



These are some of the factors I considered while creating logo designs. If you seek my services for brand development, drop me an email on nandita.sampat21@gmail.com. Also, to tick mark the below checklist, after each factor is done, just click on the circle and a checkmark will appear.

THE LOGO DESIGN CHECKLIST

- 1. UNIQUE:** Look at Amazon's logo, the design incorporates an idea and that's why it ensures brand recall. A logo design always needs to be unique.
- 2. FOR IDEAL AUDIENCE:** A logo design should register with your actual target market.
- 3. LONG LASTING AND TIMELESS:** Avoid trendy elements, and abide by those that will be relevant in years to come. A logical and simple logo does the trick.
- 4. ADAPTABLE:** It should look good in small and big sizes, black and white/reversed and in color. A good logo should be versatile and adaptable.
- 5. FIRST IMPRESSION:** Is your logo communicating the right message? Ask people who are not aware of the brand offering to judge if your logo communicates the right message.
- 6. FONT SELECTION:** Is your font correct for your logo, a sans serif font is used for a more casual brand where as a serif font shows more refinement. This is an important factor that contributes to the visual appeal of the logo.
- 7. SIMPLICITY:** Have you seen those logos with too many elements? Do you recall them? No. An effective logo is always simple and easy to understand.
- 8. COLOR SELECTION:** Right colours are important to communicate the right message. Consider reading up on color psychology when deciding colors for your logo design, you can find a useful read on my blog: <https://www.nanditasampat.com/post/manage-your-blog-from-your-live-site>
- 9. FEEL OF THE BRAND:** Can a brand be felt? NO! A logo is a vision of how the brand is. So a good logo design always incorporates the exact vision and values of the brand.

I have always focused on these factors when I create logos. You can see some of the logos I have created on my blog, click on the link: <https://www.nanditasampat.com/blog-1>. When working with a designer, a few simple yet effective pointers need to be considered when creating your new logo, or re-designing your current one. Simplicity, character and adaptability is what you're aiming for. If good design is good business, then great design is the direction in which to head. Don't settle for average!

PRO TIP: Avoid the Clichés. Stand out and use a subliminal meaning, it always works.