

Introduction

This guide helps evaluate the effectiveness of your finalized logo design. It ensures your logo is scalable, ve

1. Size & Scalability Testing

- Test logo at 50px, 100px, 250px, and 500px.
- Ensure small details remain visible and the logo is recognizable.
- Simplify shapes if details get lost at small sizes.

2. Background Compatibility

- Place the logo on white, black, and brand-color backgrounds.
- Check visibility and adjust stroke, outline, or fill if needed.
- Ensure contrast is strong in all cases.

3. Monochrome & Grayscale Versions

- Convert the logo to pure black & white (1-color mode).
- Create a grayscale version using varying shades.
- Ensure logo identity is preserved without color.

4. Real-World Mockup Testing

- Place the logo on mockups: business cards, letterheads, mobile screens, product packaging.
- Use mockup generators like Placeit, Photoshop templates, or Canva.
- Review how the logo performs in practical branding scenarios.

5. Feedback & Refinement

- Present logo variations to peers or design communities.
- Collect feedback on readability, balance, and appeal.
- Make refinements based on constructive suggestions.

6. Deliverables Checklist

- ✓ Full-color logo (primary)
- ✓ Secondary logo (alternate layout)
- ✓ Monochrome version
- ✓ Icon-only version (for small use)
- ✓ Tested on light/dark backgrounds
- ✓ Saved in AI, EPS, PNG, JPG formats