



Introduction

Cordsmith cases are 3D printed, which means there are limitations on the logos that can be achieved. This document will guide you through the process so that we can make the best of your logo. If we can't make your logo work, or if you don't have one, we can design one with you (please note, we are not professional graphic designers, but we'll do our best!).

Logo vs Logotype

A **logo** is square or portrait oriented design that usually sits vertically on the tool.

A **logotype** is a text-based logo that usually sits horizontally on the tool.

Both styles are subject to the same restrictions. There are diagrams of both on the next page.

Placement

Logos need to be printed as large as possible, to help keep the lines thick enough. For this reason they are usually placed at the widest part of the Cordsmith handle, to maximise the available space. Logos are oriented vertically, with the Cordsmith needles at the top.

Logotypes need to be aligned with the x-height of the text (i.e. the parts that aren't ascenders or descenders) at the centre of the tool. Logotypes are oriented horizontally, with the Cordsmith needles on the right.

Line Thickness

Lines must be at least 2mm thick. Tapering (getting thinner) is okay, so long as the thin part is at least 2mm thick.

"Islands"

Small parts of the design that are disconnected from the main design (e.g. the dot above a letter i) are challenging to print. These should be kept to a minimum and as large as possible.

Font Choice

Uppercase fonts are easiest to print, as they do not have ascenders and descenders (i.e. the bits of the letter that go high and low, like the top of an h or the tail of a y). Cursive and handwriting style fonts can be challenging due to the tapering of the strokes making up each letter.

Checklist

- ☐ No more than 2 colours
- ☐ Lines are not thinner than 2mm
- ☐ Design does not include thin tapers
- ☐ Design does not include small islands
- ☐ Font choice is appropriate – no tapering lines, preferably uppercase, no islands
- ☐ Logo / logotype fits in the appropriate area

Example of a Suitable Logo

thick, even-sized lines
(no tapering)

