**Design an Effective Logo Checklist**

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| **Consider:** | **Why?** | **Notes** |
| 1. Who is your audience / target market? | The demographics (age, sex, education level, income level, marital status, occupation, religion, location etc.) of your target market will influence the style of logo that will appeal. Does it speak to their interests or needs? Could it be difficult to understand? Test your ideas on your potential customers – do they like it? Do they ‘get it’? |  |
| 1. What is your message / type of business or product? | Is your business a formal, ultra-professional business to business consultancy, or is your business / product fun and appealing to the youth? The logo should match the tone and the vision. What do you want your audience to think or feel when they see your logo… safe, secure, happy…? Is the logo relevant to the business or product? |  |
| 1. Colour & shape | Keep it simple! Think Nike swoosh, Apple, McDonald’s golden arches… Too many colours or too complicated and you run the risk of confusion. Will it work in black & white, as well as colour? Use vectors not photographs which cannot be manipulated to fit space. |  |
| 1. Competitors | Your logo should be unique, recognisable, and memorable. Evaluate your competitors’ brand logos before you decide on your own. What is the norm in the industry – how can you stand out without confusing the audience? Which of your competitors’ logos is easiest to recognise & remember – why? |  |
| 1. Suitability for print and digital media | A digital logo has to work equally well in a variety of sizes and on p.c.’s, tablets and ‘phones. It should fit your website, social media profiles and letterheads or business cards. Will it look good on branding merchandise e.g. caps and t-shirts? Can it work vertically as well as horizontally? |  |
| 1. Will it still appeal in 20 years? | A logo needs to be classic in order to survive fashion fads and stay relevant. What may be cool and trendy today may not be in 5 years’ time. Be careful of imagery that may not be around in a few years e.g. desktop computers. |  |
| 1. Budget | Fewer colours and less corrections or options will save you money. Plan your requirements first. Only develop for your immediate needs and introduce the other applications as you need. |  |