The Logo Brief Checklist

Answer these before anyone draws anything, whether that is a designer, ChatGPT or you. A logo made from good answers has a far better shot at being yours. This is a working list from IshaanEx Digital, not legal advice.

1. What must the logo do?

- [ ] In one sentence, what should a stranger understand about your business from the logo?
- [ ] Who has to trust it? Name the customer, not "everyone".
- [ ] What feeling is wrong for your business? Write down what it must never look like.

2. Write tests it can fail

A good test has a clear fail. "It should feel modern" can't fail. These can:

- [ ] It fails if it uses the symbol most businesses in my trade use.
- [ ] It fails if it can't be read in a small circle.
- [ ] It fails if it only covers one part of what I do.
- [ ] It fails if it looks like: _____
- [ ] My own test: _____

Keep it to about five. Check every option against every test, and throw out anything that fails.

3. Your own words

- [ ] What words do you use all the time when you talk about your work?
- [ ] What words would you never use?
- [ ] What do customers say about you in reviews and emails?

These point to a tone. A loud, heavy logo and a quiet, careful business don't belong together.

4. Look at your competitors

- [ ] Collect 20 real logos from your trade and region.
- [ ] Count what repeats: symbols, script names, plain names, initials, colours.
- [ ] Cover each name. How many could swap with a neighbour and nobody would notice?
- [ ] Write down the space nobody is using.

Use these for research only. Never copy one.

5. Where will it live?

- [ ] Website header, on a phone and on a computer
- [ ] Profile picture at small size
- [ ] Dark backgrounds
- [ ] Truck, sign, uniform, business card or invoice
- [ ] Which of these is the smallest important spot? Test that one first.

6. Test before you pick

- [ ] Look at it in plain black first. Colour can hide a weak shape.
- [ ] Put it in your real website header, next to your button.
- [ ] Shrink it to profile-picture size.
- [ ] Ask someone to attack it. What else could this shape be mistaken for?
- [ ] Show it to real customers if you can. A person's first reaction beats any AI's.
- [ ] Write down the faults you are choosing to accept.

7. Files and checks before you print

- [ ] A vector master file: SVG, EPS or a vector PDF
- [ ] PNG versions for everyday screen use
- [ ] Versions for light and dark backgrounds
- [ ] A small version for tight spaces
- [ ] A note saying which file goes where
- [ ] A search of Canada's trademark records through CIPO. Ask a trademark agent or IP lawyer if you find anything close.
- [ ] Written confirmation of who owns the final logo
- [ ] If AI was used, you know which tool, and you have read its terms

The last question

Cover your name one more time. Could this logo belong to someone else in your trade?

If the answer is yes, you don't have a finished logo yet. You have a good place to start.

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