

Logo Checklist: How Good Is Your Logo?

Evaluate your logo step by step based on the most important quality criteria and check the appropriate box.

The more criteria you check under “Completely true,” the better your logo is suited for professional use.

1. Memorability

A good logo sticks in people’s minds and is easily recognized.

Show a person the logo for just a short time (about 5–10 seconds) and then ask them to describe or sketch it from memory.

Completely true

Partially true

Not true

2. Distinctiveness

Your logo should clearly stand out from others in your industry.

Place your logo next to 5–10 other industry logos (e.g., from the Internet). Is your logo immediately recognizable, or does it get lost in the crowd?

Completely true

Partially true

Not true

3. Clarity

The logo should convey what your company stands for—or at least evoke the right associations.

Ask people outside your company: “What comes to mind when you see this logo? What do you think it represents?” Do their answers align with your values, your industry, or what you offer?

Completely true

Partially true

Not true

4. Timelessness

A good logo remains effective for many years without looking outdated.

Compare your logo to well-known brand logos that have been around for decades. Does it look modern and timeless, or does it follow fleeting trends?

Completely true

Partially true

Not true

5. Clarity & Simplicity



Clear, simple shapes ensure that the logo works everywhere.

Print out your logo in various sizes (stamp-sized, A4, poster-sized). Does it remain clearly legible and recognizable everywhere, or do details get lost?

Completely true

Partially true

Not true

6. Scalability

A good logo must work equally well when it's very small (e.g., as a favicon) and when it's very large (e.g., on a banner).

Test your logo digitally or in print as a thumbnail and in a very large version. Is it clearly recognizable at all sizes?

Completely true

Partially true

Not true

7. Reproducibility

The logo should work in all print and digital formats.

Copy the logo in black and white and at low print quality (copier test). Is it still easily recognizable?

Completely true

Partially true

Not true

8. Color

A good logo works well in both color and black-and-white, as well as on all backgrounds.

Place your logo, either digitally or as a printout, on different backgrounds (white, black, colorful) and check whether the contrast and impact are maintained. Also convert it to black-and-white.

Completely true

Partially true

Not true

9. Technical Implementation (File Formats)

For professional use, you'll need your logo in various file formats.

Check to see if you have the following formats and check the boxes:

- Vector file (.AI, .EPS, .SVG, .PDF)
- PNG/JPG (for the web, social media)
- Transparent (background removed)
- Color variations (color, black-and-white, negative)
- Special formats (e.g., favicon .ICO, animated .GIF)

All availabe

Some available

Not available

TIP:
 If you can check "Completely true" for most of the criteria, you're off to a great start!
 If you find yourself checking "Partially true" or "Not true" more often, it's worth taking a closer look or seeking advice from professionals.