FREE CHECKLIST

Logo Audit Checklist

Score your logo the way we would — four areas to check so you know whether it still looks the part on a truck, a shirt, and an estimate.

1 Visual Appeal

- [ ] **Modern & Professional**
  Ensure the logo looks current and conveys professionalism for your industry.
- [ ] **Consistency**
  Check the logo is used consistently across all platforms and materials.
- [ ] **Scalability**
  Verify it's clear and legible from small icons to large banners.

2 Design Elements

- [ ] **Color Scheme**
  Confirm colors align with the brand palette and complement each other.
- [ ] **Typography**
  Ensure any text uses brand-approved fonts and is clear and readable.
- [ ] **Imagery**
  Check that symbols or images are relevant, clear, and recognizable.

3 Technical Quality

- [ ] **Resolution**
  Verify the logo is high-resolution and never appears pixelated.
- [ ] **File Formats**
  Ensure it's available in .PNG, .SVG, .JPG, and .EPS for any use.
- [ ] **Background Variations**
  Check it works on light, dark, and transparent backgrounds.

4 Brand Alignment & Usability

- [ ] **Reflects Brand Identity**
  Confirm it represents the company's mission, values, and industry.
- [ ] **Memorability**
  Assess whether it's distinctive and easy for customers to recall.
- [ ] **Versatility**
  Ensure it works across print, digital, and merchandise.