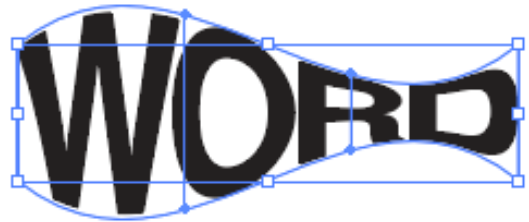
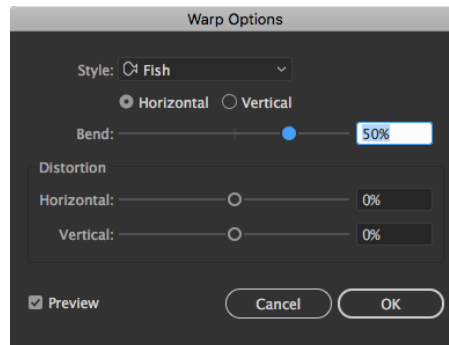


## 1. Warp Tool

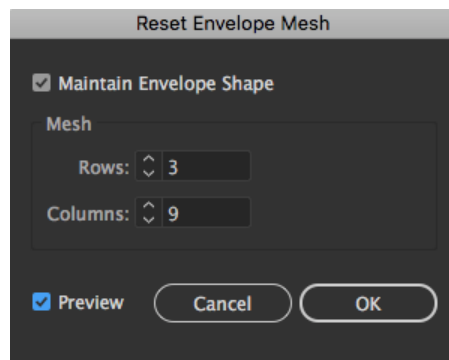
- a. Select the type, convert to outlines: Type / Create Outlines
- b. Object / Envelope Distort / Make with Warp



- c. After you manipulate the text EXPAND the text:  
Object / Envelope Distort / Expand

## 2. Mesh Tool

- a. Select the type, convert to outlines: Type / Create Outlines
- b. Object / Envelope Distort / Make with Mesh



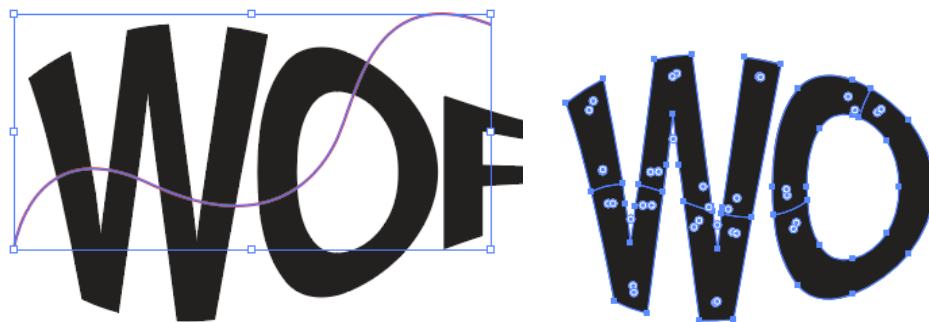
- c. After you manipulate the text EXPAND the text:  
Object / Envelope Distort / Expand

**3. Slice the Type**

- a. Select the type, convert to outlines: Type / Create Outlines
- b. With the pen tool, draw a line to intersect where you want to slice the letters



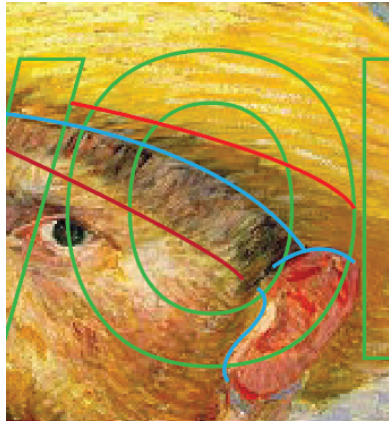
- c. Select the only the path above the text select:  
Object / Path / Divide Objects Below.



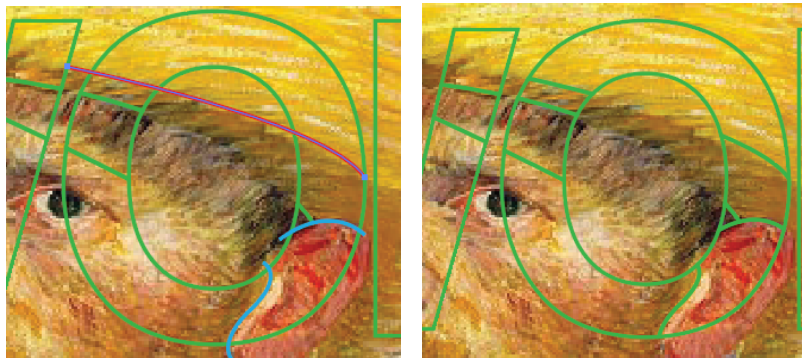
- d. Ungroup the objects.
- e. Select each segment and change its color.



