

# Logo Design Quality Assurance Checklist

## Concept & Originality

- ☐ Design is unique and not similar to competitors
- ☐ Logo aligns with the brand's core values and message
- ☐ No elements infringe existing trademarks or copyrights

## Scalability & Versatility

- ☐ Design retains clarity at small and large sizes
- ☐ Works in monochrome and full color
- ☐ Looks good on light and dark backgrounds

## Typography

- ☐ Typography is legible at various sizes
- ☐ No more than two contrasting font styles
- ☐ Fonts are licensed for commercial use

## Color

- ☐ Color palette is consistent with brand guidelines
- ☐ Logo is effective in black and white/grayscale
- ☐ No color conflicts (e.g. color blindness friendly if necessary)

## Technical

- ☐ Vector files included (.ai, .svg, .eps)
- ☐ No unnecessary anchor points or stray elements
- ☐ Resolution suitable for print and digital

*Additional notes:*

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