
Before You Submit

A Logo Design Checklist

Use this checklist alongside the official design brief.

Work in any medium or software. Let the idea lead the process.

01 Understand the brief

- ☐ I have checked the required wording, year, location, and theme.
- ☐ I understand the color limits, intended uses, and entry requirements.
- ☐ I can explain how my idea answers the brief.

02 Build the idea

- ☐ I have explored keywords, local references, and several small sketches.
- ☐ My imagery supports the idea and represents the subject accurately.
- ☐ The main idea is clear without a long explanation.

03 Organize the design

- ☐ I have decided what viewers should notice first, second, and third.
- ☐ Type works with the shapes, and essential wording is easy to read.
- ☐ Color and text treatments support the hierarchy.

04 Test the result

- ☐ I have viewed it at small and large sizes, including intended product sizes.
- ☐ I have checked a black-and-white or grayscale version for contrast.
- ☐ Fine lines, small gaps, and details suit the intended production methods.

05 Take a fresh look

- ☐ I have stepped away and returned to the design with fresh eyes.
- ☐ I have removed details that do not help the idea or readability.
- ☐ I have checked spelling, dates, spacing, and visual balance.

06 Prepare the entry

- ☐ I have included every version and file requested in the brief.
- ☐ My exported files open correctly and show the design clearly.
- ☐ I have checked file names, contact details, deadline, and delivery method.