

Rate Your Logo

Curious about how well your logo is working for your business? Find out with this assessment tool.








	1 Not at all		3 Somewhat		5 Very
How proud are you to show other people your logo?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well does your logo convey your values, your mission, or your story	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How responsive is your logo? Is it recognizable at a small scale (like a social media avatar)? Does it print well at a large scale (like an exterior sign or banner)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How adaptive or flexible is your logo? Do you have a variety of logos to fit different spaces (i.e. favicon, horizontal, vertical, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well does your logo capture your business's current direction? Has your business evolved or has there been a significant product change or direction?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well does your logo connect with your target audience? Do you struggle to sell your branded merchandise or do you have ambassadors to flaunt your brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How easy is your logo to work with? Do vendors rarely ask for different formats or versions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How up-to-date is your logo design? Do the fonts, colors, and overall style feel current? Do your colors meet web and accessibility standards?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How clean and simple is your logo? Does it avoid unnecessary elements like drop shadows, gradients, or irrelevant details?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Review your results

Review



Assess your logo based on your rating and the corresponding color selections

Mostly Blacks and Grays:	 	Seriously consider redesigning your logo in the near future. It is likely losing you customers and revenue, and reflecting your brand poorly.
Mostly in the Middle:		It might be worthwhile to refresh your logo. It could mean capturing new customers <u>and</u> creating loyal ones. Both are solid revenues.
Mostly Greens and Golds:	 	You likely have a pretty solid logo! You can consider working with a professional designer to bring your visual identity to the next level and make a bigger impact for you.



Hi, I'm Brianna Reagan, and I'm passionate about supporting small businesses through art-based design.

Fueled by caffeine and curiosity, and guided by my passion, I blend function and strategy with art and creativity.

I partner with clients of all sizes across food and beverage, health and wellness, and lifestyle brands to render bold ideas and values into beautiful identities and experiences.

Hit me up if you're ready to start your dream project -- I'm here for it.