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Illustrator® tips, tricks, and tutorials

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Create a Polished Raised Type Treatment

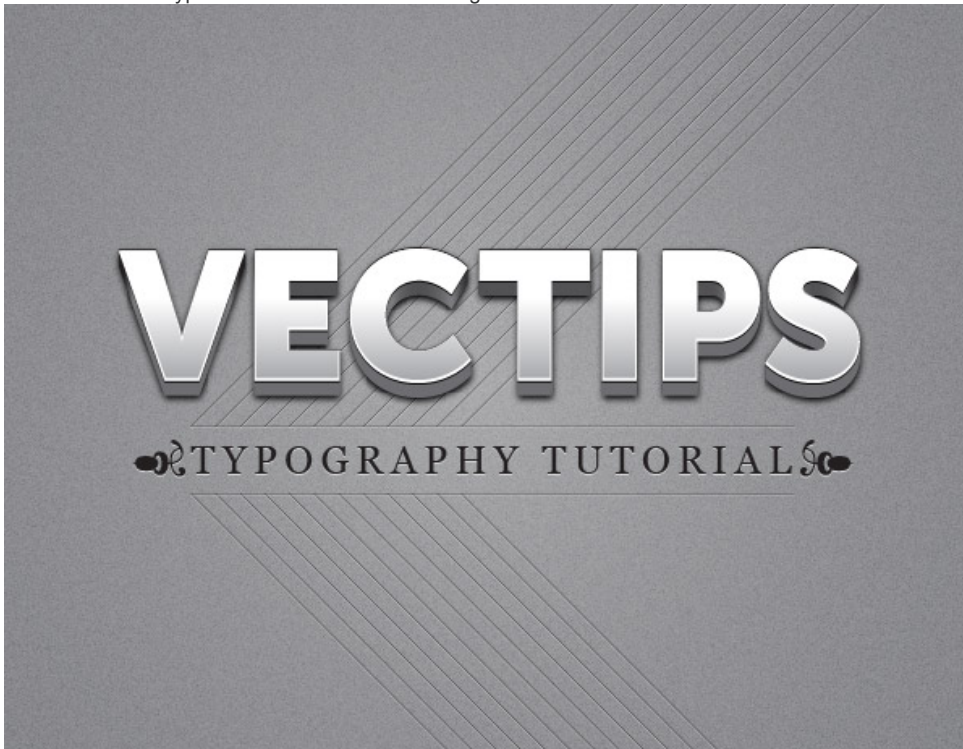
Tutorials | August 12Th, 2010



If you have read some of my other type tutorials, you know I love the Appearance panel. This tutorial is no different. Using the Appearance panel, some gradients, and transforms, you can create a polished lifted type treatment. Using the Appearance panel makes it super easy to apply the treatment to other fonts and vector elements.

Final Image

Below is the final type treatment we will be working towards.



Tutorial Details

Program : [Adobe Illustrator CS5](#)

