How to Create a Retro Logo Design with Texturing Effects

I recently came across the website Junk Type, which is a compilation of nostalgic labels and packaging designs from various antique household products. Seeing all those old brand logos gave me the inspiration to make my own, so in this tutorial I'll take you through the process of creating a retro logo design for the fictional brand 'Hard Graft Elbow Grease'. Many of those original logos contained the brand name within a geometric shape, so we'll use Illustrator's type and shape tools to construct a similar layout. After decades of wear and tear those old product boxes are aged and damaged, so watch until the end to discover some additional techniques to add distressed effects to your design to give it a true retro look in both Photoshop and Illustrator.


HARD GRAFT
ELBOW GREASE
EASE
HAR



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TEXTURED ROUGH CLEAN

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