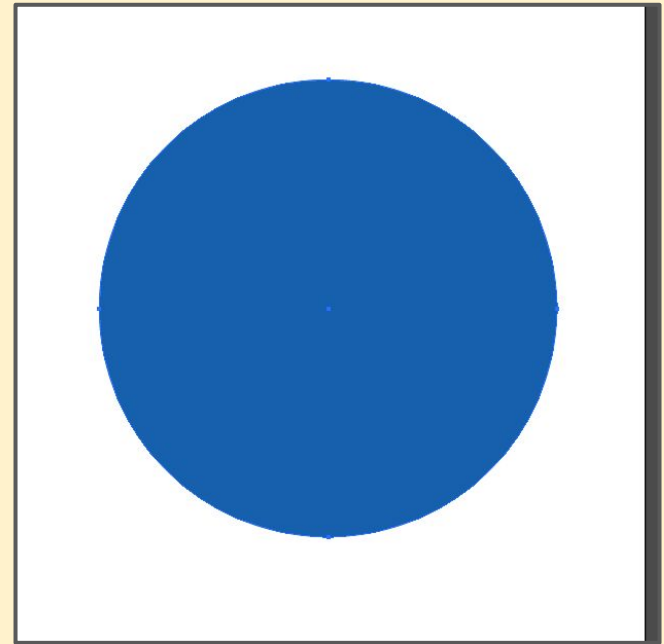


Making the 2013 Pepsi logo

1. Create a new artboard

2. Draw a perfect circle

- Colour the circle blue
- Use a transparent stroke



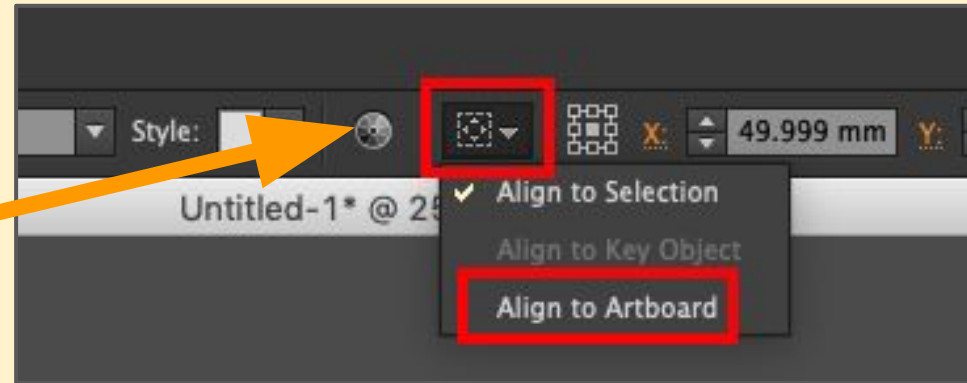
Making the 2013 Pepsi logo

It's important that we put the circle exactly in the centre of the artboard

1. Select the circle

2. Find the **Align to...** control at the top

> Choose **Align to Artboard**



3. Now click the two **centring buttons** that appear - click both of them

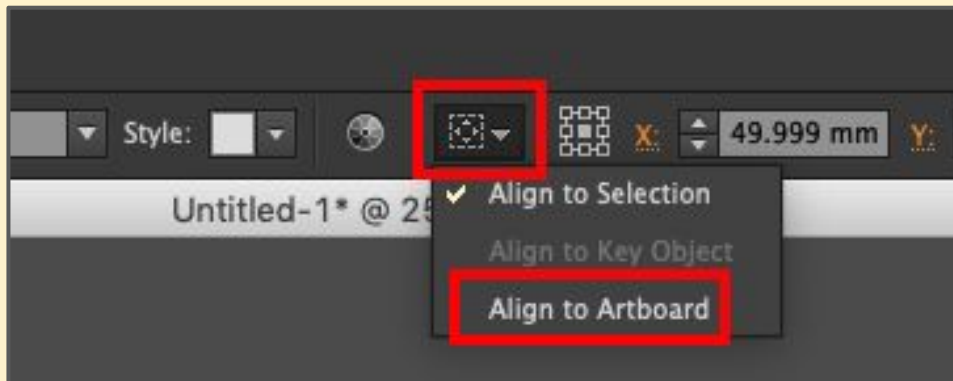
This perfectly centres your circle on the artboard



