

simple 5 STEP
**LOGO
AUDIT**



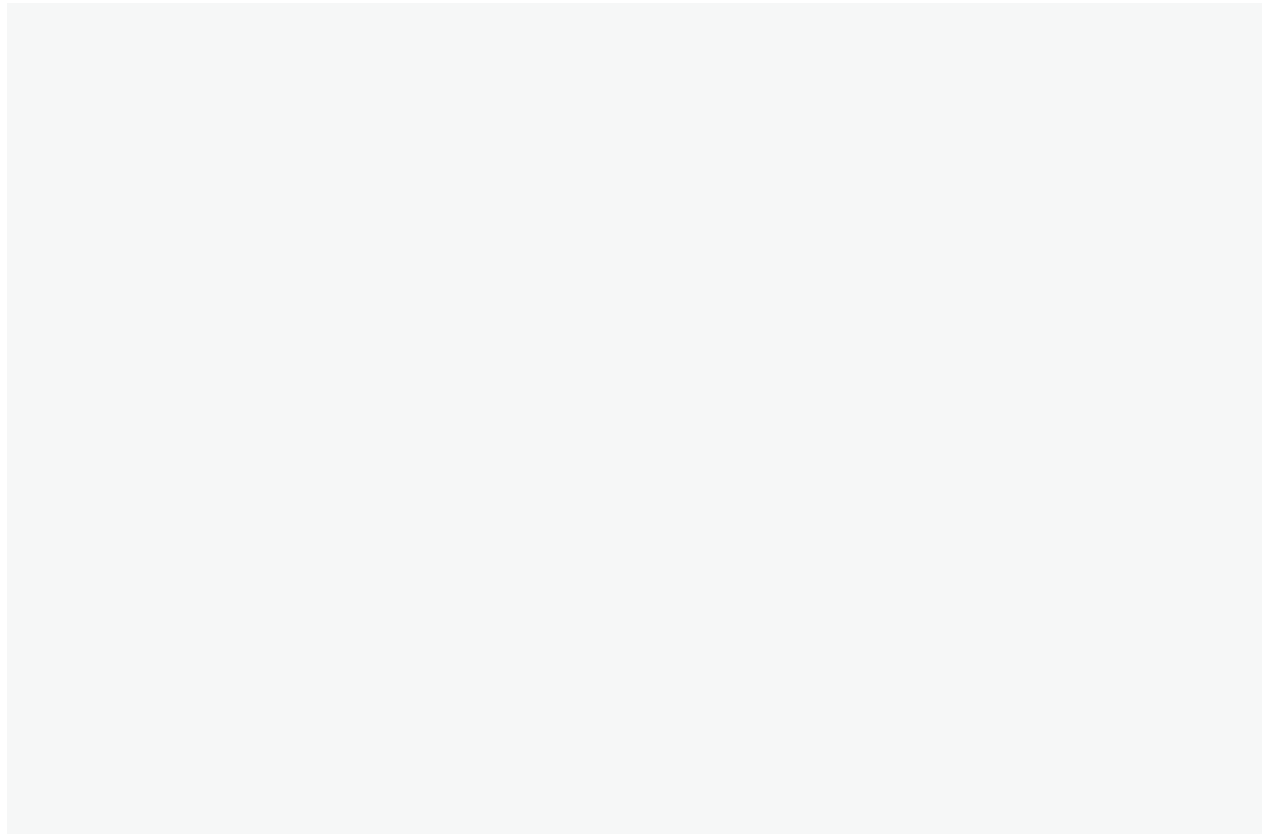
SIMPLE 5 STEP LOGO AUDIT

STEP 1 // GET CLEAR ON YOUR INTENTIONS

Take some time to consider how you want your brand to make people feel. Does working with you make them feel taken care of, comforted, safe? Or do you provide a more intense, energetic 'kick in the pants'? Get super clear on what this feeling is and hold onto it. Let's call it your business vibe.

Dreamy Business Vibe

WHAT DO YOU WANT YOUR BRAND TO FEEL LIKE?:



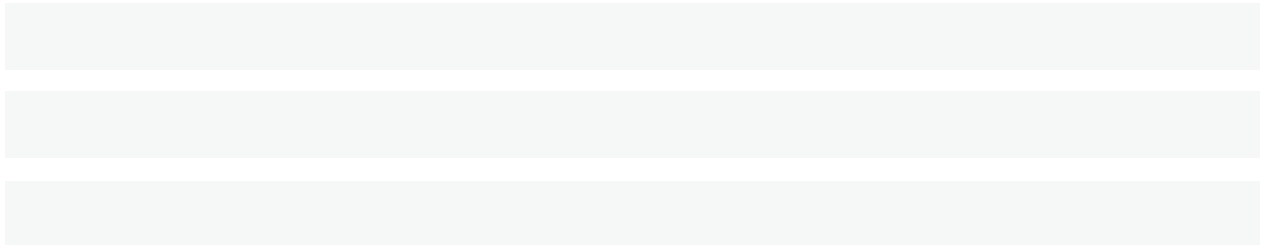
With your dreamiest business vibe in mind, take a look at your current logo. Is there a stark contrast or do you sense similar feelings when looking at it?
Are the colors matching these vibes? How about the fonts? Icons/imagery?

