

Logo Rating

This document allows you to evaluate your logo by scoring each question out of 10. Use these insights to inform key business decisions as your brand evolves.

- 01 How simple and uncluttered is your logo? Too many elements or complexity makes it confusing / 10
- 02 How well does your logo work in a single color? Does it maintain its clarity and impact when color is removed? / 10
- 03 How versatile and adaptable is your logo? Can it be easily reproduced in various formats such as vinyl cutting, embroidery, or embossed presses? / 10
- 04 Does your logo have variations that work well in different formats and sizes? For example, can it be adapted for a horizontal website header, a vertical business card, or as a small icon in a corner? Does it maintain its integrity and impact across all these uses? / 10
- 05 How easily recognizable across different sizes and platforms? Does it maintain clarity and impact from a small social media icon to a large billboard? / 10
- 06 How memorable is your logo? After looking at your logo for just a few seconds, would someone be able to recall and redraw it? / 10
- 07 How clearly does your logo communicate what your business does? Can people easily understand the nature of your business just by looking at your logo? / 10
- 08 How clearly does your tagline on your logo communicate what your business does? If your logo stands alone without the tagline, will people still understand what you offer? / 10
- 09 How confident are you that your logo will represent your brand effectively for years to come without needing significant changes? It's better to do it sooner rather than later to avoid costly rebranding efforts down the line. / 10
- 10 How genuinely proud are you of your logo? Does it confidently represent your brand, and do you feel excited to show it to others as a reflection of your business? / 10

How did you do? Tally up your total and score yourself out of 100. I've outlined some scoring brackets below which will help you make sense of your score.

0-25

Your logo may be limiting your brand's potential. A redesign can rejuvenate your brand, making it more effective in attracting customers and conveying your values. This is an opportunity to redefine your brand's identity and create a lasting impact.

26-50

Your logo has some strong elements, but there's room for improvement. A redesign could help align your brand more closely with your business goals and market expectations. Investing in a refreshed design now could give your brand the competitive edge it needs.

51-75

You've built a solid foundation with your current logo. With some refinement, it could evolve into a truly powerful brand asset. Small enhancements could bring out the best in your logo and help you stand out even more in your industry.

76-100

Great job! Your logo is performing well, reflecting strong design principles and brand alignment. If you're near the higher end of this range, you're in an excellent position. If you're on the lower end, consider a few tweaks to elevate your brand even further.