



D&CO

LOGO IDENTITY EVALUATION CHECKLIST

IS YOUR BUSINESS BRAND ON TRACK FOR SUCCESS?

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LOGO IDENTITY EVALUATION

THERE ARE MANY REASONS WHY LOGOS NEED TO BE TWEAKED OR REDEVELOPED.

- 01** Your business has evolved
- 02** Your logo looks outdated
- 03** Industry expectations have changed
- 04** Your logo doesn't stack up against competitors
- 05** You don't like the colours or fonts used in your logo
- 06** Your logo was originally purchased from a stock website
- 07** You want your logo to have the 'wow' factor
- 08** You simply don't like your logo and are embarrassed by it

Sometimes it's hard to know how your logo is working for you. Especially if it's been a while since you've had it reviewed.

Assess your brand using the quick Logo Identity Evaluation guide and you'll soon know if your logo needs some work.



IS YOUR BUSINESSES BRAND ON TRACK FOR SUCCESS?

IS YOUR LOGO IDENTITY PRACTICAL?



If you're the kind of business owner that likes to put together Word Documents and Powerpoint presentations (without always going back to a Graphic Designer) you need to make sure you have a high quality version of your logo so it scales up and down without losing the logo's integrity.

If your logo was designed by someone that doesn't understand the technical requirements for printed artwork, then your logo image and fonts may look fuzzy and hard to read when resized up or down.

ASK YOURSELF

- 01** Can my logo font be easily read and understood at a glance?
- 02** Does my logo work at a small business card size, for newspaper adverts, and at very large sizes such as signage or billboards?
- 03** Do I have logo file formats for print, web and email?

RATE YOURSELF

**1
POINT**

My logo looks fuzzy when it's enlarged and/or the font can't be read at a small size.

**2
POINTS**

I don't create my own Word or Powerpoint documents and I don't have the right file formats to send to printers.

**3
POINTS**

My logo can be scaled up or down without losing resolution, and is always easy to read no matter what size it's at

IS YOUR BUSINESS BRAND ON TRACK FOR SUCCESS?

IS YOUR LOGO IDENTITY APPROPRIATE?



Your logo should be consistent with the personality and tone you want to convey about your business.

If the impression your logo gives is cheap, but you're selling high quality products or services, then your business image is probably working against you.

If your product or service is based on price rather than quality, then your logo should reflect that by the correct use of fonts, colours, and style.

Cheap looking logos, right through to the most exclusive designs are all valid. Its really about who you are selling too, and the impression you want them to have.

ASK YOURSELF

- 01** Do the fonts and colours used in my logo give the right impression about my business?
- 02** Does the style of my logo eg. Illustrative, high end, modern, traditional, bold etc, suit the personality of my business?

RATE YOURSELF

1 POINT

My logo was created from clip art or pinched from the internet

2 POINTS

A designer did my logo but it looks like a lot of other logos in the same industry.

3 POINTS

My logo stacks up well against my competitors and has personality.

IS YOUR BUSINESSES BRAND ON TRACK FOR SUCCESS?

WHO ARE YOUR CUSTOMERS?



Has your customer base changed or shifted since you first designed your logo?

Quite often when businesses become more established, their customer base can shift leaving the old brand speaking to the wrong people. If that's the case, then it's time to redo the logo to appeal to the new customer base.

If you are an established business and your brand is already well recognized, it might only be a matter of slightly tweaking colours, fonts or layout to breathe new life into your brand.

ASK YOURSELF

- 01** Who are my customers? What gender/age are they? Where do they live? What are their interests?
- 02** Has the type of customer changed since I first started my business?
- 03** Do I want to start appealing to a different customer base or start selling internationally?

RATE YOURSELF

**1
POINT**

My customer base has changed & now my logo isn't appropriate for them anymore. It doesn't speak to the right people.

**2
POINTS**

The logo seems to be appropriate for my customer base but doesn't have that 'wow' factor.

