**CMBell Company’s**

**Logo Check Sheet**

**Avoid costly branding mistakes and embarrassment with these pro tips if you need a new or updated logo.**

**OUR LOGO CHECK SHEET CAN HELP YOU HIT THE MARK!**

☐ **Is it readable?** Legibility is always a top priority.

☐ **Is it too complicated?** Complex logos with too many elements, colors, or intricate details can be confusing and hard to reproduce. A simple, clean design is more memorable and versatile.

☐ **Is it scalable?** A logo should look good and be recognizable whether it's displayed as a favicon, on a business card, or on a large billboard. Test it before you decide!

☐ **Is it too trendy?** Because a logo appears in so many places, changing it can be costly. Aim for a design that won't be dated quickly.

☐ **Does it need to allow for product migration?** In other words, might you expand or revise your products or services in the future? If so, don't commit to an icon that prevents you from future innovations.

☐ **Does it convey the brand attributes you want?** Modern, blocky type may be perfect for a tech product, but not for an esthetician, who wants to evoke a more elegant experience. Test your designs among people unfamiliar with your product or service and ask what they’re seeing.

☐ **Do the colors deliver the right brand message?** Colors should be chosen based on color theory which outlines the emotions and associations commonly experienced with certain colors.

☐ **Does it work in all applications?** A logo should work well in color, reversed out, and black and white.

☐ **Might it infringe on another business's copyright?** Using elements in your logo that resemble copyrighted or trademarked material can lead to legal issues. Ensure your logo is unique and doesn't infringe on others' creative work.

☐ **Is there something you could be missing?** Creating a logo without proper consideration can lead to misfires that can be reputationally and financially expensive to fix. Test it with others before you commit so there's no unintended impact.

☐ **Does it have a workable footprint?** Test your logo on your website, business cards, and in other common applications to be sure it isn't hard to incorporate—or doesn't require an unusually large space.

☐ **Is it culturally sensitive?** A logo that unintentionally offends or is insensitive to a particular culture or group can harm a brand's reputation. It's important to be culturally aware when designing logos.

☐ **Does it fit your target demographic?** For example, if you're selling services or products for seniors, then extremely small type isn't the right choice.

☐ **Will you have a visual guide to ensure consistent use?** Even a small company needs a visual brand guide that outlines fonts, colors, and logo use. Consistency is key—and is much easier if your users and vendors can work from clear brand standards.

*Working through a checklist like this can help prevent costly mistakes and create a winning logo that will last for years to come—and will communicate the right attributes for your brand.*