There are at least two approaches to the \TeX, L\TeX, etc. logos. First, that the font used in them is a part of a logo and should not be changed, and the other, that a logo should be typeset in the same font as its context. If you choose the first approach, this article is irrelevant. In this article I suggest a slight modification of the L\TeX logo to make it work better with various fonts, which is relevant if we choose the second approach.

The first change is the offset of the letter A: in the original L\TeX definition it’s $-0.36\text{ em}$ so it does not depend on the width of the L or the A, which differ in different fonts. In mine it’s $-0.57\text{ width of }A$ which makes it come out noticeably better.

Another change is adding one more kern between A and T if the font is slanted, that is, if its $\text{	exttt{fontdimen1}}$ is nonzero. The kern is $0.5\text{ ex} \times (\text{slant in }\%)$.

The original L\TeX definition of the logo is
\begin{verbatim}
\DeclareRobustCommand\LaTeX{%
L\kern-.36em
{sbox\z@ T}
\vbox to\ht\z@{\hbox{%
\check@mathfonts
\fontsize\sf@size\z@
\math@fontsfalse\selectfont A}\% 
\vss}\%
\kern-.15em
\TeX}
\end{verbatim}
and mine
\begin{verbatim}
\DeclareRobustCommand\LaTeX{%
{%L%
\setbox\z@\hbox{%\check@mathfonts
\fontsize\sf@size\z@
\math@fontsfalse\selectfont A}\% 
\kern-.57\wd\z@% 
\sbox\tw@ T% 
\vbox to\ht\tw@{\copy\z@ \vss}\% 
\kern-.2\wd\z@}%
\end{verbatim}

Here are a few examples. Enjoy.

\begin{verbatim}
lmr \LaTeX vs. \LaTeX & (\La)\TeX
lmss \LaTeX vs. \LaTeX & (\La)\TeX
lmr \LaTeX vs. \LaTeX & (\La)\TeX
lmr \LaTeX vs. \LaTeX & (\La)\TeX
qpl \LaTeX vs. \LaTeX & (\La)\TeX
qpl \LaTeX vs. \LaTeX & (\La)\TeX
qtm \LaTeX vs. \LaTeX & (\La)\TeX
qtm \LaTeX vs. \LaTeX & (\La)\TeX
qpl \LaTeX vs. \LaTeX & (\La)\TeX
qpl \LaTeX vs. \LaTeX & (\La)\TeX
qbk \LaTeX vs. \LaTeX & (\La)\TeX
qbk \LaTeX vs. \LaTeX & (\La)\TeX
qzc \LaTeX vs. \LaTeX & (\La)\TeX
qhv \LaTeX vs. \LaTeX & (\La)\TeX
qhv \LaTeX vs. \LaTeX & (\La)\TeX
iwona \LaTeX vs. \LaTeX & (\La)\TeX
iwona \LaTeX vs. \LaTeX & (\La)\TeX
\end{verbatim}