

logo evaluation



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The following items are important points to consider in evaluating your logo.

Use these to evaluate each of the following:

1. the typeface(s) used
 2. the color(s) used
 3. the design as a whole
- Is it professional?
 - Is it describable?
 - Is it memorable?
 - Is it appropriate for your industry?
 - Will it appeal to your “dream customer”?
 - Does it properly portray the image you want customers to have of your company?
 - Is it properly readable both up close and at a distance?
 - Does it work in color and in black & white?
 - Will it translate well in the various media you will be using?
(ie: business cards, signs, fax, web, embroidery?)
 - Will you be able to reproduce it at a reasonable price?
 - Can you build a brochure, website, or Powerpoint Presentation around it and create a unified look across all of your marketing materials as a result?
 - Will it grow with your company?
 - Can you see your company still using this logo in five years?
 - Can you see your company still using this logo in ten years?