



Questions to consider when evaluating a logo design:

- Is the logo eye catching?
- Is it easy to read?
- Is it simple and can it be easily reproduced? Remember that the logo will almost always be used on a smaller scale than what you see on the design layouts. The simpler your logo is, the easier it will be to resize/recolor for various purposes.
- Is the personality consistent with how you want the company to be perceived? Position, colors, mark and typeface all play a role in this.
- Is it different from your competition's logos? It should be unique and easily recognizable.
- Consider the color combinations - what jumps out at you the most? Warm colors (red, orange) tend to be more attention grabbing and convey a sense of energy, while cool colors (blues) are more conservative and bright colors (lime green) are playful.
- How does the logo render in black and white?
- Consider how the logo ties into the business. Is the mark symbolic? Will your customers easily identify with the logo?
- Can it be easily applied to all assets whether they are electronic or physical?
Here is a list of possible logo uses to consider:
 - Website
 - PowerPoint slide template (horizontal logos work best on PPT)
 - Business cards
 - Letterhead
 - Email signatures
 - Office signage
 - Tradeshow banners