

DIY logo rating!



Think Plus Ink

Is your logo working hard enough?

Use our quick-fire DIY logo scorecard to find out.

Be honest... Score each question out of 10.

Use the score when making critical business decisions in your brand's journey..

Your logo isn't just a pretty symbol. It's a strategic tool that influences perception, trust, and ultimately your bottom line...

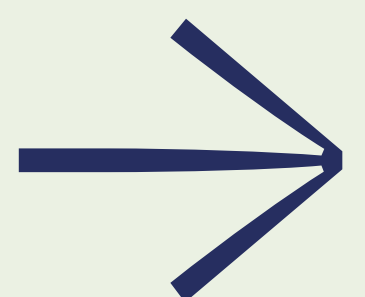
01 Do you like your current logo? / **10**

02 How proud are you to show it to others? / **10**

03 Does it reflect your brand values? / **10**

04 Is it scalable and clear at all sizes? / **10**

05 Is it appropriate for your industry? / **10**



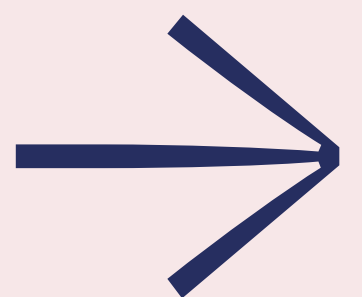
06 Is it unique and recognisable? / **10**

07 Will it still hold up in 10 years? / **10**

08 Does it speak to
your audience? / **10**

09 Is it versatile across
formats? / **10**

10 Is it truly memorable? / **10**



How did you score?

0-25

Let's be honest. It's hurting your brand.
Time to act.

26-50

Some potential, but your logo's
holding you back.

51-75

A solid start. With refinement,
you could go much further.

76-100

Strong showing. But don't get too comfy,
the best brands are always evolving.

Need a second opinion?

Scoring under 75? But something feels a little off?

We'd be happy to take a look and advise.

Email us: hello@thinkplusink.com
or visit **www.thinkplusink.com**

If you prefer a no-obligation, zero-fluff chat – give us a call on **01332 865449**