



BLACK WALL STREET
BLACKWALLSTREET.COM

Because Black Wealth Is Critical to Black Power™

Checklist of What to Consider in A Logo Design

1. Keep it as simple as possible.
2. Know how the logo will be used in various formats (e.g., website header, email header, email signature, brochure, etc.), and test each version for alignment with how the logo will be used (e.g., horizontal version, vertical version, square version, color, black and white, etc.).
3. Make sure the logo is visually balanced and that the elements flow together in a unified way.
4. Pick your colors last. Be sure that the colors you choose are not just your favorite colors but are attractive to the clients that you are trying to serve.
5. Use idea/mood boards and check your logo against similar logos and logos for the same audience.
6. Work with a professional designer to sketch out ideas until they get something that stands out, then work from that sketch in Illustrator or a similar platform to make a few other variations. This is the most cost effective and timely approach.