### **1. Get inspired.**

### **2. Learn anything and everything you can about logos.**

## **Here are the most important tips for designing a logo: —**

* 1. [Understand why you need a logo](https://99designs.com/blog/logo-branding/how-to-design-logo/#whyyouneed)
  2. [Define your brand identity](https://99designs.com/blog/logo-branding/how-to-design-logo/#defineyourbrand)
  3. [Find inspiration for your design](https://99designs.com/blog/logo-branding/how-to-design-logo/#findinspiration)
  4. [Check out the competition](https://99designs.com/blog/logo-branding/how-to-design-logo/#checkoutthe)
  5. [Choose your design style](https://99designs.com/blog/logo-branding/how-to-design-logo/#chooseyourdesign)
  6. [Find the right type of logo](https://99designs.com/blog/logo-branding/how-to-design-logo/#findtheright)
  7. [Pay attention to color](https://99designs.com/blog/logo-branding/how-to-design-logo/#payattentionto)
  8. [Pick the right typography](https://99designs.com/blog/logo-branding/how-to-design-logo/#picktheright)
  9. [Communicate with your designer](https://99designs.com/blog/logo-branding/how-to-design-logo/#communicatewithyour)
  10. [Evaluate your logo options](https://99designs.com/blog/logo-branding/how-to-design-logo/#evaluateyourlogo)
  11. [What not to do when designing a logo](https://99designs.com/blog/logo-branding/how-to-design-logo/#whatnotto)
  12. [Integrate your logo design into your brand](https://99designs.com/blog/logo-branding/how-to-design-logo/#integrate)