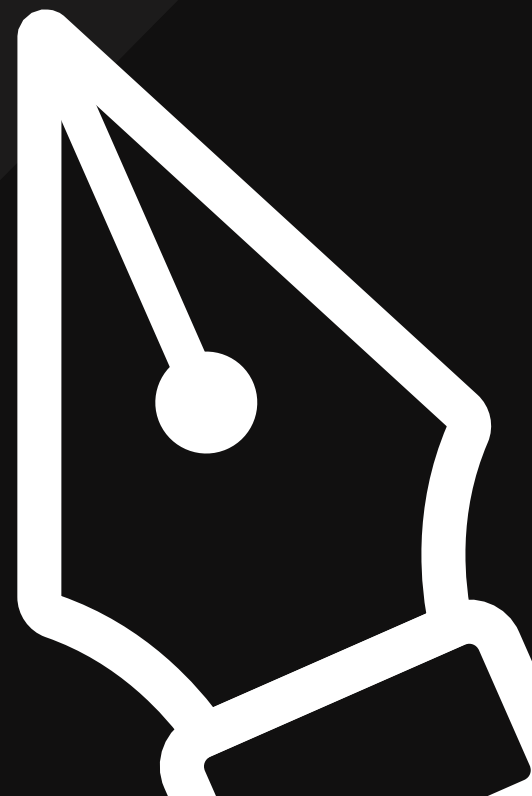


BROUGHT TO YOU BY SAINT FINANCIAL GROUP



THE COMPLETE LOGOTYPE CHECKLIST





Checking the big picture

Does the logo communicate your message?

What does the logo remind you of?

Does it communicate a subtle theme or message?

Does it suit the intended audience?

The Gut Check

Any subtle misinterpretations?

Is there any possibility of overtly stereotypical in a way that can offend?

Type Hierarchy

Are the most important words being emphasized?

Can we optimise hierarchy for the quickest understanding?

Shape

What is the overall shape of the logotype?

Will this shape be easy or difficult to work with in various layouts

Will the logo work easily as a avatar?






Legibility

Could any letterforms be misinterpreted?

Does the logotype contain any problem letters that are often difficult in terms of legibility?

Scale

Does the logo work in the most largest size available and the smallest possible size.





Getting to the details

Letter Styling

Ensure the same set of serif is used

Ensure consistency in the overall style

Baseline

Should be consistent

If the baseline is not consistent, some form of structure should be in place to prevent miscommunication and ensure legibility.

Spacing

Consistency & Correctness

Letter width

The width of the letters should relate to one another in an appropriate way.

Letter height

Do the caps hit the same height?

Do the lower letters hit the same height





Letter weight

Consistency

Does it look heavy? or too light?

Stroke angle

The angle is not always consistent (purposefully) however it should look appropriate and not have a drastic difference between them

Pen influence

Keep consistency of the design style (don't look like you have changed pen etc)

Ascenders / descenders

Does it change the form of the logo in an unintentional way?

Are they so extreme they change the usability of the logo?

Ligatures

Is there any ligatures you can take advantage of?





We hope you found this short checklist useful!
We look forward to hearing your thoughts on it! If
you are interested in more information feel free to
check out our [free resources](#) or our [blog](#)!

For anything else, just [contact the team](#)! We would
be happy to help.