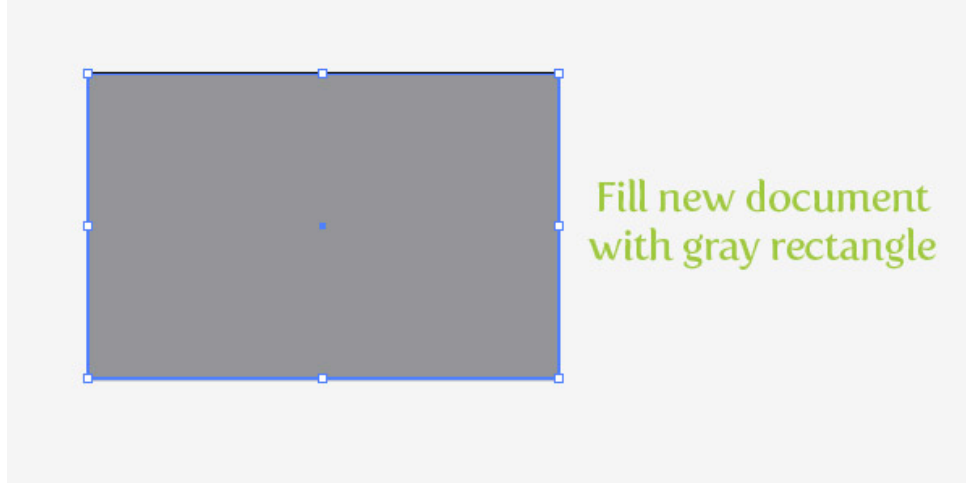
Difficulty: Intermediate

Topics Covered: Appearance Panel

Estimated Completion Time: 15-20 minutes

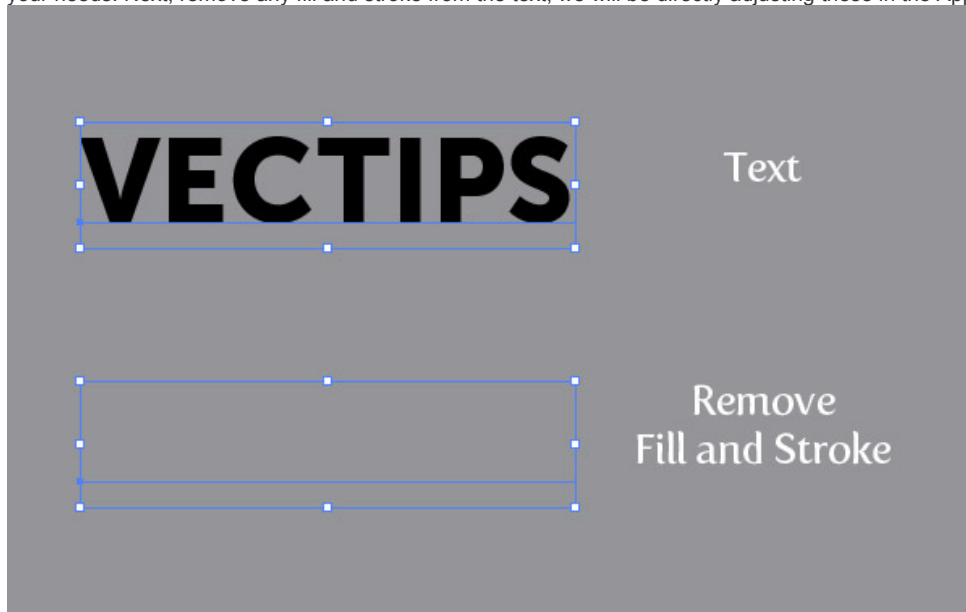
Step 1

In a new document, use the Rectangle tool (M) to create a rectangle the size of your document and fill it with a gray color. Having a background color from the beginning will make it easier to see the changes we will be making to the text.



Step 2

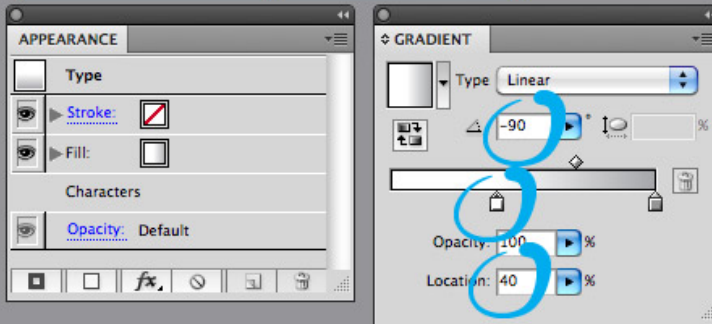
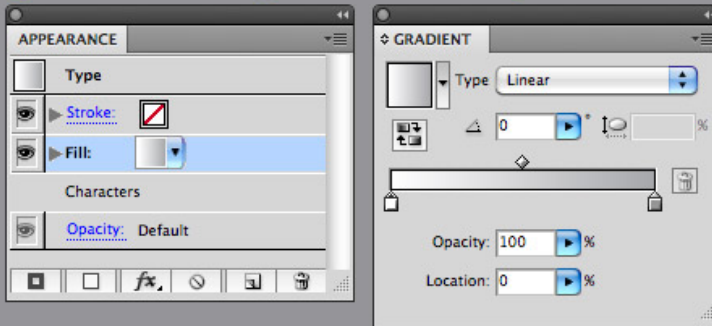
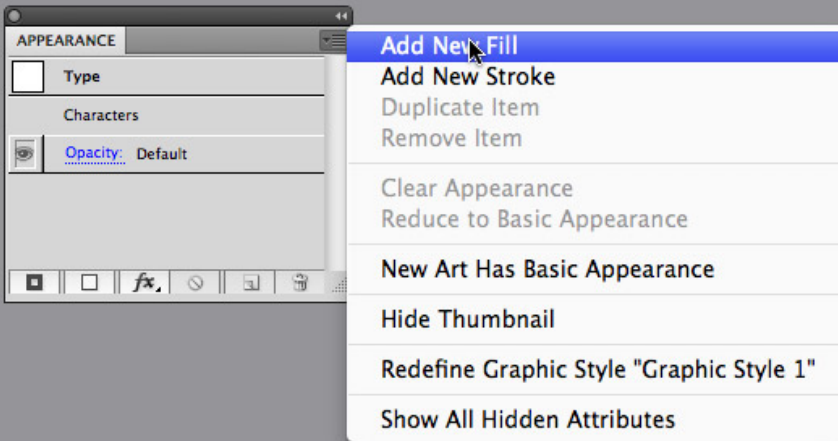
With the Type tool (T), type out some text. Mine is around 100pt for big header text, but you can adjust the text to fit your needs. Next, remove any fill and stroke from the text, we will be directly adjusting these in the Appearance panel.



Step 3

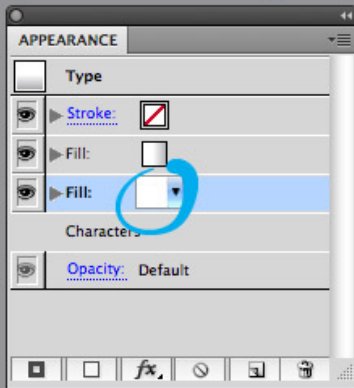
With the text selected, choose Add New Fill from the pop-up menu of the Appearance panel. Change the new fill to a linear gradient with the first color stop white and the second a light gray. From the Gradient panel change the Location of the first white color stop to 40 and change the Angle to -90.



