Design a Flat Teacup Logotype in Adobe Illustrator

Follow this tutorial to create a trendy flat teacup logotype in Adobe Illustrator! We'll be using and modifying basic geometric shapes, working with Align panel, Pathfinder functions and learning simple yet very useful tips and tricks. Let's get started!

Tutorial details:

- Program: Adobe Illustrator CC
- Difficulty: Beginner
- Topics Covered: Logotype Design, Shape Building, Compositional Skills
- Estimated Completion Time: 20 Minutes

Final Image: Flat Teacup Logotype

Step 1

Let’s start shaping our cup from the circle. Use the **Ellipse Tool (L)** to make a **275×275 px** shape.

Take the **Eraser Tool (Shift-E)**, hold **Alt** and erase the top half of the circle. Do the same for the bottom of the shape, erasing a small part to make the bottom of the cup flat.

Extend the shape up a bit to make the cup taller.

Step 2

Take the **Rounded Rectangle Tool** and make a thin stripe of **175×20 px** size for the saucer. Use the **Eraser Tool (Shift-E)** to delete the top part of the saucer and attach it to the cup.

Make the saucer a bit darker to make the shapes clearly visible.

Step 3

Let’s add a handle to our cup. Make a **130×80 px** shape using the **Rectangle Tool (M).** Select both the cup and the rectangle and click the cup once again to make it a **Key Object** (you will see a thick selection). Head to the **Align** panel and click **Vertical Align Top** to align both shapes to the top of the cup.

Now we can use the **Direct Selection Tool (A)** and the **Live Corners** feature to make the handle rounded by pulling the circle markers.

Step 4

Select the handle and go to **Object > Path > Offset Path**, setting the **Offset** value to **-20 px** in order to create a smaller shape inside.

Select both shapes and use the **Minus Front** function of the **Pathfinder** to cut out the inner shape.

Finally, place the handle behind the cup by using the **Shift-Control-[** keys combination.

Step 5

Let’s add a trendy semi-transparent shadow to our flat cup. Select all the elements of the cup and **duplicate** them **(Control-C > Control-F)**. Keeping the copies selected, **Unite** them in the **Pathfinder** into one single shape.

Use the **Eraser Tool (Shift-E)** while holding **Alt** to delete the left half of the merged shape. Switch the **Blending Mode** of the remaining shape into **Multiply** in the **Transparency** panel and

adjust the color, darkening the right part of the cup.

Step 6

Now let’s make a stylized steam rising from our hot cup. Use the **Line Segment Tool (\)** and hold **Shift** to make three vertical lines. Head to the **Stroke** panel and set the **Weight** to **6 pt, Cap** and **Corner** to middle positions, this way making the tips of the lines rounded.

Go to **Effect > Distort & Transform > Zig Zag**. From here, set the **Size** to **5 px, Ridges per Segment** to **3** and **Points** to **Smooth**, creating wavy flowing lines.

Step 7

Let’s make a simple green leaf for our tea. Use the **Ellipse Tool (L)** to make a **90×90 px** circle. Select its top anchor point with the **Direct Selection Tool (A)** and **Convert selected anchor point to corner** from the control panel on top.

Drag the point up a bit, making the leaf bigger and use the **Line Segment Tool (\)** to draw a vertical line across the leaf for the midrib.

Step 8

Add a few veins to the leaf. Select the veins, **double-click** the **Reflect Tool (O)** and select the **Vertical Axis**. Click **Copy** to **flip the shape horizontally** and attach the veins to the opposite side of the midrib.

Step 9

Make another leaf of darker color and place both elements behind the cup, making them fit the composition.

Step 10

Let’s finish up with our logo by adding some text to make the overall composition look balanced and completed.

Use the **Artboard Tool (Shift-O)** to make your canvas square, setting its size to **600×600 px**. Place the cup in the center of the Artboard and add some text to your liking with the help of the **Type Tool (T)**. I’m using free fonts like Source Sans Pro and Euphoria Script.

Congratulations! Our Teacup Flat Logotype is Finished!

We’ve did a great job and created a trendy flat-style logotype. We can make it look even more completed if we add a dark background of deep brown color. Go ahead and feel free to add any minor details and elements to your liking, for example, a gentle highlight above the cup.

Have fun and don’t forget to share your results!

Author: Yulia Sokolova

Yulia Sokolova (Yuzach) is an illustrator and designer working with such companies as Envato, Disney, Ask.fm and many others. She creates whimsy patterns, characters, app stickers and trendy icons and shares her knowledge and techniques in tutorials. To learn more, visit her Behance. Follow Yulia on Facebook, Twitter and Dribbble!

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