HOW TO DESIGN A LOGO

1. Keep it Simple!
A logo is a symbol that is intended to represent more than it's literal interpretation. It must also be recognizable and readable at any size. There isn't a whole lot of room to accomplish these goals, so keep it simple in shape, form and color!

2. Decide on a type of logo.
Logos come in many forms…

ICON SYMBOL	ABSTRACT SYMBOL	LETTER FORM	WORD MARK	EMBLEM

3. Write lists of words.
Write a list of words to describe the feeling you want your logo to have, such as "elegant", or "friendly." Next brainstorm a list of words associated with the company or product you are designing for. If you are designing a logo for a knitwear company you might brainstorm the words "yarn", "loops", or "sweater", etc. An idea may come directly from this list.

4. Get out your sketchbook!
Going directly to the computer might stifle your creativity, Don't open Illustrator until you sketch concepts.

5. Draw or write it over and over.
For wordmarks, write the words many different ways and in a hundred different styles. The same goes for symbols… draw one, then draw it again and again. Tracing paper can be helpful for designing slight variations.

6. Make sure it is flexible.
A well designed logo will work in both full color and in one color, on a light background and on a light background, with text and without, on a business card or on a billboard. So scale it up and down, put it on a dark background or a light, crop it, turn it upside down and backwords and see if it is recognizable. Public recognition will come later, but you need to be able to anticipate when a symbol has the potential to become iconic.

Logo Design Blogs…
http://www.logodesignlove.com/
http://www.logolounge.com/
http://www.underconsideration.com/brandnew/