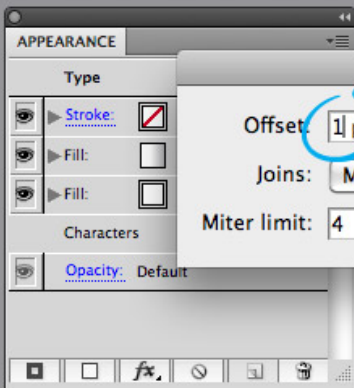


Step 4

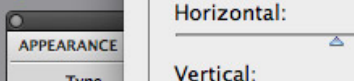
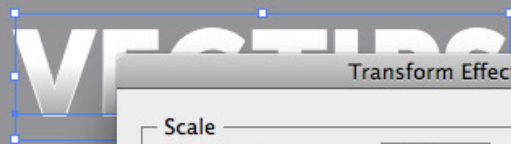
From the Appearance panel, create a new fill like in the previous step, fill it with white, and make sure the white fill is below the first gradient in the Appearance panel. Select the white fill in the list and go Effect > Path > Offset Path. In the Offset Path dialog change the Offset to 1 px. With the white fill still selected in the Appearance panel list, go Effect > Distort & Transform > Transform. In the Transform Effect dialog, change the Vertical Move to 1 px.



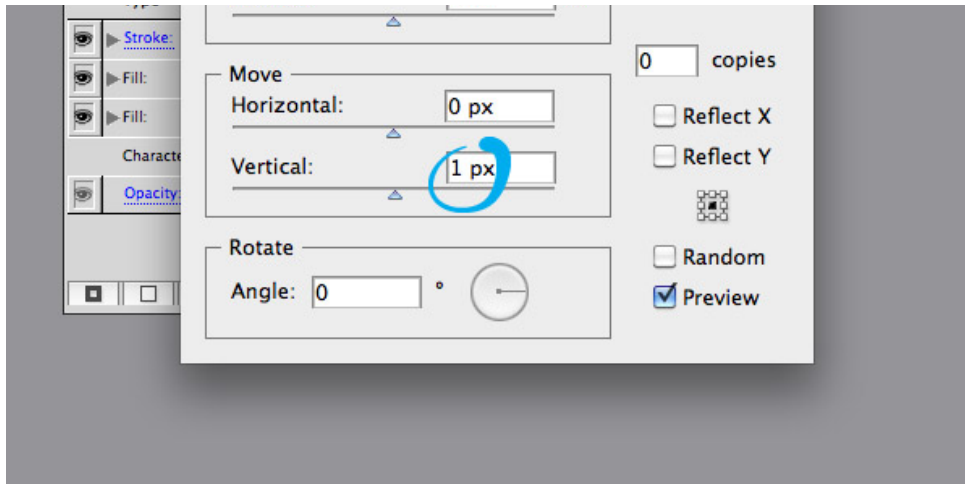
New Fill



Offset Path

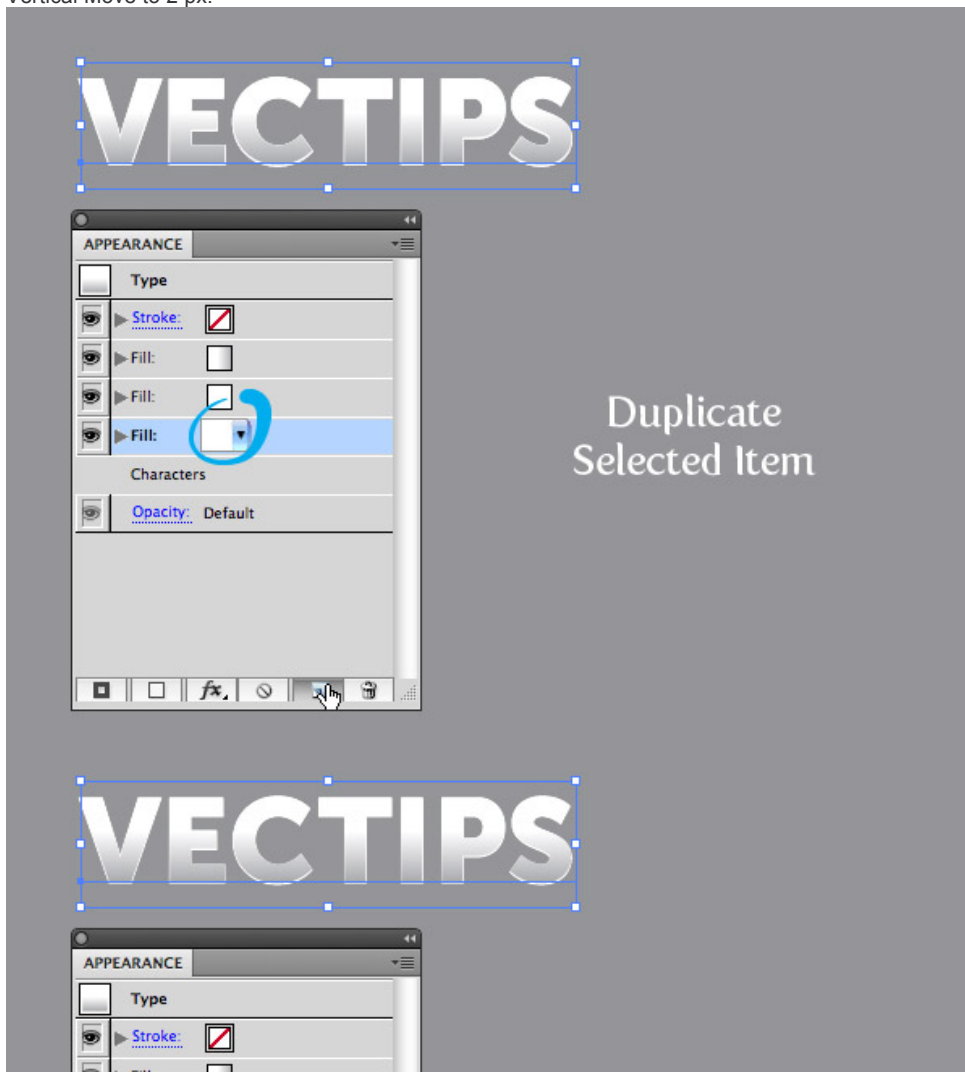


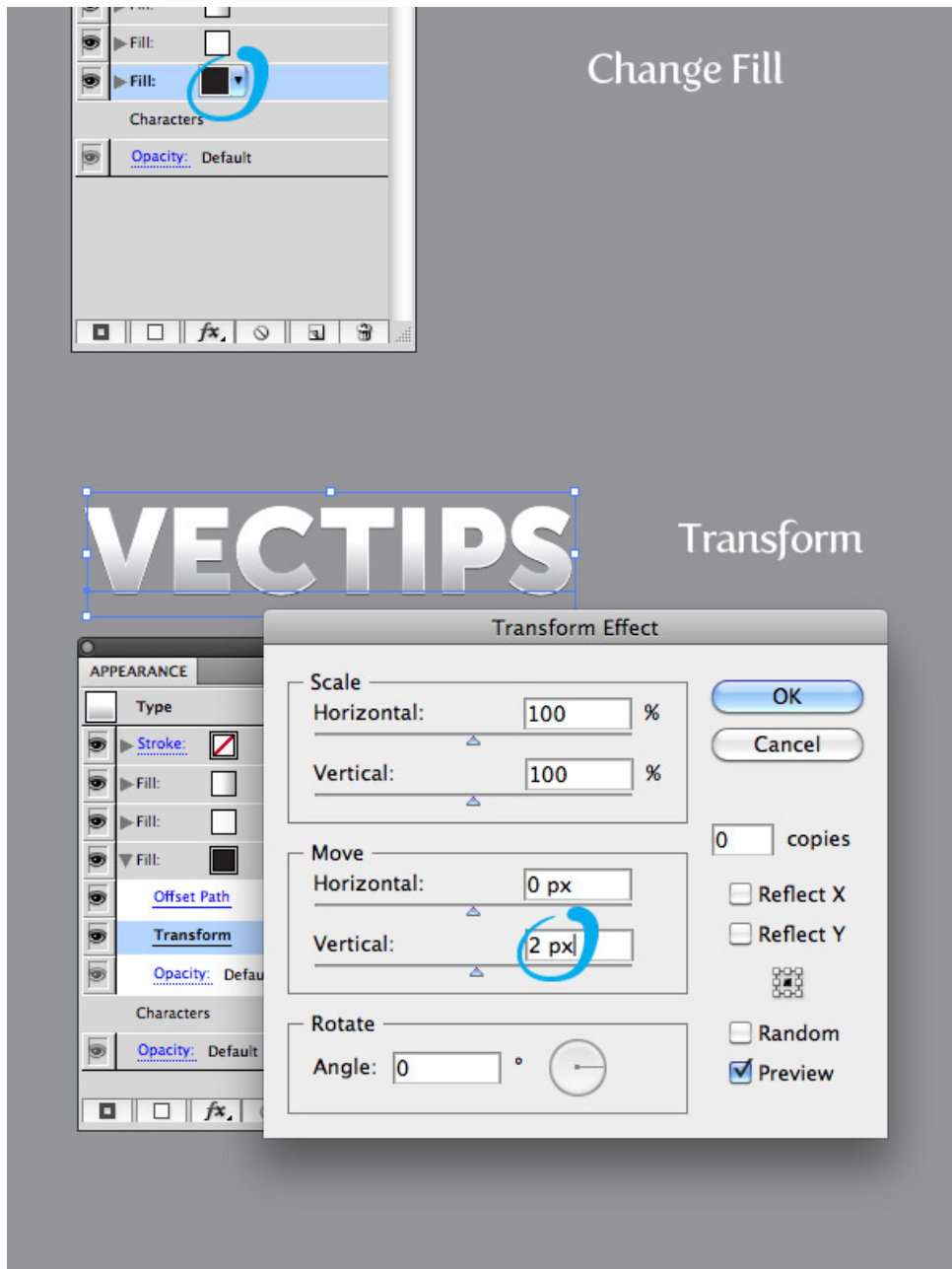
Transform



Step 5

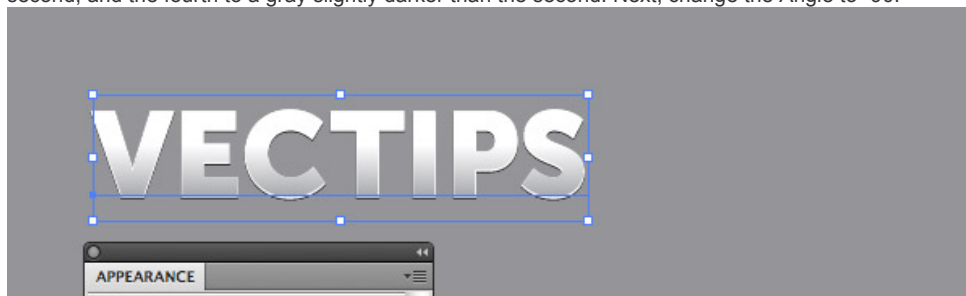
From the Appearance panel, select the white fill, and press the Duplicate Selected Item button at the bottom of the panel. Select the bottom copy and fill it black. Expand the attributes on the fill by pressing the small arrow to the left of the fill thumbnail if it is not expanded already. Click on Transform to open the Transform Effect dialog and change the Vertical Move to 2 px.

