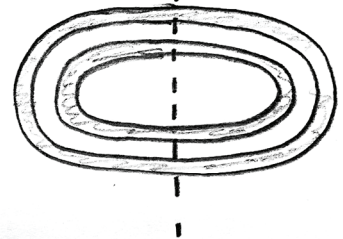# BUILDING YOUR LOGO IN ILLUSTRATOR
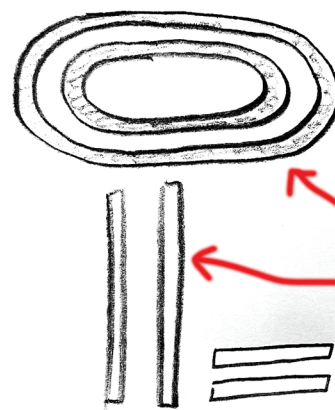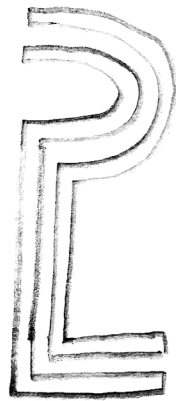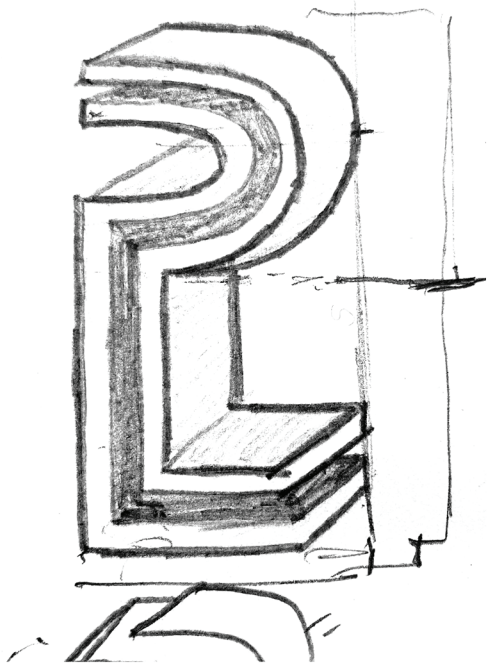
Make sure you finish your letterform development tutorials,
Combining Letterforms worksheets and have developed an
interesting Logo combinging your two initials.
Make sure you understand the dimensions, geometry and
ratios of your logo.
Make sure you do your Shapebuilder tutorials and maybe
even the Pen Tool tutorials.

Below is my example of my Logo from the processes described above.
I have also taken the liberty of showing how to break
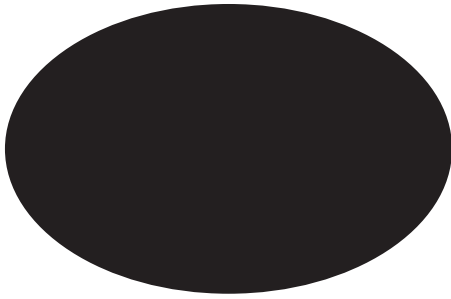up a logo into basic geometric parts.

FINAL DESIGN

and here I try to break it
down to its component parts.

Make sure your widths
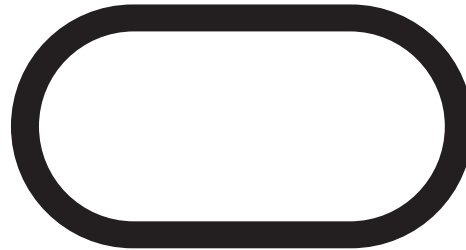are the same

SIMPLIFY!

Two options for the oval shape:

An elipse

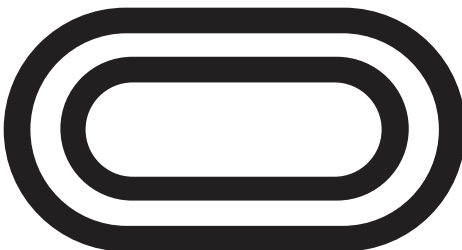Or a rectangle with extremely rounded corners?

Create a rectangle, then hover your direct selection arrow over the white circle in the corner, press shift, and drag into the middle. Voila! rounded corners.

