

10-Point Logo Checklist

Ten simple tests to discover whether your logo is on the right track. This checklist will help you find what is working, what feels off, and what you should improve first. Give yourself one point for each box your logo checks. Be honest with yourself.



1. THE MARKET TEST

Does your logo fit your industry? A law firm and a toy store should not feel the same. Your logo should support the level of trust, energy, warmth, or authority your market requires.

Ask yourself: *“Does this look like it belongs in my industry? Could it be mistaken for a completely different kind of business? Does it fit my market without copying my competitors?”*

Quick tip: Write down three words people in your industry need to feel. Remove anything that works against those words.



2. THE AUDIENCE TEST

Does your logo appeal to the people you want to reach? Your favorite colors and fonts may not be right for your specific customers.

Ask yourself: *“Does it feel too cheap, expensive, young, old, serious, or playful? Am I simply choosing things I like, or things my audience will respond to? Does it match the quality and price of what I sell?”*

Quick tip: Describe your ideal customer in one sentence. Make every design choice with that person in mind.



3. THE ORIGINALITY TEST

Does your logo feel intentional and specific to your business? Don't make your logo look like a generic template or AI-generated idea that could belong to anyone.

Ask yourself: *“Could another business easily replace my name with theirs? Does the icon connect to something meaningful about my business? Is there at least one detail that makes it distinctly mine?”*

Quick tip: Remove the most generic part and replace it with something connected to your name, story, location, product, or customer.



4. THE COLOR TEST

Color should support your market, personality, and message. It should also be easy to read.

Ask yourself: *“Do these colors create the feeling I want? Is there enough contrast between the logo and its background? Am I using too many colors?” Do the colors still work on screens and in print?”*

Quick tip: Choose one main color, one supporting color, and one neutral. Test them on both light and dark backgrounds.



5. THE READABILITY TEST

Can people read your business name quickly?

Ask yourself: *“Can someone read the name within two seconds? Is the font still clear when the logo is small? Is the spacing between letters comfortable?”*

Quick tip: Use one font with personality and one simpler supporting font. I remember it like this, “if one font shouts, the other needs to whisper.”



6. THE FOCUS TEST

Is there one clear thing people should notice first? Your icon, shape, colors, business name, and tagline should not all compete for the same amount of attention.

Ask yourself: *“What do my eyes notice first? Is that the element I want people to notice? Could I remove anything without losing the main idea?”*

Quick tip: Choose one primary element, and make it strongest through size or color.



7. THE SMALL TEST

Does your logo still work when it is tiny? Your logo might look great on your screen but be too complex to see as a profile picture, website icon, business card, or social graphic.

Ask yourself: *“Can I recognize it at one inch wide? Do thin lines disappear? Do small details blend together?”*

Quick tip: Thicken lines and create a simplified icon for very small spaces.



8. THE BIG TEST

Does your logo hold up when it is enlarged? A logo may eventually appear on a sign, banner, vehicle, wall, tablecloth, or large display.

Ask yourself: *“Does it remain sharp when enlarged? Does it have enough detail to feel intentional without becoming busy? Do I have a high-quality PDF or vector version?”*

Quick tip: Review the logo at a large size and correct the details. Never enlarge a small JPEG for professional printing.



9. THE BLACK-AND-WHITE TEST

Does your logo work without color?

Ask yourself: *"Is the logo still recognizable in solid black? Does it work in solid white? Does it maintain enough contrast?"*

Quick tip: Convert the entire logo to a solid color, and if pieces disappear or blend together, adjust the shapes and spacing.



10. THE WOULD-YOU-WEAR-IT TEST

Would you proudly put your logo on a shirt or hat? This test simply shows whether someone would feel good enough to wear it.

Ask yourself: *"Would I wear this in public? Does it look cool, or simply like a walking advertisement? Would someone on my team be embarrassed wearing this?"*

Quick tip: Place the logo on a plain shirt or hat mockup, and if it feels embarrassing or overly complicated, simplify it.

Add one point for every box your logo checks.

9-10 POINTS: READY (Your logo has a strong foundation)

7-8 POINTS: ALMOST THERE (A few weak areas may be keeping it from feeling professional)

5-6 POINTS: NEEDS REFINEMENT (Complexity or poor usability could be lowering its quality)

0-4 POINTS: BACK TO THE DRAWING BOARD (Your business may have outgrown the logo)

REMINDER: YOUR BUSINESS IS NOT YOUR LOGO

Failing one of these tests does not mean you have a bad business, it simply means your logo may not communicate the quality of the work you are doing. If you want a second set of eyes, DM me on Instagram and tell me which test was the hardest.

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