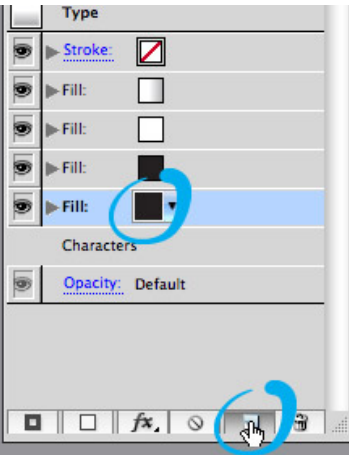




Step 6

Duplicate the black fill like in the previous step and change the fill to a linear gradient. Add two more color stops to the linear gradient and change the first to black, the second to a dark gray, the second to a slightly lighter gray than the second, and the fourth to a gray slightly darker than the second. Next, change the Angle to -90.

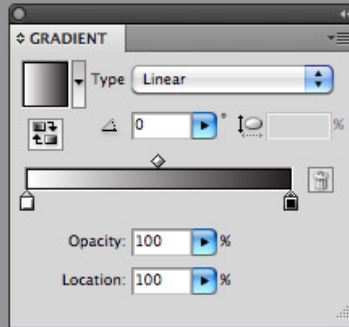
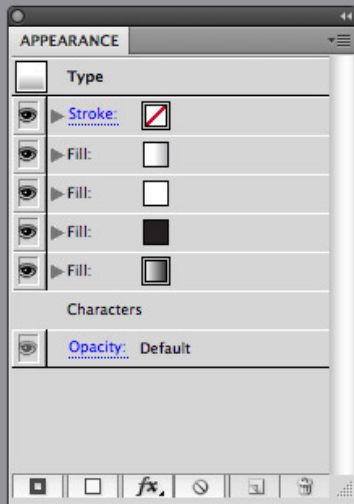




Duplicate

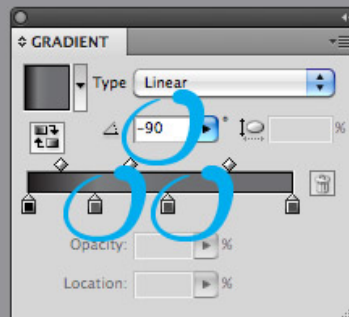
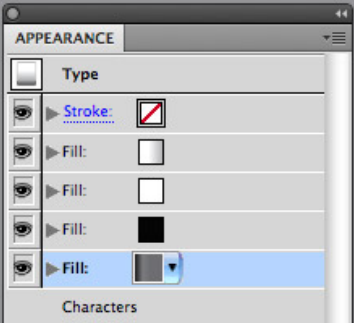
VECTIPS

