

LOGO EVALUATION

Check box for each "yes" response

- Does the logo have immediate impact?
- Is the logo pleasant to look at?
- Is the logo distinctive?
- Does the logo create a positive reaction?
- Does the logo accurately represent your organization or business?
- Is the logo straightforward?
- Will the logo be understood?
- Is the logo memorable?
- Is the logo flexible? *(for business cards, online, labels, signs, etc.)*
- Does the logo copy well in black and white?
- Does the logo scale to both large and small and still look good?
- Will the logo wear well over time?
- Are you proud to use the logo?
- Does the logo compare well against your competitors logos?

GIVE 1 POINT FOR EACH "CHECK"

- 0 - 5 points = Logo needs to be redesigned
- 6 - 8 points = Logo needs to be revisited and reworked
- 9 - 11 points = Logo needs some upgrading/revitalization
- 12 - 14 points = Logo is a keeper

Contact Creative Vision Works if you would like assistance
with your logo and brand identity



CREATIVE VISION WORKS

creativevisionworks.com | 604-986-2465

division of explorewithrene.com