Create a second rectangle of a different colour. resize and place in the middle of the first.
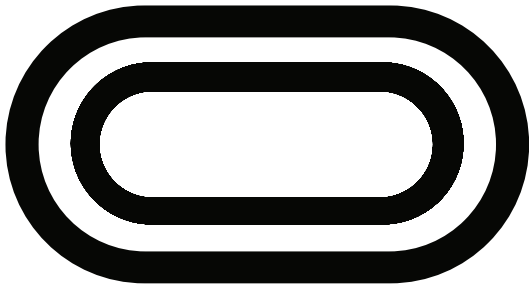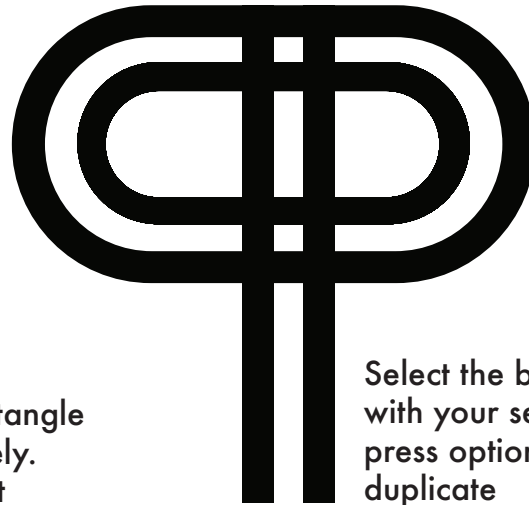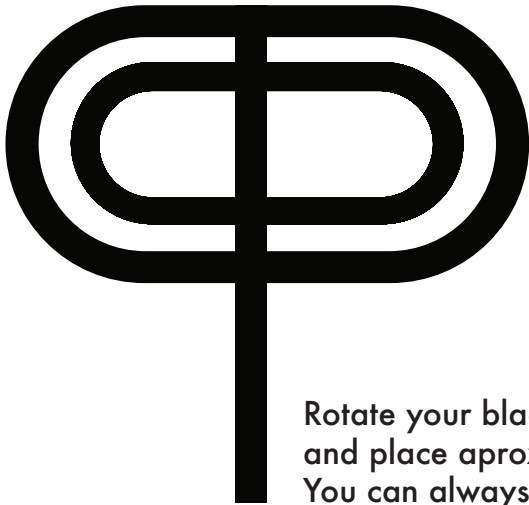
Do this twice more...

Use the Shpebuilder tool to eliminate the white. Then group (Command G)

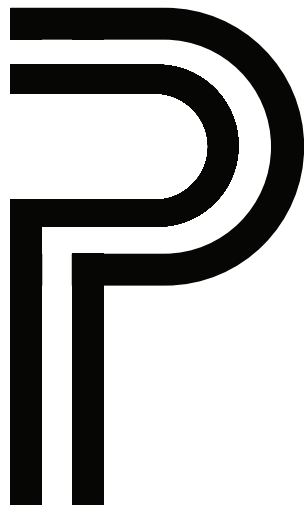You can see now that the white shapes are transparent

Create a black rectangle that is the same width as your oval lines.
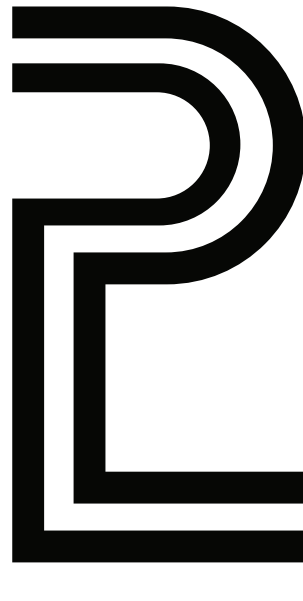If you have your smart guides on its easy! (Command U)

Rotate your black rectangle and place aproximately. You can always adjust

Select the black rectangle with your selection tool. press option and drag to duplicate

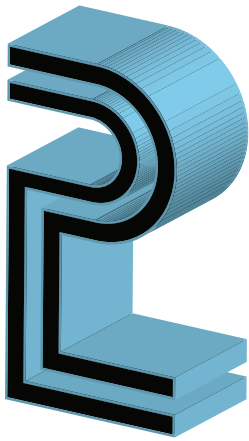Notice how the spacing is equivilent! positive space is equal to negative!

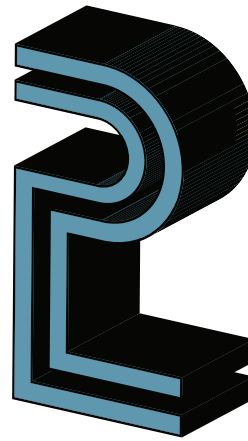Use the shapebuilder tool to subtract unnecessary elements.

Make sure everything is aligned!

Can you figure out, using Option Drag to duplicate and the shapebuilder tool, how to create those horizontals?

Now to get that 3-D effect.
the easiest way is probably with the
3-D - Extrude and Bevel option under
Effects dropdown in your menu bar.
Select a colour for your stroke first.

You can change the colour of the 3-D
by changing the stroke colour.
You can even reverse the two by hitting
the "swap" arrow on your tool bar.