Linear Gradient



VECTIPS

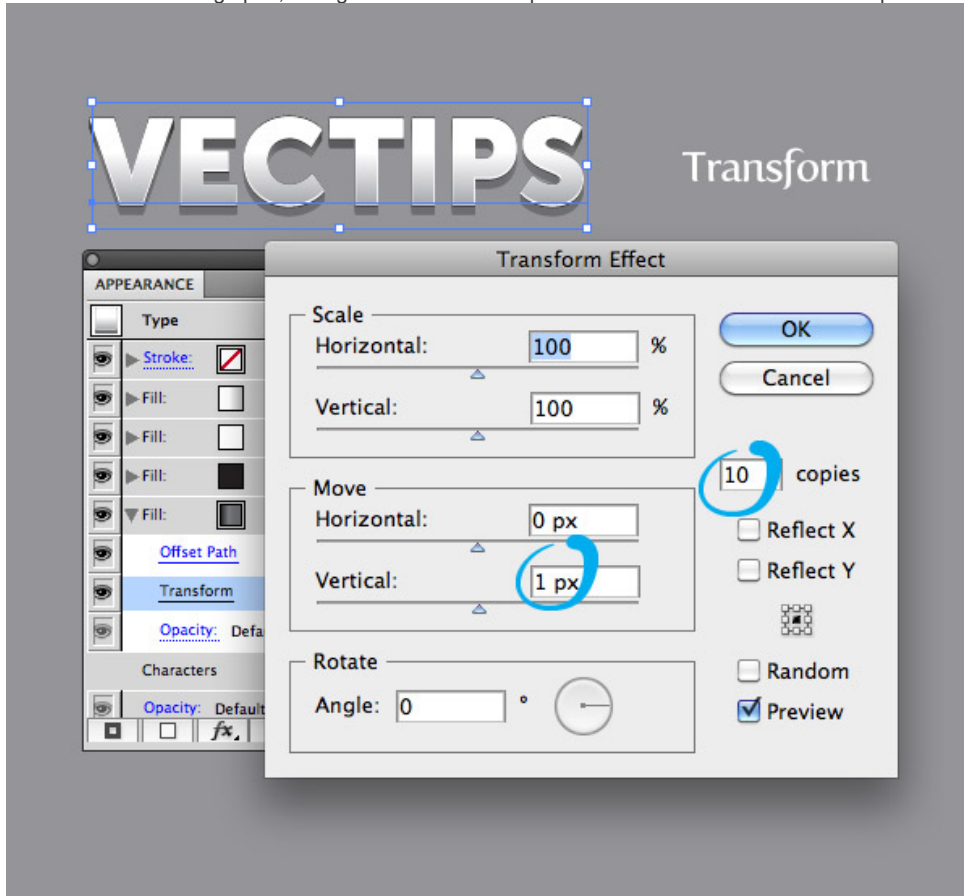
Add Color Stops
Change Angle





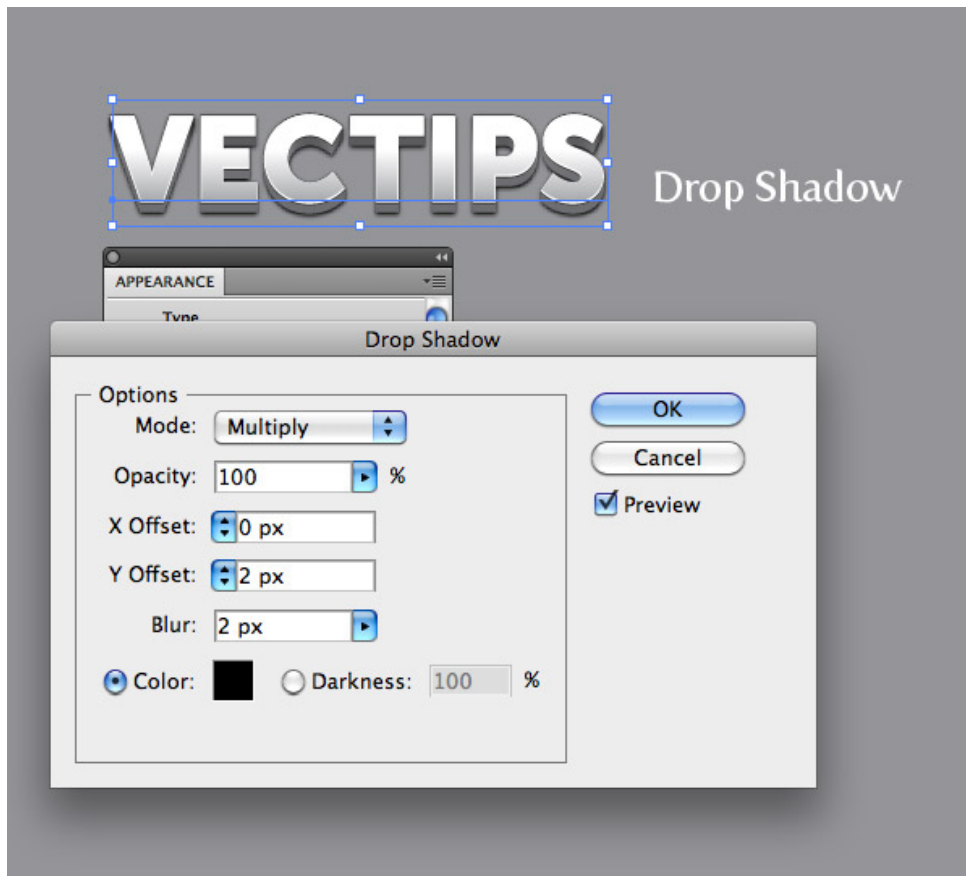
Step 7

Expand the attributes of the new linear gradient in the Appearance panel, and click on the Transform Effect. With the Transform Effect dialog open, change the number of Copies to 10 and the Vertical Move to 1 px.



Step 8

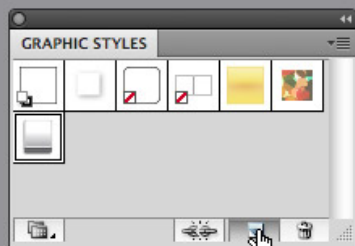
With the four color stop gradient fill still selected in the Appearance panel, go Effect > Stylize > Drop Shadow. In the Drop Shadow dialog, change the Opacity to 100, the X Offset to 0, the Y Offset to 2, and the Blur to 2. That is pretty much it!



Step 9

You can save the treatment as a Graphic Style to easily apply to other type and vector objects. Simply select your text and press the New Graphic Style button in the Graphic Style panel. Now press the new graphic style with any object to apply the style. Pretty cool!

VECTIPS



Save as a
Graphic Style

VECTIPS

Vectips

VECTIPS



Final Image

At this point you can make the treatment better by jazzing up the background with some grain textures and simple offsets to other text.

VECTIPS

•• TYPOGRAPHY TUTORIAL ••



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68 Responses to “Create a Polished Raised Type Treatment”



1. **Joshua Johnson**

says:

August 12, 2010 at 7:48 am

I bow to your use of the appearance palette sir. Really stellar work!

[Reply](#)



2. **Alexandre Giesbrecht**

says:

August 12, 2010 at 8:29 am

I tried to do it on CS3, and I guess the biggest difference is that Illustrator CS3 won't allow me to use pixels as a unit.

[Reply](#)



o Derek

says:

August 31, 2010 at 2:04 pm

If you want pixels as a unit, Type px after the number. Ex: 1 px = 1 pixel

[Reply](#)



o Tyler

says:

October 23, 2010 at 6:50 pm

I used points as a unit rather than pixels, and I still got the same result. I have CS5 though, so I'm not sure.

[Reply](#)



o Milos Milovanovic

says:

January 15, 2012 at 6:27 pm

Same...

[Reply](#)



3. Lyell Rodieck

says:

August 12, 2010 at 9:43 am

Help! I had trouble with this tutorial. I'm using CS4; are you perhaps using CS5? I could come close to your example if I used negative numbers. instead of positive, on the vertical transforms, but I couldn't figure out how to apply a drop shadow. Such a lovely type style you've developed, and I would so like to be able to recreate it!