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STEP 2 // SELF REFLECT

Think of 3 people you'd *love* to connect / collaborate with in business.

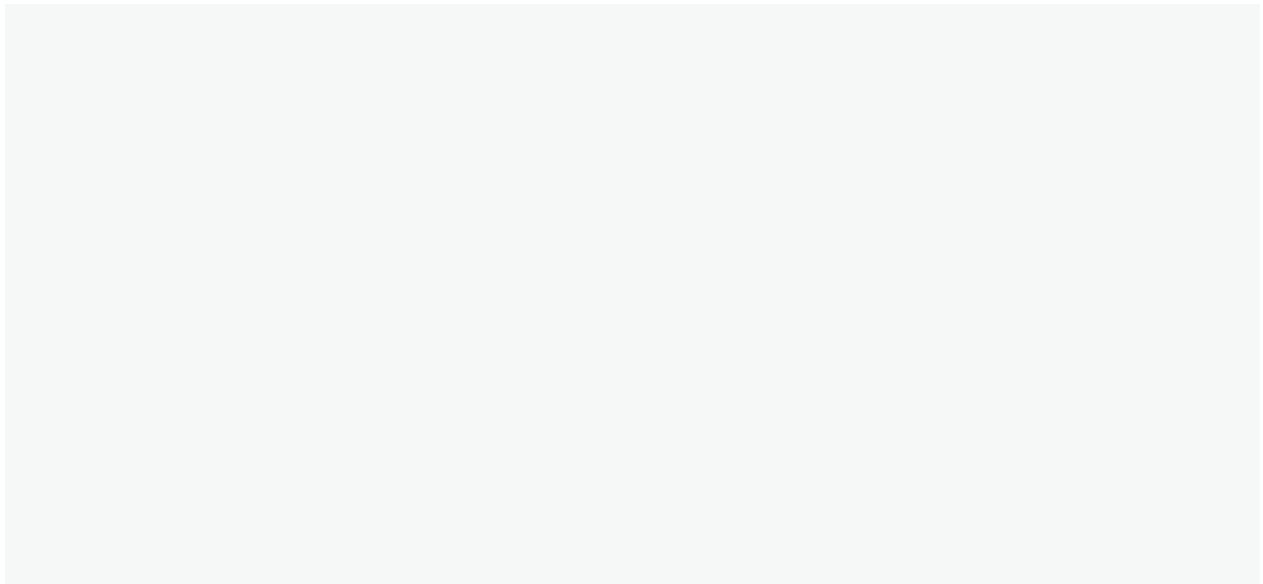
Think big here. Oprah?



Now picture each of these people seeing your logo for the first time...

Are you feeling proud or a little self conscience?

How sharing my logo with these people feels:



If you feel the tiniest bit of 'shame' or embarrassment while doing this exercise, it's definitely time for a re-brand! It's important you feel confident sharing your business (*especially the visuals of it!*)

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STEP 3 // COLOR PSYCHOLOGY

There are a few simple associations you should definitely consider when building your brand. Start with what you have and look into what your current palette is saying.

CURRENT COLOR I USE:

WHAT THIS COLOR REPRESENTS:

DOES THIS MATCH MY INTENTION?

YES

NO

CURRENT COLOR I USE:

WHAT THIS COLOR REPRESENTS:

DOES THIS MATCH MY INTENTION?

YES

NO

CURRENT COLOR I USE:

WHAT THIS COLOR REPRESENTS:

DOES THIS MATCH MY INTENTION?

YES

NO

CURRENT COLOR I USE:

WHAT THIS COLOR REPRESENTS:

DOES THIS MATCH MY INTENTION?

YES

NO

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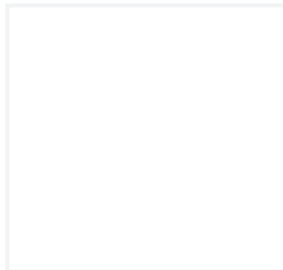
STEP 4 // COMPARE WITH COMPETITORS

Place your current logo next to a few of your competitors' logos.
Competitors, in this case, would be other brands/businesses that have similar offerings and sell to the same, or a very similar, audience as your business.

