CHECKLIST

LOGO EVALUATION

Use the following checklist of criteria to either assess the state of your current logo, or evaluate a newly re-designed logo.

- [ ] 1. **Simple**: Is your logo aesthetically sound, with no extraneous elements?

- [ ] 2. **Memorable**: Will your logo stick in people's minds? Does it involve the viewer in some way?

- [ ] 3. **Perfectly Executed**: Is the logo crisp, clear, easy to read and understand?

- [ ] 4. **Meaningful**: Does your logo give a sense of what you do or convey the impact you have? Does it support your organization's goals and objectives?

- [ ] 5. **Unique**: Does your logo distinguish you from other organizations? Does it have a unique look? Does it avoid obvious visual clichés?

- [ ] 6. **Impactful**: Does your logo convey a sense of hope or other positive emotion? Does it stand out and catch your eye?

- [ ] 7. **Authentic**: Does your logo match the tone of your organization? Is it appropriate to your audience and sector? Does it feel genuine and appropriate for what you do, who do it for and who you want to reach?

- [ ] 8. **Sophisticated**: Does your logo convey a sense of professionalism?

- [ ] 9. **Fresh**: Does your logo look current and not dated? Does it have enduring value? Does it avoid trends? Will it stand the test of time, and look just as fresh in several years as it does now?

- [ ] 10. **Flexible**: Will the logo reproduce well in small sizes and on a computer screen? Does it look just as good in one color or black and white as it does in full color?