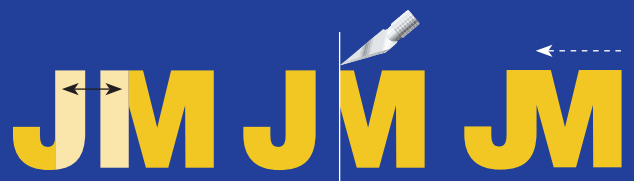


JM JM JM



Design a Logo of letters!



Continued ▶

How to design a logo of letters

Are you known by your initials? Turn those letters into a terrific signature!



Jack in the Box
www.jackinthebox.com

Companies of every kind sign their names with linked letters called *ligatures*. Ligature means *to tie*. Ligatures make excellent business signatures. They're handsome, simple and compact. And they're fun, too—we all have initials! Some letters link in one typeface but not another. Others link in lowercase but not in upper. What follows are a variety of ways to get your letter pairs beautifully *together*.



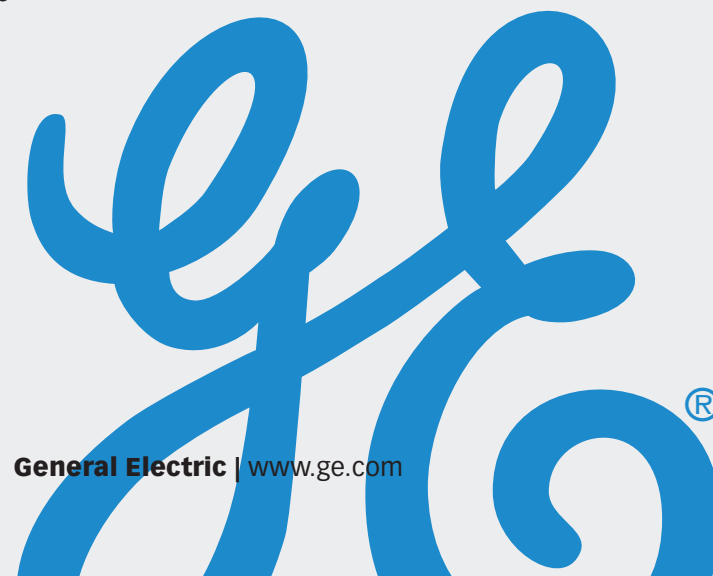
Cotton Incorporated
www.cottoninc.com



American Dental Association
www.ada.org



Cable News Network
www.cnn.com



General Electric | www.ge.com



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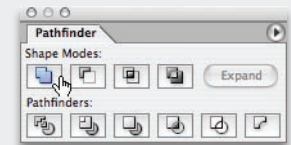
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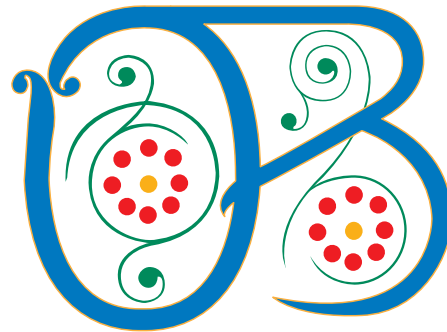
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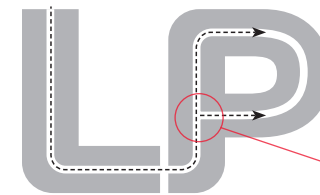


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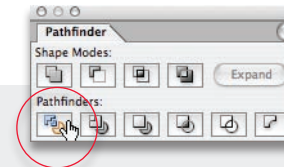
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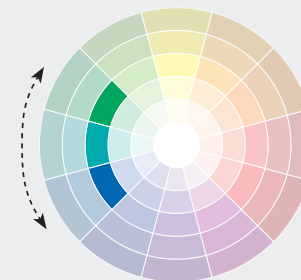
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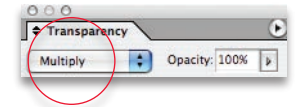


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Finally, some stubborn letters just won't link physically. So try linking the background! Put the letters in a box, and color the negatives spaces; you can get all kinds of energetic results!



No software stunts here. Just draw and color funny shapes behind the letters, then paste everything into a box.

How to design cool stuff.

Simplify.

Cut the chatter and connect with your audience. A simple message is easy to see, easy to love, easy to act on. It's easy to design, too, thanks to Before & After's crystal-clear instructions.

Beautify.

Beautiful things get more looks. More touches. More responses. Whether it's a Web page, a sales pitch or a new logo, Before & After will help get your image together with elegance and style.

Clarify.

Get out of the mud and your message will sparkle. With Before & After, you'll design like a communicator, not a decorator, which means your readers will get it the way you mean it, first time. You'll see.

Mix and match.

