

Logo Design Review Checklist

Concept & Originality

☐

Reflects the brand's mission and values

☐

Unique and distinguishable from competitors

☐

Avoids clichés and overused symbols

Simplicity & Scalability

☐

Simple and uncluttered design

☐

Works well at small and large sizes

Versatility

☐

Looks good in black and white

☐

Adapts to various backgrounds

☐

Functions across different formats and media

Typography

☐

Fonts are clean and legible

☐

Typography fits with brand and logo style

Color

☐

Color choices represent the brand well

☐

Logo remains effective in monochrome

Final Review

☐

Logo is memorable and impactful

☐

All required files and variations are prepared

