

The Logo Grader

How remarkable is Your Logo?

Your logo gives people an easy way to recall your business.

It's a quick reference to who you are and what you stand for. A well-designed logo adds to your branding. How do you know if your logo measures up? Take this self-assessment and find out!

How to score

1. Honestly answer the following questions about your logo.
2. Keep tally of your score,
3. Take stock of your results at the end and
4. Learn how to improve your logo.



The Logo Grader



Is your logo horizontal?

Successful company logos are generally horizontal. The eye naturally travels from left to right, so a horizontal logo would have more impact.

IF YOU ANSWERED "YES," GIVE YOURSELF 5 POINTS

Does your logo have 3 or more colors?

Black and white do not count. Too many colors in a logo will cause confusion to the consumer and in the long run will be more expensive for your promotional printing costs.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

Do you have a horizontal and vertical layout of your logo?

Your primary logo option should be horizontal, however a vertical option will be extremely helpful in those rare times a design calls for a vertical layout.

IF YOU ANSWERED "YES," GIVE YOURSELF 5 POINTS

Does your logo have more than one shape, not including the text?

The logo should be simple and to the point. Any extra shapes or details will make your company appear old-school and less successful.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

Does your logo have a black and white option?

Color free printing is very common and is less expensive to print. Be sure to have a black and white design variation so you don't lose important details in your logo.

IF YOU ANSWERED "YES," GIVE YOURSELF 5 POINTS

Are any shapes in your logo literal instead of abstract?

Using an abstract yet relevant shape in your logo will allow consumers to identify with your brand.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

The Logo Grader



Does your logo have a transparent background?

A color ad design is ruined when the logo has a white box surrounding it. Logos will be printed onto multiple colored backgrounds, so it's good to be prepared for anything.

IF YOU ANSWERED "YES," GIVE YOURSELF 5 POINTS

Are any shapes in your logo clip art?

Be original and think out of the box, it's important to stand out. Your logo won't be remembered as easily if you use generic clip art.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

Can you sketch your logo from memory?

When an average person can easily sketch your logo, you have created something recognizable and are right on track!

IF YOU ANSWERED "YES," GIVE YOURSELF 5 POINTS

Does your logo use a photo, complex pattern, or texture?

Textures and photos in logos are a thing of the past. Don't date your logo, make it timeless.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

Did you purchase your logo font?

Being different will make an impression on your audience, so go with a font that is original.

IF YOU ANSWERED "YES," GIVE YOURSELF 5 POINTS

Is there a gradient in your logo?

Gradients look cool, but they are extremely difficult to reproduce and print. Do yourself a favor and stick with flat color tones, saving you a lot of future headaches.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

The Logo Grader



Does your logo use no more than 2 fonts?

Too many fonts will be over stimulating to your eyes and send mixed signals of what you're representing.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

Do you use a drop shadow or outer glow in your logo?

When printed, drop shadows and outer glows will make your logo look blurry.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

Are all elements of your logo aligned?

Make sure everything is purposely placed and symmetrical or lined up. A proper layout is essential to your design.

IF YOU ANSWERED "YES," GIVE YOURSELF 5 POINTS

Does your logo use default kerning?

Kerning is the spacing between the letters. Using a wider kerning will give your logo a more modern vibe. Print your logo at different kerning spaces to see which you prefer!

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

Did you consult with a graphic designer for the design of your logo?

It's fantastic if you have an idea that you love! A designer could give you some useful hints and tricks to make your logo that much more amazing!

IF YOU ANSWERED "YES," GIVE YOURSELF 5 POINTS

Is your logo difficult to see when scaled down to the size of a nickel?

This relates back to printing on promotional products. From a billboard to a pen, your logo must be legible at any size.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

The Logo Grader



Do you have a logo variation that includes your tag-line?

Branding is your key to a successful logo. A tag-line is another element to your brand so when combined with your logo, it will have more impact.

IF YOU ANSWERED "YES," GIVE YOURSELF 5 POINTS

Do you use more than 2 different font sizes?

Too many font sizes will be distracting, and could ultimately confuse the viewer.

IF YOU ANSWERED "NO," GIVE YOURSELF 5 POINTS

Scoring & Summary

70 or Above

You are in fantastic shape and you are dominating the competition!

40-70

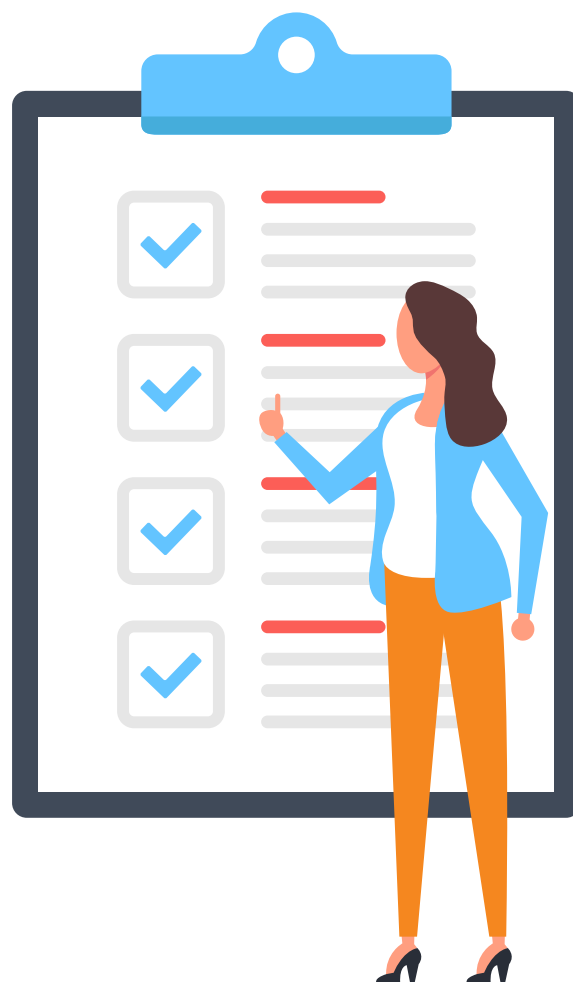
You are on the right track, but are in need of a little reevaluating.

40 or Below

Time for some help and guidance to improve your company's logo

Summary of a Successful Logo

- Two or less font choices
- Simple symbolic shape(s)
- Use of one color
- Black and white color options
- Horizontal layout - primary option
- Vertical layout - secondary option
- Equal spacing and kerning design
- Scalable sizing
- Tag-line branding option
- Consult with a graphic designer



About Impulse Creative

We Are Wayfinders

Wayfinding: all of the ways in which people orient themselves and navigate from place to place.

You know where you want to go. We're the compass to help you navigate there, and make your brand's mark on the digital marketing map.

We could call ourselves a "marketing agency", a "digital agency" or a "branding agency", but we're more than that. Because we don't provide services without results.

We believe that good marketing is a long-term journey together, toward a clearly defined goal.

When you're ready to update your logo and create a remarkable brand, we're here to help. From design theory to execution and beyond, our graphic designer and inbound marketers help businesses of all sizes grow better.

SPEAK WITH A GROWTH STRATEGIST TODAY

Spend 30 minutes with us and you'll have information and the passion to grow better. Let us show you how effective branding and inbound marketing can help you succeed.

[Learn more about impulse creative's design services](#)

