simplybiz

Logo design checklist

1. Are the colours appropriate for the target market? ☐

2. Does the logo work in black and white? ☐

3. Does the logo's style align with your brand story? ☐

4. Is your logo easy to read? ☐

5. Is the structure clean and simple? ☐

6. Will it work when scaled up or down? ☐

7. Does the configuration have good balance and proportions? ☐

8. Does it render well at small sizes? ☐

9. Will it work for web and print? ☐

10. Is it different from your competitors' logos? ☐

11. Is it free of any trends that may cause it to look dated in a few years? ☐

12. Is the logo memorable? ☐

13. Do you have the logo in multiple file formats? (pdf, jpeg, svg, bmp or eps) ☐

Look out for opportunities to join our next Digital Cafe where you get to work on your brand with a panel of experts.

Seeking specific assistance with building your brand?
Post an opportunity in Marketplace and allow experts to bid for your business.

FIND AN EXPERT