Making a custom brush in Photoshop of your watermark

by: Brett Jenkins, inspired by Megan Kelly

Before

After

1   Open your watermark in Photoshop. It can be a Photoshop document (.psd) or an Illustrator file (.ai).

2*   *If you watermark is already black and white you can skip this step.

A brush will take on the shape of your watermark, but not the color, brushes take on whatever color the foreground color is. For watermarks that are not black and white we are going to perform a 'replace color' to get the brush to be more accurate.
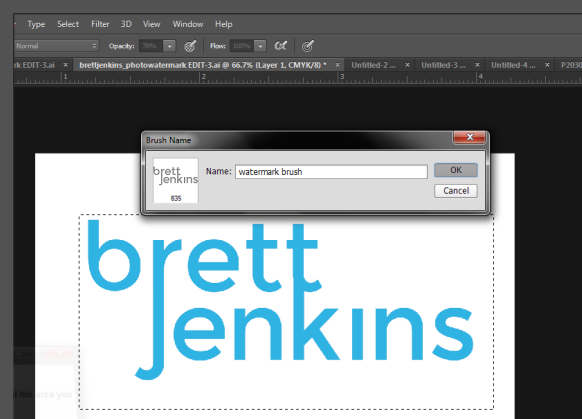
    1   Perform a replace color by going to Image > Adjustments > Replace Color…

    2   Select the color of your watermark, and replace this with black. Make sure to turn the lightness down or your brush will still look gray rather than black. Click 'Ok.'

    3   Your watermark should now be in black and white. This will make the brush darker, but the opacity can be decreased if needed; you can't make a brush darker using opacity.

3   Now we can make our brush. Click the 'Rectangular Marquee Tool' (or type M on the keyboard). Surround the entire watermark that you want as your brush. (Make sure that you want everything that is in the selection. The brush will be made with everything within the selection. If you do not want part of the selection, delete this part before selecting the watermark.)
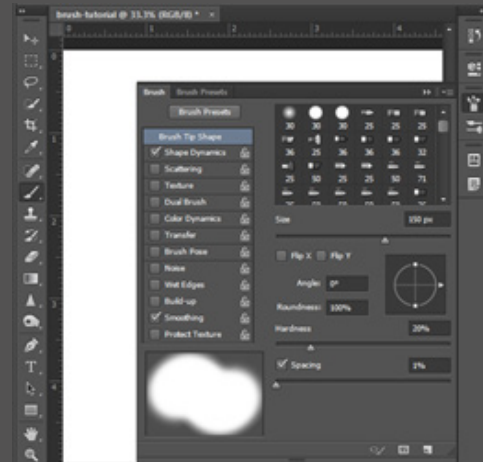
4   In the menu on the top of the screen click Edit > Define Brush Preset > then name this brush. Click 'Ok.' (You will be able to see what the brush is going to look like and the size of the brush in pixels on the left side of the 'Define Brush Preset' box.) Now you have a custom brush.
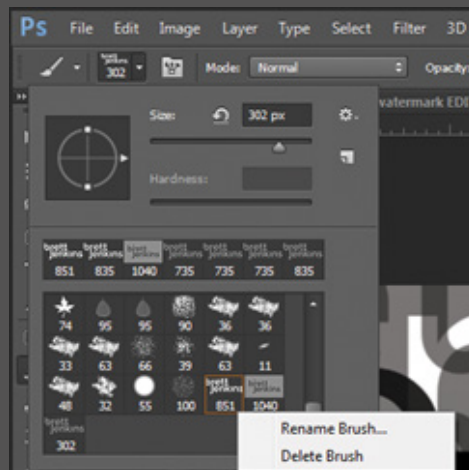
5   Let's edit the brush a bit. Click on the Brush tool (type B) to bring up your new brush. We need to make a few adjustments since this is going to be a watermark brush.

6   Click on the 'Brush' pallet. (This looks like a cup with brushes in it.) It will expand the brush pallet so that we can make some adjustments.

7   Increase the spacing to anything above about 100%. This makes it so that you will not make duplicate impressions of your watermark if you click and drag your mouse a little bit. You can also adjust the default size of the brush by changing the 'size' either on the slider, or by typing it in the box next to size. I would suggest that you start with about a 300px size. This can be easily changed when you go to put it on your picture.

8   To save this new size and spacing and as a new brush, in the upper right corner of the 'Brush Pallet' click on the down arrow. Select 'New Brush Preset' from the drop down list. Name the new brush, and click Ok. Now delete the old brush by clicking on the 'Brush Preset Picker' on the top left side of the screen, right clicking on the brush that you do not want, and clicking delete.

9   Now we can apply the watermark to a picture. Open a picture that you want to apply your watermark to.

10   Once the picture is open, adjust the size of the brush using the brackets keys [ ] to make the brush smaller or bigger. Choose a color that you would like to make your watermark. This will probably be white or black depending on your picture. Adjust the opacity of your brush. Choose where you want to apply the watermark, click, and voila. Now you have applied the watermark to your picture.

     If you don't like how the watermark showed up, type CMD + Z (on a PC CTRL + Z) and try again. Since we haven't made a new layer, this brush is applying color directly on your image.

11   'Save As' your image with a different name from the original. You don't want to delete content from your original picture by applying a watermark to it.