

Logo Checklist

Is Your Logo Working as Hard as You Are? Use This Checklist to Ensure It's Connecting with Your Audience and Supporting Your Business Growth!

1 BRAND IDENTITY AND VALUES

- My logo clearly communicates my brand's identity and values.

2 TARGET AUDIENCE

- The colors and fonts in my logo will attract my ideal customers.

3 READABILITY AND CLARITY

- My logo is easy to read and understand at a glance.
- My logo retains quality and legibility at both large and small sizes.

4 DESIGN CONSISTENCY

- My logo works effectively across various platforms (e.g., web, print and merchandise).
- I have a simplified version or submark for greater flexibility.

5 QUALITY AND TIMELESSNESS

- I possess a high-quality file set, including a vector file, for diverse uses.
- My logo is timeless and will represent my brand well for the long term (5+ years).

6 DIFFERENTIATION AND APPEAL

- My logo stands out from my competitors.
- My logo is well-balanced and visually appealing.

