ViGlob 360

Is your logo ready?

22 CHECKPOINTS

A well-designed logo means an organization recognized everywhere. Before launching your logo or using it in your communications, check off each point on this list: a few minutes now, a clear and consistent image wherever you are!

1. A well-designed logo

- [ ] **Our logo is easy to remember and recognizable at a glance.**
- [ ] **It remains legible when reduced to the size of a postage stamp.**
- [ ] **It remains clear when printed in black and white.**
- [ ] **It avoids excessive fine lines, small text and detail.**
- [ ] **It stands out from the logos of organizations in our sector and region.**
- [ ] **If based on a template, it has been customized to reflect our identity.**
- [ ] **It carries no unintended meaning, whether reduced, inverted or viewed in another language.**

ViGlob 360

Is your logo ready?

22 CHECKPOINTS

A well-designed logo means an organization recognized everywhere. Before launching your logo or using it in your communications, check off each point on this list: a few minutes now, a clear and consistent image wherever you are!

2. Research completed

- [ ] **We conducted a reverse image search to identify similar logos.**
- [ ] **We consulted the trademarks database.**
- [ ] **We asked a few people outside our organization what our logo evokes for them.**

Well done!
7 out of 22 points completed! Your logo has a solid foundation, keep up the momentum.

ViGlob 360

Is your logo ready?

22 CHECKPOINTS

A well-designed logo means an organization recognized everywhere. Before launching your logo or using it in your communications, check off each point on this list: a few minutes now, a clear and consistent image wherever you are!

3. Square version ready

- [ ] **We have a square version (or symbol) designed for small spaces.**
- [ ] **It remains legible when displayed in a circle, with no key elements near the edges.**
- [ ] **We have the square version and main logo in transparent PNG, JPG and SVG, in high resolution.**
- [ ] **All files are stored in a shared folder that is easily accessible to our team.**
- [ ] **We have listed every location where our logo appears in a square or circular format.**
- [ ] **We use the same square version consistently across all platforms.**

ViGlob 360

Is your logo ready?

22 CHECKPOINTS

A well-designed logo means an organization recognized everywhere. Before launching your logo or using it in your communications, check off each point on this list: a few minutes now, a clear and consistent image wherever you are!

4. Usage guidelines followed

- [ ] **We have colour, white and black versions of our logo**
- [ ] **Our logo is always placed on a background with sufficient contrast.**
- [ ] **It is always displayed in full, never cropped.**
- [ ] **It is never stretched, compressed, tilted or recoloured.**
- [ ] **No elements are added around it, and clear space is always maintained.**
- [ ] **Our usage guidelines are documented on one page and shared with our committee, volunteers and partners.**

ViGlob 360

Is your logo ready?

22 CHECKPOINTS

A well-designed logo means an organization recognized everywhere. Before launching your logo or using it in your communications, check off each point on this list: a few minutes now, a clear and consistent image wherever you are!

Tips for your square version

To make sure your square version works well everywhere, keep these tips in mind.

Think small:
The square version must stay readable even at a very small size. A simple symbol, an initial or a monogram often works better than a full logo shrunk down.

Think round:
Many platforms cut off the corners of the image to display it in a circle. Make sure nothing important is near the edges.

Think consistency:
Use the same square version everywhere. Your audiences will recognize you more easily from one platform to the next.

Always keep your square logo on hand:
a partner platform asks for your logo, a volunteer is preparing a poster, you're creating a new online account... That's often when you realize you don't have the right file. Ask your designer to provide the square version in several formats: PNG with a transparent background, JPG and SVG (or another vector format), in high resolution. Then store all these files, along with your main logo, in a shared folder that's easy for your whole team to find.