[Reply](#)



4. **Neri Ribeiro**

says:

August 12, 2010 at 12:40 pm

Muito bom o tutorial!!! Fiz aqui no CS5 e deu tudo certo!!!! Vale a pena fazer esse tutorial!!!

[Reply](#)



5. **Mohit Dhiman**

says:

August 12, 2010 at 1:51 pm

I am using CS4 and i didn't even came closer to something like this. Have you done this on CS5, please help.

[Reply](#)



o **Rawly**

says:

August 15, 2010 at 12:38 am

"Tutorial Details

Program : Adobe Illustrator CS5

Difficulty: Intermediate

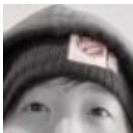
Topics Covered: Appearance Panel

Estimated Completion Time: 15-20 minutes"

right under the main picture....

Reading goes a long way.

[Reply](#)



6. **hoshimo**

says:

August 12, 2010 at 5:26 pm

haha sweet!

[Reply](#)



7. Alias_Matlock

says:

August 12, 2010 at 7:48 pm

This is pretty sweet. And I don't wanna be an ass people, but if you actually read from top to bottom, he says what version he is using. Now go read again!

[Reply](#)



8. will create

says:

August 13, 2010 at 1:04 am

This is amazing. nice work. I love the fact you can apply it to anything once its made. just a shame i don't have CS5 yet.

[Reply](#)



9. karasu

says:

August 13, 2010 at 4:04 am

I'm using CS3 and the only "impossible" step is the "offset path" one. The result is quite the same ^_^

[Reply](#)



10. Ondra

says:

August 13, 2010 at 5:08 am

Hiay, thanks a lot. It looks great!

I did it in CS2, I'm pretty sure you'll be able to do it in CS1 as well...

Love it

[Reply](#)



11. neunen

says:

August 13, 2010 at 7:45 am

oh that's a nice one!

[Reply](#)



12. software outsourcing

says:

August 13, 2010 at 9:19 am

This is absolutly adorable work!

Thanks 😊

[Reply](#)



13. With Russia From Love

says:

August 13, 2010 at 10:44 am

You are the best! Low bow

[Reply](#)



14. tutorial blog

says:

August 13, 2010 at 7:43 pm

very nice. Thank for tutorial

[Reply](#)



15. Matthias Scheel

says:

August 14, 2010 at 1:41 am

awesom! thanks!

[Reply](#)



16. **Jason Roberts**

says:

August 15, 2010 at 8:24 am

This is Great!

Thanks for the new Graphic Style!

[Reply](#)



17. **Shane**

says:

August 16, 2010 at 3:36 am

This looks like an awesome tut!! Can't wait to try it out!!

Thanks.

[Reply](#)



18. **K Khalifa**

says:

August 16, 2010 at 9:12 am

Cool technique– thanks! I had no problems doing in CS4– just had to change the vertical offsets to negative values to get the required angle.

[Reply](#)



◦ **Jim K**

says:

August 20, 2010 at 3:10 pm

Precisely...I did the same thing and created two styles, one for a top offset and one for a bottom offset..

[Reply](#)



19. **Brian**

says:

August 17, 2010 at 7:19 am

Great tut. Another weapon in my arsenal!

[Reply](#)



20. **Theo Hodkin**

says:

August 17, 2010 at 3:05 pm

Saw a tutorial on how to create something similar in plain CSS3... but this looks way better!

[Reply](#)



21. **Dany**

says:

August 18, 2010 at 9:33 am

Thanks a lot, worked perfectly in my CS4, just had the volume or shadow effect upside down, but it isnt that important, looks as cool!

[Reply](#)



22. **Antor**

says:

August 22, 2010 at 3:54 pm

Really cool man!!! That's a tight text effect!

[Reply](#)



23. fatcoala

says:

September 9, 2010 at 12:37 am

很好，很喜欢，太厉害了！GOOD！

[Reply](#)



24. Bruno

says:

September 23, 2010 at 3:57 pm

Just amazing! Thank you for all the help that you give to all us 😊

[Reply](#)



25. Flo

says:

October 9, 2010 at 1:06 am

How did you do the step 2 ^^ ?

[Reply](#)



o Alexander

says:

October 26, 2010 at 4:03 am

Just remove the colors for fill and stroke like so: <http://grab.by/73ld>

[Reply](#)



26. Alexander

says:

October 26, 2010 at 4:02 am

I managed to do this in CS3 as well, just had to change the vertical offsets to negative values (as most of you) to get the proper result.

Be sure to read the tutorial throughly and compare your result to every step in the tutorial and you should be just fine.

Got this result: <http://grab.by/7319>

[Reply](#)



27. Tony

says:

November 26, 2010 at 2:26 am

so cute~~!!!真喜欢~~~

[Reply](#)



28. Junqui

says:

December 6, 2010 at 9:58 am

Thanks sharing your knowledge. Your tutorials are just great!!!!

[Reply](#)



29. Inw

says:

December 8, 2010 at 11:42 pm

Just change unit at Edit>Preferences>Units & Display Performance

Change unit in General Box.

[Reply](#)



30. ulises

says:

December 14, 2010 at 7:58 am

interesante

[Reply](#)



31. dong

says:

January 5, 2011 at 2:59 am

organize file give me!!

[Reply](#)



32. Parasar

says:

March 4, 2011 at 12:48 am

Thanks for this amazing VECTIP!

