CHECKLIST

Responsive Logo Planning Checklist

- [ ] Design your primary logo first with full detail and ideal proportions
- [ ] Develop lockups for horizontal, vertical and square orientations
- [ ] Identify which attributes stay constant across all versions
- [ ] Specify minimum sizes and assign versions to specific formats
- [ ] Prepare vector files for print and web plus high-resolution raster versions
- [ ] Test each variation at its intended size and on its target surfaces
- [ ] Document usage rules with examples of correct and incorrect application