

Has your company outgrown its logo?

what's
your
ID IQ
Is your logo
working for you?

**Quick
Evaluation
Tool**

ALLC

BRANDING
MARKETING
DESIGN



ID IQ Identity Evaluator

Entrepreneurs or companies often hit the ground running and don't have the time for or place much stock in the value of designing a strong brand identity in the early stages.

As the company grows, the start-up logo may no longer adequately represent the business' brand value. Perhaps the logo was not professionally designed and doesn't even reproduce properly.

The self-evaluation examines two facets of your logo's functionality:

1. How well the design support your branding goals; and
 2. Whether the files are designed to meet required uses.
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Score 1 point for each "yes "

_____ My logo is in a format that can be resized larger and smaller without losing resolution and looking fuzzy or distorted.

_____ I have a brand guidelines document that explains how to use my logo consistently to maintain brand standards.

_____ I have the logo in a variety of file formats designated to use for commercial printing and outside vendors (including a vector format), desktop publishing applications such as MS Office software, and electronic uses.

_____ My logo is designed to be recognizable at any size from use on golf balls to the company vehicles.

_____ My logo is available in color formats for use on dark and light backgrounds and in a monochromatic environment.

Score 2 point for each "yes"

_____ My logo expresses the personality of the brand.

_____ My logo looks professional.

_____ My logo provides good contrast and visibility in the environments in which it will appear.

_____ My logo is trademarked or copyrighted.

_____ My logo is distinctive and memorable.

Section 1: If you scored 5-you have a logo that reproduces properly. Score of 3-4, you have some homework. Score of 1-2, back to the drawing board literally.

Section 2: If you scored 10 points, well done! If you scored 8, think about improvement. If you scored 6 -0, your logo needs professional help: it isn't doing it's job.

ALLE is a catalyst inspiring committed entrepreneurs and companies to expose and express their brand value.