**Business Card Pt. 3**

Creating Swatches

* Open the Swatches Panel. Click on the panel menu “hamburger” in the upper-right corner of the panel and choose New Swatch.
* In the New Swatch dialog box, you should see the initial values of the last color that you used. Change the color mode to CMYK.
* Enter the color name of your swatch in the Swatch Name field, select Global, deselect Add To My Library and click Ok.
* Open the Color Guide panel by choosing Window -> Color Guide. The color you just created in the swatches panel should be the current color, but if it’s not, click the color swatch again in the Swatches panel and return to the Color Guide panel.
* Open the Harmony Rules menu (to the far right of the Base Color swatch) to see the available choices.
* Click the Save Color Group to Swatch Panel button at the bottom of the Color Guide panel. This adds all of the swatches from that harmony rule to the Swatches panel.
* Click the first nonglobal swatch in the group that you just added to the Swatches panel, and then Shift-click the last one to select all of the nonglobal swatches. From the Swatches panel menu in the upper-right corner of the panel, choose Swatch Options. In the Swatch Options dialog box, select Global and click OK.

Customizing the Logotype

* Using your selection tool, select the area type (your text) and apply a color that you would like.
* Choose Type -> Create outlines. This converts the texts to paths and makes it an object. The text is no longer editable.
* Use your Direct Selection Tool to manipulate and play with the placement of the anchor points to make the text more unique and interesting.
  + You can select two or more anchor points by holding down Shift and clicking them.