Making the 2013 Pepsi logo

1. **Copy** the first circle (Edit > Copy)
2. **Paste** it (Edit > Paste)
3. Change the **fill colour** to white
4. Select the circle and **centre it** on the artboard using the align to artboard tools from the last slide

You should end up with two circles the same size exactly on top of each other

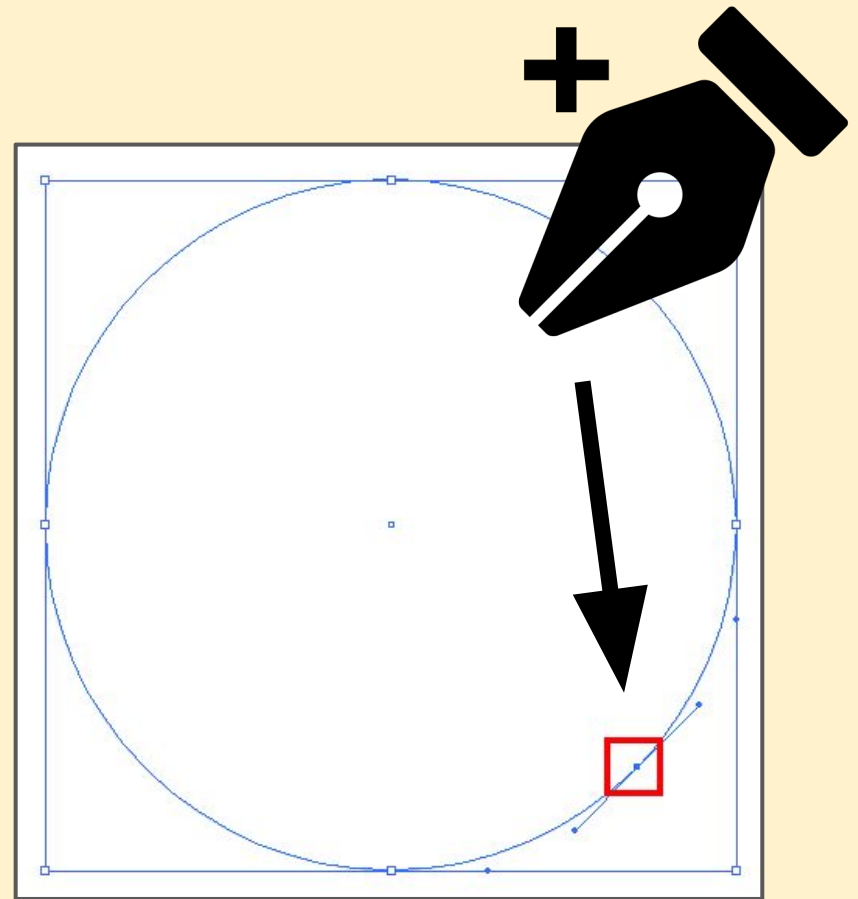


Making the 2013 Pepsi logo

Now we need to warp the white circle. We need to add a new anchor point to do that

