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Photoshop Tip: Create Metallic Logotype

Use this Photoshop how-to to create logos with a heavy-metal edge.

By [Bert Monroy](#), digital artist

On tonight's show, I'll demonstrate how to create metallic logotype using Adobe Photoshop.

Getting started

1. To begin, create a Photoshop file large enough to contain the full logo you are about to build.
2. Add a linear gradient from top to bottom with the Gradient tool using any colors you wish.
3. With the Horizontal Type tool, enter the name you want to use for your logo.
4. In the Tool Options bar, click on the Create Warped Text button (Curved "T" over an arc). Here you can choose whichever effect and amounts you want.
5. Click OK.
6. Create a path from the type by going to Layer > Type > Create Work Path. The original text layer can now be discarded or hidden.
7. Using the Direct Selection tool, the path can be modified to any shape you wish.

Once you have the path completed, create a new layer and fill the path with a color. This can be done in many ways. I prefer to simply click on the Fill Path button at the bottom of the path's palette. Which color you use is irrelevant because you will be overriding it later.

Tweak text

1. Double-click on the layer with your logo to bring up the Layer Style dialog box.
2. In Layer Styles, choose Drop Shadow. Adjust it however you wish.
3. Choose Bevel and Emboss.

4. Choose Chisel Hard for the technique and pump up the depth.
5. Choose Gradient Overlay.
6. Click on the gradient to bring up the gradient editor.
7. Choose the gradient type that looks like the reflections used in metallic type.

When you choose a particular gradient, it appears in the Editor box. You can now adjust the gradient any way you want. Clicking on one of the paint wells below the gradient allows you to move its position or change its color in the settings area. Clicking below the gradient where there is no well will automatically insert a new well. The wells along the top of the gradient control opacity.

Once you have the gradient, you want to click OK to exit the editor. Back in the Layer Style, adjust the angle so the gradient intersects the logo at the right angle to simulate the reflections in the metal.

Finally, choose Stroke to add an edge to the logo. Click OK to exit Layer Styles.

Add sparkle

1. Create a new layer. Choose white for your foreground color.
2. Select the Paintbrush tool and a soft-edged brush tip, large enough to create a sparkle.
3. Choose Brushes from the Windows menu.
4. Turn off any buttons currently selected.
5. Click on the name Other Dynamics. This chooses the effect and brings you into the controls for that option.
6. Set the control for opacity to Fade.
7. Enter a value of about 40. The value should be high enough to give you a stroke of at least a half an inch. The measurements are set in pixels, so if you are working at 72dpi, a half inch is 36.
8. Set the flow control to Off.
9. Click (do not drag) on the logo precisely where you want the sparkle's center to appear.
10. Move the cursor away from the spot where you clicked so that it is at the angle you want the streak to follow. Make sure you are far enough away from the original click to complete a full half inch of streak.

11. With the Shift button pressed, click again. This will create a stroke that travels from click to click.
12. Without any button pressed, click again on the original point that is the center of the sparkle.
13. Move the cursor in the exact opposite direction that the previously drawn streak is traveling.
14. With the Shift key, as before, click again. You should now have the long streak disappearing at both ends.
15. Lower the Fade amount in the Brushes window to about 25.
16. Click at the center of the sparkle.
17. This time move the cursor at an angle that is perpendicular to the finished streak.
18. With the Shift key, click again. Follow these steps for the other side and you will have a cross-shape sparkle.

You may duplicate the sparkle to other points in the logo.

[Bert Monroy](#) is a photorealist painter and Photoshop expert. You can find more information about Monroy at his [website](#). His latest book is "Photoshop Studio With Bert Monroy," which you can purchase online.

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