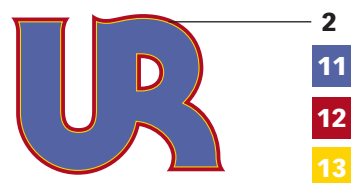
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- 3 [ITC Goudy Sans Book](#)
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- 5 [Helvetica Neue Std Roman](#)
- 6 [Russell Square Roman](#)
- 7 [Spring](#)
- 8 [Avenir 55 Roman](#)
- 9 [Bodoni Roman](#)

Colors

- 10 C100 M60 Y0 K50
- 11 C70 M60 Y0 K10
- 12 C0 M100 Y85 K30
- 13 C0 M15 Y100 K0
- 14 C0 M70 Y0 K30
- 15 C26 M7 Y24 K3
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Article resources



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- 1 [Clarendon Roman](#)
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- 10 C43 M68 Y51 K70
- 11 C40 M35 Y65 K25
- 12 C89 M25 Y87 K23
- 13 C0 M91 Y91 K0
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- 17 C100 M0 Y30 K5



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- 4 C0 M100 Y100 K40
- 5 C40 M35 Y65 K25
- 6 C60 M30 Y10 K15
- 7 C19 M37 Y59 K0
- 8 C4 M6 Y4 K0
- 9 C20 M0 Y100 K19
- 10 C0 M53 Y100 K0
- 11 C40 M45 Y0 K0



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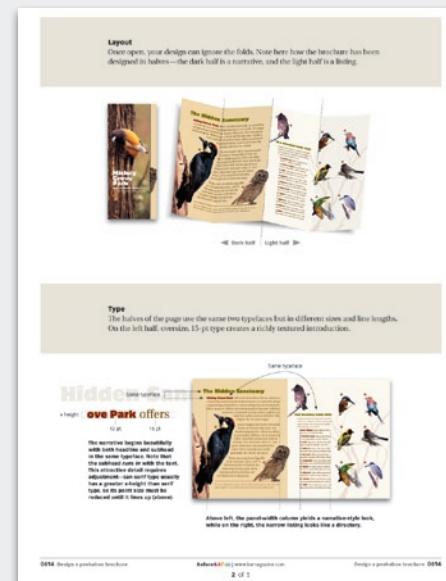


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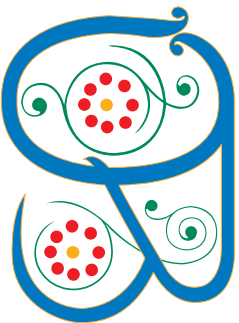
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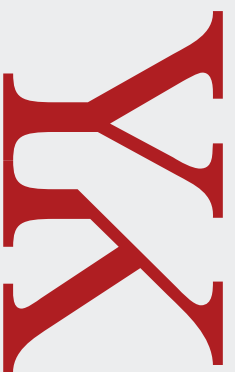
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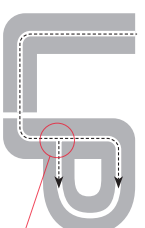
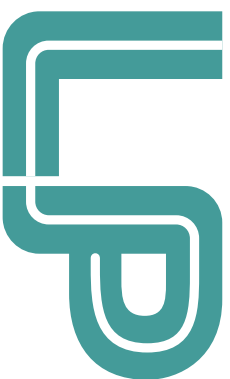
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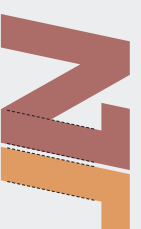
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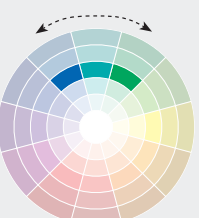


