

creative techniques

Bringing a company logo to life is easier than you may think



by julie terberg

a personalized, animated logo is a great way to begin or close a presentation. A little music and motion can set the mood, quiet the

The logo

The Zoup! Fresh Soup Co., a gourmet soup restaurant and carry-out chain in Detroit, needed an orientation presentation to communicate information to new employees.

The Zoup! logo, marketing materials and store graphics are fun and fresh, and it's pretty easy to visualize the logo animated to music. (See **EXAMPLE 1**.)

Music please

The first step was to find an upbeat music clip to set the rhythm for the animation. I listened to many samples on the Microsoft Clip Gallery before choosing "Jazzy Intro," a bass-filled, 12-second music clip.

After downloading the MIDI file, I copied it to my working folder. Remember to keep all the files you use to build a slideshow in the same folder as the working PowerPoint presentation file.

Getting the graphics

Next, I assembled all the graphic elements necessary to build the intro. Working in Adobe Photoshop, I duplicated the logo's subtle "noodle" pattern until I had an image large enough to fill the background area. I saved the image as a JPEG.

Tip: When creating and working with layered Photoshop files, be sure to save a copy of the layered file in the Photoshop format (PSD). If you have to change any part of the graphic in the future, you can do so without having to completely rebuild it.

I then recolored the noodles using the company's burgundy color, trimmed the layer on an angle for placement on the right side of the frame, and saved a copy as a PNG file. (See **EXAMPLE 2**.)

Tip: If you delete the Background layer in Photoshop, any irregular graphics will be saved with a transparent background when using the PNG format. (For more information about using PNG files, see my May 2002 Creative Techniques column, "Get acquainted with the power of the PNG format," or find it on www.presentations.com.)

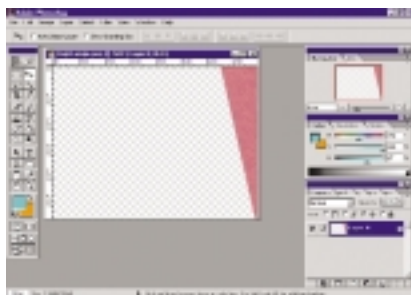
The Zoup! "wallpaper" graphic (the left side in **EXAMPLE 1**) and the Zoup! logo are recurring elements in the company's marketing materials. Zoup!



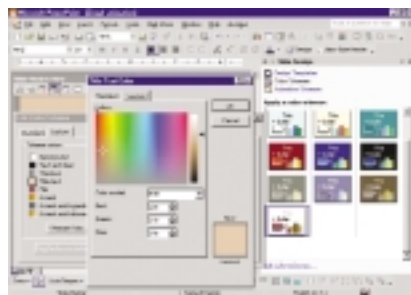
EXAMPLE 1

The existing Zoup! logo is the basis of the new animated slide, which serves as the beginning and ending of the client's presentation.

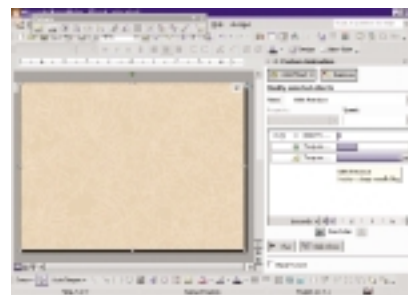
audience before the show, or wrap up an event. Because logos (and meeting themes) come in a variety of configurations, there are thousands of ways a particular graphic could be animated, and with new features in Microsoft PowerPoint 2002, it's easy to do. To demonstrate, I'll take you step by step through the logo-animation process we used for one client's presentation.



EXAMPLE 2 The cross-hatch noodle design is recolored within Photoshop and placed over an angled graphic.



EXAMPLE 3 The Color Scheme for the Zoup! logo is set up in PowerPoint by selecting RGB values that correspond with the logo's original colors.



EXAMPLE 4 PowerPoint's Custom Animation and Timing menus are used to make the background noodles "dance" to the music.

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sent me the original Photoshop files and I separated the elements into layers, then saved each as an individual PNG file.

PowerPoint groundwork

Working in PowerPoint 2002, I began building a template for the presentation. One of the first steps I usually take is editing the color scheme, which can be accessed from the VIEW menu under MASTER → SLIDE MASTER → COLOR SCHEME. The client provided its color palette, which allowed me to enter the corresponding RGB values in PowerPoint. (See EXAMPLE 3.)