**3
POINTS**

My customers comment on my branding and how much they love it.

IS YOUR BUSINESSES BRAND ON TRACK FOR SUCCESS?



IS YOUR LOGO MISUNDERSTOOD?

Sometimes a logo's image can be misread or misunderstood by people because of unclear text or images. For example, a font with a letter 't' that looks like an 'f' can be misread.

Start listening out for comments people tell you about how they perceive and understand your logo.

ASK YOURSELF

- 01** Do I get questions about my logo when people look at it?
- 02** Do I have to explain what my logo is constantly?
- 03** Do I want my logo to be more obvious? Or more abstract?

RATE YOURSELF

**1
POINT**

No one knows what my logo is meant to be. I get different interpretations all the time.

**2
POINTS**

My logo isn't all that obvious – its more abstract but there doesn't seem to be any confusion with how its perceived.

**3
POINTS**

My logo is understood by others and it is easy to read my business name.

IS YOUR BUSINESSES BRAND ON TRACK FOR SUCCESS?

IS YOUR BRANDING CONSISTENT?

When you put your business card, stationery, promotional material and website together, do they look like they are from the same business? By using your logo consistently across all marketing material, your brand message will be reinforced.

When refreshing or changing a logo, remember that everywhere your current logo is displayed eg. signage, stationery, website, will also need to be replaced with the new logo.

Having your branding consistently used across all marketing material can be done over time and is best executed along with a marketing plan. How quickly this is done depends on your budget.

ASK YOURSELF

- 01** Does my website, business cards, stationery and promotional material look like they are from the same business?
- 02** Are different fonts, colours, styles of images used across my marketing material?
- 03** Is the position of my logo and layout of text in similar positions across my marketing material?



RATE YOURSELF

**1
POINT**

Different colours, and fonts are used across all my marketing material.

**2
POINTS**

It kind of looks consistent. But over the years different fonts have been used and it is starting to look messy.

**3
POINTS**

My logo, fonts and colours are used consistently across all my marketing and promotional material.

IS YOUR BUSINESSES BRAND ON TRACK FOR SUCCESS?



ARE YOU PROUD OF YOUR BRAND/LOGO IDENTITY?

No matter how good others may think your logo is - if you and your sales team are embarrassed to hand out business cards then it's time to re-evaluate your logo.

You should be proud of your logo for it is representing the essence of your business. If you don't want to hand out your cards, then how are you going to sell confidently and build trust?

ASK YOURSELF

- 01** Do I get a kick out of showing people my brand, business cards, brochures and website?
- 02** Is it my logo that I am not happy with, or how the whole brand pulls together with support imagery, colours and typefaces
- 03** Are there certain aspects of my logo that I don't like?

RATE YOURSELF

**1
POINT**

I'm so embarrassed to show my logo, website or promotional material to people.

**2
POINTS**

My logo/branding is ok. Maybe a little dull. I'm not 'proud' of it, but I'm not embarrassed.

**3
POINTS**

I absolutely love my logo how it's used across my marketing material and am proud to show it off to people.

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HOW DO YOU RATE?

ADD UP YOUR SCORES AND SEE HOW YOU RATE.

**7-13
POINTS**

You know it already don't you! You need some help pulling your brand together and getting a professional logo that truly represents what your brand stands for. I strongly recommend you rebrand before your current business image is the one people start to recognize – for all the wrong reasons! **Give us a call on 0411 261 815 so we can organize a meeting over a coffee - our shout!**

**14-18
POINTS**

Not bad. You're almost there. But there are some easy and simple things you can do that will take your branding and logo identity to the next level. **Call us on 0411 261 815 to arrange a meeting to review your logo and all of your marketing material.**

**19-21
POINTS**

Well done. You must have found a great brand designer to help with your logo and branding. Now you just need to make sure that your brand is kept up to date and any new documents or marketing material stays consistent throughout. **Call us on 0411 261 815 - We'd love to see how we can help you maintain your great brand as your business grows.**

