CHECKLIST FOR AN EFFECTIVE LOGO

Determine if it's time for a new logo.

There are five main qualities that make up an effective logo. Answering the following questions will help you determine if it's time for that upgrade you've been putting off. To start, pull up an image of your logo and go through the following questions to determine if you're ready for an update.

☐ YES ☐ NO **Is it memorable?**
Have a friend quickly glance at your logo. Then, ask them if they remember what it looked like.

☐ YES ☐ NO **Is it versatile?**
Can it be scaled to under 1"? Does it work on light and dark backgrounds?

☐ YES ☐ NO **Is it evocative?**
Do the colors, fonts, and imagery match your brand values?

☐ YES ☐ NO **Is it timeless?**
Will your logo stand the test of time? Will it look good in five years? Ten?

☐ YES ☐ NO **Is it simple?**
Are you using more than two colors and/or fonts? Is there a lot of texture?

If you are not able to answer 'yes' to all these questions, it might be time for a refresh.