**Real People Reviews**
by Daniel M. East

**Product:** LogoCreator
**Manufacturer/Vendor/Developer:** MacXware
**MSRP:  39.95**

**Review date:** February 20, 2004

**DESCRIPTION** (What's it do? What's it got?): This is a fun, simple to use logo creation tool that brings great looking results to any level of designer. Great for home business, ad design or just for fun.

**MIN. SYSTEM REQUIREMENTS:** G3 or better (G4 or better recommended); OS 10.1x or later (10.2x or later recommended); 256 Mb RAM; (512 Mb recommended) 120 Mb hard disk space.

**FIRST IMPRESSIONS:** This is just fun. If you ever wished you had all of the big expensive design tools to make a big impression, this puts a lot of great effects, layout and design into a very affordable package.

**LIKES :** LogoCreator provides a lot of options for designing a logo. Lots of effects and controls that will really make it easy for nearly anyone to make a great logo.  Simple step-by-step methods really are fun to try. This is an especially great tool for creating web graphics. The interface is easy to follow and there are tons of templates. Another nice option is that you can export into a huge variety of file types for easy use in other applications. 2D is fun, but 3D options and objects are all right there; I found myself just playing with options and images with simple control panel options.

**DISLIKES :** When you start the application, you must select an option from the style libraries which can feel a bit limiting, although it is not. I'd like to see a "search all" option in the initial setup. I'd also like to see the option of a single paneled window AND the multi-palette option. There seem to be a few extra steps for things like resizing, but this is just a learning curve issue.

**HOW DOES THIS PRODUCT COMPARE? :** Some "print shop" type applications are far more broad in scope, but with lower quality results vs. LogoCreator. There are too many to mention here, but most are also really dated in appearance and output quality with less options for export.

**WHO MIGHT ENJOY THIS PRODUCT?** This might be a great tool for user groups who want logos for newsletters, web sites, business cards and more. Perfect for small businesses and home businesses that need a modern logo, and/or to update several logos, for a fresher appearance and company image.

**TEST SYSTEM:** Apple Titanium PowerBook G4 500 - 1Gb RAM - 10.3.2

**FINAL THOUGHTS:** While some pros might find this a little like cheating, it is fun. LogoCreator is a terrific tool to inspire ideas for other tools. It gives you a lot of bang for the buck and is a product that has found a home in my design folder.

**OVERALL RATING: 4 out of 5 VERY GOOD**

**For more information, visit: www.macxware.com**

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