CHECKLIST

Logo Redesign Recognition Checklist

- [ ] List every visual component in your current logo
- [ ] Identify which elements customers remember most strongly
- [ ] Choose one anchor element to keep recognisably similar
- [ ] Remove decoration that adds complexity without adding meaning
- [ ] Keep colour within the same family and brightness range
- [ ] Maintain typeface personality even if refining details
- [ ] Test new and old logos side by side at multiple sizes
- [ ] Plan a transition appropriate to the scale of change
- [ ] Update supporting materials to harmonise with the redesigned mark
- [ ] Document the reasoning behind each decision