

Logo Design Preparation Checklist

1. Understand Your Brand

- **Brand Name:** Ensure your brand name is finalized.
- **Tagline:** If you have a tagline, decide whether it will be included in the logo.
- **Brand Values:** Identify the core values and mission of your brand.
- **Target Audience:** Understand who your target audience is and their preferences.
- **Unique Selling Proposition (USP):** What makes your brand unique? This should reflect in the logo.

2. Research and Inspiration

- **Competitor Analysis:** Review logos of your competitors to understand industry standards and identify how you can differentiate.
- **Style Preferences:** Gather inspiration from logos you admire. Note down styles, colors, and elements you like.

3. Design Preferences

- **Logo Type:** Decide on the type of logo you prefer (e.g., wordmark, lettermark, icon, combination mark, emblem).
- **Color Scheme:** Choose a color palette that aligns with your brand's personality. Consider color psychology.
- **Font Style:** Decide on font styles you like and how they align with your brand's tone (e.g., modern, classic, playful).
- **Icons/Symbols:** Think about any specific icons or symbols that represent your brand well.

4. Technical Requirements

- **Usage:** Determine where the logo will be used (e.g., website, social media, business cards, merchandise).
- **Scalability:** Ensure the logo is scalable and works well in both small and large sizes.
- **Format Requirements:** Specify the file formats you need (e.g., JPEG, PNG, SVG, EPS).

5. Additional Considerations

- **Versatility:** The logo should look good in both color and black & white.

- **Simplicity:** Aim for a design that is simple and memorable.
- **Timelessness:** Consider a design that will remain relevant over time.

6. Collaboration

- **Feedback Process:** Establish a clear process for giving feedback during the design process.
- **Point of Contact:** Identify a single point of contact for communication with the design team.

7. Budget and Timeline

- **Budget:** Have a clear understanding of your budget for the logo design.
- **Timeline:** Set a realistic timeline for the completion of the logo design.

By following this checklist, you will ensure a smooth and efficient logo design process that results in a logo that truly represents your brand.