



DIY LOGO SURVIVAL TEST

Welcome to the brutal, unflinching, reality check your logo desperately needs. Score your logo out of 10 for each category below, then prepare for judgment...

- 01 **How much do you like your logo?** Or do you just tolerate it, like a distant relative showing up at Christmas? /10
- 02 **How proud do you feel when you use your logo?** Do you feel confident placing it on a t-shirt, a document, business card or do you hesitate, just a little? /10
- 03 **How well does your logo reflect your brand values?** Does it shout them or is it whispering some vague nonsense that could belong to anyone? /10
- 04 **How recognizable is your logo when shrunk?** If it turns into an unidentifiable smudge when small, it's time for a rethink. /10
- 05 **How well does your logo fit your industry?** If your logo showed up at a networking event, would it blend in or feel like someone wore flip-flops to a black-tie gala? /10
- 06 **How unique is your logo?** Look at your competitors, does your logo stand out or blend in? /10
- 07 **How good will your logo look in 10 years?** Is it timeless or is it following a trend that will age like a flip phone? /10
- 08 **How well does your logo speak to your target audience?** Do they 'get it' or does it feel like an obscure reference that only you understand? /10
- 09 **How adaptable is your logo?** When used on social media, business cards, banners - does it hold up, or crumble under pressure? /10
- 10 **How memorable is your logo?** Could someone sketch it from memory if viewed for 10 seconds? If not, it's fading into oblivion and in branding, obscurity is the kiss of death. /10

FINAL JUDGEMENT

Tally up your score out of 100 and see where you stand:

- 0-25** Your logo is actively sabotaging your brand. It's out there scaring away customers, ruining first impressions, and slowly choking the life out of your business. Rip it up. Start over.
- 26-50** It's not the worst logo, but it's not great. It's hanging on by a thread, making your brand look just *meh* instead of magnificent. Put a redesign on your to-do list, preferably near the top.
- 51-75** Solid effort. Your logo is doing its job, but it's not exactly a showstopper. With some refinements, it could go from "ok" to unforgettable and rank in the 90s+.
- 76-100** Now we're talking! Your logo is working hard, looking good, and earning its keep. Just keep an eye on it and if you're in the lower end of this range, a few tweaks could make it truly iconic.

