Using Logos and Watermarks

Creating Elegant Signature Logos

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Custom Signatures for Your Photography

- Photologo – handcrafted signature logo to suit your unique personality

- Alternatives – Sign.com, Logura, Artlogo, Design.com



Usage

- Watermark images for Web
- Personalize your prints
- Enhance your personal brand
- Adds a professional touch to photos and artwork
- Not for protecting your images

Get Started

- Visit photologo.co
- Sign up or log in
- Browse and select a style
- Customize with name, tagline
- Place your order - $39.99 includes 3 revisions
- Your will receive 4 PNG (transparent) files
  - high res (8000x5000) in black/white
  - Low res (1280x800) in black/white

Applying your logo

- Photoshop
  - Open image and add logo: File-> Place Embedded
  - Hold Shift and drag corners to resize
  - Click drag to relocate and hit Enter to finalize

- Lightroom
  - Edit -> Edit Watermarks
  - Select file, adjust size and placement and name watermark
  - Export: Select watermark

- Office (Word, Powerpoint)
  - Insert image from file for brochures, business cards, etc.

Best Practices

- Keep consistent
- Use appropriate sizes
- Ensure readability
- Viewers eye should go to image not the logo

Customizing your logo in Photoshop

- Change the logo color
  - Add a solid color layer above logo layer and create a clipping mask

- Add Effects to logo layer in Layers Panel (fx)
  - Add stroke, drop shadow, bevel and emboss, etc.