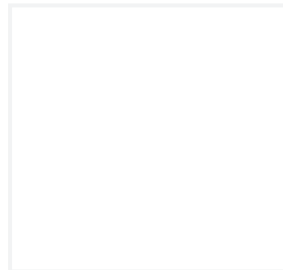
MY CURRENT
LOGO:



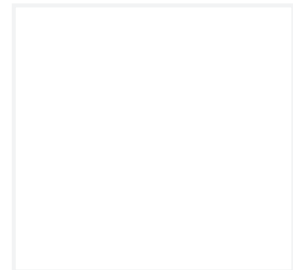
COMPETITOR 1
LOGO:



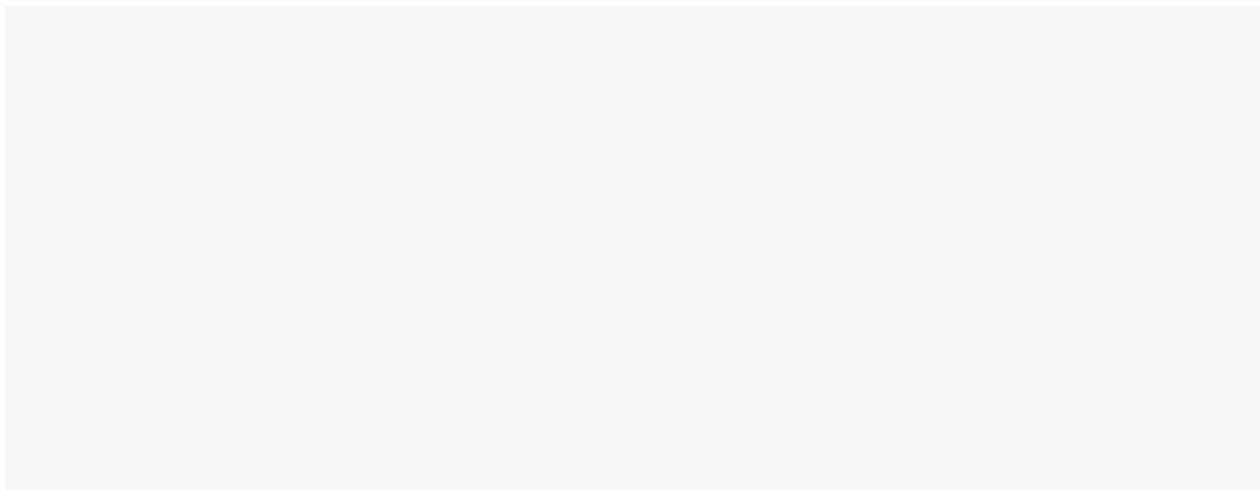
COMPETITOR 2
LOGO:



COMPETITOR 3
LOGO:



Be honest, how does it look in comparison?



When your brand is 'working' properly, you should clearly feel yours is the best in the bunch. It should look different enough to stand out from the crowd, but still be speaking directly to the same audience. If it's looking shabby or totally off kilter from the others, get curious as to why and consider how you can polish things up.

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STEP 5 // GATHER INSIGHT FROM OTHERS

It's important this remains the **very last step** in auditing your logo. Asking for insight from others can be a bit tricky, as everyone has their own personal preferences and opinions – that may or not be relevant to your audience and business goals.

Take everything with a grain of salt, and try to stick to the big picture stuff (*like legibility*) rather than simple opinions on aesthetic.

Since you undoubtedly know your business name, it's pretty much impossible to judge legibility objectively. This is why it's key to ask a few people what they read when looking at your logo. *These observers should ideally not know the actual name of your business.*

1

Ask them to read it, and see if the answer aligns.

If there's any part that unreadable, make sure to clean things up so it's legible!!

2

Next, ask them to guess what it is your business does / offers.

Did they guess correctly? If not, you may want to incorporate a subheading, or a simple icon that ties into what you do.

To make this process of gathering feedback even easier, I've included a worksheet for you to provide your respondents. Simply add your logo to the following page, print as many copies as you want (*or save as a digital pdf*) and give to as many people as you wish! **Don't forget to follow-up & review the answers you get!**

LOGO REVIEW

GATHERING INSIGHT

Thank you for taking the time to review this logo! Please be honest with your answers and give your best guess when necessary.

PLACE
LOGO
HERE

What words do you read in this logo?

If you had to guess, what would you say this business offers / does?