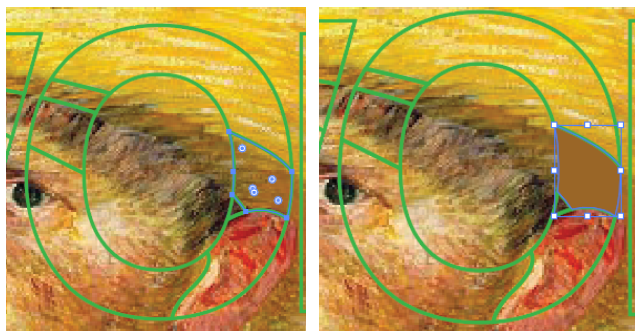
- f. You can work with the underlying color of a photography and apply this to your letterforms. Remove the fill of your letter and choose a stroke of a contrasting color. With the pen tool, draw the contour of the image below the text.



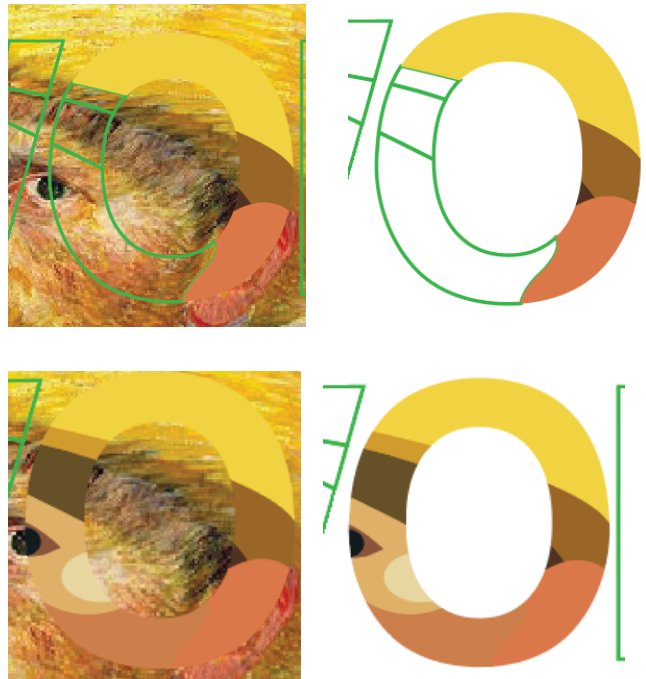
- g. Select the only the path above the text  
select: Object / Path / Divide Objects Below.  
Note: You have to divide the text for each stroke separately. This can take time.



- h. Select the segment you want to fill with color. Use the Eyedropper tool and select a color within that segment and the shape will fill with that color.



- i. Repeat this fill coloring method until you have the entire letter colored.

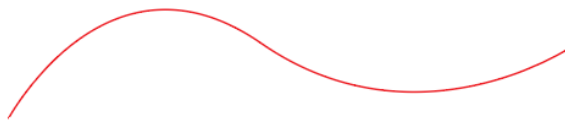


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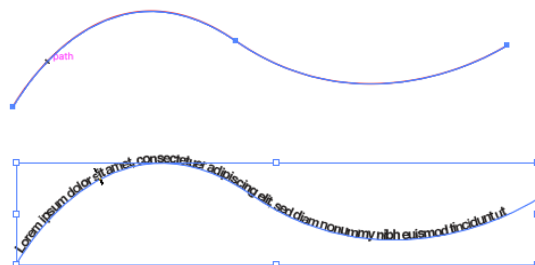
#### 4. Type on Path

**FREEFORM:**

- a. With the pen tool, draw a freeform line.

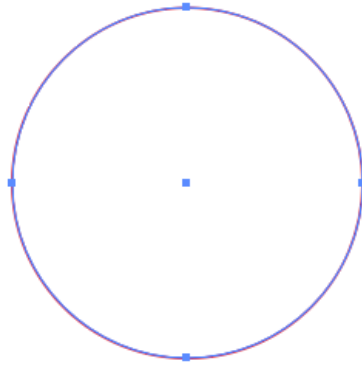


- b. With the line selected, click and hold down the TYPE tool and select Type on the Path Tool. It will automatically put LOREM IPSOM text on the path. Change the text to what you want the copy to say.

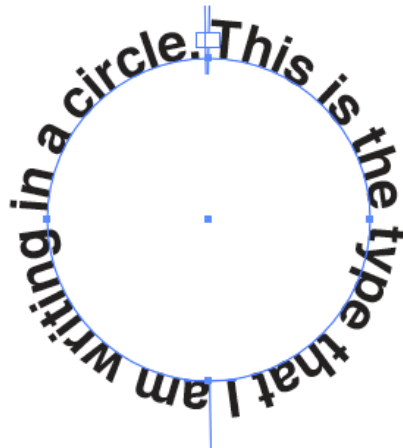


## ON A SHAPE:

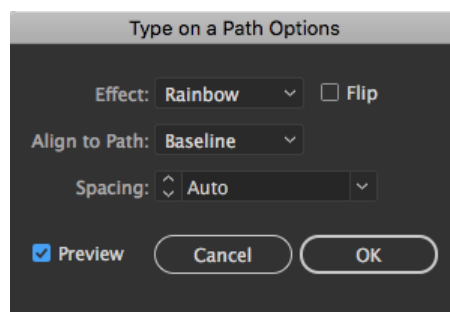
- a. A common application is to put text around a circle. With the shape tool, draw a circle and select it.



