**How to Design a Logo**

1. Why do you need a logo?
2. Restate your brand
3. Brainstorm and find images that inspire you
4. Look at other logos and make a list of them you like
5. Choose a design style that fits your brand: Contemporary, Classic, Modern, Artistic, Crafty
6. Think about print costs and placement on different mediums
7. Play around with typography
   1. Pick up to 2 fonts
   2. Play around with color
8. Show your logo to friends, family, and anyone else to get their thoughts.
9. Decide if you need a designer or graphic artist to finish it or to just put it into Photoshop
10. Use your logo into your branding