Tips for making a logo

1) Keep it simple
2) Worry about color 2nd. Make something in B&W 1st.
3) Be aware of the aspect ratio of the logo. Anything from Square to 1.6 wide to 1 tall works best for web. Try to avoid wider or taller logos.
4) Make sure it is legible and recognizable in very small sizes (a few centimeters tall and wide)
4) The logo doesn't have to be a pictoral representation of what the organization does. See Apple, FedEx, McDonalds, Nike for example
5) There is no trademark, so feel free to use font-only choices. Even Helvetica with minor spacing (kerning), glyph (shape) and ligature tweaks make up some of the most famous logos in the world: American Apparel, The North Face, Skype, Microsoft and others https://99designs.ca/blog/creative-inspiration/famous-logos-made-with-helvetica/
6) Design with a vector graphics package. Inkscape is free (works best on Windows). Adobe Illustrator and Affinity Designer are good options. Microsoft Word or PowerPoint are not. No clip art.
7) If you're having trouble getting started, get some ideas using an online logo generation service (free to use, you only need to pay to download the assets). eg: https://www.onlinelogomaker.com/ https://logojoy.com/ https://www.freelogoservices.com/ https://spark.adobe.com/make/logo-maker/

Some links:

Font moods: https://www.pinterest.ca/pin/558798266250742618/
How to design a logo using the golden ratio: https://www.behance.net/gallery/10698637/how-to-design-a-logo-using-golden-ratio
http://justcreative.com/2017/06/28/logo-design-tips-for-small-business-owners/