- b. Select Type on the Path Tool. It will automatically put LOREM IPSOM text on the path. Change the text to what you want the copy to say.



- c. Open up the Type Options Menu:  
Type / Type on a Path / Type on a Path Options  
Make sure you check the PREVIEW box in the lower left-hand corner.

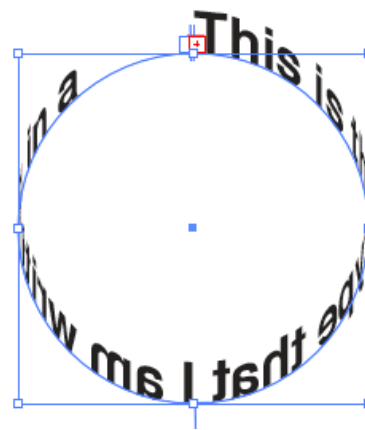


- d. Here are EFFECT options that you may want to use besides the default (Rainbow):

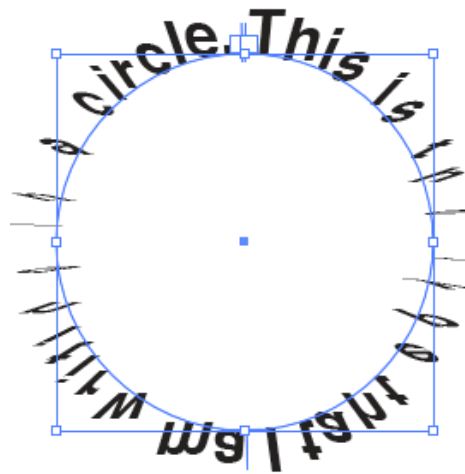
FLIP



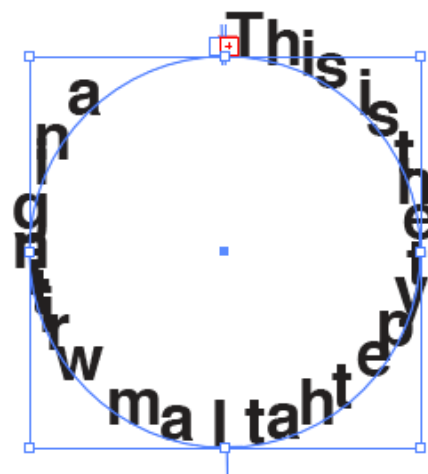
SKEW



3D RIBBON

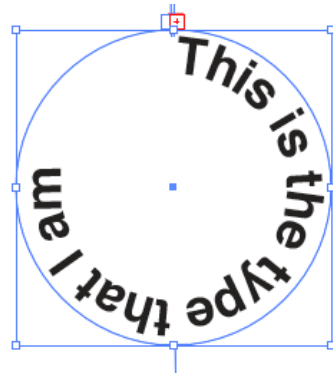


STAIR STEP

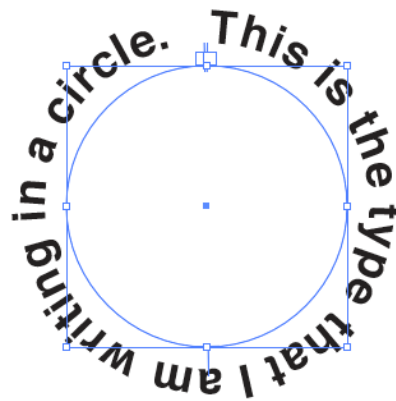


- e. Here are some ALIGN TO PATH options you may want to use besides the default (Baseline):

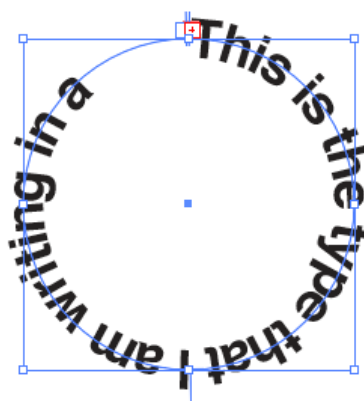
ASCENDER



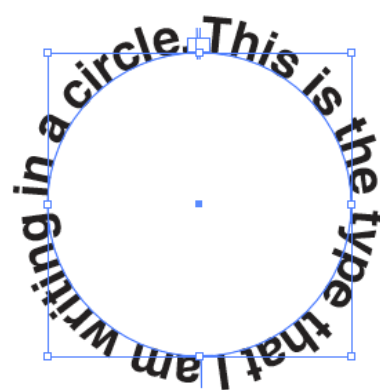
DESCENDER



CENTER



BASELINE



- f. When finalizing your logos or text – especially if you are creating a type as image piece, always convert your text to outlines. MAKE SURE YOU HAVE ALL YOUR TEXT SPELL CHECKED BEFORE HAND THOUGH!
- g. TIP: *Don't forget to use Tracking and Kerning options to make your typography look professional!*