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### "Ink Blot Logo Reveal" – How To Edit

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## Congratulations and thank you for purchasing Ink Blot Logo Reveal!

With this editable template you can present your brand with artistic creativity!

### Features :

- No plugins required
- After Effects CS4 and above
- Change ink and background colours easily
- Presets for 4 shapes of logo – square, circular, tall and wide
- Able to incorporate mono and full color logos
- High Definition 1080p
- PDF FAQ guide

The After Effects project file has colour coded, marked layers which guide you in the right direction when trying to edit the significant elements. (See Point 02)

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### Sound effect used in the preview :

If you like the sound effect used in the preview video you'll need to purchase it from the following link : <http://audiojungle.net/item/water-drops-/1543655>



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Here's a quick guide on how to get this file to work for you :

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### 01. Where do I start?

Your logo shape and format will determine where you start. In the folder \_EDIT THESE are two sub-folders which contain compositions suited to most logo shapes and formats.

#### **I have a single colour logo which is on a transparent background**

If you have a single colour logo with a transparent background (ie. vector based or PNG), start with the sub-folder Logo – Mono. In here you'll find four compositions for four logo shapes (circular, square, tall and wide). Double-click the composition (shape) most suited to your logo's shape and insert your logo here. Remove or turn off the existing layers. Remember your choice!

#### **I have a multi-coloured logo (and want to retain its colours), and/or my logo doesn't have a transparent background**

If you have a multi-coloured logo or one without a transparent background (ie. a rasterized logo such as a JPEG) start with the sub-folder Logo Full Colour. In here you'll find four compositions for four logo shapes (circular, square, tall and wide). Double-click the composition (shape) most suited to your logo's shape and insert your logo here. Remove or turn off the existing layers. Remember your choice!

After making the choice of composition for your logo go to the folder \_RENDER THESE – 1080p and, from the two sub-folders here, find the 'logo reveal' composition based on your, now imported, logo type and shape (ie. Mono or Colour – Circular, Square, Tall or Wide). Double click this to make any further adjustments to ink and background colours or add to the Render Queue as is. We will now refer to this as **YOUR COMPOSITION**.



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### 02. What can I edit?

Layers are colour-coded as follows:

<b>Green</b>	Information
<b>Red</b>	Edit in this Composition (you can edit this layer directly here, it will affect the sequence globally)
<b>Blue</b>	Edit in Pre-Composition (double-click this layer until you reach a Red layer)
<b>Brown</b>	No need to change (try not to make changes to these layers as they will adversely affect the sequence)

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### 03. Can I change the colours?

Yes! You can change the colour of the background and of the ink blots :

To change the background colour – go to \_RENDER THESE – 1080p / YOUR COMPOSITION (See Point 01) – choose the layer 'Background Colour' – edit Effects / Fill / Color

To change the ink colour – go to \_RENDER THESE – 1080p / YOUR COMPOSITION (See Point 01) – choose the layer 'Ink Colour' – edit Effects / Fill / Color

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### 04. How do I change the URL?

Simply go to the \_EDIT THESE folder and choose the Company URL composition to edit. Change the text, obviously, and the font if required.



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### **06. I don't like the paint drips at the bottom, can I remove them?**

Yes. Go to YOUR COMPOSITION and double-click the layer beginning 'Ink Blots...'. In here, towards the bottom is a layer named 'Paint Drips' – remove or turn off its visibility.

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### **07. Can I change the position of individual ink drops?**

You can, but proceed with caution. The ink drops are on individual layers but have been placed appropriately for each composition preset. If you want to experiment and move them around go to YOUR COMPOSITION and double-click the layer beginning 'Ink Blots...'. All the in blot layers are here and, if you're competent enough, you can move and scale them to your liking.

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**Thanks again for purchasing, enjoy!**