

logo checklist

Is **your** logo up to the challenge?

CHECK EACH STATEMENT THAT IS TRUE.

- ☐ It was designed in a vector file format such as .eps, .ai, and .svg.
- ☐ It is easily recognizable and legible even at the size of a thumbnail.
- ☐ It is free of fine lines or small details that get lost at small sizes.
- ☐ The sequence of words read in the correct order.
- ☐ It work well as a single color logo (black on white, and white on black).
- ☐ The colors, style and design are appropriate for its target market.
- ☐ It elicits the correct emotion(s) for what I do and who I serve.
- ☐ Its design is clean, simple and functional.
- ☐ Its form has good balanced and proportions.
- ☐ Its style of font match my brand and its values.
- ☐ It work well across all platforms and its needed applications.
- ☐ It is free of trends that cause it to look dated.
- ☐ It is memorable and distinctive without being generic.
- ☐ A stranger can draw it 24 hours after seeing it for the first time.

Did **your** logo pass the test with flying colors by checking all the boxes above?