1. Choose the **Add Anchor Point** tool (under the Pen tool)

2. Click on the **edge** of the white circle to add an anchor at the point shown

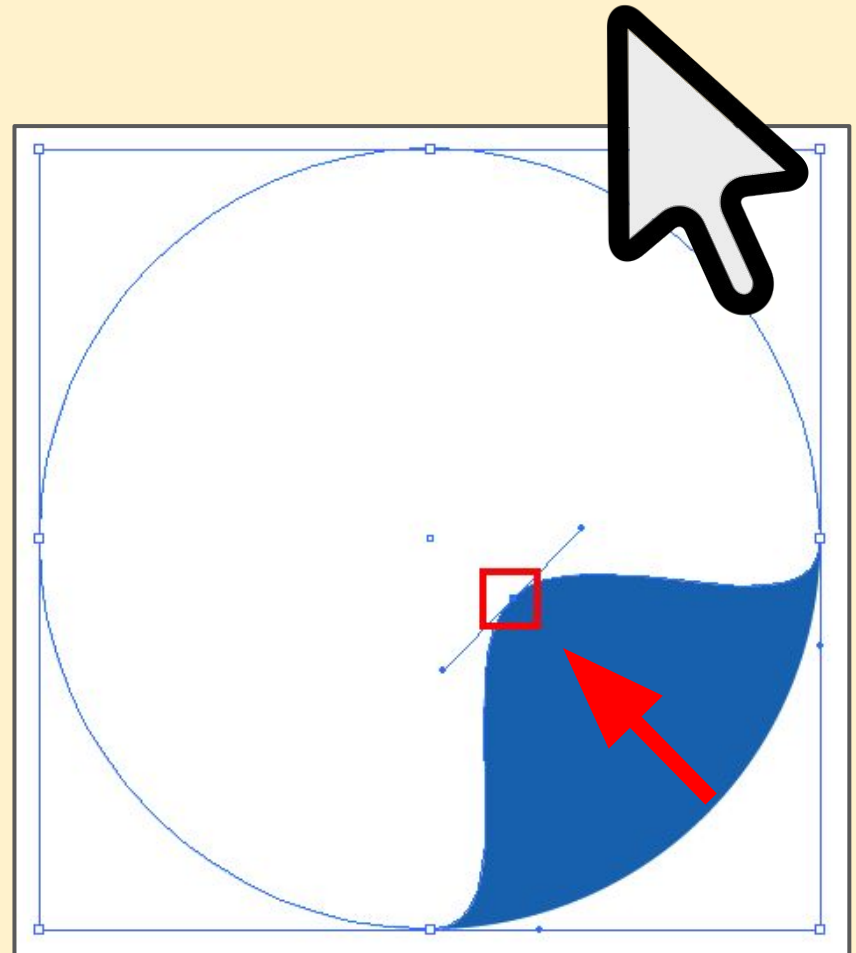


Making the 2013 Pepsi logo

Now we can warp the white circle

1. Change to the **Direct Selection Tool** (the second arrow at the top - the white one)

2. Drag the new anchor point up to make a shape like the one shown

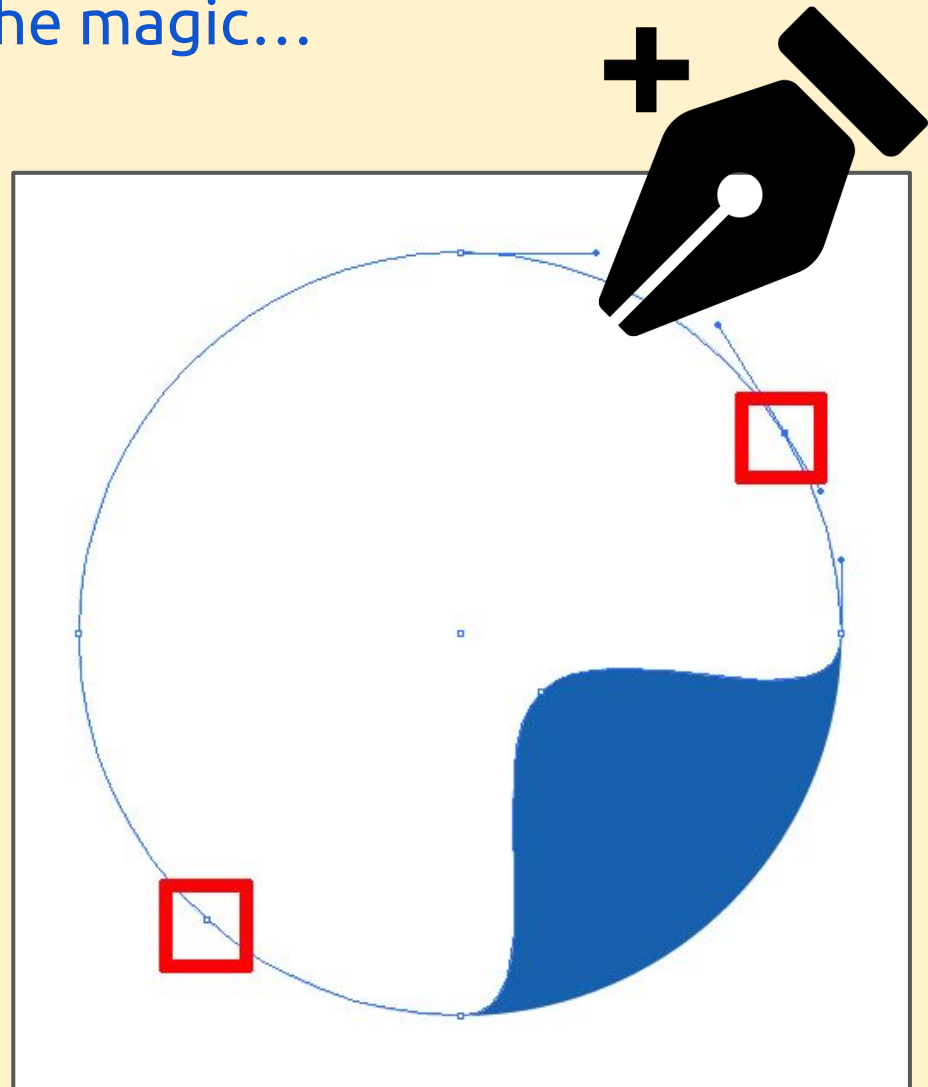


Making the 2013 Pepsi logo

Hmm, not great, but here's the magic...

