

You should:

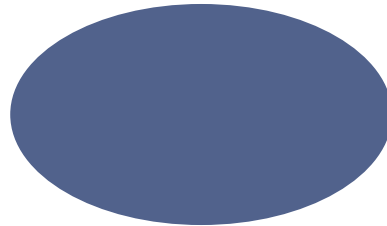
Collect your letter(s) in a few (3-4) different fonts that you like:



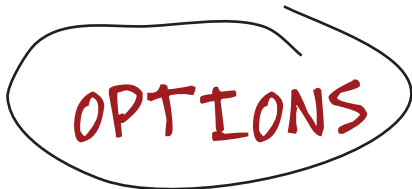
Collect glyphs that you like/describe you and put them in the pasteboard (area outside of your working document area).



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



Ossip Optometry Logo



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

Fit letters/nest letters together in their natural spaces?



- Upper case or lower case letters? Combination?

- Use numbers?

- Black on white or white on black?

- Stroke or no stroke? Heavy or light?