CHECKLIST

Your budget logo checklist

- [ ] Write a one-page brief stating your organisation's purpose, audience and tone
- [ ] Gather examples of logos you admire to identify qualities you want
- [ ] Decide which approach suits your time, skills and need for distinctiveness
- [ ] Confirm vector file formats and usage rights before work begins
- [ ] Test the logo at small sizes, on dark and light backgrounds and in monochrome
- [ ] Record exact colour values for RGB and CMYK to maintain consistency
- [ ] Request all file formats you need for web, print and other applications