

Creating your own logo brushes

By Melissa Odom

To create a logo brush from text:

1. Open a new file
2. File, New 300 ppi, approximately 4" wide by 3" high with white as a background
3. Use the Text tool and use black and type what you want the brush to be – use any font you want.
4. The copyright symbol can be added in Photoshop by holding ALT and then typing 0169.
I've had issues with this not working on a laptop. If you have trouble, open Word or a similar program and create the copyright symbol there by using Insert-Symbol then copying and pasting from Word to Photoshop Text selection.
5. Turn off the visibility of the background layer (click the eyeball to turn it off).
6. Hold CTL(command for Mac) and click the layer with the text which selects it. You should get the little marching ants around your text.
7. Click the Edit menu and choose Define Brush Preset. Enter a name for your brush and click OK.

You can now use your logo brush on any photo – just select it in the brush preset. It will use the color or your foreground color.

You can use your left and right bracket keys to change the size of the brush.

I suggest adding your logo to a separate layer so you can easily change it, move it etc as well as add layer styles to it.

Something to try:

If your logo has been added to its own layer go into Layer Styles and select the Bevel and Emboss then choose Emboss, Chisel Hard and eyeball what you like for depth and direction and choose ok. Then go to the layer Fill and set it to zero.

To create a logo brush from a JPEG file of your logo

1. Open your logo into Photoshop. The trick here is to get your logo onto a transparent background.
2. This should work if your logo is on a white background or if the background is sufficiently different enough from your logo.
3. To select just the logo – use the magic wand and select just the background then inverse it by choosing Inverse from the Select menu or doing SHIFT-CTL-I
4. Choose Edit – Copy (or CTL-C)
5. Create a new layer and then choose Edit – Paste (or CTL-V)
6. Turn off the visibility of the background layer (click the eyeball to turn it off).
7. Hold CTL(command for Mac) and click the layer with the text which selects it. You should get the little marching ants around your text.
8. Click the Edit menu and choose Define Brush Preset. Enter a name for your brush and click OK.