

Logo Assessment Checklist

A logo is more than just a design – it's the face of your brand. To ensure your logo works across all platforms and maintains quality in all settings, evaluate it using this simple checklist. The questions and items listed are designed and scored to help us accurately assess the overall health of your logo. The ultimate goal is to define what you may be missing, identify room for improvement, and guide you toward best practices to ensure your logo functions as best as possible across all applications and within any marketing or backdrop.

→ Review the questions, check the boxes ☒ accordingly.

FILE TYPES:

Which file types do you have for your logo?

Vector File Types (CHECK ALL THAT APPLY)

☐ Ai ☐ SVG ☐ EPS ☐ PDF

Raster File Types (CHECK ALL THAT APPLY)

☐ JPG ☐ PNG ☐ JPEG ☐ TIFF

VARIATIONS OF YOUR LOGO:

DIMENSION VARIATIONS

Does your logo have multiple dimension variations? Or just one? Review the examples and check 'yes' for all dimension variations you have of your logo.

☐ Horizontal



☐ Vertical/Stacked



☐ Icon (aka 'Bug' or 'Avatar')



COLOR VARIATIONS

Color variations of a logo are critical to ensure that the logo is visible on both light and dark backgrounds. The majority of logos will have three color options, including: Full-Color, White (aka knockout), and Black.

Which color variations do you have for your logo?

☐ Full-Color ☐ White ☐ Black ☐ Alt.

LOGO ASSETS COLOR & FONTS

Do you know the color values used in your logo?

☐ YES ☐ NO ☐ UNSURE

Note: Color values can be any of the following: HEX codes, RGB or CMYK values, or Pantones

How many fonts are used in your logo:

☐ 1 Font ☐ 2 fonts ☐ 3+ fonts

Do you know the names of the font or fonts used in your logo? ☐ YES ☐ NO

Do you have the font files for those used in your logo? ☐ YES ☐ NO

BACKGROUND QUESTIONS:

A professional designer created my logo. ☐ True ☐ False

My logo has been refreshed, or reviewed within 3 years. ☐ True ☐ False

My logo feels outdated and is in need of a refresh. ☐ True ☐ False

I have been told my logo is not functional or low quality. ☐ True ☐ False

My logo presents more like an image or block vs. a logo. ☐ True ☐ False

LOGO QUALITY QUESTIONS:

LOGO CLARITY + READABILITY

Do you have issues with overall logo clarity?

☐ YES ☐ NO ☐ UNSURE

Do any of these clarity issues happen with your logo?

CHECK ALL THAT APPLY:

- ☐ The logo is blurry when viewed on a screen/digitally
 - ☐ In print, the logo loses quality or looks pixelated/fuzzy
 - ☐ My logo must appear with a white or color block behind it for it to be visible over photos or some colors.
-

Is your logo text sometimes illegible or hard to read?

☐ YES ☐ NO ☐ UNSURE

Do any of these readability issues sound familiar?

CHECK ALL THAT APPLY:

- ☐ My logo fonts are complex, thin, or hard to read
 - ☐ Certain words within my logo are too small
 - ☐ Others often say they can't read my logo text
 - ☐ Logo text is clear - but my icon/graphic is blurry
-

LOGO FUNCTIONALITY:

LOGO USAGE

How does your logo look and function across different marketing pieces or applications?

CHECK ALL THAT APPLY:

- ☐ My logo can sometimes clash with certain background colors within social media graphics or print flyers
 - ☐ I struggle to order marketing materials because I am told my logo is low quality or not the right file type.
 - ☐ On banners/signs or any larger application, my logo looks blurry and looks poor when enlarged.
 - ☐ If reduced in size for icon needs or any smaller application - my logo becomes unclear/illegible
-

ADDITIONAL QUESTIONS:

Are your logo files easily accessible to you?
(within a cloud, server, or on your computer)

☐ YES ☐ NO ☐ UNSURE

Do you have Brand Guidelines for your logo/brand?

☐ YES ☐ NO ☐ UNSURE

You've completed the checklist! WHAT'S NEXT?

These questions were designed to assess your logo's overall success, adaptability, and versatility. Did the process of completing the checklist questions uncover quality issues, or make you realize you are due for a logo update or missing files and variations? In any case—we are here to help!

WANT OUR PROFESSIONAL OPINION ON YOUR LOGO?

1 Send your completed checklist and all of your logo files to us for a professional review.

✉ emailaddress@iiba.net

Please send every file type and variation of your logo that you possess – reviewing every one of your logo file types and each variation is crucial for an accurate logo review and assessment.

2 We will review your logo files and your checklist, then follow up with you directly with any questions, our assessment of your logo, and what we suggest as next steps!

Our Logo Assessment Checklist is one piece of our larger logo identity package for Independent Agents. We've curated these tools to ensure your logo is polished, professional, and ready for any application.

Check out our full suite of tools, offerings and resources! → [LOGO IDENTITY PACKAGE](#)