You should:

Collect your letter(s) in a few (3-4) different fonts that you like:

Define the interior space of the letter using a clip art image or glyph?

Fit letters/nest letters together in their natural spaces?

Collect glyphs that you like/describe you and put them in the pasteboard (area outside of your working document area).

Have shapes available to you as a ‘backdrop’ or to help you define your logo:

The options are:

- Upper case or lower case letters? Combination?
- Use numbers?
- Black on white or white on black?
- Stroke or no stroke? Heavy or light?