fluostudio

CHECKLIST

Are your logo guidelines enough for your team?

Logo guidelines sitting as a PDF on someone's drive won't help a sales rep at 4.40 pm on a Friday. This checklist looks at two things: whether the brand documentation is complete and whether the team can use it day to day.

TIME	WHO IT'S FOR	INSIDE
30 minutes	Marketing and whoever orders materials	22 items in 5 sections

Online version that adds up the score for you: fluo.studio/knowledge-base/tools/logo-guidelines-checklist/

Before you start

Logo guidelines explain how to use the logo. A brandbook describes the whole brand, including language, photography and the rules for materials. For everyday work, the team also needs ready-made templates in the software it uses. Without them, even good guidelines end up as a PDF someone opened once.

The checklist has five sections, from logo basics to access to the files. The first two are the minimum for any company. The third and fourth decide whether materials from different departments look like one brand.

HOW TO USE IT

1. Open your logo guidelines or brandbook and the folder with your brand files.
2. For each item, choose “in place”, “partly” or “missing”. Anything nobody can find counts as missing.
3. Add up the points: “in place” is 2 and “partly” is 1. The description of your result shows what's missing most.

01 Logo

The basics every set of logo guidelines should have.

Points _____ of 10

	IN PLACE 2 pts	PARTLY 1 pt	MISSING 0 pts
The logo in its main and additional versions, for example horizontal, vertical and the symbol on its own.	◯	◯	◯
Clear space and minimum size, separately for print and screen.	◯	◯	◯
Versions for light and dark backgrounds, plus achromatic and single-colour versions.	◯	◯	◯
Examples of misuse: stretching, changed colours, shadows, the logo on a photo without enough contrast.	◯	◯	◯
Vector files (SVG, PDF, EPS) and PNGs, with a note on which file is for what.	◯	◯	◯

UP TO 6 POINTS

Gaps in the logo basics show up with every job: the printer calls, the agency asks for files, someone stretches the logo in a presentation. This section is the first step, before you deal with the rest.

02 Colours and type

Points _____ of 8

	IN PLACE 2 pts	PARTLY 1 pt	MISSING 0 pts
Colours in CMYK, RGB, HEX and Pantone, with the proportions in which they're used.	◯	◯	◯
Typefaces licensed for print, web and office documents.	◯	◯	◯
A substitute typeface for Word and PowerPoint, for computers without the brand font.	◯	◯	◯
Text hierarchy: headings, paragraphs, captions and highlights.	◯	◯	◯

UP TO 4 POINTS

Without written-down colours and type, everyone picks them by eye. Filling in this section is a small job, and it ends most arguments about the shade of green.

03 Language and imagery

What sets a brandbook apart from logo guidelines.

Points _____ of 8

	IN PLACE 2 pts	PARTLY 1 pt	MISSING 0 pts
A description of who the brand is and what it promises, clear to a new employee.	◯	◯	◯
Language rules: how the company writes to customers, what it avoids, with examples.	◯	◯	◯
Photo style: what to photograph, in what light, what not to show.	◯	◯	◯
Icons, illustrations or graphic patterns, with rules for using them.	◯	◯	◯

UP TO 4 POINTS

The logo is described, the brand isn't yet. The team knows how to place the logo but guesses how to write and which photos to choose. This is where a brandbook helps, or a short version of one for the team.

04 Tools for the team

Ready-made files the team can use without a designer.

Points _____ of 10

	IN PLACE 2 pts	PARTLY 1 pt	MISSING 0 pts
Presentation, proposal and document templates in the software the team uses every day.	◯	◯	◯
Templates for social media posts and graphics.	◯	◯	◯
An email signature ready to paste.	◯	◯	◯
Designs for printed materials: business cards, letterhead, folders, roll-ups.	◯	◯	◯
Examples of finished materials to follow.	◯	◯	◯

UP TO 6 POINTS

The rules exist, but the team has nothing to work with, so people do their own thing. Templates in software people know will do more than extra pages of guidelines. That's how the tools for teams we make for sales and marketing departments work.

05 Access and upkeep

Points _____ of 8

	IN PLACE 2 pts	PARTLY 1 pt	MISSING 0 pts
The guidelines and files are in one place that everyone who needs them can access.	◯	◯	◯
It's clear who is responsible for the brand and who to ask.	◯	◯	◯
The documentation was updated after the last big change in the company.	◯	◯	◯
Subcontractors and printers get the guidelines with their first job.	◯	◯	◯

UP TO 4 POINTS

The documentation exists, but it isn't doing any work. Move the files to one place with a link everyone in the company knows, and name a person to go to with questions.

Your score

Total points _____ of 44

0–17
POINTS

There's a logo, but no system

The team is guessing, and every new job starts with a question about files. Start with sections 1 and 2: the complete logo set, colours and type. That's the minimum everything else stands on.

18–32
POINTS

Rules in place, tools missing

The guidelines describe the logo, but people don't have ready-made files, so they do their own thing. Section 4 will help most: templates in the software the team uses every day.

33–44
POINTS

The team has what it needs

Your brand documentation is complete. Keep it up to date, and once a year check with the team that the templates still fit the way they work.

Would you rather go through the results with someone who does this every day?

In the first call we'll tell you plainly whether we can help. If we can, you'll know before we start what we'll do, in what order and when.

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ONLINE VERSION
fluo.studio/knowledge-base/tools/logo-guidelines-checklist/