

# Logo Design CHECKLIST

8 questions to ask your designer  
to ensure you get value for money.



- 1. Which area of design do you specialise in?**
- 2. What is your intention when designing a logo?**  
*Note: It should involve communicating your message and encouraging connection with your audience. It's more than just a pretty picture!*
- 3. Will my logo be designed and provided in vector format?**
- 4. How much market research will you conduct to ensure the logo will be effective for my audience?**
- 5. Will my logo design be flexible enough for uses that I might not have thought of yet?**  
*(E.g. embroidery, car decal, smartphone app, USB sticks, website, etc.)*
- 6. Will I receive my files in RGB and CMYK?**
- 7. Will the design be completely original and tailored to my business?**
- 8. Which companies have logos that inspire you and why do you think those designs have been successful?**