1. Change back to the **Add Anchor Point** tool

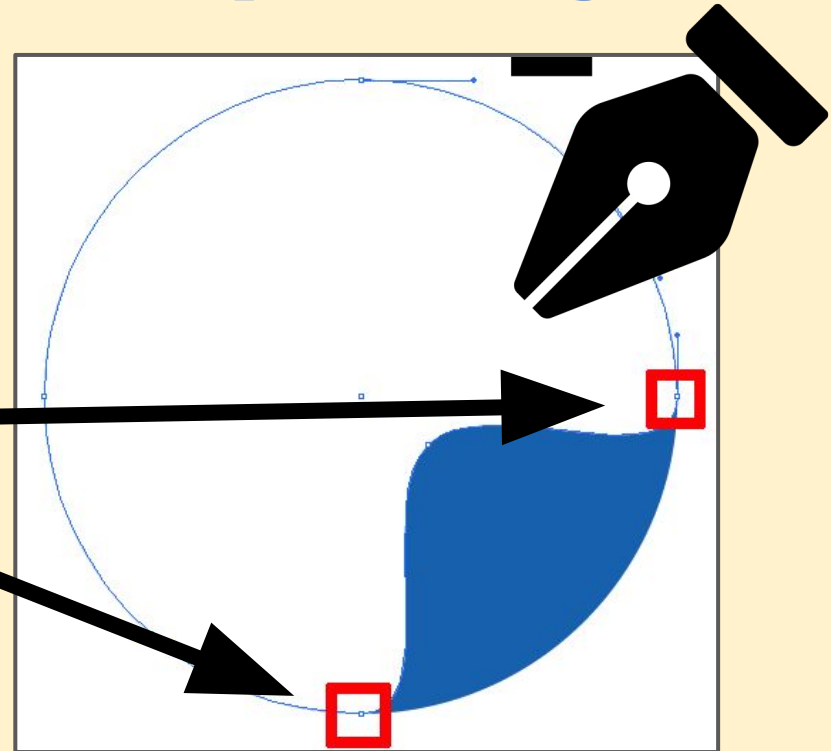
2. Add **two** more anchor points at the points shown