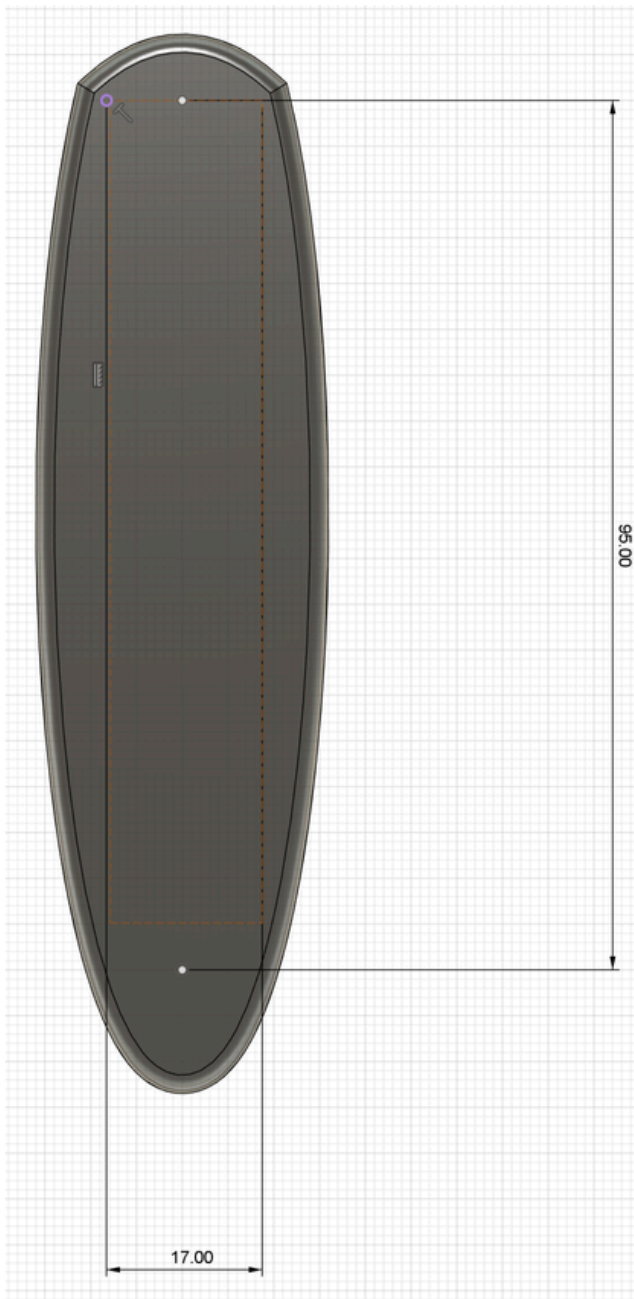


minimal islands

lines are mostly
connected to each
other

appropriate proportions

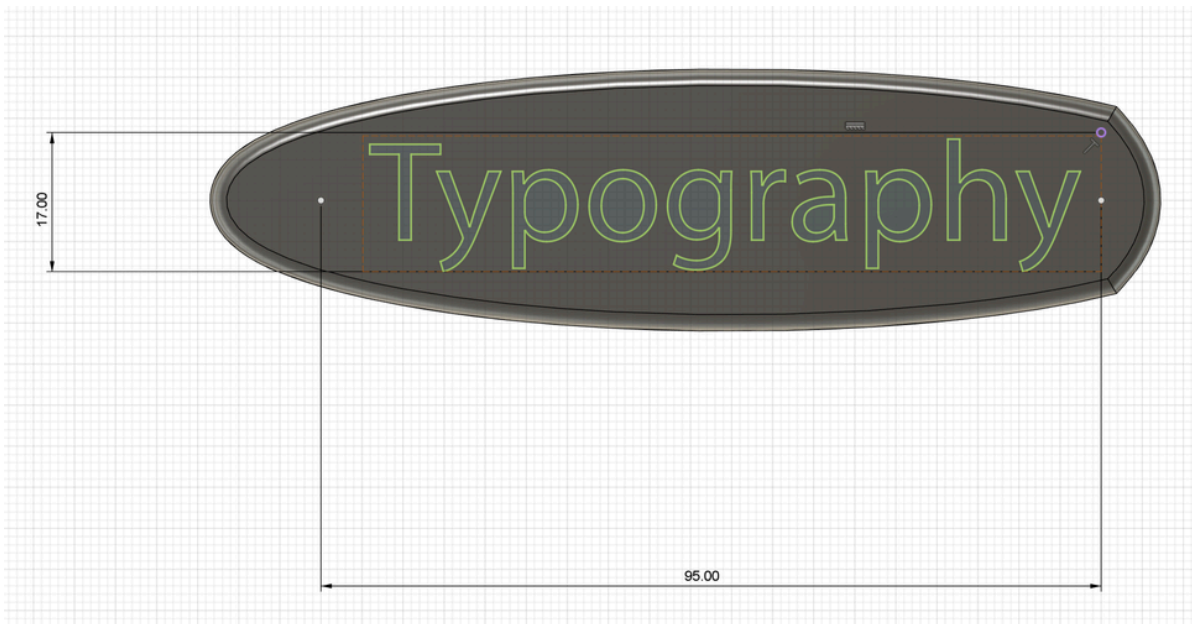
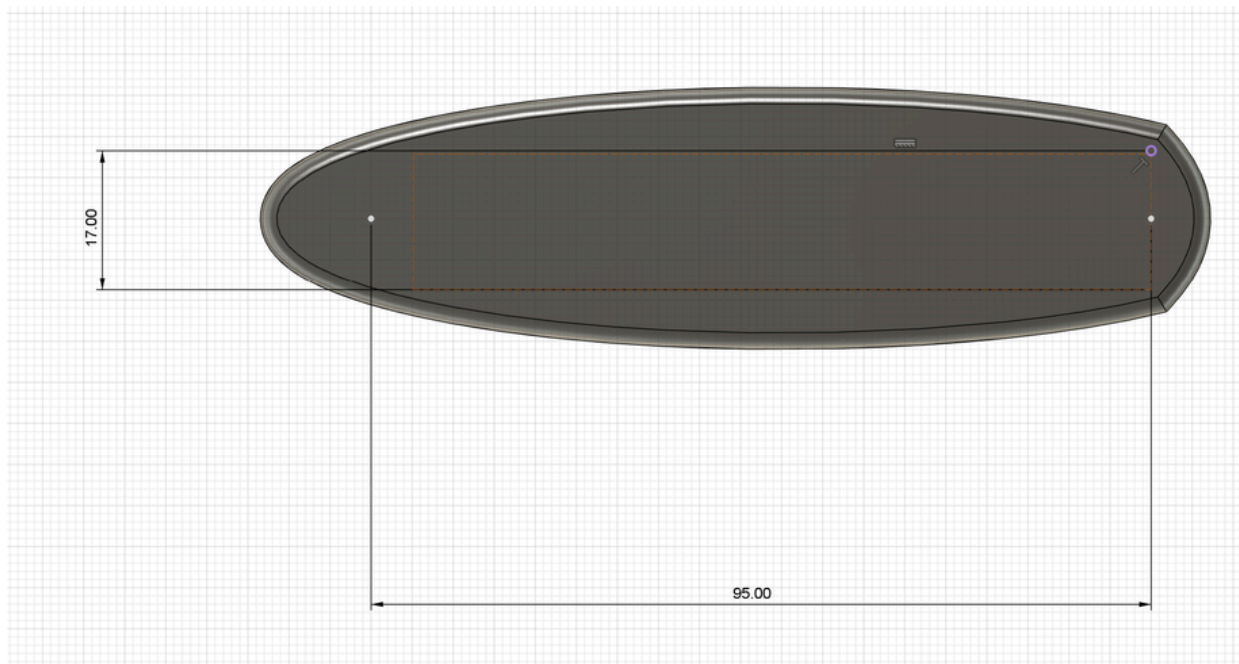
Logo Style



Measurements

All measurements shown are given in mm.
 Each square on the graph paper style background above is 1mm x 1mm.

Logotype Style



Measurements

All measurements shown are given in mm.
 Each square on the graph paper style background above is 1mm x 1mm.