With the colors in place, I turned my attention to audio. On a new blank slide, I went to the INSERT menu, chose MOVIES AND SOUNDS → SOUND FROM FILE, then selected the downloaded “Jazzy Intro” file. When inserting a sound file, you are asked whether the sound should play automatically. I chose Yes, then moved the sound icon off the slide’s background. In the Custom Animation task pane, I dragged the blue arrow slightly along the timeline to add a 0.5-second delay.

Tip: To get to the Custom Animation task pane, right-click on any item in the animation list and select Show Advanced Timeline to see the blue timing rectangle.

For the slide’s background, I chose a beige I had formatted earlier. This was done from the FORMAT menu. I chose BACKGROUND, clicked on the beige color swatch and then chose Apply.

Putting it together

Next came the graphics for animating. From the INSERT menu I chose PIC-

TURE → FROM FILE, selected the noodle JPEG file, and placed it over the beige background. From the Custom Animation task pane, I added a Fade Entrance Effect with Medium Speed and selected Start: With Previous. To make the noodles dance in the background during the logo build, I added a Teeter Emphasis Effect and selected Start: With Previous. I then right-clicked on the graphic and selected Timing from the list of menu items provided. From the Timing menu I typed in 6 for the Speed and selected a Repeat of 2. This adjustment ensures that when the music fades after 12 seconds, the Teeter Effect on the noodles will end at the same time. (See EXAMPLE 4.)

The next two items in the animation sequence are the burgundy triangle on the right and the orange graphic on the left. After inserting these PNG files on the slide, I placed each graphic in position. From the Custom Animation task pane, each was given a Fly In Entrance Effect. The burgundy triangle was given a From Right direction, while the orange graphic carried a From Left direction. Both were set for Fast Speed. In the Timing menu, I chose to start the right triangle at 2.5 seconds and to start the orange left side after that at 3.5 seconds. I then added a Fade Entrance Effect to each graphic, choosing Fast Speed, and each fade was reordered in the list to occur simultaneously with the Fly In effects.

The wallpaper on the left side of the frame (over the orange graphic) consists of six repetitions of the logo. I chose to have each one build onto

the slide using the Wipe Entrance Effect from the Custom Animation task pane. Each logo graphic wipes in at Fast Speed from different directions, and the animation effects are staggered over 2 seconds on the timeline. (See EXAMPLE 5.)

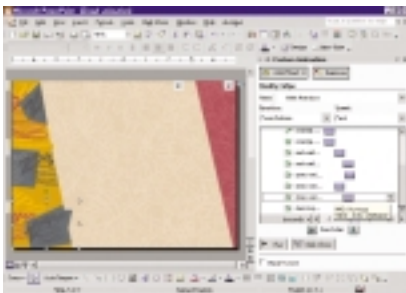
Bring in the logo

Finally, I needed the central Zoup! logo elements to animate individually onto the screen. Continuing in the Custom Animation task pane, I chose to bring the orange oval in with a Faded Zoom Entrance Effect. This animation begins after the left-side wallpaper animation has ended; I set the timing at 1.5 seconds. I then added an Emphasis Effect, a 360 Degree Clockwise Spin, and set the Timing and Speed to occur at the same time as the Faded Zoom Entrance. I set up the bowl and saucer graphic to appear a half-second later with an Expand Entrance Effect at Fast Speed. And to wrap up the animation, each character in *ZOUP!* enters with a Faded Zoom Entrance Effect set at Very Fast Speed. The exclamation point finishes its build on the ending beat of the music. (See EXAMPLE 6.)

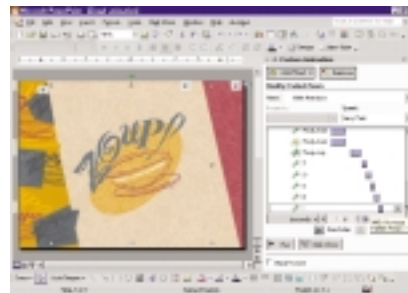
The completed slide provides 12 seconds of animation and a lot of impact. Animating a logo is a quick, fun way to set the tone and jazz up any introduction. (To see this logo in motion, you can download a read-only PowerPoint 2002 file from the Tips page at www.terbergdsgn.com.)

Software and system used: Microsoft PowerPoint 2002, Adobe Photoshop 6.0, Microsoft Windows XP.

Julie Terberg has more than 15 years of presentation-design and computer-graphic experience. She specializes in custom-designed presentations, including animation and multimedia applications. Contact her at julie@terbergdsgn.com or visit www.terbergdsgn.com.



EXAMPLE 5 More Custom Animation tools are used to make small logos WIPE IN individually from different directions, two seconds apart, to land on the left side.



EXAMPLE 6 Finally, pieces of the main logo build on the slide with animation timed to occur after all the other effects have taken place.