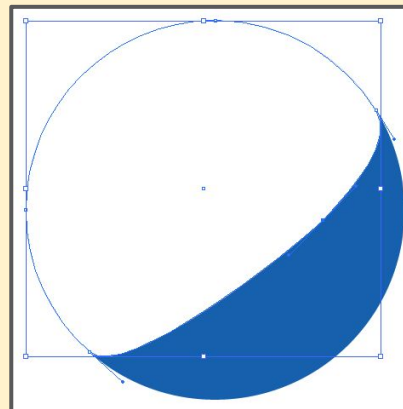
Making the 2013 Pepsi logo

1. Now swap to the **Delete Anchor Point** tool (it has a minus sign)

2. Click on the **two** anchor points shown to remove them



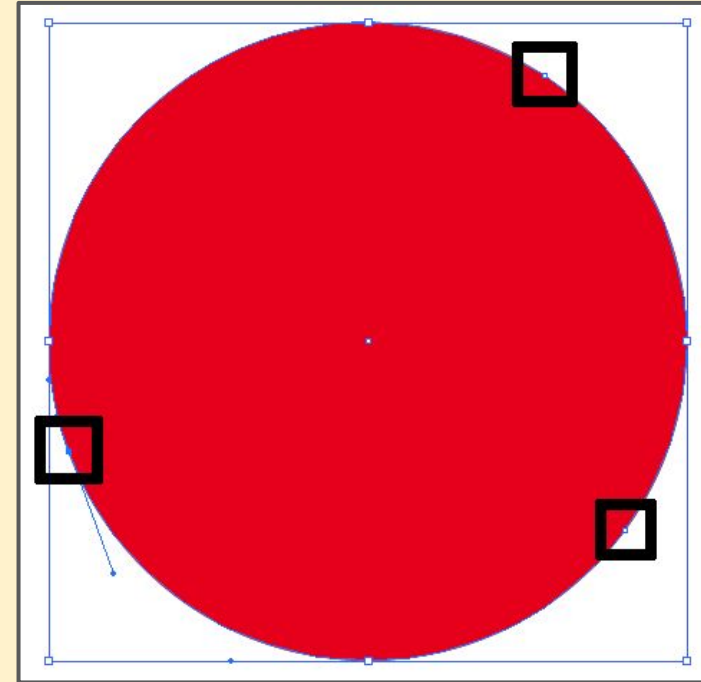
3. Use the **Direct Selection Tool** to warp the white shape to a better shape



Making the 2013 Pepsi logo

Now add the red section:

1. Select the **blue** circle (**important**)
2. Copy, paste and centre (slide 2)
3. Add the **same** anchor point at the bottom right
4. Add **two** anchor points higher up the circle as shown
5. **Warp** the shape
6. **Remove** the anchor points you don't need (the same 2 as before)
7. Adjust the shape to get it about right



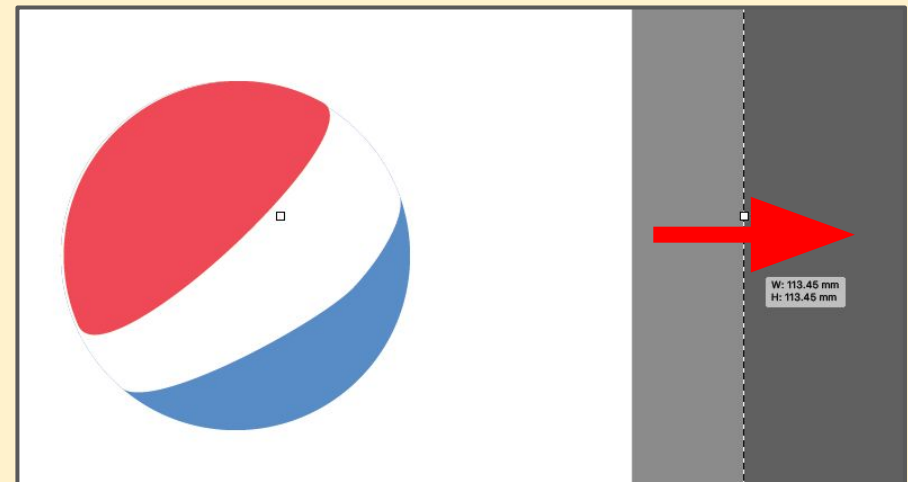
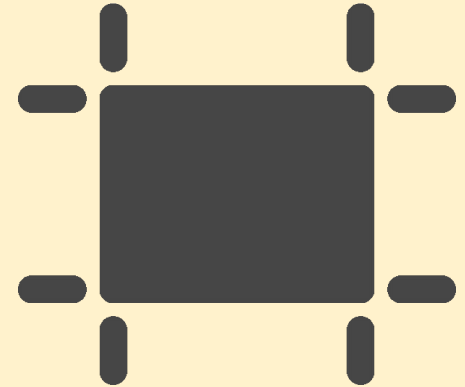
Making the 2013 Pepsi logo

To fit the text in you'll need to make the artboard wider

1. Click the **Artboard tool** - it's towards the bottom of the left toolbar

2. You can drag the artboard out to the **right** to make it wider

The zoom control at the bottom left will probably come in handy



Making the 2013 Pepsi logo

Add the text - aim for a thin font and think about the colour

You won't be able to get the exact font, just try and find something that looks about right



Tips:

1. You can reorder shapes if you need to: click Object > Arrange

2. I used Century Gothic and made it italic, but you might find a better typeface

Making the 2013 Pepsi logo

Final challenge:

Find a logo that's a bit more complex and try and make it

It could use the pen tool or use a combination of warped shapes like the Pepsi one does



Resources used:

Pen tool by Chris Meier from [Noun Project](#)

Add anchor by Chris Meier from [Noun Project](#)

Minus Anchor by Chris Meier from [Noun Project](#)

Artboard by Lagot Design from [Noun Project](#)

Select by Guilherme Simoes from [Noun Project](#)