CREATION OF LOGO DESIGN IN COMPUTER GRAPHICS

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Abstract: *This research paper examines the aspects to consider when creating a logo in vector graphics. Also, the necessary recommendations on using different methods and choosing the optimal options among them are given in the process of creating a logo.*

Keywords: *Logo, computer graphics, design, font, color, vector graphics, graphic file formats.*

Computer technology is developing day by day. What surprised people yesterday is now taken for granted. Humanity is adapting to technological advances very quickly. If the first computers did not have color, sound and other graphic elements, it is difficult to imagine modern computers without graphic elements. We can learn from the requirements for graphics, since the graphics processor, which supports graphics elements, has become the most expensive computer device.

The modernization of the graphics processor, which supports the operation of graphic elements on a computer, was the main factor in the development of computer graphics.

Computer graphics are divided into 3 types:

- Raster graphics. In raster graphics, the image is created using points. The greater the number of dots (the denser they are), the clearer the picture, shape and graphic based on them will be. As a disadvantage of raster graphics: the resolution of the image may deteriorate as the pixels become larger as a result of the image scaling process.

- Vector graphics. In vector graphics, a line is considered as the basis of the image. A line can be straight or curved. In raster graphics, such lines are created using points, while in vector graphics, when creating images, lines that are more general than points are used, and therefore, the images look more accurate. The advantage of vector graphics is that the image takes up less memory, because the memory space is independent of the line size. The reason for this is that not the line itself is stored in the memory, but the parameters that represent it. An optional representation of vector graphics consists of lines, and complex ones are created from simple lines. Vector graphics are also called object-oriented graphics. Because in this case, for example, 3 lines are used to form a triangle, but to form a pyramid, it can be formed only by using a triangle. Vector graphics are also called computed graphics. Because before displaying the image, its coordinates are calculated and corresponding points are created.

- Fractal graphics is not drawing an image, but building it based on programs based on mathematical calculations. The creation of fractal compositions was based on programming, not drawing or shaping. This graphic is usually widely used in modeling and analysis of various processes, creating various interesting programs.

Logos represent the identity of an organization, product, brand or idea. Vector graphics should be used when creating logos. Then, when the size of the created logos changes, the quality does not change.

Important rules to follow for creating modern logos:
- Simplicity, simplicity and more simplicity;
- Logos should be effective on a large and small scale;
- Logos should be effective in color and black and white.

Creating a logo design can be divided into several simple steps:
- Research and thinking;
- Choosing fonts, turning ideas into shapes and identifying colors;
- Finalize the design.

Logos should be timeless, but if a company wants to represent change, highlight a service, or use interesting themes, it can retain its graphic identity in the following ways:
- Reshaping the logo;
- Distinguished services;
- Application of the theme.

The process of reshaping the logo should not be confused with the English term "rebranding". The reshaping of the logo is called "relogo" in foreign literature. The term "rebranding" is a much broader concept than "relogo" and includes more work.

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