[Reply](#)



33. IvanErshov

says:

March 8, 2011 at 5:56 am

Awesome

[Reply](#)



34. IvanErshov

says:

March 8, 2011 at 6:48 am

step 7 mistake – not 1 px vertical move, but -1px.

[Reply](#)



35. Shweppsy

says:

April 2, 2011 at 4:00 pm

Thanks !!!

The Best !!! (my one wasnt exacly from the first time but it's look cool)

[Reply](#)



36. CreativeJH

says:

April 9, 2011 at 2:07 pm

It's clean and nice work !

I'll try it 😊

[Reply](#)



37. Akhtar Raza

says:

April 18, 2011 at 9:05 am

Can any one help me ?

where is appearance panle option in photoshop cs5.

[Reply](#)



◦ Cory

says:

July 3, 2011 at 6:44 pm

This tutorial is for Illustrator, not Photoshop.

[Reply](#)



38. cpecep

says:

April 25, 2011 at 5:46 am

thanks so much!

[Reply](#)



o marc

says:

May 9, 2011 at 9:14 am

hey looks good, but im wondering how you did that fine lines in the final result, is there any effect you used, the look kinda 3d'ish.

thanks

marc

[Reply](#)



39. Braden

says:

June 2, 2011 at 9:04 pm

Ok, I'm not sure why, but I don't think that when I made it that it looked the same... Any thoughts? What did I do wrong?

[IMG]<http://i56.tinypic.com/348534k.png>[/IMG]

[Reply](#)



o Braden

says:

June 2, 2011 at 9:04 pm

<http://tinypic.com/r/348534k/7>

[Reply](#)



40. Angielski Wrocław

says:

June 5, 2011 at 1:45 pm

Great effect. Is this possible to make it in photoshop cs5 as well?

[Reply](#)



41. [Reader](#) Guylaine

says:

June 20, 2011 at 3:33 pm

I so enjoyed it.

[Reply](#)



42. [Reader](#) Cory

says:

June 30, 2011 at 10:57 am

Just saved my skin on a logo I'm working on — this fits absolutely perfect! Thanks.

[Reply](#)



43. [Reader](#) Mohammed Maqsood

says:

July 21, 2011 at 8:20 am

Hi!

I liked it

This technique is very good for Text Effects! Can you post the same technique using any logo.

[Reply](#)



44. [Reader](#) terapon

says:

July 28, 2011 at 8:16 pm

very nice!

[Reply](#)



45. Michael

says:

August 19, 2011 at 12:26 pm

Really great work, Once again brilliant use of the appearance panel.

[Reply](#)



46. FatBrush

says:

August 21, 2011 at 6:37 pm

I'm stumped, when I try to do the offset path the command menu is as if that function does not apply in other word the offset path function is not highlighted and it does not work.

What am I doing wrong? HELP...

[Reply](#)



47. Lien Nguyen

says:

October 8, 2011 at 5:37 pm

Hi, I was wondering what font did you use for the "Vectips" lettering in Step 9? I love the cursive font but can't find it on my Illustrator

[Reply](#)



48. Gez

says:

October 30, 2011 at 3:23 am

Thanks for this. I was just designing a logo for somebody and running out of ideas. I just applied this effect to one of the designs and they approved it! The best thing about it is when they wanted the logo text to be changed I didn't have to redo the whole thing from scratch like I used to. As it's editable I just retyped it out. Fantastic!

[Reply](#)



49. Hunny

says:

November 1, 2011 at 9:07 am

I'm curious to find out how did you do the smaller font, can you provide a tutorial for that please?

[Reply](#)



50. n0ltr0n

says:

December 4, 2011 at 5:16 pm

Awesome tutorial. As a novice in illustrator, this is a very helpful tut.

[Reply](#)



51. Manuel

says:

December 16, 2011 at 8:39 am

Wonderful. Good tutorial.

[Reply](#)



52. Toni

says:

January 24, 2012 at 11:17 am

Good Day

As a beginner in Ai I have to say your tutorial was more then perfect I had no problem following your directions and I thank you for taking the time to help us learn.

[Reply](#)



53. gabriella

says:

February 11, 2012 at 8:51 pm

this looks great and easy to follow! thank you! helped a lot creating a logo.

[Reply](#)



54. Elaine

says:

February 13, 2012 at 7:24 pm

I want to put you in my toolbox.. or back pocket whichever is more comfortable.. genius, tutorial in layman terms, I easily followed in CS3, got same result as guys above.. top offset rather than below but proved I could play around a bit & achieve several effects. I want more...

[Reply](#)



55. Bea

says:

March 27, 2012 at 2:58 pm

This is a great Tutorial! Thank you so much! Came out perfect 😊

[Reply](#)

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August 29, 2010 at 5:08 pm

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2. [Creative Bookmarks: Best of August 2010 I Tutorial](#)9

says:

September 1, 2010 at 6:47 am

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3. [Create a Polished Raised Type Treatment in Illustrator I Vectips](#) « [rebelings things](#)

says:

September 13, 2010 at 4:28 am

[...] Create a Polished Raised Type Treatment in Illustrator | Vectips. No Comments [...]

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4. Best Illustrator Tutorials from 2010 - Noupe Design Blog

says:

December 21, 2010 at 4:12 am

[...] Create a Polished Raised Type Treatment This tutorial, using the Appearance panel, some gradients, and transforms, you can learn how to create a polished lifted type treatment: [...]

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