NO PHOTOSHOP
LOGO PLEASE!

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There are graphic designers who create logos in Photoshop. Their clients are experiencing big issues with these logos, not only in the long run but in between too. Creating a logo with the right software helps - simply use vector software (i.e. Adobe Illustrator).

WHAT PROBLEMS DO PHOTOSHOP LOGOS CAUSE?

Photoshop is based on pixels and the output is an ordinary picture file. If you have ever enlarged a picture file, you will have noticed that it pixelates and looks terrible. This is why a logo created in Photoshop will cause a massive quality loss when scaling.

Created with Photoshop

Created with Illustrator

Amending a logo created in Photoshop (i.e. changing the colour of the logo font) requires extensive work from pixel to pixel. A 100 % clean, quick and efficient change of a logo is hardly possible with Photoshop.
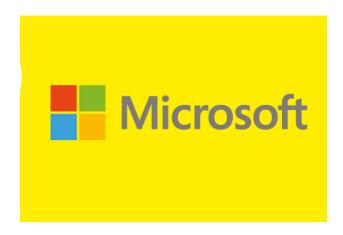

Change of a logo in Photoshop (not 100 % clean)

Exporting a Photoshop logo as a jpg file automatically generates a white background within the logo. This does occur with a jpg export from Adobe Illustrator too, but placing a vector logo file on a colour background is not only free from pixelations, it is also free from the annoying white background. Here you can see an example:

Placing a jpg logo (created in Photoshop)

Placing a vector logo (created in Illustrator)

As vector applications are normally used by designers only, logos have to be sent to the client as a jpg or a png file, as well as the the vector files (*.eps or *.ai). Otherwise, the client does not have the possibility to see the logo.

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ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread — as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corproate designs.

Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations — and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get get in touch?
I'd love to hear from you.

DESIGNS FOR DIGITAL AND PRINT