



# Logo and Corp ID

## SMART CHECKLIST

While your project is still in the concept stage, make sure that your idea is tested against this checklist.

**Do not go public with anything that can't meet these simple criteria.**

1. Is it both well-planned and original? Is it different than your competitors'?
2. Will it positively assist your marketing efforts?
3. Does it inform, enlighten or entertain your audience? Is it easy to remember?
4. Does it represent your company's philosophy, background and ethics?
5. Is it timeless in design and style?
6. In the long-run, will it bring in revenue and a good reputation?
8. Is the logo going to be 100% problem free in all aspects of implementation?
9. Is it going to be designed in appropriate graphic formats and by today's graphic standards?
9. Does the logo/corp id development company understands the US market?
10. Is the company you have selected to design and develop your logo and/or corporate identity knowledgeable and experienced to execute the project without wasting your time?

Once your new concept has passed these ten test questions, consult with your graphic professional with an open and honest dialogue. The more he knows about you and understands your company's strategic efforts, the more intelligent solutions he can offer in helping you with the execution of your project.