Logo Branding Checklist

Use this checklist to evaluate your current logo or guide the creation of a new one. Each item below reflects a key principle in creating a clear, memorable, and strategic brand identity.

- Does your logo include a recognizable icon that can stand on its own?

- Is your font legible across all sizes and formats?

- Have you avoided any controversial, offensive, or overly similar imagery to other brands?

- Is your logo clear and meaningful—not overly abstract or cluttered?

- Will your logo still feel relevant in 5–10 years, or is it too trend-dependent?

- Does your color palette reflect your brand's tone and industry (e.g., green for wellness, red for power)?

- Have you tested how the logo looks on social media, business cards, and other platforms?

- Is your logo scalable and adaptable for both digital and print use?

- Do you feel your logo accurately reflects who you are as a business?

- Have you considered a rebrand if your services or business model have changed?

Need help refining your brand identity? Visit keyconceptsmarketing.com or contact us at info@keyconceptsmarketing.com.