



Rate each listed below with a range of 1-5. **1: Needs improvement** — **5: Satisfied with performance**

LOGO STRENGTH DISCOVERY

1 | Is your logo adaptable? (Responsive)

Your logo needs to work across numerous applications — possibly on a water bottle, on a shirt, on a screen, or a sign. How adaptable is your logo? This is also known as a responsive logo.

1 2 3 4 5

2 | Is your logo visible?

Can your logo be seen or noticed easily?

1 2 3 4 5

3 | Does your logo still work in black and white only?

This is a true test that your logo will work in a wide variety of production and visual clarity needs.

1 2 3 4 5

4 | Is your logo memorable?

Your business needs a memorable logo especially when you have competition.

1 2 3 4 5

5 | Is your logo timeless?

This might be one of the hardest goals to achieve in branding because every logo will need to be updated at some point in the business's growth and journey- but having a logo with timeless traits will help your business sustain it's impact longer.

1 2 3 4 5

6 Is your logo distinctive?

If your logo was on a billboard with 10 other logos, would your logo stand out? Would your logo blend in? Would your logo be easily confused with others?

1 2 3 4 5

7 Is your logo cluttered?

Simple is best. Trim the fat where you can in your logo and your mark so that you are projecting an easily digestible visual piece for your audience to understand and remember.

1 2 3 4 5

8 Can your logo thrive inside of different shapes?

If you were to put your logo inside a tall rectangle, a square and a circle, does it work and still exhibit clear visual qualities? If your logo has different versions that apply in different shapes- bonus points!

1 2 3 4 5

Tally up your score!

A final score **below 29** is a red flag and an invitation to hop on a call with me to chat strategy! In addition to considering these structural and technical requirements, I want you to have a logo that supports your business strategy and demands, too!

KEEP IN TOUCH

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Over the years, my clients have increased their client base, attracted new markets and increased their prices with confidence. I'd love to help you do the same!

   @BrightlyBranded