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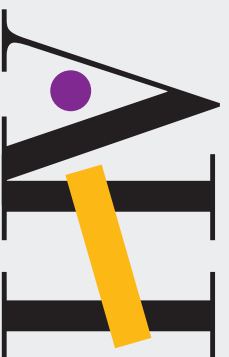
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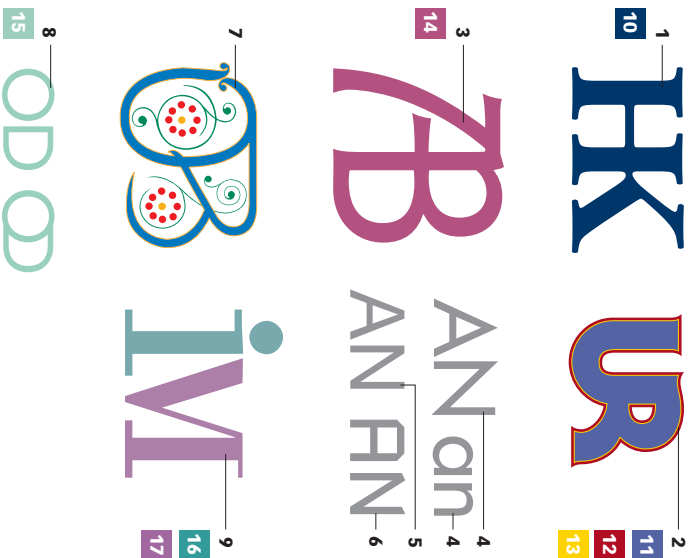
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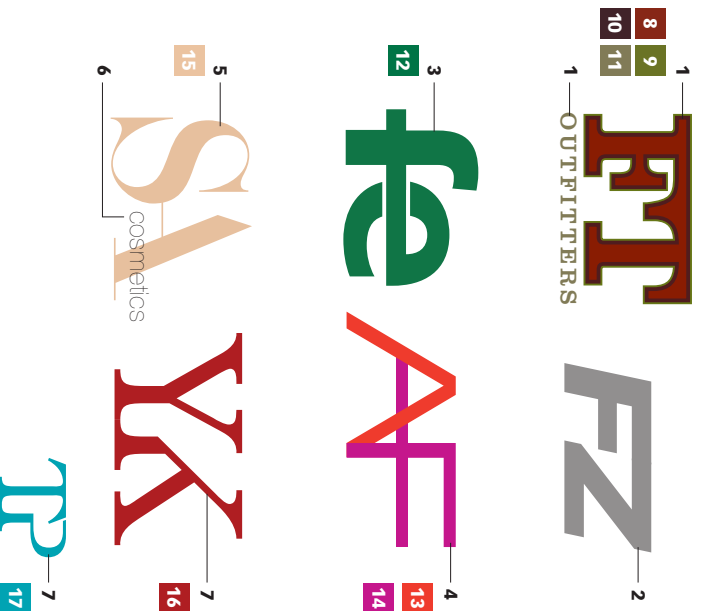
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- 2 ITC Serif Gothic Heavy
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- 6 Russell Square Roman
- 7 Spring
- 8 Avenir 55 Roman
- 9 Bodoni Roman

Colors

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- 11 C70 M/60 Y0 K/10
- 12 C0 M/100 Y85 K/30
- 13 C0 M/15 Y/100 K/0
- 14 C0 M/70 Y/0 K/30
- 15 C26 M/7 Y24 K/3
- 16 C73 M/15 Y38 K/6
- 17 C37 M/66 Y6 K/3

Article resources



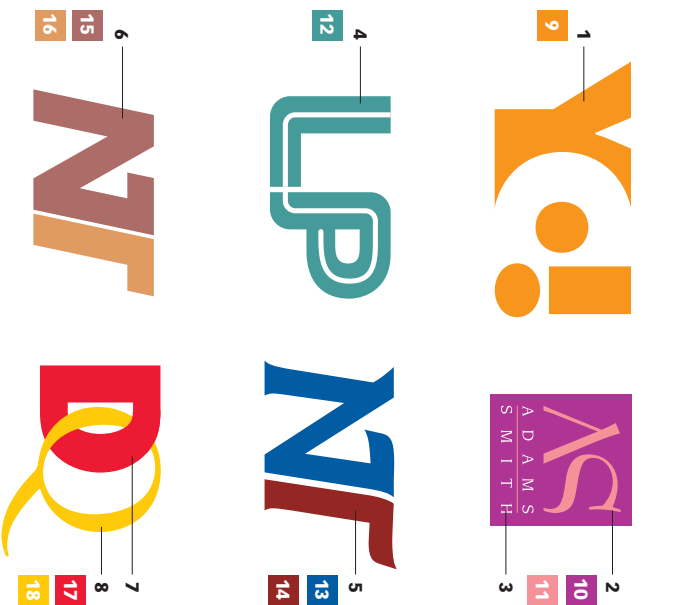
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- 7 Century Old style Std Regular

Colors

- 8 C26 M/91 Y100 K/35
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- 10 C43 M/68 Y51 K/70
- 11 C40 M/35 Y65 K/25
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- 13 C0 M/91 Y/91 K/0
- 14 C20 M/100 Y0 K/0
- 15 C7 M/24 Y/37 K/0
- 16 C20 M/100 Y/100 K/15
- 17 C100 M/0 Y/30 K/5

Article resources



Typefaces

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- 2 Bernhard Modern Roman
- 3 ITC Leawood Book
- 4 Helvetica Neue Std Black (Modified)
- 5 ITC Goudy Sans Bold Italic
- 6 Futura Bold Oblique
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- 6 C100 M0 Y90 K30
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- Colors**
- 4 C0 M100 Y100 K40
 - 5 C40 M35 Y65 K25
 - 6 C60 M30 Y10 K15
 - 7 C19 M37 Y59 K0
 - 8 C4 M6 Y4 K0
 - 9 C20 M0 Y100 K19
 - 10 C0 M53 Y100 K0
 - 11 C40 M45 Y0 K0



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