

10 Mistakes To Avoid In Logo Design



- ☐ The logo isn't flexible enough
- ☐ The logo isn't clear in black & white
- ☐ The logo isn't distinctive enough
- ☐ Some elements are offensive
- ☐ It isn't ready for color systems
- ☐ Details are too small
- ☐ Visual style isn't a good fit
- ☐ Choices are driven by what's trendy
- ☐ It doesn't convey the right emotion
- ☐ Your logo files aren't scalable